Expanding your Organization the Smart Way: Keeping consistency in branding, content and data as you add affiliate clubs and locations

John Weinerth, Vice President – Soccer

NBC Sports Group

Topic Relevance: Evolution of the Soccer Model

Topic Relevance: Evolution of the Soccer Model

Challenges with consistency of brand, content distribution and data standards as you scale

Branding and Content Continuity

Branding as you Scale

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." – Warren Buffett

- Expansion should enhance your brand not dilute it
  - Brand identity – benefits and values
  - Tone and voice
- Stay true to your brand
  - Establish strict brand standards and guidelines
  - Affiliate agreements
- Best Practices to make it easy for everyone
  - Brand training
  - Easy to access brand and asset libraries (private pages)
  - Source of truth

Branding as you Scale

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Branding as you Scale

PLAY THE LIVERPOOL WAY

International Academy
Texas

International Academy
Bay Area

International Academy
Maryland

International Academy
Michigan

International Academy
New Jersey

International Academy
St Louis

International Academy
West Florida

Branding as you Scale

ACADEMY AFFILIATES

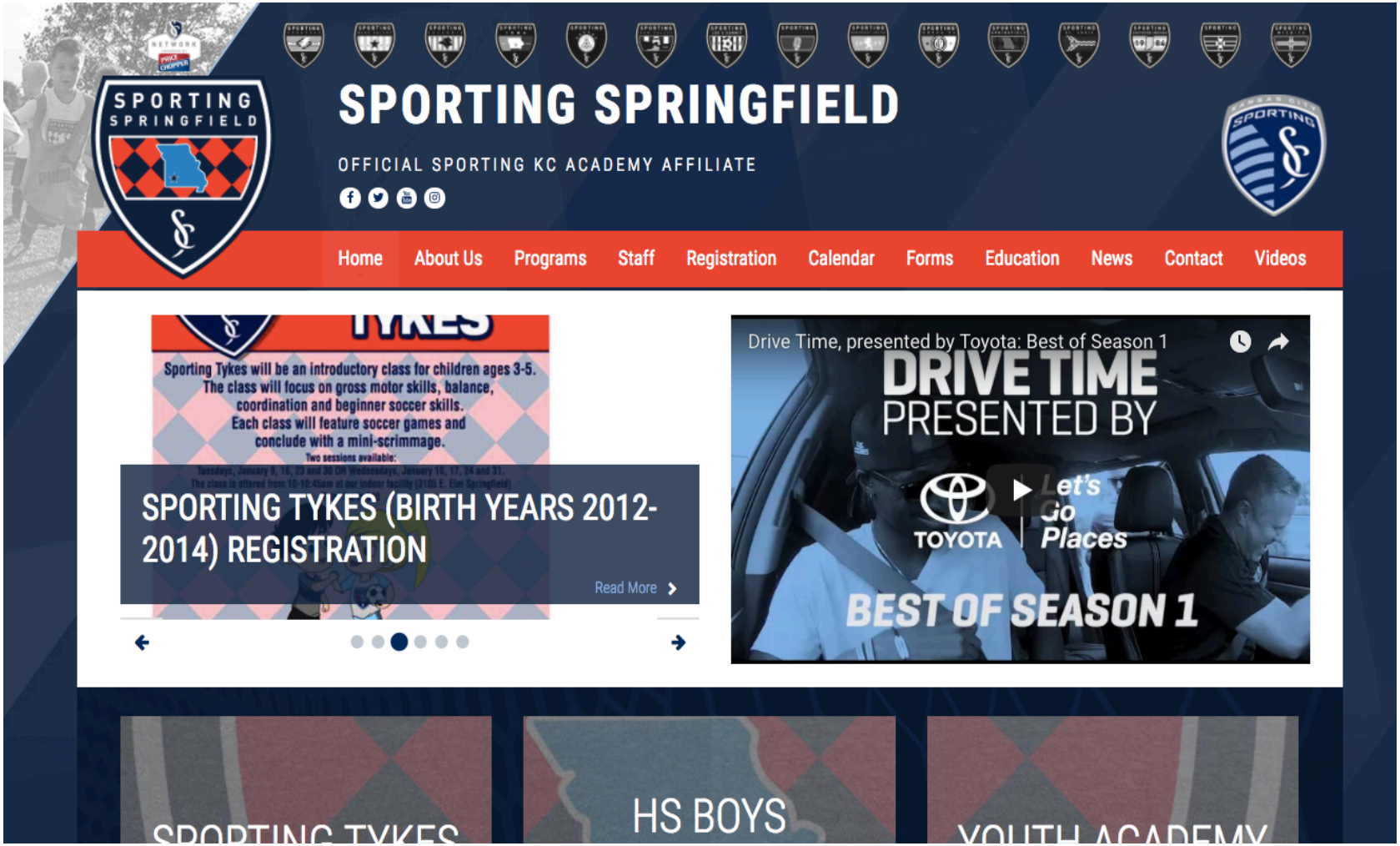
Sporting Arkansas Affiliate since 2011	Sporting Blue Valley Affiliate since 2011	Sporting Iowa Affiliate since 2014	Sporting Columbia Affiliate since 2013

