



**EHF Competence  
Academy & Network**



**result**  
*efficiency-in-sports.com*

# **2013 EHF Club Management Seminar**

Social Media in Sports –  
Trends & Opportunities

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# RESULT

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## FOUNDATION

RESULT Consulting GmbH, the parent organisation, was founded in July 2008

## EVOLUTION

RESULT Sports was established in August 2010 and the acquisition of Haimspiel Media GmbH was completed on 1. December 2012

## STAFF

RESULT and its Subsidiaries currently employs 6 Full-Time employees and 5 part-time staff

## DEVELOPMENTS

RESULT/ HAIMSPIEL develop all applications and solutions in-house and adopts the industry standards (e.g. HTML5) for the applications.

## LOCATIONS

Headquartered in Munich, with office locations in the Technology Park in Bergisch-Gladbach (near Cologne) and Berchtesgaden (near Salzburg)

## PARTNER & PRODUCTS

We are uniquely positioned as Digital Partner. We offer unique and interactive solutions, plus high-class Reporting for Websites, Web-Apps, Facebook-Apps and Mobile-/Tablet-Apps.

***Our holistic approach is imbedded into the individual DIGITAL Strategy***

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# RESULT

## FOCUS

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Digital  
Marketing

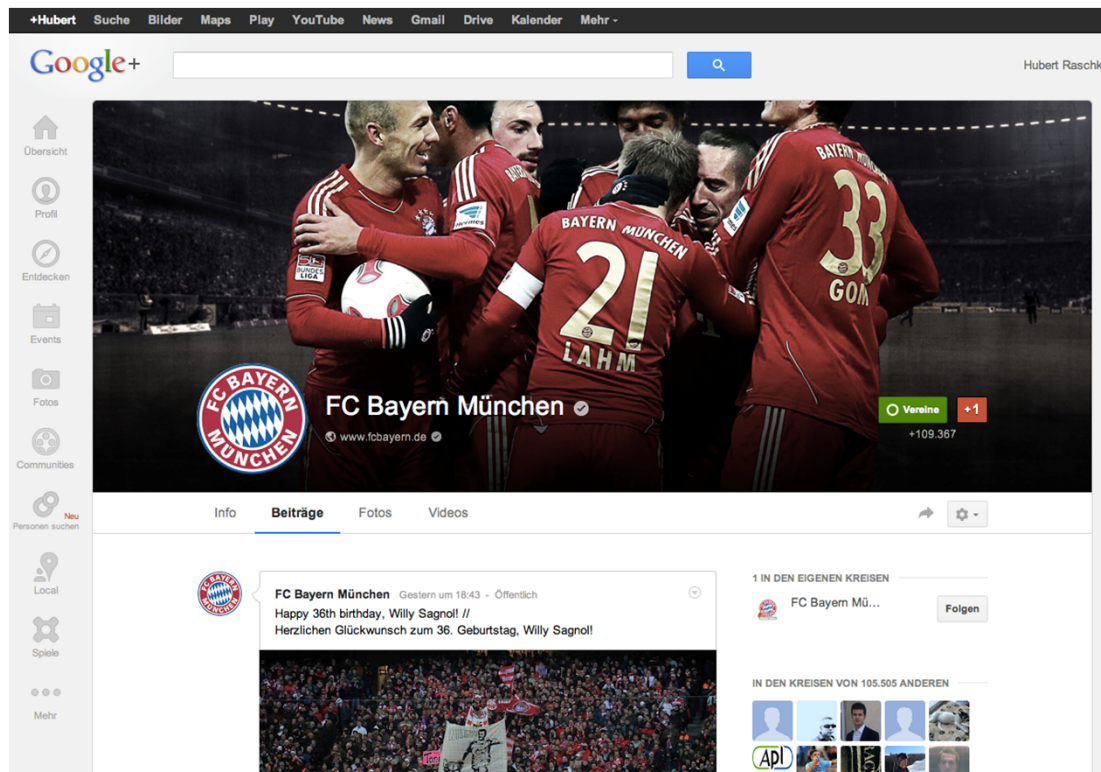
Digital  
Monitoring

Digital  
Monetization



# RESULT REFERENCES

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## GOOGLE

Since 2012 RESULT Consulting/ Result Sports became exclusive Service Agency for Google Germany for the Sport Segment.

Part of our duties are the strategic developments to build, operate and enable the Google+ Pages with the highest reach.

We work very closely with the clubs, leagues and federations to enable high interactions and a global target audience.



# RESULT

## REFERENCES

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The advertisement for BVB FAN FON is set against a background of Borussia Dortmund fan scarves. A large yellow circle in the center contains the product name and details. Below the circle, three circular icons represent the ordering, registration, and game phases.

SUPPORTED by eplus\*

**BVB FAN FON**  
Nur für echte BVB Fans: der 09-Handytarif.

- ★ 09 Ct./Min.<sup>1</sup> und 09 Ct. pro SMS<sup>2</sup> in alle dt. Netze
- ★ Prepaid-Starterpaket für 09€ inklusive bis zu 100 Gesprächsminuten als Startguthaben<sup>3</sup>
- ★ 20 Bonusminuten\* für jeden BVB-Sieg
- ★ keine Vertragsbindung, keine Grundgebühr


**ZUR BESTELLUNG** **ZUR REGISTRIERUNG** **ZUM GEWINNSPIEL**

### Borussia Dortmund

Since 2009 RESULT Consulting/ Result Sports became exclusive Service Provider for the mobile operator EPLUS and Borussia Dortmund for the „BVB FAN FON“ product.

RESULT conceptionally developed the product and facilitates the technological features and services for the entire product offering.

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# RESULT

## DIGITAL SPORTS MEDIA MAGAZINE

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### MAGAZINE „DIGITAL SPORTS MEDIA“

In February 2011 RESULT issued first Social Media & Sport Newsletter, which developed in January 2012 into a Magazine and since May 2013 into the „Digital Sports Media“.

