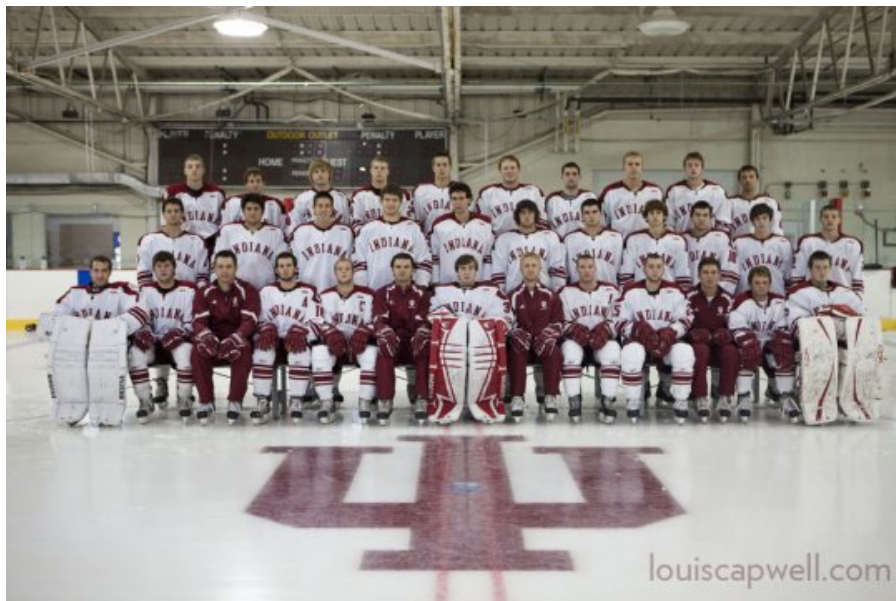


# Indiana University D1 Club Hockey



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**Kelley School of Business, BUS-M 432, Digital Marketing**  
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## Executive Summary

Our team was approached by the Indiana University Club Hockey Team to help promote the team throughout campus. They are currently funding most of their expenses with their own money, with a small contribution from ticket sales and other promotions. In order to help the hockey team with their funding, our goal was to increase the amount of people that attended the hockey games through raising awareness. Our goal was to make an impact on the team's bottom line.

Hockey is a popular sport throughout the United States acquiring many loyal fans. The problem with the sport at IU is that few people know about the team. Overall, our main idea and solution was to raise awareness for the IU hockey team, and bring more fans to their games. By focusing on a younger IU student demographic, the team will be able to obtain loyal fans for a longer duration. This increase in loyalty will lead to increased ticket sales, allowing the team to focus more on playing their sport rather than affording it.



# Second Degree Connections

## Your followers also follow

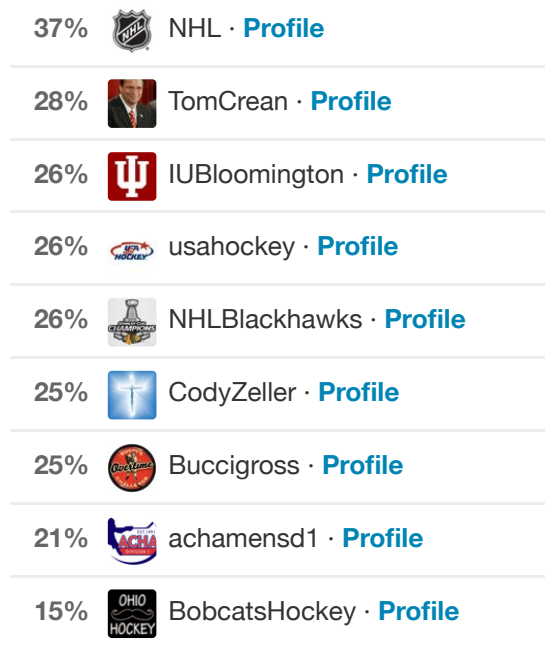


Figure 1

This is a list of similar accounts that the @IU\_Hockey followers follow. These accounts should be engaged with in order to potentially increase followership.

## Description of Overall Team Project

In order to raise awareness, our idea was to make a campus-wide scavenger hunt, that encouraged players to follow hockey pucks throughout campus. To gain scavenger hunt participants, we had to first gain their attention. Because of the surplus of flyers hung up and handed out all over campus, we knew that people



would easily ignore any normal flyer posted--as this is something we as students are used to doing on a daily basis.

