

# SWOT ANALYSIS: SPIKEBALL

Spikeball®  
#JoinTheMovement

## SCENARIO

One of the best success stories of a niche sport trying to survive in a cluttered marketplace is Spikeball. The company's CEO and founder, Chris Ruder, has successfully demonstrated an ability to implement some of the most critical sports business principles to create an authentic, viable sports brand that continues to gain significant momentum year after year. His appearance (and subsequent win of \$500,000 in startup capital on the popular TV series 'Shark Tank') provided the necessary funding and valuable publicity to put the sport on the map.

His sales and marketing prowess helped Spikeball to gain a legion of loyal followers and increase the number of sport participants exponentially. Today, over one million people actively play the sport in the United States alone. Nearly 2,000 competitions are held annually across the globe and the company does over \$13 million annually in sales.

Yet for Spikeball to continue to thrive, the sport must continue to gain new fans, both as participants and as spectators and viewers (Spikeball Championship events are broadcast on ESPN's family of platforms).

## YOUR CHALLENGE

You own a small sports marketing agency. The CEO of Spikeball recently contracted your firm to create a strategic growth plan aimed at expanding the sport's popularity. Specifically, the company would like to increase brand awareness and visibility, along with boosting the number of those playing the sport. They would also like to find creative ways to engage the fan base through social media. You must create a strategy that you will present to Spikeball executives.

**Your plan must include, at a minimum, the following information:**

- Description of the concept of a niche market
- Understanding of Spikeball's current market position
- Development of a SWOT analysis
- Marketing strategy (including measurable goals) for growing the sport's popularity to include:
  - Event marketing idea(s)
  - Digital marketing plan
  - Social media marketing plan
  - Brand building strategy
  - Sales / promotion / publicity plan

Be sure to detail how your strategic plan will, ultimately, result in the increase of sales of Spikeball games at retail and online.