The magazine is a must read for all decision makers and users within the digital sports media industry in Germany. It covers national and international data, a detailed analysis, expert talks and case studies of clubs, leagues and federations and reaches est. 2.000 readers every month. In April 2013 the first international edition was circulated

# RESULT

## SOCIAL MEDIA & SPORT SUMMIT

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### SUMMIT & CONGRESS

RESULT hosts twice annually the Social Media & Sport Summit

First Event was held in November 2011 in the Signal Iduna Park in Dortmund, followed by the Volkswagen Arena in Wolfsburg and the „Tivoli“. The latest event was held in Frankfurt jointly with the German Olympic Sports Federation and we registered 135 delegates.

On September 23rd 2013 the „Digital Sports & Entertainment“ Congress will be held in Mannheim.



# RESULT

## STRATEGIC PARTNERSHIP

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### ADOBE



In May 2013 Adobe and RESULT formed a Strategic Partnership to enable measurement, evaluation and optimization of all digital data.

Objective to utilize the digital data for improved Marketing and Sales campaigns to achieve dedicated increase of revenue.

RESULT is dedicated Partner in the vertical "Sport"





# Social Media in Sports

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## Trends & Opportunities

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# TRENDS & OPPORTUNITIES

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## Topics

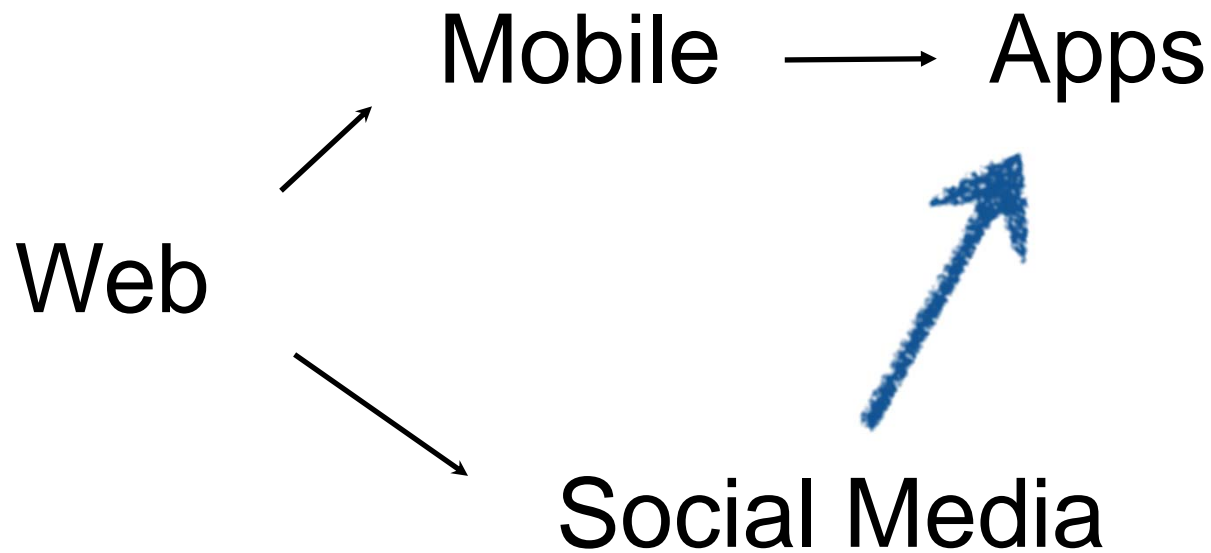
- ✧ Evolution
- ✧ Why Social Media?
- ✧ Platforms
- ✧ Status Quo
- ✧ Opportunity



