

CASE STUDY



SITUATION

8fold engaged with a professional soccer team to help increase consumer engagement at on site events, games and local training programs.

ASSESSMENTS

After understanding the client needs, **8fold** recommended that female bloggers be engaged to promote client offerings.

Female bloggers were chosen because of their **high level of credibility and followers**, in addition to their nimbleness in terms of sharing information on social media outlets.

Moreover, those bloggers that are Moms, make many household recommendations when it comes to decisions such as entertainment, travel, sporting events and athletic training, therefore their decision making power is substantial.

RECOMMENDATIONS

It was recommended that the client test a **Mom Blogger** program with four individuals before a full ambassador program was implemented.

A series of questions were sent to a Mom Blogger database and vetted via criteria that included: overall blog theme, geographic location, those with children and those whose blog met a certain threshold of unique monthly visitors and social media followers.

Once the bloggers were selected a robust program was designed around the attendance of one game that included: pre-game festivities, suite service and premiere game watching experience, on field access, player meet and greet, presentations by client executives regarding different facets of their business.

DELIVERABLES

Pre-during game deliverable expectations included having bloggers post snippets and images to their social outlets using a dedicated campaign hashtag.

Post-game a blog schedule was set up that would include having one blog post run every other day. Bloggers were expected to provide a recap of their experience, visuals, web links and an offer to their followers for discounted ticket redemption.



RESULTS



While ticket redemption is still underway, the results from the blogger campaign were tremendous. With just **FOUR BLOGGERS**, the campaign was able to garner:

TOTAL NUMBER OF IMPRESSIONS

3 Million

TWITTER FANS FOLLOWING

26,000

FACEBOOK FANS FOLLOWING

17,000

UNIQUE VIEWS

320,000

SOCIAL MEDIA POSTS

226

CONTRIBUTORS

36



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