



## INSTRUCTIONS

In this activity, you will examine how a sports team utilizes various digital marketing strategies to connect with fans. Using the internet or your mobile device, research a sports team of your choice (major league, minor league, amateur or an organization like USA Swimming) and answer the questions below.

1. What sports organization did you research? What is their website? Where can fans connect with them on Facebook, Twitter and Instagram? Are they on any other social platforms?
2. How many different platforms included information about ticket sales?
3. How many different platforms included information about merchandise sales?
4. How many different platforms included information about where to watch them on TV?
5. Overall, what do you think they are doing well to connect with fans through digital marketing? What could they improve upon?