



SOUTHERN MARYLAND BLUE CRABS

ROBERT FEASLEY
ANDREA KRUSZKA
MARK WYSOCKI
MONA NUSEIBAH

Overview



- * The Southern Maryland Blue Crabs are approaching their 5th season in the Atlantic League of Professional Baseball. In the past the team has utilized social media strategies, however not to full capacity—leaving out a target demographic for attendance. Social media night at the park looks to garner support and spread awareness for a younger crowd. The target demographic includes college students and young professionals in the D.C. metropolitan area and Southern Maryland. By implementing a social media campaign that utilizes various mediums not commonly found among professional sports, the night will hopefully be a successful one for the Blue Crabs.

SWOT Analysis



Strengths

- * Social Media Presence: Facebook, Twitter, YouTube
- * Partnerships with companies in the area; incentives for fans
- * Plays an active role in the community: Meet and greet before games, appearances, donations



Weakness

- * Social media: "likes"/ followers, and frequency of posts; Overall Activity
- * Web site: Layout and design
- * Events: Lacking target audience of college students and young adults

SWOT Analysis cont.



Opportunities

- * Location: D.C. and College of Southern Maryland.
- * Social media: Increase activity and interaction
- * Local colleges capable of spreading awareness

Threats

- * Other local teams: Nationals, Orioles, Bowie Baysox
- * Local teams in different sports implementing social media: D.C. United, Capitals, Redskins, Wizards
- * Other entertainment opportunities



Wesley Bunnell / SportsPageMagazine.com

Strategic Considerations



- * The purpose of this event is to garner support for the Blue Crabs by making the team and game atmosphere more geared toward college students and young adults
- * The planned event is set to spread awareness and increase the fan base to a more inclusive one, while also building social media presence.
- * The Blue Crabs have ample opportunity to broaden the diversity of their fan demographic by simply implementing an effective social media strategy and campaign



STRATEGIES AND TACTICS: WEBSITE REDESIGN



-Front page is cluttered:

- Hard to navigate
- Hard to decipher information
- Who are the blue crabs? Not clear.

-Redesign necessary:

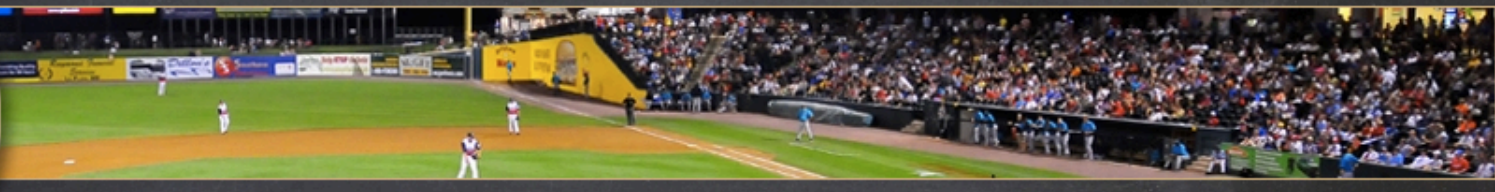
- Objective: use space more efficiently
- Incorporate social media more effectively
- Highlight team news better
- Highlights should stretch across top

-Add:

- Player highlights
- League leaders
- Social Media on top of screen

-Link to (subtract):

- Corporate Partners
- League Standings
- Radio Partnership
- Headlines
- Season Tickets
- Video clips
- Upcoming Games



HOME | TICKETS | PROMOTIONS | SCHEDULE | TEAM | GROUPS | FAN ZONE | STADIUM | SHOP

BREAKING NEWS & VIDEO

TOP 25 PROMOTIONS FOR 2012



Cowboy Buzz and Woody

BLUE CRABS UNVEIL TOP PROMOTION OF 2012!

We have tons of fun planned for the special 5th Anniversary Season, and now we've unveiled the Top Promotion of 2012- what do you think it is? A giveaway? An appearance? You never know what crazy idea we'll think of next!

