

# DEVELOPING A FAN-FOCUSED CONTENT STRATEGY

Session 4 - The Online Rule Live

@ChristianBaker0





# Who I am

A decade of expertise in the sports, social, content, brand space.

From advising brands on social and sponsorship activation to leading on the Premier League's social media output.

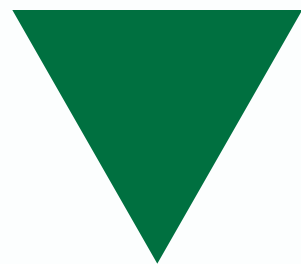
@Christianbaker0



# What is a Content Strategy?

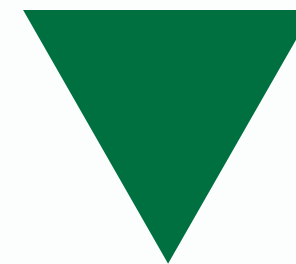
## WTF is Content?

Pixar to pixels - it's **all** consumable media  
Podcasts, video, text, movies, tv etc.



## WTF is Strategy?

The **art** of getting someone to do something.  
It's push and pull, nudge and ask



Content strategy is the art of using content to influence audience action.

@Christianbaker0



# Supporting the marketing funnnel

AWARENESS



**CONSIDERATION**



CONVERSION

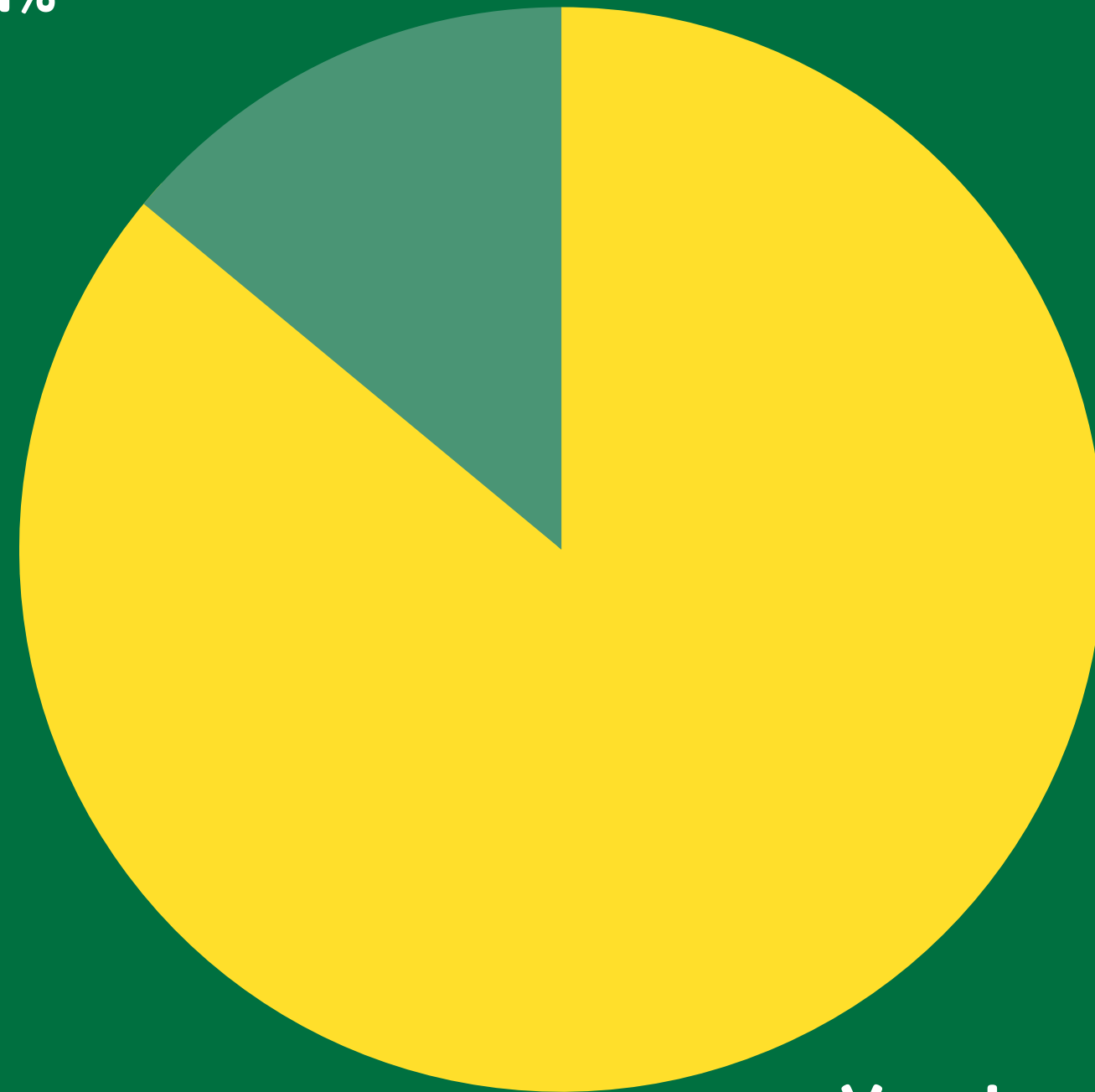


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# HOW IMPORTANT IS SOCIAL MEDIA TO YOUR MARKETING EFFORTS?

