



# The Twitter Sports Marketing Guide

Five Tips From the Leading Pro Teams

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When selling online, whether it's a product, yourself, or an idea, the goal is to separate your product from the rest of the crowd.

It's no different for Twitter—the teams with the most fans use certain strategies that make them stand out and attract the most followers. These are some of the techniques that the most followed teams on Twitter have used to break the mold and build a large following. Learn from their example to find ways you can start building your own following.



## 1. When in Doubt, Tweet

**LA Lakers:** ([@Lakers](#)) The platform for Twitter success is already established for the Lakers, so even without their social media expertise, they wouldn't need any help in securing a large following. 15 NBA titles and a fan base in one of the biggest cities in the world will help with attracting an audience, but the Lakers are fully aware of the power of Twitter, and tweet relentlessly to maintain the largest following in sports.

The Lakers fan is hungry for up to the minute information, and the Twitter feed satisfies that hunger. When anything related to Lakers basketball is said or happens, it is tweeted. Constant Retweets from @Lakersreporter gives fans a feel for the mood of the team after games, and it provides quotes from players that otherwise may not be heard.

Twitpics give candid shots of players and coaches that separate them from normal coverage on ESPN or other networks. Simply put, the Lakers do everything to make the fan feel a part of the organization, which makes "constant content" their biggest strength on Twitter.

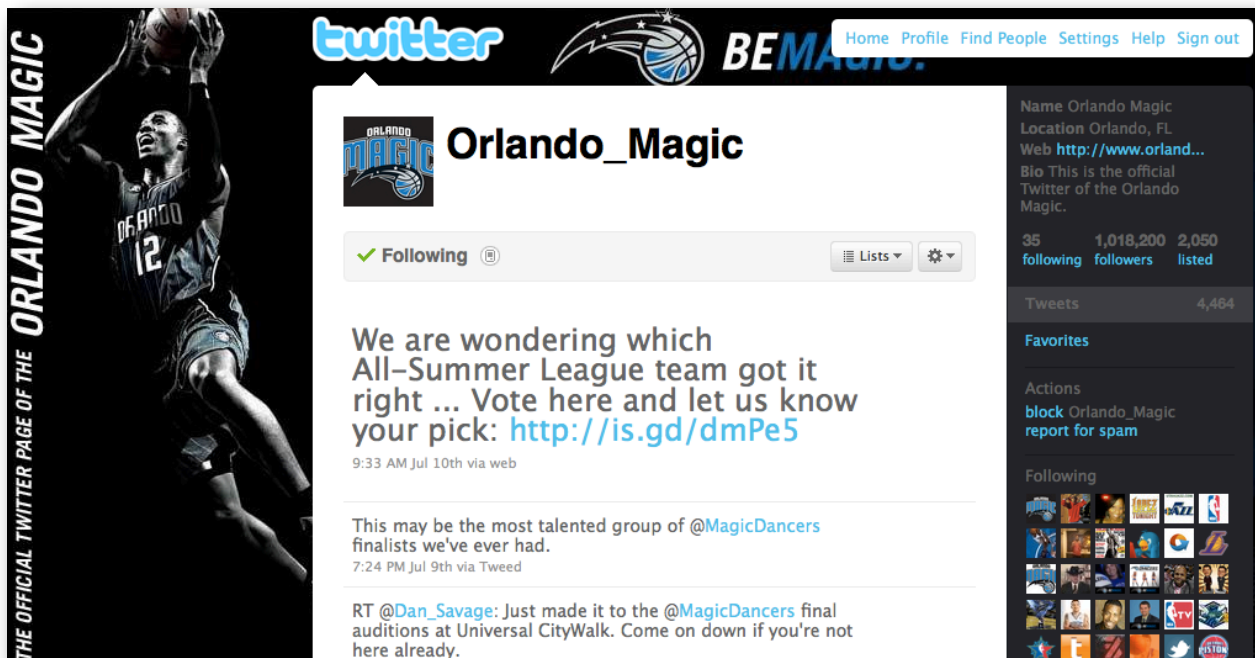


## 2. Respect the Fan

**Orlando Magic:** ([@Orlando\\_Magic](#)) Orlando is a medium-sized sports market that doesn't compare to the likes of Chicago, New York, Los Angeles, Philadelphia, or Boston. So how is it that the Magic, who have never won an NBA title, are the second most-followed sports team on Twitter in the world?