# TRENDS & OPPORTUNITIES

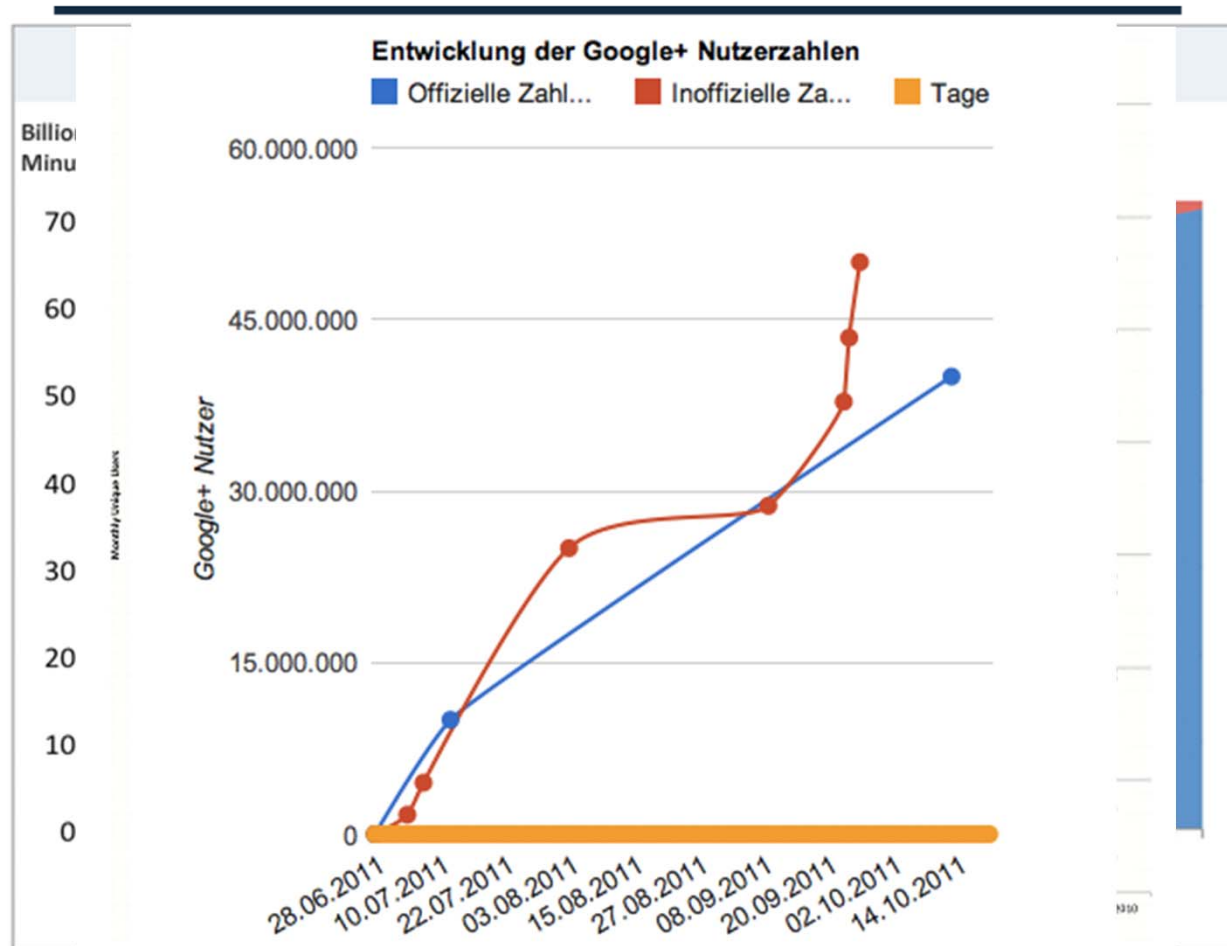
## THE EVOLUTION

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# TRENDS & OPPORTUNITIES

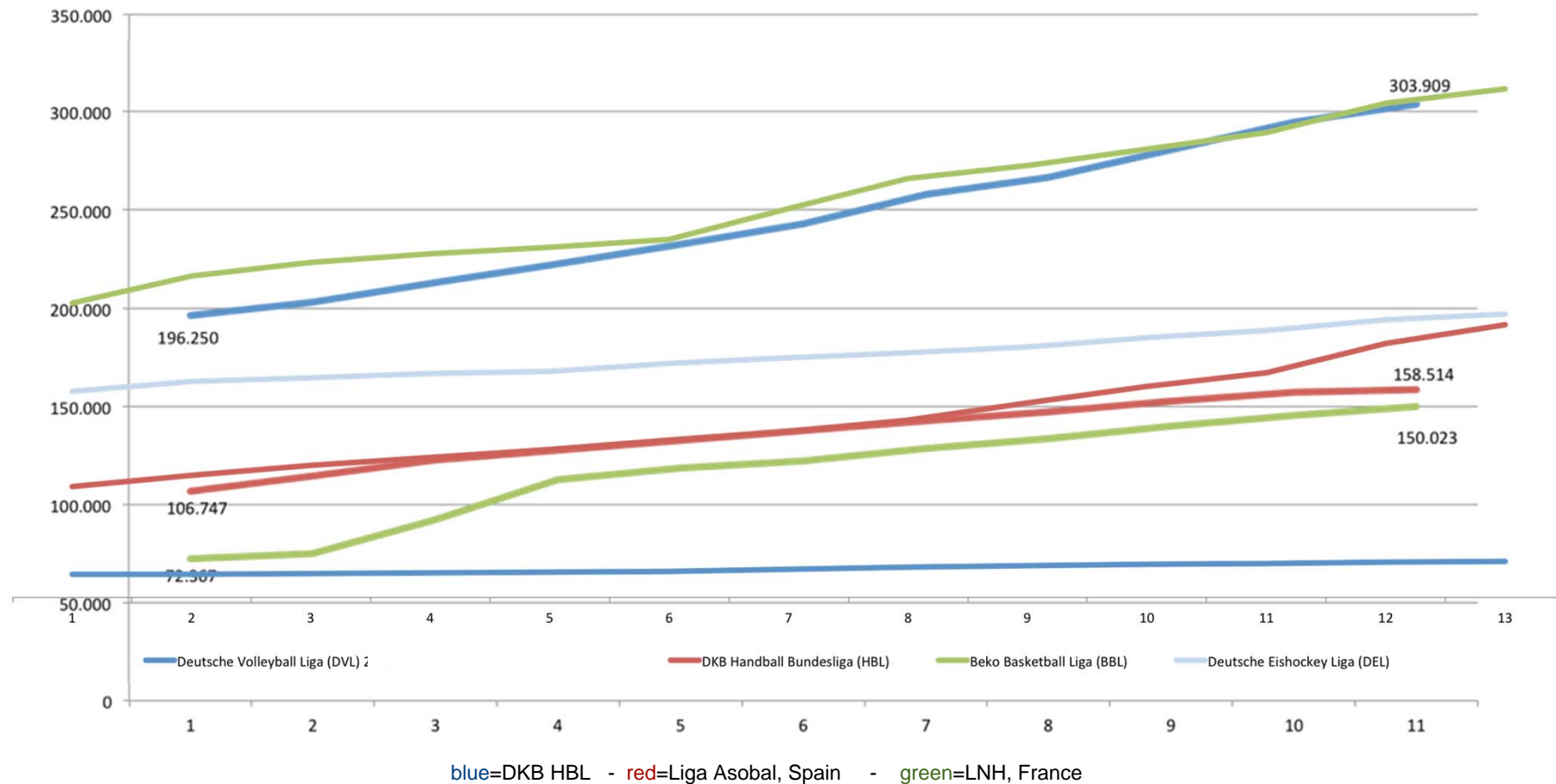
## EVOLUTION





# TRENDS & OPPORTUNITIES

## EVOLUTION



# TRENDS & OPPORTUNITIES

## EHF CL FINALISTS

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Teams	Platform	Status Quo 01.01.2013	Status Quo 30.05.2013	Absolute Change	Change in %	Total Digital Reach
F. C. Barcelona	facebook	101.410	114.466	13.056	12,87%	262.864
	twitter	132.473	148.398	15.925	12,02%	
THW Kiel	facebook	45.957	54.815	8.858	19,27%	62.449
	twitter	5.644	7.634	1.990	35,26%	
HSV Handball	facebook	43.686	47.915	4.229	9,68%	50.894
	twitter	2.285	2.979	694	30,37%	
KS VIVE TARGI KIELCE	facebook	28.371	32.185	3.814	13,44%	32.185
	twitter	0	0	0	0,00%	



# TRENDS & OPPORTUNITIES

## WHY SOCIAL MEDIA

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- ✓ Direct Dialogue with the Target Audience
- ✓ Distribution of OWN Content & Information
- ✓ Increase Fan-Bonding & Fan-Loyalty
- ✓ Activation of Fans



# TRENDS & OPPORTUNITIES

## TARGET AUDIENCE

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## EXPECTATIONS

The Fans expect to...

