



NFL 32 CLUBS CASE STUDY

CHINA SOCIAL MEDIA 2018

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.

CONTEXT IN CHINA

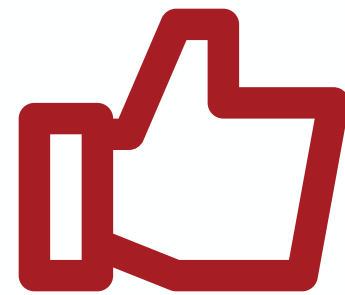
Before the 2017/18 season, the NFL's Weibo and WeChat fanbase had reached almost 1M followers. But the Clubs have not maintained an active presence with only 10 Clubs online.

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

OUR GOALS.



／ **Grow China's
love for American
Football.**



／ **Inspire fan
affinity for Clubs
& Players.**



／ **Achieve significant
follower and
engagement growth
across the League.**

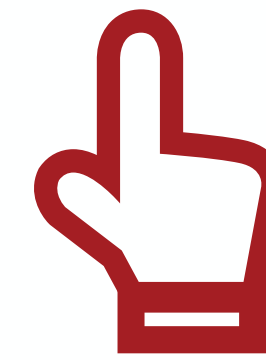
TACTICAL DELIVERABLES (HIGH LEVEL).



／ **Launch 32
official Club
accounts**



／ **Full servicing of
10 Tier 1 Club
accounts**



／ **Regular activity
across 22 Tier 2
Club accounts**

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**

CONTENT STRATEGY

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.

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.

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

CONTENT STRATEGY.

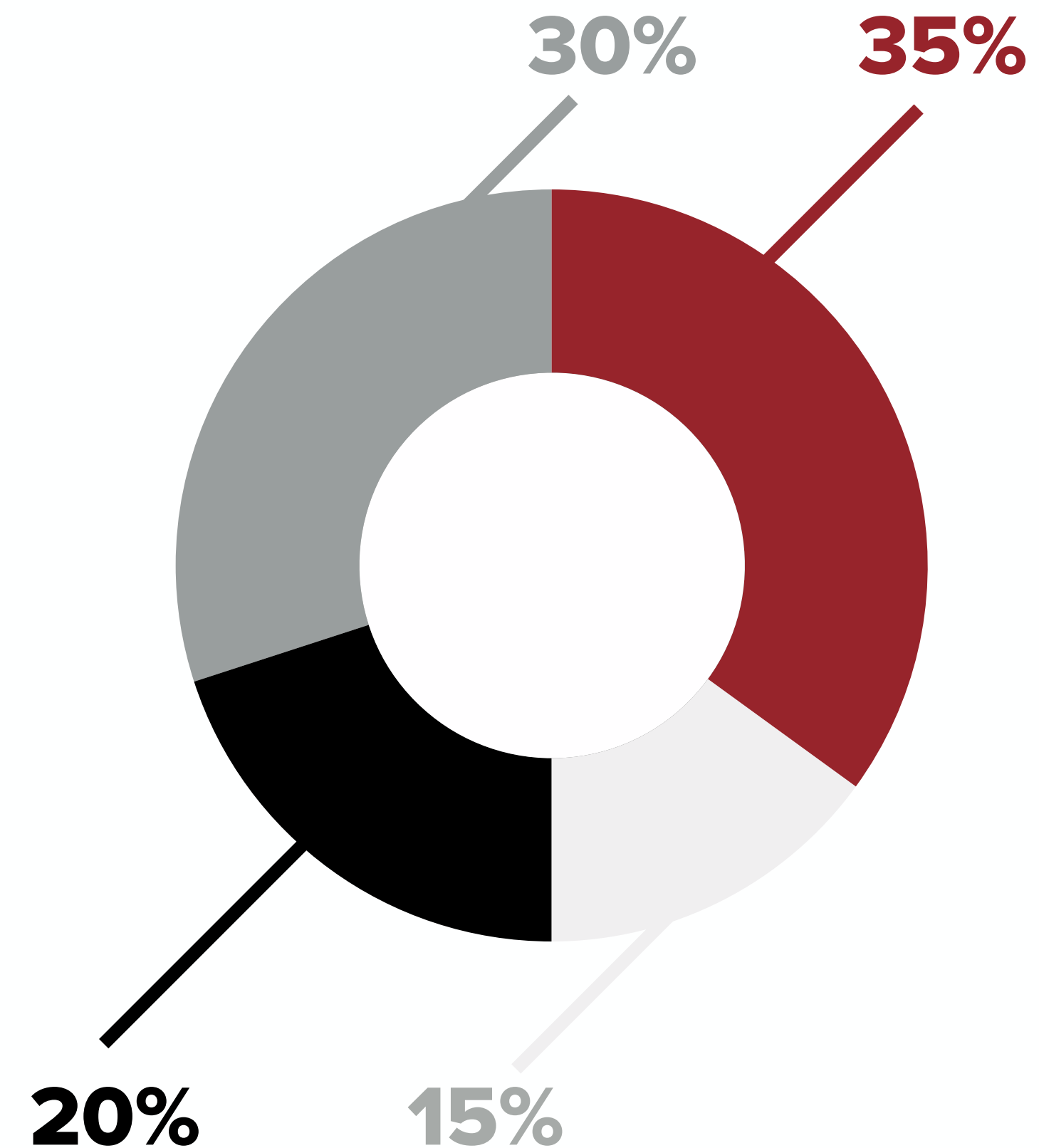
**We assign total output across
4 key pillars.**

