

# DIGITAL MARKETING



Don't leave home without it!!!



Always with them  
Always on  
Always connected



# Mobile Marketing Tools

## MOBILE MESSAGING



## APPLICATIONS AND GAMES



## MOBILE WEB AND EMAIL



## MOBILE VIDEO AND TELEVISION (TV)





# Mobile Marketing Tools

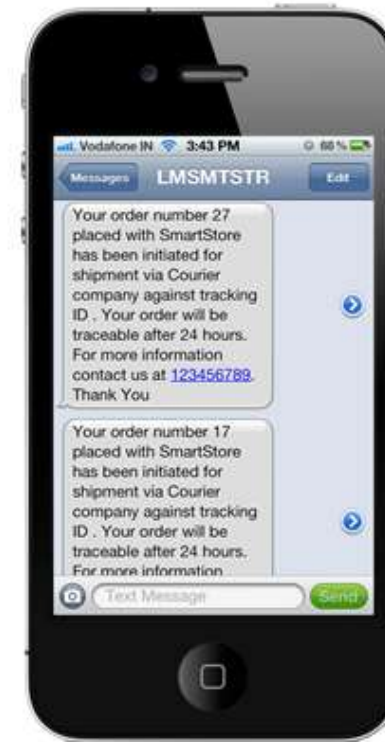
## PROXIMITY AND LOCATION BASED SERVICES



## QUICK RESPONSE CODES



## CONTENT BASED MM TOOLS



# Benefits & Challenges

- Personalisation
- Immediacy
- Interaction
- Targeting
- Permission
- Acceptance
- Content
- Privacy
- Strategy
- Infrastructure

HOW  
~~WHY~~ MOBILE



# Mobile Marketing

“Advances in technology and corresponding shifts in consumer behavior and expectations point to elevated levels of customization, accessibility and convenience; thus mobile marketing must grow to be the number one marketing platform”



# Agenda & Key Terms

- Mobile Marketing
- Mobile Sites & Apps
- New Mobile Devices
- Geolocation
- QR Codes
- 4G
- Near Field Communication

# Smartphones



## BlackBerry

- BBM – Popular IM application available only to Blackberry
- Enterprise Email System
- Enhanced Security features
- Limited Applications



## Apple Iphone

<http://www.apple.com/iphone/features/>

- Siri
- **1080P Video Recording**



## Android - Open source software

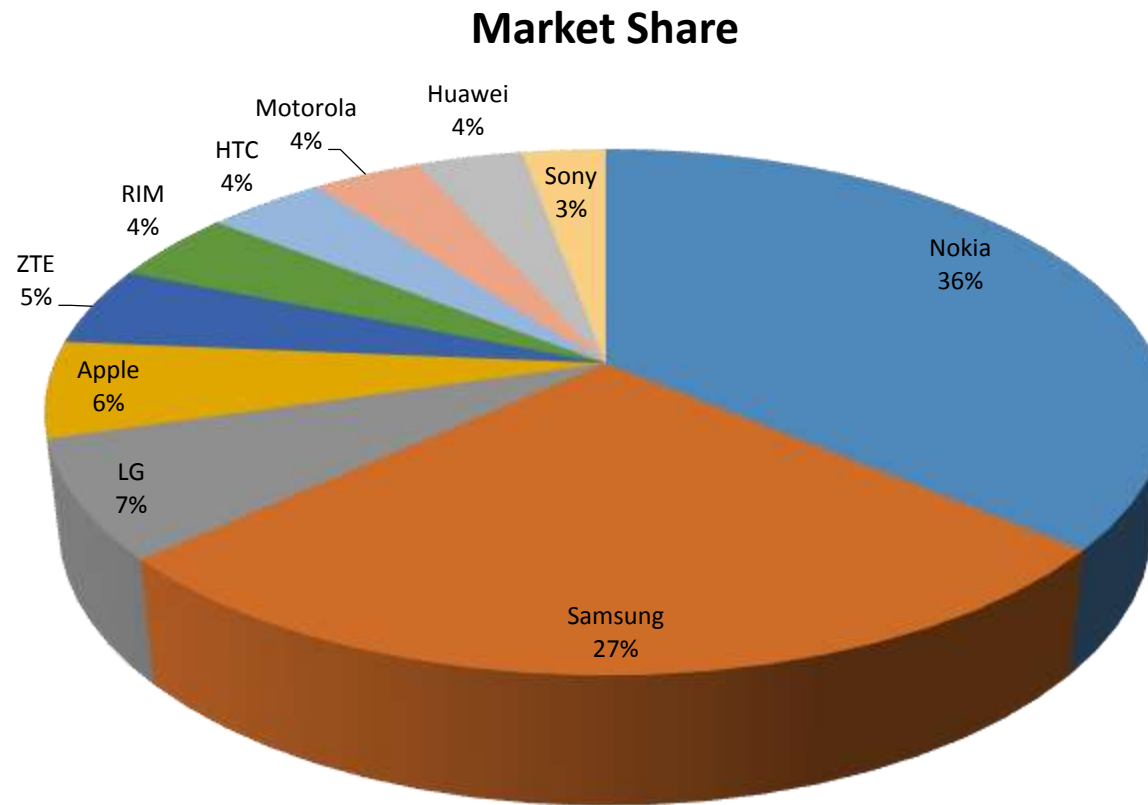
- 850,000 Devices activated everyday
- 450,000 Applications Available
- 300,000,000 Android devices worldwide

## Google Nexus S on Android

- <http://www.google.com/nexus/#/features>

What Smartphone do you have?

# Mobile Devices – World Wide Market Share



# Growth of Mobile Marketing

## What is NOT Mobile?

- Websites, Email, Radio... but is it?

