





Developing a Digital Content Strategy

NSF WEBINAR SERIES

March, 2015

Welcome

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Canadian Olympic Committee



Agenda

1. Understanding content marketing
2. Strategic content framework:
distribution + creation
3. COC strategy: good, bad & ugly
4. Challenges & opportunities for all
5. ViaSport insights



What is content?

In a nutshell, content is the delivery system for the story of your brand.

It encapsulates everything from blog posts, to YouTube videos, to advertising campaigns, to live streaming.



Why you need content

Content is your sport's story. It sets the tone and raises the bar for everything from sponsorship to youth participation.

If you rely on partners, fans, and athletes alone to tell your sport's brand story, then you are flying without a pilot.

YOU MUST BE THE PILOT.



Why you need content

Control your message
or someone else will.



What the New York Times learned from pulling its Knicks beat writer this season

SPORTS


Not the Knicks

Articles in this series are chronicling Scott Cacciola's sabbatical from covering the woeful Knicks as he checks out some of the good basketball around the country, recommended by readers of The New York Times.

Latest

Search



A person with long blonde hair is using a smartphone. The background is a blurred crowd of people at what appears to be a sports event. The text is overlaid on the image in a white, italicized font.

*Content can establish the consumer/fan side
of your sport brand as unmistakably worthy
of a sponsor investment.*

What is content 'marketing'?

“Content **MARKETING** is a strategic marketing approach focused on creating and distributing ... content ... to drive profitable customer action.”

- Content Marketing Institute



The content business

Creating and distributing content
to drive profitable customer action.



The content business

... drive profitable customer action.

WHAT KIND OF 'PROFITABLE' ACTIONS?

Visits - Media companies measure this with traffic (ad impressions).

Leads - Pro service companies measure this with leads.

Sales - Consumer sales companies measure this with conversions.



The content business

... drive profitable customer action.

WHAT ABOUT NSFS?

NSFs are largely a sponsor driven content model.

That means likely not converting directly to revenue.



Sponsor content model

Don't expect to have a simple ROI formula. Instead, find return on content investment through brand building measured by:

- Increase sport registration over time
- Increased general and media interest over time
- Initial and incremental sponsorship

This is a multi-year endeavor. To play the 'long game', [start now](#).



Strategic framework

Creating and distributing content...
to drive profitable customer action.



Strategic framework

Creating + distributing

Just because you build it, does NOT mean people will come.
Most content marketing models without a direct revenue measurement system end up overlooking distribution.

You need both for success.



Strategic framework

Creating + distributing

Angle

What is our 'voice', tone, audience, quality standard, risk aversion, unique advantage?

Scope

What is our budget, timing, resource(s), ability, experience?

Owned

Your ability to directly reach audience.

Earned

Your ability to indirectly reach audience for free.

(+Paid)



Content creating: Angle

Who are you talking to? Why do they care?

- Who is your audience? How old, gender, region, ethnicity, lifestyle?
- What tone should your content 'voice' take in order to resonate with above?
- What quality expectations does this audience have? What about sponsors?
- How far are can you push your angle? How risk tolerant are you willing to be?
- What is unique about the way you are communicating to your audience?
- Ask yourself (or better yet, ask your target audience), is this actually interesting?



Content creation: scope

What are you actually capable of making?

- Remember, there is no finish line... start somewhere.
 - What can you make now vs. in a year or two? Experience matters.
- What kind of budget do you have to work with?
 - Calculate the rough positive business value you can impact.
 - Approximate your 'all-in' available budget built from the above.
- When do you need to deliver?



Content distributing: owned

Can you directly reach audience?

- What communication ‘channels’ do you possess (website, email lists, etc.)
- What is the size of the audience on these channels (traffic, etc.)?
- Include social media channels that you ‘own’, even though they are more akin to renting than owning.
- Captive audience opportunities (clinics, events, etc.)
- **NOTE: This is the most challenging, time-consuming and costly aspect of any content strategy.**



Content distributing: earned

Can you indirectly reach audience for free?

- What friendly 'channels' can you rely on (related websites, apps, sponsors, etc.)
- What is the size of the audience on these channels (traffic, etc.)?
- Include social media channels that you might leverage.
- Include potential to generate media buzz and virality.
- **NOTE: Paid is the third pillar of promotion, but is largely unavailable as an option**



Strategic framework

Creating + distributing

Angle

Entertainment brand.

