How to Monetize Sports using Social Media

Diego.Prusky@InPulseDigital.com
Trusted by Media & Entertainment
InPulse Digital

- 10 years experience in Digital space
- +30 in-house experienced digital marketing professionals
- Currently managing 25,000,000 Facebook fans in US & LATAM
- Execution team with 700+ ad-hoc projects experience
- Forefront of digital media changes with the music industry since 2003
Know How

Use our US & LATAM expertise in **Entertainment Industry** to develop and monetize **Sport Industry**
Latin America has the fastest growing social audience in the world.

- Over 147 million unique visitors in March 2013
- Facebook LATAM numbers
  - 158,000,000 users
  - 98,000,000 with sport interest
- Consumers in Latin America spent 10 hours online per month on Social Networking sites, doubling the global average time spent
- 5 of the top 10 most engaged markets with social content worldwide are located in LATAM

Source: Comscore.com and Facebook
Case Study: Rafa Márquez

**PROBLEM**
- No digital presence
- Loss of sponsorship revenue due to new country
- Communications issues with press, fans (indirect)

**RESULTS**
- **2MM** Social media followers
- We create the news
- New sponsorships with Samsung, Honda, Verizon, Telemundo, etc.

**Phase I: Fan Development**

**Phase II: Fan Monetize**
Phase I: Fan Development
Phase I: Fan Development
Spontaneous post

Phase II: Fan Monetize
Gillette Campaign – Lindsay Lohan

Phase II: Fan Monetize
Phase II: Fan Monetize
Reality Show - Univision

Phase II: Fan Monetize
CASE

• Golf in Latam is not very popular
• 2nd year of PGA in Uruguay makes it hard to get press
• Only Golf Club members end up attending
• High-income brands want to reach the niche audience

SOLUTION: Innovate

• Real Time Marketing, providing photos and video from each hole instantly after the fact
• Get the press to talk about the innovation
• Value for the brands sponsoring the event

www.inpulsdm.com
Global Sports: Liverpool FC

- 17 million global fans
- 1.9 million engaged weekly
- Opportunity to grow strategically

Source: https://www.facebook.com/EspanolLFC

www.inpulsedm.com
Conclusion

MORE FANS + MORE POPULARITY = MORE ATTRACTIVE FOR BRANDS

1. When selecting a Spokesperson, brands/agencies will immediately look at their social media numbers
2. A large and active social media following means free press => increased value => better ROI
Thank You

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