

SAN DIEGO

WAVE

Marketing Plan

Amr Alkhairy

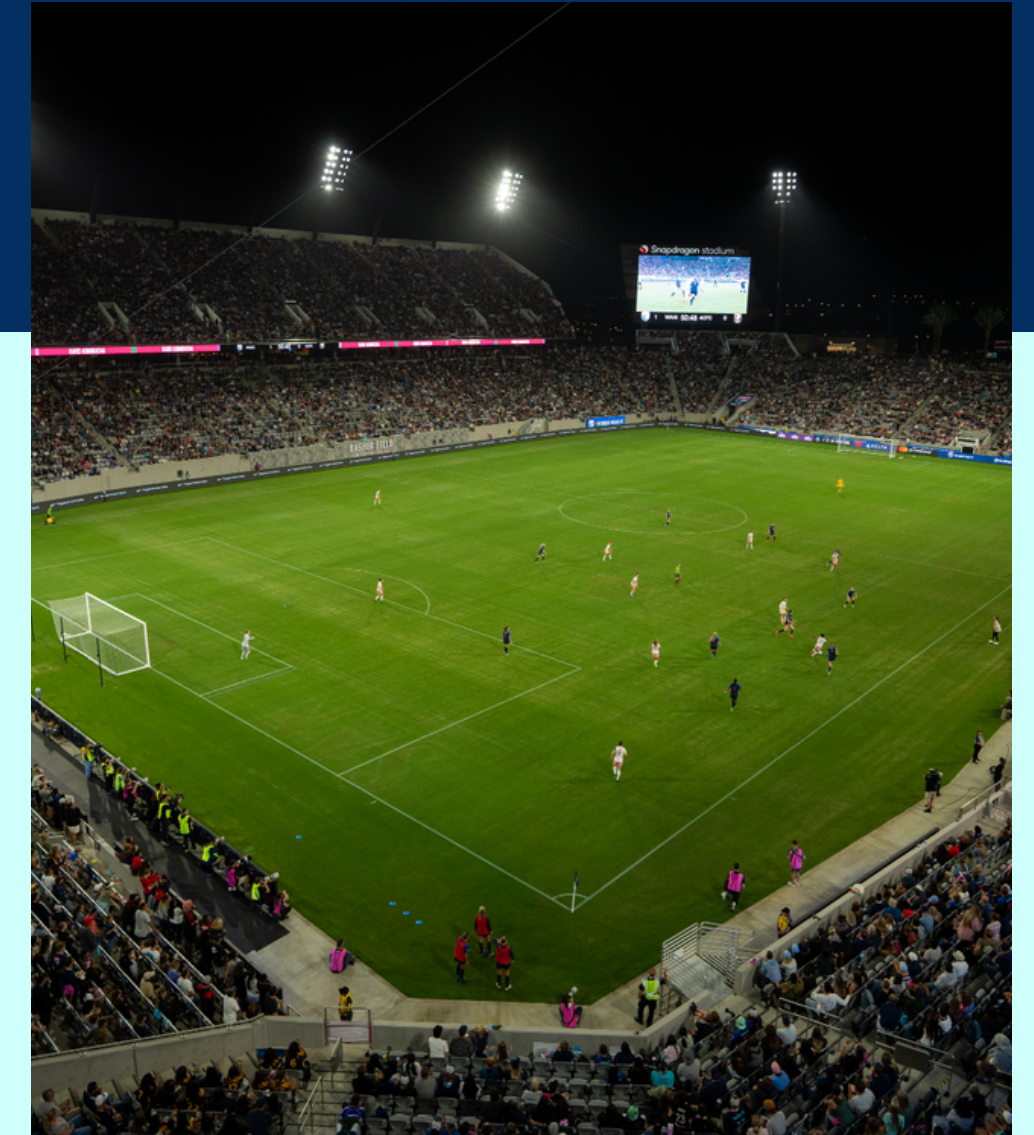


WE ARE THE SAN DIEGO WAVE

- The Wave is a fairly new team that was just founded in June 2021 and just started playing in 2022
- Owned by businessman Ron Burkle
- Our team is led by 2-time Olympic medalist Alex Morgan



Our Stadium



Our Mission Statement

Build a world class home for players and fans that will be loved locally and respected globally

We play in the newly built Snapdragon Stadium located on the campus of San Diego State University

COLOR OF A SKY AS VIBRANT
AND PROUD AS OUR CULTURE



COLOR OF A HORIZON TO HONOR
WHERE WE HAVE BEEN AND
WHERE WE ARE GOING, THE
SAND WE PLAY IN, AND THE
COMMON GROUND WE SHARE

COLOR THAT SHOWCASES THE
BEAUTY OF OUR PACIFIC OCEAN

COLOR THAT HARNESSSES THE
POWER OF THE WAVE



The San Diego Wave claimed the NWSL Shield in just year 2 of the franchise

WAVES OF SUCCESS

- Went from a 6000 capacity stadium to a 35000 capacity stadium
- Broke the single game attendance record first game at the new stadium with 32000 people attending
- Went from having the third highest attendance average in 2022 on our first year to the highest attendance average of all NWSL teams in 2023
- We are the most successful expansion team for the NWSL at this point
- Although we were making a playoff push we just got knocked out of the semi finals a few weeks ago
- After two years we already have so much to celebrate and our plan is to definitely not stop here