They have a social media friendly superstar in Dwight Howard, and they understand the importance of their fans. It seems like almost every day the Magic hold give-away contests for fans on Twitter, and fortunately for them, Dwight Howard holds superstar status on and off the court and he's not afraid to tweet. For example, when [the one-millionth fan](#) started following Howard, Dwight rewarded the fan with an all-expenses paid trip to Orlando to catch a game and hang with the star center. Thanks to Howard's prowess on Twitter, Orlando has benefited.

Howard and the Magic understand the importance of treating fans to give-aways and rewarding them for following on Twitter. The Magic have struck a magic balance between promotions for fans and team updates on its Twitter feed, and should be considered as one of the most social media savvy team in sports.



The screenshot shows the Orlando Magic's Twitter profile. On the left, there is a vertical banner with the text "THE OFFICIAL TWITTER PAGE OF THE ORLANDO MAGIC" and an image of Dwight Howard in a Magic jersey. The main profile area includes the team's name "Orlando\_Magic", a "Following" button, and a tweet asking fans to vote on an All-Summer League team. The tweet text is: "We are wondering which All-Summer League team got it right ... Vote here and let us know your pick: <http://is.gd/dmPe5>". Below this is another tweet: "This may be the most talented group of @MagicDancers finalists we've ever had." and a retweet from @Dan\_Savage: "Just made it to the @MagicDancers final auditions at Universal CityWalk. Come on down if you're not here already." The right sidebar shows profile statistics: 35 following, 1,018,200 followers, and 2,050 listed. It also includes sections for "Tweets" (4,464), "Favorites", "Actions" (block, report for spam), and "Following" (a grid of user avatars).



### 3. Use the Resources You Have

These teams either have a loyal fan base that dates back before Twitter, or they have an athlete that helps them attract fans to their accounts. Either way, these teams have taken advantage of the resources at hand to build large followings.

**Real Madrid:** ([@RealMadrid](#)) Real Madrid’s fans live and breathe soccer, and Twitter is a gift to all of those fans who can’t get enough Real Madrid news. The team’s Twitter feed kept tabs on how all of their players are doing in international competition as the 2010 World Cup neared. They stay active by posting links to videos of player highlights, interviews, or other articles about the team. With an avid fan base intact, Real Madrid just has to keep it simple, but credit to them for going beyond the expected.

**Montreal Canadiens:** ([@CanadiensMTL](#)) It is no secret that the NHL takes a backseat in popularity in the U.S. But in Montreal, Canadiens hockey is life. Montreal has a larger following on Twitter than any team in the NFL. They give the fans what they want—instant updates on players, news, buzz, fan polls, advertisements for kid camps, etc. It may sound easy, but teams like the Dallas Cowboys also have a passionate fan base, yet the Canadiens have almost twice as many followers. Could it be that Cowboys fans don’t care

to use Twitter? Maybe, but Montreal has paved its way as the frontrunner on Twitter in the NHL by keeping their fans entertained with Canadiens news.

**Cleveland Cavaliers:** ([@Cavs](#)) The Cavs don’t tweet as often as the Lakers, Magic, or even Canadiens, and they’re not in a major media market, but somehow, they have over 50,000 followers. The answer for this is pretty simple—Lebron James. Most Cavs fans are young, and many may support the team just because of LeBron. Despite his recent departure from the team, he still helped carry them to online popularity.

They already offer promotions via Twitter, but there is definitely room for improvement with the volume of tweets. Sure, the season might be over, but there is plenty of content to tweet that will keep their large following busy. Even without LeBron, Twitter will be very important to the Cavs fans.



### **New England Patriots/Boston Celtics: ([@bostonceltics](#)) [@realpatriots](#))**

Both of these New England-area teams are extremely popular to their fans. Each team has a storied history with winning championships, and because of that the Celtics and Patriots have a lot of fans. The Patriots are the most followed NFL team on Twitter, and have accomplished this promoting social media on their team website.

Not every team advertises Twitter on its main website, but because the New England is willing to promote social media, their passionate fans have somewhere to turn for a different angle on Patriots news. The same can be said for the Celtics. While it may sound primitive for a sports team not to have a link to a Twitter account on their home page, many teams don't, so credit the Patriots and Celtics for realizing that Twitter was a means to reach out to their younger fans.

