

YOUR TIME IS NOW!

The tools you need.
The relationships
you build. The
change you make.

Digital Trends & Innovation

An Undeniable Force

Elana Harari – Loud Days Agency

An Undeniable Force - How to embrace and harness the potential of social media to power your organizational objectives and drive change in today's world.

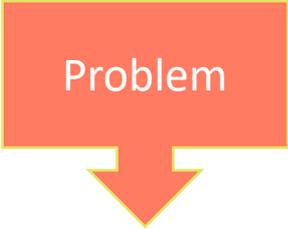
DIGITAL TRENDS AND INNOVATION

**AN UNDENIABLE FORCE – HOW TO EMBRACE AND HARNESS THE POTENTIAL OF
SOCIAL MEDIA TO POWER YOUR ORGANISATIONAL OBJECTIVES AND DRIVE CHANGE IN
TODAY’S WORLD**

AFLW

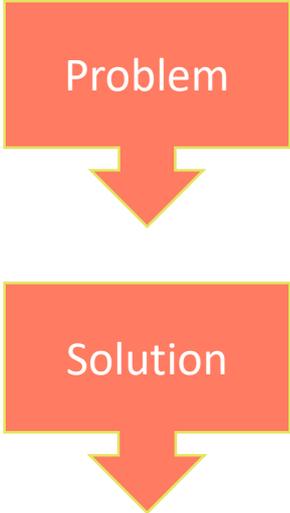
A TEXTBOOK SOCIAL MEDIA CASE STUDY OF BUILDING GRASS ROOT SUPPORT FOR A CAUSE THAT IS MORE THAN 'JUST A GAME'





Problem

How to launch a new game into an 'old' and traditional market in a way that establishes that we are here to stay.



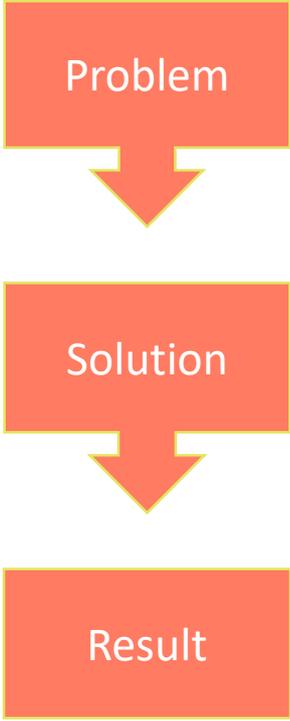
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Result

Sell out game one, ongoing support for the game, three years on (here we are today)



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DESIRED OUTCOME

The AFLW was seeking to lead social change by driving a movement of female empowerment while changing the focus and tone of conversation about women in sport, and in society.



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AFL Women's

Published by Elana Harari [?] · 3 hrs · 🌐

Carlton Football Club's Madeline Keryk and Collingwood Football Club's Nicola Stevens were all smiles at the 2017 NAB AFL Women's Competition fixture announcement this morning!

"I'm really looking forward to building on that old rivalry between Collingwood and Carlton and really honoured that we get to play the first game of this new competition!" – Keryk.

Who will you be supporting in round one?



Fixture revealed: Traditional rivals to kick-off AFL Women's

AFL banking on brand power for round one of AFLW

AFL.COM.AU

PHASE ONE

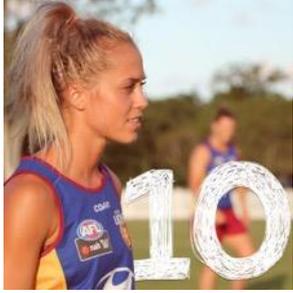
Focus around building **brand awareness** and **brand equity** for the competition with players, clubs and **'the future'** at the center of all key message and content.

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PHASE TWO

Once established in it's on right as a force to be reckoned with, the strategy shifted to focusing on **gaining 'buy-in'** from the wider targeted Australian community.



PHASE THREE

Finally in the weeks leading up to the first ever AFLW match, the strategy once again diverted its focus to **driving attendance** for the AFLW round one games.

for the marketing peeps...

Phase one

Brand awareness

Phase two

Brand understanding

Phase three

Conversion

WHY DID THIS WORK?

It is easier to convert people who know and **trust you**, and have **'buy in' to your success** as they have been on the **journey with you**.

KEY TAKEAWAY

Build your social media success by bringing your online community along for the ride.

BECAUSE KNOWING WHAT NOT TO DO IS OFTEN MORE HELPFUL

#1 It's all about me and what I want my
community to do for me

#2 Inconsistent posting (often linked to the previous)

#3 Giving an 'influencer' content and assuming
a post = success

#4 Assuming Facebook is out to get me and my
organic reach
(aka: not using advertising to your advantage)

#5 No utilising the data you have access to
everyday
(i.e.: no pixel on your website)

#6 not defining *organisational* success before
the social media begins

SOLUTION

Start with a digital strategy that drives your direction, optimisation and success.

**THANK
YOU!**