

CASE STUDY

HAMPSHIRE CRICKET

CHALLENGE

Hampshire Cricket wanted to reframe their approach to digital content and social output. A key area of focus was improving their ability to quantify and create new assets for commercialization. Hampshire Cricket looked to shift from exclusively offering traditional commercial assets to incorporating digital content as part of a partner's activation rights.

SUCCESS

Three months into using Blinkfire Analytics, Hampshire Cricket's marketing and commercial teams unlocked greater efficiencies in social media engagement measurement, enabling more insight-led content generation and output.

Reporting capabilities significantly improved in two ways.

- 1 Level of detail and efficiency. The communications team no longer needed to compile data from multiple sources, and the club automated reporting processes, controlling what and when to report.
- 2 The commercial team worked closely with communications and marketing to identify growth opportunities and new ways to package, sell, and report. For example, Hampshire Cricket prioritized Instagram based on trends and metrics identified through Blinkfire.

The communications and marketing teams developed a Social Media Guidebook — a tangible and quantifiable rule book for content strategy and execution, that focuses on best practices, growth opportunities, and publishing strategy.

Social media assets were presented in a more effective way to partners while senior leadership was better equipped to quantify the value of social and digital media.



Instagram followers
increased 27%
in 2020

Instagram Avg Eng/Post
increased 19.5%
in 2020 vs 2019



Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, 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.

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