



Nick of Time Sports Casting

Digital Marketing Plan

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Prepared by Nick Thoney

Table of Contents

Executive Summary	2
Overview	3
Goals, Objectives, Strategies, and Tactics	4
Roles	4
Target Market	5
Social Media Presence	7
Platforms and Implementation	8
Blogger	8
Facebook	8
Twitter	9
Instagram	9
YouTube	10
SoundCloud	10
Content	11
Evaluating and Tuning	13
Budget	14
References	15

Executive Summary

Nick Of Time Sports Casting has the potential to tap into numerous markets and pull them into one central hub. These markets include professional, semi-professional, college, and even high school baseball, football, hockey, and basketball.

This social media marketing plan is a means of using inbound marketing to attract, engage and delight our audience. In order to complete this plan, research has been completed and compiled into small segments. This plan is going to be used to appeal to men ages 18-25.

The social media goals for Nick Of Time Sports Casting include:

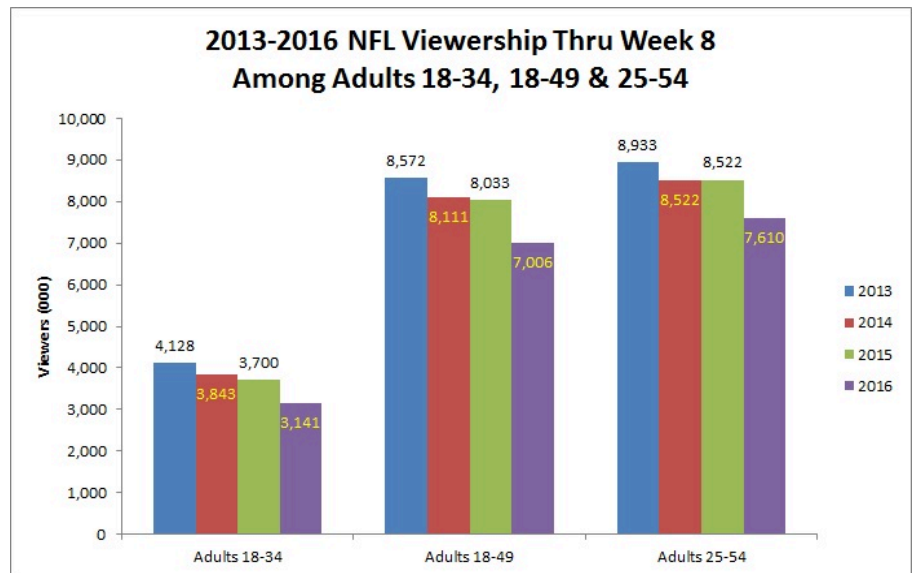
- Drawing web traffic to our social media pages
- Drumming up interest of our podcast
- Becoming a reliable sports news source on social media
- Help sports become more accessible to younger generations
- Make the content related/relevant to teenagers/young adults
- Get small market/relatively unheard of athletes a platform

To ensure the following objectives are reached, this comprehensive plan has laid the foundation for a successful implementation of the goals. The social media interactions will be tracked and then fine tuned based on the results.

This plan also includes a budget that displays costs of using this plan. This plan will be overseen and operated by Nick Thoney.

Overview

Sports are growing to levels never previously deemed possible. The NFL is a huge contributor to this increase. The NFL's viewership rose 9% in the last year with a 12% yearly increase in revenue. The total revenue brought in by the NFL has skyrocketed to around \$1.8 billion yearly. Our business would take advantage of this broad market by helping to gain the attention of the ever growing younger audience. Because while the older generations are starting to fall off, the younger generations are as passionate as ever.



Our business would thrive from utilizing a digital presence. Younger generations have stopped using cable, and instead are drawn towards streaming. Those same generations are the most active on social media sites and are an untapped gold mine of potential subscribers. Digital viewers of live sports in the United States has eclipsed 57.5 million people this year, and is projected to exceed 90 million viewers by 2025 (a whopping 26% increase). With the vast growth of digital viewing of sports, our streaming service can hop on the trend and grow our business along with the digital viewing of sports.

