


Content Network - Distributed Approach

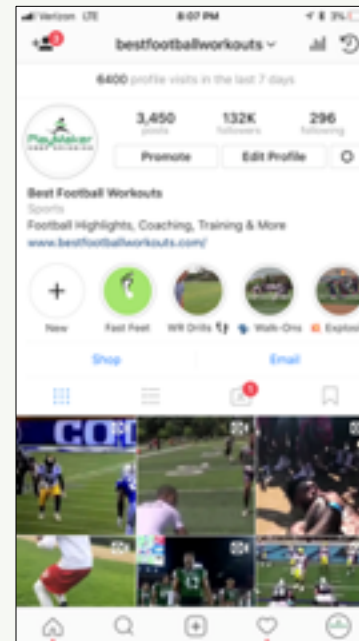
We have a major presence across multiple digital platforms allowing us to distribute content in tailored formats



June 11, 2018
Therman "Boogie" Williams III Is One Of The Top Youth WR/DBs In SoCal
Boogie displayed a high level of maturity and understanding of the game that made him stand out as one of the elite players at the camp. [Read More](#) →

June 10, 2018
Sanddunestepper Is An Awesome Tool For Fast Feet
Coach John Walker puts his athletes through an insane circuit workout using the Sanddunestepper, which is an amazing tool for proprioception and speed development. [Read More](#) →

June 10, 2018
2019's Maurice Underwood is ready to dominate at Marshall
Maurice Underwood is one of the best players from the Miami, FL area in the Class of 2019.
The 6-foot-3, 170-pound Underwood, who attends Miami Central, is a dynamic quarterback that is committed to Marshall. [Read More](#) →



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6400 profile visits in the last 7 days

3,450 posts 132K followers 296 following

Promote Edit Profile

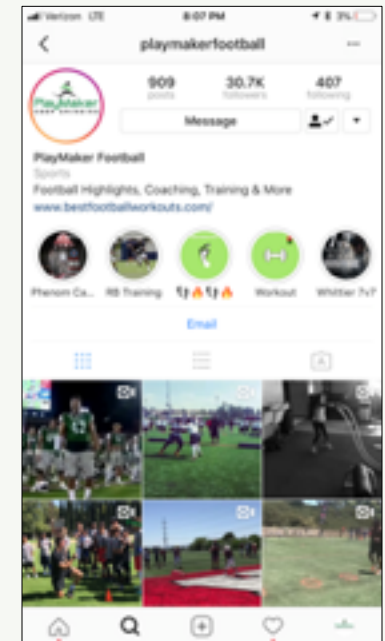
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909 posts 30.7K followers 407 following

Message

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Email

Digital Marketing - (Case Study) Partnership with the National Youth Baseball Championships

Overview

- **National Youth Baseball Championships** – An organization that hosts a national baseball tournament for youth baseball (similar to the Little League World Series)
- **Goal** – Dramatically increase engagement rate and follower count
- **Target Platforms** – Facebook, Instagram and Snapchat

Execution

- Content takeover of Instagram, Facebook and Snapchat
- Tested different types of posts on Instagram and Facebook to understand what resonates with their followers
- Optimized caption content, video content, hashtags, frequency and more
- Reposted other influencer content and negotiated sponsored posts
- Tested influencer marketing on Instagram and Facebook
- Boosted posts of Facebook to increase reach

Digital Marketing - (Case Study cont.) Instagram – NYBC became #1 for engagement within competitive set

