

# LEARNING FROM OTHERS

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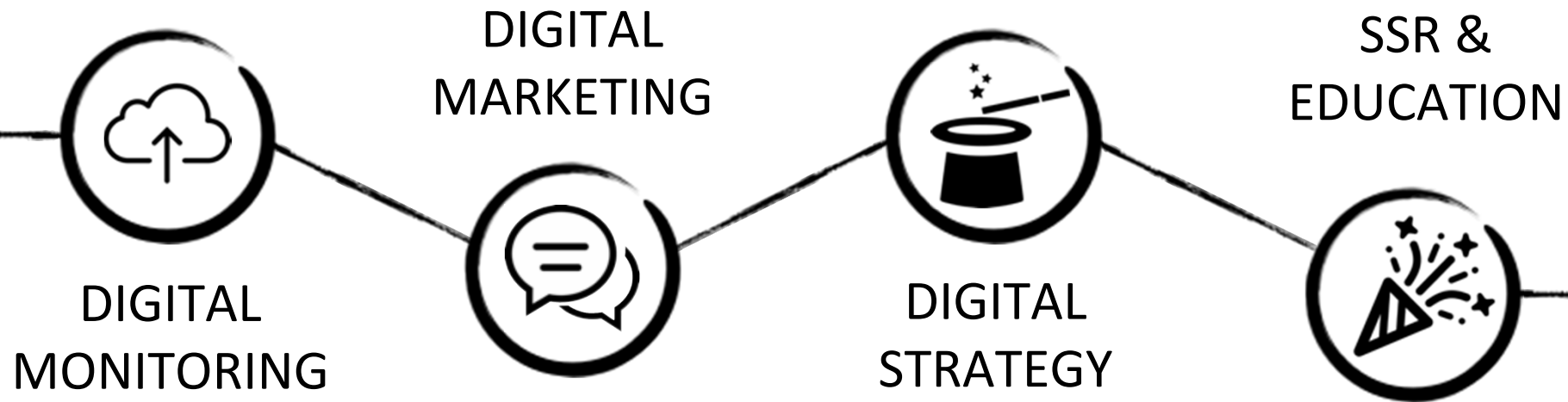
RESULT SPORTS  
"ENABLING DIGITAL TRANSFORMATION"



# RESULT SPORTS

## THE DIGITAL MINDED TRANSFORMATOR

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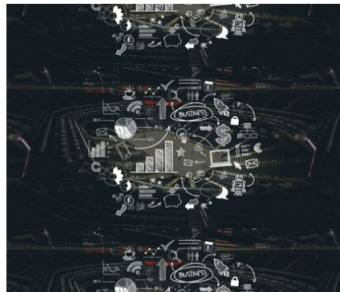
# RESULT SPORTS PILLARS

## MONITORING



- Content
- Community
- Markets
- KPIs & Opportunities
- Analytics & Insights
- Benchmarking

## STRATEGY



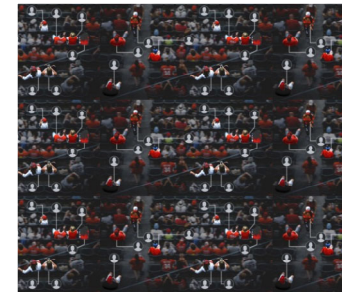
- Athlete, Club/ League or Federation
- Content/ Community
- Department
- Internationalisation
- Monetisation

## MONETISATION



- Web/ Mobile & Social Media
- Content Assets
- Community
- Partnerships
- Activation

## EDUCATION



- Seminars
- Webinars/ Workshops
- Certification
- Educational Modules
- University Degrees

## S S R



- Social Responsibility
- Education
- Health
- Sustainability
- Digitalisation
- Society Evolution



SO WHERE  
TO START ?

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# FIVE KEY TAKE AWAY OF LEARNING

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# LEARN FROM COACHES: EVERYTHING THEY DO, COMES WITH A PLAN

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## ➤ STRATEGY

- ✓ WHAT WOULD YOU LIKE TO ACHIEVE WITH YOUR SOCIAL MEDIA PROFILE?
- ✓ IN WHICH TIME FRAME DO YOU WANT TO ACHIEVE THIS?
- ✓ WHO DOES SUPPORT YOU?

## ➤ RESOURCES

- ✓ WHICH RESOURCES DO YOU HAVE AVAILABLE?
- ✓ IS THIS RESOURCE INTERNAL OR EXTERNAL?

## ➤ TRAINING

- ✓ WHICH KNOWLEDGE DO YOUR RESOURCES HAVE?
- ✓ WHERE CAN I (YOU) IDENTIFY TRAINING FOR THE RESOURCE?