SWOT ANALYSIS



Strengths

- Leads the League in Attendance
- Brand new venue
- Team has been very successful for its two first years
- San Diego has proved itself as a good market for womens soccer

Weaknesses



- Stadium has many complaints regarding the lack of shade
- Lack of social media presence compared to a few other NWSL teams
- A few controversies and fines against head coach Casey Stoney



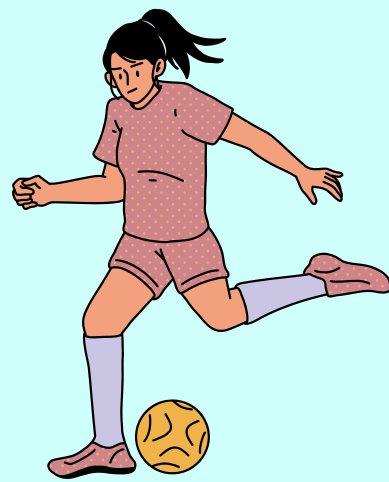
Oppurtunities

- Viewership and the market for the NWSL has only been growing for the past few years
- We have the chance to build life long fans early on while the NWSL will continue to expand across the country
- Opportunity to increase social media presence
- Stadium is located on San Diego State University's campus

Threats



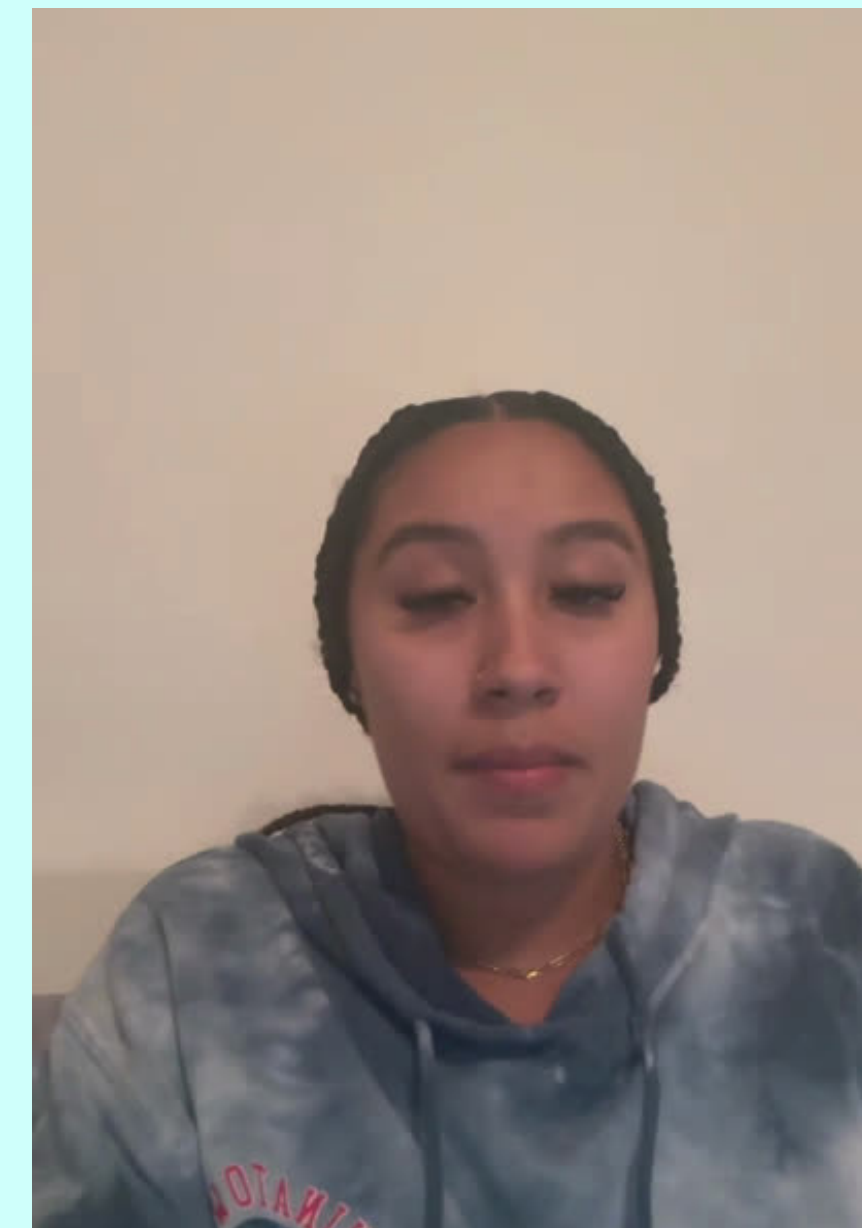
- Angel City FC is another NWSL team located in California only about 2 hours apart
- A new Mens MLS team has been announced for San Diego which could lower attendance



