NFL 32 CLUBS CASE STUDY

CHINA SOCIAL MEDIA 2018

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BACKGROUND

America’s #1 sport has ambitions of being a world game. Having already hosted games in London and Mexico, the NFL has set the China market as an international priority.

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CONTEXT IN CHINA

Before the 2017/18 season, the NFL's Weibo and WeChat fanbase had reached almost 1M followers. But the Clubs have not maintained an active presence with only 10 Clubs online.

Mailman is tasked to grow all 32 NFL Clubs following on Weibo.

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OUR GOALS.

- Grow China's love for American Football.

- Inspire fan affinity for Clubs & Players.

- Achieve significant follower and engagement growth across the League.

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TACTICAL DELIVERABLES (HIGH LEVEL).

- Launch 32 official Club accounts

- Full servicing of 10 Tier 1 Club accounts

- Regular activity across 22 Tier 2 Club accounts

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TACTICAL DELIVERABLES (SCOPE TARGETS).

45x
Posts per day across the League

70%
Original content

10x
Campaigns / month

3x
Live games covered / week

5-10%
Grow monthly avg. engagement

2.5
Million hashtag views for each Club

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CONTENT STRATEGY

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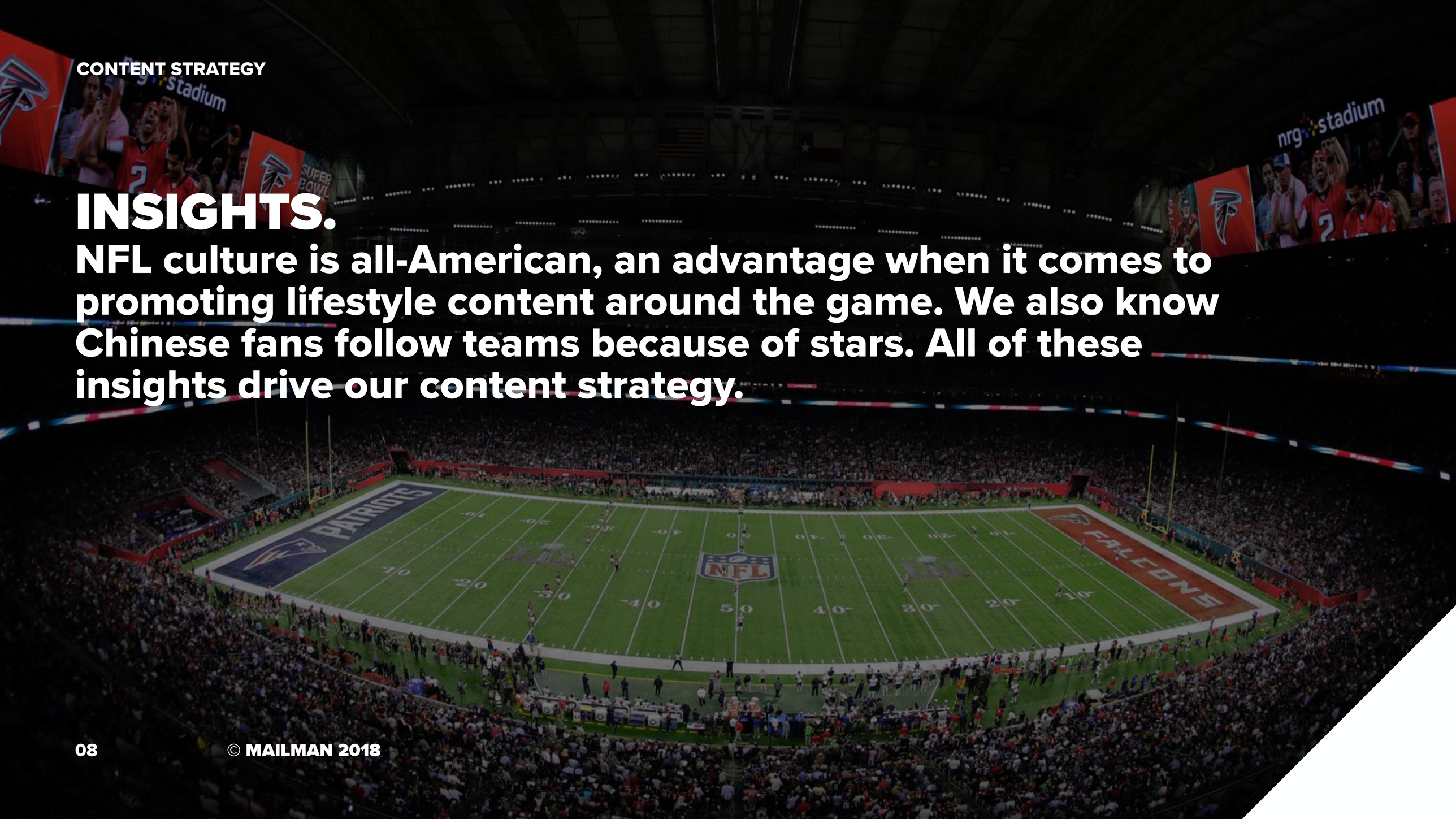
INSIGHTS.

NFL culture is all-American, an advantage when it comes to promoting lifestyle content around the game. We also know Chinese fans follow teams because of stars. All of these insights drive our content strategy.



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CONTENT STRATEGY.

Multi-faceted Content Strategy.

1

RE-BRAND GLOBAL CONTENT FOR CHINA.

Repurpose relevant content produced by NFL global channels.

2

CREATE UNIQUE LOCAL CONTENT FOR CHINA.

Oversee a content calendar with tailored posts unique to China

3

DRIVE COMMUNITY & BUILD FAN ENGAGEMENT.

Drive the online follower base with regular contests and fan responses.

4

CREATE MASS APPEAL VIA DIGITAL CAMPAIGNS.

Ensure all global posts to China is screened for sensitive content.

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CONTENT PILLARS.

Everything we create is with purpose.

THE GAME EXPERIENCE

High quality, strategic, tough and fun.

- Live Coverage
- Game Highlights
- Strategy Analysis
- Rules Education

CULTURAL EXPLORATION

Exploration beyond the field.

- Entertainment
- Lifestyle
- Tradition
- Destination

CREATE HEROES

Highlight talent & personalities.

- Athlete Characteristic
- Team Heritage
- Values & Beliefs
- Champions

CHINA TOUCHDOWN

Champion local fan stories.

- Communities
- Fanbassadors
- Influencers
- Local Connections

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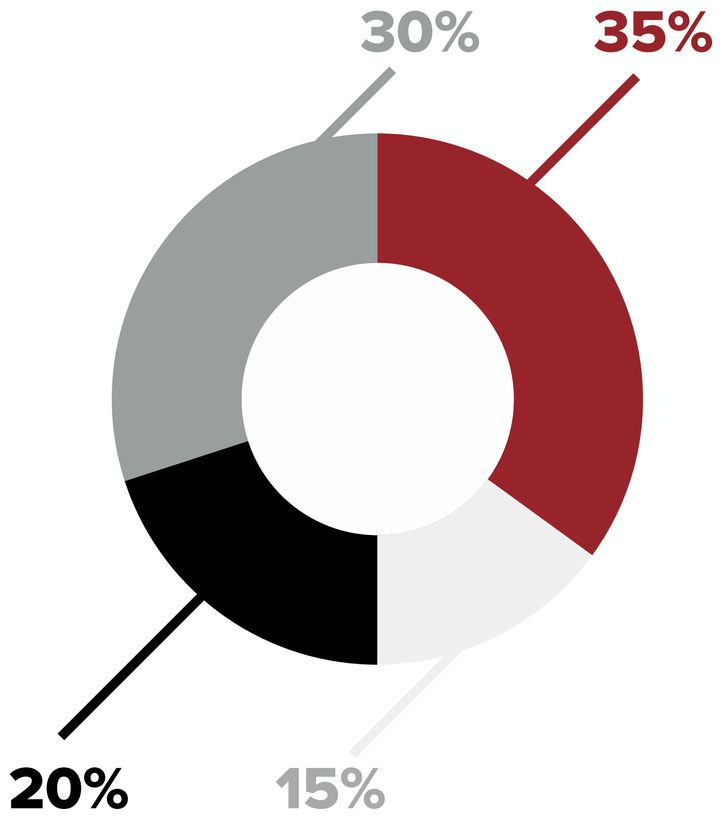
CONTENT STRATEGY.

We assign total output across 4 key pillars.

Game Experience 35%
Create Heroes 30%
Cultural Exploration 20%
China Touchdown 15%



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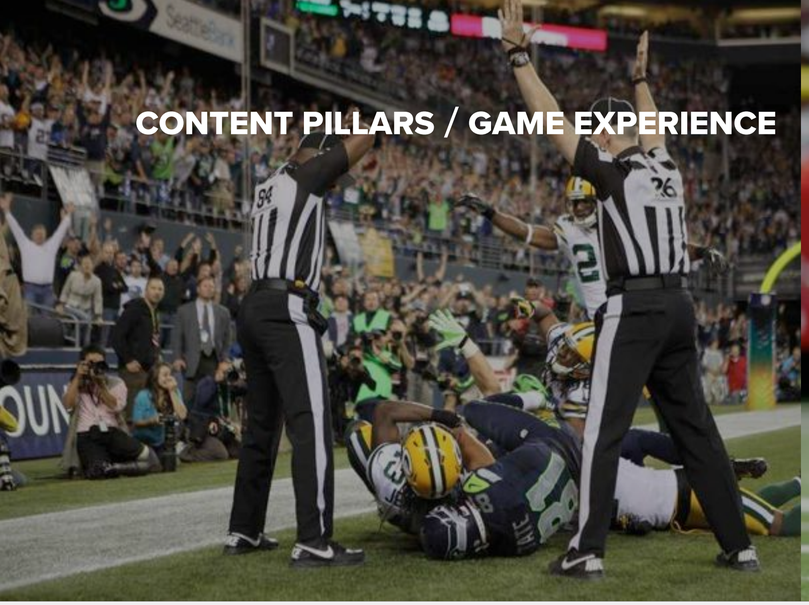

- LIVE COVERAGE
- GAME HIGHLIGHTS
- STRATEGY ANALYSIS
- RULES EDUCATION

GAME EXPERIENCE.

The NFL game experience is uniquely complex, strategically designed and highly exhilarating. Narrating the excitement of the sport, from the battle in the trenches to the incredible highlight plays, we leverage content that shares the beauty of every single scene.

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- DESTINATION
- ENTERTAINMENT
- FAMILY
- TRADITION
- POP CULTURE

CULTURAL EXPLORATION.

It’s more than a game, but a full cultural experience crossing diverse fields and backgrounds. Through a wide range of topics we will seek context and relevance for the Chinese fan. This pillar will serve as a significant portion of the overall content mix.