## Advertising Spending Breakdown [Infographic](#)

- **For**

- Estimated growth: 1.56 billion in 2013 from 320 million in 2008
- Young consumer's perception
- Over 50% of all local searches from mobile
- Predict \$8.2 billion advertising in 2016 – up 38%
- <http://on.mash.to/igSelX> - Microsoft Tag

- **Against**

- Consumers are not always as receptive to Mobile Marketing as they are Traditional
  - *Hanken Swedish School of Economics*

[The Future in Mobile Marketing](#)



# Social & Mobile

- 1.7 billion users in 2016
- Android: 56%
- Text and Image posts
- Short and sweet
- Thursday – Sunday  
Best days to post
- [Future of Mobile & SM](#)



## What is your #1 Activity?

### TOP MOBILE ACTIVITIES IN CANADA

By share of total mobile audience,  
three-month average to Dec. 2011

|                                      |       |
|--------------------------------------|-------|
| Sent text message                    | 69.2% |
| Took photos                          | 55.1% |
| Used e-mail                          | 35.9% |
| Accessed social networking/blog      | 31.2% |
| Accessed weather                     | 29.8% |
| Played games                         | 30.8% |
| Accessed search                      | 25.6% |
| Accessed maps                        | 21.6% |
| Accessed news                        | 20.1% |
| Listened to music                    | 23%   |
| Accessed sports info                 | 16%   |
| Accessed financial news/stock quotes | 11.4% |
| Accessed online retail               | 6.1%  |

# Mobile Sites & Apps

- 33 billion apps offered by 2014
- “People need to be adopting mobile friendly sites and apps” – *Ms. Samy, FS Marketing & Harvard BR*
- Over 5 million handsets, up from 2 in 2005

## The Advertising

- Similar to Social Media – no blasting
  - Engagement & Value Proposition
- Ad Revenue in US to reach \$4.2 Billion
  - Up from \$1 Billion 2010 (420% increase)

*The Third Screen – Mobile Marketing Handbook*

[Chart](#)



# Shrinking Costs & Usability

- Apple – Iphone Apps to Android Apps
- Dropping App Costs
  - Entry level - \$3000-8000
  - Highly Detailed - \$50,000-150,000
  - Do it yourself models
- “Mobile sites need to increase usability” – Naves, SEO Consultant

## **Best Practice**

[Heineken Star Player](#)

# QR Codes

## The Advocates

- More than just a redirect to a website
- Easy and inexpensive
- Becoming more and more mainstream
- B2B application
- Analytics

## The Challenges

- [Scott Stratten](#)
- QR codes = traditional ads
- 5% of readers scanned



# Geolocation

## The Advocates

- 80% of disposable income is spent locally
- Right products to the right people at the right time
- [The Evolution of Geolocation](#)
- 51% - give up location for tailored ads
- “Relevancy is King”
- “...as big as the Internet itself”



## The Opponents

- ❖ Consumers are just going through a fad – provides illusion that Geo-location is here to stay
- ❖ Generic ad campaigns
- ❖ Reliant on consumer willingness to give information
- ❖ Consumers want the benefits but not to have to give up their information



# How can we apply this?

## **Scavenger Hunt Exercise**

- QR Code & Geo-location
- Find the QR Codes
- 'Check in' at the right place to WIN!



# Geolocation – Best Practice

## Jet Blue

- Encourages customers to check in at Jet Blue terminals with Facebook Places
- Offers special rewards as incentives
- Encourages customer loyalty
- Presents instantaneous interaction



## ShopKick

- iPhone and Android devices can collect virtual rewards for walking in to a store.
- Stores can offer rewards and special offers for points as an incentive to draw people to stores.
- <http://shopkick.com/>



# Near Field Communication

- Virtual Wallet
  - Connects phone with payment terminal, etc.
- 34 million to 80 million users in 2013
- Google is a major player
  - Google Wallet

[USA Today](#)





# Smartphone Purchases

- Users grew 10% to 33% of all Mobile
- 74% have made Mobile Purchase
- 31% influenced by Ad
- 50% of users indicate they will purchase on mobile for Holidays
- Mobile Gift Cards increased 1000% in 2011

*National Retail Federation*

[Vancouver Sun](#)

# Personal Information Safety

- 101 Popular Smartphone Apps Tested
  - 56 transmitted the phone ID to other companies
  - 47 shared geo-locations
  - 5 sent age, gender and personal information
  - All WITHOUT consent!
- Credit Card, Banking, & Personal Information
  - Customers may worry
  - New Safety Measures need to be taken

*Wall Street Journal*



# New Technologies

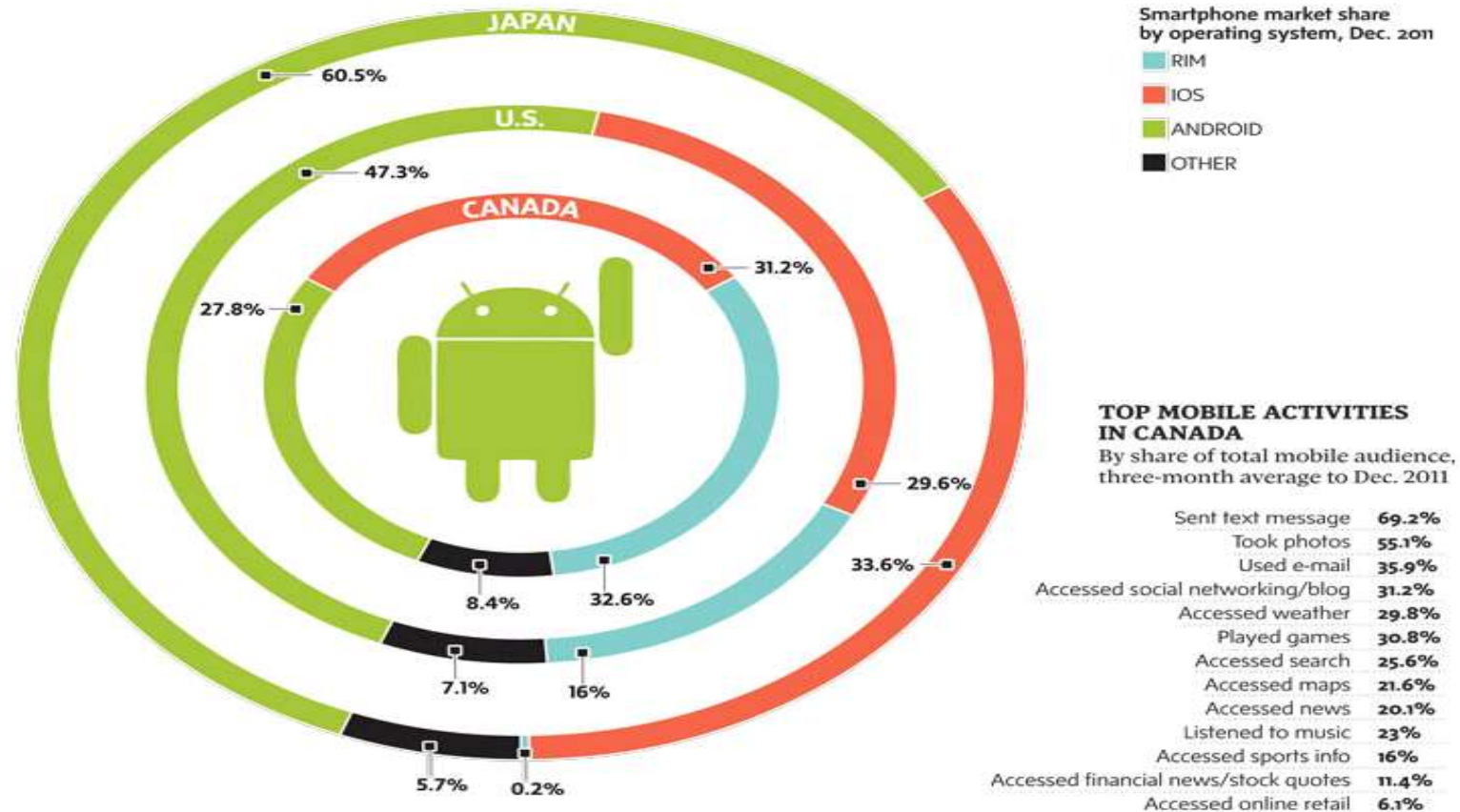
- [Mobile Phone Implants](#)
  - Chip installed in tooth – used to relay sounds
- [Virtual Mirror Shopping](#)
  - View clothes without actually undressing
  - Share with friends virtually