Branding and Content Continuity

Without strategy, content is just stuff and the world has enough stuff

- Content Strategy
  - Target Audience
  - How is content being consumed?
  - Content Channels
  - Content generation / resources

- Best Practices to make it easy for everyone
  - Consistent CMS
  - Must be mobile responsive
  - Content aggregation
  - "Network Effect"


SPORTING SPRINGFIELD
OFFICIAL SPORTING KC ACADEMY AFFILIATE
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Sporting Tykes will be an introductory class for children ages 3-5.
The class will focus on gross motor skills, balance, coordination and beginner soccer skills.
Each class will feature soccer games and conclude with a mini-scrimmage.
SPORTING TYKES (BIRTH YEARS 2012-2014) REGISTRATION
Read More
Drive Time, presented by Toyota: Best of Season 1
DRIVE TIME
PRESENTED BY
TOYOTA
Let's Go Places
BEST OF SEASON 1
HS BOYS

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MIRROR

CONNECT WITH SPRINGFIELD

TWITTER FACEBOOK

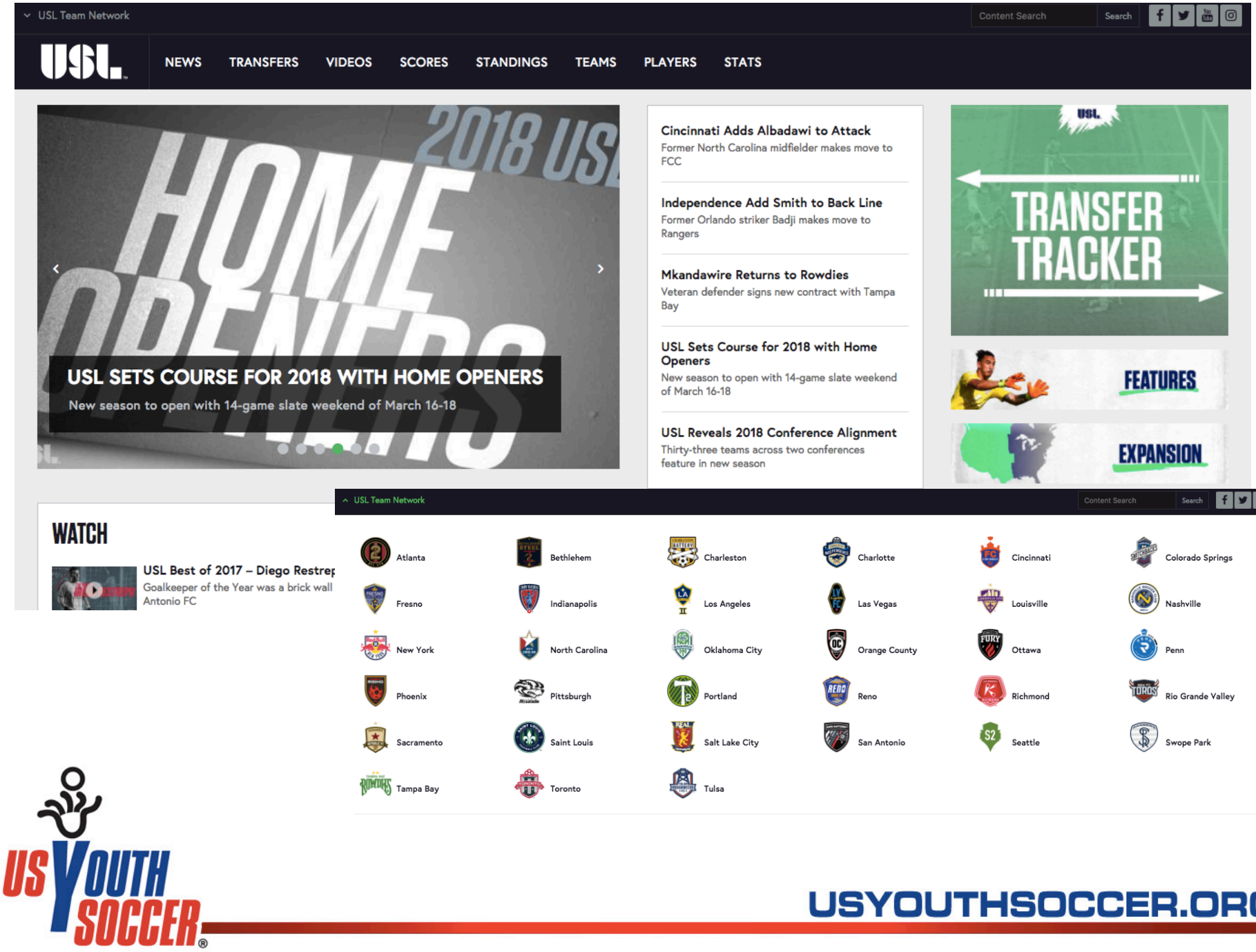
Tweets by @sportingsgf

Sporting Springfield @sportingsgf
All Sporting Springfield activities/events have been cancelled for today -- Monday, January 15th, 2018. The Sporting Springfield Indoor facility is also CLOSED... be safe and enjoy the snow!

