

How to Monetize Sports using Social Media



Trusted by Media & Entertainment

InPulseDigital
We get the audience



InPulse Digital



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- 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

InPulseDigital
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Use our US & LATAM expertise
in **Entertainment Industry**
to develop and monetize
Sport Industry



Fan Development LATAM

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 whit 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

Case Study: Rafa Márquez

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Phase I: Fan **Development**

Phase II: Fan **Monetize**

PROBLEM

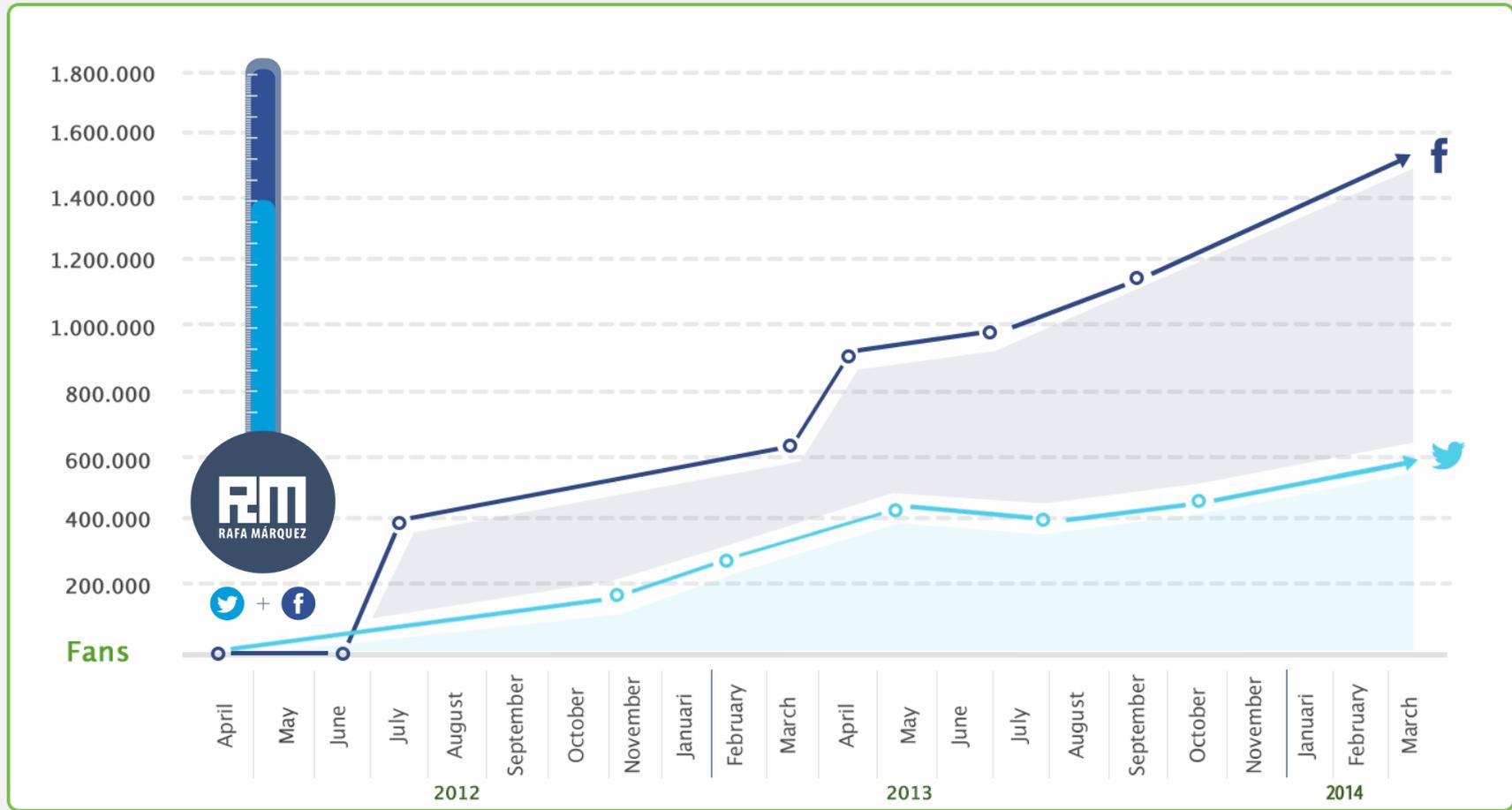
- No digital presence
- Loss of sponsorship revenue due to new country
- Communications issues with press, fans (indirect)