Before



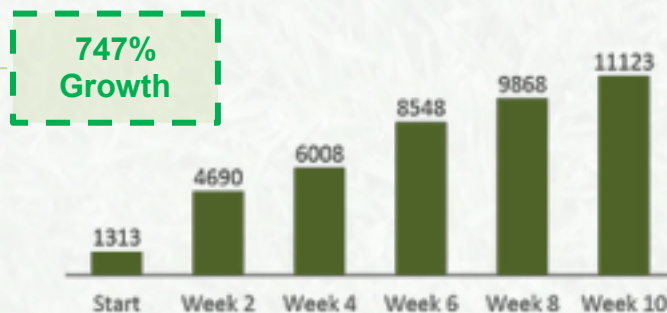
35 likes, no comments

After



2,700 likes, 78 comments, 67K video views

Follower Growth



Engagement Rate Growth*



* Engagement rate = (Likes + Comments + Videos Views) / Followers

Digital Marketing - (Case Study cont.) Facebook – Created a two-way conversation

Before

3 likes, no comments

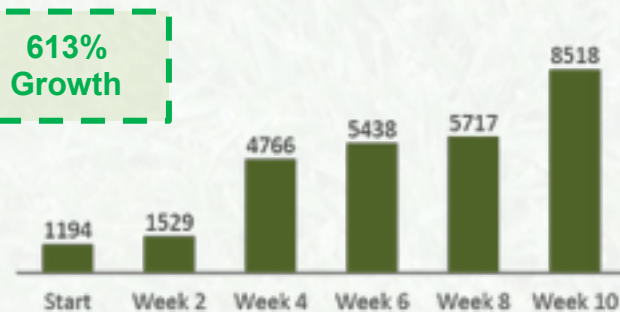


After

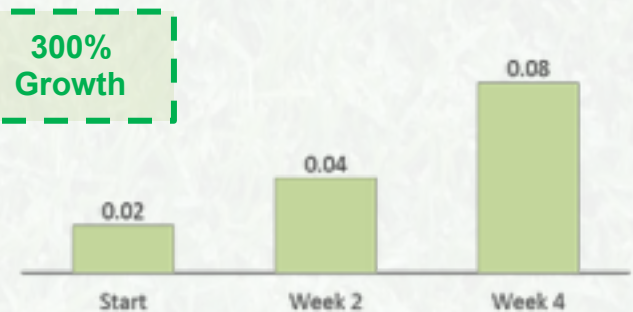
42K views, 322 likes, 356 comments



Follower Growth



Engagement Rate Growth*



* Engagement rate = (Likes + Comments + Shares + Clicks) / Post Reach

Digital Marketing - Case Study cont. (Youth1)

- Increased social traffic by 3.5x and 1.5x for Facebook and Instagram, respectively, in less than 3 weeks without a marketing budget.
- Social following has increased by 25.1% and 4.2% for Instagram and Facebook, respectively, leading to more free traffic.
- Viral video is the most cost effective social media strategy for driving traffic.

	Total Followers			
Channel	3/19/17	3/26/17	4/3/17	4/10/17
Instagram	5,325	5,642	6,300	6,659
Facebook	25,281	25,521	26,072	26,331
Total	30,606	31,163	32,372	32,990
	KPIs			
Channel	3/19/17	3/26/17	4/3/17	4/10/17
Instagram Clicks	291	804	462	324
Instagram Reach	N/A	25,052	11,006	26,298
Facebook Clicks	2,854	5,432	9,998	2,951
Facebook Reach	12,223	76,256	313,394	30,041

Digital Marketing - Case Study cont. (Youth1)

- We significantly increased Youth1 social media referral traffic with an allocated marketing budget. Includes Facebook, Instagram and Twitter.
- We have the knowledge and ability to consistently drive CPCs below \$0.10 for sports content. Avg CPCs for FB in sports industry is \$0.36*.
- Supplied Youth1 with youth basketball, baseball & football video content + player info to assist in driving traffic.

(FB Ad Manager)

Results	Reach	Cost per Result	Amount Spent	Ends	Impressions	Frequ...
852 Link Clicks	32,168	\$0.01 Per Link Click	\$9.97	Ongoing	46,672	1.45
3,786 Link Clicks	90,352	\$0.01 Per Link Click	\$46.89	Ongoing	253,246	2.80
1,947 Link Clicks	18,036	\$0.01 Per Link Click	\$29.19	Ongoing	30,200	1.67
405 Link Clicks	12,962	\$0.02 Per Link Click	\$8.14	Ongoing	15,324	1.18
253 Link Clicks	13,205	\$0.03 Per Link Click	\$7.70	Ongoing	19,021	1.44
308 Link Clicks	21,064	\$0.05 Per Link Click	\$14.79	Ongoing	33,343	1.58
154 Link Clicks	8,233	\$0.05 Per Link Click	\$7.95	Ongoing	11,654	1.42