



SEGMENTATION IN THE SPORTS SOCIAL MEDIA SPACE

THE RIDDLE

Our client, a National US Sports Organization, was seeking to increase distribution and differentiate content across social media platforms by tailoring content based on the types of users and their expectations/usage of each social media platform.

THE WORK

- Internal interviews with key stakeholders.
- Qualitative research to understand how people's usage for consumption of sports content and communication varies by each social media platform, the unique value proposition of each, and any pitfalls.
- Quantitative survey of fans who follow sports on social media which allowed us to both quantify and validate findings from qualitative research and create a market segmentation of fans based on social media use. This included frequency, purpose, and levels of engagement.

THE SOLUTION

Quonundrums identified four unique segments based on opportunity for growing the usage, level of engagement with the organization on different social media sites, and activity by the most engaged fans. The sports organization was then able to better tailor their content by platform, increasing participation and consumption on each social media channel. The organization also consolidated the number of channels it was using, further increasing engagement on the core channels while reducing efforts and money spent on lower performing channels.