

Connecting with the Customer

Speaker:

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Digital Media Manager, English Premier League Side Everton Football Club

Scott McLeod – Everton Football Club

Engaging Digitally:

An insight into campaign
success across social and digital
platforms at Everton Football
Club



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Social Media Recognition

“Everton is one of the few clubs to take the time to respond personally to fans... displaying a light touch and appearing at ease conversing with followers.”

Accepted Socially Premier League Report

March 2014

(report ranked Everton

2nd in the Premier League)



Setting & Understanding Goals

- Filling the Stadium
- Making Fans Proud to be Blue
- Creating a Single Customer View
- Campaigns driven by personality and intelligent analytics
- Supporting the 'Four Pillars'

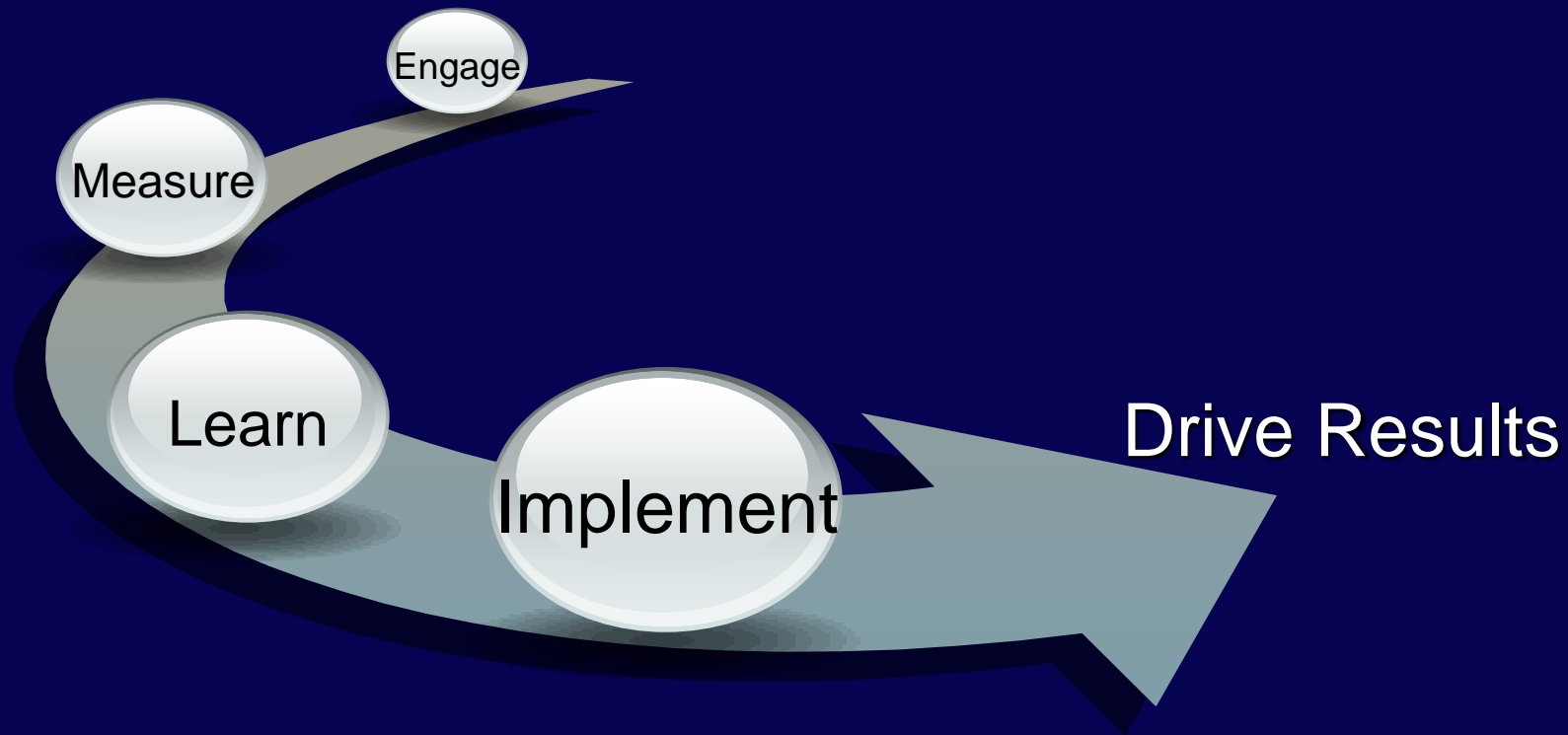


