TORNEO BINANCE

BLINKFIRE ANALYTICS

2022 Season Trends

Powered by <blinkfire> analytics



INTRODUCTION



Liga Profesional de Fútbol ended Sunday, October 23, when **Boca Juniors** clinched the **Torneo Binance 2022** in a heart-stopping 2-2 draw against rival Independiente.

We analyzed the social networks of Liga Profesional de Fútbol as well as the teams that competed to help answer some questions: What content performed best? Which social networks were most successful? Where have the teams and the league grown the most across social media?

Read through our analysis of the season.

TORNEO BINANCE 2022

blinkfire analytics

Number of Posts

Liga Profesional de Fútbol

1	Twitter	6K
2	Facebook	1.6K
3	YouTube	791
4	Instagram*	677
5	TikTok	43

Argentine Teams

1	Twitter	49K
2	Facebook	20.7K
3	Instagram*	16.4K
4	YouTube	2.4k
5	TikTok	1.1k

**Instagram timeline posts (no Stories)*

Best Practices

During the five months of the season, the Argentine teams and Liga Profesional de Fútbol shared hundreds of thousands of posts with their fans and followers.

Social networks bring teams and players closer to their fans, as soccer's audience is global. From Instagram to TikTok, social media is a powerful, engaging way to grow and bring visibility to brand partners.

Whether a sponsor receives active or passive exposure, partnering with Argentine teams and the league gives brands access to a passionate fan base.

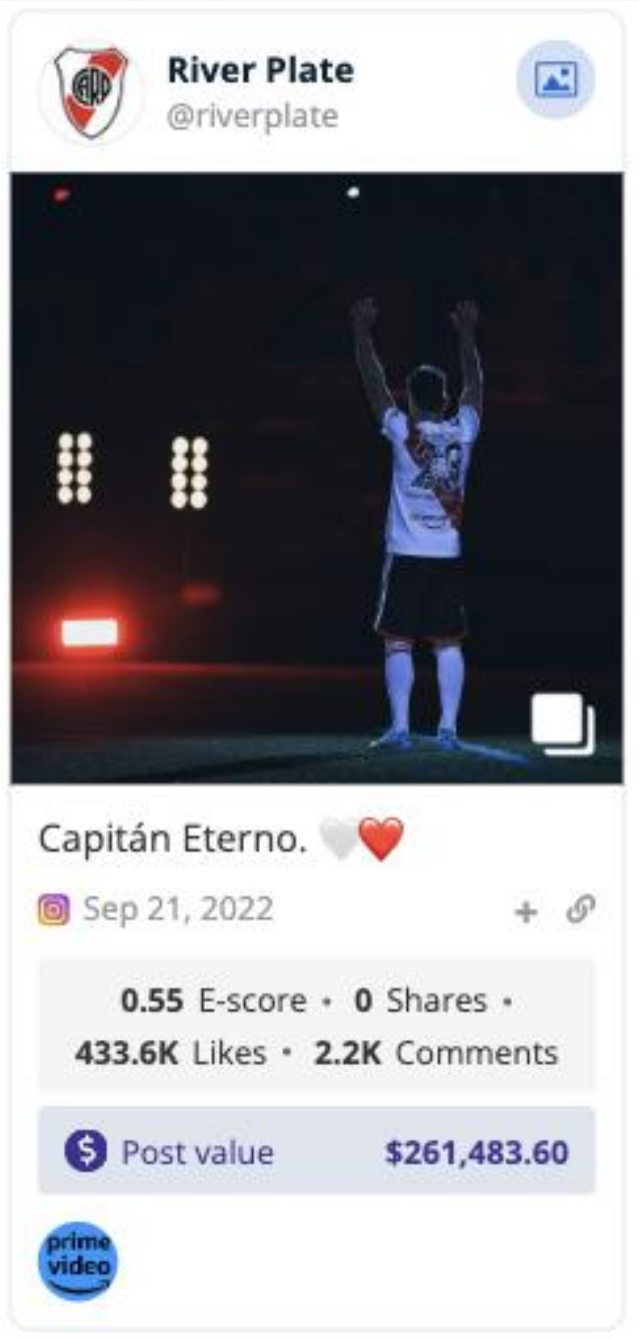


Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics

Best Practices: Back of Kit

It’s becoming more common for brands to sponsor the back of soccer kits, whether for a match or training jersey. Maintaining the balance between a good image and brand visibility is an art achieved when a team’s different departments work together: from the photographer on the pitch to the management of social networks.