# Market Share in Canada

## Smartphone use in Canada

Globe and Mail Update

Published Friday, Feb. 24, 2012 3:32PM EST



# What is 4G ?

- 4G is the fourth generation of cellular communication
- Data can be sent 10x faster than 3G technology

## 4G & Apple Ipad 3

- Reports indicate Apple Ipad 3 will have 4G Technology
- Will take until the end of 2013 for 80% of the US to be covered by 4G Technology



# Digital Marketing Strategies

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Sports and entertainment properties  
use the Internet for a host of  
marketing functions

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- Ticket sales
- Sponsorship sales
- Merchandise sales
- Additional revenue streams (banner advertising on team websites etc.)
- Community relations
- Player/staff fan connection (blogs, chats etc.)
- General promotion





# Digital Marketing Strategies

## Mobile Marketing

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Mobile marketing refers to two different marketing means: one refers to marketing on or with a mobile device (such as a mobile phone) while the other (more traditional) is meant to describe marketing “on-the-go”



# Digital Marketing

Mobile marketing represents an area of massive potential growth

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- In 2012, Americans alone sent over 2.2 trillion text messages (that's an average of 19 messages per American each day)
- Mobile advertising raked in \$8.9 billion in 2012, an 82.8 percent increase from 2011. One of the main drivers of this growth is the fact that most consumers have mobile devices on them nearly all the time, and the always-connected nature of the device.

# Digital Marketing

Mobile marketing represents an area of massive potential growth

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➤ In a study conducted in 2013, researchers found that nearly 14 percent of smartphone and tablet owners used their devices to watch television.



# Digital Marketing Strategies

Apps have recently gained a lot of popularity among consumers

## **“Apps”**

Apps are individual software programs designed to run on the Internet, computer, phone or other electronic device typically designed to increase functionality or ease of use

# Digital Marketing Strategies

In June of 2013, Apple announced that 50 billion apps had been downloaded from their online “apps” store, up from 30 billion apps in June of 2012



# Digital Marketing Strategies

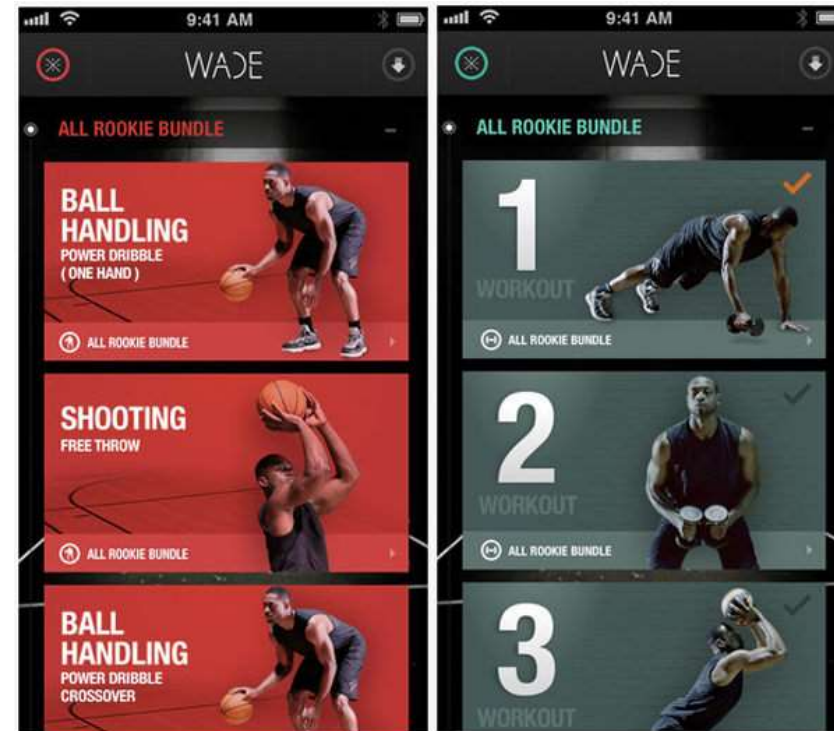
The sports and entertainment industry has taken note of the apps trend and launched a number of sports and entertainment related apps





# Digital Marketing Strategies

NBA star Dwyane Wade released a fitness app called "Dwyane Wade Driven" in 2013 (coincidentally the same day that the team was celebrating its third NBA championship with a parade and rally in downtown Miami) that offers customized training programs and videos for basketball players and other athletes