Target Market



- OVERALL SOCCER ENTHUSIASTS
- YOUNG ATHLETES SPECIFICALLY FEMALE SOCCER PLAYERS AROUND THE AGE OF 10-15
- OLDER ATHLETES BOTH FEMALE AND MALE (COLLEGIATE SPORTS)
- FAMILIES, MARKETING THE GAMES AS SOMETHING INCLUSIVE FOR ALL AGES
- LOCALS, IN THE SAN DIEGO AREA
- SCHOOLS AND OTHER ORGANIZATIONS AROUND THE LOCAL AREA
- SUPPORTERS OF WOMEN'S SPORTS



MISSION

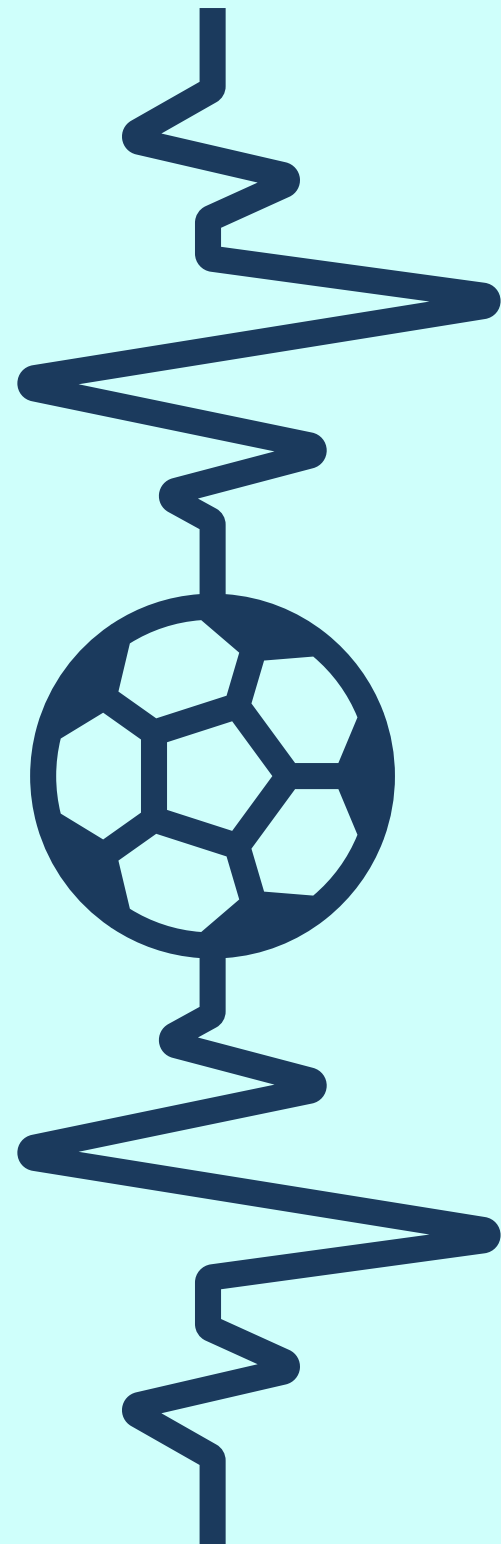
BUILD A WORLD CLASS HOME FOR PLAYERS AND FANS THAT WILL BE LOVED LOCALLY AND RESPECTED GLOBALLY.

VISION

TO BE A FORCE FOR GOOD THROUGH THE GAME WE LOVE

VALUES

EXCELLENCE
INTEGRITY
GROWTH
DIVERSITY
EQUITY
COMMUNITY



SAN DIEGO WAVE FC ALREADY HAS A STRONG FANDOM WHERE THEY PROMOTE GROWTH, LEADERSHIP, EQUITY, AND A SENSE OF COMMUNITY. THEIR FANDOM, THE SIRENS, AN INDEPENDENT SUPPORTER GROUP WHO STANDS BEHIND THE SAN DIEGO WAVE BY CHANTING, WAVING FLAGS, BEATING DRUMS AND CREATING AN ATOMSPHERE LIKE NO OTHER FOR THE COMMUNITY AND TEAM THAT THEY STAND BEHIND.

WITH THEIR STRONG FANDOM ALREADY SET IN STONE, THE TEAM LACKS IN HAVING A SOCIAL MEDIA PRESENCE AND HAVE A BIT OF CONTROVERSY. IMPROVING THESE THINGS ON SOCIAL MEDIA BY INCREASING THE ALREADY HUGE FANDOM, AND EMPHASIZING THE CULTURE GROWS THE LEAGUE AND TEAM.