Fans first. Fun first.

Premium but fresh.

Mobile. Visual. Micro.

Scope

Invest when audience peaks.

As cheap as possible otherwise.

‘Stock and flow’ approach.

Owned

Olympic.ca.

Email newsletter.

Olympic I.D.

Facebook + Twitter

Earned

Athletes’ social

Media relations



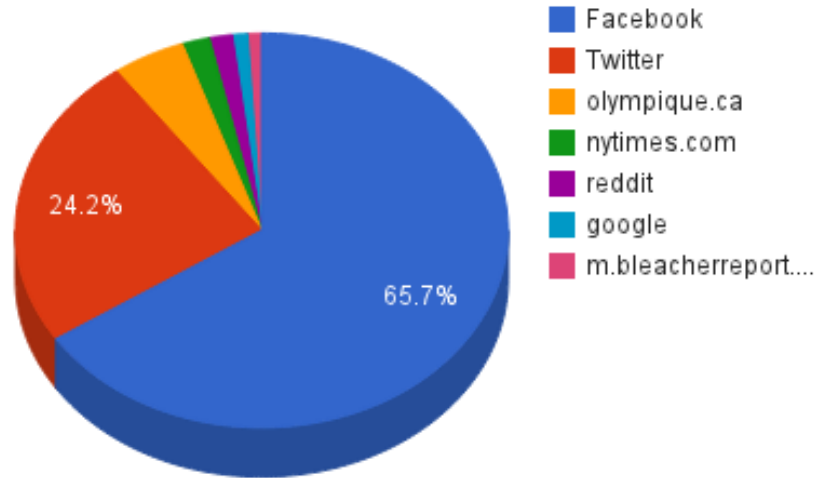
A man in a red and white outfit is holding a flag high in the air, surrounded by a large crowd of people. The background is a clear blue sky. The text is overlaid on the right side of the image.

**OUR CONTENT IS EMOTIONALLY CHARGED
AND RELEVANT TO CONSUMERS/FANS.**

It's never blatantly promotional or corporate.
It's fun, entertaining and about the sports
and athletes our fans love.

Social distribution for COC

1.2M Referrals 2014



Facebook is figuring out video

facebook



COC successes

Tag: CanadaRuns



March 25, 2015

Most memorable Olympic running moments

This story is part of an Olympic.ca series on running called Canada Runs. Befitting its status as one of the...



March 24, 2015

Here are 7 tips to avoid injury and run faster this season

This story is part of an Olympic.ca series on running called Canada Runs. Breathe deep! The air is warmer, the...



March 23, 2015

Marathon of Hope: The most famous run on Canadian soil

This story is part of an Olympic.ca series on running called Canada Runs. Looking back on Canada's running history, one figure...



March 17, 2015

Canada Runs: next series from Olympic.ca

Despite the persisting below freezing temperatures and cold winds in much of the country, we are assured by our calendars...



COC successes

YouTube CA

0:03 / 2:54



Pharrell Williams - Happy (Canadian Olympic and Paralympic version)

Canadian Olympic Team / Equipe olympique can... 

 [Subscribe](#) 5,817

98,411



COC failures

YouTube CA

JONES



0:13 / 1:14

Questionable World Cup Prediction: USA-Germany

Canadian Olympic Team / Équipe olympique can... 

 5,817

422 views

The image shows a YouTube video player. At the top left is the YouTube logo with 'CA' and a menu icon. A search bar is at the top right. The video frame shows a man in a white shirt and red suspenders holding a German flag. The name 'JONES' is overlaid in the top left of the video. Below the video is a progress bar showing 0:13 / 1:14. The video title is 'Questionable World Cup Prediction: USA-Germany'. Below the title is the channel name 'Canadian Olympic Team / Équipe olympique can...' with a verified badge. There is a 'Subscribe' button with '5,817' subscribers. In the bottom right corner of the video player area, it says '422 views'.



