

Slam Dunk Social Advertising



1st time

lower bowl
ticket sell out
for the summer
season



+5

team position
increase in
Facebook fans,
from last place
(#30)



371%

increase in
MoM digital
sales resulting
in a positive
ROAS

Situation

The Utah Jazz has never lacked for a loyal fanbase, but how does a basketball organization bring in the spectators once the basketball season is over? Summer league games offer teams a chance to play younger talent, and they give fans something to keep their attention during the off season.

Despite the lower price, summer league tickets don't sell as well as regular season tickets — it's just one of the unwritten laws of the NBA. However, the Jazz did have something else worth worrying about: their social media clout.

In terms of followers across Facebook, Instagram, and Twitter, the Jazz was 30th in the league. And just in case you didn't know, there are 30 teams in the NBA, meaning the Jazz were the last in the league.

- **Sell out the lower bowl for the summer season**
- **Achieve a positive ROAS on Facebook for ticket sales**
- **Move from dead last in the league in terms of Facebook followers**

Because the Jazz's social following was so small, and because the summer season ticket prices are inexpensive, they were having a difficult time achieving a positive ROAS when marketing them on Facebook. And perhaps even worse, there were still empty seats at every game.

The Jazz approached 97th Floor for help. We understood the challenges they were facing: Selling out the entire lower bowl while maintaining a positive ROAS, while

also pulling their social media presence out of last place. As far as marketing goals go, it was an order as tall as Rudy Gobert. But we love a good challenge. And being Utah-based ourselves, we're always ready to support the home team!

Strategy

Because of Facebook's advanced targeting, we are excited to begin any kind of campaign within Facebook Ads Manager. For this particular campaign, we were especially eager because of all the audience segmentation available for the Utah Jazz. Our strategy on Facebook would begin by fanning out the audience network so we would have a large enough sample to conduct tests and validate findings quickly.



But we needed to keep our eye on the ball. As we said, the Utah Jazz was last in the league in terms of Facebook followers, and that needed to change, fast — not only because increasing fans was an internal goal of the Jazz, but also because doing so would help us achieve our goals of greater reach and a higher ROAS in our Facebook campaigns.

Together, we formed a strategy with the Jazz to hone in the organic Facebook messaging, and from there we launched paid campaigns to drive awareness and likes of the Utah Jazz. We determined we would need to test markets and messages to find the greatest ROAS for our efforts.

We set out to create a variety of tests with our Facebook campaigns running variants on the player highlights, game highlights, and special offers.

- Refine social messaging to build a wider audience of fans, and paying customers
- Fan out audience testing with specific segments regarding player highlights
- Test audiences with interests in different sport organizations

Execution

Summer games aren't for autograph hounds who are only there to catch a glimpse of some big names. Instead, because the more renowned players are typically not playing during the off season, only the die-hards get out to these games. As such, our media strategy needed to revolve around breakout players that had a following when they played college ball. The Utah Jazz had Grayson Allen, and messages with Grayson in it performed well due to his clout as a college athlete.

In addition to messages with Grayson Allen, we started looking at the schedule of the teams the Jazz would be playing. We then made a focus of highlighting breakout players that fans could expect to see on our court during the summer league.

Yes, we called out the competition.

Highlighting breakout ex-college players (and targeting their audience) from competitor teams that would be playing on our court galvanized a new audience. This



insight ultimately led us to a positive ROAS, but the audience was still small. We needed to sell more tickets.

- Targeting new audiences of fans of competitor break out players
- Targeting fans of other local summer sports organizations
- Adding video into the ad campaigns
- Tactical ad spend scaling back and forth

In order to expand our reach to an audience large enough to sell out the lower bowl, we targeted fans of other sports organizations, particularly fans of other teams' summer league organizations. This included targeting passionate followers of local universities' sports teams. These targeting methods expanded our reach to a place where we'd have a shot to sell out the lower bowl for the summer season.

During our audience testing we also found that short video content was generally better received than other media. Short video clips of the focus players in our ads ultimately helped improve our CTR and ROAS.

With an audience large enough to drive the volume needed to sell out the lower bowl, and a viable creative strategy dialed in, we tested ad velocity. We found that working closely with the Utah Jazz marketing and sales team was absolutely necessary for success. When ad spend was increased during announcements made by the Utah Jazz, ticket sales increased.

All the while we were running general Facebook awareness and like-driven campaigns that fell in conjunction with internal social media pushes. This helped drive the Jazz's Facebook following significantly, which was an internal goal for the Jazz that year.