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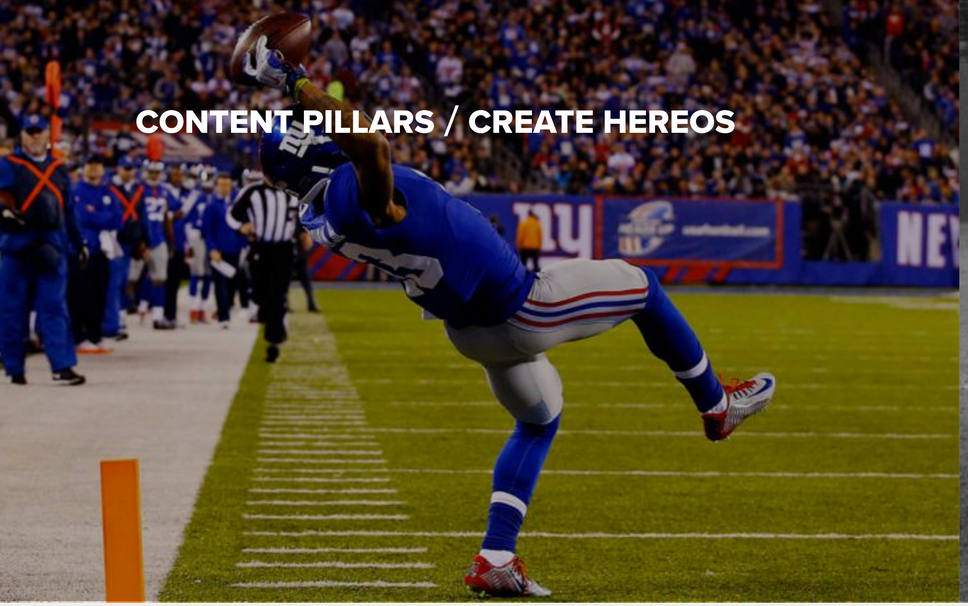

- ATHLETIC ABILITY
- TEAM HERITAGE
- VALUES & BELIEFS
- CHAMPIONS

CREATE HEROES.

Building a personal connection with players and teams is a key step on the Fan journey. We need to leverage the NFL's star power through values driven storytelling in order to connect fans with Heroes. Igniting Chinese fans' affection, passion and affinity.

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- COMMUNITIES
- FANBASSADORS
- INFLUENERS
- LOCAL CONNECTIONS

CHINA TOUCHDOWN.

Telling local American Football stories is critical to growing the fan base in China. The NFL needs to be the champion of the sport and recognizing these stories will create a sense of belonging to the community, which will ultimately increase the NFL's total fan base.

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ONBOARD

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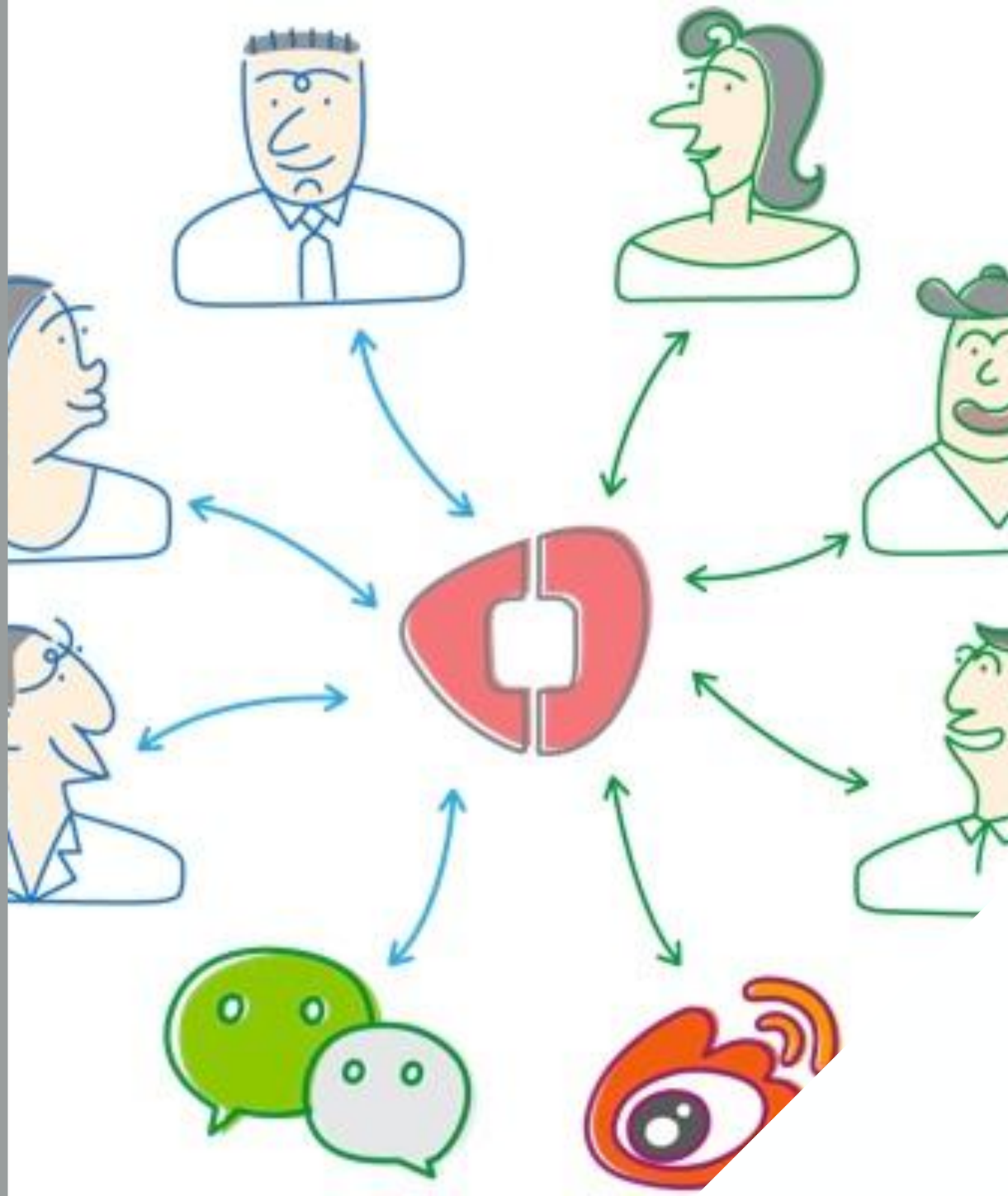
KAWO.

Our proprietary social media management platform allows seamless publishing of NFL Clubs content onto Weibo.

Set-up
KPIs
Planning
Publishing
Reporting



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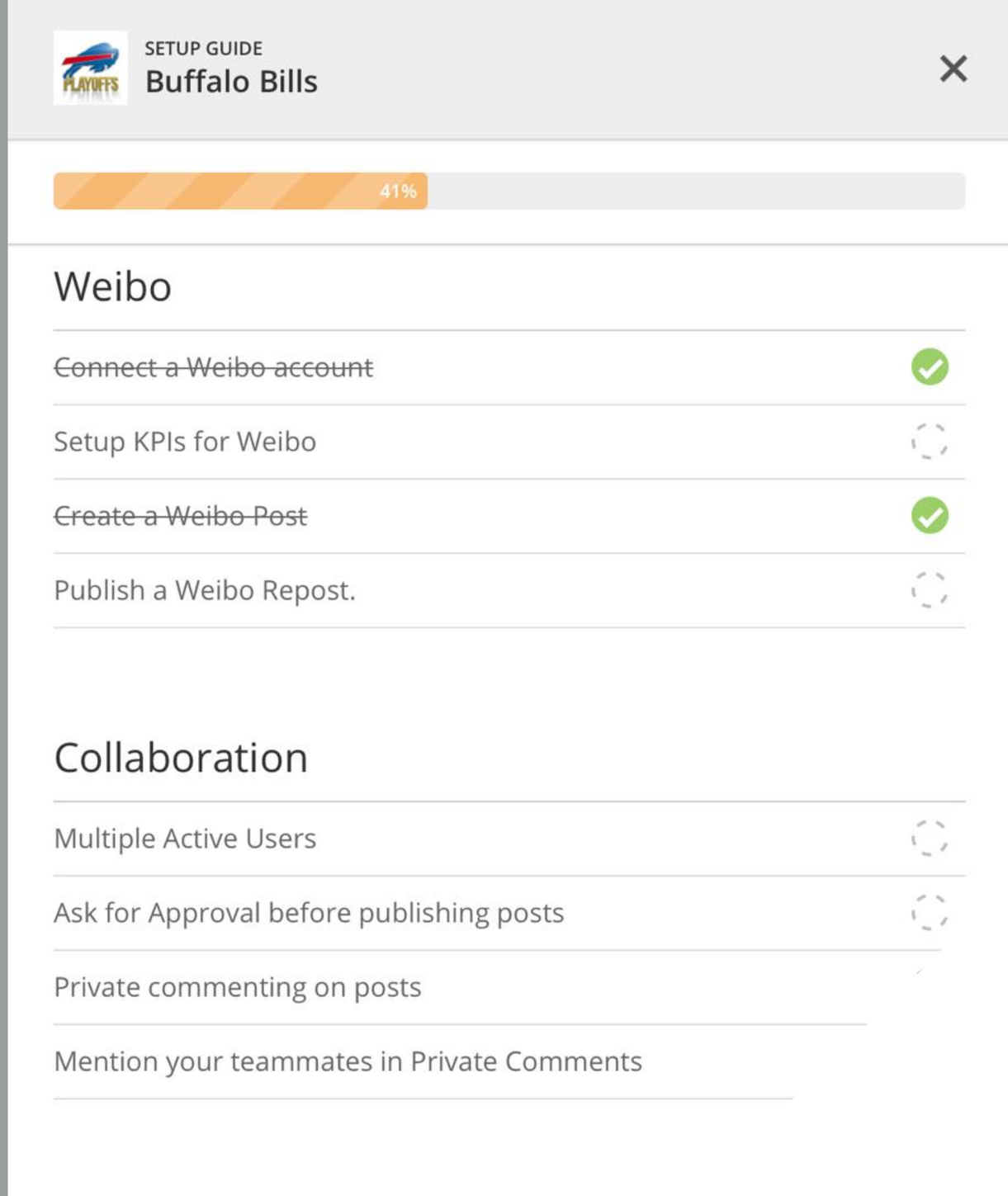
SET-UP GUIDE.

Through direct communication with 10 Tier-1 teams, we guide our clients through every step needed to maximize the value of KAWO.



