



LESSONS FROM THE NFL

BUILDING AN INFLUENCER PROGRAM FROM THE GROUND UP

IAN TROMBETTA

SVP SOCIAL & INFLUENCE MARKETING



IMPORTANCE OF INFLUENCER MARKETING

DISCOVERY

The growth of the experience economy means that audiences are on the hunt for new experiences and content within niche areas to enjoy.

TRUST

92% of people trust recommendations, even from people they don't know, more than they do brands.

AUTHENTICITY

Audiences are knowledgeable and expect brands / influencers they work with to be honest and true to their origins.

COMMUNITY

Audiences seek new ways to bond with other likeminded individuals and develop support structures that are relevant in modern life.



TIERS OF INFLUENCERS



CELEBRITY

Often a household name, celebrities have a wide range of influence that spans across audiences. Their influence has either stemmed from mass media rather than social, or has grown from social and then transitioned off platform and into mass. Primarily activated around major tentpole events.

ESTABLISHED TALENT

An influencer with a large and growing audience, who has achieved celebrity status through their social content. Developed, branded personalities (no longer tied to interest alone) and often explore business opportunities off platform. Activated year round w/ dynamic social content.

EMERGING TALENT

An influencer with a more niche follower set, growing fan-base of highly-engaged, extremely attentive followers. Activated year round with an emphasis on key verticals.



KEYS TO SUCCESS

3 COMPONENTS

1) FACTS NOT FEELINGS

BUILD CREDIBILITY VIA STRONG AND VERIFIABLE DATA

2) AVOID BECOMING A "ONE TRICK PONY"

INTERTWINE INFLUENCERS ACROSS DEPARTMENTS TO SERVE MULTIPLE OBJECTIVES

3) PLAYERS AS INFLUENCERS

BUILD AUTHENTIC RELATIONSHIPS BASED ON SHARED INTERESTS





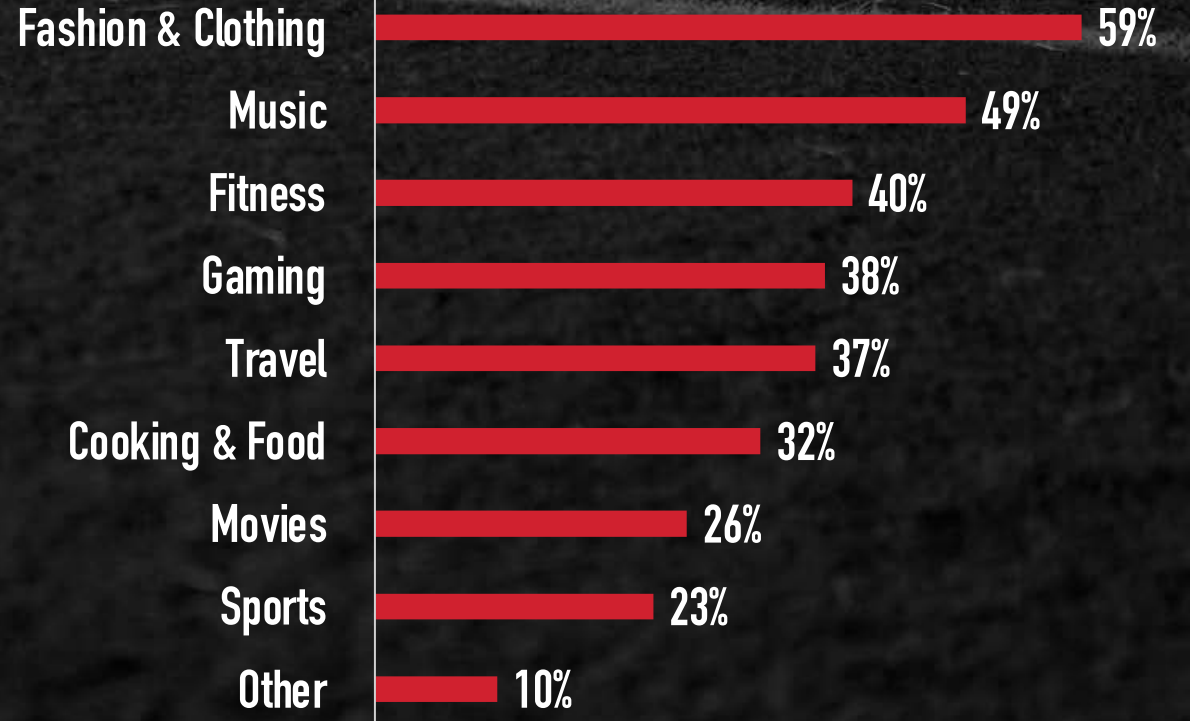
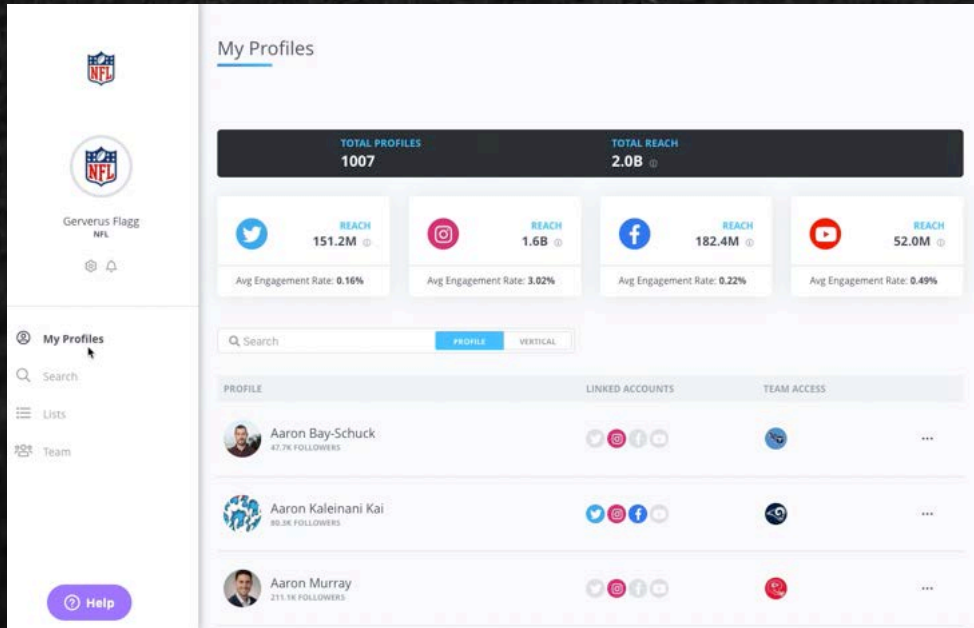
LESSON 1: FACTS NOT FEELINGS

