

Play Ball: A Minor League Baseball Whitepaper

THE BEAUTY OF MINOR LEAGUE BASEBALL

The Minor League baseball stadium is a magical place for many and is a natural destination for entertainment in your community. Events geared for all ages from fun family Saturday nights, pennant race contests, firework displays, dollar-dogs, kid's parties, concerts, and more, are found on the calendars of many minor league teams. The minor league team is often a very positive and unifying force in their communities, especially when it comes to giving back to those in need.



Neither weekday games nor Big Money Weekend games should look like this...

A COMMON MARKETING CHALLENGE FOR MINOR LEAGUE BASEBALL TEAMS

Yet, most teams say they could always expand their fan base and sell more tickets. How, then, do you accomplish this in a cost-effective manner that produces a favorable ROI?



Adding to the marketing you are already performing, our Minor League Baseball SEM Program will help you increase your online ticket sales, which will impact your other revenue streams as well.

One of your primary missions is to draw as many fans to each game on your schedule as possible.

No matter what professional level of baseball your team plays, fans and prospective fans within your geographical reach are on the internet looking for fun ways to spend their time and money. Predictably, unless a prospective ticket buyer types your team name in a search bar, getting found as an immediate alternative to the other competing entertainment options is a battle.

Drawing in these fans while maximizing ticket sales for high-priority events, especially during periods when customer options get typically broader, is also a part of the battle. Early week game ticket sales are usually slow, and the challenge is to increase ticket sales there as well.

INBOUND MARKETING AS A STRATEGIC SOLUTION

Marketing managers almost universally agree that inbound marketing via search engines is still the best, most cost-effective way to brand, message, and deliver sales online. It is no different for your ball club, which is why we developed our **Minor League Baseball SEM Program**.

Your sales and marketing team is performing valuable activities already. But unless they include a finely crafted geo-targeted social media- and search engine marketing campaign then you are missing out on thousands of ticket sales each season, not to mention possible bookings for special occasions, parties, and corporate events.

In addition to utilizing logically relevant keywords, it is essential that you be found by prospective fans in places online they may not have been searching for you. This is called "Interruption Marketing" and is the internet version of the impulse buying opportunities found in the check-out lines of grocery- and convenience stores.

Example: RevenFlo creates an ad with an alluring headline above a compelling message offering an entertainment alternative to those in your geographic reach. For instance, when someone searches for restaurants, night clubs, family outdoor activities, fireworks, bachelor parties, birthday parties, and more, you will be there as an entertainment option right among their ads. Grabbing the searchers attention, they will be led to the ticket sales portion of your site for a quick and inspired purchase.

The future is now as studies show a rapid increase in the amount of searches and activity being conducted by people using their smart phones to search for entertainment selections, especially while they are on the go. Right away they can purchase tickets to your games directly from their phone.

Now your small-, medium-, or large market ballclub can easily integrate a low cost, professionally created and managed online advertising program with an immense reach designed to sell more tickets. RevenFlo, a global web development and internet marketing company delivering world class results to clients since 2005, will engage these searchers and direct them to your team and ballpark as an attractive alternate destination. Of course, we will also utilize the best relevant keyword ads to fill these marketing channels. This we have done for the Charlotte Knights.

THE CHARLOTTE KNIGHTS

In 2011, except for their website, the Chicago White Sox AAA affiliate Charlotte Knights had little online presence. They hired RevenFlo to build their internet

marketing reach for the purpose of increasing ticket sales online.

Employing social- and search engine advertising best practices, RevenFlo returned some outstanding numbers to the Knights.

Here are the results of 15 games, equal to roughly one month of home games, from a campaign we executed on behalf of the Knights in 2011.

- Extensive Branding - 397,640 ad impressions on Google's ad network in Charlotte's metro area. There were 86,276 Facebook impressions
- Outstanding click-through rate of .14% (industry average is .10% rate. This represents a 40% increase), leading to 765 clicks. These prospects went directly to the club's ticket purchasing page
- Low Cost-per-click average of only \$1.12 meant a very small cost for fan acquisition
- Increase in internet ticket sales from previous year
- Greatest online sales spikes were within 5 hours of game time, meaning, people were using the internet to look for something entertaining to do for the day/night and were persuaded to go to a Knight's game. A striking example of interruption marketing and impulse buying.

REVENFLO WORKS FOR YOU

- Monthly Strategy meeting with you to discuss objectives, goals, analytics, and results
- Ads created to support those objectives and goals
- Calendar – Sync ads with it in addition to other team events and newsworthy items
- Flexible and responsive ad creation for sudden news, such as when a Major Leaguer is assigned to your team for a few days, or for citations, awards, and special events
- Ad channels such as Facebook, LinkedIn, Google and its network, Yahoo and its network, plus the booming Mobile Ad market, will be utilized to feature your crafted ads
- Extensive work on your behalf to get you more ticket sales. RevenFlo offers the most intense social- and search engine advertising available

This will result in:

- Increased web presence – effective branding in your community at all levels
- Interruption Marketing to entice people away from their other event options to your games
- Qualified traffic ready to buy tickets and online merchandise – highly motivated prospects
- Increased attendance boosts other revenue streams, such as concession, parking, media, merchandise sales, and future ticket sales
- Better ROI compared to other methods of advertising, which means more media bang for your marketing budget
- More time for you to spend on other critical matters

GETTING STARTED

Getting your campaign started with RevenFlo is easy.

Call me today at 803-412-6461 to discuss your ideas, ask any questions or to move forward with RevenFlo. We can begin work on your campaigns right away. Your investment begins at \$2000 per month for the entire season and can be increased. It includes a minimum of \$500 in ad spend. Additional management fees may be required if we manage an ad spend above \$2000 per month.

We enjoy and encourage open dialog, so I look forward to speaking with you.



CLOSING

Thank you for taking time to learn about the benefits of social- and search engine advertising and how Revenflo can help you achieve your marketing and online ticket sales goals. We hope we have at the very least been educational and have inspired your marketing in some way.

Keep in mind our vast library of educational and informational materials and videos that will help you stay on top of internet marketing's latest trends, tools, and tips. This is all free of cost and is conveniently available whenever you need it at www.revenflo.com.