Supporting The Four Pillars





Social Engagement Cycle





Delivering For The Fans

- 50% of website traffic is from mobile devices
- Mobile apps have supplemented traffic, not relocated it
- Individual users engage on multiple devices throughout the day
- Integrated platforms provide opportunity for personalised content and messaging

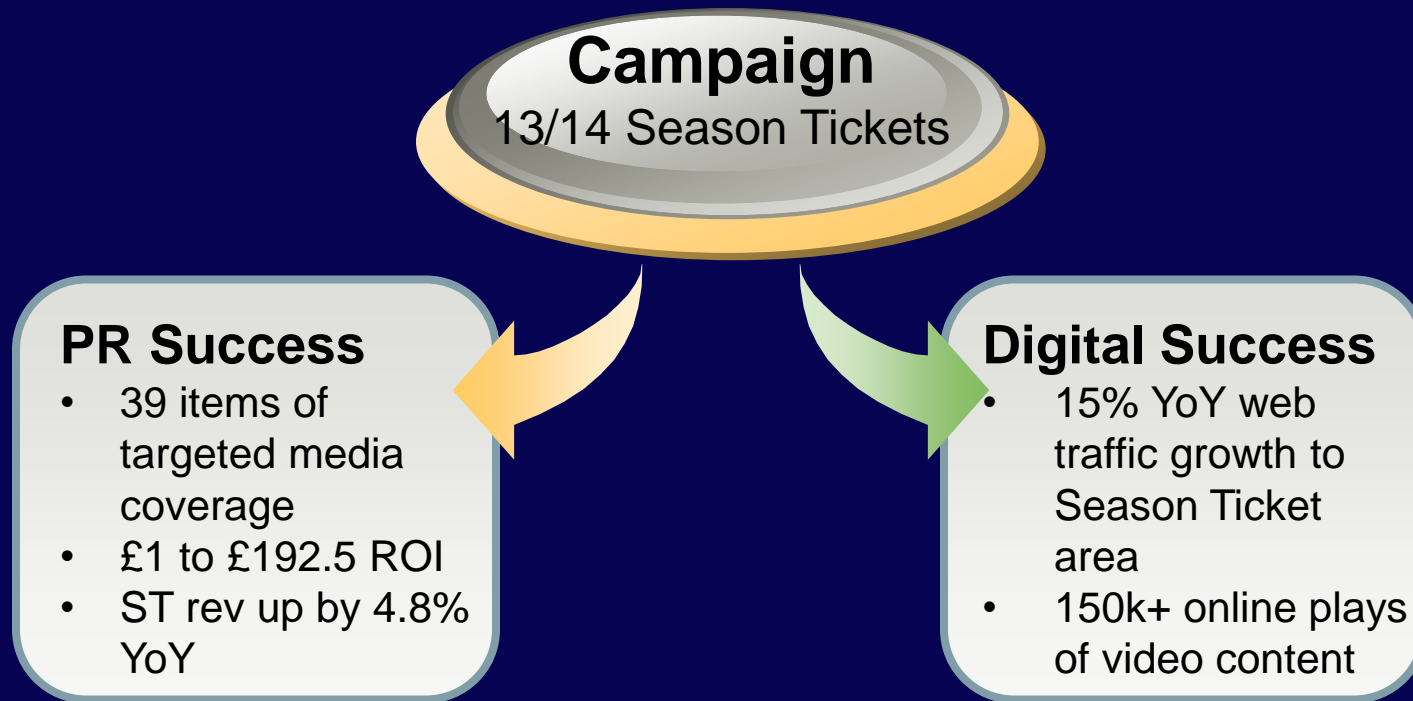


Make Their Day

- **Video 01**



'Make Their Day' Impact





Have Fun With Your Audience



- A simple light-hearted tweet about a wrestler's theme song led to an extended conversation – thousands of RTs, an unlikely friendship and great cross-promotion opportunities



Have Fun With Your Audience



WWE UK @WWEUK · Mar 6

WWE Superstar **Fandango** has arrived @Everton for his tour of Goodison Park... pic.twitter.com/is2MU4DC3s



A special visit by WWE star Fandango to Everton – all as a result of one light-hearted tweet...