- ✓ ...Access to current and exclusive Information's about the club
- ✓ ...To ,out' themselves as fan of the club
- ✓ ...Be „part“ of the club
- ✓ ...Participate in club competitions and win unique or ,money can't buy prices'
- ✓ ...Get an insight view into the private life of stars
- ✓ ...Join the Conversation, Criticise, Praise & Discuss





# TRENDS & OPPORTUNITIES

## THE BASICS

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What do I need to implement and execute a successful Social Media strategy?

- ✓ The Target Audience
- ✓ Content
- ✓ The Ressources and Time
- ✓ A „PLAN“

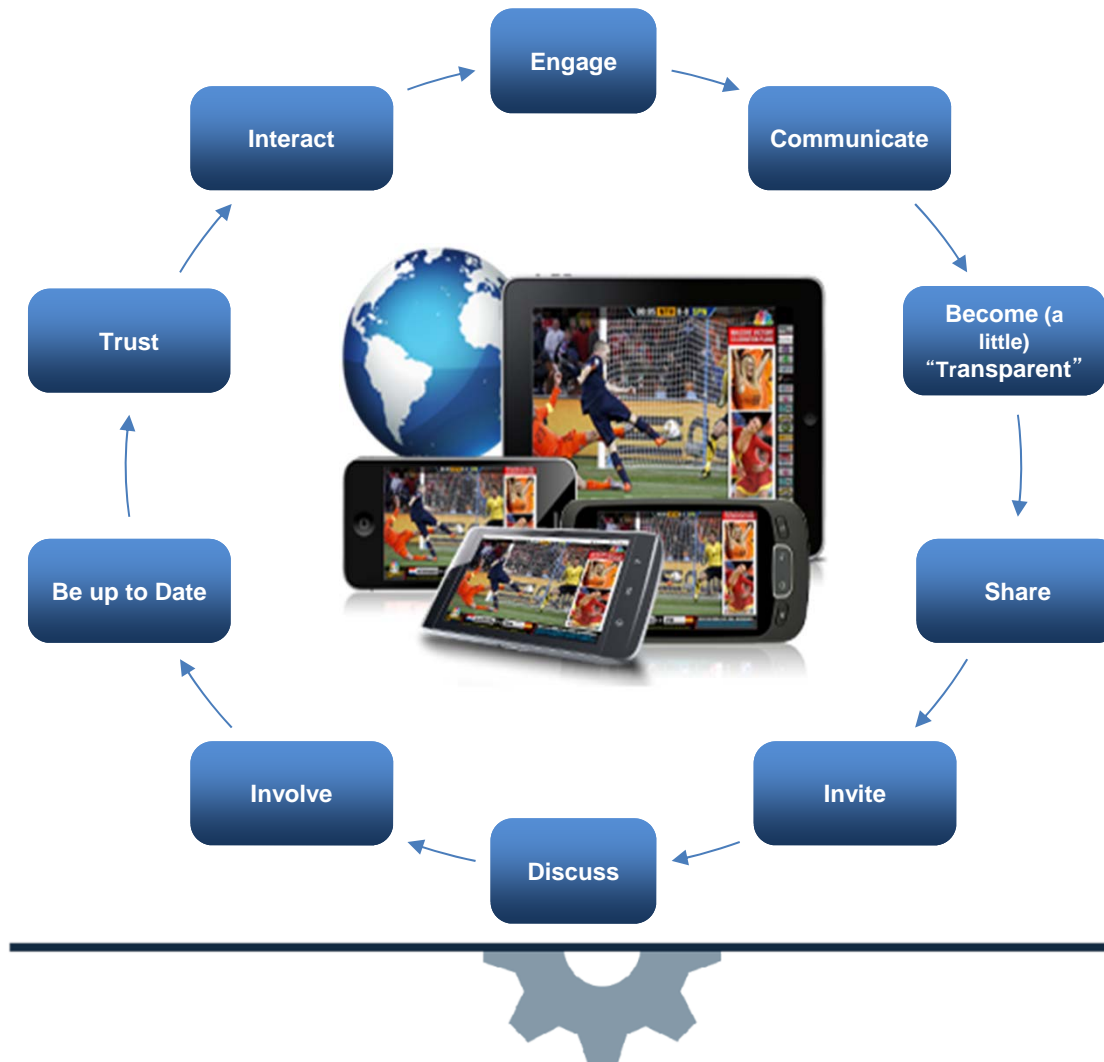
Note: It is very important not to base the work of the Social Media Administrator on growth number reach (e.g. We expect 5.000 Facebook-Friends by end of June...). This will result in numerous actions and no value to the online fan community.

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# TRENDS & OPPORTUNITIES

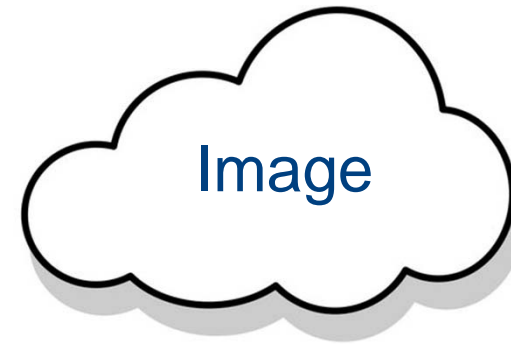
## THE EMOTIONAL CIRCLE



# TRENDS & OPPORTUNITIES

## GLOBAL OPPORTUNITY

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# TRENDS & OPPORTUNITIES

## CONSIDERATIONS

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### ✓ DEFINITION OF CLUB-GOALS & OBJECTIVE

- e.g. Reach/ Interactions
- Internationalisation

### ✓ CONTENT - PRODUCTION

- Actuality
- Exclusive
- Specific to Target Audience (e.g. multiple Languages)