UPCOMING GAMES

Thursday, Apr 26 @ 7:05pm at home Barnstormers

** Opening Night, Blue Crabs Schedule Magnet Giveaway **

Buy Tickets

Apr 26 • 7:05pm Opening Nig... | BUY

Apr 27 • 7:05pm Pinch Onto... | BUY

Apr 28 • 6:35pm Pinch Onto... | BUY

scroll down

Opening Day 2012 Silver Sluggers April 26th, 2012 BUY A TICKET BUY TICKETS!

FUNDRAISING LOGIN

BLUE CRABS TICKETS

GET YOUR SEASON TICKETS NOW!

HEADLINES

- Blue Crabs Present: The Pinch Fund
Unique Marketing Options With The Blue Crabs!
Be Part Of The Chick-fil-a Backfin Buddies Club!
Join The Hearing Professionals Silver Sluggers Club Today!
Figuroa And Mercado Join The Club!

PARTNERSHIPS

Showcase your product and services, build business and increase brand recognition with the best entertainment venue in Southern Maryland! The partners below enjoy the benefits of working with the Blue Crabs!



LISTEN LIVE THE PHOENIX CLICK HERE

REGENCY FURNITURE



NEXT GAME



Thursday, Apr 26 at HOME 7:05pm

BUY

Buy Tickets

Blue Crabs Gear

Contact

facebook

twitter

YouTube

BLUE CRABS TICKETS

GET YOUR SEASON TICKETS NOW!

[Click Here](#)

HEADLINES

- Blue Crabs Present: The Pinch Fund
- Unique Marketing Options With The Blue Crabs!
- Be Part Of The Chick-fil-a Backfin Buddies Club!
- Join The Hearing Professionals Silver Sluggers Club Today!
- Figueroa And Mercado Join The Club!

PARTNERSHIPS

Showcase your product and services, build business and increase brand recognition with the best entertainment venue in Southern Maryland! The partners below enjoy the benefits of working with the Blue Crabs!



[VIEW OUR PARTNER LIST](#)

LISTEN LIVE

CLICK HERE

REGENCY FURNITURE

SoTaDiuM

Official Charitable Partner of the Blue Crabs!

CIVISTA Health Foundation

SOUTHERN MARYLAND BLUE CRABS GAME CENTER

UPCOMING GAME



Thursday, April 26, 2012
Game Time: 7:05pm

[\[Previous Game Box Score \]](#)

LEAGUE STANDINGS

Freedom Division	W	L	PCT	GB	STREAK	L10
Lancaster Barnstormers	0	0	0.0	-	-	0-0
Sugar Land Skeeters	0	0	0.0	-	-	0-0
Somerset Patriots	0	0	0.0	-	-	0-0
York Revolution	0	0	0.0	-	-	0-0

Liberty Division	W	L	PCT	GB	STREAK	L10
Bridgeport Bluefish	0	0	0.0	-	-	0-0
So. Maryland Blue Crabs	0	0	0.0	-	-	0-0
Long Island Ducks	0	0	0.0	-	-	0-0
Camden Riversharks	0	0	0.0	-	-	0-0



Charles, Calvert, and St. Mary's County

Friend us on **facebook**

follow us on **twitter**

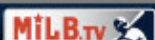


BASEBALL IN MAY
EDUCATION DAY **Click Here**

GIRL SCOUT NIGHT
RE/MAX **JUNE 1st**
Click Here Girl Scouts

SCOUT NIGHT
RE/MAX **JUNE 8th**
Click Here

WATCH THE STARS OF TOMORROW TODAY



MORE THAN 2,500 GAMES AVAILABLE LIVE AND ON-DEMAND

Subscribe Now

TICKETS AND UPCOMING EVENTS

1 2 3



Order Baysox Single Game Tickets
Get tickets to your favorite Baysox Games this season! Order Here >