# ALWAYS FIRST: IDENTIFY THE OPPORTUNITY?

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PLATFORM	ACTIVE USER IN EUROPE	ACTIVE USER IN THE WORLD
FACEBOOK	423 MILLION	2,400 MILLION
INSTAGRAM	175 MILLION	1,400 MILLION
YOUTUBE	160 MILLION	2,300 MILLION
TIKTOK	135 MILLION	750 MILLION
TWITTER	50 MILLION	400 MILLION



# DIGITAL AUDIENCE EXAMPLE IN SPORT FROM GERMANY

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# THE SINGLE USER ANALYSIS

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165 MINUTES ACTIVE ON SOCIAL  
MEDIA (ON SINGLE OR MULTIPLE)  
PLATFORM(S)

EVERY SOCIAL MEDIA USER IS  
REGISTERED ON FOUR SOCIAL  
MEDIA PLATFORMS ON AVERAGE

423 MILLION SOCIAL MEDIA  
USERS IN EUROPE

# LEARN FROM CHILDREN: KEEP IT SIMPLE

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## WHY SOCIAL MEDIA

Determine why the use of social media can benefit the sport organization?



## RESSOURCES

Identify, if the resources available have knowledge and strategic mind for social media?



## TARGET AUDIENCE

Are fans, media and sponsors active on social media?



## PLANNING

Is content constantly available? Are other departments involved? How is the content delivery 'process'?



## MONITORING

Do we track the performance of our community, content across all social platforms in operation?

# LEARN FROM VISIONARIES: DEFINE GOALS & OBJECTIVES

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Planning is half the life

...but only half

Spontaneous posts are also a key

- ✓ Define your goals – What would you like to achieve?
- ✓ Status Quo – What platforms do you ,offer' now?

# LEARN FROM MEDIA: THE RIGHT MIX AT THE RIGHT TIME

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## PLATFORM-REQUIREMENTS

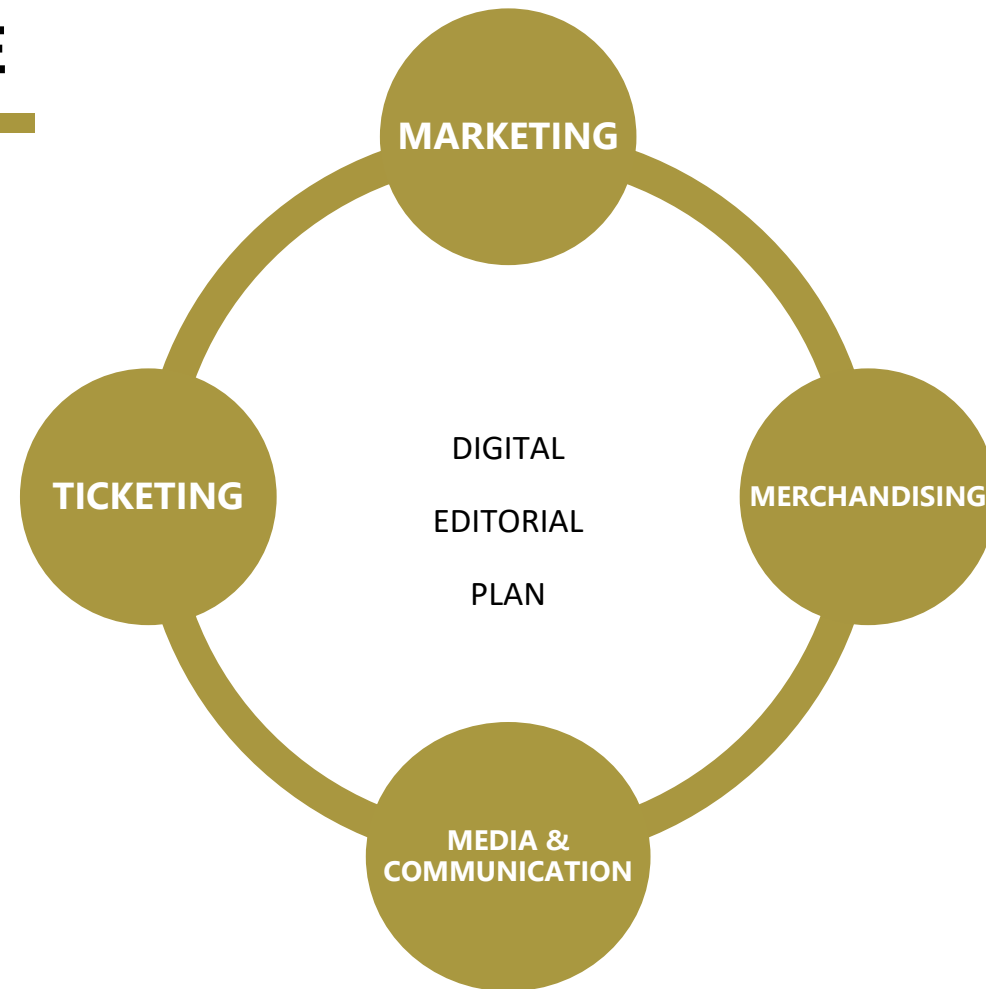
Not all content formats achieve the same impact on the various platforms.