### ✓ DEVELOPMENT OF PLATFORM-STRATEGY

- Be individual on each Platform
- Content-Distribution to each Profile

### ✓ THEME

- Provide VALUE for the Fans
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# TRENDS & OPPORTUNITIES

## THE POSITIONING

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Ambassadors

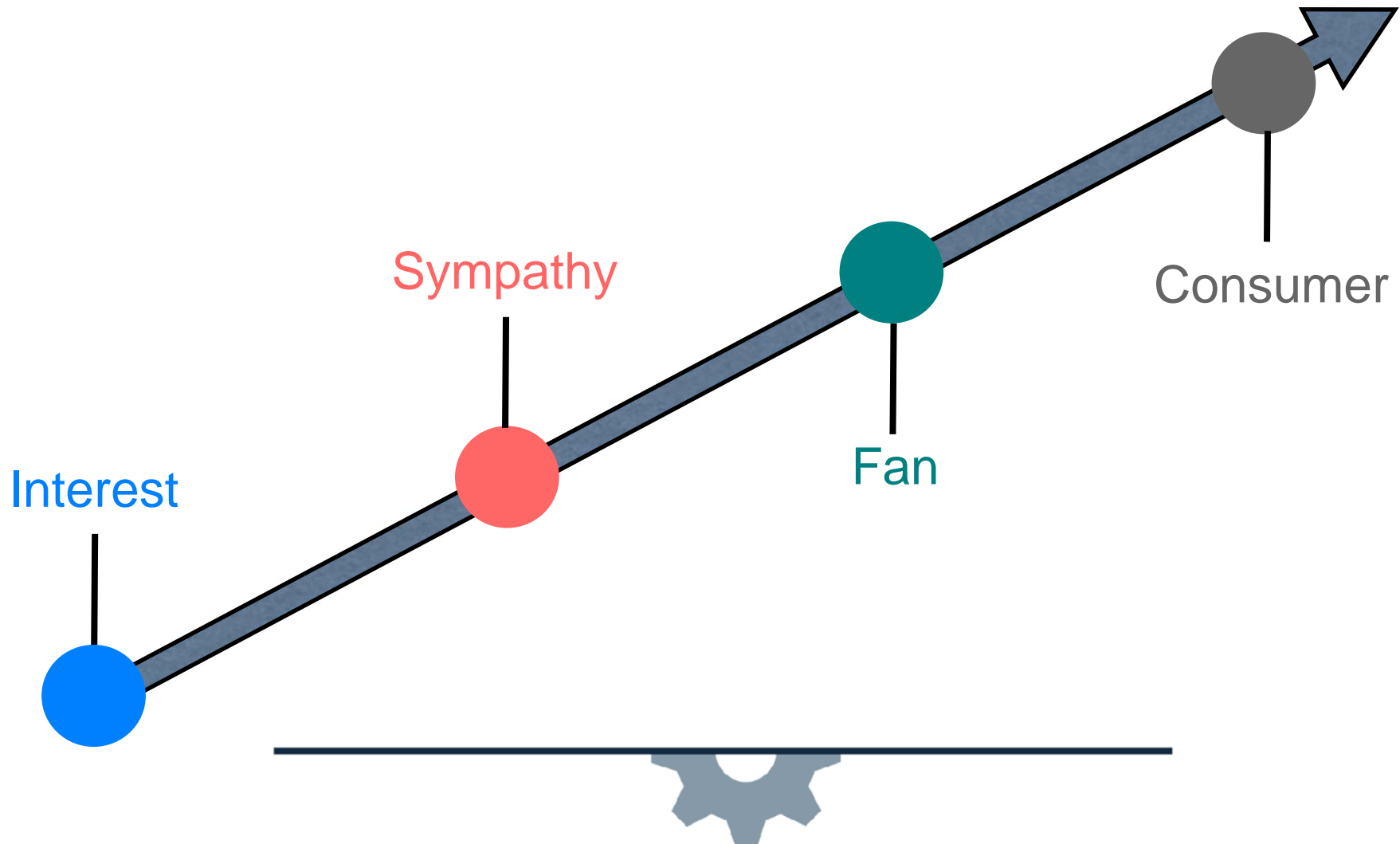


Core



# TRENDS & OPPORTUNITIES

## THE VALUE CHAIN



# TRENDS & OPPORTUNITIES

## THE REVENUE OPPORTUNITY

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Extension of Value Chain – Club in complete Control of Content

- ✓ Integration of Business Partners
- ✓ Content Sponsorships
- ✓ Application Sponsorships
- ✓ Media Sponsorships
- ✓ B2B or Technology Sponsorships

*Mobile and Social reach your Fans 24 hours on 7 days!*

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# CASE STUDY





# CASE STUDY

## KÖLNER HAIE

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### ✓ 8x GERMAN CHAMPION

The Kölner Haie are a traditional ice hockey club, which has been founded in 1972. Until today the club won eight times the German Championship.

### ✓ LANXESS ARENA

The LANXESS Arena largest Multi-Functions-Arena in Europe and Home of Kölner Haie.
















### ✓ SPECTATORS

The KEC is very deeply anchored in Cologne. During the past (2012/2013 season) almost 420.000 spectators entered the LANXESS arena. Very notable, during the play-off season, where the Kölner Haie reached the Play-Off-Finals, the club registered 100.000 spectators alone.
