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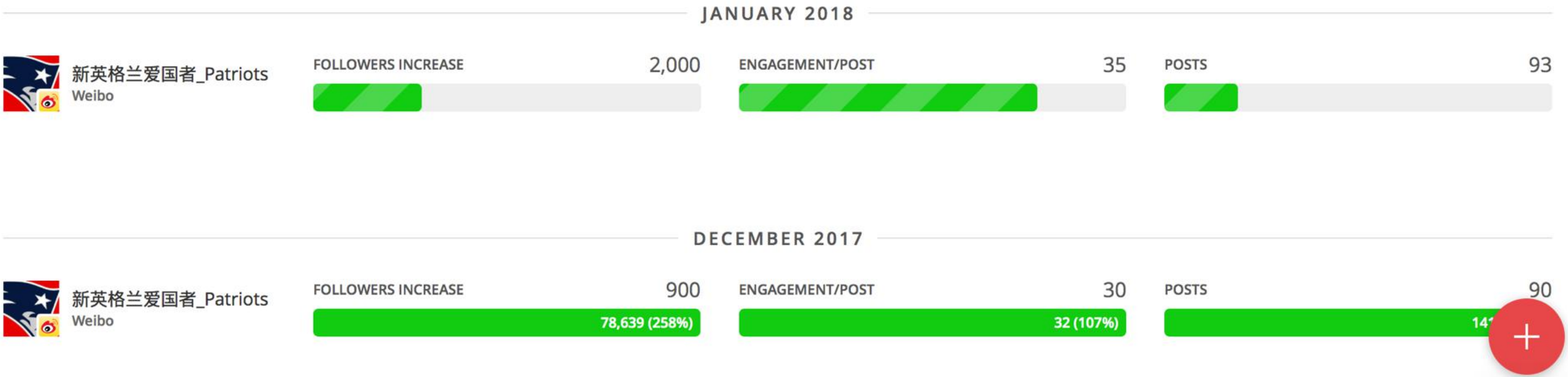

KPI.

Now it’s time to align on the KPIs we wish to hit on social media. KAWO allows both clients and us to track monthly progress.

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FOLLOWER KPI

- ○ **Total Followers**
  The total number of followers you hope to have at the end of the month.
- ◉ **Followers Increase**
  The number of followers you hope to gain during the month.

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KPI.

Metrics can be set manually depending on the scope of contract and objectives

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PLANNING

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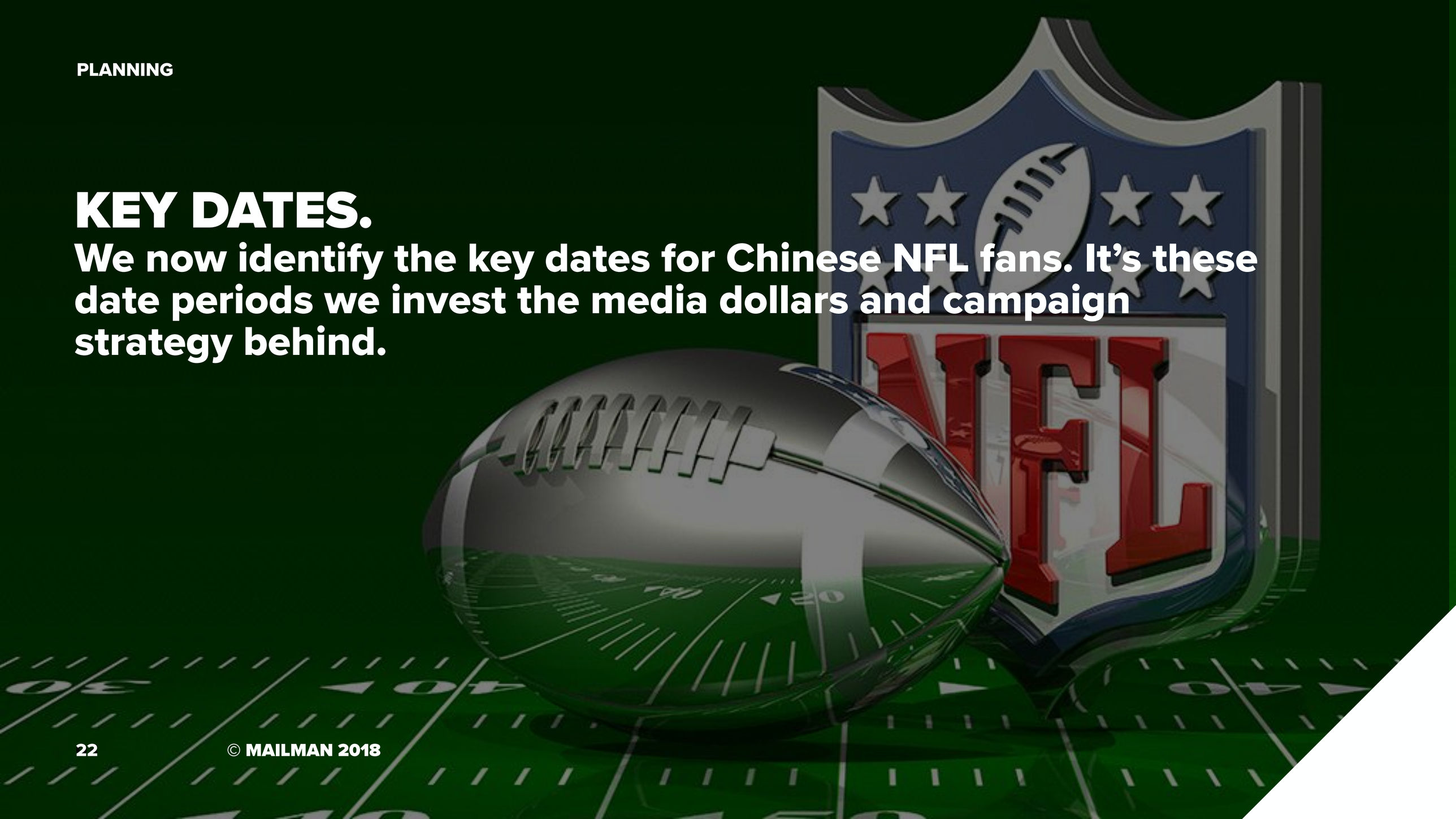
KEY DATES.

We now identify the key dates for Chinese NFL fans. It’s these date periods we invest the media dollars and campaign strategy behind.



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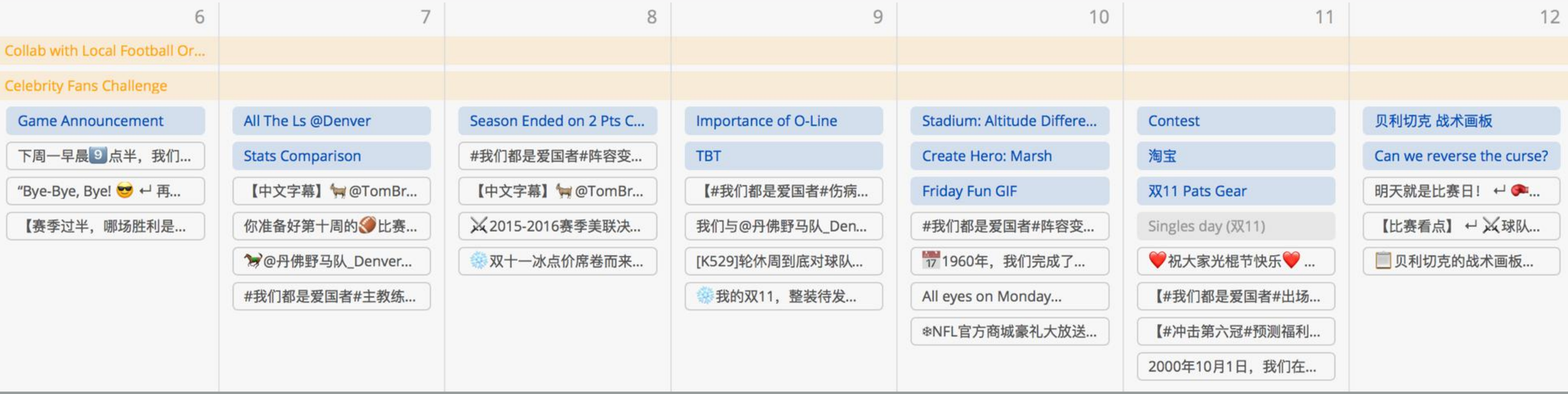

SEASON SCHEDULE.

We map out the entire season schedule and weekly match-ups.

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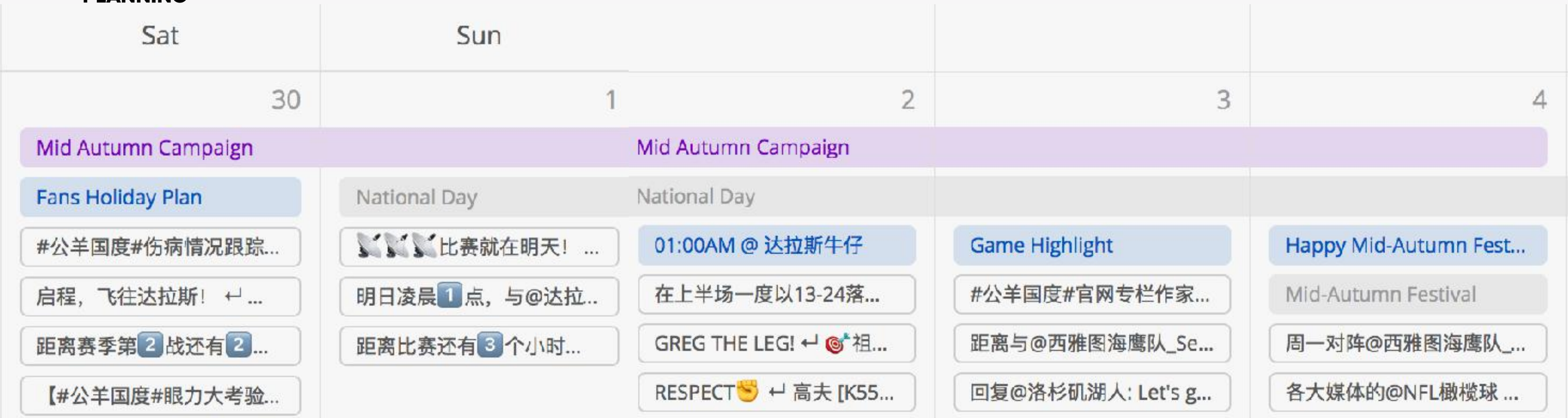

KEY MOMENTS.

We add in Chinese holidays, local events, club anniversaries, players birthdays and the tent-pole events.

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CAMPAIGNS.

We plan key campaigns around big moments.

