Make the most of your owned channels



Who am I?



My role at saints

Commercial Marketing

Grow commercial revenue through marketing:

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

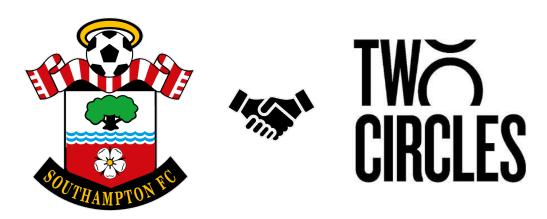
Digital Marketing Manager

Drive commercial growth:

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



Supporter Database





Supporter Database

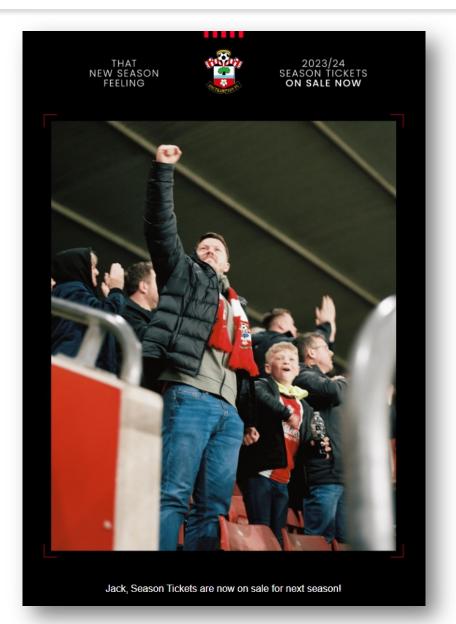


18k entries

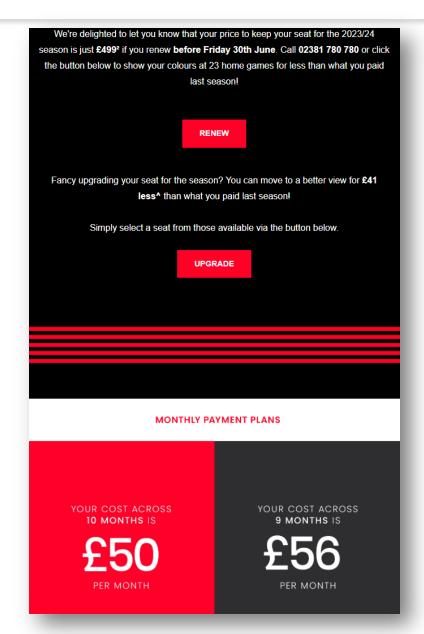
10k newly opting in

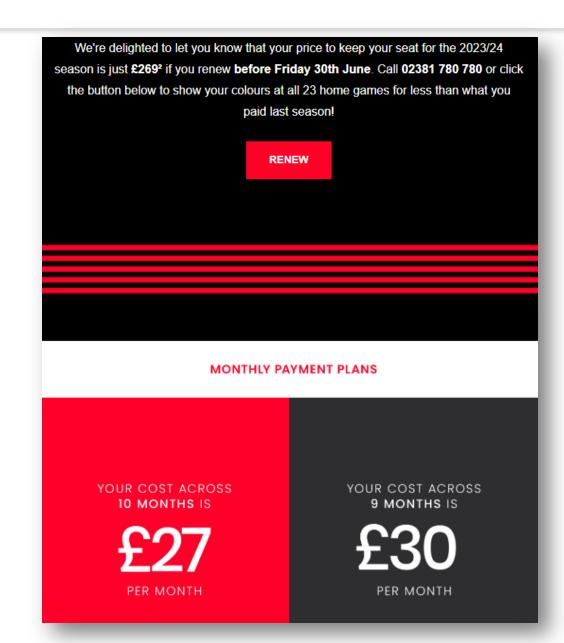


crm



crm





Crm + supporter database

Video going here

74% Email Open Rate

50% Click to Open Rate

> 22/23 Season Tickets Sales Increase

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

