

DIGITAL MARKETING PROJECT

Project Background

A niche sport league has hired you to develop a digital marketing campaign. The campaign has several specific goals:

1. Create awareness for the league
2. Educate fans about the league, its rules, and its athletes
3. Build a larger fan base
4. Encourage fans to engage with the league through its digital platforms

The league has that you re-create their website, making it easier for fans to find information about upcoming events, purchase tickets and merchandise, and meet its athletes. They also want you to improve their presence on social media.

Project Details

As part of this project, you will need to come up with a name for the league and choose a niche sport (could be an emerging sport or a mainstream sports league with a unique set of rules like the BIG3 or a flag football league) for which you will be promoting.

After you create your digital marketing and social media strategies, you will need to present your plan in class, explaining how you will help the league to flourish and grow. Be sure to include visuals as part of your presentation.

At a minimum, your presentation must include the following information:

1. Identification of at least three social media platforms and explanation of how each platform will help the league connect with fans.
2. Specific plan for how your digital and social strategies will raise awareness for your league.
3. Description of how the new website will be user-friendly and encourage fans to purchase tickets, merchandise, and learn more about the league's athletes.
4. Identification of your content marketing strategy (what time of content will you provide online and through social media) that will encourage high levels of fan engagement.