Have Fun With Your Audience

YOUR EVERTON DRINKS XI

GK - BOBBY PIMMS (@Dtommo4)
RB - EARL GREY BARRETT (@tomwilko1990)
LB - JOHN BAILEYS (@gwladystweet)
CB - PHIL TEA BAGIELKA (@Bains_505)
CB - ANTOLIN ALCOPOPS (@PJGautrey)
CM - SCRUMPY JACK RODWELL (@tonyforshaw83)
CM - LEON COSMANPOLITAN (@emmalou_sykes)
CM - STEVEN PIENAAR COLADA (@SleekHorizon)
FW - ANDY GRAY GOOSE (@bluebm71)
FW - BRUCE RIOJA (@Clarkelanclarke)
FW - JOE PEPSI MAX MOORE (@srjones_wxm)

SUBSTITUTES

JAN MOCHA (@GP__15)
JAMESON'S MCCARTHY (@MikeHearty)
STEVEN CHARDONNAISMITH (@PattoBanton)
SEAMUS COCA COLEMAN (@JuliaDanMusic)
PEAR CIDER KROLDROP (@rob_1878)
SCOTCH GEMMILL (@Kevinm83)
CHRIS LONG ISLAND ICE TEA (@paupri10)

MANAGER

COLIN HARVEY WALLBANGER (@DarrenBernard1)

#COYBrews

- Everton Drinks XI
- Using twitter to give away mugs as part of the 14/15 Season Ticket campaign
- Resulted in 2,604 tweets and 42m timeline deliveries



The Ric Wee Effect



ANTICIPATION

- Ric posted his original tweet shortly after arriving at the ground
- It went viral after the fixture was postponed, generating 7,689 RTs



The Ric Wee Effect



DISAPPOINTMENT

- Ric's second tweet after the postponement alerted Everton's digital team to his story
- And responses to his tweets increased the virality



The Ric Wee Effect



SATISFACTION

- **Everton's digital team tracked Ric down and took him to meet the team**
- **This tweet received 3,321 RTs**
- **But it was the media frenzy it triggered which had the biggest impact**



The Ric Wee Effect

NOTABLE TWITTER REACTION



BBC 606 @bbc606 · Feb 12

Nice touch > MT @**Everton**: Don't worry - we're already well across it. And @**ric_wee** has been taken to the dressing room to meet the players.

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Joe Anderson @joeforliverpool · Feb 13

It was great to see the work done by @**Everton** with @**ric_wee** today. Giving an excellent impression of our City.

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Barclays Football @BarclaysFooty · Feb 12

Incredible gesture from @**Everton** giving Malaysian supporter @**ric_wee** a stadium tour and greeting with Baines and Martinez #YouAreFootball

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Liverpool Echo @LivEchoEFC · Feb 13

Malaysian fan @**ric_wee** who missed out on watching beloved @**Everton** thanks club for making his dreams come true liverpooecho.co.uk/sport/football...

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Daniel Brookfield @dpbrookfield · Feb 12

Absolutely brilliant that @**ric_wee** is getting to meet the players. I'm made up for him and it shows the type of club @**Everton** is.

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Henry Winter @henrywinter · Feb 13

Typically classy response from @**everton** rolling out the blue carpet & looking after visiting Malaysian fan @**ric_wee** after game cancelled

Expand

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RW @ric_wee · Feb 12

Today @**Everton** just prove again that its the People's Club taking extra effort to connect with fans. Salute the people running the club.