Here at *Nick of Time Sports Casting* we will post podcasts/Instagram posts talking about trade rumors, free agent signings, and other trending topics in the sports world. We will entertain our viewers by posting short clips on a variety of platforms both praising and making fun of athletes with both lowlights and highlights. In order to attract potential viewers to our social media, we will use the inbound methodology of marketing. We will use the EEI Strategy™ to entertain, engage and inform our consumers. We provide our viewers with valuable information that would help us to become a trust-worthy thought leader. In other words, our consumers would hear the news we break, hear our opinions on potential trades, free agent signings, etc. and be able to trust it.

Goals

Below is a table with a GOST relating to our goal of creating a digital marketing presence for our company. Since we have a set goal and objectives, strategies and tactics are listed in order to create a plan that will help us to achieve our goal.

Details	
Goal	Create a digital marketing presence for our company.
Objectives	1. Listen to the target audience to determine their top six social media network preferences by September 1, 2022. 2. Identify one to three primary social networks by September 15, 2022. 3. Create accounts on two identified social networks by September 30, 2022. 4. Grow a following of 25 on each social network by December 31, 2022.
Strategies	1. Create a survey to gather which social media consumers prefer. <i>(Supports Obj. 1)</i> 2. Review and interpret which platform to use based on survey data. <i>(Supports Obj. 2)</i> 3. Create accounts on platforms. <i>(Supports Obj. 3)</i> 4. Make our social media accounts visible (same name across platforms/public profiles) and interactive. <i>(Supports Obj. 4)</i>
Tactics	1. Research survey platforms. <i>(Supports Strat. 1)</i> 2. Create a team to review the results and determine which and how many social media platforms to be active on. <i>(Supports Strat. 2)</i> 3. Create a clean, consistent brand and account name throughout our platforms to foster brand awareness. <i>(Supports Strat. 3)</i> 4. Author quality, valuable, relevant digital content. This pulls helps pull in consumers via inbound marketing <i>(Supports Strat. 4)</i>

Roles

To execute platform-specific tactics and generate content. In an ideal world, specific roles and responsibilities are assigned based on the expertise and ability of staff. Seeing that this is a small start-up business, the Marketer is the only person with knowledge, experience, and training to effectively engage with consumers on our social media platforms. Therefore, Nick Thoney, will be the sole implementer of the digital marketing plan.

Target Market

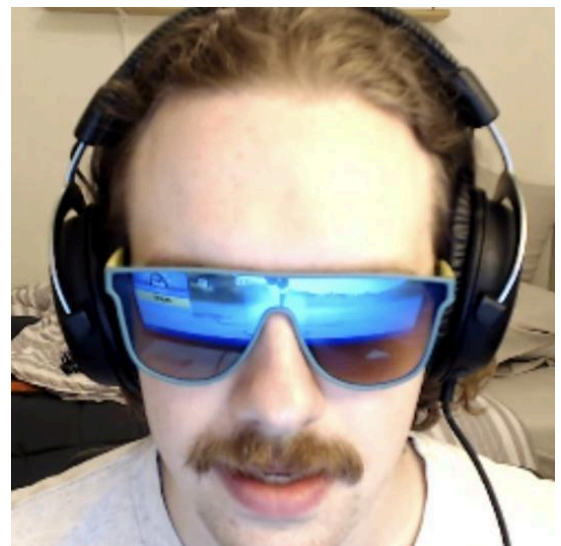
Our target market is who we're targeting. In this case, it would be 18-25-year-old men who are either in or recently out of college. They have a passion for sports and follow them closely. Using demographics, psychographics, and behavioristics of our target audience, we can more effectively market to them. Providing sports value to our consumers will help build trust and push the consumer towards us using inbound marketing.