Best Practices: Kit Apparel

Kit apparel suppliers likes Puma, Nike, and Adidas adorn not only match and training jerseys, but other player gear as well. When South American or European teams travel or arrive at the stadium, players are photographed wearing warmups or sweat-suits made by the team's apparel sponsor — which is a bit different from USA leagues where players wear smart casual or luxury brands. Independiente posted these images of players giving exposure to technical sponsor Puma.





Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics

Best Practices: Training Day





Training content is one of the best ways for teams to give exposure to sponsors. Unlike a match where there is less control over the action, training offers the social team and photographers the “perfect” shot, especially for ground adboard and training kit sponsors.

Datos del 4 de junio al 25 de octubre de 2022

Best Practices: Sponsor x Digital Activation

Social and digital assets offer teams the opportunity to pair a sponsorship with a specific content like match schedules, league standings, and player of the match. For the Torneo Binance 2022, the league created match graphics with partners like Binance, BNA, and TCL.







Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics

Total Engagement by Social Network

Liga Profesional de Fútbol

1	Instagram*	6M
2	TikTok	2,2M
3	Facebook	1M
4	Twitter	513K
5	YouTube	204K

Argentine Teams

1	Instagram*	271,5M
2	Twitter	35M
3	Facebook	28,3M
4	TikTok	18,3M
5	YouTube	529K

**Instagram timeline posts (no Stories)*

Average Engagement per Post by Social

Liga Profesional de Fútbol

1	TikTok	**51.1K**
2	Instagram*	**9.2K**
3	Facebook	**613**
4	YouTube	**260**
5	Twitter	**84**

Argentine Teams

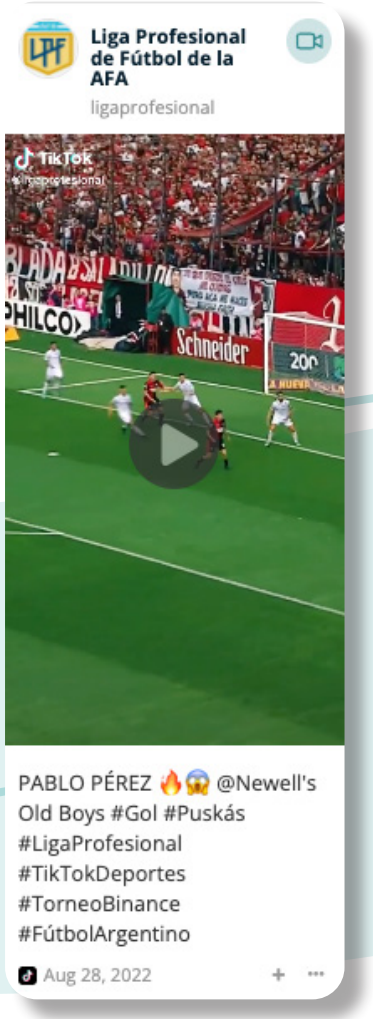
1	Instagram*	**16.5K**
2	TikTok	**15.8K**
3	Facebook	**1.3K**
4	Twitter	**716**
5	YouTube	**218**