Instead, we wanted to cause curiosity among the IU population. Creating a hashtag seemed like a perfect way to catch students attention and give them a simple way to find out more. We posted flyers in popular areas including the SPEA library and the Wells library. Each flyer simply stated our hashtag: #IUPuckYeah. Our intention was for students to search the hashtag online, and get them interested in the game. The hashtag was simple, and clever enough to help people remember it.

The first tweet sent out through Indiana University Hockey Team's twitter account was supposed to be focused on directing the followers to the hockey team's website. They were informed to tweet back with what game they

# Campaign Follower Increase

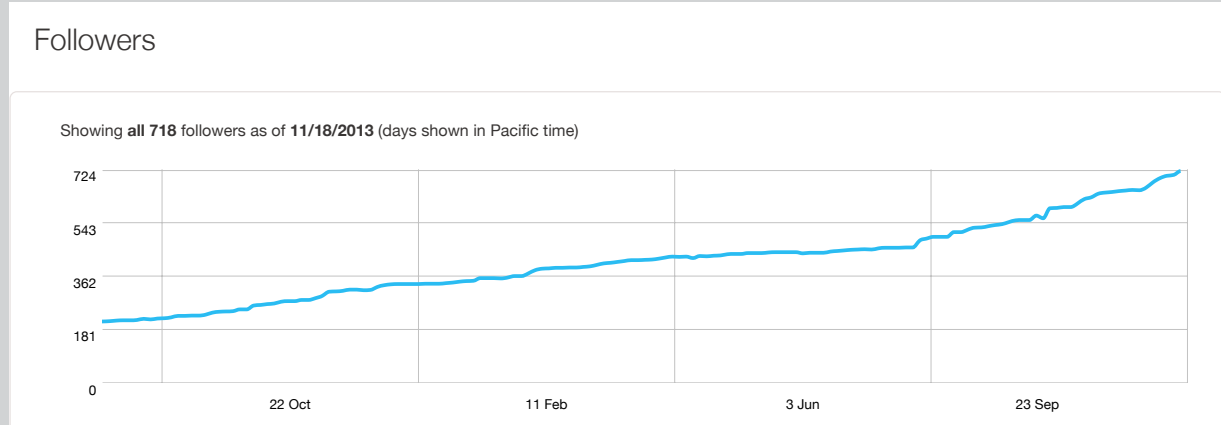


Figure 2

During the course of the campaign the @IU\_Hockey account did see an increase in followers. Visually, the increase in followers appears to be statistically greater during the campaign than before. Statistical analysis must be performed to prove, or disprove, this conclusion. The red box indicates the campaign time period.

were most excited for accompanied by the hashtag. The following tweet sent out was targeting the hockey team's Facebook page. We asked who their favorite player was. This way they would have to start following the hockey team's Facebook page as well. This also allowed us to see how many followers we were gaining and whether or not they were actively interacting with our posts. Additional tweets were also sent out to keep the followers' attention. Our goal was keep their attention on these tweets, so they would be informed when the scavenger hunt began.

The next phase of the promotion was placing pucks throughout campus for participants to take pictures with. Our original goal was to hide pucks throughout campus the week before the game. The scavenger hunt would lead to additional pucks throughout campus. This took place during the week of November 11th through 15th. Each day we would pick a different spot to hide the pucks and send out a hint through twitter. These places included the SPEA library, Wells library, and the Indiana Memorial Union. The first hint that was sent out was a clever clue guiding the participants to the spot. Throughout the day, more clues would be sent out to give more guidance

to the spots. Each of these pucks had instructions for the players to take a picture with the puck and post it on Instagram. Whoever received the most likes would win IU basketball tickets. Each day the participants were given a new chance to increase their likings. In order to receive their final prize, they were instructed to attend the IU Hockey game on November 16th.

We realized that hockey was not a main sport supported at Indiana University. In order to get people involved we wanted to have a prize that was desired by many. Our original idea was to give out IU basketball tickets as the final prize. Basketball is a huge sport at IU that would attract many participants. By using this as leverage, we would attract more students to participate, and eventually become hockey fans as well.

## **Differences Between Intended Function and Actual Execution**

As the campaign began we realized that a few areas needed to be changed. Due to insufficient and costly options of Instagram and Facebook tracking, we decided to make a Twitter-only campaign. Changing the sites available made it harder for people to submit photos, but we decided that it would also consolidate our content. Specifically for Facebook, most of its data is private and, since Facebook owns Instagram, it shares some of the same issues. Many companies will perform photo campaigns in which pictures are posted onto their account and have contestants promote the company page. While that is effective, we felt as though we could execute the campaign without those two networks.