Demographics	Psychographics	Behavioristics
• 18-25 Years Old • Men • Income range of \$15,000 - \$35,000 • Employed • College student/recently graduated	• Enjoy or frequently Watch/Play sports • Listen to podcasts while working or studying • Follow sports news closely • Play Fantasy Football and need to track injuries and trades of players • Plays sports video games	• For entertainment from short clips of the podcast uploaded separately with accurate titles of what's talked about • For sports news such as trades, injuries or results of recent games

Persona

Tony Nichols

Tony is a 21-year-old college student who doesn't have a lot of free time. He's in his first semester of a new major in college and always keeps his phone close. He has notifications on his phone for when his favorite sports teams, the Milwaukee Bucks and the Green Bay Packers games start. Tony is extremely passionate about his favorite teams and has apparel



and decorations around his room for each. Tony used to play football but had to quit due to health issues. However, the love for football never faded. Tony still avidly watches the NFL, listens to podcasts related to the NFL, and plays fantasy football.

Since Tony's free time has been drastically reduced due to starting college, he doesn't have the same free time that he used to in order to follow every single piece of football news. Instead, Tony listens to podcasts while playing video games, studying, while driving, and while at work. Tony uses football as a way to bond with his friends, kill time and have something to look forward to every weekend. Tony has enough financial freedom that he doesn't have to worry about buying little things here and there, but is frugal with his money and doesn't like to spend it.

Tony also plays video games that both do and do not involve sports. He typically buys the new Madden and the new 2K basketball game every year. During fantasy football season, Tony is constantly checking his phone to keep up with sports news due to being in a competitive league with his friends. Tony likes to sleep in and frequently forgets things. Due to both of these factors, he commonly will miss games that start in the morning and will need to check his phone to find highlights/a recap.

Social Media Presence

Digital marketing presence for any company is a must; it helps connect consumers and companies and provides platforms for a company to communicate their brand. To do this, we use inbound methodology. Inbound methodology provides value to consumers which pulls consumers into us instead of advertising directly to them. Inbound methodology has three stages: attract, engage, and delight. By following these basic steps, we will help our consumers have a more pleasant experience thus both retaining current customers and attracting new customers.

There are many key metrics for auditing a company's digital marketing presence on individual social media platforms including sentiment analysis, reach, company posts, feedback, and average response time. The three we will be using are defined below and reflected in the table.

- **Company Posts:** Measure how often the company posts on each social media platform
- **Feedback:** Shows the number of comments, likes, or replies to company-generated content.
- **Average Response Time:** Measures response time to user comments on the company's social media platforms.

Metric	Company Posts	Feedback	Average Response Time
Blogger	1 per week	1:1 comments	8-12 hours during normal business hours (8 a.m.-5 p.m.)
Facebook	4 per week	1:1 comments	4-8 hours during normal business hours (8 a.m.-5 p.m.)
Twitter	8 per week	1:1 comments	4-8 hours during normal business hours (8 a.m.-5 p.m.)
Instagram	4 per week	1:1 comments	4-8 hours during normal business hours (8 a.m.-5 p.m.)
YouTube	1 per month	1:1 comments	8-12 hours during normal business hours (8 a.m.-5 p.m.)
SoundCloud	1 per month	1:1 comments	8-12 hours during normal business hours (8 a.m.-5 p.m.)

Platforms and Implementation

Blogger

Blogger is a unique and easy way to get information out to our clients. Blogger will help us to connect with our audience, and create personable content that they can relate to. We can post relevant information or pictures and answer questions that the consumer may have. We can also include links to our social media platforms and our website. Blogger could be used to put out weekly updates for our consumers, but not spam their email with annoying advertisements.

Following are the key tactics that will be implemented to establish a social media presence.

1. Make the information evergreen. In other words, make it so the information will not expire and will be relevant no matter how long ago the information was posted (don't use statistics).
2. Keep the target demographic in mind when creating a blog post. If the information isn't relevant to our target audience, they won't be interested.
3. To attract people to our blog we should answer questions and problems that the customers may have/are encountering.
4. Make sure that the information we put out has value. We want to be a credibility expert.
5. Use emotion in our blog posts - positive emotions (awe, laughter, amusement, joy) work best.

Facebook

Facebook is the world's largest social media platform. It is used both for leisure and for business. Facebook's main demographic is 35+ year old family-minded individuals. Creating a business page on Facebook can help our company reach a broader consumer base and help us build a more personal relationship with our consumer base. Our Facebook page can pull together like-minded individuals and create a feeling of comradery/community within our consumer base.

Following are the key tactics that will be implemented to establish a social media presence.