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WORK FLOW

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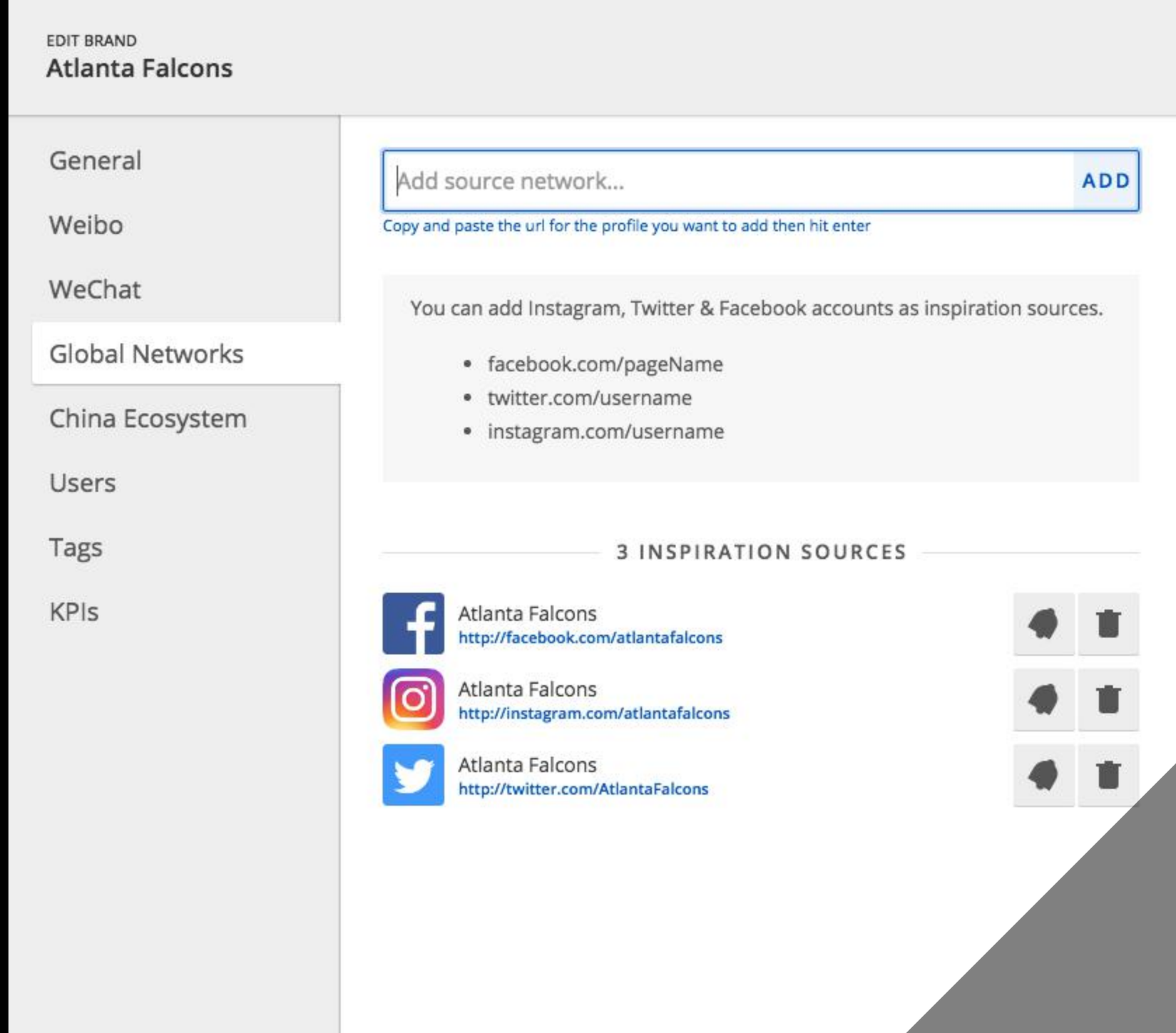
Daily content is often difficult to plan, given there’re always new things to explore.

To help with this we sync up the Club’s official global social media channels.



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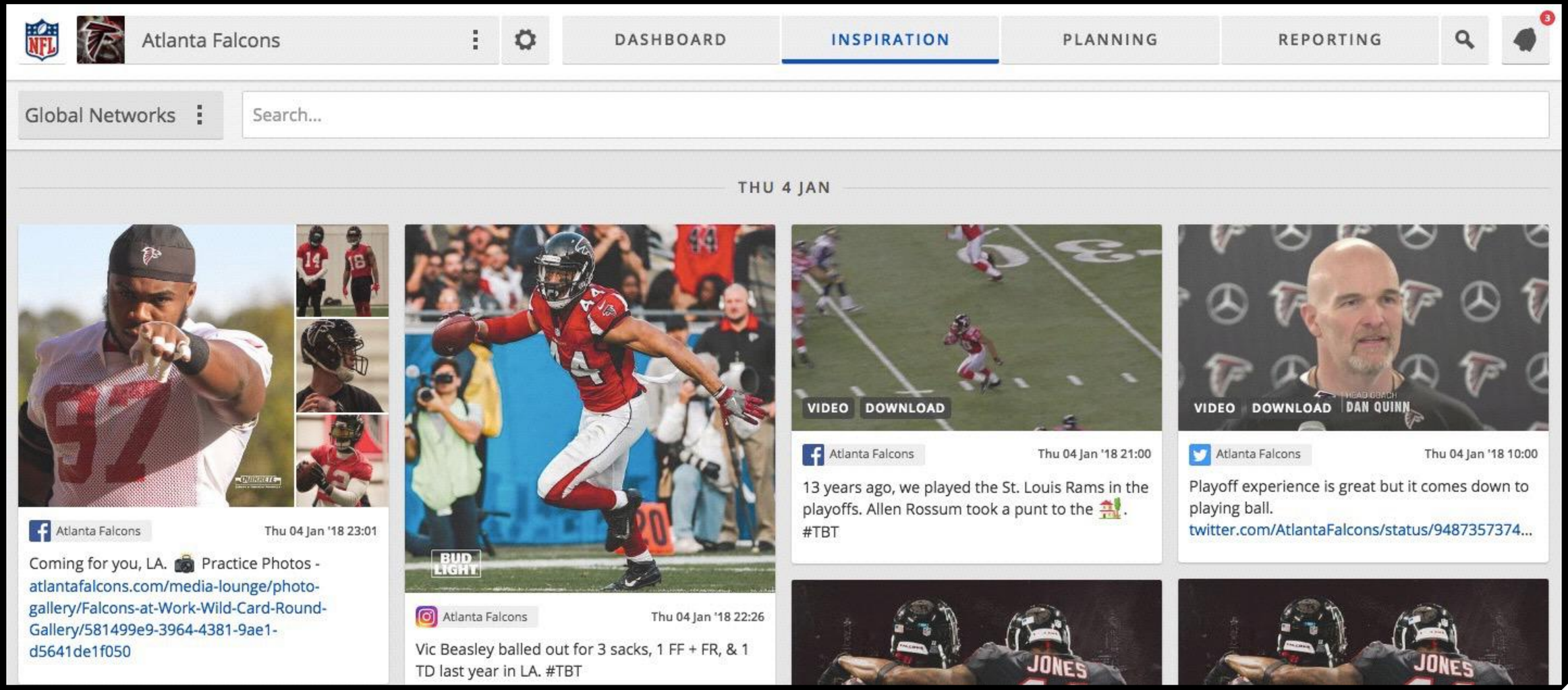
INSPIRATION



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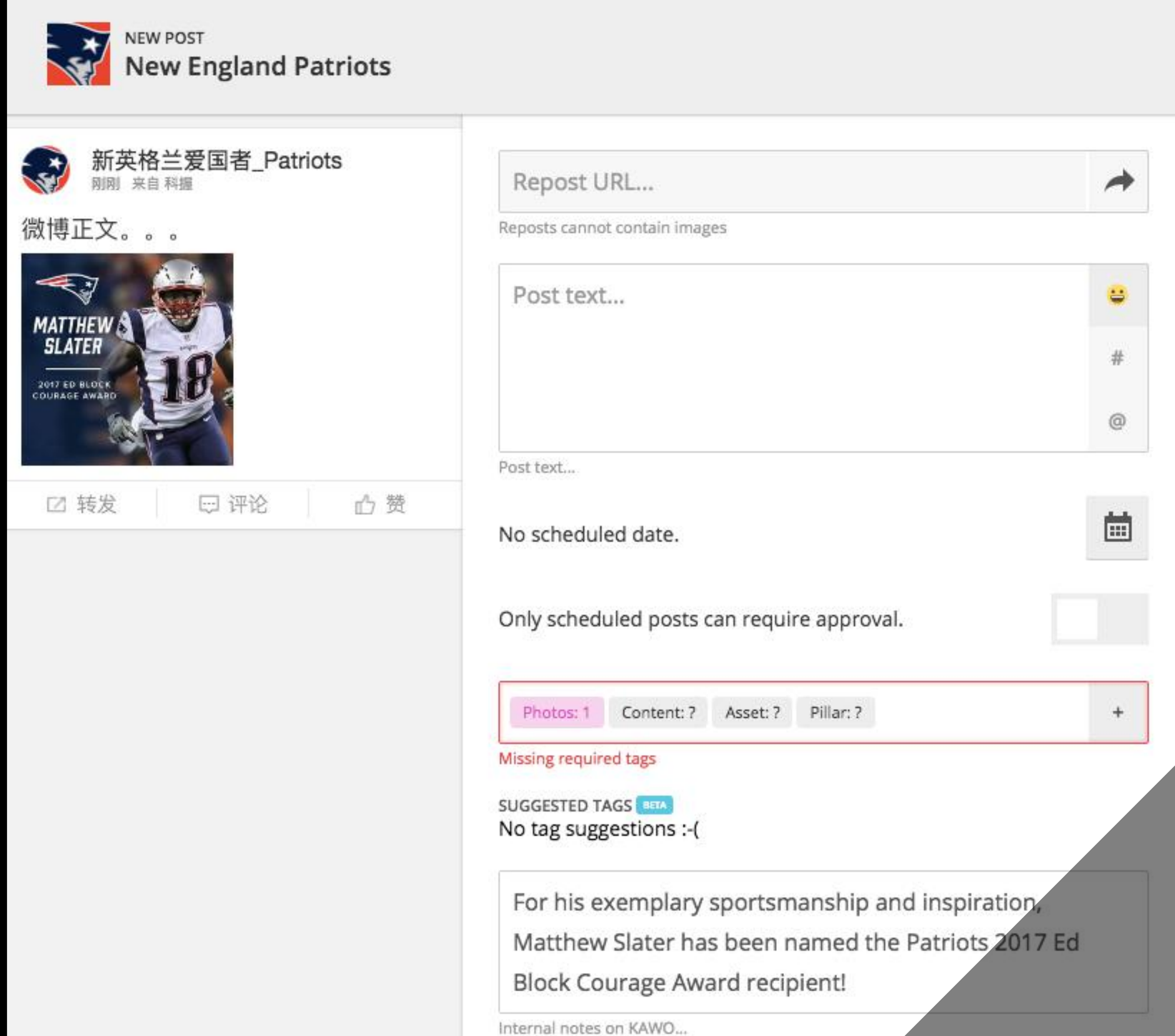
We now see every post the global teams do in real time. We can now pick the ones we wish to create a post in China anytime.



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Creating content is easy within the system and it comes with some great features to draw better intelligence.