FRANKIE THE FAN

- Frankie and her friends are our target customer
- Frankie, her sister, & two friends range from 16-23 years old
- Frankie and her friend currently play high school soccer and participate in a local league in Chula Vista. Frankie's sister, and her friend, recently just graduated from SDSU where they studied and played on the womens soccer team.
- The group of 4 connect on their love of soccer

INTEREST AMONG ALL

- WORKING OUT
- TRAVELING
- WATCHING SOCCER
- BEING OUTDOORS
- BAKING
- TRYING NEW RESTAURANTS
- SOCIAL MEDIA (TIKTOK)



LIKES & DISLIKES

- LIKES USING SOCIAL MEDIA TO HAVE UPDATES ON HER FAVORITE TEAMS, FAVORITE PLAYERS, AND POP CULTURE
- LIKES THE LOCATION OF THE STADIUM
- DISLIKES NONSHADED AND EXCESSIVELY HOT STADIUMS
- DISLIKES LACK OF FAN TO PLAYER CONNECTION

ROLE MODELS

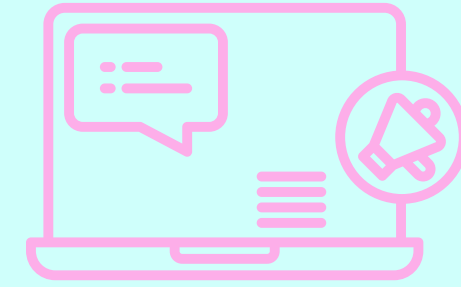
- ALEX MORGAN
- MELANIE BARCENAS
- JAEDYN SHAW
- MEGAN RAPINOE
- ALI KRIEGER



HOW SHOULD WE MARKET TO THE GIRLS?



MARKETING OBJECTIVES



- FOR WOMEN'S SPORTS SPECIFICALLY, **INCREASING AWARENESS** OF THE IMPORTANCE OF WOMENS SPORTS AND REACHING WIDER AUDIENCES & TARGET AUDIENCES
- WOMENS SPORTS OFTEN SHOWS AN IMPACT THROUGH SOCIETY. **EMPHASIZING DIVERSITY, EMPOWERMENT, AND INSPIRATION** THROUGH EACH OUTREACH IS EXTREMELY IMPORTANT
- FOCUSING ON REACHING OUR TARGET MARKETS THROUGH **SOCIAL MEDIA AND THROUGH DIGITAL OUTLETS**, BY UTILIZING BROADCAST CHANNELS, ENGAGING CONTENT THROUGH TWEETS OR INSTAGRAM, THE USE OF INFLUENCERS, OR ANY WAY TO INCREASE EXPOSURE
- WORKING ON **PERSONAL BRANDING AND GAINING SPONSORSHIPS** FOR THE PLAYERS ALSO INCREASES ENGAGEMENT. PARTNERING WITH COMPANIES THAT ALIGN WITH THE SAME VALUES AND GOALS OF A TEAM ALLOWS OFR THE TARGET AUDIENCE TO WIDEN AND INCLUDE MORE PEOPLE
- PERSONAL BRANDING LEADS TO MORE **MERCH SALES**, WHICH BOOSTS OVERALL REVENUE FOR THE TEAM AND PLAYERS

