**Direct marketing:**

Social media:

Twins instagram: <https://www.instagram.com/twins/>

Twitter: <https://twitter.com/Twins?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor>

Tiktok: <https://www.tiktok.com/@mntwins?lang=en>

2022 Twins promotions: <https://www.kare11.com/article/sports/mlb/twins/twins-promotions-giveaways-season-target-field-tickets-offers/89-aaa77e07-b1f8-4ba0-a65a-a017f6e6b171>

2023 promotions: <https://www.mlb.com/twins/tickets/promotions>

2023 ticket specials: <https://www.mlb.com/twins/tickets/specials>

-compare Instagram posts and promotions-if they marketed about those promotions

-do other teams do that and have higher attendance at those games?

-heavier emphasis on buying tickets pre-season (more emphasis on buying tickets in general)

Automated text messages-discounts for signing up