COC success/failures

16 more reasons for Americans to root against us at the Winter Olympics



TOTAL SHARES 1296



STORY SEARCH

Enter a keyword

SEARCH

Circle the Canadian Olympic Team



Thank you to our partners

Teck

Make Yahoo My Homepage

SPORTS

Search

Canadian Olympic Committee adds to BuzzFeed's reasons to root against Canada; we follow suit



By Andrew Bucholtz
5 November, 2013 6:09 PM
Eh Game



The Sochi Olympics are [less than 100 days away](#), and the cross-border trash talk is already beginning. Last week, BuzzFeed's Matt Kiebus came up with "[16 Reasons To Root Against The Evil Canadians At The Winter Olympics](#)"; now, the Canadian Olympic Committee has responded. [Asif Hossain](#), a community editor with the COC, [posted](#) a rebuttal of "16 more reasons for Americans to root against us at the Winter Olympics" on the COC website Tuesday, and he has some good ones, including references to [The Great Maple Syrup Heist](#), -re versus -er, Ross Rebagliati and toques. We can't let BuzzFeed and the Canadian Olympic Committee define the only reasons to hate us, though, so in the spirit of Canadian generosity, here are five more photographic talking points for Americans.

1. We [put our goalposts at the front of the end zone](#).



COC failures

Canadian Olympic Team / Équipe olympique canadienne

Subscribe 5,817

Home Videos Playlists Channels Discussion About



OLYMPIC.CA PRESENTS
BUCKETLIST: ICEBERGS

Bucket List: Olympic curlers Jennifer Jones and Jill Officer kayak with icebergs in...

1,801 views 1 month ago

Watch Olympic curling champions Jennifer Jones and Jill Officer check off a bucket list dream in Newfoundland as they kayak to 10,000 year old icebergs. The icebergs float past Newfoundland and Labrador every summer, 200-400 from glaciers in Greenland. The icebergs vary in size but usually weigh 100-200 thousand tonnes. Find our more at IcebergFinder.com.

Featured Channels



AlpineCanadaAlpin

Subscribe



CanadaBobsleigh

Subscribe



XC Canada

Subscribe



Curling Canada

Subscribe



Hockey Canada

Subscribe



COC failures



Subscribe

5,817



COC YouTube specific strategy



YouTube is our weak link on distribution.

This remains the most important channel for reaching teens and 18-34 males.

Yet our content is inconsistent, expensive and underperforming.

It's time to get serious about video.



COC YouTube specific goals

1. **BUILD CHANNEL:** Build permanent reach
(channel success measured
by subscribers not just views)
2. **EFFICIENCY:** Reduce cost per view through selective
volume, production cost restraint, and better reach



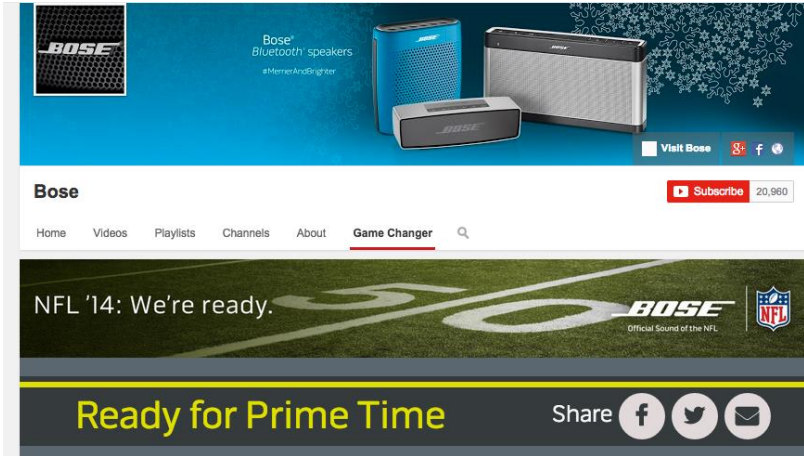
COC YouTube specific goals



BOSE vs. BEATS

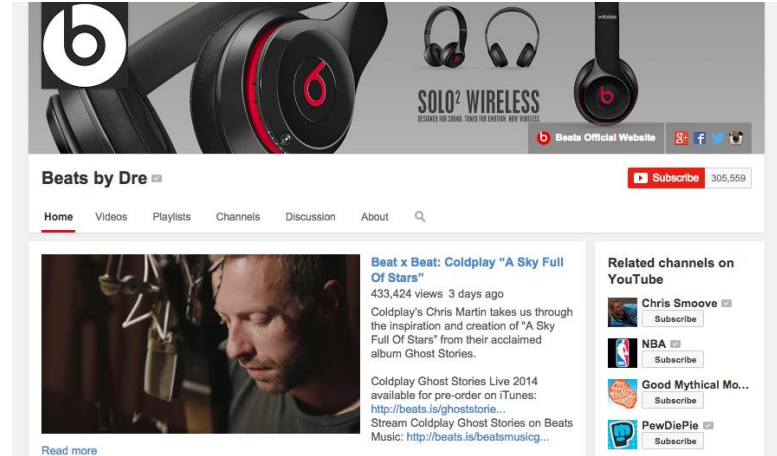


COC YouTube specific goals



BOSE

179 videos / 15K average views per video
20K subscribers / 2.9 MM monthly views



BEATS

27 videos / 870K average views per video
303K subscribers / 17.6 MM monthly views



