

## **Expanding and Leveraging Buccaneer Social Media**

The public has shown, when it comes to brands, it supports and is influenced by social media. The more focused, cohesive and visible a social media campaign appears, the more likely it is to be perceived as a category leader.

Our overall goal of expanding and implementing these particular social media initiatives is to create a synergistic brand impression that is larger than the sum of its parts. To make football fans and even pundits believe the Buccaneers are becoming category dominant players and likely to win in the 2012 season.

Our intent is strategically use every social media with reach to punch above our weight.

Our Target Market are users of both older and newer formats of social media as this segment of the population exercise considerable influence on existing perceptions. Our objective is to create an irresistible and appealing experience for each of them.

To that end, the social media initiatives below are reality based—and executable in real time. Each is focused on brand awareness, generating both excitement for the team and on behalf of sales of both tickets and merchandise. Each initiative is tightly focused, striving for no more or less than the messaging requires and each will act as a tactic to extend the brand identity created by Mutt – as well their emphasis on visual excitement.

### **FACEBOOK**

Launch a “Countdown to 500,000 Campaign.” Leverage our existing Facebook fans to help us reach 500,000 followers in 3 days. The reward for their efforts in recruiting an additional 15,000 fans within this time frame will be a 2 minute video tour of the locker room and practice fields hosted by a player via flip-cam. (This player will be chosen in conjunction with PR for his confidence exuding personality and ability to ask off the cuff questions to his teammates.)

## ACTIONS:

- Select player. Shoot and edit footage.
- Announce the Countdown to 500,000 on Facebook.
- Enlist players to tweet the campaign to their followers encouraging them to retweet the message..

## ASSETS REQUIRED:

- Join The Fight graphic.
- Photo of team huddle
- Flip cam video messages from players asking existing FB to help us hit 500,00 and teasing the video prize...

## **GOOGLE+ LAUNCH**

We don't lack for content. A Google + site could be easily populated with existing content and updated weekly.

## ACTIONS:

- Populate a Google + Circle
- Email existing fans to sign in to our new Google+ venue.
- Host circles to respond to fans.

## ASSETS REQUIRED

- Blogs & More blogs

Schedule

Roster

Videos with players talking about “The Buc Life”

## **PINTEREST**

Pinterest is not known for building long-term relationships but it does move merchandise and attracts typically one time viewers at a rate that far exceeds Facebook.

## **ACTIONS**

Populate at least 4 boards for users to pin.

## **ASSETS REQUIRED**

Merchandise for “Buc Style” board

Fan pics for “Join The Fight” board

Buccaneers Player pics

Fans with flags & flag pics for “Hoist the Flag.”

## **TWEET UP**

Leverage success of Gerald McCoy event with a public service community event .

During the event --which could involve helping build a house or painting a school. While the activity is underway players respond to questions from fans who show up to help --as well as those who tweet questions. The play by play of the event will be broadcast by twitter. (This is an event we can also webcast.)

## **ACTIONS**

Meet with PR

Select players and location

Promote by Twitter, web, Facebook, email and Google+

## **ASSETS REQUIRED**

Event ideas

Players

Live stream tweet capabilities on site.

### **foursquare.**

In the last years, 8,967 Bucc fans checked into Raymond James Stadium a total of 18,871 times. The loyalty of users of this mobile app in their obsession to be crowned Mayor of RJ is there. We need to tap it to build it. In July, the app will make an effort to monetize their users in a more visible way than their previous sale of personal data on visitors to national chains. They will allow local destinations to advertise personalized discounts beginning in July once a NEW users have checked in at a destination.

## **ACTIONS**

Honor the existing Mayor of RJ Stadium on Facebook and on the Site.

Contact Foursquare as to our interest in their terms and pricing.

Choose either food, beverage or merchandise as a destination offer.

Ask if we can offer the same or a lesser discount to users who can show at least 25 visits.

## ASSETS REQUIRED

Picture of current RJ Stadium Mayor, copy and announcement of offers across all social media once determined if that is acceptable to 4square.

## **Instagram**

This app has had a remarkable appeal to a highly visual generation. It lets people take distinctive photos and share them on their Facebooks pages or set up pages for their followers to view their pictures. In addition it offers Instagrids for specific photo essays. Best of all, so far only the University of South Florida has used this wildly popular app. Numerous Instagram photos however were taken at our draft pick party! If we move fast, we can own this space.

## ACTIONS

Determine content we want to use to populate a grid

Ask our web and FB fans to contribute their Instagram photos to our grid and set up specific event Instagrids.

Instamessage new grids.....to our Instagram followers.

## ASSETS REQUIRED

Photos taken using the Instagram app of our team, stadium, etc.