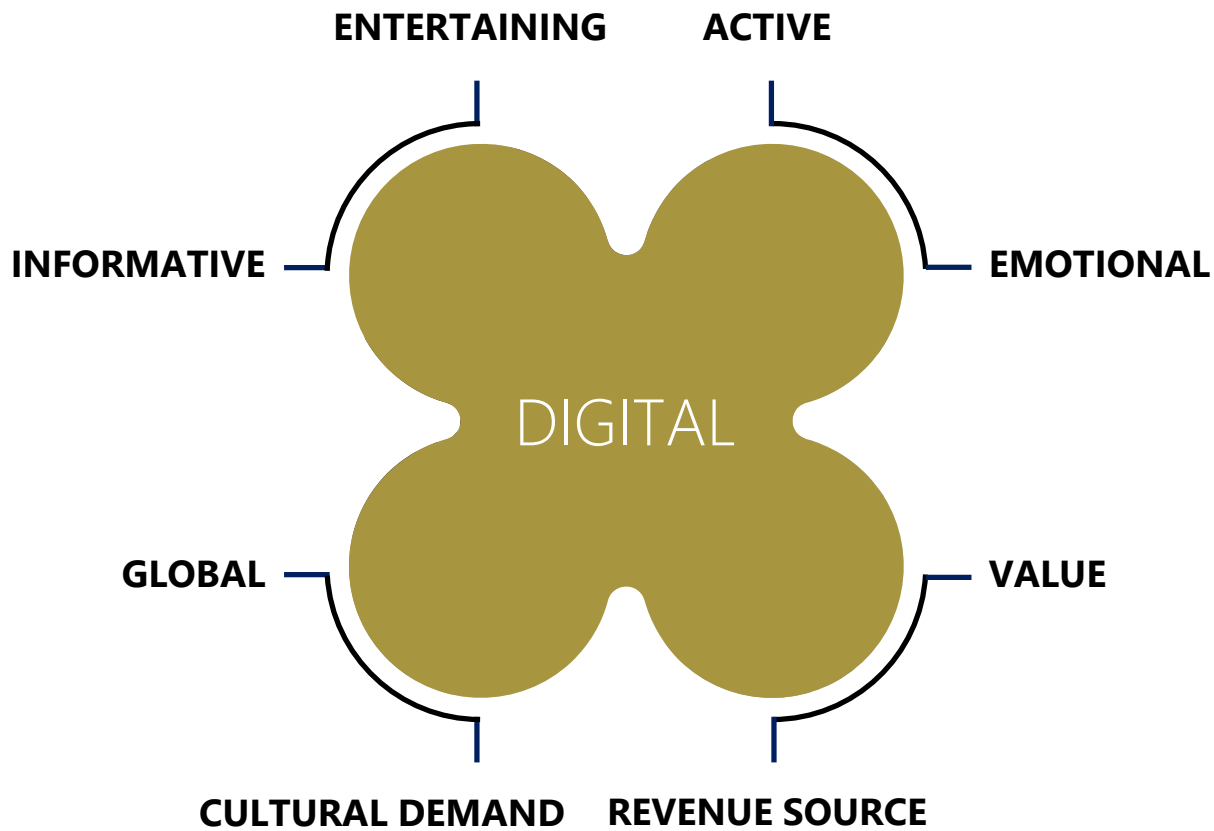
## TARGET AUDIENCE-REQUIREMENTS

The Target Audience has a certain content expectation:  
Relevance, Actuality & Values are Key

## DEPARTMENT-REQUIREMENTS

All departments in a sport organisation has requirements for the digital platforms.





# CONTENT

## STATUS QUO

Content requirements do change very frequently in social media. Sometimes driven by technology changes on the platforms, most of the time by the ever growing demand of the target audience.



### RELEVANCE

One core attribute, which is demanded by the audience is RELEVANCE



### ACTUAL

To get the message out, before others do is highly critical. The fan wants to be always up-to-date and requires a knowledge advantage in his friend circle.



### VALUE

Get insights into areas, where a common person does not get in a sport club. Promotions and Competitions with money can't buy prices achieve highest participation.