— Results

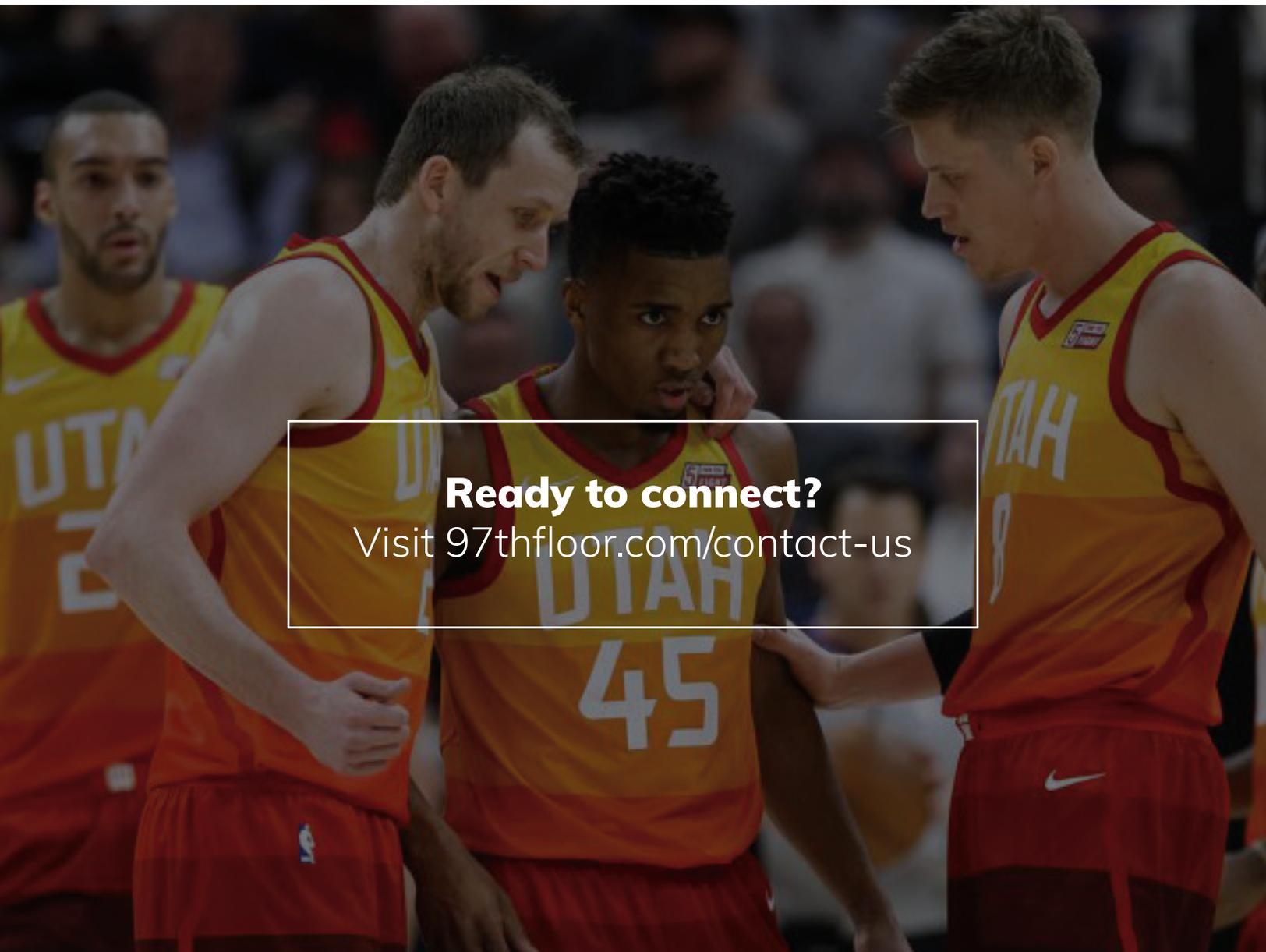
It wasn't long before our sales-focused ads were bringing in a positive ROAS. Additionally our Facebook fanbase continued to grow until the Jazz had gone from the lowest number of fans on Facebook to a top 25 team. This meant bringing the Jazz from about 1.3 million Facebook fans to 1.8 million.



Not bad for a small-market team.

- 500,000+ additional fans on Facebook
- 3.99 ROAS on our Facebook ads
- 1st time lower bowl ticket sell out for summer season
- +5 team position increase in Facebook fans, from last place (#30)
- 371% increase in MoM digital sales resulting in a positive ROAS

The project reached unprecedented success when the summer season closed out with consistently sold-out lower bowl seats, and a record-high number of fans on social media. Both impressive victories. Both first-time achievements for the Utah Jazz.



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