



Success Stories

A Spotlight on How iQ Media Customers Leverage Our Media Intelligence Platform

Miami Hurricanes Leverage a Positive Media Storm

Historically, the Miami Hurricanes have been recognized for having one of the predominant college football programs in the nation. But in 2013, the 'Canes' men's basketball team received unprecedented national coverage during a remarkable regular season, followed by the first ACC Tournament Championship in the school's history.

How does a Digital Media Strategist handle the "Madness" and capitalize on the team's success? With the cliQ media intelligence platform!



MEN'S BASKETBALL PROGRAM

Making the Most of Unprecedented Coverage

It's one thing to get great media coverage – it's another to have both a plan and the tools to proactively use it to support your strategic communications goals. Miami Athletic Department's Director of Communications Chris Yandle and Digital Media Strategist Brian Bowsher developed such a plan, and when the "perfect storm" of the 2013 basketball season hit, they were ready.

The men's basketball team did so well that tremendous media buzz quickly developed. When coverage happened, Bowsher could use cliQ to email it, tweet it, post it on Facebook or even add it to their Tumblr blog. Recipients could then resend links to video clips to their friends and colleagues, thus multiplying the impact of the team's TV coverage far beyond the audience that actually viewed the programs on air.

On the recruiting side, Miami uses every bit of "brag-worthy" content they can to court new student athletes from around the country. With the basketball program's increased success and resulting media coverage, Bowsher leverages cliQ to stay in front of key prospects, building awareness and confidence in the Miami program.

Content Marketing that Gets Results

"Here at Miami, we've worked hard to maximize the effectiveness of our outbound communications, and content marketing is now a big part of what we do," said Yandle. The results are impressive. Today the men's basketball team has 300% more engagement by its Facebook followers than the national average for colleges.

"Previously, we were not aware of interviews or commentary about the team that happened in other markets or aired at odd times of the day," stated Bowsher. "Now, we are instantly informed of any coverage, can make high quality clips, and then share them immediately via email, Twitter, Facebook and our website."

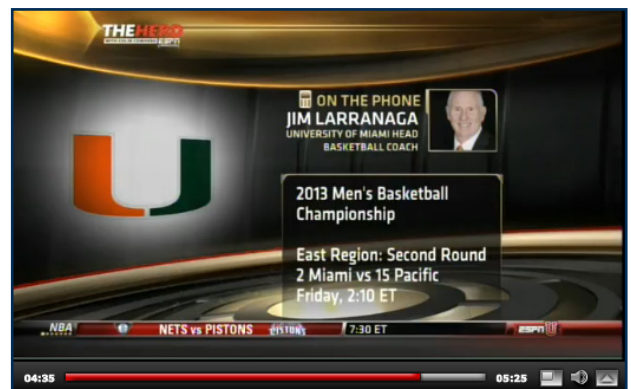
During the basketball team's Cinderella season, Bowsher was able to capture mentions of coach Jim Larranaga and the team on nationally televised programs such as ESPN's College Gameday, or the The Herd with Colin Cowherd, and immediately send them out to recruits, fans, and supporters.

"Quotes from the experts and analysts have value, not just to our fan base, but to a young prospect who wants to join a winning team with national exposure," says Bowsher. "cliQ is now a vital part of our recruiting process, as well as our strategic communications outreach."

"Our decision to bring in cliQ was a huge win for the Miami Athletics Department," said Yandle. "We are very pleased with the new power we have to leverage our coverage in our content marketing efforts, and iQ Media's service has been exemplary. We strive to deliver the kind of innovative and leading-edge communications vehicles that befit a program of Miami's caliber, and the results show we are succeeding."

"With content marketing being such a critical initiative for our department, iQ Media provides us with a powerful tool to share video with our fans."

*– Brian Bowsher,
Digital Media Strategist, Miami
Hurricanes Athletic Department*



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