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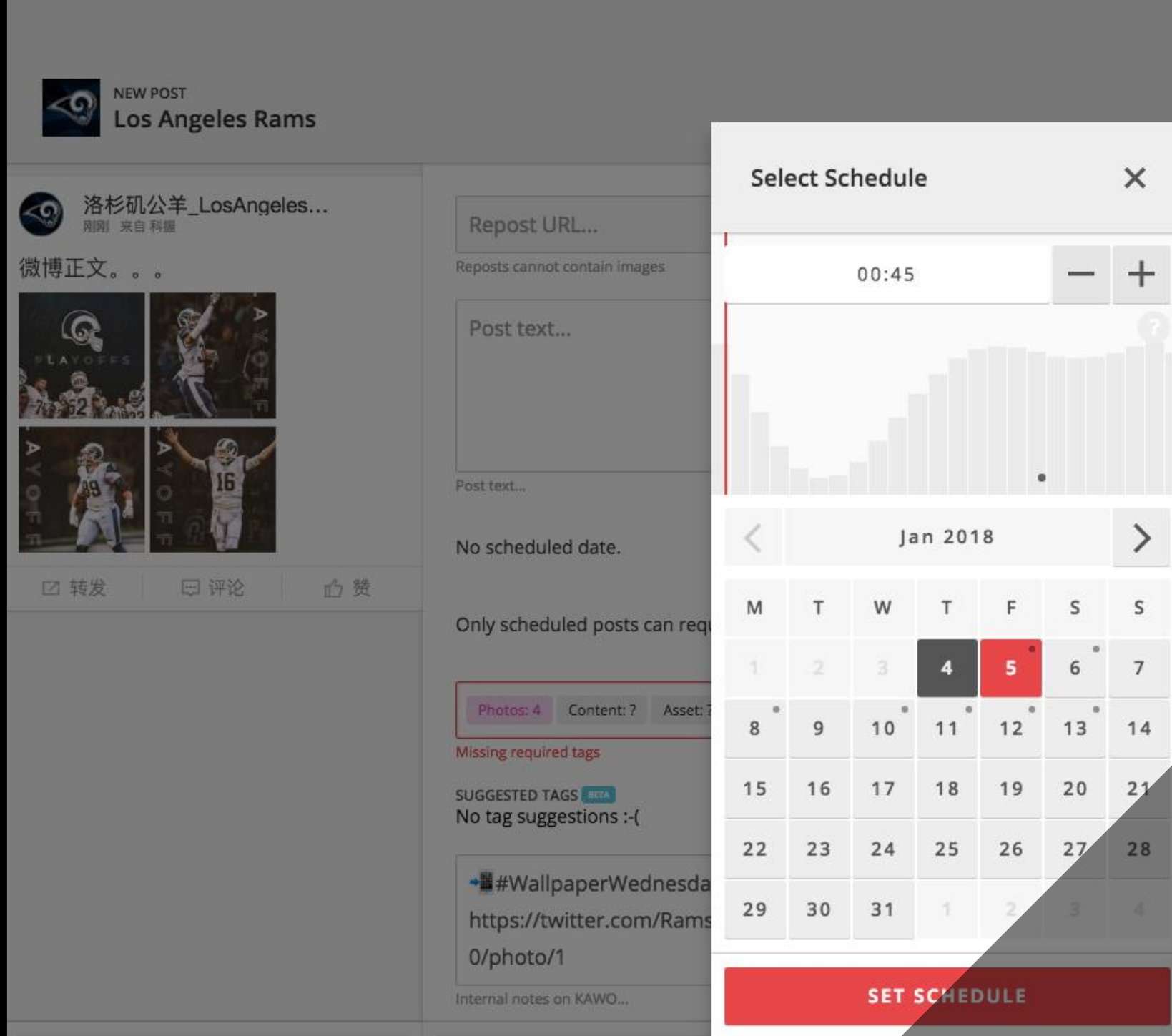
Each post will feature:

OPTIMAL TIME OF DAY.

We know what time to publish for best engagement.



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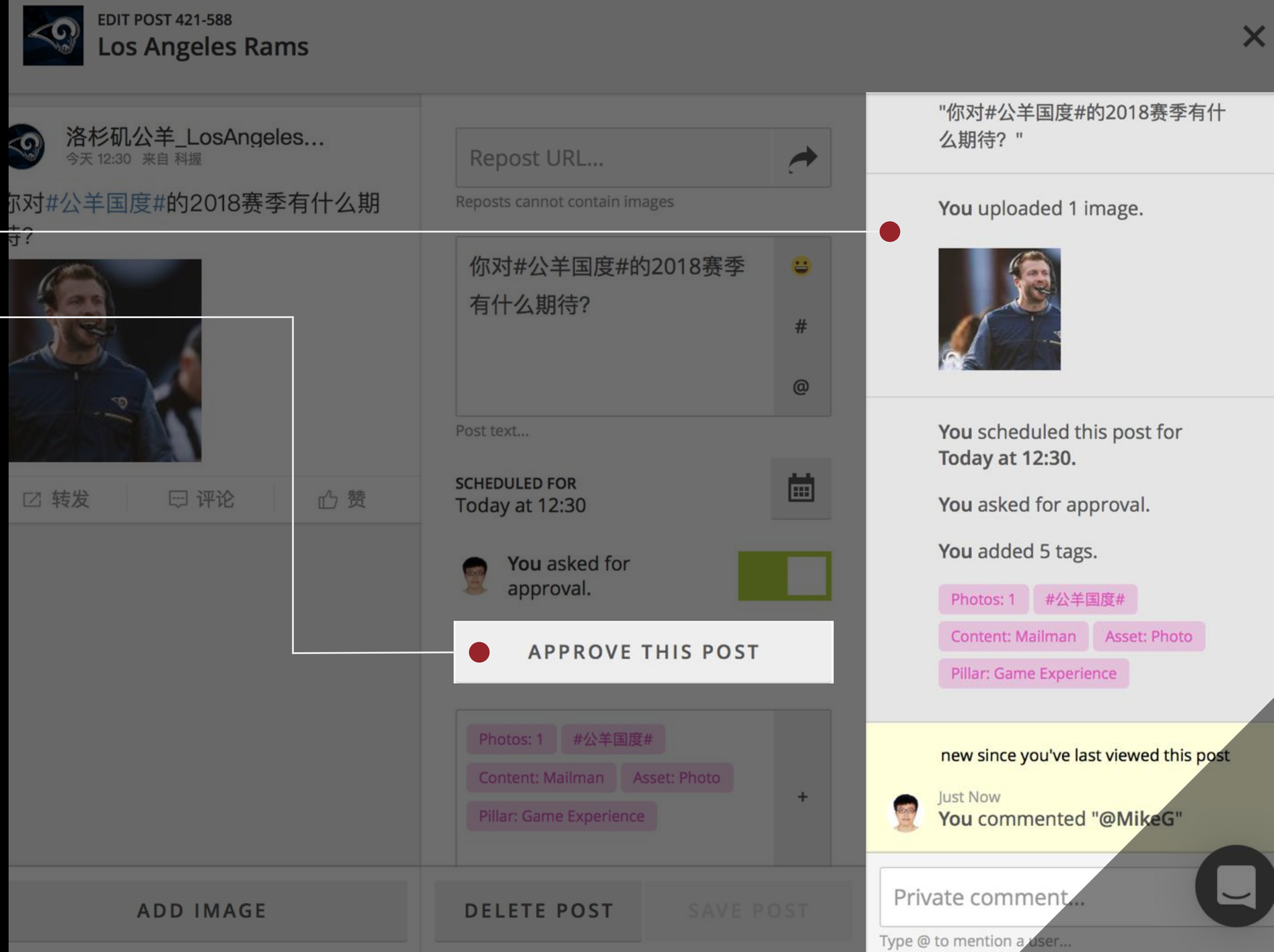
AUDIT TRAIL.

Approval needed.

So we always know whats going on.



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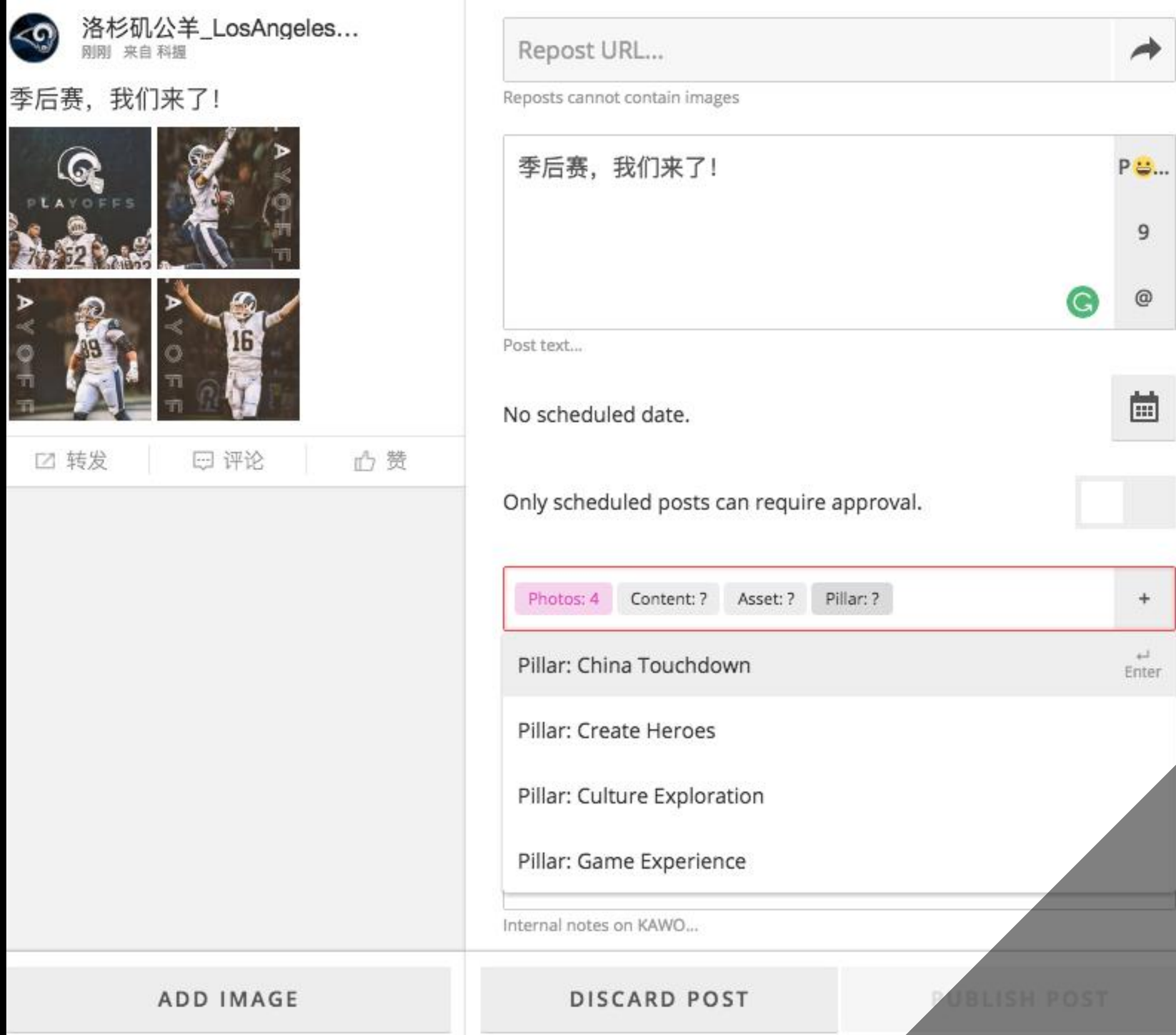
ASSOCIATED TAGS.

We know what type of content performs better than the rest.