Double Dog Deal Days
Two FREE Hot Dogs & a bag of Cracker Jacks with purchase of regular price Box Seat ticket on Tuesdays! Order Tickets >

Next Game: April 24

7:05 PM EDT



9-6
McFarland (2-1, 2.30)



7-11
McCurry (0-2, 4.91)

Tickets | Full Schedule | Gameday Audio

Double Dog Deal Day

Get two FREE Hot Dogs & bag of Cracker Jacks with purchase of regular price Box Seat Ticket More >

MON 23 vs AKR W, 2-0	TUE 24 vs AKR 7:05pm	WED 25 vs AKR 11:05am	THU 26	FRI 27 @HAR 7:00pm	SAT 28 @HAR 7:00pm	SUN 29 @HAR 2:00pm
----------------------------	----------------------------	-----------------------------	--------	--------------------------	--------------------------	--------------------------

BAYSOX CONNECTIONS

Baysox E-Mail Club

JOIN TODAY!

Register For The Baysox E-Mail Newsletter Club!



Follow The Baysox On Facebook!



Follow The Baysox On Twitter



< prev

next >

(Bert Hindman)

Kendall's Korner

Manager Gary Kendall is returning for his second season as the helm of the Bowie Baysox. He recently sat down and talked about his expectations for this season.

- [Baysox Promo Schedule](#)
- [Order Baysox Tickets](#)

With an accurate diagnosis, get more effective treatments.

[CLICK HERE TO LEARN MORE >](#)

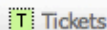
MedStar Georgetown University Hospital



BAYSOX FUN STUFF

Verizon 4GB FOR \$30

Verizon 4G: 2X the Data, Same Low Price



Connect via Meebo

STRATEGIES AND TACTICS: MEDIA EVENT



"Social Media Night"

- Press Conference: Send out media advisories to local media in Southern Maryland and the Metropolitan area about the unveiling of a new Southern Maryland Blue Crab baseball team social media campaign
- Unveiling the "Crustacean Nation." Talking points will include:
 - Innovative use of Meetup.com and Pinterest: forms of social media not yet utilized successfully in professional sports
 - Discussion of implications of new social media: professional sports in the 21 Century

STRATEGIES AND TACTICS: SOCIAL MEDIA



Twitter:

- #FeartheCrab
- @CrustaceanNation
- Live game tweets
- Re-tweeting competition giveaways
- Spread awareness about weekly events
- Game reminders
- Meetup.com updates
- Link to Facebook feature stories

Youtube:

- Haven't updated since January
- Lack of considerable presence

Facebook:

- Daily news timely to game events
- Player profiles – getting to know the Blue Crabs
- Crab of the week: features on fans
- Fear the Crab – slogan tailored to all tags

Meetup.com:

- Partner with local bars to organize Blue Crab pre-game happy hour specials
- Organize party buses leaving from various locations in DC, Maryland and Virginia

Pinterest:

- Videos
- Vintage "throwback" baseball cards and jerseys
- Fan contests to t-shirt and jersey design contests

Email

- "Crustacean Nation" email list
- Receive email updates
- Those who join the "Crustacean Nation" email and mailing list will receive free tickets to a game and a "Crustacean Nation" bumper sticker

STRATEGIES AND TACTICS: RADIO



- Plug "The Phoenix" online radio station as well as their online, downloadable music player
- As a testament to the program, broadcast the press conference live on "The Phoenix"



STRATEGIES AND TACTICS: PRINT MEDIA



- Media Advisory: will be sent out to the Washington Post, Maryland Independent, Southern Maryland News and so forth (see media list)
- Press Releases: sent to the above named newspapers about the release of a new minor league baseball media strategy
- Pitch Letters: specifically target Washington Post Technology and Local Business sections for their coverage of innovative practices in the area