# CASE STUDY

## KÖLNER HAIE

Logos	Teams	Status	Gefällt mir... (Stand 01.04.2013)	Gefällt mir... (Stand 01.05.2013)	Absolute Veränderung	Veränderung in %
	Kölner Haie	offizielle Seite	57,729	<b>62,764</b>	5,035	8.72%
	Deutsche Eishockey Liga	offizielle Seite	56,494	<b>57,666</b>	1,172	2.07%
	Eisbären Berlin	offizielle Seite	51,155	<b>54,378</b>	3,223	6.30%
	Adler Mannheim	offizielle Seite	53,323	<b>53,927</b>	604	1.13%
	Hamburg Freezers	offizielle Seite	25,148	<b>25,462</b>	314	1.25%
	Düsseldorfer EG	offizielle Seite	19,289	<b>19,388</b>	99	0.51%
	Augsburger Panther	offizielle Seite	18,923	<b>18,988</b>	65	0.34%
	Straubing Tigers	offizielle Seite	12,518	<b>12,648</b>	130	1.04%
	EHC Red Bull München	offizielle Seite	12,295	<b>12,426</b>	131	1.07%
	Nürnberg Ice Tigers	offizielle Seite	11,524	<b>11,568</b>	44	0.38%
	Iserlohn Roosters	offizielle Seite	11,387	<b>11,460</b>	73	0.64%
	Hannover Scorpions	offizielle Seite	9,486	<b>9,496</b>	10	0.11%
	Krefeld Pinguine	offizielle Seite	8,716	<b>9,132</b>	416	4.77%
	ERC Ingolstadt	offizielle Seite	8,793	<b>8,858</b>	65	0.74%
	EHC Wolfsburg	offizielle Seite	6,864	<b>7,033</b>	169	2.46%
Gesamtzahlen:			<b>363,644</b>	<b>375,194</b>	11,550	3.18%
Steigerung in absoluten Zahlen:			14,619	11,550		
Steigerung in Prozent:			4.19%	3.18%		