AI IDENTIFICATION TOOL

Enables all clubs to build and grow their own network influencers.

TYPES OF INFLUENCERS PEOPLE 14-24 FOLLOW

Showcases preferred content for Gen Z.





MUSIC



FOCUS ON COMBINED
PASSION POINTS

GAMING



FITNESS



FASHION

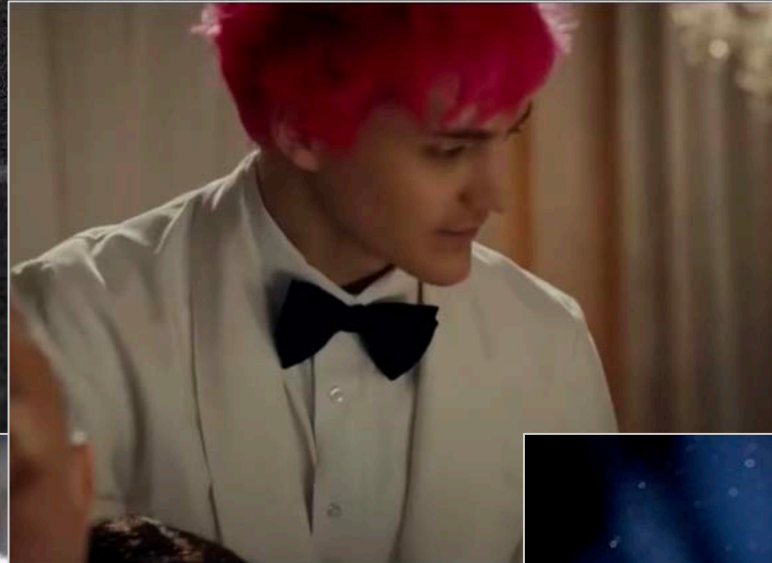


LESSON 2: INFLUENCERS INTERTWINED ACROSS THE LEAGUE

DESI BANKS X PIZZA HUT



NINJA X SUPER BOWL LIII SPOT



LIL WAYNE X PACKERS



JLO X TIK TOK LAUNCH



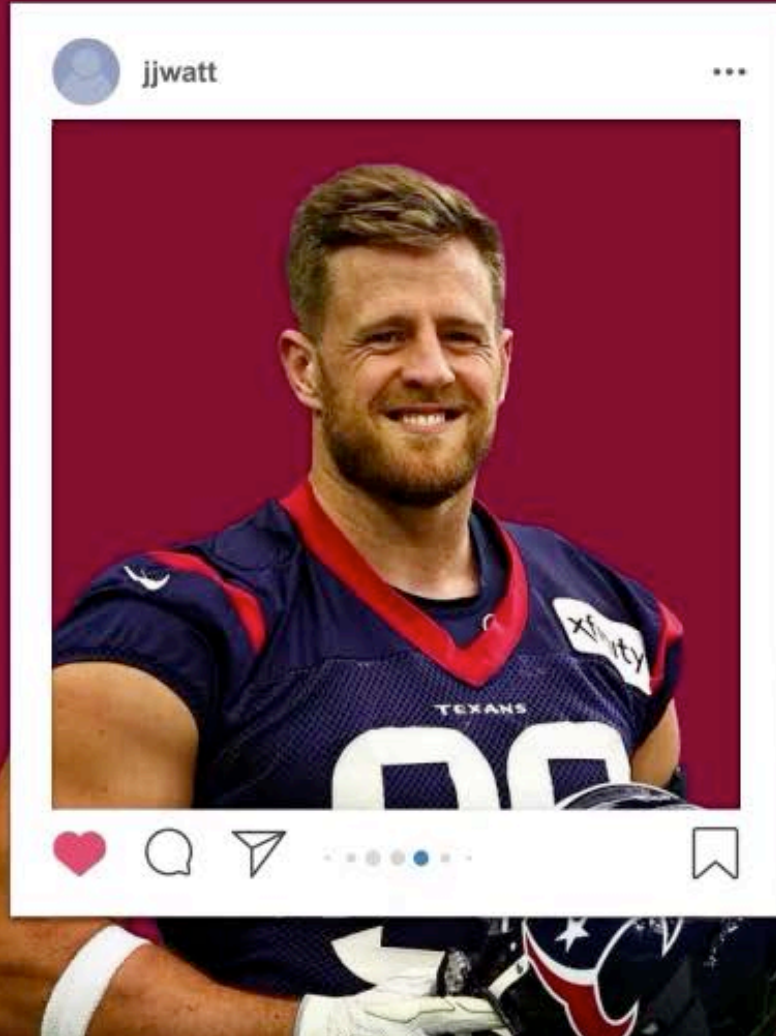
YOUTH FOCUSED COLLABORATIONS & EXPERIENCES

FAZE CLAN X NFL DRAFT



SHOE SURGEON X SB LIV





"COMPANIES ARE PAYING TOP INFLUENCERS ALMOST \$1 MILLION FOR SOCIAL POSTS TO ACCESS THEIR INSANE REACH AND ENGAGEMENT ."

- BUSINESS INSIDER



LESSON 3: PLAYERS ARE OUR STRONGEST INFLUENCERS





SUPER SERVE PLAYERS TO MAXIMIZE THEIR PLATFORM

EDUCATE PLAYERS ON SOCIAL BEST PRACTICES

WEEKLY CONTENT





EMPOWER PLAYER VOICES

SAY THEIR STORIES



INSPIRE CHANGE




NFL VOTES



MY CAUSE MY CLEATS





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HOSTED BY



RICH EISEN



DEION SANDERS



KEVIN HART



TOM BRADY



RUSSELL WILSON



BRETT FAVRE



TRAVIS KELCE



LAMAR JACKSON

70

PLAYERS &
LEGENDS

\$6.7M

DOLLARS RAISED

3

DAYS

14

HOURS OF
PROGRAMING

23M⁺

STREAMS

46M⁺

MINUTES WATCHED



GUY FIERI



LIL WAYNE



DJ KHALED



QUAVO



CARLI LOYD

100

INFLUENCERS

34.5M

COMBINED INFLUENCER
SOCIAL FOLLOWINGS



NICK SABAN



DABO SWINNEY



LINCOLN RILEY

10

COACHES



ERIN ANDREWS



BRAD PAISLEY



NINJA



OFFSET



BLAKE SHELTON



JIMMY JOHNSON



BILL COWHER



URBAN MEYER