CONNECT WITH SKC

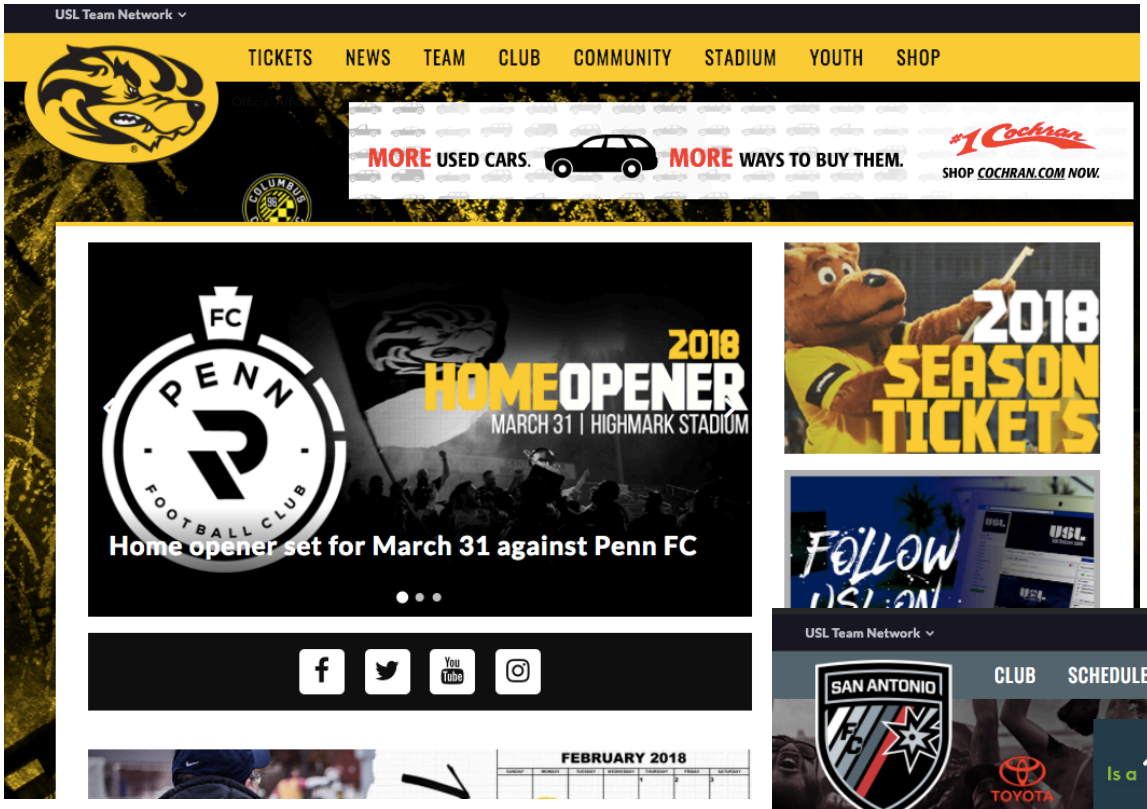
Tweets by @SportingKC_SCN

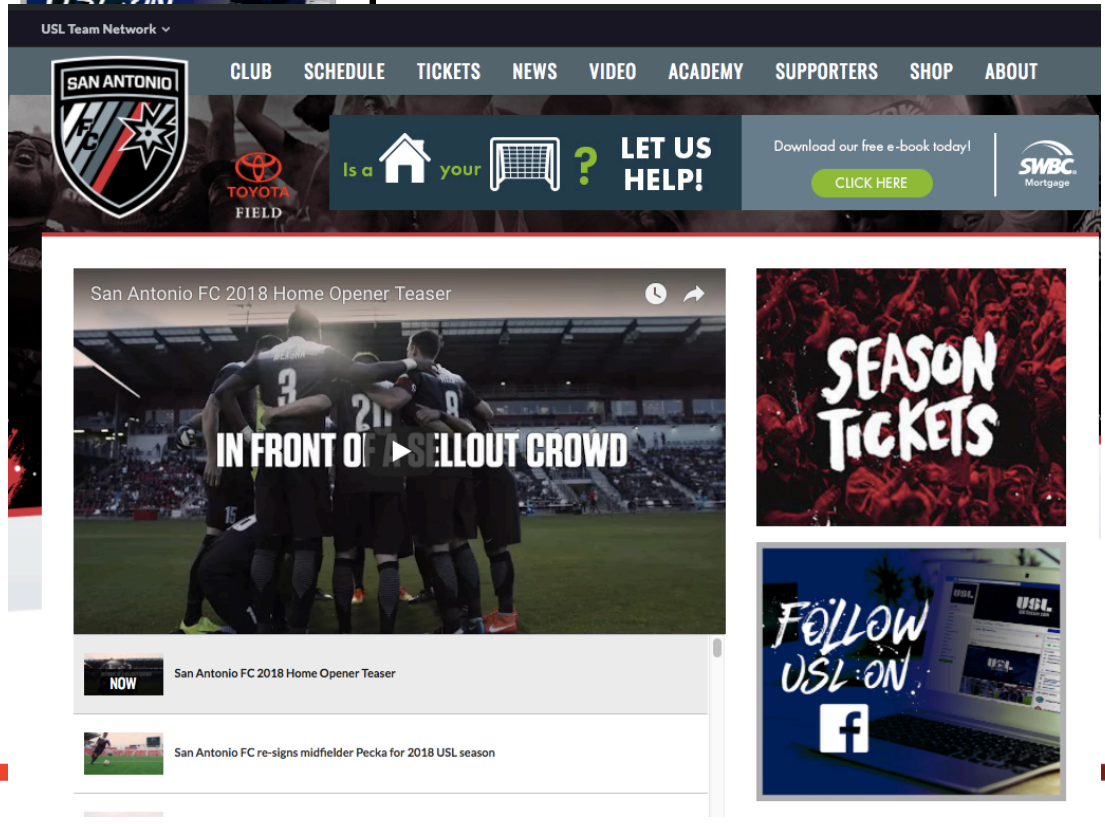
Sporting Kansas City @SportingKC
Today we celebrate courage and equality in all of its beautiful forms. To everyone across 🇺🇸, Happy #MLKDay



US YOUTH SOCCER®

USYOUTHSOCCER.ORG





US YOUTH SOCCER®

Play. Inspire. Unite.