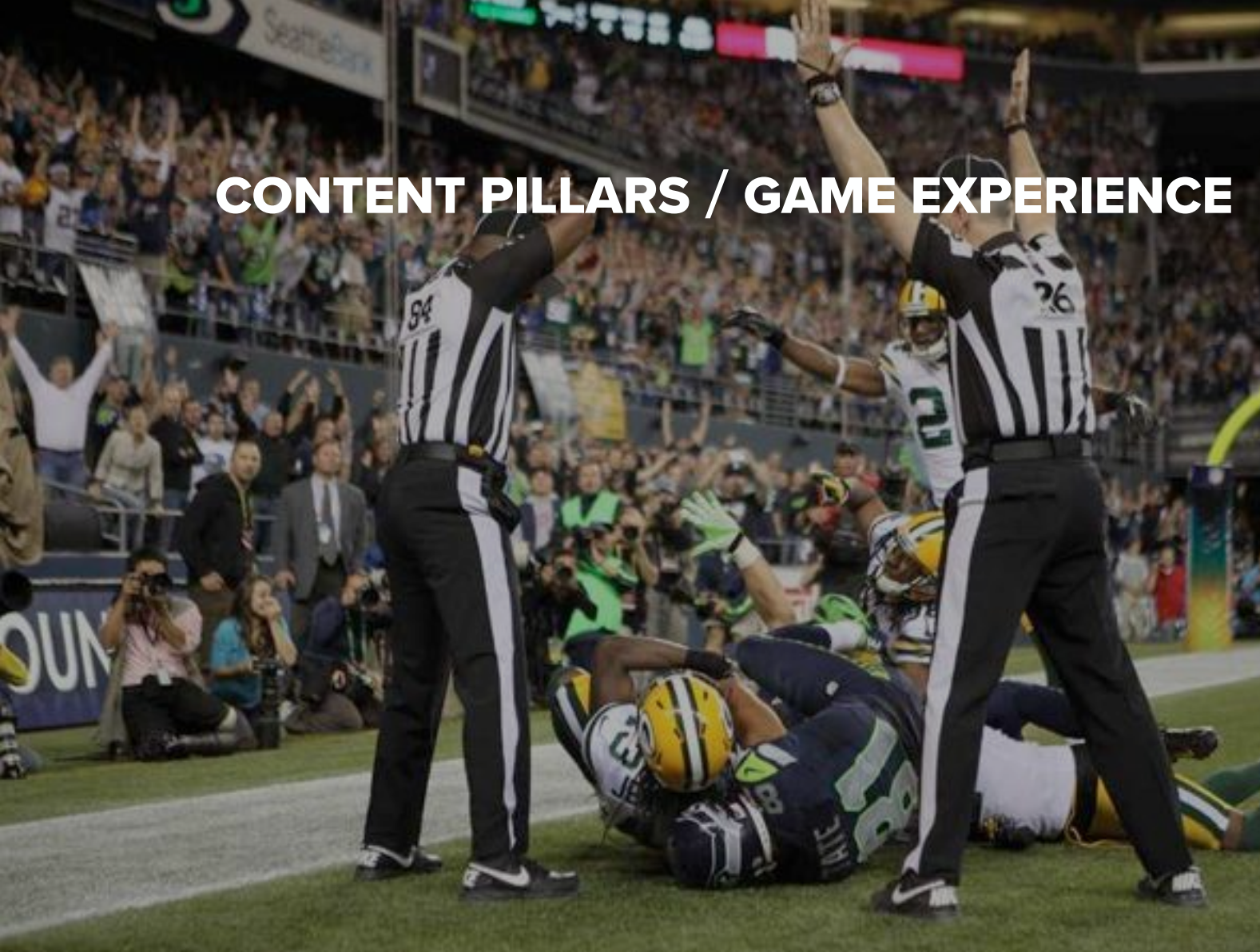
Game Experience 35%

Create Heroes 30%

Cultural Exploration 20%

China Touchdown 15%





／ 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.

CONTENT PILLARS / CULTURAL EXPLORATION



／ 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.

CONTENT PILLARS / CREATE HEREOS



／ ATHLETIC ABILITY

／ TEAM HERITAGE

／ VALUES & BELIEFS

／ CHAMPIONS

CREATE HEREOS.

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.



／ COMMUNITIES

／ FANBASSADORS

／ INFLUENERS

／ LOCAL CONNECTIONS

CHINA TOUCHDOWN.