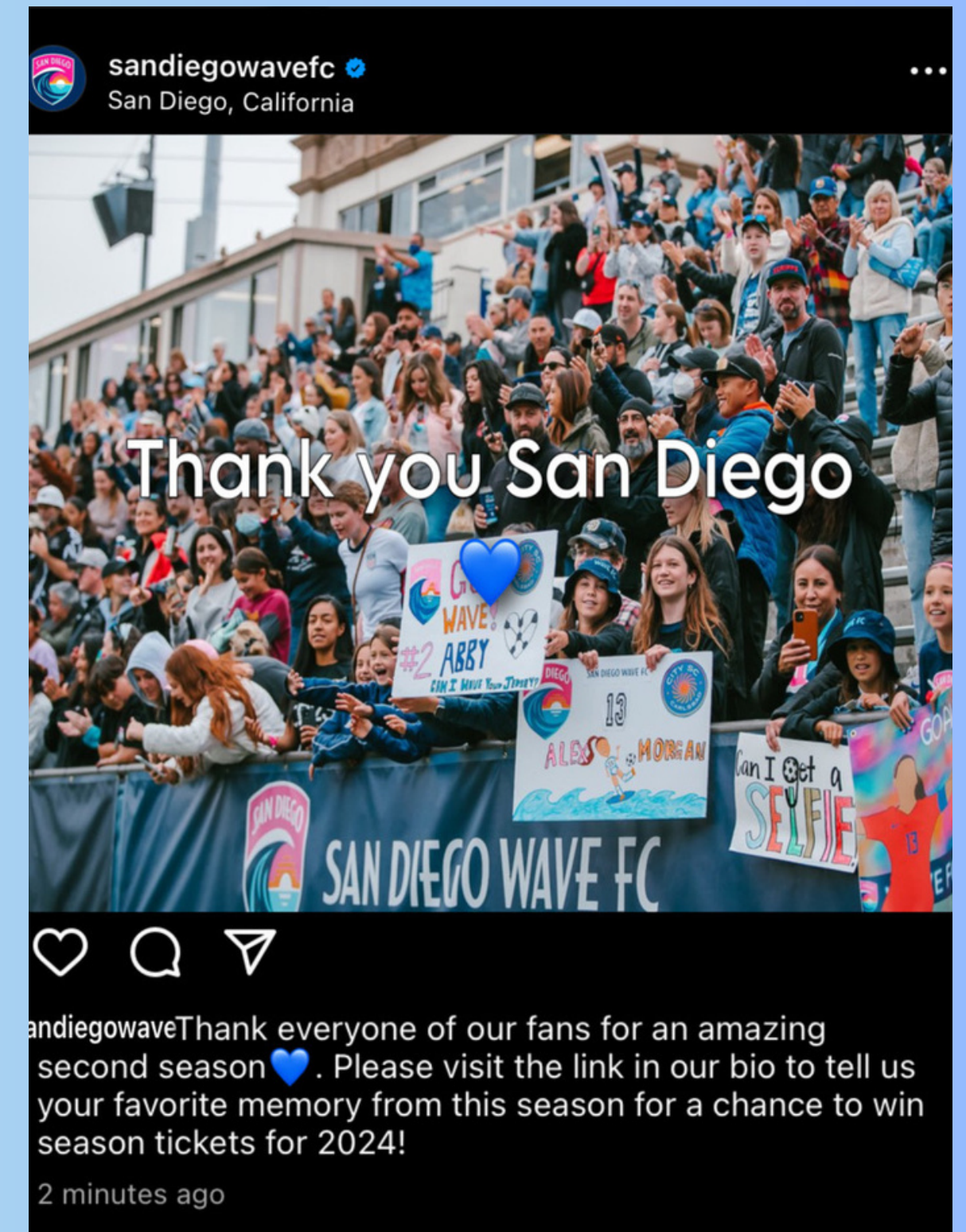
MARKETING DIRECTLY TO SAN DIEGO WAVE FC

- We plan to integrate these previous strategies using social media, women's impact, sponsorships, and personal branding
- We heavily use social media to increase AWARENESS and engagement: through social media broadcast channels, use of influencers, interactive posts, and competitions
- Using social media allows for a wide reach of people, which hits all of our target audiences, is cost-effective, allows us to have heavy communication with fans, and is ultimately the most engaging way to reach fans
- Using a heavy womens impact can be valuable to our plan because it builds representation and inspires younger girls who find role models within these athletes.
- It is more inclusive and creates a more positive team culture
- Using these objectives allowed for us to build strong marketing tactics directly for the San Diego Wave

MARKETING TACTICS



- **MAKE A CONTENT CALENDAR TO SYSTEMATICALLY SCHEDULE SOCIAL MEDIA POSTINGS THAT INCLUDE A VARIETY OF PLAYER FEATURES, BEHIND-THE-SCENES INFORMATION, FAN INTERACTION, COMPETITIONS, AND MORE.**
- **USE TIKTOK AND INSTAGRAM STORIES TO ENGAGE FANS IN REAL TIME DURING EVENTS AND GAMES.**
- **THIS SEASON, COLLABORATE WITH TWO TO THREE LOCAL INFLUENCERS TO REACH NEW AUDIENCES.**
- **ORGANIZE MONTHLY COMPETITIONS ON TWITTER AND INSTAGRAM IN THE RUN-UP TO GAMES; REWARDS MIGHT INCLUDE MERCHANDISE, PASSES, AND EXPERIENCES.**
- **CREATE BRIEF 15–60 SECOND INTERVIEW AND BEHIND-THE-SCENES VIDEOS TO DISTRIBUTE ON VARIOUS CHANNELS.**
- **MONITOR THE EFFECTIVENESS OF EVERY SOCIAL MEDIA POST AND CAMPAIGN TO FIND THE MOST POPULAR CONTENT.**





Community Outreach

- **THIS SEASON, HOST FIVE PLAYER VISITS FOR CLINICS AND MEET-AND-GREETS AT NEIGHBORHOOD YOUTH ORGANIZATIONS AND SCHOOLS.**
- **INSTALL COMMUNITY SERVICE BOOTHS AT A MINIMUM OF THREE SIGNIFICANT SAN DIEGO EVENTS AND FESTIVALS EACH SEASON.**
- **GIVE LOCAL YOUTH SOCCER TEAMS AND LEAGUES CHEAP TICKET PACKS (SUCH AS FOUR GAMES FOR \$50).**
- **COLLABORATE WITH TWO TO THREE NEARBY NONPROFITS TO RAISE AWARENESS, COLLECT FUNDS, AND GET PLAYERS INVOLVED.**
- **PLAN A SAN DIEGO WAVE VOLUNTEER DAY FOR THE TEAM'S MEMBERS AND EMPLOYEES AT A NEARBY ORGANIZATION.**