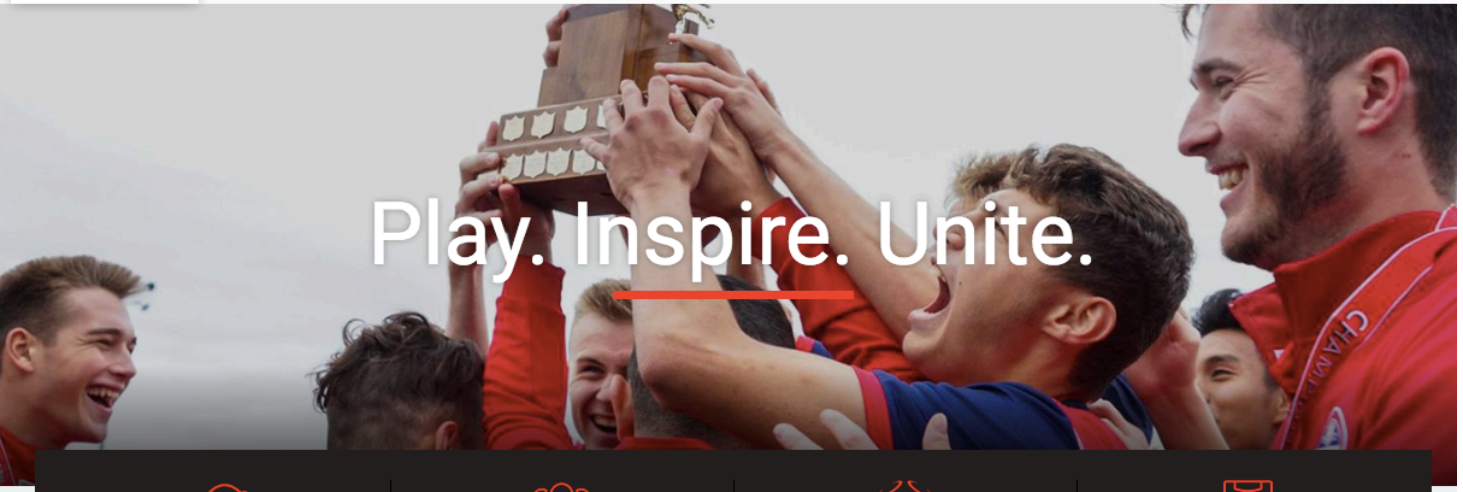
MEMBER OF

District Members

Leagues

ONTARIO SOCCER
EST. 1901

About | Grassroots | High Performance | Events | Coach | Match Officials | Administration



WANT TO OFFICIATE?

Want to officiate in an Ontario Soccer Member District League?

WANT TO VOLUNTEER?

Want to volu

WANT TO PLAY?

WANT TO COACH?

Play. Inspire. Unite.

MEMBER OF

District Members

Leagues

- Durham Region Soccer Association
- East Central Ontario Soccer Association
- Eastern Ontario District Soccer Association
- Elgin Middlesex Soccer Association
- Essex County Soccer Association
- Hamilton & District Soccer Association
- Huronia District Soccer Association
- Lambton Kent Soccer Association
- Niagara Soccer Association
- North York Soccer Association
- Peel Halton Soccer Association
- Sault Amateur Soccer Association
- Scarborough Soccer Association
- Soccer North District Association
- Soccer Northeastern Ontario District Association
- Soccer Northwest Association
- Southeast Ontario Soccer Association
- Southwest Regional Soccer Association
- Sudbury Regional Soccer Association
- Toronto Soccer Association
- York Region Soccer Association

US YOUTH SOCCER

Data Continuity

- User Experience
  - The Balance: Getting the data you need while providing a seamless checkout process
  - Benefits of Account Formation vs. Form Fill
  - Mobile responsive
- Data Capture
  - Baseline data requirements
  - Registration templates
- Deploying Conditional Logic – upsell and capture opportunities
- Reporting and Filtering capabilities
  - Smart Groups
  - API and 3rd party integrations
  - BI tools for strategic dashboards

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