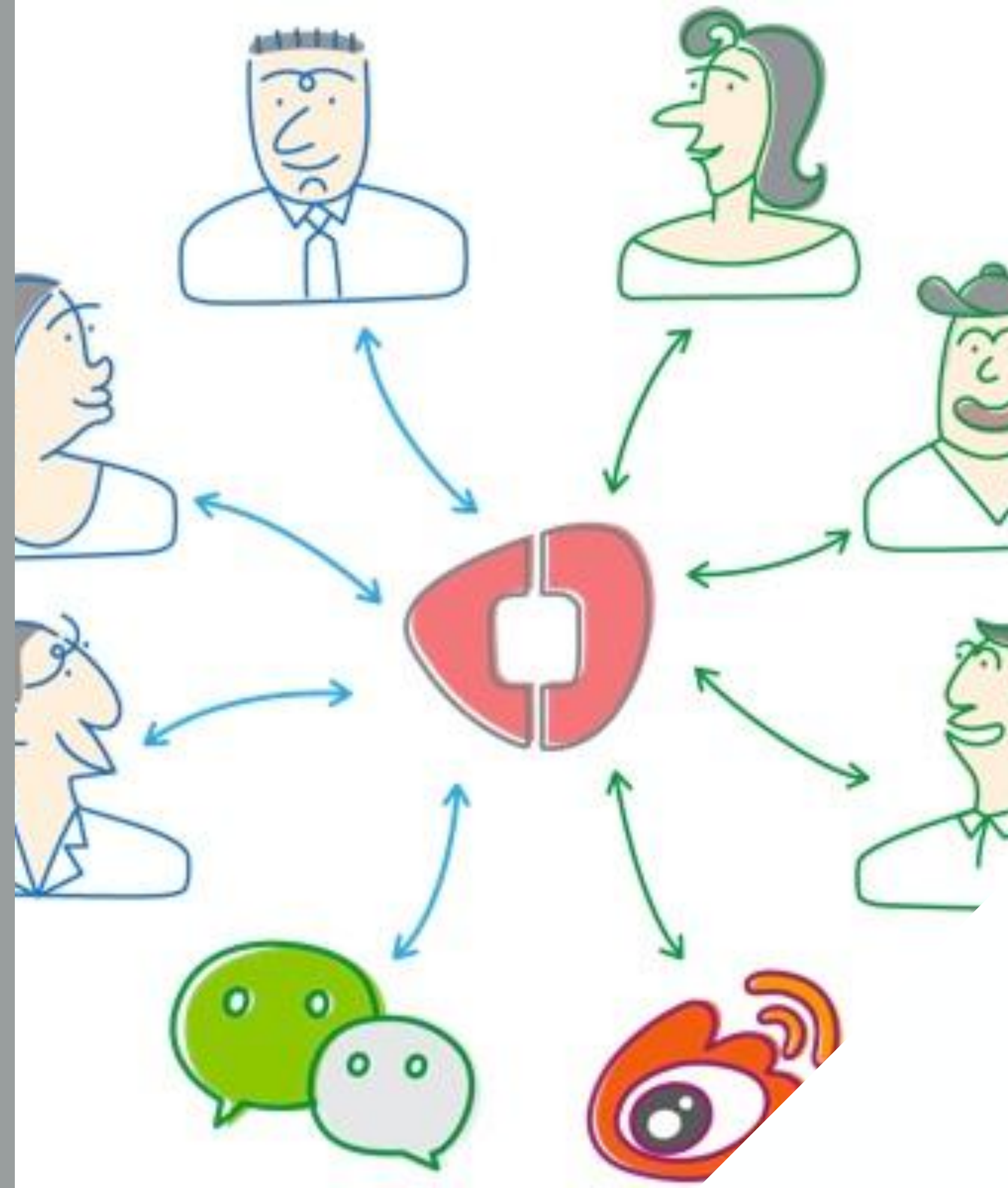
Telling local American Football stories is critical to growing the fan base in China. The NFL needs to be the champion of the sport and recognizing these stories will create a sense of belonging to the community, which will ultimately increase the NFL's total fan base.

ONBOARD

KAWO.

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

**Set-up
KPIs
Planning
Publishing
Reporting**



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.



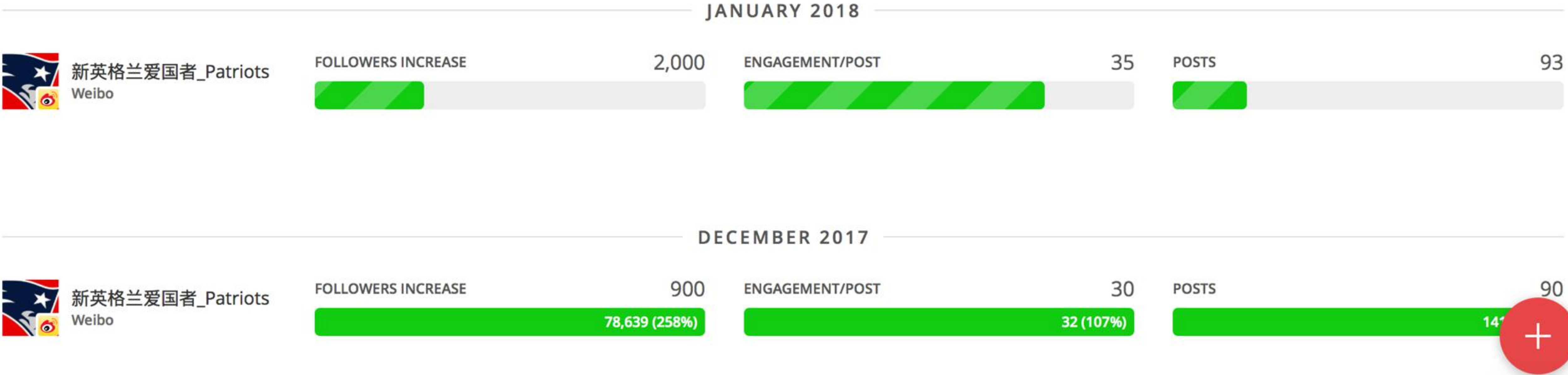
Weibo

Connect a Weibo account	
Setup KPIs for Weibo	
Create a Weibo Post	
Publish a Weibo Repost.	