COC YouTube specific goals

What is Bose doing wrong?

Bose is adult and eclectic, showing everything from product videos to safe commercials. It's trying to be a lot of things. Beats, on the other hand, is powerful and cool. It is about the brand. It is 100% pop culture.



COC YouTube specific goals

“If Bose doesn’t figure out how to create better content that resonates, Beats is going to flat out crush it, the end.... [if] your content isn’t good, you lose.”

- Strike Social CEO Patrick McKenna
<http://digiday.com/brands/beats-crushing-bose-youtube/>



COC YouTube specific goals

**Beats is crushing Bose.
Period.**

Beats gets...
6 X monthly views
15 X subscribers
60 X more views per video

All with...
1/6 the number of videos



COC YouTube specific goals



**Be consistent.
Be entertaining.
Do more with less.**

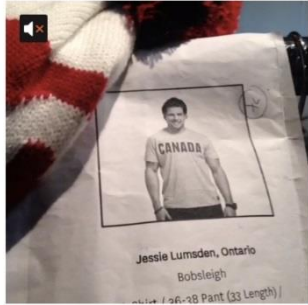
Be more like Beats.



Opportunities: micro video

Low production value, quick turn-around videos produce best chance to capture momentum of a social trend.

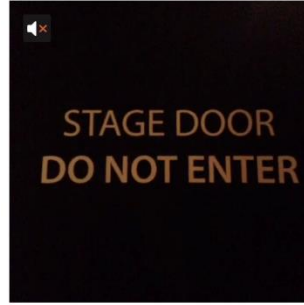
1:32 PM - 30 Oct 2013



Vine @vineapp

RETWEETS 2 FAVORITES

1:32 PM - 30 Oct 2013



Vine @vineapp

RETWEETS 2 FAVORITES



Steven Stamkos on playing for Team Canada at Sochi 2014



Maëlle Ricker's golden combo: passion, sport &



Kaitlyn Weaver and Andrew Poje: 'Lovin' every minute of it'



Jessica Gregg video bombs Jessica Hewitt & Michael



Chris Robanske: Without passion, you have nothing



Alex Bilodeau takes us through his golden Olympic



Opportunities: micro video



 **cdnolympicteam** Following

2 weeks ago

Moments ago @tennis_canada won its #DavisCup tie over Japan, with @vasekpospisl90 winning the deciding match. #TeamCanada // Il y a quelques instants, Vasek Pospisil a propulsé #ÉquipeCanada en quarts de finale de la Coupe Davis.

👍 sports_man_0216, emilycmillin, vinonina and 1,658 others like this.