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1. Content Pillars.

1
Create Heroes.

2
Culture Exploration.

3
Game Experience.

4
China Touchdown.

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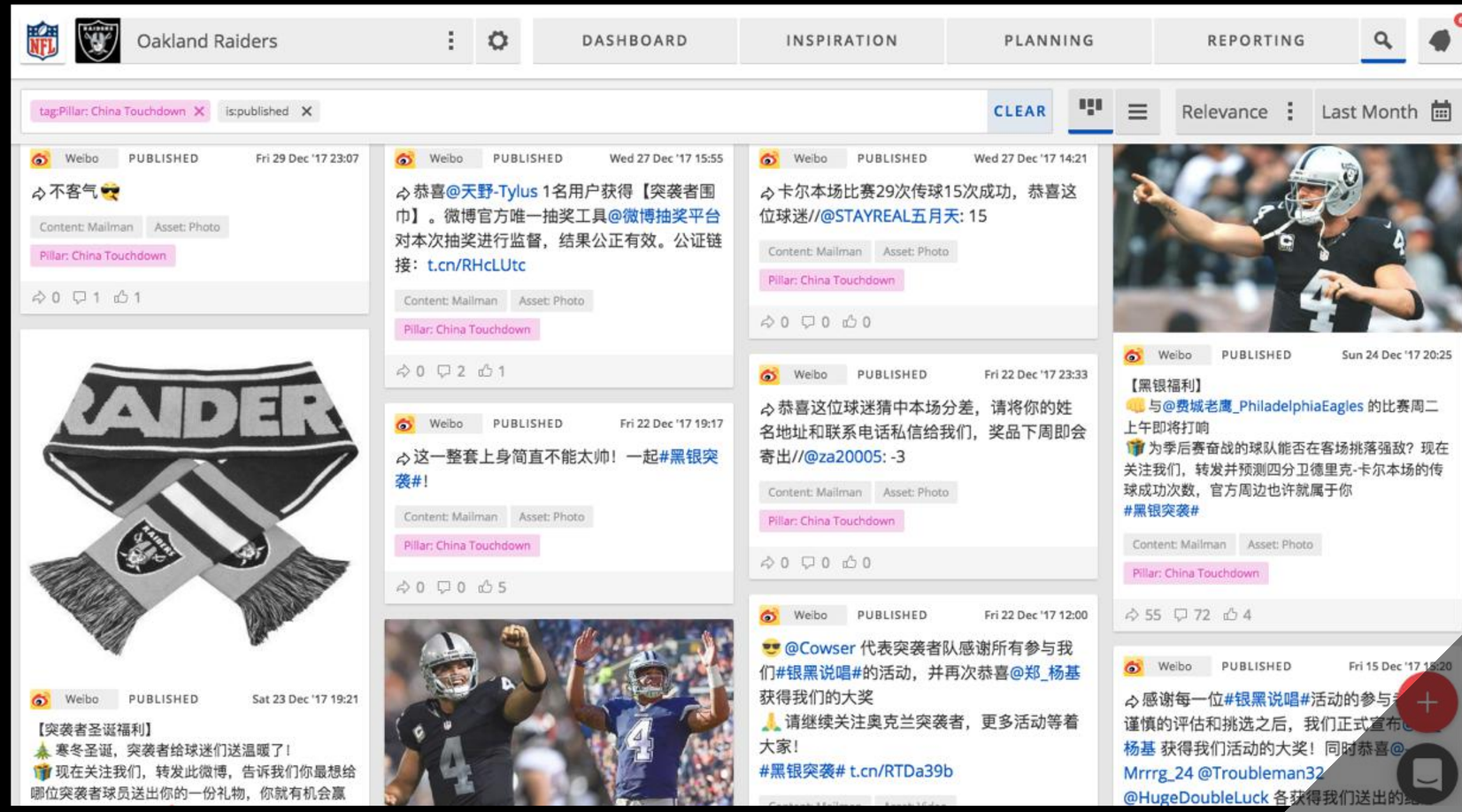
2. Weekly Contests.



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3. League Campaigns.

VIEW POST
Oakland Raiders

奥克兰突袭者_OaklandR...
11月16日 17:44 来自 微博 weibo.com

#明星球迷挑战# 黑银军团的球迷多的数不过来，先来个说唱巨星艾斯-库珀抛砖引玉吧😎 🔗网页链接 //@绿湾包装工队_GreenBayPackers: #明星球迷挑战# 作为“人民之队”，我包的粉丝可太多了，先来个字母哥👉 @密尔沃基雄鹿 @GiannisAntetokounmpo_34 🔗网页链接

@达拉斯牛仔队_DallasCowboys【🏈#明星球迷挑战#】👍橄榄球作为美国第一大运动，自然少不了各种明星球迷为各自支持的球队站台打call ☆作为🏈的#美国之队#，牛仔的明星球迷团也是星光璀璨，其中首当其冲的当然是@NBA超级巨星勒布朗-詹姆斯 😎联盟的兄弟球队们，who you got? #为星而战#

Content: Mailman | Asset: Photo | Pillar: China Touchdown +

Hit enter to save your tags...

SUGGESTED TAGS BETA

Pillar: Game Experience + | Asset: Video + | Pillar: Culture Exploration +

VIEW ON WEIBO

REPOST

DELETE POST

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Our content workflow follows these simple steps:

1
ACCOUNT MANAGER
plans the month

2
CONTENT EXECUTIVE
creates the post

3
CONTENT MANAGER
reviews & suggests any changes

4
CONTENT EDITOR
adjusts any changes

5
CONTENT MANAGER
approves the post

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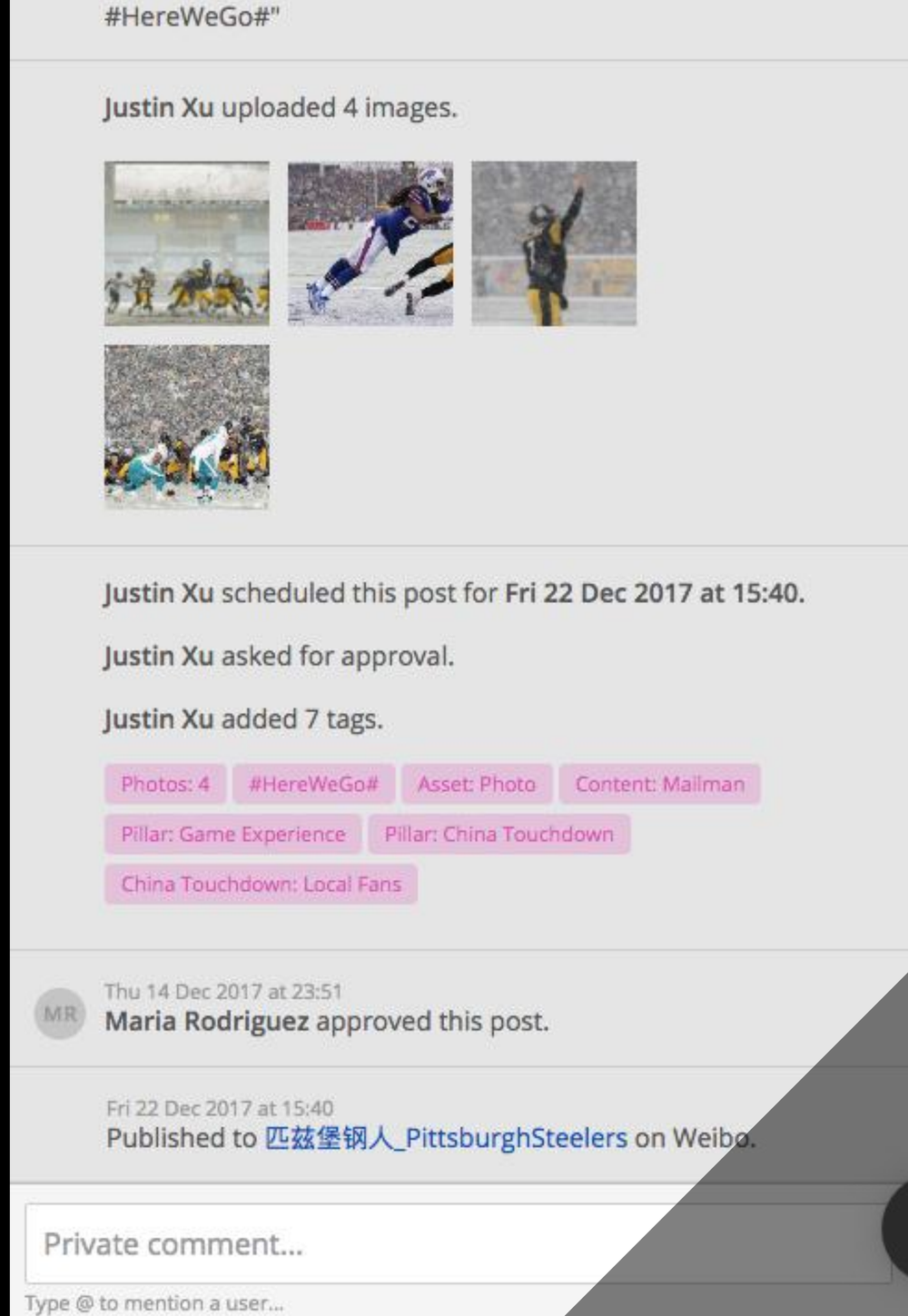
The magic of this gives our clients and management the transparency to always know who and how posts were created.