Collaboration

Multiple Active Users	
Ask for Approval before publishing posts	
Private commenting on posts	
Mention your teammates in Private Comments	

KPI



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.

KPI

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.

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.

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

PLANNING

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.

PLANNING

6	7	8	9	10	11	12
Collab with Local Football Or...						
Celebrity Fans Challenge						
Game Announcement	All The Ls @Denver	Season Ended on 2 Pts C...	Importance of O-Line	Stadium: Altitude Differe...	Contest	贝利切克 战术画板
下周一早晨9点半，我们...	Stats Comparison	#我们都是爱国者#阵容变...	TBT	Create Hero: Marsh	淘宝	Can we reverse the curse?
"Bye-Bye, Bye! 😎 ↩ 再...	【中文字幕】🐎 @TomBr...	【中文字幕】🐎 @TomBr...	【#我们都是爱国者#伤病...	Friday Fun GIF	双11 Pats Gear	明天就是比赛日! ↩ 🏈...
【赛季过半，哪场胜利是...	你准备好第十周的🏈比赛...	🏈 2015-2016赛季美联决...	我们与@丹佛野马队_Den...	#我们都是爱国者#阵容变...	Singles day (双11)	【比赛看点】↩ 🏈 球队...
	🐎 @丹佛野马队_Denver...	❄️ 双十一冰点价席卷而来...	[K529]轮休周到底对球队...	📅 1960年，我们完成了...	❤️ 祝大家光棍节快乐❤ ...	📅 贝利切克的战术画板...
	#我们都是爱国者#主教练...		❄️ 我的双11，整装待发...	All eyes on Monday...	【#我们都是爱国者#出场...	
				*NFL官方商城豪礼大放送...	【#冲击第六冠#预测福利...	
					2000年10月1日，我们在...	

SEASON SCHEDULE.

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

PLANNING				
Sat	Sun			
30	1	2	3	4
Mid Autumn Campaign	Mid Autumn Campaign			
Fans Holiday Plan	National Day			
#公羊国度#伤病情况跟踪...	🦅🦅🦅 比赛就在明天! ...	01:00AM @ 达拉斯牛仔	Game Highlight	Happy Mid-Autumn Fest...
启程, 飞往达拉斯! ↩ ...	明日凌晨1点, 与@达拉...	在上半场一度以13-24落...	#公羊国度#官网专栏作家...	Mid-Autumn Festival
距离赛季第2战还有2...	距离比赛还有3个小时...	GREG THE LEG! ↩ 🎯 祖...	距离与@西雅图海鹰队_Se...	周一对阵@西雅图海鹰队_...
【#公羊国度#眼力大考验...		RESPECT👊 ↩ 高夫 [K55...	回复@洛杉矶湖人: Let's g...	各大媒体的@NFL橄榄球 ...

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

PLANNING

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Celebrity Fans Challenge						
Russ HBD Count Down	Power Ranking	Seahawks Running12s Campaig				
5:05 AM, @ SF 49ers	Russ HBD Count Down	Russ HBD	海鹰电音周四	Running 12s Campaign L...	Seahawks 12s Fan video	Forward NFL12s Video
24-13, 海鹰在旧金山轻 08:36	GAME ANNOUNCEMENT	5年前,你刚刚进入我们的...	【第12人问答】↩ [K529]...	CONTEST	费城VS西雅图	分区排名
@Russell-Wilson拉塞尔 12:30	【伤病情况更新】↩ 主帅...	这是一个满满都是爱的开箱...	【伤病情况更新】↩ 🟢 ...	【看图说话福利】↩ 请发...	结束了一周的工作,终于迎...	和SeaGals一起训练
今天对阵@旧金山49人队 15:28	@Russell-Wilson拉塞尔·威...	"疼痛,意味着改变。"↩ ...	旧金山一战后🔥🔥↩ @R...	🏃, #奔跑吧第十二人#↩ ...	下周一09:30,海鹰将迎战...	还有📅天🔥↩ 海鹰将主...
回复@Julio_11_Jones:恭 16:53	主帅卡罗尔在采访中再次肯...			钱斯勒今天在Instagram中...	即将对阵全联盟战绩第一	【伤病情况更新】↩ 厄尔-...
	最近有没有需要换头像的第...				联盟内最出色的线卫之一、...	小编就是来问问大家,你...
						盖戳认证第一位跑出来"12"...
4	5	6	7	8	9	10
Seahawks Running12s Campa...						
Russell Wilson China Tou...	Loudest Record Made by ...	Luke Wilson"How Loud C...	Repost Creative Running ...	Reboost Blue Friday	prediction giveaway	
game coverage	伤病更新	看图说话福利	techno Thursday	blue Friday	Seahawks Running Video ...	Greg Nance Video
9:30 AM, vs PHI Eagles	game announcement	经典之役回顾VSjags	像吉米机长一样,时刻飞翔...	"千里之行,始于足下。"("...	客场数据	"你的发型有我的好看嘛,...
海鹰主场迎来劲敌@费城老...	"所有人都对我们熟视无睹...	你们自拍我自嗨[K565] [K5...	@Russell-Wilson拉塞尔·威...	又到蓝色星期五📅今天,...	一人一狗一堆书📖↩ 周末...	海鹰健康出行杰克逊维尔...
半场比赛结束🏈↩ 海鹰目...	@Russell-Wilson拉塞尔·威...	【看图说话福利】↩ 请发...	[K520] 听说大家之前都没...	🏃,跑过15英里来见你[K55...	下周一凌晨02:00,海鹰将...	又一剂治颈椎病良方...
第三节中,保罗-理查德森...	137.6分贝!↩ 最强音浪...	"就是要这样相信自己。每...	回复@旅行丰富人生:好可...		很规整的"12"[K527]而且...	"我的球鞋,我的故事"
第四节, @Russell-Wilson...		【第十二人问答】↩ [K52...				
24-10🔥🔥海鹰赢了...		这位第十二人朋友跑出来的...				
上午结束的"鹰之战"中,威...						