# Digital Marketing Strategies

Perhaps the most commercially successful app developed by a major league sports property, Major League Baseball's "At Bat" app reached 6.7 million paid downloads for the 2012 season, shattering the previous record



# Digital Marketing Strategies

With the “Fandango” app, users can watch film trailers, find showtimes, buy tickets and get directions to the theater, all from their mobile device



# Digital Marketing Strategies

With apps like Zippo's "concert lighter", cell phones have become the new lighters for today's concert goers (the app has been downloaded over 15 million times)



# Digital Marketing Strategies

Apps like ESPN's Fantasy Football app allow users to manage their fantasy football teams from the palm of their hand

Menu

Monster's League

Cranium Krushers

Player News

All Players

Player Watchlist

Filter

Current View:  
All Players : Quarterbacks

| PLAYERS |              | DATA |     |       |      |
|---------|--------------|------|-----|-------|------|
| ACT     | PLAYER       | TEAM | POS | TYPE  | OPP  |
|         | C. Penningt  | MIA  | QB  | WA    | @Bal |
|         | A. Rodgers O | ATL  | RB  | (Sun) | --   |
|         | D. Williams  | HOU  | RB  | FA    | SD   |
|         | P. Rivers    | DEN  | WR  | WA    | Was  |
|         | M. Turner P  | ATL  | WR  | (Sun) | Dal  |
|         | J. Cutler    | BAL  | WR  | SCHM  | Phi  |
|         | K. Warner    | MIN  | TE  | LEMO  | @Pit |

TENNIS

Federer tops Nalbandian for 3rd

ESPN

# Digital Marketing Strategies

Nike Golf launched an app (called "Nike Golf 360 or NG 360") that allows users to track their rounds (including statistics), improve technique and view golf-specific workouts



# Digital Marketing Strategies

In 2013, the NFL [re-launched its app](#), providing fans with the ability to watch the NFL Network and NFL Redzone on their mobile devices, watch highlights and access other video clips (including videos on demand that had previously only been available to Verizon customers). Fans can now also listen to audio broadcasts from games (in English or Spanish), listen to NFL podcasts, manage and track their fantasy football teams, shop for NFL gear on NFL.com and purchase tickets to games through the NFL Ticket Exchange





# Digital Marketing Strategies

## Traditional Mobile Marketing

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The NBA's Jam Van tour is an interactive basketball program that travels from the United States to China. The Jam Van is a 67-foot 18-wheeler that transforms into 8,000 square feet of basketball and interactive “off-court” activities





# Digital Marketing Strategies

## Traditional Mobile Marketing

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The Green Bay Packers' annual "Tailgate Tour" visits five Wisconsin communities in five days during the summer while raising money for local non-profit organizations via tailgate parties at each stop. Along the way, the "Tour" also makes unannounced stops, often at schools.



# Digital Marketing Strategies

## Modern Mobile Marketing

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The 2013 NBA Slam Dunk Champion was crowned based on fan votes via text message

Show's like Dancing with the Stars and American Idol often encourage fans to "text to vote"



# Digital Marketing Strategies

## Social Media

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Social media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, media and to otherwise interact



# Digital Marketing Strategies

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Social media presents itself in the form of many variable applications

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➤ Google+

➤ YouTube



➤ Twitter

➤ Digg



➤ Flickr

➤ MiniClip



➤ Facebook

➤ foursquare



➤ Vine



# Digital Marketing

In today's digital marketing era, harnessing the power of social media has become a top priority of sports and entertainment properties of all shapes and sizes

Athletes, celebrities, leagues, teams, events and corporate sponsors are all shifting the focus to digital marketing strategies as they compete for attention in the social media space

# Digital Marketing



Among team sports internationally, the Los Angeles Lakers are the only non-soccer team to rank among the top five in most combined Twitter followers and Facebook fans in 2013 (as of August) (they rank fifth behind FC Barcelona, Real Madrid and Manchester United and Chelsea)

Click [here](#) for a slideshow featuring the top ten international sports teams

# Digital Marketing

Why is social media important to a sports or entertainment marketer?

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1. In theory, social media is free
2. Allows an organization to reach a massive audience
3. Social media is still experiencing rapid growth, presenting unlimited potential for marketers

## Why is social media important to a sports or entertainment marketer?

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- Facebook: More than 1 active billion users 
- Google+: 359 million active users, up 33 percent from the number of users in 2012 
- LinkedIn: 225 million professionals and growing at more than two members per second, representing every company on the Fortune 500 in over 200 countries 
- Twitter: Over 555 million registered users, more than double the number of users in 2011 but users are actively engaged, “favoriting” more than 1.6 billion tweets in May of 2013 alone 



## Why is social media important to a sports or entertainment marketer?

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- YouTube: According to their website, over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year



- Foursquare: 33 million users with nearly 5 new users signing up every six months



## Why is social media important to a sports or entertainment marketer?

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Statistics from a 2013 report show the likelihood of a consumer making a purchase increases when the user has a social connection with a brand or its products (social activities such as sharing and recommendations drive sales, and fans of brands are 51 percent more likely to buy than non-fans)



# Digital Marketing Strategies

## Why is social media important to a sports or entertainment marketer?

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According to a recent study, 29 percent of sports fans globally indicated they use social media to follow leagues, teams and players in 2013, up from just 15 percent in 2011

When the 2012 Summer Olympics began in Beijing in 2008, Facebook had 100 million users and Twitter had just 6 million users, compared with over a billion Facebook users and 555 million Twitter users when the Winter Games kick off in Sochi in 2014



# Digital Marketing Strategies

## Why is social media important to a sports or entertainment marketer?

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Recently, several start ups like Phanoto and SportsFanLive have featured social networks specifically targeting sports fans



Click [here](#) to view a slideshow

# Digital Marketing Strategies

## Social Media Platforms

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facebook

flickr

Google+



Pinterest



You Tube

Instagram

evite

Linked in



USTREAM

# Digital Marketing Strategies

facebook

## Social Media Marketing

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ESPN has expanded its presence on Facebook just prior to March Madness in 2012, adding the ESPN3 video player's streaming capabilities and launching a redesigned page featuring the SportsCenter brand



# Digital Marketing Strategies

facebook

## Social Media Marketing

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The Boston Celtics created the "[3-Point Play](#)", a Facebook game where fans picked three Celtic players and predicted a specific statistic for an upcoming game. Points were then awarded based on accuracy and the risk level of a fan's picks. After each game, the top-scoring fan won tickets to an upcoming home game.