1. Use images since they have a greater reach than videos
2. Create a professional business page with a link to our company website
3. Interact with our followers to build a personal relationship
4. Use links to our landing pages
5. We will Post on Facebook 3-5 times per week

Twitter

Twitter is a place for professionals on the go, usually between the ages of 18-49, and who are more likely to be affluent college graduates who live in a city. It is a microblogging site with a maximum of 280 characters per post; usually includes text, links, audio, images, or even video. It's about getting followers to find us. Using hashtags and our customers' pain points, if we provide valuable content, then people will find us. 82% of B2B content marketers used Twitter for organic content marketing in the last 12 months.

Following are the key tactics that will be implemented to establish a social media presence.

1. Social Monitoring - responding to people using key phrases that are relevant to our brand
2. Social Listening - pay attention to trends, such as posting a Ukrainian flag/#BLM or something similar
3. Customer Service - can immediately see and respond to our customers' complaints/concerns
4. Use hashtags Intuitively - make them relevant to our brand, product, or services, don't go overboard (1-3)
5. Be authentic - be personable/connect with our target audience; showing personality will attract and retain more followers.

Instagram

Instagram is a photo-sharing social media site. Its primary users are trendy 18-34-year-olds. Instagram is best used for showing brand personality, engaging with our community, bringing awareness to our brand, and providing a behind-the-scenes look into our business. By using 1-3 hashtags on posts we can spread our brand even further by exposing similar, yet untapped communities to our product.

Following are the key tactics that will be implemented to establish a social media presence.

1. We should use 1-3 hashtags per post
2. Show a behind-the-scenes perspective of our company
3. Timeliness matters (when we should post what)
4. We should use stickers to be aesthetic, show locations, have polls, or shoppable product stickers

5. We should Interact with other Instagram accounts to create relationships. The more Instagram accounts that we interact with/Instagram accounts that interact with us make us more likely to pop up in user's feeds.

YouTube

YouTube is a video sharing site which also just happens to be both the world's second largest social platform and search engine. We can use YouTube to upload our own content, play ads in other people's videos, or place ads in the homepage/search results. Putting out videos of our product is a really good way to improve SEO results. Plus, with YouTube being the second largest search engine in the world, if we make our title and tags good enough we can get a lot of views quickly.

Following are the key tactics that will be implemented to establish a social media presence.

1. Effectively use relevant tags on our videos
2. Have interesting video titles to pull in viewers
3. Pay for one of YouTube's paid advertising options (Video Discovery, In-Stream ads, etc...)
4. Post relevant, engaging videos that provide VALUE to our viewers
5. Treat the channel as branded extension of the company

SoundCloud

SoundCloud is an audio-sharing site that we can use to target a niche audience. We can use a podcast to bring attention to our product from people between the ages of 12 and 34, especially men. Our podcast will create passive consumption of our product that consumers can take in anywhere. Our podcast can also create increased web traffic that we can flow back to our website.

The following are the key tactics that will be implemented to establish a social media presence.

1. Our podcast needs to create value for the listener
2. We will discuss trends/hot topics in sports
3. Position ourselves, our brand, or our business as an expert in the sports world by providing knowledgeable information, or takes in our podcast
4. Use micro-influencers/athletes to our advantage as guests on the podcast
5. Advertise our podcast on all of our social media networks, yet word it slightly differently from site to site

Content Development

Although each social media platform will feature specific types of content, the following tactics maximize the creation of quality content to be repurposed, saving time and money while generating the greatest possible impact:

- **Developing Content:** A thorough analysis of the content needs for each social media platform will be conducted, identifying the specific needs for the primary target market. A careful inventory of existing content within an organization will be undertaken to find material that can be repurposed for use on social media platforms.
- **Managing Content:** Digital content will be carefully edited before posting and consumer contributions will be monitored to ensure they are appropriate.
- **Cross-Utilizing Content:** To leverage existing content, it will be adapted to each type of platform for proper cross-utilization. Care will be taken not to over utilize this procedure because it may trigger unwanted attention from search engines.
- **Breaking Apart Content:** Breaking content into smaller chunks and reformatting it will stretch the utilization of the material, allowing it to appear in various forms on multiple platforms.