RESULTS

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



Phase I: Fan **Development**



Phase I: Fan **Development**

Spontaneous post



rafamarquezmx

hace 2 semanas

Ya listo y concentrado para el juego de hoy con mis #airmax!! que esperas para subir tu foto con tus #airmax?? @NSWMexico #daleleon #actitud

♥ **mexicali_boii, clarissa_felixx, pedroocaastro** and 2,572 others like this.



19majo98

👌 Love you babe👌 @rafamarquezmx



franztorrez

Soy #adidas pero tú #rafamarquez eres grande



denissesalgado

Ayer eature a punto de comprarlos en el mall @hcantuk me encantan!!!



fanibravo

Pregunta: ¿se supone que tenía que poner mi atención en los tennis? ♥♥♥♥♥



lesliered

Tus airmax! Nike ftw👌



bere_moreno

@scottie12 y para que estas aquí opinando..busca alguna pagina del jorobado y besale los pies...



bere_moreno



Phase II: Fan Monetize

Gillette Campaign – Lindsay Lohan



A screenshot of a Facebook post from the official Gillette México page. The post features a video of a man in a green soccer jersey shaving with a Gillette razor. The background is a blue wall with 'Gillette' and 'P&G' logos. The post text reads: '¡Ahora sabemos que los verdaderos fanáticos no nacen, se forjan de acero! #AceroPorDentro'. It shows 208 likes and several comments from fans.

Gillette México
Me gusta · 3 de abril

¡Ahora sabemos que los verdaderos fanáticos no nacen, se forjan de acero! #AceroPorDentro

Me gusta · Comentar · Compartir

A 208 personas les gusta esto. · Mejores comentarios

136 compartidos

Jorge Esparza Lindsay Lohan te quiere garchar 😂
Me gusta · Responder · 4 de abril a la(s) 20:43

Maaria Guadalupe Alvarez Villanueva ❤️
Me gusta · Responder · 5 de abril a la(s) 17:18

Alberto Vazquez Oralee chido que pusieron a rafa el si tiene barba pero cuando estuvo el chicarooooo ? que ondaaaa jaja ese we de dondeee tiene barba jaja
Me gusta · Responder · 5 de abril a la(s) 0:51

Ulysses Caloca La imagen que volvió loca a Lindsay Lohan.

Escribe un comentario...



A screenshot of a tweet from Lindsay Lohan (@lindsaylohan). The tweet text reads: 'I want to meet @RafaMarquezMX @fantrainerMX the Mexican Man of Steel @ProcterGamble 🏆 pic.twitter.com/SwfUx57kzJ'. The tweet has 2,983 retweets and 2,838 favorites. The background image is the same Gillette advertisement as seen in the Facebook post.

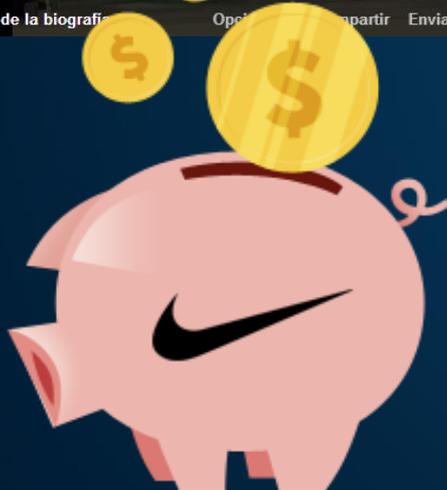
Lindsay Lohan @lindsaylohan · Seguir

I want to meet @RafaMarquezMX @fantrainerMX the Mexican Man of Steel @ProcterGamble 🏆
pic.twitter.com/SwfUx57kzJ