**Instagram timeline posts (no Stories)*

Top 3 Most Engaged Posts: Liga Profesional de Fútbol

1

576K



2

509K



3

403K



Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics

Total League Followers

LIGA PROFESIONAL DE FÚTBOL

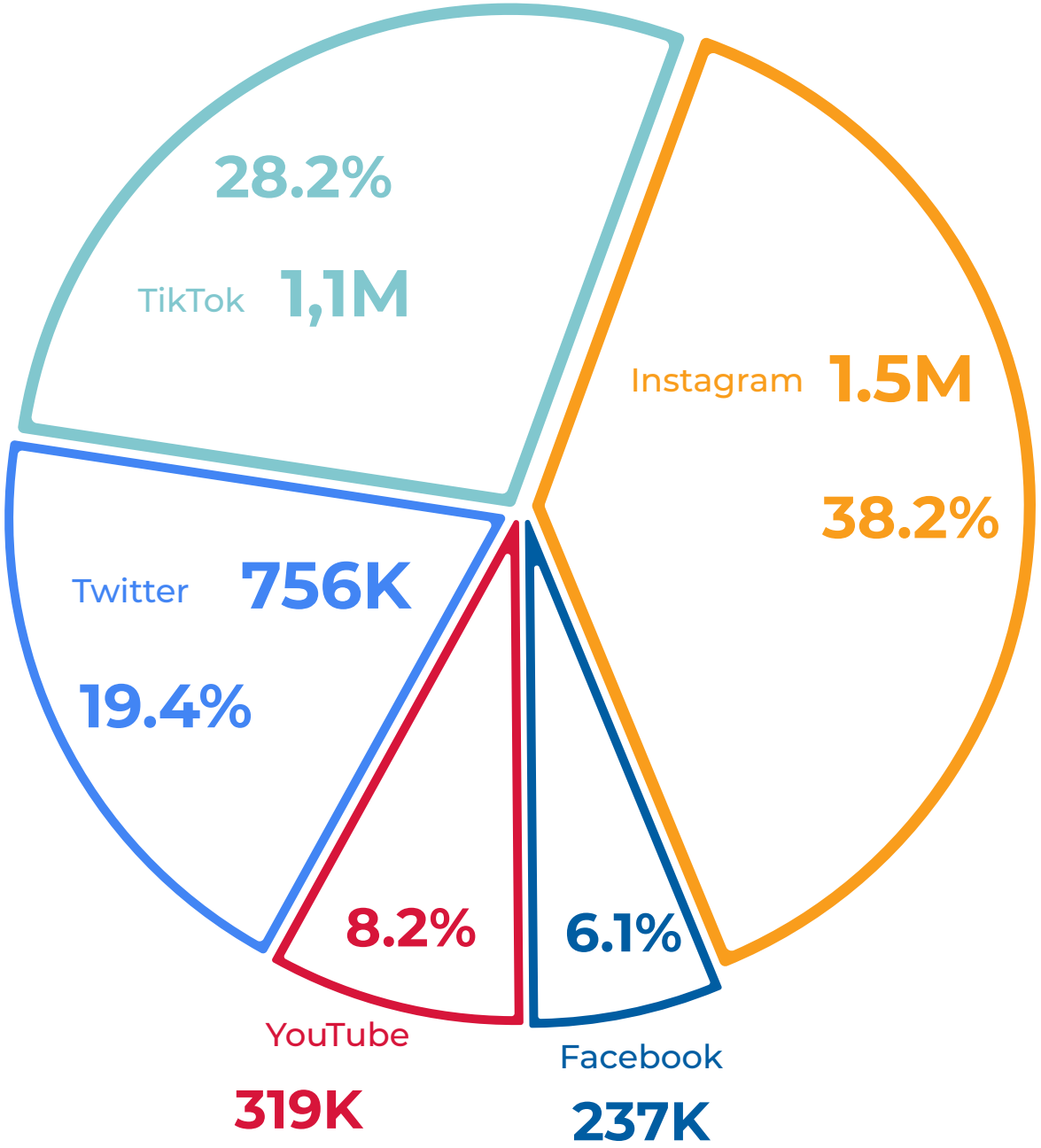
3.9M Followers

New Followers

+685K

Largest Follower Increase

+328K TikTok



Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics

