

CASE STUDY

How Elche CF used match day content to sell sponsorship activations

CHALLENGE

With a small but innovative communications department in charge of media, social media, design, marketing and sponsorship, Elche CF needed an easy and user-friendly platform that provided accurate data in order to: 1) Define and grow communication & marketing strategies and 2) Increase the potential valuation of their social channels, so they could negotiate new and bigger sponsorship agreements.

SOLUTION

Thanks to Blinkfire Analytics, Elche CF discovered a great opportunity on match days during the 2018-2019 season. The combination of 'match days + Instagram' enabled the team to grow their engagement and increase the value of their social channels, making them more attractive to new sponsors.

While other teams in the league posted 8-10 Instagram posts on match days, Elche CF posted one to two times. Over the next three months, the team increased their social media posting, resulting in Elche CF moving from 17th to 10th in LaLiga Smartbank's engagement ranking and doubling the potential earned media value of Instagram .

At the end of the season, Elche CF used Blinkfire Analytics to find that digital assets posted on match days received higher engagement among their followers. Blinkfire's match day report helped Elche CF sign an agreement with BeSoccer for the 2019-2020 season, and BeSoccer now sponsors Elche CF's game preview, and line-up posts.



2018-2019 MATCH DAYS ON INSTAGRAM:

100% increase in engagement

85% increase in follower growth

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 info@blinkfire.com or visit www.blinkfire.com.