# Digital Marketing Strategies



## Social Media Marketing

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Twitter's popularity has exploded recently, in large part because it allows for the user to control the dialogue without any filter, creating a direct line of communication between the athlete, celebrity or sports/entertainment property and the fan

Approximately half of the NBA's players (220 and counting) are on Twitter, including almost all of the game's biggest stars





# Digital Marketing Strategies



## Social Media Marketing

The Miami Heat were voted "Team of the Year" on ESPN's ESPY award show, thanks to voting on Twitter, while Harry Potter was named "Best Hero" by fans on Twitter at the MTV Music Awards



**Dwyane Wade** @DwyaneWade

#HEATNATION stand up... #Best team

Collapse Reply Retweet Favorite

13,170  
RETWEETS

1,610  
FAVORITES



|  |   |
|--|---|
|  | <p>Directed by Joe Johnston</p> <p>Captain America: A virtuous, shield-bearing soldier with cosmic super-powers and the strength of an Olympian, Captain America leads the call of duty with an unshakable desire to do what's right.</p> <p><a href="#">TWEET YOUR VOTE</a></p>  |
|  | <p>Harry Potter<br/>Harry Potter and the Deathly Hallows - Part 2</p> <p>Directed by David Yates</p> <p>In the decisive battle of good versus evil, Harry Potter remains steadfast and loyal until the bitter end, defeating Voldemort's final forces with the grace and strength of a glacial sword-wielding warrior.</p> <p><a href="#">TWEET YOUR VOTE</a></p> |
|  | <p>Jenko<br/>21 Jump Street</p> <p>Directed by Phil Lord &amp; Christopher Miller</p> <p>After escaping his kooky life in a backpack, Jenko identifies the firm, and social status in street the streets from a dangerous synthetic drug.</p> <p><a href="#">TWEET YOUR VOTE</a></p>  |
|  | <p>Katniss Everdeen<br/>Hunger Games</p> <p>Directed by Gary Ross</p> <p>In the wake of her sister's selection in the annual ritual of hunger, Katniss Everdeen makes her first official appearance on the silver screen, proving she's capable of holding her own with only love and arrows to help.</p> <p><a href="#">TWEET YOUR VOTE</a></p>                  |
|  | <p>Thor<br/>Thor</p> <p>Directed by Kenneth Branagh</p> <p>Thor proves a mighty combatant with an enchanted hammer and a colossal combination of strength, saving the citizens of the earth as a both of cosmic proportions.</p> <p><a href="#">TWEET YOUR VOTE</a></p>   |

# Digital Marketing Strategies



## Social Media Marketing

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Many teams, like the NHL's New Jersey Devils, featured Twitter related messaging (from Twitter "handles" to "hashtags") on team merchandise



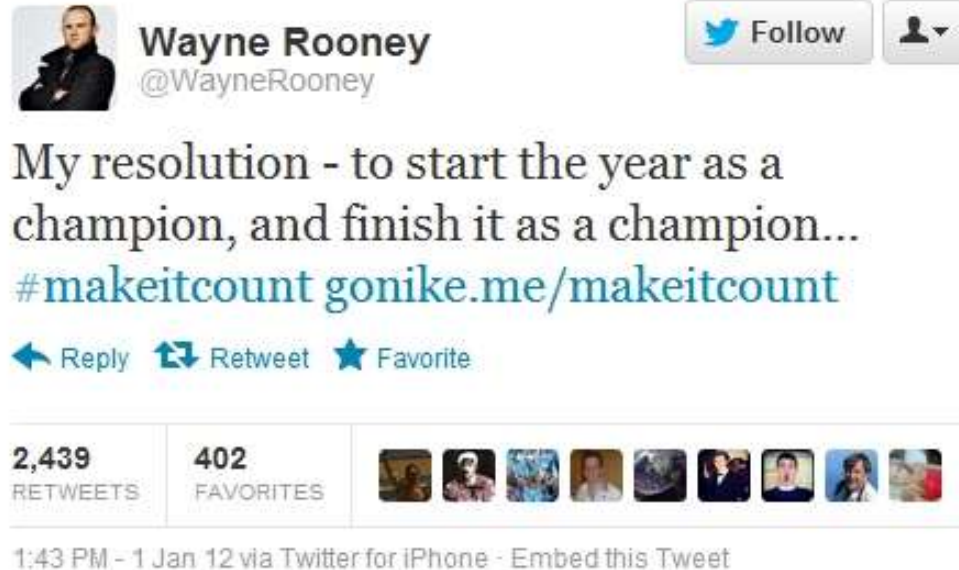
# Digital Marketing Strategies



## Social Media Marketing

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In 2012, Nike debuted a Twitter campaign on New Year's Eve with the hashtag #makeitcount that was supported (via tweets) by Nike endorsed athletes all over the world



# Digital Marketing Strategies



## Social Media Marketing

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The campaign drew the ire of officials in the United Kingdom and Nike subsequently became the first company to have a social media advertising campaign banned when it was ruled that star soccer players Wayne Rooney and Jack Wilshere's tweets didn't clearly state they were advertising



# Digital Marketing Strategies



## Social Media Marketing

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1. When in Doubt, Tweet
2. Respect the Fan
3. Use the Resources You Have
4. Follow Back and Listen
5. If it isn't Broken, Don't Fix it



# Digital Marketing Strategies



## Social Media Marketing

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The Vancouver Whitecaps, MLS expansion team opening play in 2011, took full advantage of YouTube by launching a "30-Day Countdown" marketing initiative that featured thirty consecutive days of viral videos introducing the team to the city of Vancouver, decorating landmarks, interviewing celebrities, displaying 3D billboard projections, and more



# Digital Marketing Strategies



## Social Media Marketing

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JK Rowling took to YouTube to create buzz prior to her Pottermore announcement on the Harry Potter YouTube channel by placing an interactive placeholder which featured a collection of owls that refused to budge, shaking their heads if touched — referring to the teaser line, "The owls are gathering... Find out why soon."

The Pottermore logo, featuring the word "POTTERMORE" in a stylized, metallic, 3D font with a spiral design in the 'O's.