CAMPAIGNS.

We plan key campaigns around big moments.

WORK FLOW

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.

General

Weibo

WeChat

Global Networks

China Ecosystem

Users

Tags

KPIs

Add source network...

ADD

Copy and paste the url for the profile you want to add then hit enter

You can add Instagram, Twitter & Facebook accounts as inspiration sources.

- facebook.com/pageName
- twitter.com/username
- instagram.com/username

3 INSPIRATION SOURCES



Atlanta Falcons
<http://facebook.com/atlantafalcons>





Atlanta Falcons
<http://instagram.com/atlantafalcons>



Atlanta Falcons
<http://twitter.com/AtlantaFalcons>



INSPIRATION



Atlanta Falcons

⋮

⚙️

DASHBOARD

INSPIRATION

PLANNING

REPORTING


🔍


👤

Global Networks ⋮


Search...


THU 4 JAN




 Atlanta Falcons
 Thu 04 Jan '18 23:01


Coming for you, LA. 📷 Practice Photos - atlantafalcons.com/media-lounge/photo-gallery/Falcons-at-Work-Wild-Card-Round-Gallery/581499e9-3964-4381-9ae1-d5641de1f050




 Atlanta Falcons
 Thu 04 Jan '18 22:26


Vic Beasley balled out for 3 sacks, 1 FF + FR, & 1 TD last year in LA. #TBT



 Atlanta Falcons
 Thu 04 Jan '18 21:00

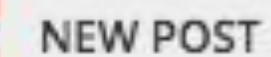
13 years ago, we played the St. Louis Rams in the playoffs. Allen Rossum took a punt to the 🏠. #TBT



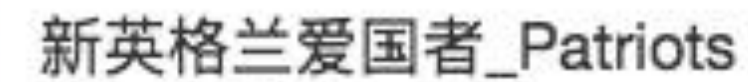
 Atlanta Falcons
 Thu 04 Jan '18 10:00

Playoff experience is great but it comes down to playing ball. twitter.com/AtlantaFalcons/status/9487357374...

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.



New England Patriots



刚刚 来自 科握

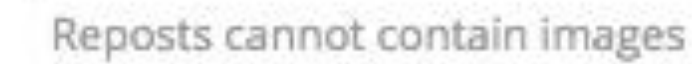
微博正文。。。



评论



Repost URL...



Post text...



Post text...

No scheduled date.



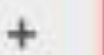
Only scheduled posts can require approval.

Photos: 1

Content: ?

Asset: ?

Pillar: ?



Missing required tags

SUGGESTED TAGS BETA

No tag suggestions :-

For his exemplary sportsmanship and inspiration, Matthew Slater has been named the Patriots 2017 Ed Block Courage Award recipient!

Internal notes on KAWO...

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



VIEW POST 424-493
Atlanta Falcons



亚特兰大猎鹰_Falcons
12月21日 20:13 来自 科握

【#NFL最佳搭档#】

❄️“冰人”马特-莱恩与“喷气机”🛩️胡里奥-琼斯，在场上冷酷，寡言，只用他们的比赛说话

🗨️虽然并不总是贡献最突出的数据，但在比赛的关键时候，他们常常会站出来完成进攻转换或者达阵得分

👂他们，就是猎鹰版的黑衣人组合

😊大家觉得两人的组合最像谁

#猎鹰雄起#



📧 1

💬 2

👍 6

Content: Mailman

Asset: Photo

Pillar: Create Heroes

Hit enter to save your tags...

SUGGESTED TAGS

BETA

Pillar: Game Experience +

Game Experience: News & Updates +

#猎鹰雄起# +

Mailman: Video +

SAVE TAGS

VIEW ON WEIBO

REPOST


DELETE POST

POST CREATION


Each post will feature:

OPTIMAL TIME OF DAY.

We know what time to publish for best engagement.







NEW POST
Los Angeles Rams



洛杉矶公羊_LosAngeles...
刚刚 来自 科握

微博正文。。。



转发表文

Repost URL...

Reposts cannot contain images

Post text...

Post text...

No scheduled date.

Only scheduled posts can req

Photos: 4

Content: ?

Asset: ?