Total Team Followers

ARGENTINE TEAMS

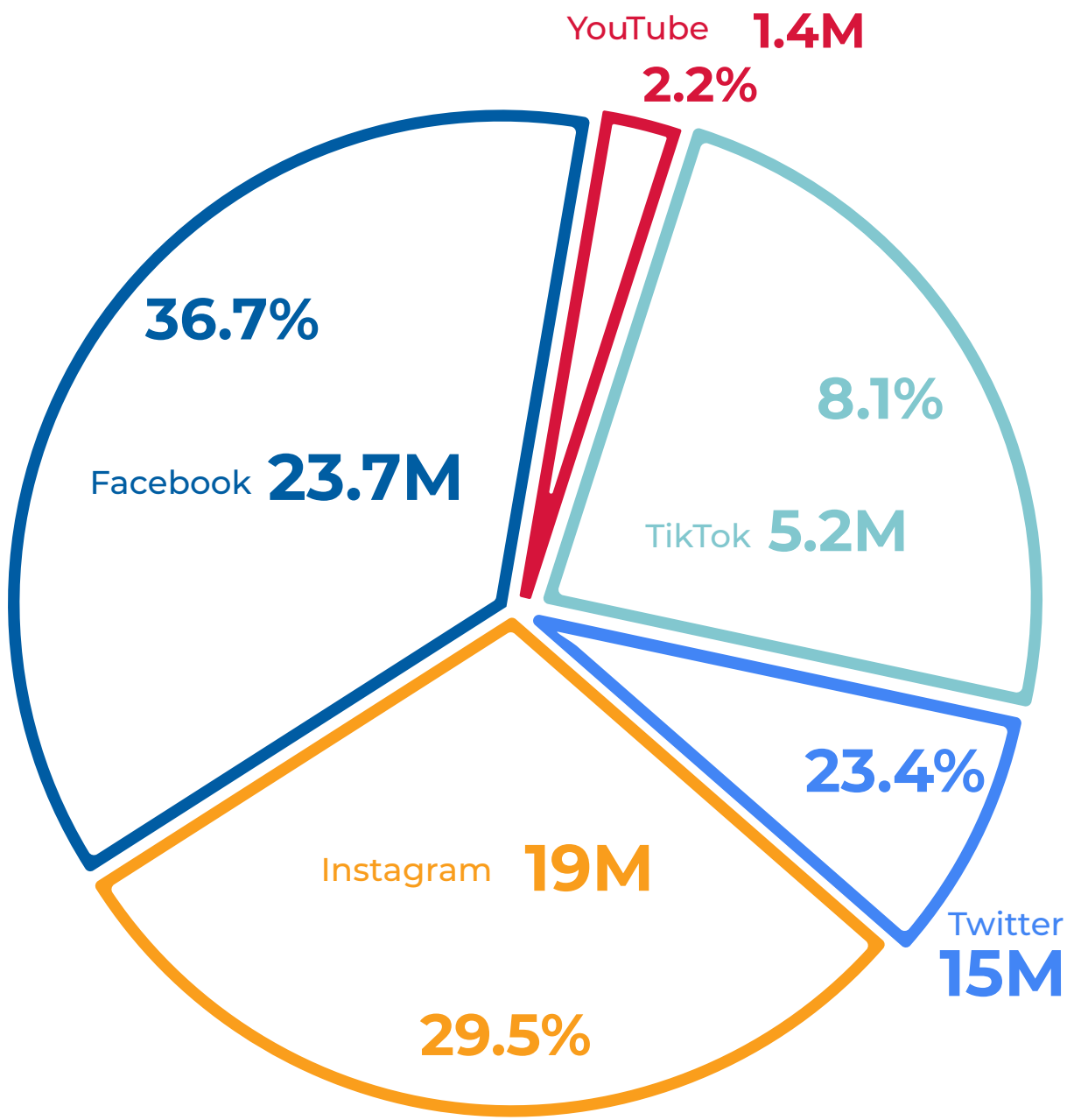
64.6M Followers

New Followers

+4.7M

Largest Follower Increase

+1.77M TikTok



Data from 6/4/2022 - 10/25/2022 in Blinkfire Analytics



ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email at **bizdev@blinkfire.com** or visit **www.blinkfire.com**.

<blinkfire> analytics