Somewhat important  
14%

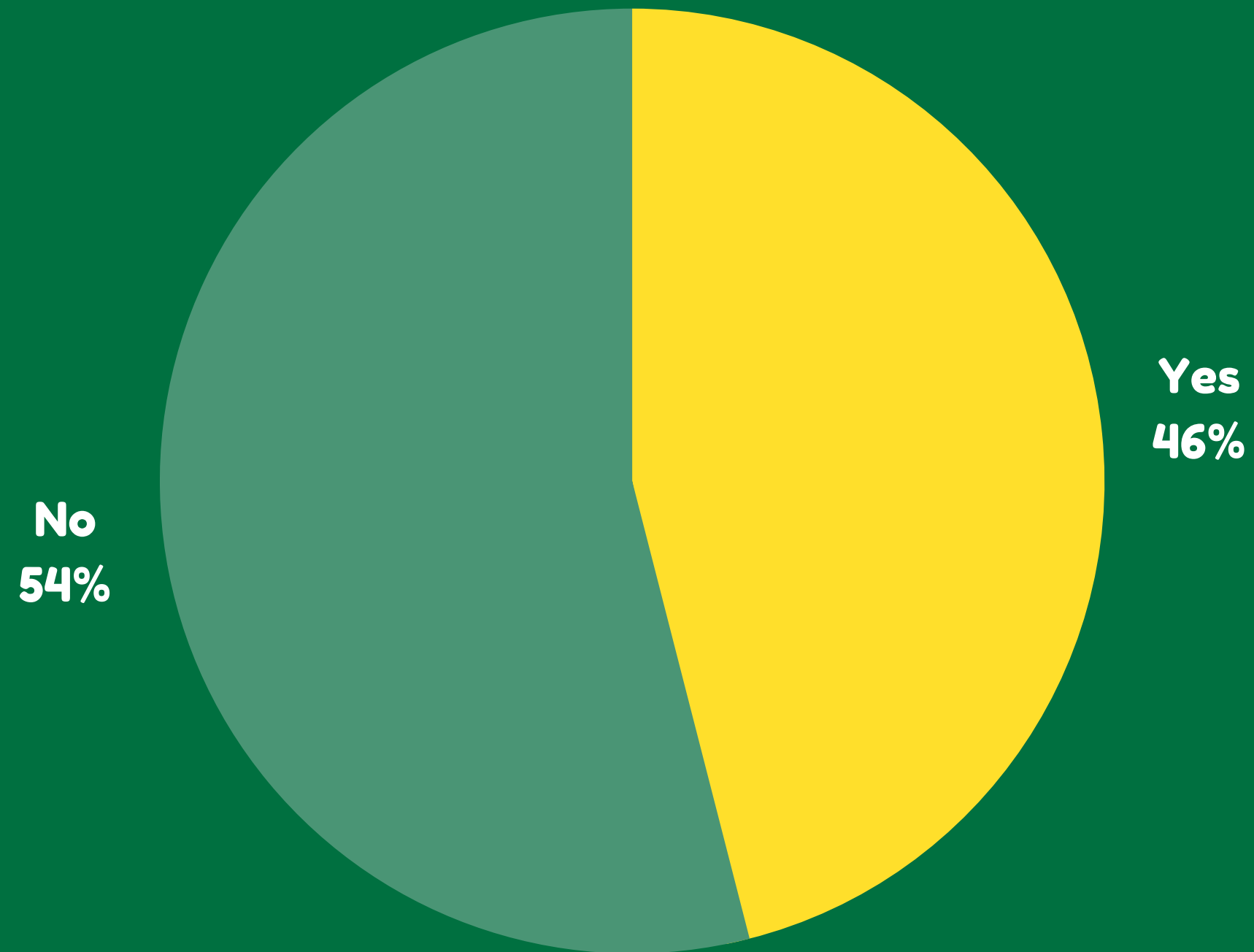


Very Important  
86%

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# DO YOU HAVE A DOCUMENTED SOCIAL MEDIA STRATEGY?



# THE STRATEGY GAP



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# Why it's important

## TACTICS BOARDS

A single source of truth for the entire business

### ATTACK

What we want to achieve, how we'll achieve it and why it's important to the business

### DEFENCE

Why we're doing things the way we are and why [mad request] isn't part of our plans



# Supporting the business - the why

## BUSINESS PROBLEMS

Sell more tickets

Grow our fan base

Sponsor exposure

Build our brand

Manage comms to fans

## CONTENT SOLUTIONS

Paid media ads

Growth on social media

Rich branded content

Too many to name

Direct fan engagement



# Stages of a content strategy



# RESEARCH

Audience



Platforms

Content

Benchmarking

Goalsetting

INSIGHT

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# PLAN - TURN INSIGHT INTO ACTION