Missing required tags

SUGGESTED TAGS BETA

No tag suggestions :-{

#WallpaperWednesda

https://twitter.com/Rams

0/photo/1

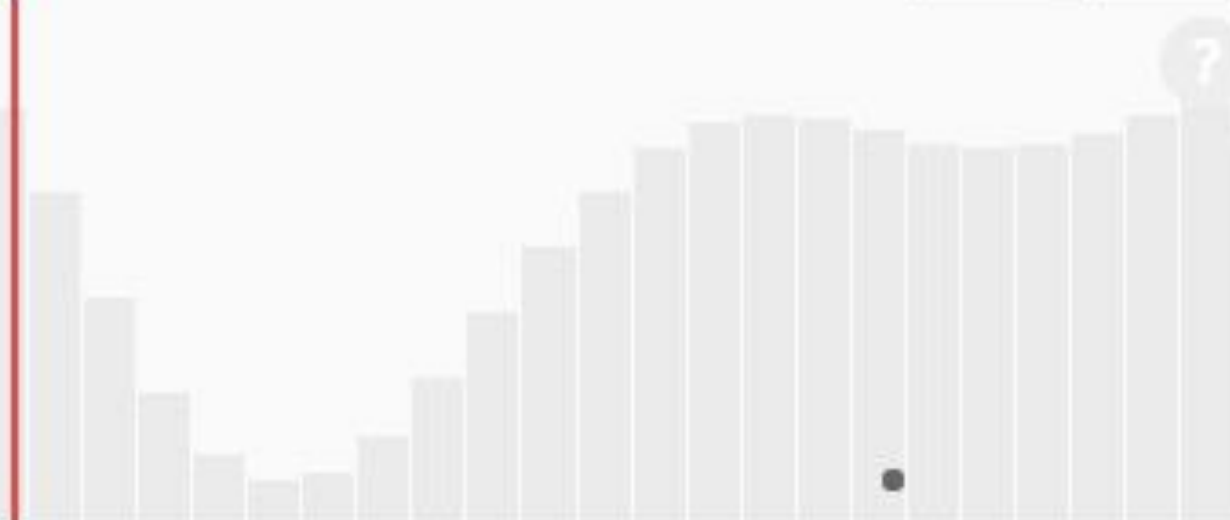
Internal notes on KAWO...

Select Schedule

00:45

-

+



<

Jan 2018

>

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

SET SCHEDULE

AUDIT TRAIL.

**So we always
know whats
going on.**

The image is a composite of three screenshots from a social media application. The top screenshot shows a post editor for a Los Angeles Rams post. It includes a header with the team logo and name, a post text area with the text "你对#公羊国度#的2018赛季有什么期待?", a "Repost URL..." field, and a "SCHEDULED FOR" section set to "Today at 12:30". A confirmation dialog box with a red dot icon and the text "APPROVE THIS POST" is overlaid on the bottom right of the editor. The bottom screenshot shows a notification banner with a yellow background, stating "new since you've last viewed this post" and "Just Now You commented '@MikeG'". The right side of the image shows a vertical list of status messages: "You uploaded 1 image." (with a photo of a man), "You scheduled this post for Today at 12:30.", "You asked for approval.", and "You added 5 tags." (listing "Photos: 1", "#公羊国度#", "Content: Mailman", "Asset: Photo", and "Pillar: Game Experience").

POST CREATION

ASSOCIATED TAGS.

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

洛杉矶公羊_LosAngeles...
刚刚 来自 科提

季后赛，我们来了！



转发

评论

赞

Repost URL...



Reposts cannot contain images

季后赛，我们来了！

P 😊...

9



@

Post text...

No scheduled date.



Only scheduled posts can require approval.



Photos: 4

Content: ?

Asset: ?

Pillar: ?

+

Pillar: China Touchdown

Enter

Pillar: Create Heroes

Pillar: Culture Exploration

Pillar: Game Experience

Internal notes on KAWO...