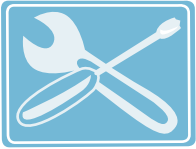




#### 4. Follow Back and Listen

**San Diego Chargers:** ([@Chargers](#)) The Chargers stay relatively quiet throughout the regular season, but have been one of the most successful NFL teams in recent years. On Twitter, they currently have a little over 38,000 followers, and while they do tweet relevant Chargers info, they use one strategy that no other team used—San Diego follows over 31,000 Twitter accounts. Many of who they are following are random fans, which creates a sense of community for Chargers fans. This technique undoubtedly opened the door for the Chargers to attract a large number of followers, and no other team is near the “following/followers” proportion that San Diego has.

The screenshot shows the Twitter profile for the San Diego Chargers (@Chargers). The profile header includes the team's name, location (San Diego, CA), website, and bio. The bio states: "The official Chargers twitter account with updates from Chargers Park. Managed by @joelprice". The profile statistics are: 31,513 following, 38,015 followers, and 1,197 listed. The profile also shows a list of lists: @chargers/fans, @chargers/blogs, @chargers/afwest, @chargers/partners, @chargers/players, and @chargers/staff. A tweet is visible, dated 5:02 PM Jul 3rd via Facebook, with the text: "Come to 'Celebration of Don Coryell's life' Monday, July 12 from 2:00 pm to 11:00 pm. A Celebration of Life of... http://fb.me/DJTIMgAY". Below the tweet, a reply from @anthony\_perez is shown, dated 12:12 PM Jul 2nd via web, with the text: "lets try to make #RIPDonCoryell a trending topic. it's the least us fans can do." The tweet is retweeted by @chargers and 46 others.



## 5. If it isn't Broken, Don't Fix it

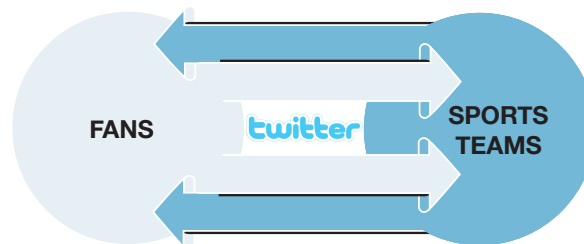
While most of these teams share the strategy of tweeting everything that might interest their followers, some teams have done things differently to create a substantial following on Twitter. Ultimately, all of these teams share the idea of making the fan feel a part of the organization. Twitter has closed the gap between team and fan interaction, and as a result, fans don't feel distanced anymore from the day-to-day happenings of their favorite team. Each team listed grasps the importance of Twitter, leaving other teams to play catch-up.

### **New York Yankees and Philadelphia Phillies:**

([@NY\\_Yankees](#) and [@Phillies](#)) These two teams follow the basic formula for Twitter success. They post recaps of games, they tweet injury or major news updates, and they Retweet when something relevant to their teams is talked about in the Twittersverse.

The Yankees are the most successful team in MLB history and play in the media jungle of New York City, and the Phillies have some of the most passionate fans in all of sports, especially after appearing in back-to-back World Series. The foundation for a large number of followers was handed to these teams on a silver platter.

Philadelphia and New York are both huge sports towns with a young, progressive demographic, and keen to the importance of social media. So while these teams don't have to do a lot to maintain their large following, the Phillies and Yankees are still very active on Twitter, posting stories whenever and wherever they find them, and it has helped them both reach the top of Twitter in the MLB.







The Twitter Sports Marketing Guide is a simple, but valuable report for those who work in sports. It will help teach you how to maximize Twitter and enhance fan engagement.

If you would like to receive the complete Twitter Sports Marketing Blueprint, be sure to sign up for the Sports Executives Association (SEA). Members receive instant access to the Twitter video training course, along with many other sports business resources, and the opportunity to connect with hundreds of sports executives from around the world.



When you sign up, you will also receive a free digital copy of multiple eBooks, including; [\*The Game Starts Here: How To Take Your Career to the Next Level in the Sports Industry\*](#). This road map will guide you along your career path in the sports industry with the online and offline marketing and business principles you need to succeed.

[Sign up today and become a proud member of the SEA!](#)

Don't forget to check out [SportsNetworker.com](http://SportsNetworker.com) for more great sports resources.

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