### MONITORING

Analysis & Monitoring are more than ever critical to get the right content into the right platform to enable the best possible results in the target audience.

# LEARN FROM MANUFACTURING: CONTINUITY & QUALITY

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## PUBLISH YOUR POSTS REGULARLY

- This ,assists' the mathematical platforms to ,remember' you

## FAST & DIRECT

- Social media not only react faster than any other form of communication, but also without any major detours via the classic press.
- Chance: Information advantage over classic media; in the case of athletes, the message is genuine and unexpected because it does not go through the press.
- Risk: Danger of being "too fast", certain journalistic due diligence obligations are sacrificed due to topicality, journalistic quality filter is missing - criterion of relevance of a message

## OPEN & TRANSPARENT

- (Almost) Everything is in public. Only those can build trust who take this form of communication seriously - of course with justified restraint, for example in private.
- Chance: Authenticity, Credibility of Digital Media
- Risk: Openness is exploited, especially for female athletes: from "pick-up lines" to stalking

# LEARN FROM EDUCATION: KNOW WHEN THINGS WORK & WHY



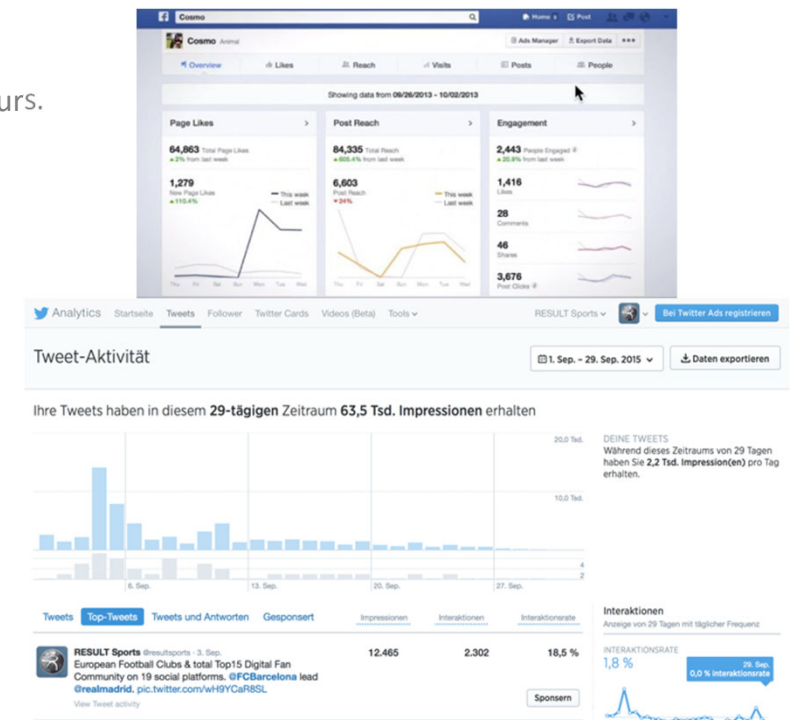
## WHEN IS THE DIGITAL COMMUNITY ONLINE?

- Basically, the smartphone is used for about 16 hours a day.
- However, all statistics show that use of social networks is limited during (official) working hours.