ADD IMAGE

DISCARD POST

PUBLISH POST

1. Content Pillars.

1
**Create
Heroes.**

2
**Culture
Exploration.**

3
**Game
Experience.**

4
**China
Touchdown.**

CONTENT STRATEGY

2. Weekly Contests.

Oakland Raiders

DASHBOARD

INSPIRATION

PLANNING

REPORTING

tag:Pillar: China Touchdown

is:published

CLEAR

Relevance

Last Month

Weibo

PUBLISHED

Fri 29 Dec '17 23:07

不客气

Content: Mailman Asset: Photo

Pillar: China Touchdown

0 1 1

Weibo

PUBLISHED

Sat 23 Dec '17 19:21

【突袭者圣诞福利】

寒冬圣诞，突袭者给球迷们送温暖了！

现在关注我们，转发此微博，告诉我们你最想给哪位突袭者球员送出你的一份礼物，你就有机会赢

Weibo

PUBLISHED

Wed 27 Dec '17 15:55

恭喜@天野-Tylus 1名用户获得【突袭者围巾】。微博官方唯一抽奖工具@微博抽奖平台对本次抽奖进行监督，结果公正有效。公证链接：t.cn/RHcLUtc

Content: Mailman Asset: Photo

Pillar: China Touchdown

0 2 1

Weibo

PUBLISHED

Fri 22 Dec '17 19:17

这一整套上身简直不能太帅！一起#黑银突袭赛#！

Content: Mailman Asset: Photo

Pillar: China Touchdown

0 0 5

Weibo

PUBLISHED

Wed 27 Dec '17 14:21

卡尔本场比赛29次传球15次成功，恭喜这位球迷//@STAYREAL五月天: 15

Content: Mailman Asset: Photo

Pillar: China Touchdown

0 0 0

Weibo

PUBLISHED

Fri 22 Dec '17 23:33

恭喜这位球迷猜中本场分差，请将你的姓名地址和联系电话私信给我们，奖品下周即会寄出//@za20005: -3

Content: Mailman Asset: Photo

Pillar: China Touchdown

0 0 0

Weibo

PUBLISHED

Fri 22 Dec '17 12:00

@Cowser 代表突袭者队感谢所有参与我们#银黑说唱#的活动，并再次恭喜@郑_杨基 获得我们的大奖

请继续关注奥克兰突袭者，更多活动等着大家！

#黑银突袭赛# t.cn/RTDa39b

Weibo

PUBLISHED

Sun 24 Dec '17 20:25

【黑银福利】

与@费城老鹰_PhiladelphiaEagles 的比赛周二上午即将打响

为季后赛奋战的球队能否在客场挑落强敌？现在关注我们，转发并预测四分卫德里克-卡尔本场的传球成功次数，官方周边也许就属于你

#黑银突袭赛#

Content: Mailman Asset: Photo

Pillar: China Touchdown

55 72 4

Weibo

PUBLISHED


Fri 15 Dec '17 15:20

感谢每一位#银黑说唱#活动的参与


谨慎的评估和挑选之后，我们正式宣布

杨基 获得我们活动的大奖！同时恭喜@Mrrrg_24 @Troubleman32 @HugeDoubleLuck 各获得我们送出的

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

Our content workflow follows these simple steps:



TRANSPARENCY

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

#HereWeGo#"

Justin Xu uploaded 4 images.



Justin Xu scheduled this post for Fri 22 Dec 2017 at 15:40.

Justin Xu asked for approval.

Justin Xu added 7 tags.

- Photos: 4
- #HereWeGo#
- Asset: Photo
- Content: Mailman
- Pillar: Game Experience
- Pillar: China Touchdown
- China Touchdown: Local Fans

MR Thu 14 Dec 2017 at 23:51
Maria Rodriguez approved this post.


Fri 22 Dec 2017 at 15:40
Published to 匹兹堡钢人_PittsburghSteelers on Weibo.

Private comment...


Type @ to mention a user...

COLLABORATION



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.





VIEW POST 421-12
Los Angeles Rams





洛杉矶公羊_LosAngeles...
8月5日 18:00 来自 科握

 历史课堂:
赢得超级碗是至尊的荣耀🏆
你知道公羊队是在哪一个赛季赢得的超级碗吗?
#公羊国度#




 0

 1

 5


You added 1 tag.

Photos: 1

 Fri 28 Jul 2017 at 21:15
You commented "It would be great if I can get my hands on some Cleveland Rams photos from official channels."

DA

Mon 31 Jul 2017 at 12:13
Dan August commented "I'd rather not talk about all of the team moves. I'm fine talking about Rams Super Bowl in St. Louis but don't want to talk about many moves."

 Mon 31 Jul 2017 at 12:18
You commented "@Dan August Sure thing. I can talk about other things regarding the TBT posts."

DA



Mon 31 Jul 2017 at 12:20
Dan August commented "Thank you"

Private comment...

Type @ to mention a user...

REPORTING

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

New England Patriots

⋮

⚙️

DASHBOARD

SETUP GUIDE

76%

Setup Required Tags

✓

Multiple Active Users

⌚

Private commenting on posts

⌚

PLANNING

TODAY

TOMORROW

⚠️ 🏈 自从老哈加盟球队，小编们的精神也备受鼓舞 ↩️ + 16:31

Create a Weibo post...

EVENTS THIS WEEK

Mon 1 Jan

2AM vs Jets

Tue 2 Jan

Playoff Picture

Season in review

Wed 3 Jan

Season in review

Opponent Overview

Thu 4 Jan

Season in review

TBT A

WEIBO • LAST 7 DAYS

Followers

79.4K

+940 (+1%)

Posts

27

-3 (-11%)

Reposts

234

+13 (+6%)

Comments

244

+39 (+16%)

Likes

545

-119 (-22%)

Clicks

638

+566 (+89%)

WEIBO KPIS • THIS MONTH

Follower Gain

2K


Eng/Post

35

Posts

93

WEIBO TOP POST • LAST 7 DAYS



【#冲击第六冠#预测福利】

🔄 117

💬 130

👍 15

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



Atlanta Falcons Weekly Report
Mon 27 Nov 2017 - Sun 3 Dec 2017



N

C

M

KB



Kyle Benzion
kbenzion@falcons.nfl.com

WEIBO • MON 27 NOV 2017 - SUN 3 DEC 2017

Followers	Posts	Reposts
2.1K	22	113
+86 (+4%)	-4 (-18%)	+43 (+38%)
Comments	Likes	Clicks
105	184	0
+37 (+35%)	+48 (+26%)	-12