## J.K. Rowling's Announcement

J.K. Rowling

50 videos

Subscribe



0:09 / 1:13

Like

Comments

+ Add to

▼

Share

Embed

Uploaded by J.K. Rowling on Feb 4,

The owls are gathering... Find out why soon

### Suggestions



J  
tr  
8



J  
C  
tr  
4



J  
tr  
5



J  
tr

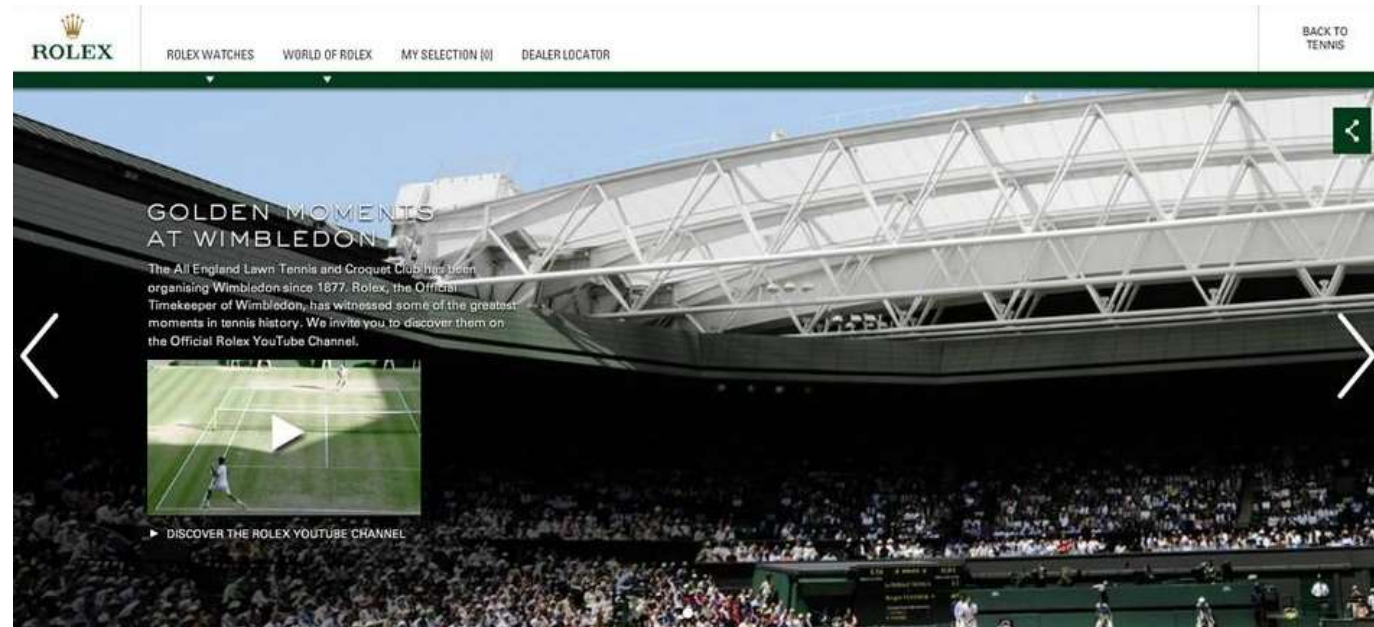


# Digital Marketing Strategies



## Social Media Marketing

Rolex, in support of its long and storied relationship with Wimbledon, launched a “Golden Moments at Wimbledon” channel on YouTube



# Digital Marketing Strategies



## Social Media Marketing

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The Harlem Globetrotters have successfully created a connection with fans by creating memorable content on their YouTube channel, including a clip of one of their players dunking a basketball without jumping (which has garnered over 4 million views already). In 2012, they added an interactive element by challenging fans to the "World's Largest Game of H.O.R.S.E." Fans were encouraged to submit video of their best trick shots and would later be attempted by a Harlem Globetrotter player. "Letters" were awarded weekly, based on fan voting, and prizes were distributed accordingly.

# Digital Marketing Strategies



## Social Media Marketing

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Many sports and entertainment business professionals utilize LinkedIn, not only as a networking and recruiting tool, but also as a means by for exchanging ideas and information and tracking current industry trends

# Digital Marketing Strategies



## Social Media Marketing

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The Milwaukee Bucks post photos of the Bucks' gameday experience on their official Flickr page, providing fans with a behind the scenes look at the team

