



# Data-driven Marketing for Sports Organizations

5

Clever ideas to excite, engage, and expand your fanbase... and win more revenue!

# Sports fans are awesome.

With their rainbow wigs and body paint. Their superstitious game rituals. Constantly planning around tee-offs, tip-offs, and kick-offs. And the way they always show up for their teams.

These are your people.

**They're also your bread and butter.** Knowing this, you need a proven strategy for understanding, engaging, and growing your fan base in today's fast-paced, intensely digital world... one where people have more options for spending their sports and entertainment dollars than ever before.

In this ebook, you'll discover how to use one of the most powerful tools you have as a sports organization — your data — to supercharge your fan marketing and outreach so you can better understand, electrify, and grow your fanbase (and your revenue!) in a competitive entertainment market.



## What's Inside?

Five clever ideas that illustrate how your sports organization can unlock the power of data to market smarter, grow revenue, and craft thrilling experiences that leave your fans begging for more!

# You have a lot of fan data.

But is it enough or is it the right data to score a marketing win? Think about it.

*Is it up to date and accurate? Is it verified, or is it “self-provided” by fans via informal surveys or websites? Is it detailed enough to segment and target fan groups for special offers?*

If you answered “no” or “I don’t know” to any of these questions, your marketing may be suffering due to data staleness, errors, and an overall lack of relevance and precision.

**In short, you need to know more.** Take a step back and imagine seeing beyond your basic fan profile data and demographics. Instead, what if you could better understand where your fans are in life *so you could meet them there?*

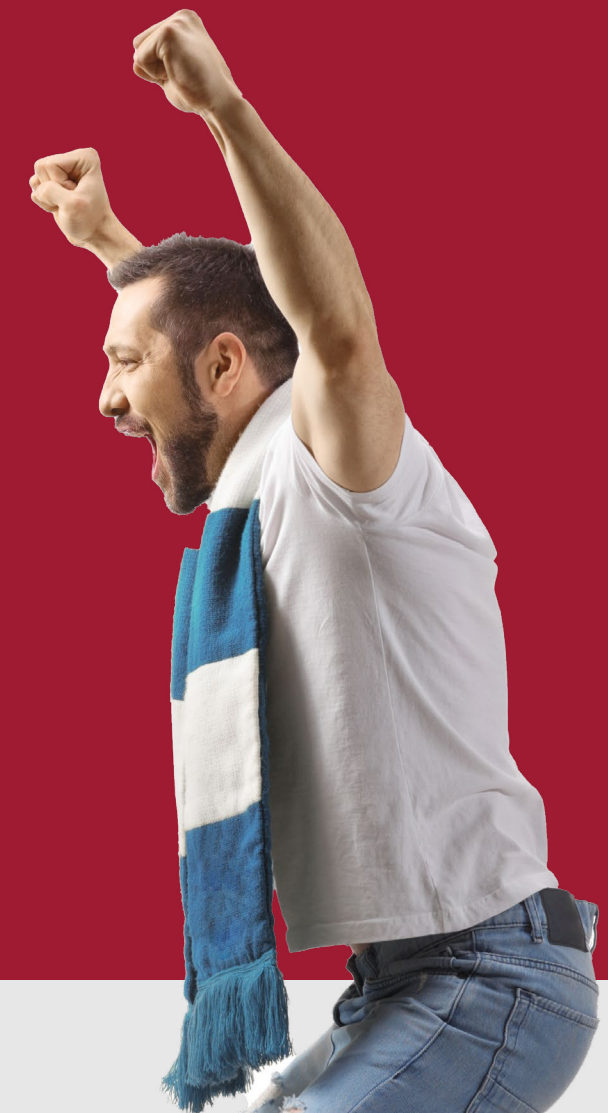
- Are they in the throes of parenthood, or are they footloose empty nesters?
- What types of experiences can they afford today (versus years past)?
- What’s their ability to spend — and keep spending — on season tickets, team merch, or donations to your organization’s charitable giving efforts?
- Do they hold professional connections that can mutually benefit their business and your sports organization?

