



Motherwell Football Club

Motherwell FC focuses on personalized social media content for fans, increases year-over-year post engagement by 50%



Motherwell FC

Location: North Lanarkshire, Scotland
League: Scottish Premiership

Company Bio

Motherwell Football Club (Motherwell FC) is a professional soccer team in the Scottish Premiership, the top league in Scotland.

Sponsors

Kit Supplier: Macron
Front of Kit: Paddy Power
Back of Kit: TopCat Window Blinds
Back of Kit: Paycare

Overview

Motherwell FC's loyal fanbase consists of more than 4,000 season ticket holders based in a local market of 90,000 people. Within this marketplace, Motherwell FC competes with Celtic FC and Rangers FC, the country's two major teams who play 10 miles away in Glasgow. Digitally, the club recognized an opportunity to not only serve its current fanbase, but also create new opportunities with different audiences and partners. Motherwell FC partnered with Blinkfire Analytics to measure real-time social media analytics and sponsorship exposure.

"I always have a Blinkfire Analytics tab open on my computer."

- Grant Russell
Communications Manager
Motherwell FC



The Challenge

With limited resources and a small, but mighty team spanning digital media, social media, and content marketing, Motherwell FC relies on data to shape their daily decisions and strategy. The team wanted to effectively create content, analyze data, and develop reports, including measuring sponsorship exposure and presenting digital placement opportunities to new brand partners, while quantifying its effectiveness in near real-time.

The Approach

Motherwell FC leveraged its fanbase as well as social media's expansive audience to tell the story of the club through brand building, while ensuring engagement growth and monetization opportunities. Blinkfire Analytics offered the real-time platform, reporting tools, social media and sponsorship analysis, and Customer success team to help Motherwell FC reach its full social and digital potential.

The Solution

Motherwell FC focused on the club's three key areas: social media analytics, demographics, and sponsorship value. By utilizing Blinkfire Analytics' customizable reporting features, Motherwell FC better understood what content was most engaging and built audience data around the insights -- creating a stronger social presence and providing sponsors with added value.

"Blinkfire Analytics has been influential for us in helping shape our digital decisions and realize our true market value for sponsorships. For a club our size, this tool is invaluable in us knowing where we stand in the industry."
- Alan Burrows
CEO, Motherwell FC



The Results

- Leveraging Blinkfire Analytics' social media, audience, and brand insights, Motherwell FC executed a data-driven strategy around content performance, fan engagement, and sponsorship, driving more engagements, more efficiently across their owned and operated social channels.
- Year-over-year social media growth: During the 2018-2019 season from August 1, 2018 - July 31, 2019, Motherwell FC's overall engagement increased more than 33% compared to the previous season and average engagement per post was up 50%.
- Created an internal rate card by forecasting the value of prospective partnerships through the measurement of specific, unsponsored social and digital content (white space analysis).



Blinkfire Analytics

Blinkfire Analytics is the leading global marketing analytics suite to evaluate sports, media, and entertainment sponsorships for social, digital, and Advanced TV/OTT. Using artificial intelligence, machine learning, and proprietary computer vision technology, they measure media value and impact – allowing rights holders, players, agents, and brands to better engage their fans and sponsors across multiple platforms.

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