Advertising/Promotions



- **INVEST IN SEASON-LONG DIGITAL BANNER ADVERTISING ON THREE OF THE MAIN SAN DIEGO SPORTS WEBSITES.**
- **CONDUCT TWO FOCUSED AD CAMPAIGNS ON FACEBOOK AND INSTAGRAM THAT HIGHLIGHT PROMOTIONS.**
- **FOR BRAND RECOGNITION, GET THREE BILLBOARDS IN BUSY SAN DIEGO LOCATIONS.**
- **CREATE FIVE ORIGINAL TUNES FOR RADIO TO AIR ON TWO WELL-LIKED LOCAL SPORTS TALK PROGRAMS.**
- **COLLABORATE WITH TWO TO THREE NEARBY COMPANIES TO DO JOINT GIVEAWAYS AND CROSS-PROMOTIONS ON SOCIAL MEDIA.**

CONTENT CALENDAR

JAN 2024

1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024


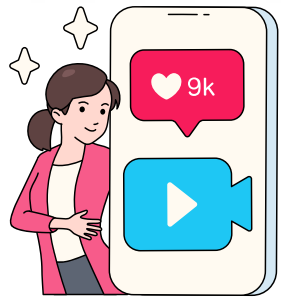


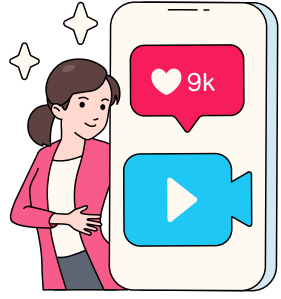


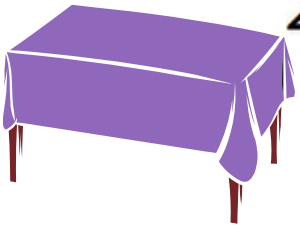
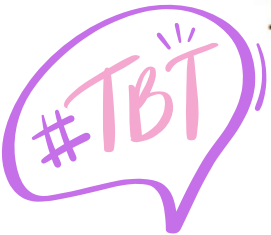









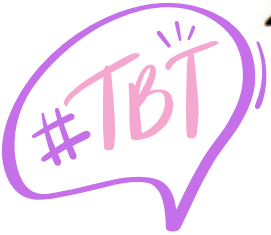

MAR 2024

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

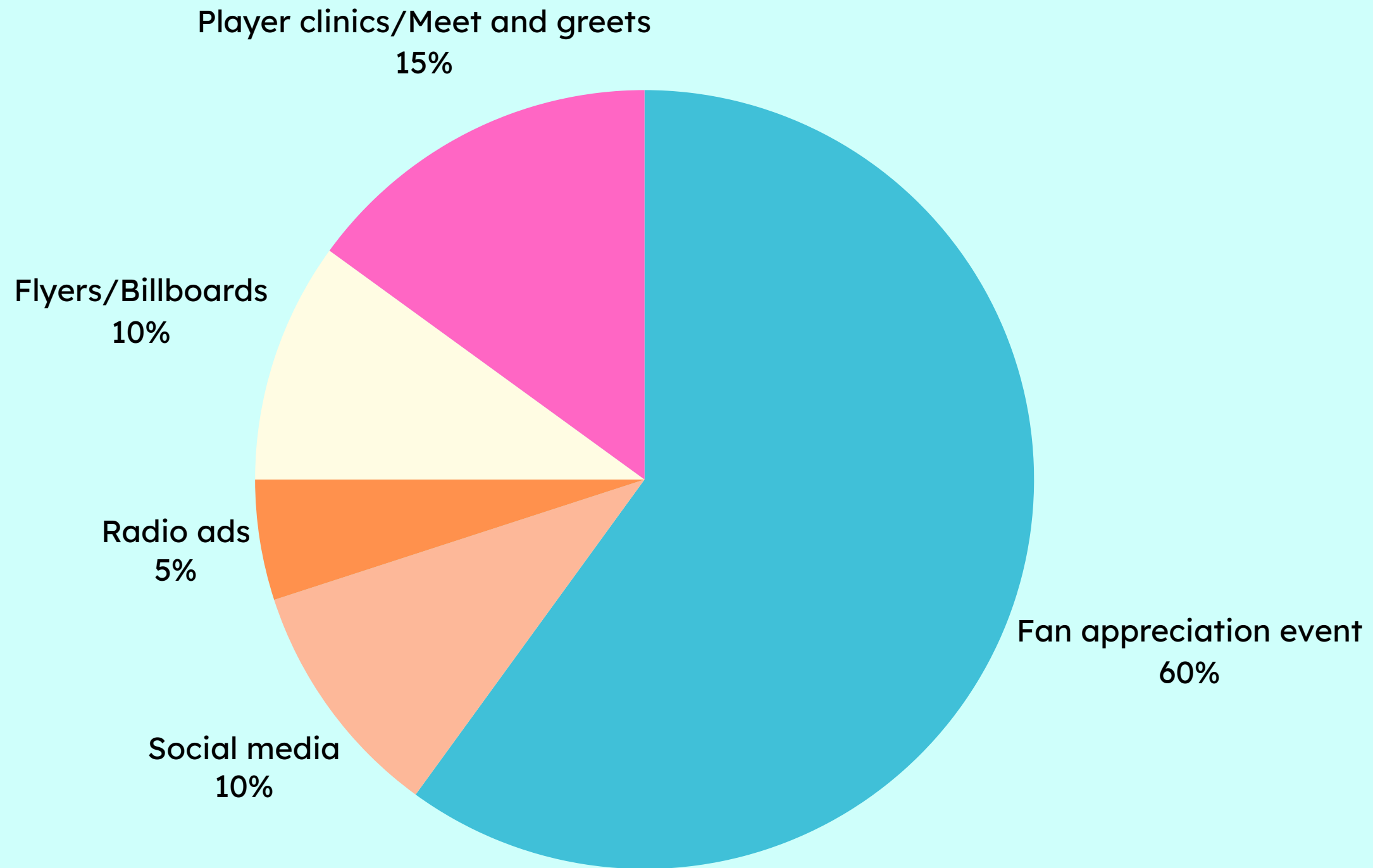
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11	12 	13	14 	15	16 	17 
18	19 	20 	21	22 	23 	24 
25 	26	27	28 	29 		