By better understanding the lifestyles and financial profiles of your fans, you tilt the marketing advantage in your favor. These subtle distinctions give you the power to engage and grow your fanbase through personalized content and offers, immersive brand experiences, targeted social media, and interactive content. And what’s good for your fans is good for your bottom line.

This is the power of data-driven marketing. Here’s how to put it to work for your sports organization.

Over **80%** of respondents in a global sports industry survey believe that fan data will enhance value for long-term partners\*...

\*Source: Fan data impact on sports organizations 2021 | Statista



# Equifax can show you more.

Unlock the bigger picture of your fanbase with fresh insights around their:



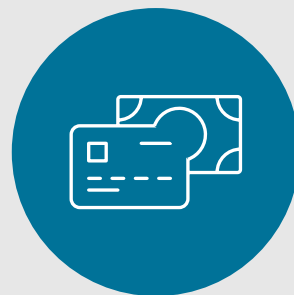
**Total estimated income** including wages, investments, businesses, and retirement funds.



**Affluence** and spending capacity relative to current debt obligations, including estimated income and home equity.



**Discretionary spending** based on the estimated funds available to spend, save, or invest after paying the fixed expenses of life.



**Credit capacity** based on aggregated credit data and behaviors such as credit utilization and delinquencies.



**Financial durability** that measures an individual's ability to keep spending, even when under financial stress.



**Channel preferences** which reveal the best way to engage them, be it a traditional mailer, social media, texts, online ads, etc.

# 1

## Get Personal.

Deliver irresistible content that excites and engages your fans.

Instead of a generic, one-size-fits-all approach to fan emails, direct mailers, and ads, inject a little razzle-dazzle into your campaigns.

A data-driven segmentation strategy can help. It can deliver the insights needed to personalize your messaging and spark increased engagement. Likewise, you'll build a more nuanced and actionable understanding of your entire fanbase, including those who are online and those who are walking through your stadium doors.

TIP

Start by enriching your fan database with consumer economic insights from Equifax around wealth, assets, income, and financial durability. You might also include their channel preferences to boost the chances they'll see (and respond) to your message.

With this expanded view of each fan, you can then segment your database into smaller, similar-looking fan groups based on whatever makes the most sense for your sports organization, your fanbase, or your marketing objectives. This might include segments based on:

- Fan gender/age, location data, household income level
- Age of fan profile (how long they've been a fan), wealth insights
- Fan transaction history, discretionary spending capacity

Play around with the data attributes until you identify targeted segments that best align with your goals. Then personalize your message to each group, and grab their attention with thoughtful, on-point messaging.



### Data in action

To personalized emails promoting season tickets, target households with:

1. Multiple family members; and
2. Discretionary spending capacity

# 2

## Win over new fans.

Target up-and-coming new fans and ignite the heart-racing thrill of fandom in them.

You're proud of your wild, devoted fan base. But to stay relevant, you want to continually expand and diversify your base. Instead of blanketing the market (and spending untold marketing dollars) in search of new fans, try these strategies.

Start by augmenting your current database with consumer economic insights from Equifax.

TIP

Then begin your analysis to:

- Identify your best fans. Maybe they're your repeat season ticket holders or your biggest charitable donors.
- Isolate groups who aren't included among your fans. This might include younger people who are still learning about the sport, or people in other regions where your sport isn't as popular.

Next, create a list of attributes associated with those groups. A hypothetical list might include age, household composition, household income, and spending capacity.

Finally, build your acquisition model(s) and target those niche audiences with tailored promotions.



### How does it work?



#### **Build a look-alike model.**

Create a template of your diehard fans and build a model that helps you find more fans who "look like" them.



#### **Identify holes in your fan base.**

Identify who's missing from your fan base and build a new acquisition model that helps you target them. This helps diversify your fan base and introduce new fans to your sport.

# 3

## Monetize your fan data.

Show corporate sponsors why they should partner with you.

Securing corporate sponsorships is a full-time gig, but it's a lot easier when you have the fan data to support their investment.