 **willsrolls**
Super cool!!

 **peter_canada**
Yes, GO CANADA GO!! 🍁🍁🍁

 **varunshah90**
@ron24788 @w33zyf @cric8er

 **swellsch**
Awesome 🍁🍁🍁

 **okswankiewicz**
@katiee_nw

 **petitecait**
@dinocamdzie

 **yumna01**
🍁🍁❤️



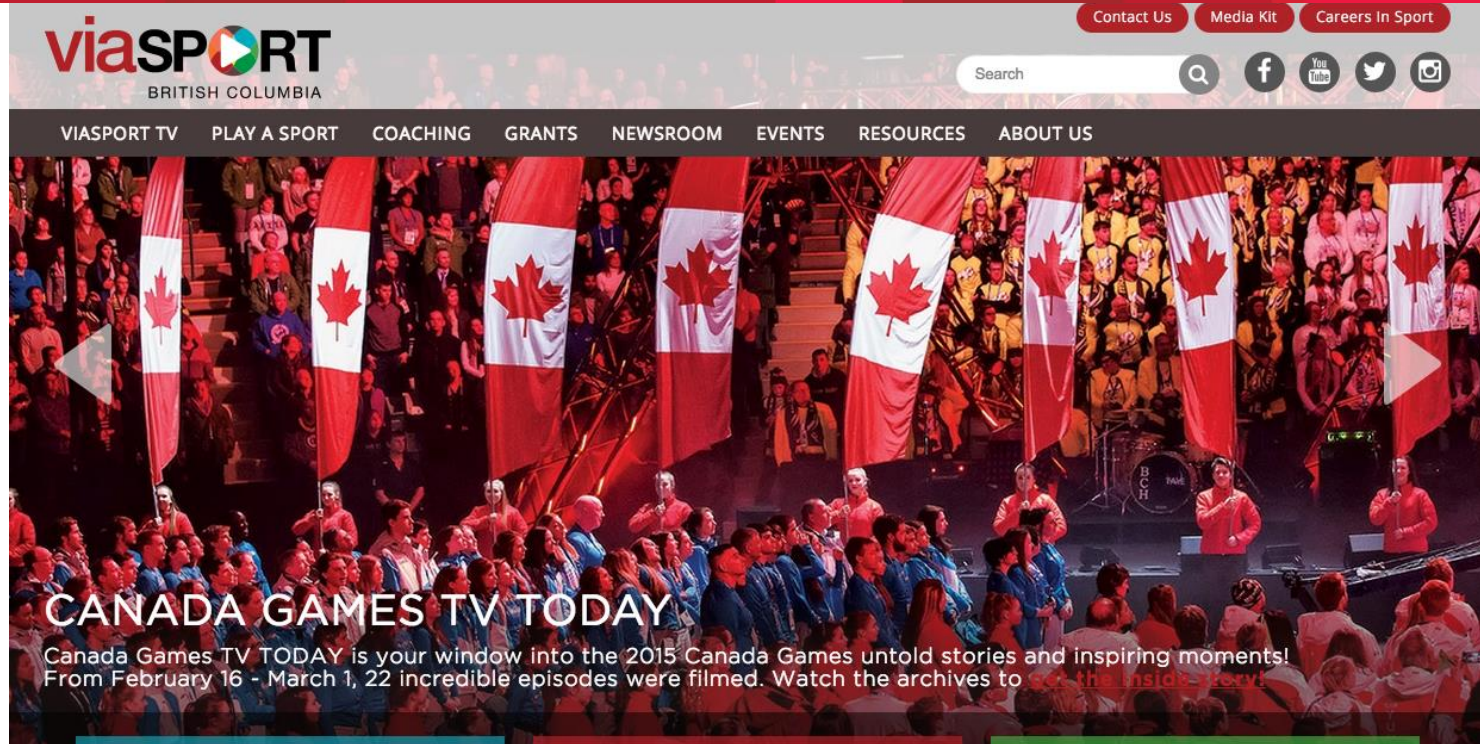
Opportunities: emerging social



NSF Case Study: Field Hockey Canada



Opportunities: streaming



The screenshot shows the viaSPORT website interface. At the top left is the viaSPORT logo with the tagline 'BRITISH COLUMBIA'. To the right are navigation buttons for 'Contact Us', 'Media Kit', and 'Careers In Sport'. Below these is a search bar and social media icons for Facebook, YouTube, Twitter, and Instagram. A dark navigation bar contains the following menu items: VIASPORT TV, PLAY A SPORT, COACHING, GRANTS, NEWSROOM, EVENTS, RESOURCES, and ABOUT US. The main content area features a large video player showing an opening ceremony with many Canadian flags and athletes. The video player has a play button in the center. Below the video, the text reads: 'CANADA GAMES TV TODAY' in large white letters, followed by 'Canada Games TV TODAY is your window into the 2015 Canada Games untold stories and inspiring moments! From February 16 - March 1, 22 incredible episodes were filmed. Watch the archives to **Get the inside story!**'





Amateur Sports Coverage

POWERED BY
viaSPORT

CONTENT DEVELOPMENT

WHAT'S WORTH WATCHING?

WHO IS OUR AUDIENCE?



DISTRIBUTION

HOW DO WE REACH THE AUDIENCE?

LIVE-STREAM: 2014 RBC NATIONAL ROWING CHAMPIONSHIPS

Nov 8 2014 - 2:00pm to Nov 9 2014 - 2:00pm



Event Information

Gender: Co-ed
www.vrc.bc.ca

Watch the live-stream archives of each race on Ustream!