Responder · Retweetar · Favorito · Más

RETWEETS 2 983 · **FAVORITOS** 2 838

16:22 - 3 de abr. de 2014 · Reportar archivo



Phase II: Fan Monetize

Samsung Campaign



A screenshot of a Facebook post from 'Rafa Marquez Oficial'. The post features a video of Rafa Márquez, a man in a grey vest and blue shirt, holding a blue soccer ball. The video player shows a 'SAMSUNG' logo in the top left and '#GALAXYteam' in the bottom right. The post text reads: 'Demuestra tu talento en #freestyle. http://spr.ly/6011gMHF'. Below the text are engagement metrics: 'Me gusta · Comentar · Compartir', 'A 5535 personas les gusta · Mejores comentarios · esto.', and '94 compartidos'. A list of comments follows, including one from Carlos Hdz Garza's Gerry Saenz sbres we manda tus videos (19:15), Carlos Chicharo Sergio Muñiz (22:24), Pancho Zaragoza Mi capi Tadeo los apaña.p (22:05), Monica Luz Rodriguez (19:08), and Violeta Reyes Tú...Rafa Maroués. Estas meca (with a camera icon).



A screenshot of a YouTube video player. The video title is 'Rafa Márquez presenta GALAXY Team'. The channel is 'Samsung Mobile MX' with 244 videos and 23,883 subscribers. The video player shows a man in a grey vest and blue shirt holding a blue soccer ball, with a 'SAMSUNG' logo in the top left and '#GALAXYteam' in the bottom right. The video progress bar shows 0:31 / 1:13. Below the video player, there is a 'Subscribe' button with 3,760 subscribers and a like/dislike count of 92/3.



Phase II: Fan Monetize

Reality Show - Univision



LA CUEVA DE LA FIERA

¡Chatea EN VIVO con Rafa Márquez!

Únete a nuestro Twitter Chat HOY a las 2:30pm/1:30c

DeLaFiera

Opciones | Compartir | Enviar | Me gusta

Rafa Marquez Oficial
Te gusta · 21 de marzo · Editado

¡Listo para responder sus preguntas! Los espero en el Twitter Chat por <https://twitter.com/TelemundoSports!> #CuevaDeLaFiera #DaleLeón ¡No te lo puedes perder!

Me gusta · Comentar · Compartir

A 5425 personas les gusta · Mejores comentarios · esto.

100 compartidos

Nicol Jimenez No me gusta el fútbol. Pero tu me encantas !!
Me gusta · Responder · 7 · 21 de marzo a la(s) 16:28

Rokerita Flakita Pineda Ojo.....
Te Kiere Conquistar
Si Te da La Mano Sufre x Amor
Si Te Mira MuchoNo Puede Vivir Sin Ti Ver más
Me gusta · Responder · 2 · 21 de marzo a la(s) 22:52

Julio Sabater QUIERES SER MI NOVIOD?????
Me gusta · Responder · 2 · 21 de marzo a la(s) 19:23

Escribe un comentario...



Phase II: Fan Monetize

Case Study: PGA Golf Uruguay

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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 instants after the fact
- Get the press to talk about the innovation
- Value for the brands sponsoring the event

Global Sports: Liverpool FC

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Customize LATAM Social Media Mundial Sport Industry Trendy

Countries & Languages			Websites
Arabic	India	Portuguese	Liverpoolfc.com
Australia	Indonesia	Russian	China
Bangladesh	Japan	Spanish	Indonesia
Brazil	Malaysia	South Africa	Thailand
China	New Zealand	South Korea	LFC Tour 2014
English	Norway	Thailand	LFC Foundation
France	Pakistan	Turkey	
Greece	Poland	USA	
		Vietnam	

Page Insights

March 30, 2014
Most Popular Week [?]

Montevideo, Uruguay
Most Popular City [?]

18-24 years old
Most Popular Age Group [?]

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

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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