WEIBO KPIS • THIS MONTH

Follower Gain	Eng/Post	Posts
100	12	90

WEIBO COMPETITORS • SAT 4 NOV 2017 - SUN 3 DEC 2017

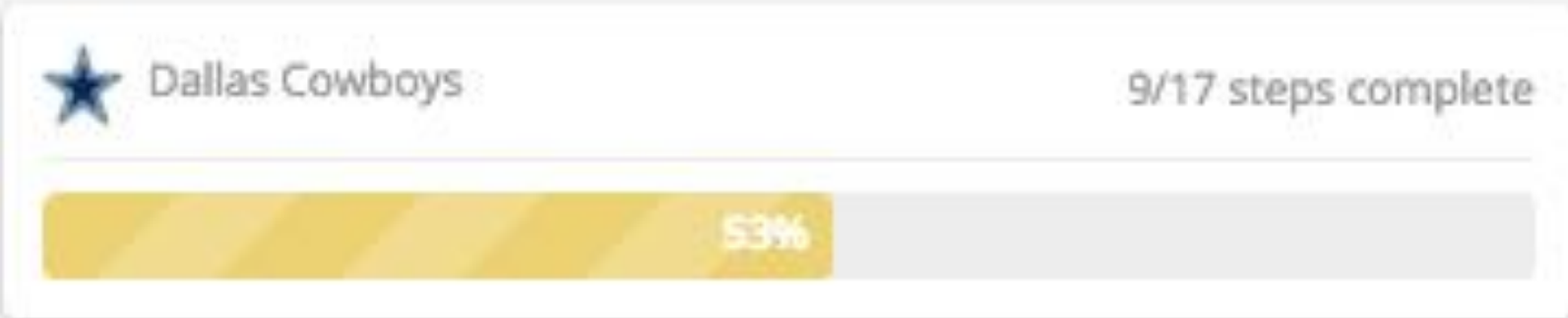
3		SEATTLE SEAHAWKS (NFL) 西雅图海鹰队_SeattleSeahawks	-1 ↓
4		GREEN BAY PACKERS (NFL) 绿湾包装工队_GreenBayPackers	→
5		ATLANTA FALCONS 亚特兰大猎鹰_Falcons	→
6		纽约巨人队_NEWYORKGIANTS 纽约巨人队_NewYorkGiants	1 ↑

Private comment...

Type @ to mention a user...

LEAGUE STATUS

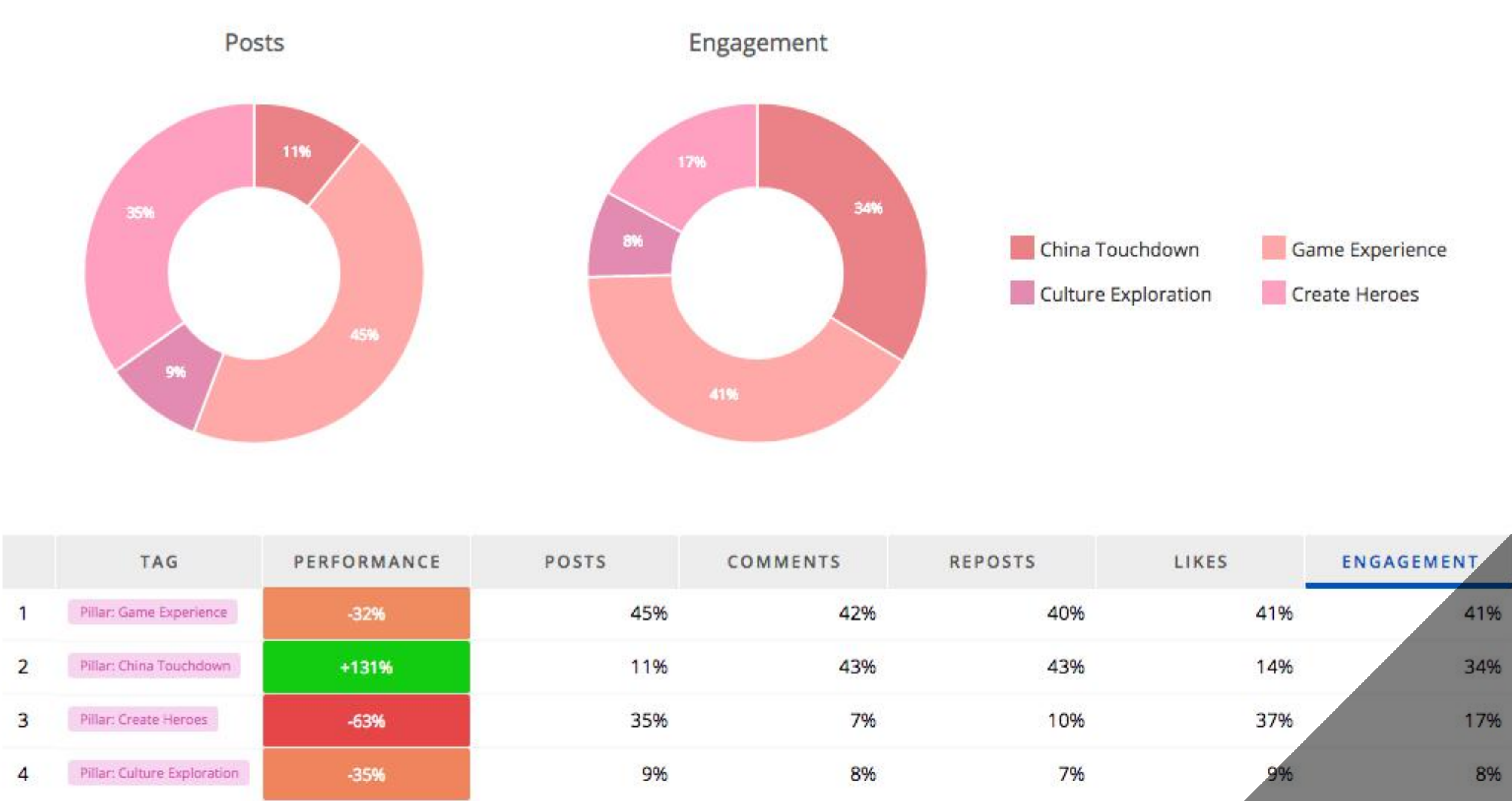
One space to see
status across 32 clubs.



Track Club performance, benchmarked across the entire league.

</

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



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.

THANK YOU

THAT'S HOW IT'S DONE.



THANK YOU.

CEO

Andrew@mailmangroup.com

Business Director

david@mailmangroup.com