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Analyse Football @AnalyseFootball · Feb 12

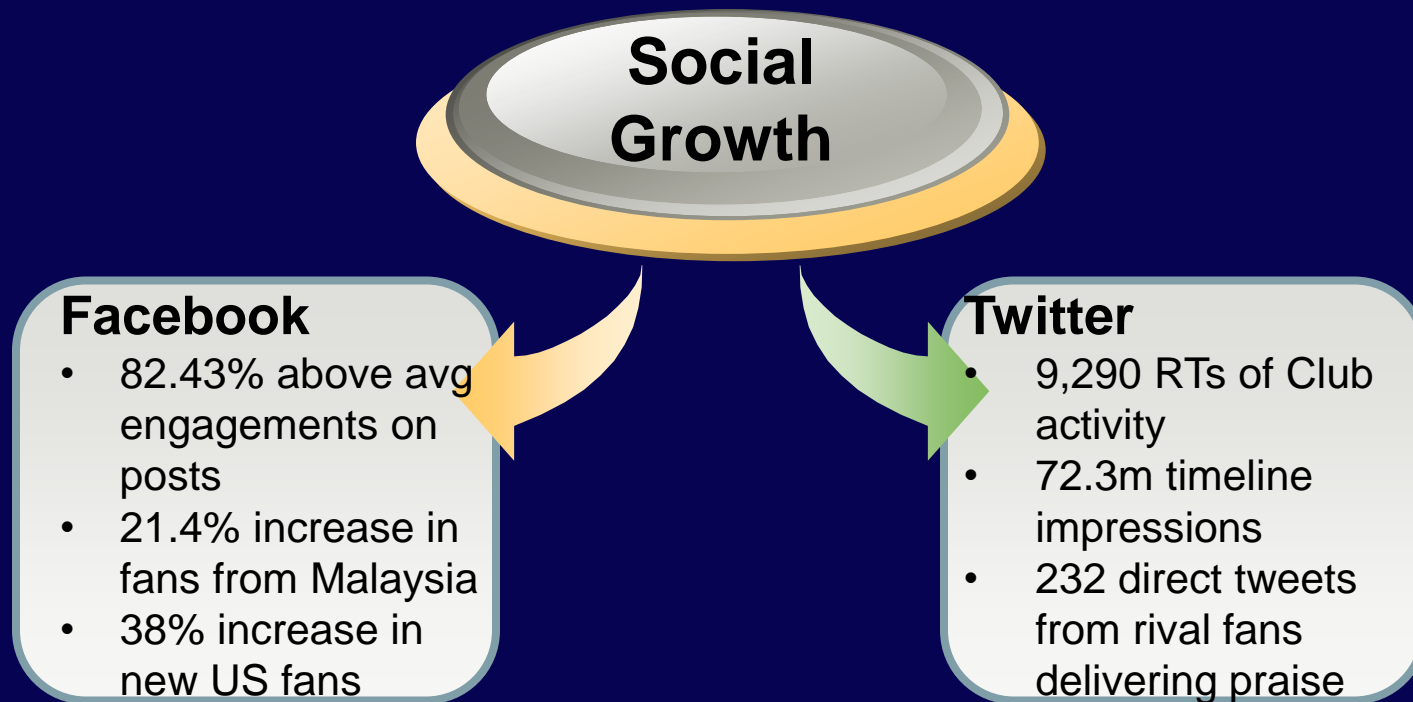
Absolutely class - @**Everton** have tracked him down at the stadium and now @**ric_wee** is going to meet some of the players.

