



# WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



## Subject: Social Media Activities

WORLD  
SQUASH

WSF

- ◆ Summary: How to integrate a consistent social media strategy to better promote our sport and its athletes. Includes best practices from other sports



## **Subject: the crucial role of social media for a sporting body**

- ◆ **Nearly 3.2 billion people use social media regularly.**
- ◆ **Many of those people don't just follow their friends and family—they follow brands.**

**Social media allows you to:**

- ◆ **Develop your brand and your brand's voice while constantly see what your ideal customer wants and needs.**
- ◆ **Improve your search engine rankings.**
- ◆ **Interact with your customer base. Address problems quickly.**

## **Subject: the crucial role of social media for a sporting body**

**The web 2.0 and social media today.**

- ◆ **Social media platforms are an important part of marketing for businesses. But which one's the best?**
- ◆ **The short answer: There's no single platform that's best for all businesses.**
- ◆ **Facebook – Twitter – Instagram – LinkedIn – Snapchat – Pinterest**



# CONTENT APPROACH



WHO

WHO ARE THE AUDIENCE?



WHAT

WHAT ARE THEY EXPECTING ?



WHERE

WHERE ARE THEY ARE LOOKING FOR (FB, IG OR TWITTER) ?



WHEN

WHEN ARE THEY LOOKING ?



WHICH

WHICH CONTENT MAKES THEM ENGAGE?



HOW

HOW THEY WANT THE CONTENT (FORMATS) ?





70%

of sports fans prefer match updates in social media than watching it live

60%

of sports fans use social media & messengers to update their stories during match days

78%

of millennial sports fans look for non-game sports content to engage with their fav sport

33%

of Middle East SM consumers say that they use social media to follow sports news and events.

# Subject: the crucial role of social media for a sporting body

## A Multi-Platform Approach

- ◆ B2B or B2C: B2B LinkedIn, B2C Facebook
- ◆ Target Market: 18 to 35 Yrs Pinterest; In SG Twitter is ineffective.
- ◆ Desired Outcomes – Sell or Create Awareness

## **Subject: the crucial role of social media for a sporting body**

### **Track your progress**

- ◆ **Monitoring engagement (shares, likes)**
- ◆ **Identifying key influencers**
- ◆ **Monitoring how many backlinks you get**



## Subject: the crucial role of social media for a sporting body



August 2021 - 51.3K Followers - October 2022 - 71.4 K Followers

- Success that we had with RI lies:
- cooperation of the players and coaches.
- Film fun and engaging content for reels.
- This ensured that the page reached far and wide, even to those who did not have knowledge about Rugby and brought them into the sport.

# Subject: the crucial role of social media for a sporting body

HCL for Sports



WHAT WORKED.

October 2022 - 93.3 K Followers

Event updates, player stories & Live coverage

**HCL For Sports**  
Published by Satish G. on 23 September

**TAKE A BOW! KENZLY** 🏆  
Kinzly Ayman racks up her second PSA Tour title, winning 3-0 denying Sunayna Kuruvilla a maiden title.

Squash - PSA World Tour | Squash Rackets Federation of India | HCL Enterprise - See more

**Performance for your post**  
16,533 People Reached  
635 Reactions, comments & shares

613 Likes	613 On Post	0 On Shares
16 Comments	16 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
73 Post Clicks	22 Profile views	0 Link clicks

**NEGATIVE FEEDBACK**  
0 Hide post  
0 Report as spam  
0 Unlink Page

**HCL For Sports**  
Shared by HCL Sports on 19 October

**A marvellous day, an even more marvellous evening!**  
At the 19th HCL International Championship, made possible by incredible players with incredible stories & a grand Dinner hosted by HCL. Visit the link to check the standings. 🏆 - See more

**Performance for your post**  
31,224 People Reached  
429 Reactions, comments & shares

412 Likes	412 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
4,034 Post Clicks	3,884 Profile views	33 Link clicks

**NEGATIVE FEEDBACK**  
0 Hide post  
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Views



101,000,000+



Minutes Viewed

100,000,000+



Unique Viewers

60,000,000+



Impressions

350,000,000+



Engagements

25,000,000+



Followers

850,000+

## The OTT Promise – Web 2.0

### Originally Solving For:

- ◆ Fans and Sports Bodies and Content Owners
- ◆ Subsequently, attempted to address the limitation of Social Media

### The Problem Statement:

- ◆ Social media platforms steal our data, content and keep most of the revenue.

## The OTT Promise – Web 2.0

How Does an Owned OTT Platform solve for this:

### The Solution, Evolution and Challenges of OTT

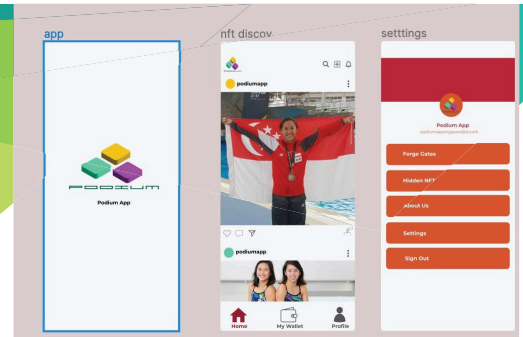
- ◆ Costs – Building an app; CDN; Encryption; GTM.
- ◆ Piracy – Lack of legislative will. ManU feasibility study
- ◆ Technology – latency, lags, buffering and picture quality
- ◆ Business Model and Revenue – Subscription and sponsorship driven

# The OTT Promise – Web 2.0

## Building For Today and Tomorrow

1. Technology: SaaS is the new sexy
2. Solving for Fragmentation. Is PlayMersiv OTT or it Social Media?
3. Data is the Real Game
4. Monetization:
  - D2C or BB2C. Samsung, M1 and Eleven Sports. Cost – Return benefit
  - Subscriptions
  - Social Commerce
  - Sponsorship – Lead Generation

Plan for Tomorrow – Cannibalization is down the road. PlayMersiv to Podium 2.0 to 3.0. Enter the Metaverse



# OTT

Tomorrow and 3.0

PlayMersiv to Podium. Decentralised – Blockchain – NFTS – Tokenomics.