## INSIGHT

Our audience demographic is getting too old

Fans love us for our culture

Our comment section has lots of abuse in

India is a big target market

## ACTION

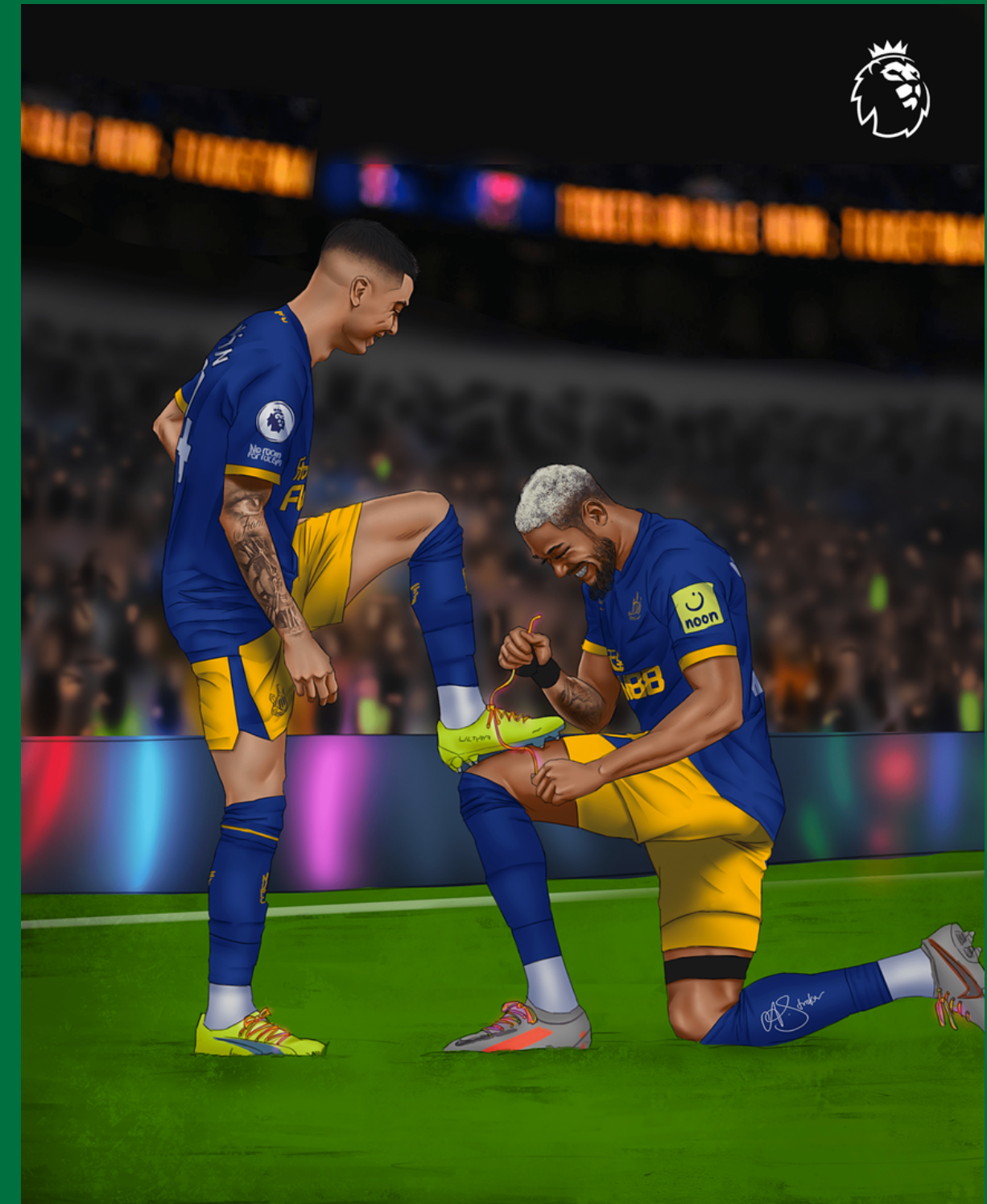
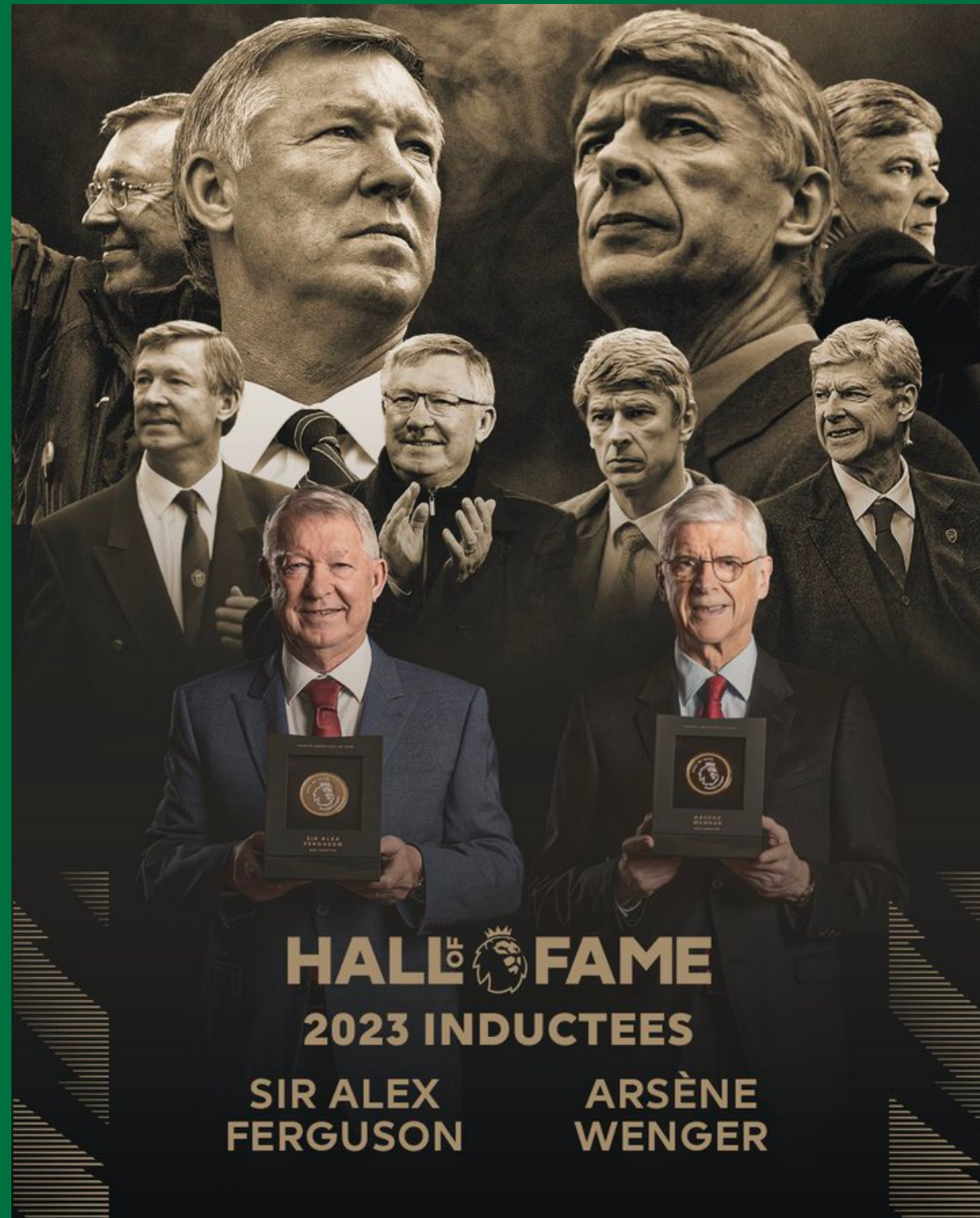
Explore and activate on platforms popular with Gen Z and A