Expand

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The Ric Wee Effect



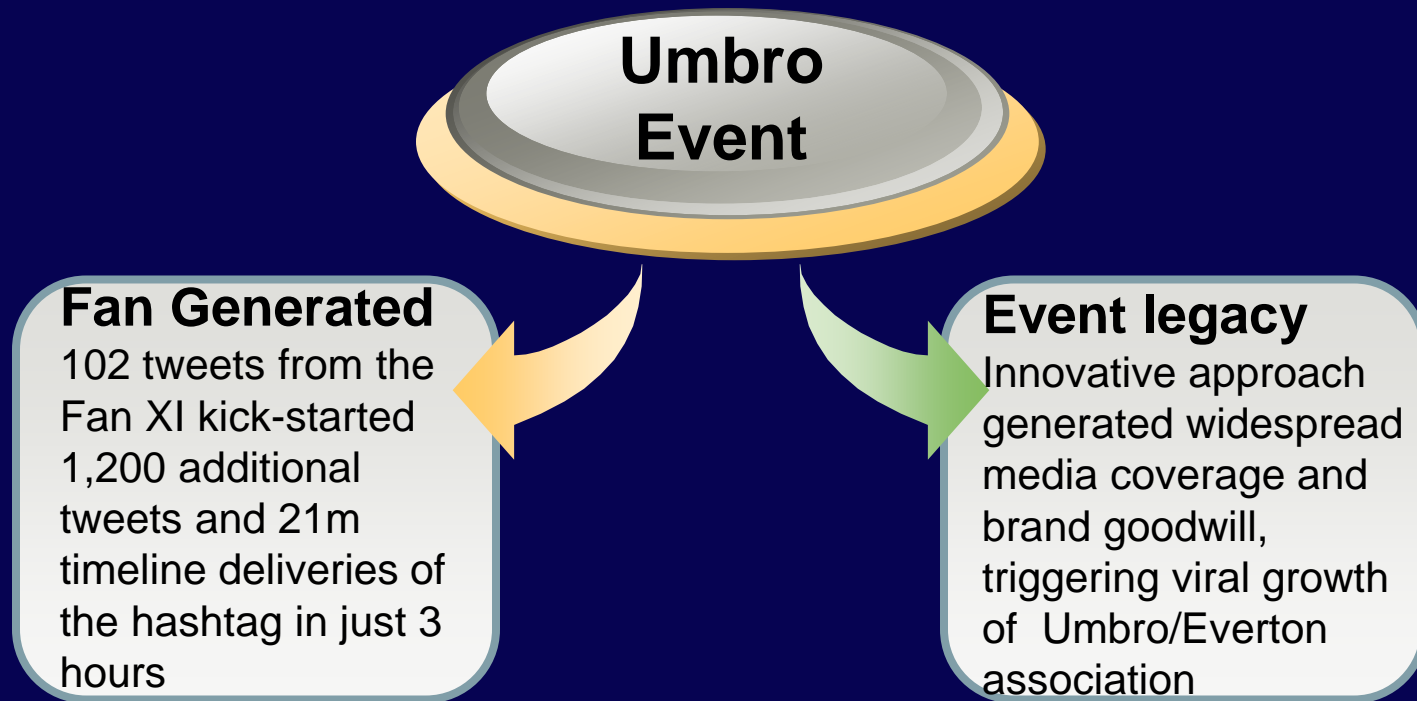


The #EFCfanXI

- Video 02



The #EFCfanXI





BlueCrimbo Gamification

TURN THE STREETS
BLUE
THIS CHRISTMAS

GET INVOLVED ON TWITTER
#BLUECRIMBO

www.evertonfc.com

Share this:   

COYB! Let's make it a #bluecrimbo. There's loads of ways to get involved.