# CASE STUDY

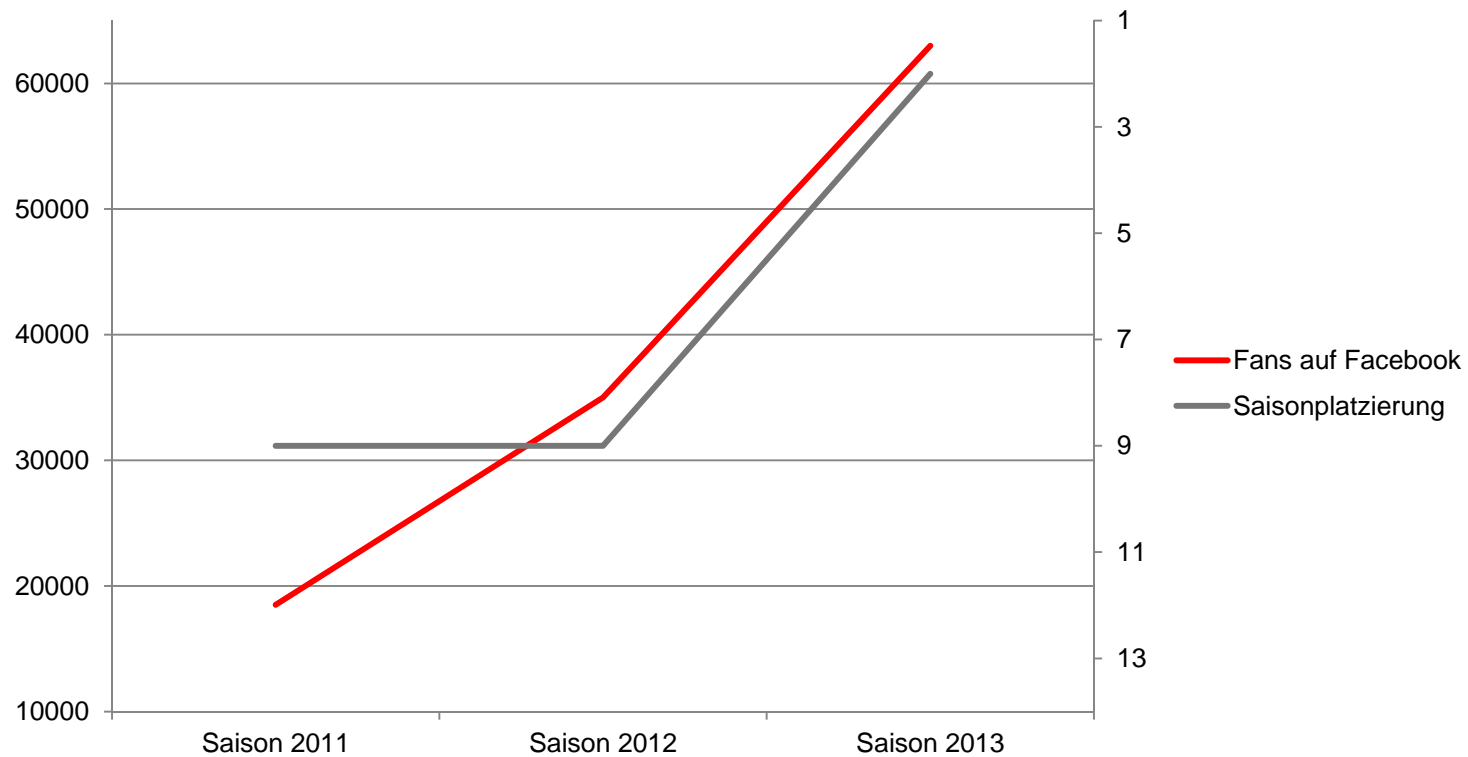
## KÖLNER HAIE

#	Logos	Teams	Land	Gefällt mir... (Stand 01.04.2013)	Gefällt mir... (Stand 01.05.2013)	Absolute Veränderung	Veränderung in %	VM
1		AIK Stockholm	Schweden	111,612	<b>112,185</b>	573	0.51%	1
2		Djurgårdens IF	Schweden	85,923	<b>86,180</b>	257	0.30%	2
3		Frölunda Indians	Schweden	75,046	<b>75,176</b>	130	0.17%	3
4		Kölner Haie	Deutschland	57,729	<b>62,776</b>	5,047	8.74%	5
5		Jokerit Helsinki	Finnland	59,813	<b>60,442</b>	629	1.05%	4
6		HIFK Helsinki	Finnland	56,622	<b>56,635</b>	13	0.02%	6
7		Eisbären Berlin	Deutschland	51,155	<b>54,380</b>	3,225	6.30%	9
8		Adler Mannheim	Deutschland	53,323	<b>53,927</b>	604	1.13%	8
9		Kärpät Oulu	Finnland	52,287	<b>52,314</b>	27	0.05%	7
10		Färjestads BK	Schweden	47,318	<b>47,728</b>	410	0.87%	10
11		HC Sparta Praha	Tschechien	45,820	<b>45,888</b>	68	0.15%	11
12		Kometa Brno	Tschechien	39,522	<b>39,653</b>	131	0.33%	12
13		Brynäs IF	Schweden	35,918	<b>36,209</b>	291	0.81%	13
14		HC CSOB Pojišťovna Pardubice	Tschechien	32,485	<b>33,203</b>	718	2.21%	14
15		Lulea Hockey	Schweden	30,641	<b>32,205</b>	1,564	5.10%	17
16		HV 71 Jönköping	Schweden	31,614	<b>31,836</b>	222	0.70%	15
17		JYP Jyväskylä	Finnland	30,500	<b>30,639</b>	139	0.46%	16
18		HC Slovan Bratislava	Slowakei	28,809	<b>29,120</b>	311	1.08%	18
19		KalPa Hockey	Finnland	28,149	<b>28,170</b>	21	0.07%	19
20		SC Bern	Schweiz	23,760	<b>26,334</b>	2,574	10.83%	22
21		Hamburg Freezers	Deutschland	25,148	<b>25,460</b>	312	1.24%	21
22		HC Kosice	Slowakei	24,718	<b>24,786</b>	68	0.28%	20
23		Tappara Tampere	Finnland	20,717	<b>22,981</b>	2,264	10.93%	24
24		HC TPS Turku	Finnland	21,233	<b>21,307</b>	74	0.35%	23
25		HC Plzen 1929	Tschechien	17,931	<b>20,953</b>	3,022	16.85%	32

# CASE STUDY

## KÖLNER HAIE

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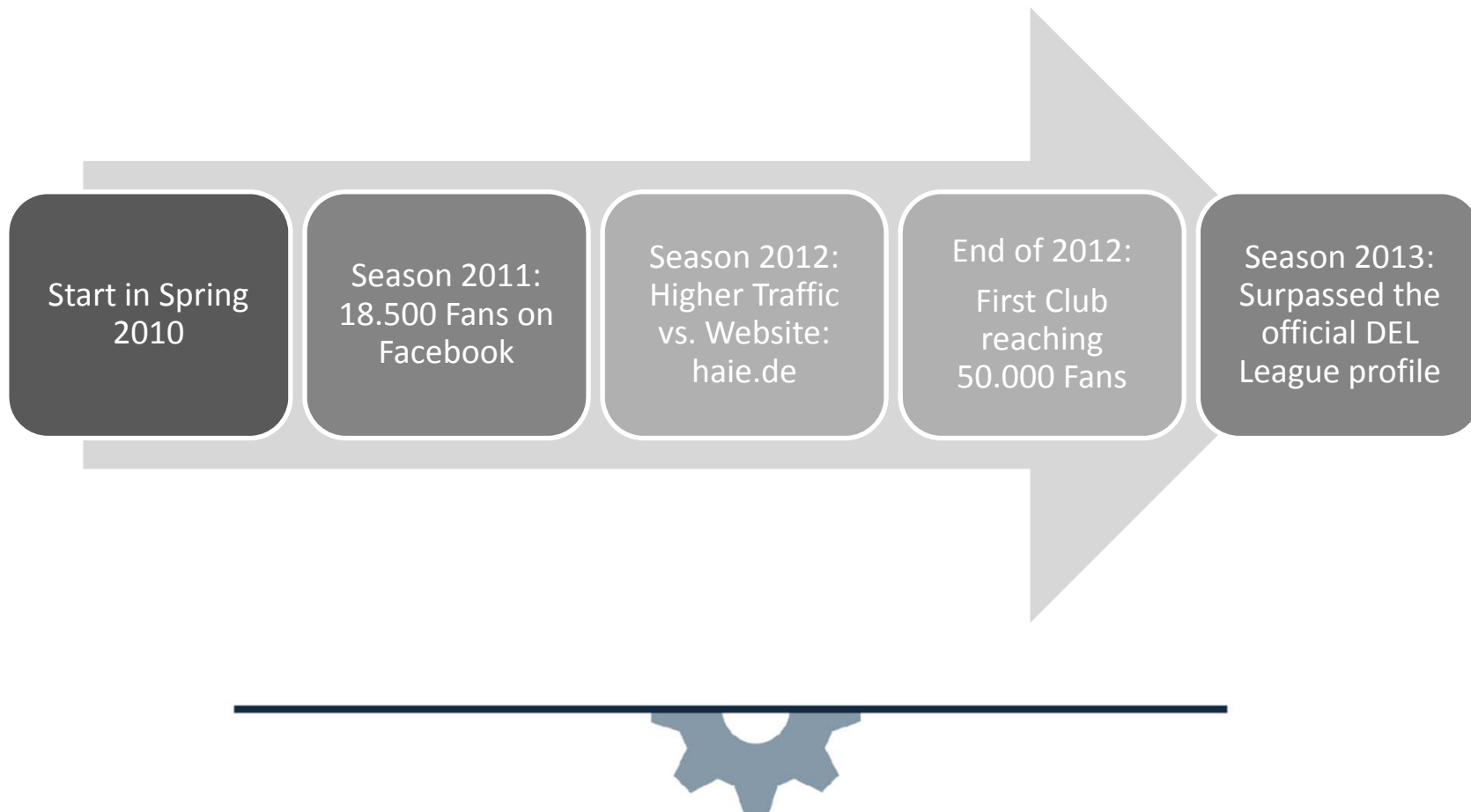


# CASE STUDY

## KÖLNER HAIE

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The (Digital) Evolution of Kölner Haie: Milestones on Facebook



# CASE STUDY

## KÖLNER HAIE

### Content Strategy on Facebook

#### Status-Updates on current Events

- Live-Match-Updates during games
- Integrated Links in New-Section at haie.de
- Dialouge & Interactions with Fans
- Comments, Likes, Shares

#### Photos about the ‚Haie‘

- Action Photos of Matches
- „Behind the scenes“ Impressions (Photos from the Journey, inside the dressing room, etc.)
- Fan-Photos (inside the venue, from home and vacation times „Haie around the globe“)