## MONITORING IS KEY

- If you know what works on which platform evolve it

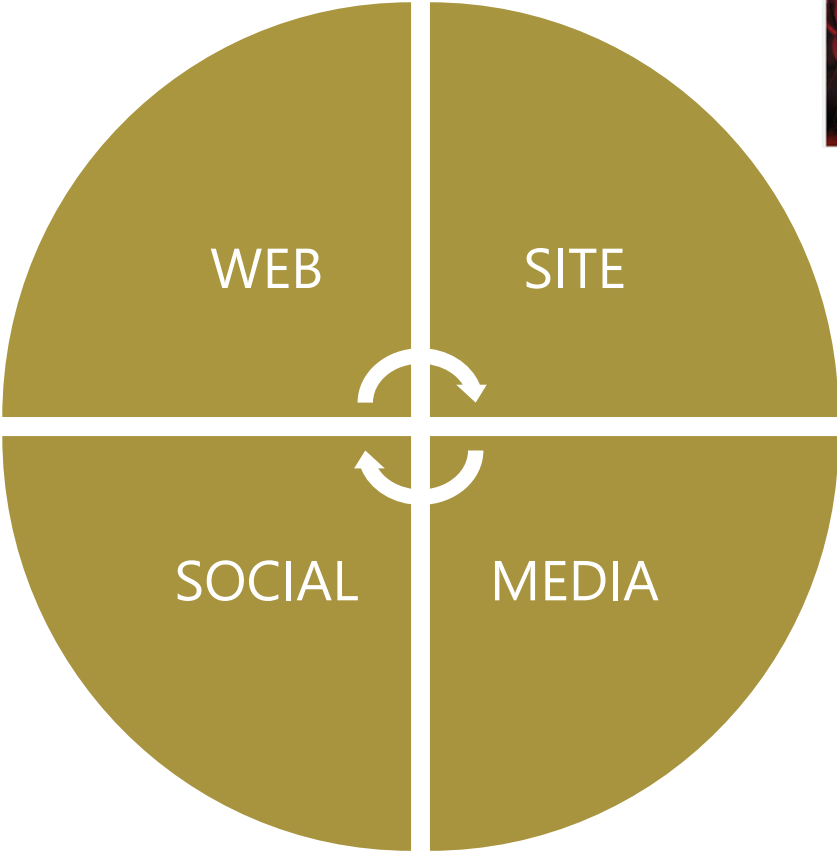
PLATFORM	BEST TIMING		BAD TIMING
FACEBOOK	Weekdays 16:00 – 20:00	Weekends 11:00 – 17:00	22:00 – 07:00
TWITTER	AS & WHEN THINGS HAPPEN'	AS & WHEN THINGS HAPPEN	23:00 – 08:00
INSTAGRAM	Weekdays 17:00 – 21:00	Weekends 11:00 – 17:00	22:00 – 08:00





# LEARN FROM BUSINESS: GENERATE REVENUE STREAMS

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# DEFINE

## DIGITAL ASSET CATALOUGE CONCEPT

#	DIGITAL ASSET	FORMAT	FREQUENCY	WHEN?	NATIVE PLATFORM	SECONDARY PLATFORM	SINGLE/ MULTIPLE SPONSORS APPLICABLE
1	MATCHDAY	VISUAL SPONSOR	every game	Matchday	Facebook	Twitter	MULTIPLE
2	TEAM LINE UP	VISUAL SPONSOR	every game	Matchday	Social Media	Website	MULTIPLE
3	GOAL VISUALS / GOAL GIFS	VISUAL SPONSOR / GIFs	every goal	Matchday	Twitter		MULTIPLE
4	RESULT	VISUAL SPONSOR	every game	Matchday	Twitter	Facebook	MULTIPLE
5	PLAYER OF THE MATCH	POLL SPONSOR	10Times per Season	Matchday	Facebook	Twitter	SINGLE
8	MATCH-GALLERY	GALLERY SPONSOR	38 Matchdays	Matchday +2	Website		MULTIPLE
9	GOAL OF SEASON / HALF-SEASON	VIDEO POLL	Twice per Season	December / May	Social Media	YouTube	SINGLE
10	PLAYER OF THE SEASON	Poll & Story & Videos	Once per Season	may	Website	Social Media	SINGLE
11	THROWBACK- POSTs (#TBT)	VISUAL-/ VIDEO-SPONSOR	Weekly	34 Times	Social Media		MULTIPLE
12	"PRE MATCH PRESS CONFERENCE"	VISUAL-/ VIDEO-SPONSOR	every game	Matchday	Social Media	YouTube Live	MULTIPLE
13	PRE-SEASON Livestream	VIDEO - SPONSOR	2-4 per Season	Summer-/ Winter-PreSeason	YouTube	Facebook	SINGLE
14	WEEKLY "BEHIND THE SCENES"	VIDEO - SPONSOR	Weekly	Matchday -2	YouTube	Teaser: Facebook/ Instagram Story	SINGLE

# DEVELOP STANDARDIZED APPROACH



NA's Communications

By using the values above, especially the posting reach and the posting engagement, it enables you to benchmark your contractual sponsorship obligations with the social-media opportunity and you could offer the sponsor to shift into these channels. The advantage of digital and social media is the availability of concrete data, where the audience was reached, how many and where did the audience engage. This can be a solution driven approach to avoid a negative crisis impact.