Communication Goals



- * Communication Goals:
 - * Raise awareness of the Blue Crabs with a wider demographic
 - * Successfully use new social media platforms such as Meetup.com and Pinterest
 - * Increase usage of social media at Blue Crab events to create a more immersive experience for fans
 - * Generate more media coverage for the Blue Crabs

Communication Objectives



- * Communication Objectives:
 - * Twitter: 50 percent more followers
 - * 942 currently. 1413+ projected
 - * Facebook: 25 percent more likes
 - * 6k likes. 7.5k projected
 - * Pinterest: Significant usage
 - * Meetup.com: Significant enough groups to partner with local bars to provide "Crustacean Nation" happy hours

Southern MD Blue Crabs Social Media Night



WHAT: Southern MD Blue Crabs will host a night of social media activity and provide a post-game “mix and mingle” with 5 players

WHERE: Regency Furniture Stadium

WHEN: Saturday, June 9, 2012

WHO: CSM students, Local Businesses, Local High School students, DC Metro Area



Event Slogan: Create the Crab Convo

WHY: To build awareness, engagement, and interaction online with fans/general public, and encourage greater connection to players/team

Southern MD Blue Crabs Social Media Night



Goals of the Event:

- * Build overall awareness of Southern MD Crabs and Players
- * Encourage fans to interact via social media channels and retain engagement
- * Utilize fan social media activity to capture their social networks and market to broader audience
- * Build database of fan info via social channels to directly market and push ticket/merchandise sales



Southern MD Blue Crabs Social Media Night



Social Media Night Details:

- * Promote team social media platforms throughout night
- * Facebook: somdbluecrabs
- * Twitter: @BlueCrabs
- * All Blue Crab Player Platforms

Player Mix & Mingle Details:

- * VIP Tickets: \$25
- * 2 hour post-game party
- * Crab feast, socialize, photos, and drink



Offer numerous incentives, special offers, and free giveaways over social media channels to encourage engagement throughout the night

Media List



Maryland Independent	Dallas Cogle	Sports Beat	301-645-9480	dcogle@somdnews.com
Washington Post	Dan Steinberg	Sports Blogger	800-477-4679	steinbergd@washpost.com
The Enterprise	Tammy Showalter	Sports Beat	301-862-2111	tshowalter@somdnews.com
The Calvert Recorder	AJ Mason	Sports Beat	301-855-1029	ajmason@somdnews.com
Southern Maryland News	James McCray	Sports Beat	301-645-8945	jmccray@somdnews.com
Radio - WJFK 106.7	J.P. Flaim	Sports Junkies	703.691.1900	studio@1067hefan.com
Radio - WIHT 99.5	Chris Styles	Weekend News	877-995-4681	styles@hot995.com
Radio - WRQX 107.3	Chili Amar	Weekday Nights	202-686-3100	chilli.amar@cumulus.com
Radio - WKYS 93.9	Russ Parr	Weekend On-Air	301-306-9540	russparr939@yahoo.com
Radio - WASH 97.1	Dave Arlington	Weekend On-Air	866-927-4361	davearlington@yahoo.com

Media List



Comcast Sportsnet	Mark Zuckerman	Baseball Writer	301-718-3200	mzuckerman@csnwashington.com
Southern Maryland Online	General Contact	Sports	N/A	Somd.com
College of Southern Maryland	Sarah Tipsword	Athletics News	301-539-4711	stipsword@csmd.edu
The Phoenix	General Contact	Radio	301-638-9877	info@somdbluecrabs.com
Southern Maryland News	Jason Norris	Weekend News	301-645-8945	jnorris@somdnews.com

Comments?



Please feel free to contact us at:

ROBERT FEASLEY – rf4877a@american.edu

Twitter: @NoHiddenFeas

ANDREA KRUSZKA – ak5336a@american.edu

Twitter: @AndreaKruszka

MARK WYSOCKI – mark.a.wysocki@gmail.com

Twitter: @MarkWysocki4

MONA NUSBEITH – mn3190a@american.edu

Twitter: @M_Nuseibah