#### Video and Apps

- Highlight-Video of Matches (in Cooperation with rights holder SERVUS TV / LAOLA1.TV)
- Cable Guys & Goal of the Month
- Fan-Questions / Player-Interview
- Various Apps, e.g. Advents-Calendar

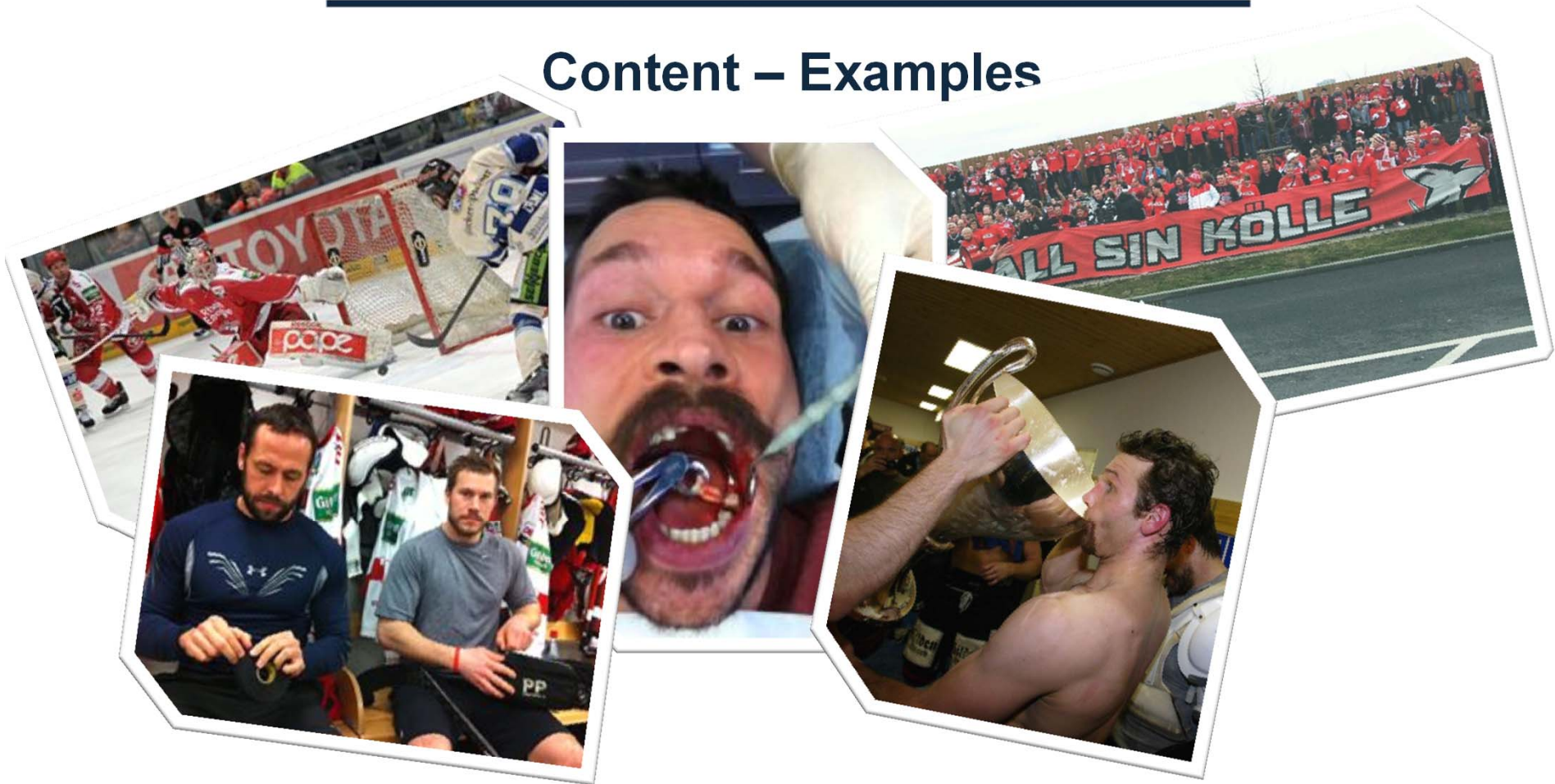


# CASE STUDY

## KÖLNER HAIE

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### Content – Examples





# CASE STUDY

## KÖLNER HAIE



### PREDICTION GAME

Haie-Fans predict the final score of each match and share the possible result on their profile wall. Besides the opportunity to win great prizes they also attract their friends to participate and predict the scores. More interactions, increase of fan-count on Haie-Page. This App is marketed in conjunction with Unitymedia

### VIRAL EFFECTS

- Fan-Gating
- Invite Friends
- Sharing-Functionality
- App requests E-Mail-Information – this can be used for a holistic communication strategy

### INSIGHTS

**Prices:** fan-packages

**Participants:** est. 2.000 per game-day

**Impressions:** 96.000 per week

**Starting:** Since season 2011/2012

# CASE STUDY

## KÖLNER HAIE



### „The RED Sofa“

When the Application is LIVE, the Haie-Fan establishes a virtual stand and actively invite his Facebook-friends. Once they accept the invite, everybody has the chance to win tickets for the Kölner Haie. This App is offered twice a year and is marketed in cooperation with Sparkasse Köln/Bonn.

### VIRAL EFFECTS

- Fan-Gating
- Friends Invitation
- Sharing-Functionality
- „Snow-Ball-Effects“ through new Stands
- App requests E-Mail-Information – this can be used for a holistic communication strategy

### INSIGHTS

**Prices:** Tickets for 5 friends

**Participants:** est. 10.000 per campaign

**Impressions:** 180.000 per campaign

**App-Activation:** Two times / season

# CASE STUDY

## KÖLNER HAIE

### Match-Jersey APP



### ADVENTS-CALENDER



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# CASE STUDY

## KÖLNER HAIE

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Processes and Content can be well planned and achieve significant success (interactions, comments, shares, aso.), but Social Media can and will bring quite often surprises...

***What do you think was the most successful picture ?***



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# CASE STUDY

## KÖLNER HAIE

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*... during summer 2012*

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# THANK YOU!

## FOR YOUR ATTENTION

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