Content series on the characters that make our culture

Deploy tactics to counter abuse in comments

Value-in-kind partnership collabs with IPL cricket team

# CREATE



# DEPLOY



Platform first, platform friendly



# MEASURE

## QUANTITATIVE

### Audience

Growth

Change in demographic

### Social/content reach

Reach

Impressions

CPM

Pages engaged

### Social/content performance

Views

Dwell

Engagements

Clicks

Referrals

## QUALITATIVE

### Reputation

Bums on seats

### Sentiment


Whatever best demonstrates success

# STRATEGY IN ACTION


How do we remain relevant in a period of non-PL action while also demonstrating our global relevancy?

How do we ensure our channels feel like a safe space for everyone and avoid being too corporate?

**Premier League** @premierleague · Dec 6, 2022  
Hakim Ziyech is capable of producing the sublime 🇲🇦  
#FIFAWorldCup



**Premier League** @premierleague · Dec 2, 2022  
What it means! ❤️  
#FIFAWorldCup | @SpursOfficial



255 3,924 31K



**Sarah Breslin** @SarahMBreslin · Nov 25, 2021  
The replies on this is exactly why we need campaigns like #RainbowLaces  
Football is everyone's game.

**Premier League** @premierleague · Nov 25, 2021  
We're proud to support Stonewall's #RainbowLaces campaign  
Football is for everyone, which is why it's so important to speak out against discrimination and in support of the LGBTQ+ community 🇬🇧  
premierleague.com/utthgs




0:22

1 2 13

**Premier League** @premierleague  
We appreciate your support for #RainbowLaces, Sarah!  
As a thank you, we'd love to send you a pair of Rainbow Laces. If you're able to open up your DMs, we'll drop you details of how to claim them 🇬🇧

**Fantasy Premier League** @OfficialFPL · Jun 13  
Who is it for you? 🤔  
#FPL



**NAME A PLAYER THAT PROVED YOU WRONG IN 2022/23?**  
Fantasy

399 128 2,265 1M

**Xed** @xed\_booming · Jun 13  
Harry Kane  
3 15 6,558

**Fantasy Premier League** @OfficialFPL  
2 6 3 points, not a bad return...  
4:40 PM · Jun 13, 2023 · 6,282 Views



# TAKEAWAYS

1

A content/social strategy is essential to deliver against business objectives

2

A documented strategy helps align all stakeholders, regardless of department

3

Fan insight and platform expertise is essential in delivery an effective strategy

4

Measuring, learning, applying and feeding this back to the business is key - find the best metrics that tell the story of hitting those business objectives

5

The nature of social and content is ever-evolving, so should your strategy be

# Q&A

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