TWEETS	FANS ON EVERTONFC.COM	SHOPPERS
2498	289708	1721
VIEW TWEETS	BUY TICKETS	BUY GIFTS

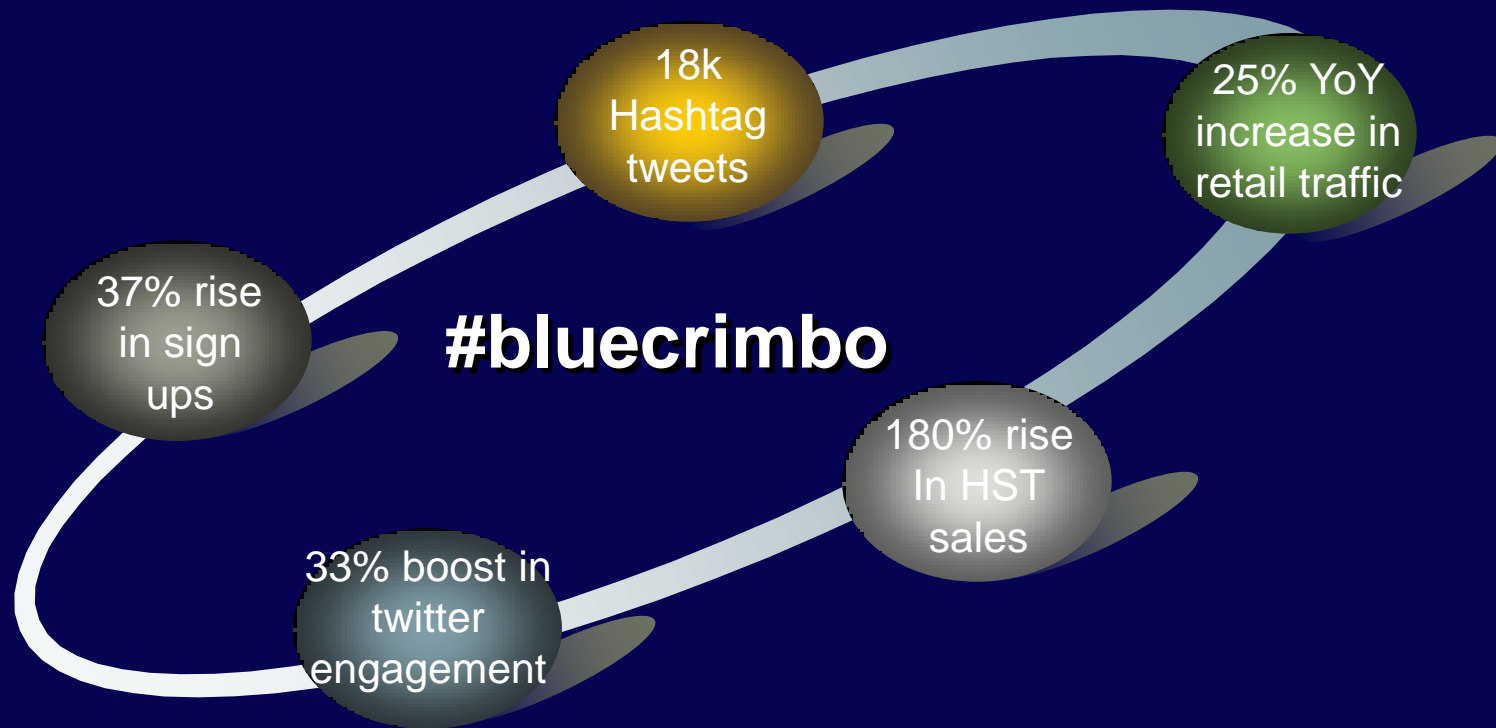


BlueCrimbo

- Video 03



Spreading Festive Cheer





Identifying The Audience



WIN: Fancy winning a signed @gerardeulofeu shirt? Click below to enter our free prize draw! #EFC

Reply Delete Favorite More

Win a signed Deulofeu shirt! Closes 25 March.



Enter for free now!

Share your name and email address with Everton

NEW FUNCTIONALITY

- Keep abreast of new solutions on social networks that could boost data gathering
- Integrate with a CRM system
- Measure engagement to help guide future initiatives



Social Engagement 13/14 Season



- 50% of the most commented fb posts include a question
- Fb interactions reach a peak the day after a fixture
- 2500% engagement increase from photo albums



- 173% increase in interaction when personality is injected
- 3000+ twitter conversations with fans
- 2500+ official accounts RTs of fans

Other

- Four times the social media engagement rate of comparable clubs – Newcastle and Aston Villa
- Innovative use of vine, instagram and google+



Our Key Learnings

- **Talk in a language the fans understand, using colloquial phraseology where possible**
- **Encourage interactivity, questions and responses**
- **Develop a strategy for wider utilisation of social platforms across the business**
- **Capitalise on the good days**
- **Be always 'online' to identify trends as they develop**
- **Be approachable and display humour**

Scott McLeod -

Thank You !