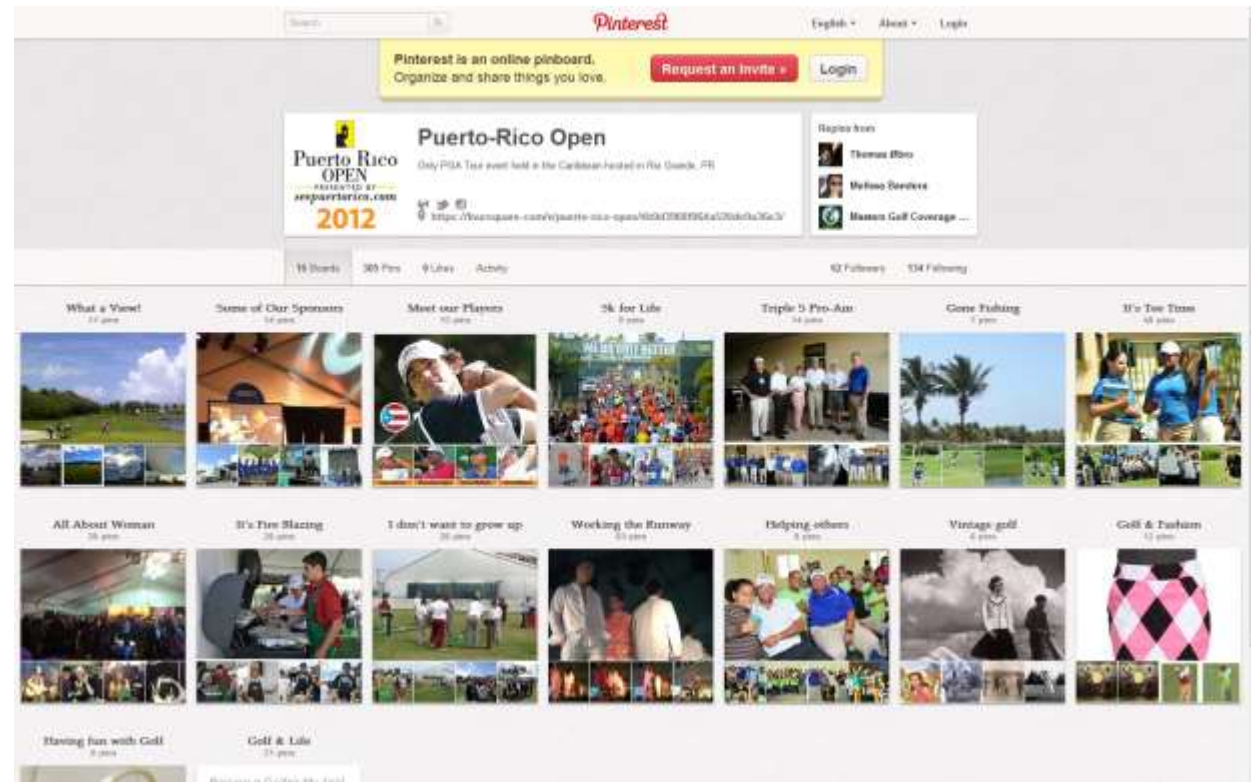


# Digital Marketing Strategies

## Social Media Marketing

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In 2012, the Puerto Rico Open became the first official PGA Tour event to actively use Pinterest during tournament as a promotional tool and means for engaging fans



# Digital Marketing Strategies

*Instagram*

## Social Media Marketing

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In 2012, Major League Baseball became the first professional sports league to have every single one of their franchises on Instagram while creating web-based versions of their Instagram feeds so fans could view photos from the league and their favorite teams online

Just one month into the 2012 season, there was already a 400% increase in Instagram photos posted from big league parks compared to the entire 2011 season when more than 40,000 photos of ballparks were posted



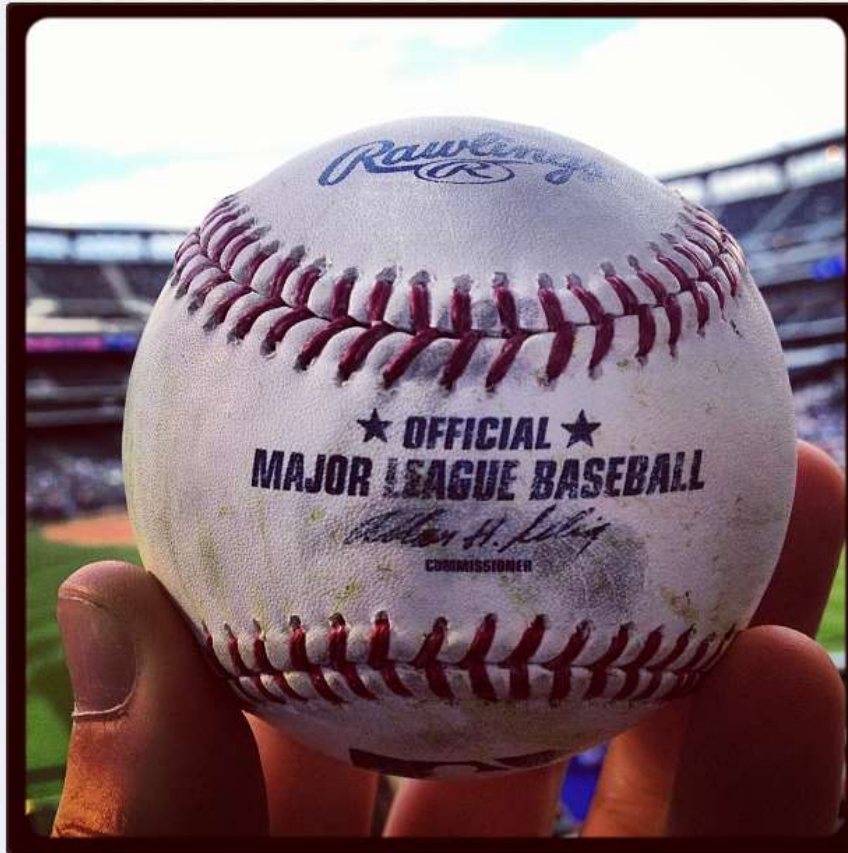
# Instagram

Instagram

Login



mlbofficial ▾



1425



mlbofficial  
#MLB

8w



28



chrisandrus27  
Cool I have 100

8w



patrick\_bush  
WANT!!

8w



reece\_herendeen11  
Nice

8w



reece\_herendeen11  
I have prince fielder homer and jack hannahan threw me a ball

8w



leslielopz  
Nice!! Love it

8w



mariairene14  
I have one W. Lopez gave me at an Astro a game!

8w



chrisandrus27  
I have all state gold ball caught last year by Cano

8w



ryansnow6  
I have a Foul Ball, from Derek Jeter!!!!

8w

To add a comment, please [sign in](#).



# Digital Marketing Strategies



## Social Media Marketing

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To build buzz for the release of her "Burn" music video, Ellie Goulding enlisted her fans (via [mashable.com](http://mashable.com)) to create Vines inspired by their nearest and dearest friends. The short clips streamed in on Twitter and Vine using the hashtag #ellieburnvine, with the best ones mashed up in one video (below) before the official release.





# Digital Marketing Strategies



## Social Media Marketing

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In 2012, the Minnesota Timbewolves and Minnesota Lynx hosted a Google+ “hangout” with season ticket holders, allowing fans to interact directly with front office executives





# Digital Marketing Strategies

## Social Media Marketing

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In 2013, Champs Sports included its Tumblr address in its TV commercials throughout the NBA playoffs, a move AdWeek suggest's was the first time a major brand featured its Tumblr page in an ad campaign



# Digital Marketing Strategies



## Social Media Marketing

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The Boston Celtics created a customized, branded “Evite” for users of the popular evite.com website in an effort to help group leaders organize and promote a Celtics outing



Click in each field to enter your event details. Click the "Invitation Options" button to add special features.

