

10 Ways to Commercialise Fan Engagement

Playbk****

OVERVIEW

Professional sport has been hit hard by COVID-19. Teams around the globe have been forced to lay off staff, players have taken pay cuts, broadcast deals have been re-negotiated, and matches have been played in front of empty stadiums.

However, like the most resilient athlete coming back from injury or defeat, professional sport too will bounce back and use this time to improve. Innovative clubs have seen the pandemic as a way to re-invent their business models, and consider what the new world looks like when it comes to engaging fans and driving new commercial opportunities.

Some clubs have taken small steps to explore how the rise in the educational technology (EdTech) sector can play a role in the new world, by exploring the intersection of sport, technology and education to engage fans and generate revenue in the process.

How ready is your club to leverage these new world opportunities?

Our 10 ways to Commercialise Fan Engagement could be the starting point in reinventing how your organisation breaks through the COVID fog.

Know Your Purpose

1



Running a few Zoom sessions during the pandemic isn't a SportsTech strategy – it's a reaction.

Even launching your first online course doesn't necessarily indicate you have a true purpose.

Purpose is long-term, considered, aligned to the organisation strategy and resourced. Understanding your purpose will deliver long term benefits, lasting well past the initial Zoom sugar hit wears off.

Make Data Driven Decisions

2



Investing in your own tech product ensures you own the data and can use this to make decisions to enhance your offerings.

This data is also a valuable commercial asset as you attract corporate sponsors to the platform or individual products.

Time on platform, enrolment numbers, demographics and learner behaviour are all important data points that can be translated into attractive corporate partner packages.

Play the Long Game – Fan Avidity

3



Engaging with new fans, young and old, through technology is a great way to bring the clubs' unique value proposition into classrooms and loungerooms around the globe.

Targeting specific demographics with well thought out, value driven experiences for end users will uplift your club's profile and encourage a new fan base to consume other products the club has to offer.

Customise The Experience

4



Netflix, Spotify and Amazon are experts at using data to customise our experience when consuming their products.

Through accurately identifying your audience and creating content specific to them, pro sport can achieve the same customised experience for their fans.

From skill development for teenagers, to corporate leadership for adults, every club has the knowledge from within to develop a customised sports tech experience for their fans.

Create Emotional Connections

5



Great content engages the hearts, minds and passion of the audience.

Athletes have incredible stories to tell, which often connect and inspire a wide audience who can relate it to their day to day lives.

Same for coaches, CEO's and the wider staff within the club. These emotional connections will keep your audience coming back to hear more.

Authentic Transfer = Impact

6



The true measure of a successful strategy which fuses sport, technology and education is impact.

Sharing the wisdom from within the club and delivering this with a goal of impacting learner behaviour is paramount to engaging more fans and delivering commercial returns.

All clubs have social impact strategies - this approach is the new dawn of having wider and greater impact.

Think Global, Act Local

7



Face to face will always be crucial in any fan or community engagement strategy – but it does have its limitations.

By building on top of successful face to face initiatives with technology your club can now reach thousands of expat fans residing interstate or overseas.

Sure, you might have a key local demographic, but tech will allow you to reach more fans, provide more options and generate more revenue.

Harness Elite Brands & Profiles

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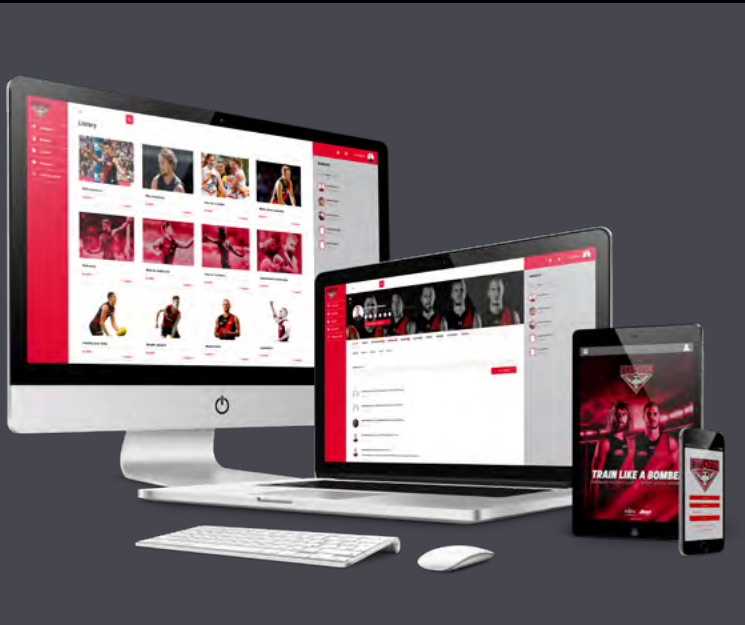


Harnessing the brand and profiles attached to your club will amplify your ability to connect with a wider audience.

Millennials, Gen Z and the next generation of fans (Alpha Gen) are shifting the way they 'barrack', often following their favourite players as well as their team.

This presents opportunities for clubs to engage with fans outside their traditional base, harnessing the elite brands of their organisation.

Own Your Digital Asset



A number of learning portals or webinar tools on the market offer what seem like economical entry points – too good to be true you might think?

Most often this will come with a hidden cost – data ownership, branding and innovation are just a few of the numerous restrictions these platforms impose.

Owning your own digital asset affords the luxury of being in complete control of data, innovation, intellectual property, revenue streams and commercial sponsorship.

Playbk's approach provides a perpetual digital asset for our partners, setting us apart from our competitors.

Diversify Revenue Stream

10



EdTech is expected to grow to be an over \$400 billion dollar industry by 2025.

Many professional sporting clubs are missing out on generating revenue from this booming sector by creating content for their fans and wider audiences.

Fusing sport, technology and education is the first step in maximising your organisations capacity to diversify revenue streams leveraging the tailwinds of a boom in EdTech.

About Playbk

Playbk is a leading SportsTech company bringing dynamic, digitally enabled online learning content to new and existing fans.

Playbk works with your team by harnessing your logo, players, coaches and administrators and uses the power of those 'brands' to create learning opportunities that clubs can commercialise.

As SportsTech trailblazers, Playbk fuses education and fan engagement – at scale.

Playbk's full-stack digital approach provides strategy, portal design and development, marketing and technology solutions that seamlessly work within and uplift existing business functions.

Playbk continues to focus on innovative solutions for organisations across elite sport, education and not-for-profits to connect with fans in authentic and meaningful ways.

At Playbk we create experiences that people remember.

If you want to see more of what are about, you can find it all on our website: www.playbksports.com

If you've seen enough and want to be involved, please email: info@playbksports.com

Playbk

Unrivalled Fan Engagement

www.playbksports.com