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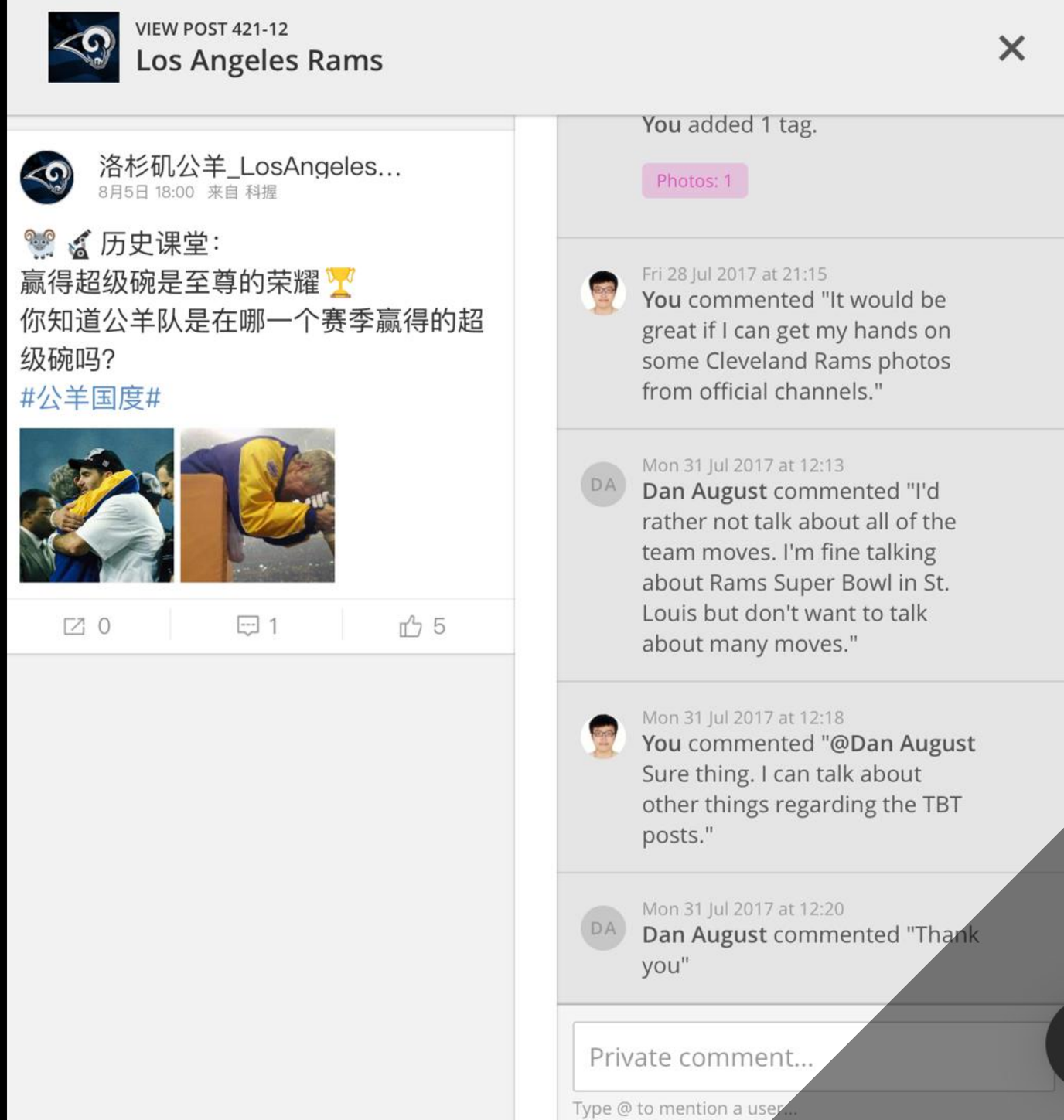
Collaboration is really important to us. We do this by encouraging everyone (clients included) to provide any feedback within the platform. That way nothing is lost.



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REPORTING

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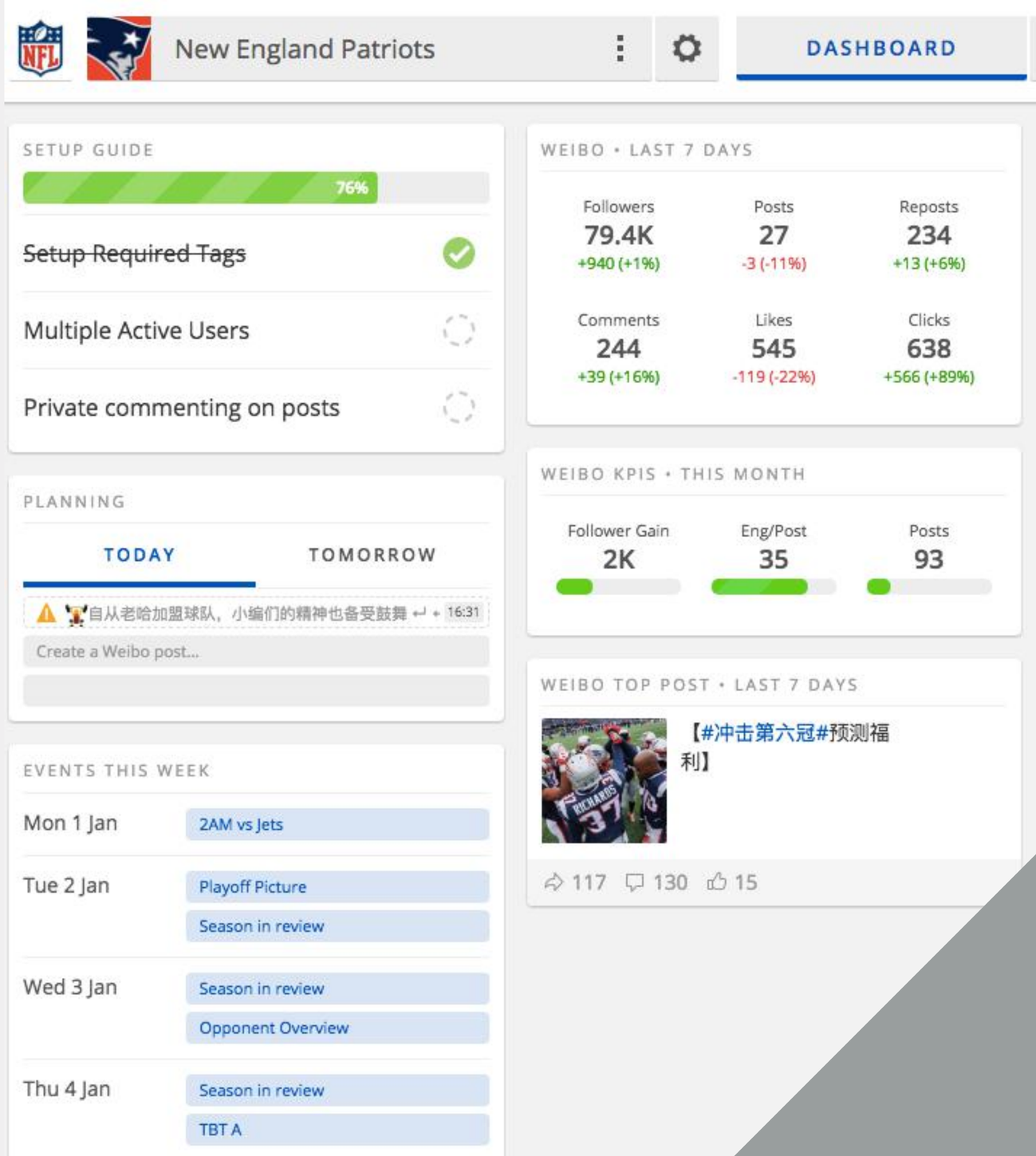
As each month passes, we set new KPIs. The account managers ensure the team is delivering on the set targets.



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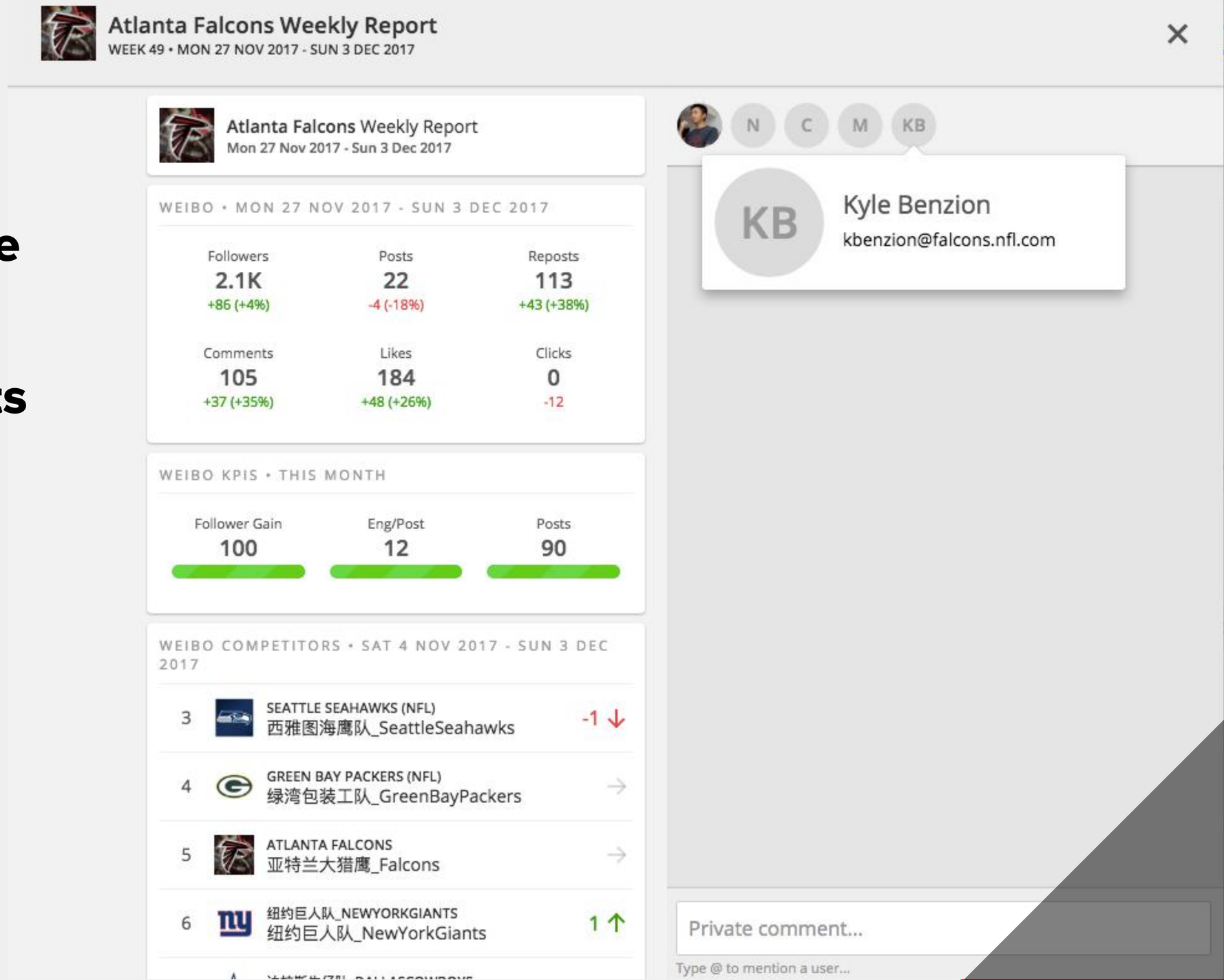
Each week everyone receives a weekly email update on all progress. Comments can be made from within the report.