Instead of giving out basketball tickets we decided that the prize should be changed to a piece of hockey apparel. While this prize may not have create as much of a buzz, it was more practical and could potentially give the team more impressions when the winners wears it. The winner, Melissa Kilpatrick, was extremely excited to get her shirt and has assured us that she is going to wear it all of the time.

Due to a few issues, which we will discuss later, some of our scheduled tweets would not post. By the time we figured this out, it was time for the scavenger hunt to begin. Therefore, only a few tweets could go out before the contest. Although we did have a lot of engagement on the pre-con-

test tweets, we would have liked to see more. More impressions early in the contest would have, most likely, correlated to more people looking for the pucks.

## Account Following Demographics and Psychographics

*We have sifted through the demographic and psychographic information via Twitter Ads analytics. Twitter delivers some analytics to accounts that want to use their ad service. These analytics are not totally complete, however they can be used to create Twitter ad campaigns. The statistics are accurate as of Nov. 28, 2013.*

### Gender

Most of the accounts that follow @IU\_Hockey are males. Of the 733 followers the account has, Twitter estimates 80% are males, while 20% are females. In order to grow the team should try to engage more women. The hope is to try and normalize the gender distribution to resemble the distribution of the Twitter user population. According to the Sports Business Journal, the demographics of hockey fans are 58.7% men and 41.3% women. We believe the IU Hockey team is seeing a greater skew because of previous marketing attempts. The effect of this skew is a sub optimization of followers because, based on other

# Follower Interests

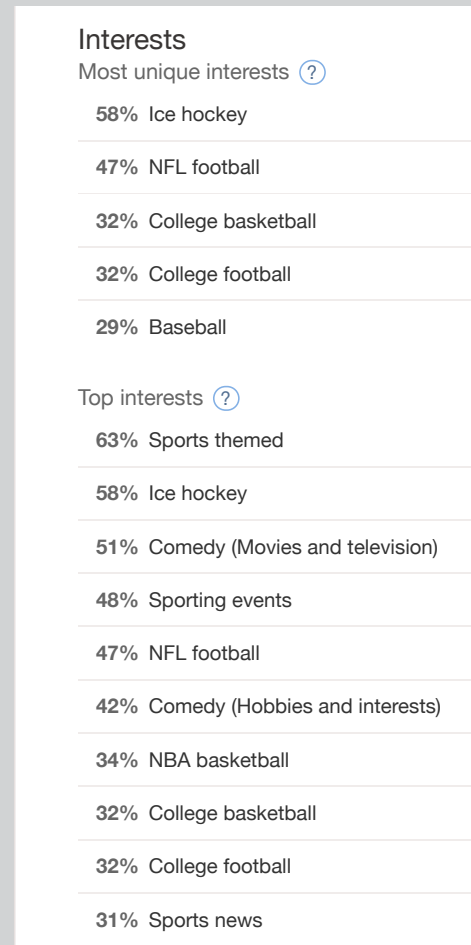


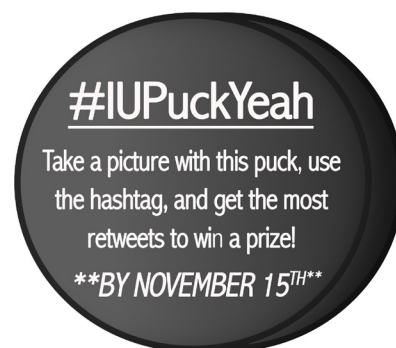
Figure 3

Understanding the interests of your followers is key to creating engaging content about non-hockey topics. With this information, future tweets can be made that will better interest the followers. High rates of interest in tweets will correlate to more engaged followers.

sources of gender splits, more women should want to follow IU Hockey, which delivers a great way to increase the amount of followers.

## Location

A large percentage, 90%, of people who follow @IU\_Hockey are from the United States. Of that, 44% of people are from Indiana and Illinois combined. This suggests that the targeting of the account is good, proving that a large percentage of followers should be able to attend games.



## Interests

Understanding the interest of @IU\_Hockey followers allows to better engage followers with non-hockey posts. While the top interest of followers was ice hockey, with 55% of the followers directly interested in it, is not surprising other common interests were present. For instance, many followers enjoy comedy as well as other sports. Tweeting more comedy could help to increase engagement because it is of interest to the followers. Furthermore, engaging about different sports, like other club sports, will help the other accounts as well as create even more interesting content to their followers.