CONTENT CALENDAR

March 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				 1	 2	 3
 4	<i>ticketmaster</i> 5	<i>GIVEAWAY</i> 6		7	 9	10
 11		<i>GIVEAWAY</i> 12		8	 15	17
	<i>ticketmaster</i> 19	 20		 14	 16	 17
 18			 21	 22	<i>GAME ON</i> 23	 24
 25		 27		28	 29	<i>GAME ON</i> 30
			 28			 31

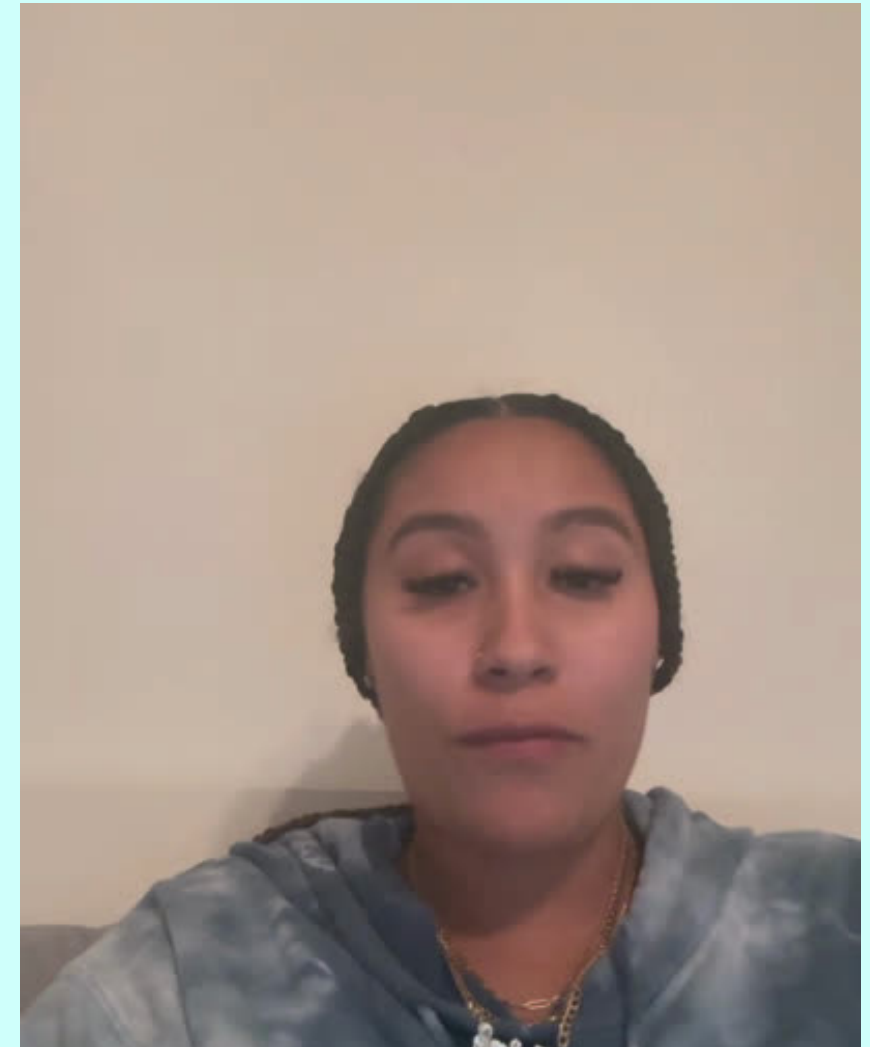
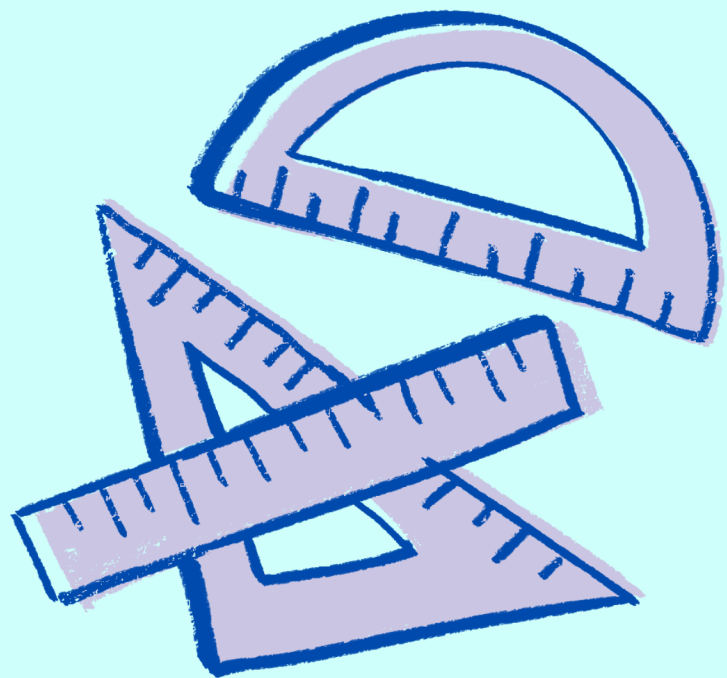
BUDGET