Topic Clusters

1. Trades/Free Agents
 - Rumors of Trades/Free Agents
 - Details of Contract Signings
 - Trade Contents
2. Recent Games
 - Clips of Highlights/Lowlights
 - Scores of Recent Games
 - Locker Room/Post Game Content
3. Up and Coming Athletes
 - Highschool Prospects
 - College Athletes
 - Minor League Standouts

EEI Strategy™

According to our 4.1 reading in Digital Marketing Strategies (DMS), “Inbound is a business philosophy based around helping people. The inbound approach means doing business in a human way and creating meaningful 1:1 relationships with strangers, prospects, or customers. Inbound means meeting people on

their own terms and interacting with them using the sites, platforms, and networks they value most.” By building these 1:1 relationships, we build a personal connection with our customers and gain their trust when buying products.

As a basic plan, we will use Laurie’s EEI Strategy™ to interact with our customers. The first step of the EEI Strategy™ is engagement, the second step is entertainment and the final step is Informing.

In order to engage with our customers, we will supply them with a call to action that elicits the customer to respond. These calls to action could include interacting with a post, buying something, watching something, or physically going somewhere. We can use these calls to action to measure engagement levels and get the customers involved instead of a quick in-and-out interaction.

Entertaining our customers is the easy part. Our goal of an entertaining post is to provoke an emotion from the customer. The most effective emotion to provoke in order to get the customer to interact is humor. Other emotions work, but just not as effectively. Another great way to entertain customers is to use kids and dogs (everyone loves a cute dog).

The final step is informing our customers. According to the DMS 4.4c reading, “Inform posts are created to provide quality, relevant, factual information for our followers. The best inform posts cite or mention a credible source to demonstrate your dedication to truthful information.” By giving our customers truthful, trustworthy information we can establish ourselves as thought leaders on the topic. By becoming thought leaders, we can help to ensure that the customer comes to us with questions/problems and can trust us to solve these questions/problems.

Evaluating and Tuning

Evaluating

We will collect and measure data throughout the four months while running this plan and interpret it.

Once we've measured the data, we will make insights into what did and didn't work throughout the plan.

This part of the plan will not only allow us to view what we did wrong, but also what we did right.

The measurements that we take will be carefully viewed and analyzed. Once the data is analyzed, we can gain a better understanding of our audience.

Tuning

We will also tune the plan as it runs based on the measurements we take. The plan will constantly change to improve the chances of the plan actually succeeding. Once we know that our audience loves one platform, but hates another, we can have a better understanding of what we should put our resources into.

The reason that reevaluation is necessary is due to the constant shift of consumer's preferences, what our competitors are doing, and new technologies that may be introduced. For example, before 2019, TikTok was not widely popular. However, teenagers found the app and realized that they enjoyed it. This shift in consumer behavior could derail a social media plan, which is why ours is constantly adapting. In order to get to the top and then stay on the top, we must do what our consumers want.

Budget

The following budget is recommended for this campaign.

Item	Amount for 4-month plan (September-December 2022)	Notes
Staff Professional	\$19,350	Nick Thoney
Market Research	\$473.97	*DMS course cost
Organic Content Creation	\$0	Included in staff cost; will use owned, free, and stock images
Contests/Sweepstakes	\$300	Sweepstakes/2 Packers opening game tickets
Hardware	\$55	*purchase price of phone (\$150 / 3)
Advertising		All paid promotion efforts will be evaluated after this four month plan to gauge activity on our selected platforms. Budget allocation will be recommended at that time based on the data collected.
Blogger		
Twitter		
Facebook		
Instagram		
YouTube		
SoundCloud		
SEO		
Influencers		
Software	\$220	54.99 (rounded to \$55) monthly adobe creative cloud fee * 4
Monitoring/Scheduling	\$0	Cost determined later
Reporting/Analytics	\$0	Using the free analytics provided by each platform
Web Site	\$0	Using Adobe Spark for initial testing; will recommend budget for further development
Social CRM	\$64	Monday pro monthly fee (\$16) * 4
Total Investment	\$20,462.97	

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