## People to Also Engage

Looking at the accounts that many of the @IU\_Hockey followers also follow could help to gain followership. By engaging the second degree accounts, those that @IU\_Hockey followers follow, will help to increase followership because similar people should follow the other accounts. Engaging with those accounts should help grow followers because of return engagement. In short, if the @IU\_Hockey followers also follow similar accounts, the people who follow those similar accounts should want to follow @IU\_Hockey. While some of the accounts listed, @NHL and @NHLBlackhawks, will probably not engage back. However, other accounts like @TomCrean and @IUBloomington may. Garnering tweets and retweets from these accounts would help to increase followership. See Figure 1 for a list of second degree accounts and the percentage of @IU\_Hockey followers who follow the second degree accounts.

## Evaluation of Goals, Success, and Metrics

### Follower Counts

Throughout the course of this campaign, which started in mid-October, the followers of @IU\_Hockey have increased by around 80 people. This represents a 14% increase in followers. As the graph shows, this also shows a larger increase than during comparable time periods. Unfortunately, the tracking for followers only started during this campaign. Right now we can only conclude that this campaign made an impact through visual means. A more definite answer can come after more follower increase data can be collected.

### Engagement Per Follower (EPF)

With the ending amount of followers equaling 733, the amount of favorites, retweets, and replies was 272, which constitutes an EPF of 0.371. When looking at the same statistic with the amount of tweets with the hashtag, the 140 uses of the hashtag increased the EPF, or in this case the hashtag and regular EPF to 0.562. This statistic is relative, so it is important to look at it over time. The longer the metric is tracked the more conclusions can be made. If the team sees, for instance, that the next four weeks after this campaign show a measurable decrease in EPF, it can be concluded that the campaign did, in fact, increase engagement. The more this audit occurs the better the team will know their followers and will be able to better create media and build campaigns.

### Incremental Fan Per Participant (IFPP)

Although fans did not solely follow the account we wanted to look at the potential impact of the participants in the scavenger hunt on followers. The increase of 80 fans and four participants in the scavenger hunt would mean that each participant was worth about 20 additional followers. However, this is a misleading statistic as there were many other compounding factors to the incremental followers like an increase in non-game related tweets.



**#IUPuckYeah**

Take a picture with this puck, use the hashtag, and get the most retweets to win a prize!

**\*\*BY NOVEMBER 15<sup>TH</sup>\*\***

## Unique Hashtag Impressions, Total Hashtag Impressions, Percent Hashtag Impressions

155,191, 328,367, 47.3%

### Insights and Improvements

After reviewing our project we found a few areas with room for improvement. There are things that we could have done to make our project a little bit better, but some factors, like the time or budget, proved harder to change. The following is a list of shortcomings:

**A lack of involvement from the hockey team members.** Most of the hockey players did not know about the new social media campaign. Therefore, very few players helped to spread the word around campus. For a campaign for an NHL hockey team this is the same as if the players, who have lots of followers, did not tweet during a campaign. If we had had the help of the players we would have been able to reach more people. Of the 26 players, the average number of followers was 227. If each member retweeted three of our tweets we would have reached total impressions by 21,606 and our unique impressions by 7,202. The players, by way of their friends liking hockey, would have had more influence in gaining fans. Based on our projections, with their help, we would have had around 13 total people.

**The hockey game we promoted was at the same time as the Indiana University Dance Marathon (IUDM).** We have theorized that we saw a smaller number of people attending the game, and therefore the size of our contest, because of IUDM. We believe the attendance would have been higher if the hockey game and IUDM had been on separate days.

**Developing more multimedia for dissemination.** If we would have had more time and resources, we could have create more rich media. In our experience, posts with pictures or video have higher amounts of engagement. The initial idea was creating a video for the web page and facebook that involved the whole hockey team and also introducing the contest. Another idea that we had was also using Facebook to present all the team players giving some personal information about them and then use that in order to built some clues for the contest. More time allotted would have allowed us to create content that would have engaged the followers even more.

**Not spreading the flyers in a large area.** The Residential Programs and Services department of IU would not allow us to post our flyers in the freshman dorms. This made a negative impact on our project because we thought that freshman were an important part of a target demographic. Because they have more years left at school than most students, they are an optimal demographic. We also tried to post pucks at Starbucks located in the Union, but were not given permission. Instead, we had to improvise and place the pucks on tables connected to Starbucks. If we had known in advance that posting the flyers was not an option, we would have altered our plans. For future projects, we realize that it is necessary to gain permission before posting any promotional material.

**A few tweets were not delivered on time due to technical difficulties.** While this only happened for the first few tweets, we were not able to accomplish as large of a reach from potential players as we would have liked to.

