

Make the most of your  
owned channels



# Who am I?

→ And how did I get here?!



## My role at saints

### Commercial Marketing

Grow commercial revenue through marketing:

- Match tickets
- Hospitality
- Retail
- Partnerships
- Soccer Schools

### Digital Marketing Manager

Drive commercial growth:

- Grow size of marketable database
- Deliver digital marketing campaigns via variety of channels



# Supporter Database



**TWO  
CIRCLES**

# Supporter Database



A promotional banner for the 'Summer of Saints' competition. It features a collage of black and white photos of football players and fans. In the center, three players in red and white striped jerseys are celebrating. The text 'SUMMER OF SAINTS' is prominently displayed in a red box. Below it, the text reads 'WIN A TICKET FOR EVERY SAINTS 22/23 PREMIER LEAGUE FIXTURE'. At the bottom, there is a red button with the text 'ENTER NOW'.

**SUMMER OF SAINTS**

WIN A TICKET FOR EVERY SAINTS 22/23 PREMIER LEAGUE FIXTURE

**ENTER NOW**

18k entries

10k newly opting in



A promotional banner for the 'Win Big This Winter' competition. It has a red background with confetti and a Saints crest at the top. The text 'WIN BIG THIS WINTER' is in a white box. Below, there are four icons representing prizes: a stack of coins for '£1000 CASH PRIZE', a ticket for 'MATCHDAY HOSPITALITY', a banknote for 'MONEY CAN'T BUY EXPERIENCES', and a gift box for 'INSTANT PRIZES TO BE WON'. A plus sign icon is next to 'AND MUCH MORE!'. At the bottom, there is a white button with the text 'ENTER NOW'.

**WIN BIG THIS WINTER**

£1000 CASH PRIZE

MATCHDAY HOSPITALITY

MONEY CAN'T BUY EXPERIENCES

INSTANT PRIZES TO BE WON

AND MUCH MORE!


**ENTER NOW**

\*T&C'S APPLY


crm



THAT  
NEW SEASON  
FEELING



2023/24  
SEASON TICKETS  
ON SALE NOW



Jack, Season Tickets are now on sale for next season!

A promotional banner for AFC Bournemouth's 2023/24 season tickets. The banner features a central photograph of fans in a stadium, with a man in the foreground raising his fist in celebration. The text is arranged around the photo, and the club's crest is positioned at the top center. The entire banner is set against a black background with a thin red border.

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We're delighted to let you know that your price to keep your seat for the 2023/24 season is just **£499<sup>2</sup>** if you renew **before Friday 30th June**. Call **02381 780 780** or click the button below to show your colours at 23 home games for less than what you paid last season!

**RENEW**

Fancy upgrading your seat for the season? You can move to a better view for **£41 less<sup>^</sup>** than what you paid last season!

Simply select a seat from those available via the button below.

**UPGRADE**

**MONTHLY PAYMENT PLANS**

<p>YOUR COST ACROSS 10 MONTHS IS</p> <p><b>£50</b></p> <p>PER MONTH</p>	<p>YOUR COST ACROSS 9 MONTHS IS</p> <p><b>£56</b></p> <p>PER MONTH</p>
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We're delighted to let you know that your price to keep your seat for the 2023/24 season is just **£269<sup>2</sup>** if you renew **before Friday 30th June**. Call **02381 780 780** or click the button below to show your colours at all 23 home games for less than what you paid last season!

**RENEW**

**MONTHLY PAYMENT PLANS**

<p>YOUR COST ACROSS 10 MONTHS IS</p> <p><b>£27</b></p> <p>PER MONTH</p>	<p>YOUR COST ACROSS 9 MONTHS IS</p> <p><b>£30</b></p> <p>PER MONTH</p>
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Video going here

74% Email Open  
Rate

50% Click to Open  
Rate

22/23 Season  
Tickets Sales  
Increase



## Paid

20p cheaper avg.  
CPC

202% improvement  
in CTR

More clicks, less  
cost

Example GIFs  
going here

## Bringing the channels together



Identify audiences to target and exclude

Discount code used, more tickets sold

Paid campaign

Automated email triggered

Dotdigital form

Fan fills in details

# Thanks