## COST CALCULATION EXAMPLE

FACEBOOK & INSTAGRAM & MULTI PLATFORM - DIGITAL MONETISATION EXAMPLE			
<b>Community Value</b>	200,000 Community Size		500,00 € Commercial Value
<b>Reach Value</b>	40,000 Average Posting Reach	1 posting amount per month	1,000,00 € Commercial Value
<b>Engagement Value</b>	1,500 Average Posting Engagement	1 posting amount per month	375,00 € Commercial Value
<b>Multi Platform/ Profile Value</b>	500,00 € Commercial Value	20% Community overlap	900,00 € Commercial Value
<b>PRICE FOR SINGLE POSTING VALUE</b>		2.775,00 € Commercial Value	
<b>ANNUAL PACKAGE PRICE</b>		33.300,00 € Commercial Value	



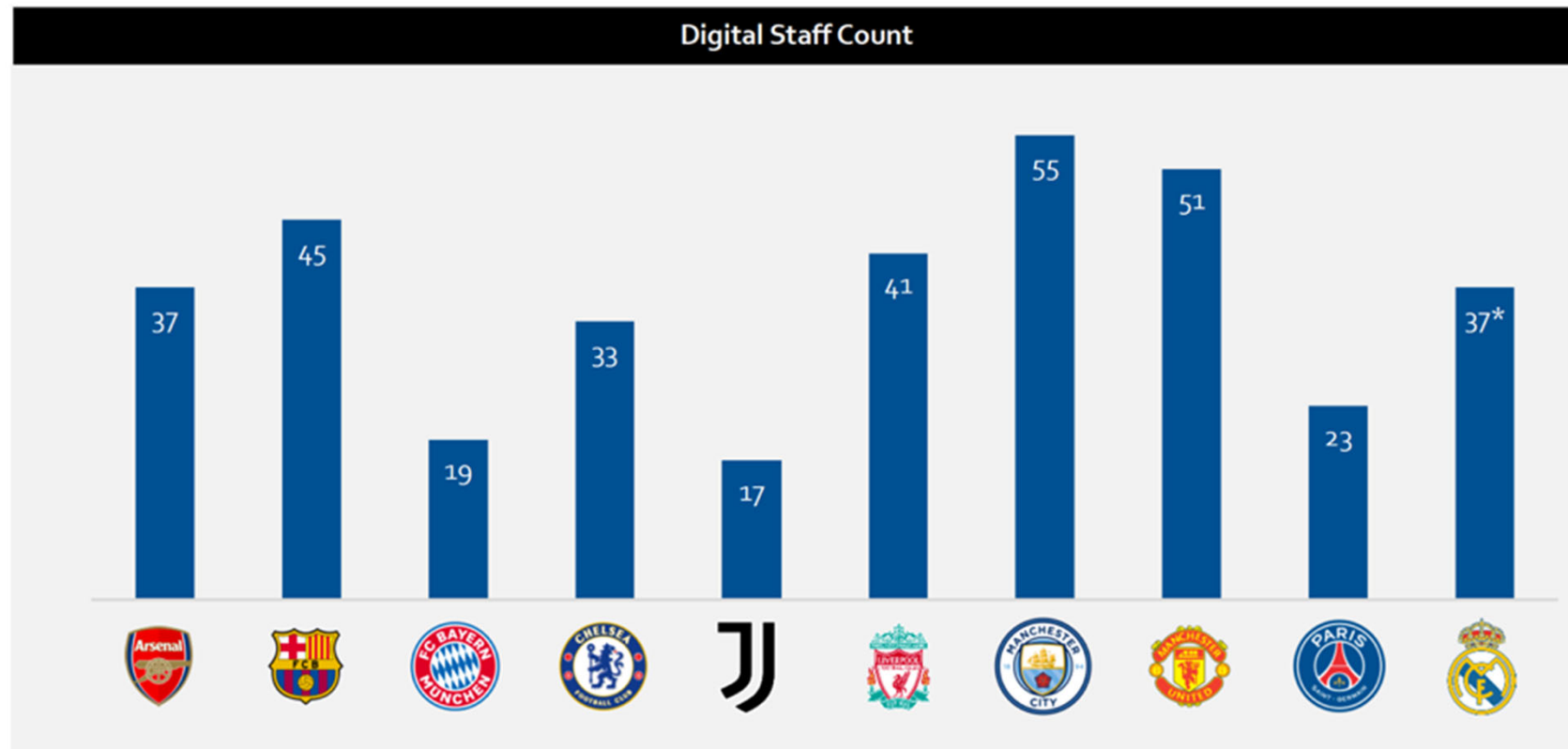
HOW CAN FOOTBALL PLAY A POSITIVE ROLE IN SOCIETY DURING COVID-19

## Shifting Sponsorships into Digital Platforms

WE CARE ABOUT FOOTBALL

# ORGANISATION – EVOLUTION

## TOP 10 UCL CLUBS DIGITAL HEADCOUNT



\* Estimate  
2019

# SUCCEEDING THE

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# DIGITAL TRANSFORMATION

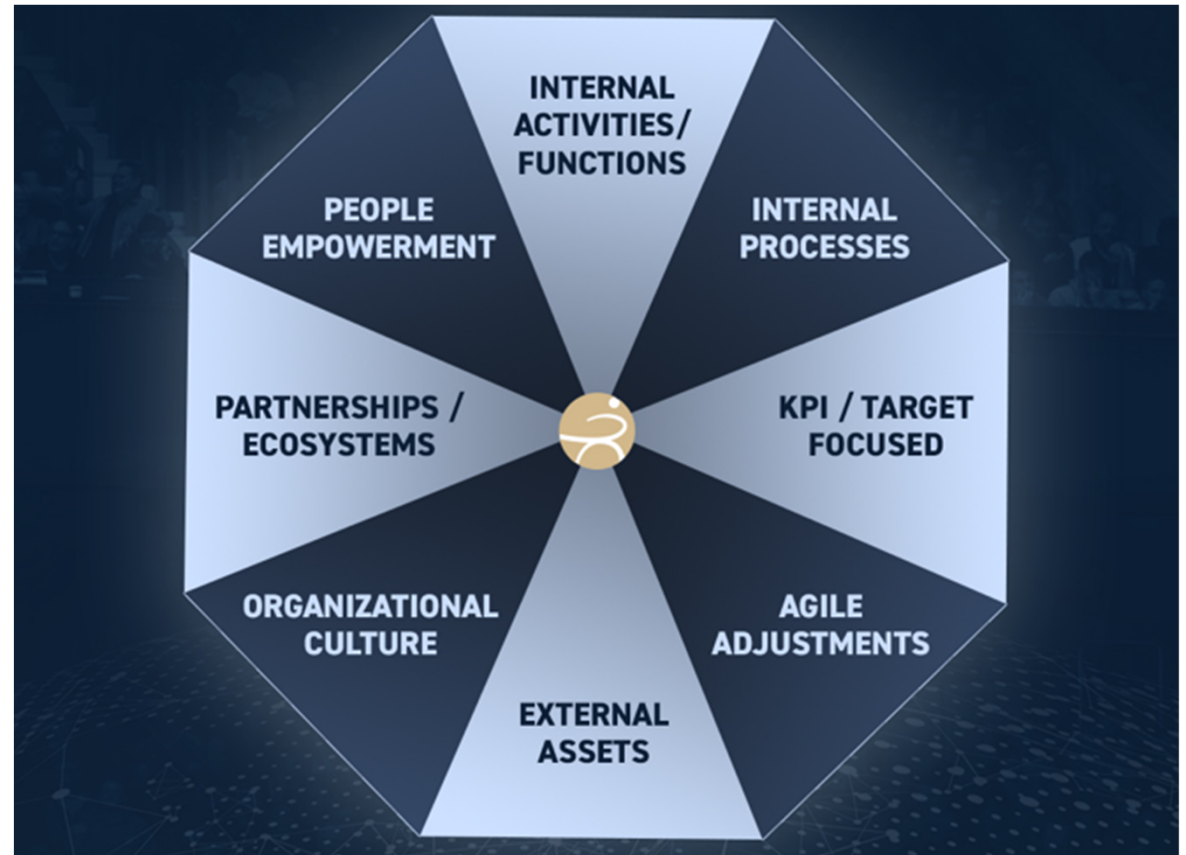
RESULT  SPORTS

# DIGITAL TRANSFORMATION IS MORE...

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A Digital Transformation affects the entire organization:

