



# SPORTSBIZ MADNESS 2021: CASE STUDY TOURNAMENT

## CASE STUDY #2: SOCIAL TICKET SALES

### INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

**GOOD LUCK!**

### BACKGROUND

Social media provides sports teams with valuable, authentic platform for engaging their fan base. With compelling content and creative posts, teams can effectively capture the attention of millions of fans.

While boosting levels of fan engagement is certainly a key objective for any sports marketing professional, sports teams need to generate revenue if they hope to thrive financially. Your objective with this case study is to successfully create a ticket sales strategy leveraging the social media accounts for your favorite sports team.

### SCENARIO

Imagine you are the social media manager for your favorite sports team.

Traditionally, sports teams have leveraged their social media accounts (Twitter, Snapchat, Instagram, Facebook, Tik Tok, Pinterest etc.) primarily as a tool to connect with fans through creative content. For example, when the Portland Trail Blazers released their 2021 NBA schedule on [Twitter](#), they found a creative way to make the announcement through a Blazers-themed montage of iconic, classic video game references.

However, for an organization to succeed, those marketing efforts need to translate to revenue. How can a professional sports team leverage those social media interactions to boost ticket sales?

### YOUR CHALLENGE:

As social media manager for your team, you must develop a strategy for increasing ticket sales through a social media marketing campaign. You have been tasked with creating a strategic plan to present to the team's front office leadership team.



## CASE STUDY #2: SOCIAL SALES

GOOD LUCK!

Obviously, the pandemic has created a major challenge for professional sports teams in terms of attendance. You will need to address a COVID-19 policy for ticket holders as part of your ticket marketing plan. How many fans will you allow in the stadium this season and how might that impact your social media marketing?

Your plan must include:

- Identification of your favorite sports team (which team are you working for?)
- Description of which social media platforms you plan to include as part of your strategic plan
- Overview of the type of ticket packages you will have available for sale (group tickets, season tickets, mini-plans, flex packages etc) along with a plan for how many fans will be allowed in the stadium for home games
- Any promotional offers included as part of your marketing strategy (giveaways, “meal deals” etc)
- AT LEAST ONE **sample** social media post

### **BEFORE YOU BEGIN:**

We would recommend a brief review of Lesson 4.9, Lesson 7.6 and Unit 9 from SCC's textbook to review the concepts of social media marketing, promotion and ticket sales. You might also want to spend some time scrolling through the social media feeds of your favorite sports teams for ideas on the types of posts that prompt higher levels of fan engagement and/or a call-to-action for fans to purchase tickets.