\$300,000 will be our rough estimate for our budget with the event taking up a majority of it

MEASURES OF SUCCESS

- Continued fan attendance at games
- Increased engagement on different social media platforms
(Likes, comments, shares, etc.)
- Attendance at community events based on clickthrough rates of the activities advertised on social platforms



SUMMARY

KEY OBJECTIVES:

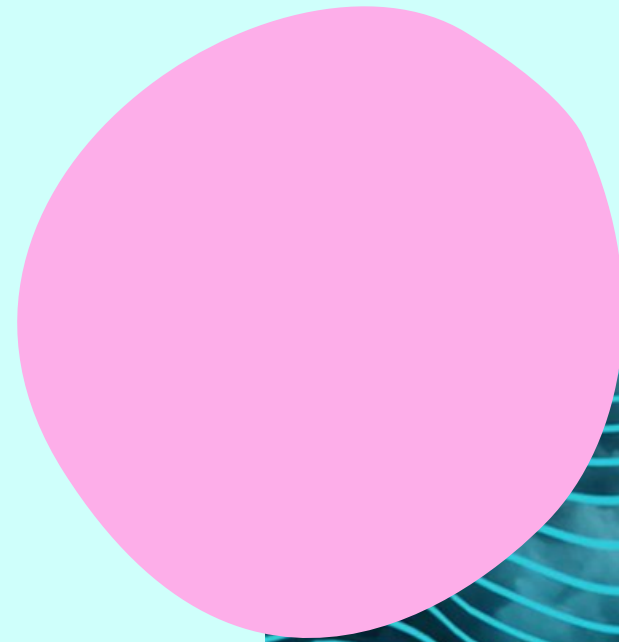
- INCREASE AWARENESS AND FANDOM, PARTICULARLY AMONG KEY AUDIENCES SUCH AS YOUTH ATHLETES.
- IMPROVE THE RELATIONSHIP BETWEEN SUPPORTERS AND PLAYERS.
- INCREASE COMMUNITY OUTREACH AND PARTICIPATION.

MAIN TACTICS:

- SOCIAL MEDIA CONTENT THAT IS BOTH STRATEGIC AND ENGAGING
- COLLABORATIONS WITH LOCAL INFLUENCERS
- GIVEAWAYS AND COMPETITIONS
- CLINICS AND PLAYER VISITS
- TICKETS FOR YOUNG GROUPS ARE REASONABLY PRICED.
- COLLABORATIONS WITH COMMUNITY ORGANIZATIONS
- CAMPAIGNS OF TARGETED ADVERTISING

WE HOPE TO STRENGTHEN THE SAN DIEGO WAVE'S POSITION AS A BELOVED LOCAL CLUB AND RENOWNED LEADER IN WOMEN'S PROFESSIONAL SPORTS BY CONCENTRATING ON DIGITAL ENGAGEMENT, COMMUNITY DEVELOPMENT, AND CLEVER PROMOTIONS.

THANK YOU



Questions?



APPENDICES

[HTTPS://SANDIEGOWAVEFC.COM/CLUB/#:~:TEXT=OUR%20CLUB%27S%20VISION%20IS%20TO,TWO%2DTIME%20WORLD%20CUP%20CHAMPION.](https://sandiegowavefc.com/club/#:~:TEXT=OUR%20CLUB%27S%20VISION%20IS%20TO,TWO%2DTIME%20WORLD%20CUP%20CHAMPION.)

[HTTPS://SANDIEGOWAVEFC.COM/SUPPORTER-GROUPS/](https://sandiegowavefc.com/supporter-groups/)