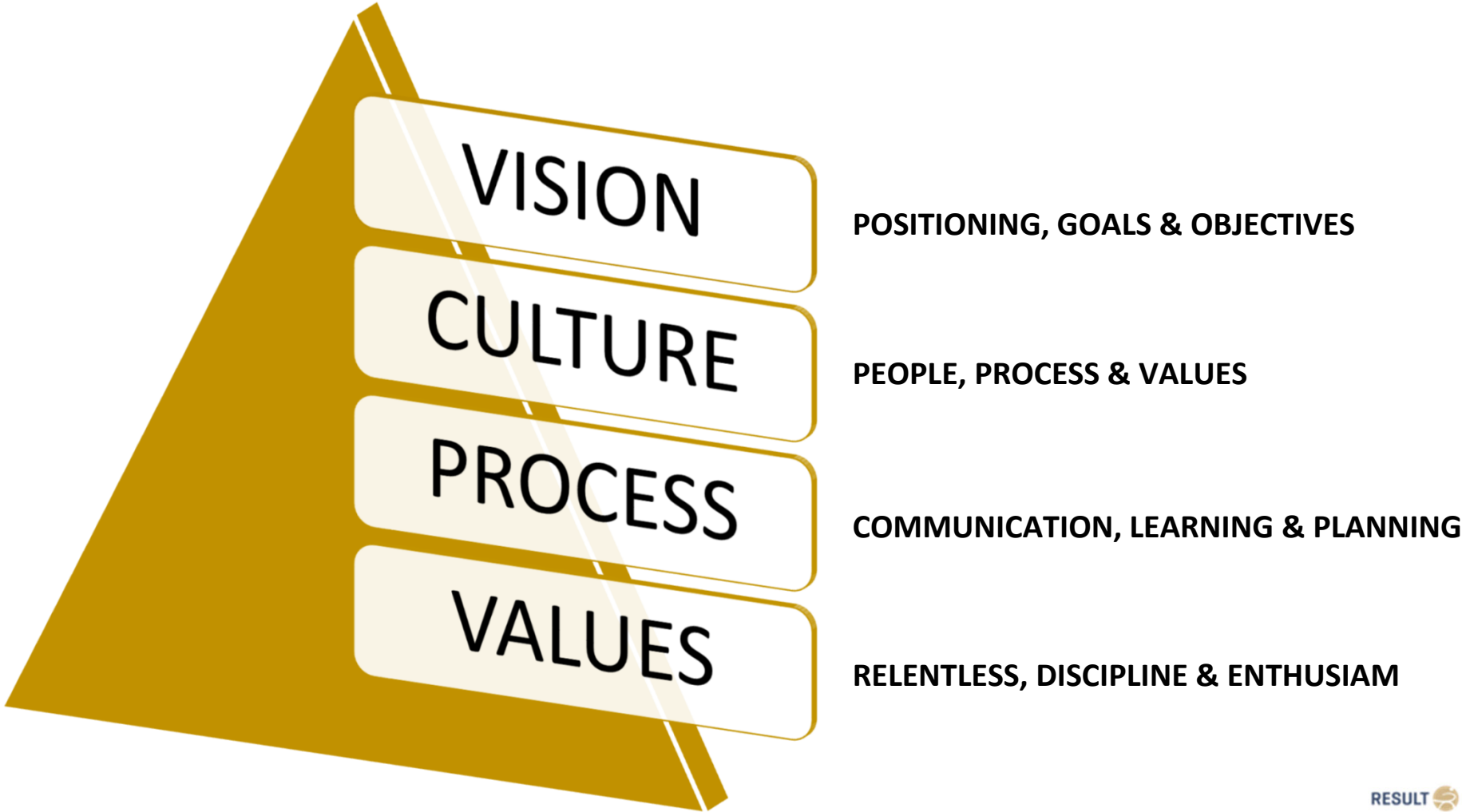
- Organizational-Structure
- Roles & Responsibilities
- Processes
- Targets & Measurables
- Dynamic Adjustments
- External (Partner) Structure
- An Educational Strategy





# MOST IMPORTANT REMAINS SOCIAL RESPONSIBILITY

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# AND THE FINAL LEARNING...

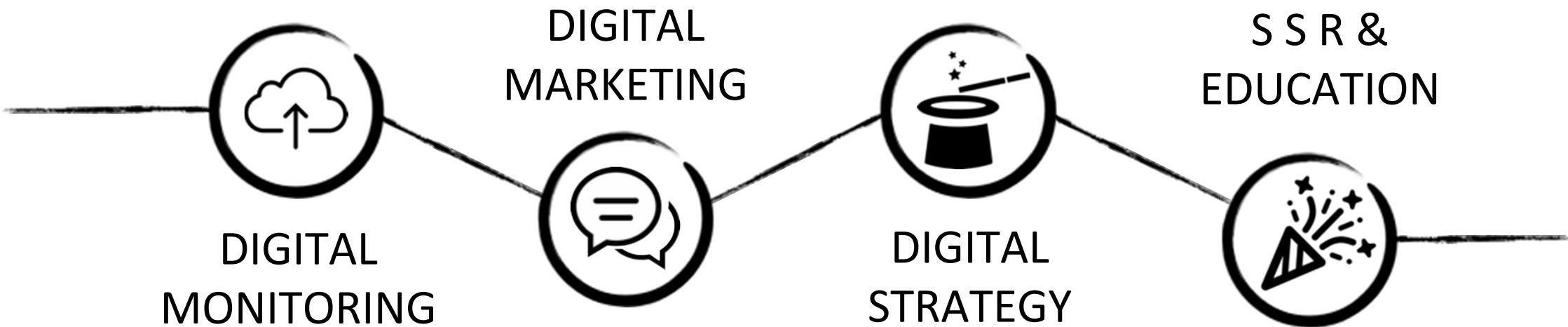
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***IN DIGITAL & SOCIAL MEDIA  
YOU NEVER STOP LEARNING!!!***

RESULT  SPORTS



# THANK YOU!



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RESULT Sports



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