Say you're pitching private tent sponsorships for an onsite event or a prime-spot banner ad beneath the scoreboard. Or maybe you're selling your fan data and need to demonstrate its ROI potential.

TIP

Businesses will pay to get their brand in front of the right people. Your job is to show them that your fans are the "right people" they're looking for.

For this, try adding consumer economic data from Equifax around income, financial durability, and available spending capacity to your existing database. Then, analyze and segment your fans into tiers based on the financial indicators that matter most to your corporate partners

This enables your sports organization to do a few important things:

- Clearly differentiate your organization from other sponsorship opportunities.
- Prove the financial worth, demographic reach, and ROI of your fan data.
- As the financial standing of your fan base improves or changes, position it as a growth opportunity for your partners.



**"Not all fan eyeballs are created equal"**

Super fans should be worth more, according to one expert. "Clubs with robust data systems can better match brands with passionate fans and command a premium for the higher precision inventory it delivers."

Source: Fan Data Is Next Ticket to Increased Revenues and Valuation

# 4

## Advance your charitable efforts.

Find and target fans with the potential desire and means to support your philanthropic outreach.

Sports fans are an overwhelmingly generous group, who, together, regularly donate millions of dollars to charitable foundations linked to their favorite players or teams.

You need to find the ones who are financially capable of giving and target them in your next charitable outreach campaign. It's a simple exercise that can yield big returns.

TIP

For this, consider adding consumer economic data from Equifax around income, spending capacity, and more to your existing fan database and using that enriched view to build viable profiles of potential donors.

While many sports organizations have regular donors who contribute the bulk of fundraising dollars, try tapping into new donor pools by segmenting your fan base based on their lifestyle and income. For example, a campaign aimed at younger fans with lower incomes might feature targeted language that's empathetic to budgets and financial restrictions. It might offer a \$10 monthly bank draft versus a one-time \$120 contribution.

As the income levels increase for each fan segment, the messaging and marketing strategy shifts to better align with where they are in life, based on their wealth profile.

*"Over three-quarters of those we surveyed rated their sports fandom a seven or higher (on a scale of one to ten)."*

*"Additionally, nearly 90% of fans say that their fandom has grown (37%) or stayed relatively the same (52%) over the past three years."*

Source: Immersive sports fandom | Deloitte Insights





# 5

## Recharge your corporate sales strategy.

Become “The” sports venue of choice for corporate events.

When businesses are looking to celebrate, host an employee outing, or provide a team-building experience, you want your venue or facility to be top of mind. This involves connecting with a wide range of corporate audiences, including those who might be hidden within your fan base.

TIP

Equifax can help you identify and target existing fans who might have relevant business relationships. By analyzing and linking our [expansive small business data](#) (53 million+ records) with your consumer fanbase, you can find fans who hold executive positions at companies and those who might have full or partial business ownership.

Then, you can reach out to those fans with personalized corporate offers and messaging.

The best part? Since they’re already fans, you’ll start the sale with one foot in the door.



### Season ticket holder database

CEO,  
Smart Manufacturing Co.



Small Business  
Owner

Small Business  
Owner

VP of Sales,  
XYZ Global Inc.

**Marketing works  
best when you  
have the right data.**

**Equifax has the right data.**

Your fan base is as unique as it is priceless. The sooner you can personalize your data-driven marketing programs to align with their household finances, lifestyles, and preferences, the faster you'll increase engagement and revenue across all areas of your sports organization.

Equifax gives you direct access to differentiated consumer economic data that can reveal the bigger picture of your fans.

**Our data is verified and only comes from trusted sources.**

That means it's far more accurate and authoritative than self-provided data acquired through fan surveys and websites.

You get the right data you need to better understand your fans, so you can:

- Deepen fan engagement with more personalized experiences
- Grow and diversify your fan base
- Deliver greater value to your corporate partners

Propel your business and your fans forward, with Equifax. Contact us today to explore the wealth of consumer economic data available to your sports organization.

**[equifax.com/business/gaming](https://equifax.com/business/gaming)**

