

Professional Sports Teams



What they care about

1. Maximize ticket sales for games and matches
2. Strengthen team brand to build your fanbase
3. Entertain and engage with fans at live events
4. Keep fans informed with the latest news and updates
5. Easily collect fan contact information

All-in-One Marketing Feature

1. MMS, social media, mobile keywords, SMS blasts
2. Email newsletters, SMS texts, mobile eCards
3. Text-to-screen, mobile voting
4. SMS blasts, email blasts, social media
5. Mobile keywords, online sign-up pages, Facebook sign-up page

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many professional sports teams are already using successfully to fill stadiums at every game and keep fans in the loop with the latest team news.

Questions

1. How are you increasing attendance for games and matches?
2. How are you piquing public interest for your team to get more fans?
3. What are you doing to engage entertain fans during live events?
4. Are you keeping your fans up-to-date with news and announcements?
5. How are you collecting contact information to communicate with fans?

Benefits Statements

1. Get a packed house for all sporting events by sending enticing game day photos and videos with MMS. Rile up fans and stir up excitement with social media posts leading up to games to encourage fans to get their tickets.
2. Boost the number of fans wearing your team jersey. Garner new fans and retain mind-share by promoting brand awareness through player-endorsed merchandise sales, trades, and draft picks. Let fans know you appreciate their loyalty and support with mobile eCards
3. Turn the action over to the fans before the game and during halftime with text-to-screen. They can text shout outs, enthusiastic comments, and well wishes to a public display screen. You can even take a fun mobile poll to get an idea of fan favorites for a variety of topics.

4. Keep fans in the loop with updates on player profiles, jersey/gear sales, season schedules, and important news by sending email newsletters. Instantly announce game highlights and team wins/losses, player stats, and team news with SMS and email blasts and by posting on Facebook and Twitter
5. Effortlessly collect fans' contact information with mobile keywords, online sign-up pages, and Facebook widgets. Fans can register their names, mobile numbers, email address, screen names, and custom data so you can personalize and target your messages. Use the information you collect to send promotional messages and announcements

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]