Expanding your Organization the Smart Way: Keeping consistency in branding, content and data as you add affiliate clubs and locations

John Weinerth, Vice President – Soccer
NBC Sports Group
Topic Relevance: Evolution of the Soccer Model
Topic Relevance: Evolution of the Soccer Model

Challenges with consistency of brand, content distribution and data standards as you scale
Branding and Content Continuity

90% of consumers say they expect consistency and continuity from a brand across channels.

Microsoft
Branding as you Scale

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.” – Warren Buffett

- Expansion should enhance your brand not dilute it
  - Brand identity – benefits and values
  - Tone and voice
- Stay true to your brand
  - Establish strict brand standards and guidelines
  - Affiliate agreements
- Best Practices to make it easy for everyone
  - Brand training
  - Easy to access brand and asset libraries (private pages)
  - Source of truth
Branding as you Scale

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Branding as you Scale

PLAY THE LIVERPOOL WAY

International Academy
Texas

International Academy
Bay Area

International Academy
Maryland

International Academy
Michigan

International Academy
New Jersey

International Academy
St Louis

International Academy
West Florida
Branding as you Scale

ACADEMY AFFILIATES

- Sporting Arkansas
  Affiliate since 2011
- Sporting Blue Valley
  Affiliate since 2011
- Sporting Iowa
  Affiliate since 2014
- Sporting Columbia
  Affiliate since 2013
Branding and Content Continuity

Without strategy, content is just stuff and the world has enough stuff

- Content Strategy
  - Target Audience
  - How is content being consumed?
  - Content Channels
  - Content generation / resources

- Best Practices to make it easy for everyone
  - Consistent CMS
  - Must be mobile responsive
  - Content aggregation
  - “Network Effect”
Branding as you Scale

SPORTING Style

CONNECT WITH SPRINGFIELD

Tweets by @sportingsgf

Sporting Springfield @sportingsgf
All Sporting Springfield activities/events have been cancelled for today -- Monday, January 15th, 2018. The Sporting Springfield indoor facility is also CLOSED... be safe and enjoy the snow!

CONNECT WITH SKC

Tweets by @SportingKC

Sporting Kansas City @SportingKC
Today we celebrate courage and equality in all of its beautiful forms. To everyone across 🇺🇸, Happy #MLKDay

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Play. Inspire. Unite.
Data Continuity

- User Experience
  - The Balance: Getting the data you need while providing a seamless checkout process
  - Benefits of Account Formation vs. Form Fill
  - Mobile responsive
- Data Capture
  - Baseline data requirements
  - Registration templates
- Deploying Conditional Logic – upsell and capture opportunities
- Reporting and Filtering capabilities
  - Smart Groups
  - API and 3rd party integrations
  - BI tools for strategic dashboards
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