<https://www.si.com/mlb/2018/07/24/mike-trout-marketing>

* Only 22% of the American public know who Millville Meteor is (Mike Trout)
* In 2018 7 players jerseys outsold his
* In my opinion and many others Mike Trout has been the best player in baseball since Barry Bonds retired (Mike came up long after Bonds retired but no one really took that role during the time)
* It is true that Mike isn’t involved in many commercials or sponsorships outside of what he has to do for the team or the league, you cant really blame him either, when youre getting paid like him you dont need that extra sponsorship money.
* Plus he’s just not that flashy and again there is nothing wrong with that, a player has no obligation to be flashy or do big sponsorships to get their name out there.
* Guys like Lebron and Brady do commercials all the time but I believe without those they would still be just as known.
* Look at a guy like Tiger Woods, I don’t really care about golf at all and I cant remember every seeing him in a commercial or sponsorship but I’ve known who is long before i was using twitter or the internet in general.
* In 2018 commissioner Rob Manfred said “Mike is a great great player, and a really nice person, but he’s made decisions on what he wants to do, doesn’t want to do, and how he wants to spend his free time or not spend his free time. I think we could help him make his brand very big. But he has to make a decision to engage. It takes time and effort.”
  + As nice as possible he made it clear that it is the players choice but you can clearly pick up the disappointment in not being very marketable.
* Another aspect is the team hes on, the Angels pretty much refuse to field a good team and until now they haven’t shown a glimpse of winning, that leads to no playoff games, and those games are where the lights shine brightest the viewership for a sport with already low numbers is highest. (Hes only played in 3 postseason games with 15 plate appearances, that was in 2014, his Junior season, its 2022 and he hasn’t been back)
* Only 1 player has been on the cover of GQ in the last 13 years (Derek Jeter in 2011)
* As of 2018 there is only 1 baseball player in the top 100 most followed athletes (Tim Tebow, who isn’t really a baseball player)
* Trout has 2.5 million follower on twitter, this number is easily surpassed by much lower tier players in many other major sports like the NBA and NFL.
* The league has ultimately decided not to market their sport and when they do they have to have a piece of it. As someone in the age group they should be targeting they do a terrible job, whenever i see anything from the league its just not enticing at all.
* In 2017 the league sold “Major League Baseball Advanced Media” to Disney for $1.58 billion. Each team got $50 million from the deal.
* Another thing the league loves to do is block fan made content, any form of video or gif or whatever gets hastily striked off the internet by the league unless its sanctioned by them. How is a sport supposed to grow when the biggest platforms controlled by their least interested age gap cant post anything about it.
* In America Messi, Ronaldo, Lebron, Curry, and at one time Ninja the breakout Fortnite star are more famous than any active baseball player. The countries national passtime has lost all of its connection to the people of its home country.
* Thankfully the league has many bright stars that are set to take over for Trout, not in the near future but soon and most of them have that flair and personality that the league needs. (Shohei Ohtani, Vladimir Guerroro Jr., Fernando Tatis Jr., Juan Soto, Ronald Acuna Jr.)