## Our Winner

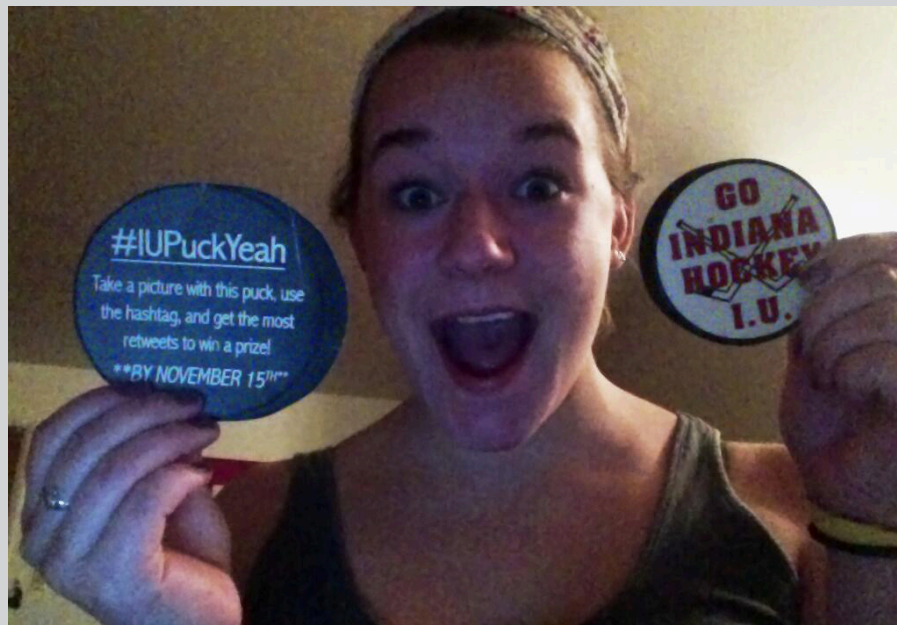


Figure 4

@Melicious\_, Melissa Kilpatrick, won the contest with 11 retweets and 5 favorites.

## Things We Did Well

**Our creative hashtag.** We received great compliments about the hashtag for its originality and catchiness. This helped to get people's attention, making them curious about the hashtag. For instance, while we were passing out the flyers we overheard fellow students conversing about the hashtag. From this curiosity, we hoped they would further search the hashtag.

**The increase of awareness for the hockey team in the form of more followers.** We can see through the metrics how their twitter account has increased 80 followers, which represents a 14% increase in followers. We believe part of this increase came from the fact that one of our members is an international student. She was able to spread the word about the hockey team to her international friends who would have otherwise not known about the team.

**The success of our campaign in the sense that it was easy to get involved and follow.** Our clues were very easy to guess which made it easy for people to get engaged with the contest. These clues were also posted on Twitter, which is a very popular social media site used among our target market. We also hid these clues on popular places on campus. This was easier for students to find the clues.

## What We Would Have Done Differently

After having executed our campaign strategy, we have a better understanding of what worked well and what did not. If we were to go back and execute this strategy again, the changes we would make are in direct correlation with the previously listed shortcomings.

First and foremost, we would choose a game that did not conflict with a major university event such as the Indiana University Dance Marathon. This change of date would allow for a much larger campaign audience, as they would not be restricted with prior obligations.



Something that we overlooked completely was having something posted for initial user's to see as they looked up the campaign's hashtag. Although we might have peaked our demographics'

initial interest with #IUPuckYeah flyers, they would have typed this hashtag into Instagram or Twitter and see that there was no information or video to educate their interest. If we could do it again, we would have a short video or many existing tweets from this hashtag to help explain its meaning and further their interest.

Next, we would make it a priority at the beginning of our planning process to find a way to reach out to IU freshman. As mentioned earlier, freshman are a vital demographic due to their time left at IU, and also because their age which limits them to underage activities. Because we found out too late that we could not post flyers in the freshman dorms, we completely missed this demographic. Knowing this information, we would instead go to the freshman dorm area of campus and hand out flyers, making sure that freshman were receiving our campaign information.



While we did meet with a couple members of the hockey team and discuss the campaign, we think we could have increased results with the entire hockey team's participation. If we were to go back and meet with them again, we would explain the importance of their team's role in this strategy and how they too should be involved in spreading the word of the campaign, whether it be tweeting, Instagram, or just word of mouth.

A small fix that could have been made was to confirm that each scheduled tweet was being sent on time. Because we overlooked this matter, a few tweets were not sent on schedule due to technical difficulties. Fixing this and assuring tweets containing clues were sent could have increased our campaign's reach and overall results.

**Did you see the pucks throughout the report?**

**Take a picture and tweet them to prove it!**