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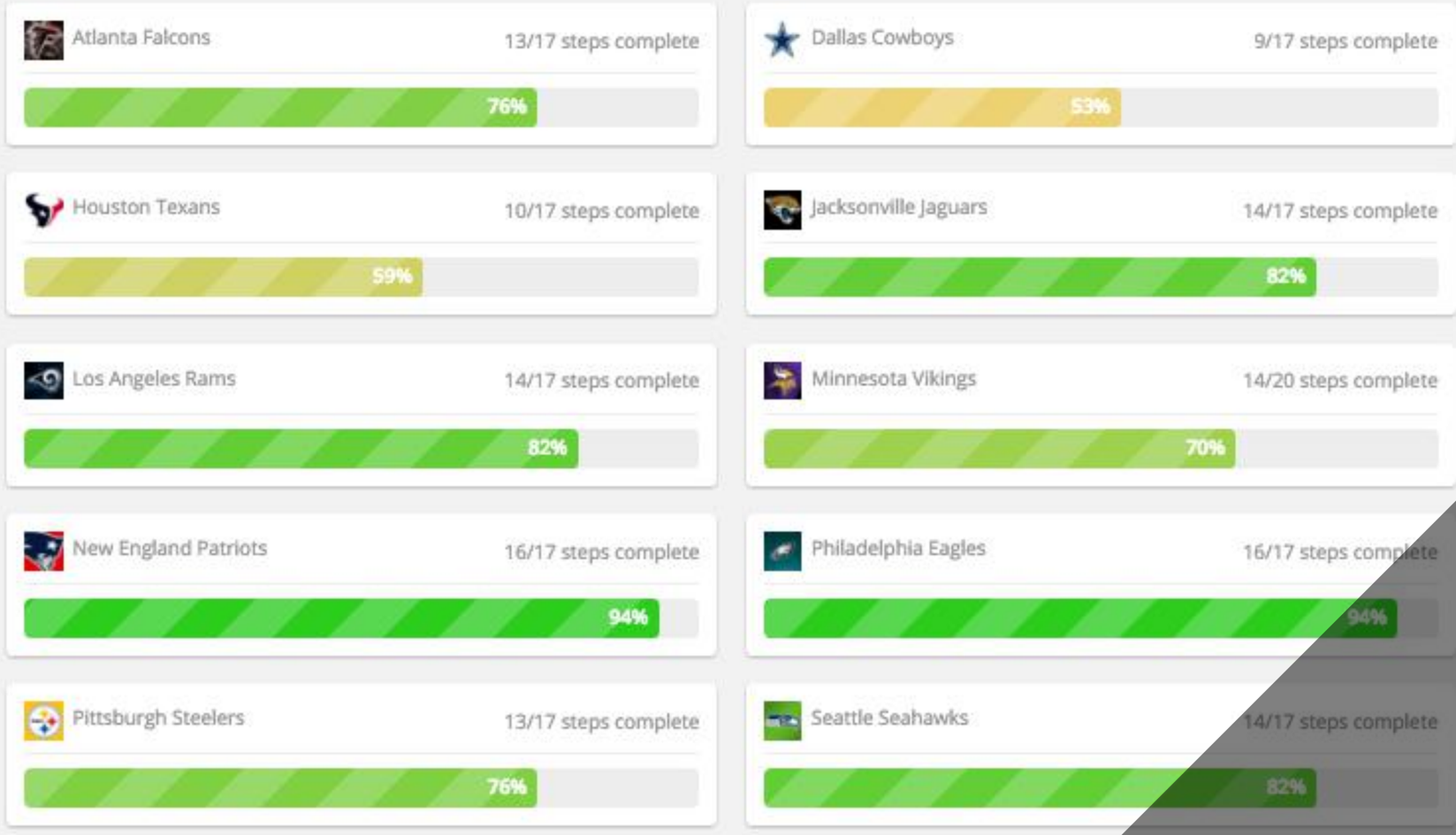
One space to see status across 32 clubs.



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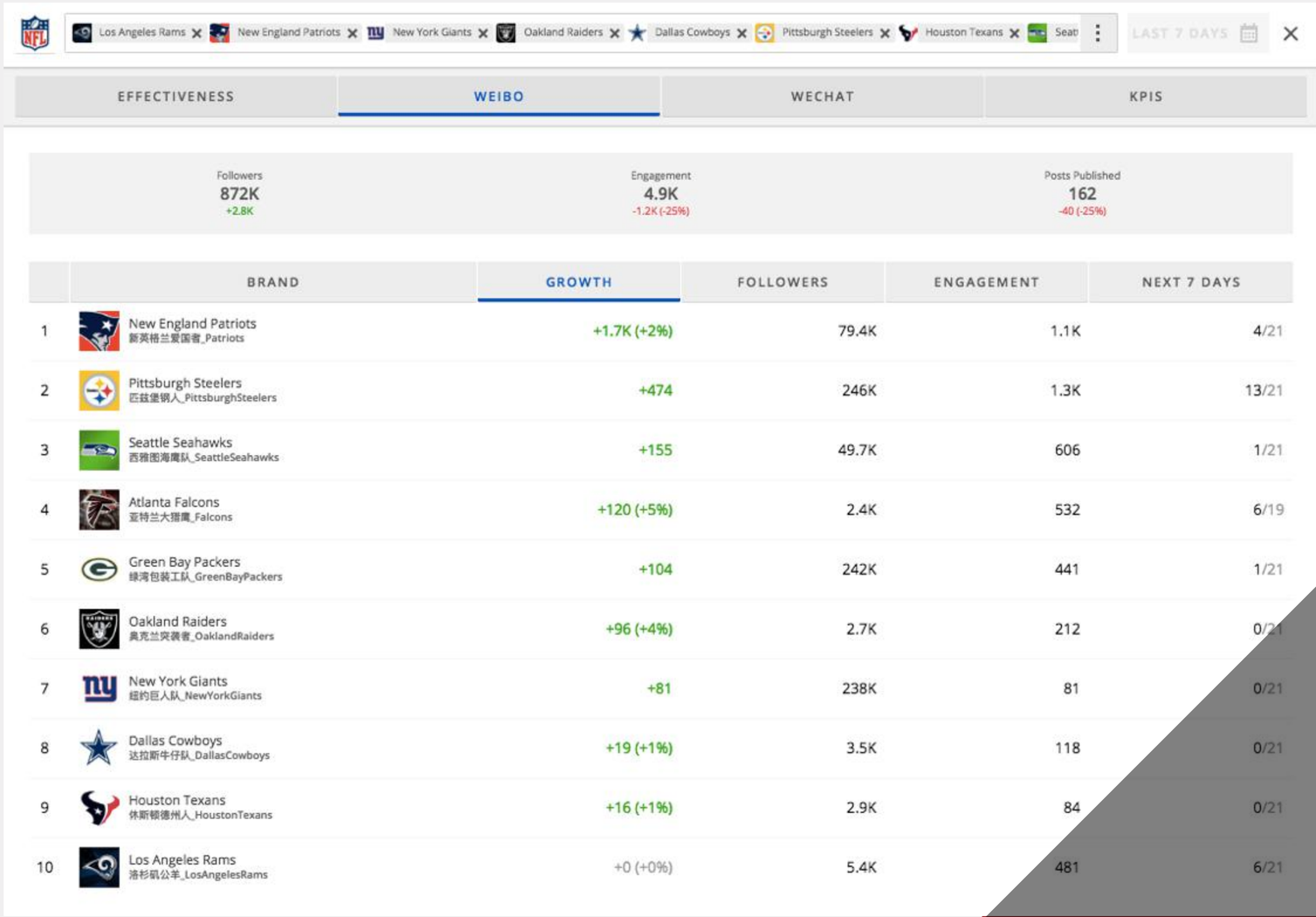
Track Club performance, benchmarked aeross the entire league.



	BRAND	GROWTH	FOLLOWERS	ENGAGEMENT	NEXT 7 DAYS
1	New England Patriots 新英格兰爱国者_Patriots	+1.7K (+2%)	79.4K	1.1K	4/21
2	Pittsburgh Steelers 匹兹堡钢人_PittsburghSteelers	+474	246K	1.3K	13/21
3	Seattle Seahawks 西雅图海鹰队_SeattleSeahawks	+155	49.7K	606	1/21
4	Atlanta Falcons 亚特兰大猎鹰_Falcons	+120 (+5%)	2.4K	532	6/19
5	Green Bay Packers 绿湾包装工队_GreenBayPackers	+104	242K	441	1/21
6	Oakland Raiders 奥克兰突袭者_OaklandRaiders	+96 (+4%)	2.7K	212	0/21
7	New York Giants 纽约巨人队_NewYorkGiants	+81	238K	81	0/21
8	Dallas Cowboys 达拉斯牛仔队_DallasCowboys	+19 (+1%)	3.5K	118	0/21
9	Houston Texans 休斯顿德州人_HoustonTexans	+16 (+1%)	2.9K	84	0/21
10	Los Angeles Rams 洛杉矶公羊_LosAngelesRams	+0 (+0%)	5.4K	481	6/21

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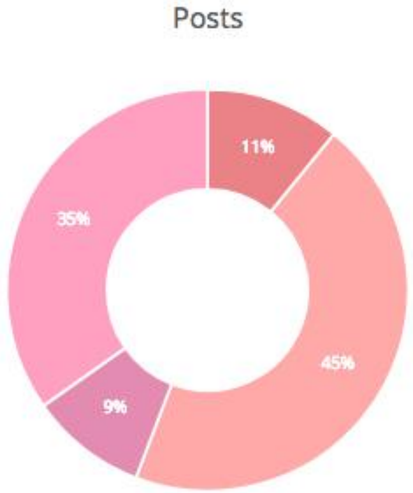
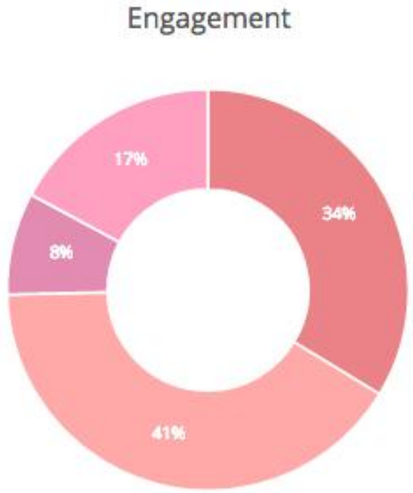
Insights into what Content Pillar performed best will inform our next month planning.





China Touchdown
Game Experience
Culture Exploration
Create Heroes

	TAG	PERFORMANCE	POSTS	COMMENTS	REPOSTS	LIKES	ENGAGEMENT
1	Pillar: Game Experience	-32%	45%	42%	40%	41%	41%
2	Pillar: China Touchdown	+131%	11%	43%	43%	14%	34%
3	Pillar: Create Heroes	-63%	35%	7%	10%	37%	17%
4	Pillar: Culture Exploration	-35%	9%	8%	7%	9%	8%

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For example, by observing the tagging insights we learn that:

Game Experience.

Football education still has a long way to go in China. But when we ran simple education with video series featuring players & coaches we saw 20% better engagement on Game Experience content.

Cultural Exploration.

Connecting football to existing Chinese street culture has huge potential - “Rap of China” TV show has over half a Million followers. Running a Raider’s freestyle Rap campaign resulted in 20+ fans actually submitting lyrics and videos. This is an area we focus on more as the season progressed - publishing 10% more posts in later months.

Create Heroes.

Chinese typically follow because of Star power. But running content simply about them is not enough - this pillar performs 15% worse than other pillars on average. But when we expand to include Cultural exploration topic performance improves - the Giants OBJ’s fashion content has 4x better engagement than the average topic.

China Touchdown.

Our content strategy revealed that fans allegiance can be built on local Chinese cities. “My Steelers Story” campaign discovered a fan who likes the Steelers because his hometown is also heavy Steel industry town. Despite not generating massive engagement, we now have a lead on a potential Campaign.

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THAT'S HOW IT'S DONE.

© MAILMAN 2018

THANK YOU.

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Business Director
david@mailmangroup.com

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