Events

BC Sports Facilities

WHERE IT'S HAPPENING



Victoria City Rowing Club
5100 Patricia Bay Hwy
Victoria, BC V8Y2T6

[View in Google Maps](#)

Tweets

Follow

ViaSport @ViaSportBC 2h
ICYM! Inspiring video by @Olympics on the evolution of women's participation in the Games. on.fb.me/1EF1y7j #WomenInSport

ViaSport @ViaSportBC 2h
Love the #playlikeagirl movement happening in Texas! Check it out [iplaylikeagirl.org](http://playlikeagirl.org) @CAAWS @PROMOTION Plus Expand

ViaSport @ViaSportBC 3h
Would love to see this event come to #BC! @BobCANSkel & @slidingcentre submit bid to host 2019 World Champs! ow.ly/KNF05

ViaSport TV Model

- ViaSport content development based on event profile, available resources, and potential viewership:
 1. Multi-camera live streaming
 2. Single-camera live streaming
 3. Produced feature story
- All ViaSport TV services are offered as a cost neutral broadcast option to amateur sports organizations and funded by sponsorship, advertising, internal funding.
- All viewership is free-of-charge (no pay-per-view fees)

ANALYTICS

- 518,148 Total Views
- 225,333 Live Views
- 267,523 On-Demand Views
- 70% of viewers are Canadian
- 41% of viewers are from BC
- More than 100 countries have watched ViaSport TV

GET THE
INSIDE STORY



canadagames tv TODAY

MON to FRI
CANADAGAMESTV.CA

POWERED BY
viaSPORT
BRITISH COLUMBIA

BCIT **50** YEARS

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA

PRINCE GEORGE
—JEUX DU—
CANADA
GAMES
2015



viaSPORT
BRITISH COLUMBIA

Case Study – Canada Games TV TODAY

- ViaSport TV partnered with the 2015 Canada Winter Games OC to produce a daily 20 minute magazine style show featuring behind-the-scenes stories of the Canada Games
- Produced 22 shows (11 English & 11 French) featuring stories about athletes, coaches, fans, volunteers and community
- Results:
 - 94% of viewers from Canada
 - 42% increase in ViaSport YouTube subscriptions
 - 40,000 views to date

LOOKING FORWARD



Mackenzie 
INVESTMENTS

WHISTLER
CUP COUPE
WHISTLER 


WHISTLER BLACKCOMB

WMSC
whistler mountain ski club

viaSPORT
BRITISH COLUMBIA

POWERED BY
viaSPORT

Content strategy: takeaways

- Content is the delivery system for the story of your brand.
- It sets the tone and raises the bar for everything from sponsorship to youth participation.
- Being in the content business means **Creating** and **Distributing** content to drive profitable customer action.
- Most content marketing models without a direct revenue measure end up overlooking distribution.
- **You need both for success.**
- **Content Creation: Angle**
 - What is our 'voice', tone, audience, quality standard, risk aversion?
- **Content Creation: Scope**
 - What is our budget, timing, resource(s), ability, experience?
- **Content Distribution: Owned**
 - Your ability to directly reach audience.
- **Content Distribution: Earned**
 - Your ability to indirectly reach audience for free.
- **(+Paid)** rare opportunity



Content strategy: takeaways

- As a **sponsor driven content model**, you are likely not converting directly to revenue
- You must find return on content investment through brand building measured by:
 - sport registration
 - general and media interest
 - initial and incremental sponsorship
- This is a multi-year endeavor. You must play the ‘long game’. It is neither easy nor quick.
- There is no one way to do this, and there is no magic formula.
- Be a skeptical optimist, and vice versa.
- Position yourself for future opportunity.
- There is no finish line.



Reflections

Gene Edworthy

Chair, Marketing and Revenue Generation Committee
Canadian Olympic Committee



Webinars On Deck

Canadian Sport Tourism Alliance

SPORT EVENTS
CONGRESS

March 30 - April 1, 2015

Building Business Through Sport

TORONTO

03/31 2015

NSF Panel: Bidding and Hosting Lessons Learned
Panel des FNS : Leçons tirées sur les stratégies
d'accueil et de candidature



04/17 2015

New Chair/CEO Orientation at COC Session



05/21 2015

Webinar: Monetizing Domestic Events



