

Club Social is a benchmarking tool for sports clubs and brands who want to enhance social performance.

Enablers

Rank yourself against social rivals

Benchmark your social ranking inside and outside of football with Brand Lists

Quantify value added to partners

Authentically engage fans with timely emotive valuable content

Implement winning content

Best practice social formats

Enhance your performance

Establish achievable, ambitious targets

Features

Choose relevant channels ¹

Target competitors

Include relevant Brand Lists

Customise ranking metrics

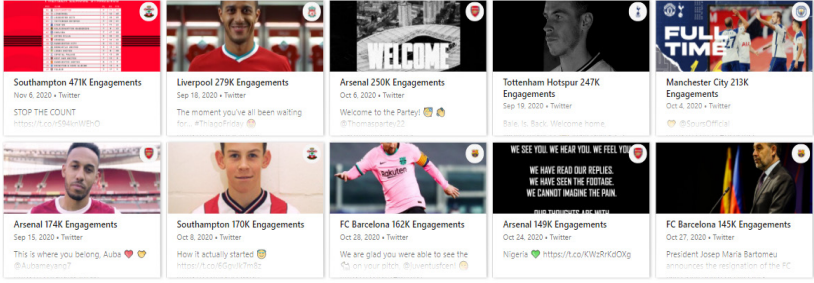
Filter relevant posts

Timely data refresh

Secure access to Power BI reports

Engagement League									
+/-	Pos.	Organisation	Revenue	Followers	Posts		Engagements per Post		
▲+2	1	Chelsea	***	15m	193		11k	****	
▼-1	2	Liverpool	***	16m	148		11k	****	
▲+1	3	Manchester United	***	24m	145		11k	****	
▼-2	4	Arsenal	***	17m	108		8.6k	***	
▲+13	5	Southampton		1.3m	140		4.3k	**	

Focus



Annual Packages

	A	B	C
Channels	1	2	4
Rivals	20	30	40
Brand Lists	-	4	8
Partners	-	12	24
Dashboards	Rankings	Rankings, Spotlight	Rankings, Spotlight, Trends
Monthly Insights Newsletter	-	1	3
# Monthly Analyst Hours e.g. creating a methodology for identifying partner posts	-	2	4

Custom Club Social packages also available.

¹ Relevant platforms and metrics: Facebook: Followers, Reactions (inc Likes), Comments, Shares; Instagram: Followers, Likes, Comments; Twitter: Followers, Likes, Retweets (exc Quote Retweets); YouTube: Subscribers, Likes, Dislikes, Favourites, Comments. Lists = sourced from publicly available information