\*Required

\*Event Title:

\*Choose a Theme:

\*Host Name:

Telephone:

My Locations:

Location Name:

Street:

City:  ☒ Include a [Map](#)

State:  Zip code:  Country:

\*Date:  \*Start Time:  :

Message to Guests:

Type your message here

CHANGE YOUR DESIGN

UPLOAD NEW MAIN IMAGE

INVITATION OPTIONS

# Digital Marketing Strategies



## Social Media Marketing

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In 2013, UStream invested in the exclusive rights to broadcast the popular music festival, Bonnaroo (in 2012 YouTube had the rights and in 2011 Vevo was the festival's live stream partner).



# Digital Marketing Strategies

## Social Media Marketing

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Many NHL teams have partnered with the website [www.beardathon.com](http://www.beardathon.com) to help raise money for their team charity as a way to piggyback on a longstanding NHL tradition where players do not shave during the playoffs.

In 2012, the “beard-a-thon” began integrating a number of social media elements, including Twitter, Pinterest, Facebook and even a Facebook app that allowed those unable to grow facial hair the opportunity to participate through augmented reality (the beard-a-thon effort raised over \$520,000 for charities in 2012)



# Digital Marketing Strategies

## Social Media Marketing

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Playoff Hockey has returned to Tampa Bay. So put down your razor, pick up a cause and grow your Playoff Beard for the Bolts.

It's simple to sign up, or to pledge a player or participant. And for every day you maintain your Playoff Beard, you raise money for the Lightning Foundation. Because doing good will grow on you.



# Digital Marketing Strategies

## Social Media Marketing

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Taking it a step further, the Boston Bruins launched a unique “network” (called the DEN page) to serve as a portal to all the team’s social media efforts, from Facebook to Pinterest, a gateway to its mobile app, and a home for video and other digital content offerings (the site attracts more than 2.5 million fans every month)







**BRUINSDEN**  
DIGITAL ENTERTAINMENT NETWORK

[Home](#)[Facebook](#)[Twitter](#)[Tumblr](#)[TV](#)[Mobile](#)[Pinterest](#)[Google+](#)

## MCQUAID'S MARITIME MENTALITY

Adam hard at work while home in Prince Edward Island in the offseason.

[› WATCH: BRUINS BEAT](#)[› ROAD TRIP TWITTER UPDATES](#)[› INSTAGRAM #BEARTRACKS](#)[FOLLOW THE BLOG ›](#)[37 & 38 IN QUEBEC CITY](#)[MCQUAID'S HOMETOWN](#)[63 HOME IN HALIFAX](#)[ICE GIRL AUDITIONS](#)[GET THE RINGTONE](#)

Boston Bruins



Follow @NHLBruins 220K followers

Connect with the Bruins



FOLLOW @NHLBRUINS ON TWITTER

LIKE NHLBRUINS ON FACEBOOK

# BRUINS MOBILE

Available on the  
App Store

Available on the  
Android Market

Get it at  
BlackBerry App World



@NHLBRUINS ON INSTAGRAM



@NHLBRUINS ON TWITTER



Boston Bruins  
**NHLBruins**

nhlbruins Travel through the hometowns of 63, 54, 37 & 38 with photos, stories & video from bostonbruinsTV's summer road trip. ^BB bbru.in/tumblr\_beartra...

72 hours ago · reblog · retweet · favorite

# Digital Marketing Strategies

## Social Media Marketing

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To promote the 2013 blockbuster film “Man of Steel”, [Walmart implemented](#) a multi-platform digital marketing strategy that featured an augmented-reality mobile app that allowed fans to take photos with the caped crusader, a free digital comic book, and a social media campaign with the hashtag #SeeSteelFirst (part of the overall marketing campaign featured a promotion that provided Walmart customers with the opportunity to see the film a day before its official premiere)

# Digital Marketing Strategies

## Location-based Marketing

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Location based social networking allows users to “check into” businesses at a physical location using a mobile device while alerting their friends and contacts know where they are and, in some instances, to receive coupons and discounts at the establishment at which they are visiting (think of it as the convergence of social media and mobile marketing)

# Digital Marketing Strategies

## Location-based Marketing

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The MLB Fan Cave in New York is a customized Foursquare-linked smart phone vending experience that dispenses official MLB baseballs upon user command. Pedestrians on the streets of NYC who encounter the experience can use their smart phones to check into "THE FRANCHISE on SHOWTIME" via Foursquare, notifying the intelligent storefront to release a baseball.



# Digital Marketing Strategies

## Location-based Marketing

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Leading up to the 2012 Olympic Games, Foursquare users were encouraged to check-in to Olympic venues around the world (the official Foursquare featured more than 40 historic sites and venues from past Olympic Games) for an opportunity to win a trip to London while GetGlue sports fans were able to collect stickers for watching all their favorite Olympics sports



# Digital Marketing Strategies

## Viral Marketing

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Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence

Viral marketing is the digital marketer's version of "word-of-mouth" advertising



# Digital Marketing Strategies

## Viral Marketing

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Nike launched a video as a way to tie in with the 2012 Euro Cup (named "My Time is Now" featuring some of the biggest names in soccer) that racked up nearly 10 million views in just three days



# Digital Marketing Strategies

## Viral Marketing

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Less than 24 hours after posting to YouTube, the Miami Heat's version of the "Harlem Shake" racked up more than 2 million views, ultimately amassing more than 1 billion views in just 40 days





# Digital Marketing Strategies

## Viral Marketing

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In the summer of 2013, DirecTV released a [rap video](#) featuring Peyton and Eli Manning which generated over 7 million views in the first week of its release



# Digital Marketing Strategies

## Viral Marketing

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Also in the summer of 2013, the band Mumford & Sons enlisted actors Jason Sudeikis, Jason Bateman, Will Forte, Ed Helms to play them in their 'Hopeless Wanderer' music video, attracting more than 5 million views in less than two weeks



# Digital Marketing Strategies

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Ultimately, this shift in marketing trends creates new opportunities for the sports and entertainment industry

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John Meindl, President of SPORTSBRANDEDMEDIA says on their website: "Sports, TV, movies and music each offer successful marketing models. But when sports and branded entertainment work in unison, the result can cut through the clutter of advertising messages and enable you to reach your target audience in a unique and effective way. Executives from sports and entertainment will share their insights and demonstrate how the power of sports can help you build your brand, engage your customers and sell your products."