

CASE STUDY

MOTHERWELL FOOTBALL CLUB

Motherwell FC focuses on personalized social media content for fans, increases year-over-year post engagement by 50%



OVERVIEW

Motherwell FC's loyal fanbase consists of more than 4,000 season ticket holders based in a local market of 90,000 people. Within this marketplace, Motherwell FC competes with Celtic FC and Rangers FC, the country's two major teams who play 10 miles away in Glasgow. Digitally, the club recognized an opportunity to not only serve its current fanbase, but also create new opportunities with different audiences and partners. Motherwell FC partnered with Blinkfire Analytics to measure real-time social media analytics and sponsorship exposure.

CHALLENGE

With limited resources and a small, but mighty team spanning digital media, social media, and content marketing, Motherwell FC relies on data to shape their daily decisions and strategy. The team wanted to effectively create content, analyze data, and develop reports, including measuring sponsorship exposure and presenting digital placement opportunities to new brand partners, while quantifying its effectiveness in near real-time.

Blinkfire Analytics has been influential for us in helping shape our digital decisions and realize our true market value for sponsorships. For a club our size, this tool is invaluable in us knowing where we stand in the industry.

Alan Burrows
CEO, Motherwell FC



BY THE NUMBERS

*YoY: Aug 1, 2018 - July 31, 2019
vs Aug 1, 2017 - July 31, 2018
Facebook, Instagram, Twitter,
and YouTube

Engagement
per post
+50% y/y

Instagram
Engagement
+72% y/y

Total
Engagement
+33% y/y

Sponsorship
Earned Media
+78% y/y

APPROACH

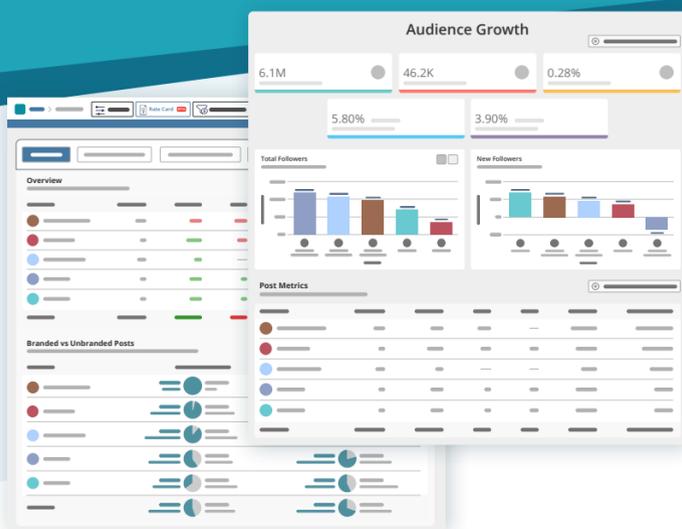
Motherwell FC leveraged its fanbase as well as social media's expansive audience to tell the story of the club through brand building, while ensuring engagement growth and monetization opportunities. Blinkfire Analytics offered the real-time platform, reporting tools, social media and sponsorship analysis, and Customer success team to help Motherwell FC reach its full social and digital potential.

SOLUTION

Motherwell FC focused on the club's three key areas: social media analytics, demographics, and sponsorship value. By utilizing Blinkfire Analytics' customizable reporting features, Motherwell FC better understood what content was most engaging and built audience data around the insights -- creating a stronger social presence and providing sponsors with added value.

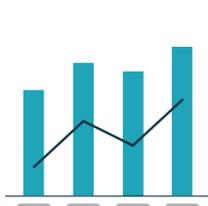
RESULTS

Leveraging Blinkfire Analytics' social media, audience, and brand insights, Motherwell FC executed a data-driven strategy around content performance, fan engagement, and sponsorship, driving more engagements, more efficiently across their owned and operated social channels.



Year-over-year social media growth

During the 2018-2019 season from August 1, 2018 - July 31, 2019



overall engagement
increased more than
33%
compared to the
previous season



average engagement
per post was up
50%

Created an internal rate card by forecasting the value of prospective partnerships through the measurement of specific, unsponsored social and digital content (white space analysis).



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.



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

