

# Social Media Marketing Report

August 2023



**TEAM**  
MARKETING

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<https://team-marketing-social-media-report.my.canva.site/varun>

# Introduction

## Who are we?

The Union of European Football Association (UEFA) is the governing body of European football. It's based in Nyon, Switzerland.

TEAM Marketing is a sports marketing agency that specialises in global marketing of international sport events. As a leader in its field, it exclusively markets the Uefa Club Competitions on behalf of UEFA.



# Our Main Competitions

UEFA oversees three major continental club competitions- the UEFA Champions League, UEFA Europa League, and the UEFA Europa Conference League. Together, these UEFA Club Competitions (UCC) encompass 140 teams from over 55 member associations. These provide thrilling matchups between elite clubs, opportunities to smaller teams and engrosses fans across the globe

## UEFA Champions League

The UEFA Champions League features the top clubs in Europe, representing the pinnacle of the sport.



## UEFA Europa League

The UEFA Europa League offers a path to the Champions League for winning clubs.



## UEFA Europa Conference League

The UEFA Europa Conference League enables more clubs to participate in European football.



# Our Goals

Our goals have been built using Keller's Brand Equity Model that focuses on building a stronger brand by shaping how you, the fans feel about us. We want to build the right type of experiences so that fans can experience positive feelings towards the brand. Our aim is for the fans to resonate more with the UEFA brand in addition to following your favourite teams. We have three main goals:



## Rebrand the Champions League Brand

The UEFA Champions League aims to rebrand into a lifestyle brand to attract bigger demographics



## Partner with Influencers and content creators

We want to leverage our reach and engage our fans in new styles. For this we have decided to partner with influencers and content creators to produce new and exciting content for the fans



## Expand our reach

UEFA aims to improve their reach by improving their engagement in markets like APAC, USA and the Middle East.

# Our Current Position



UEFA

**CHAMPIONS  
LEAGUE**®

Activity	Description	Outcome
Sole and Exclusive Rights	UEFA offers digital rights packages to sponsors and brands. All engagement is done via partners through influencers	UEFA plan to adopt more initiative and partner with influencers directly.
Social Media Marketing Strategy(SMMS)	No strategy in place	Before adopting a new strategy, UEFA and TEAM will identify which areas of focus will be a priority.

# Future Plans

How do we improve? Instead of looking back, its time to look into the future and start thinking about how we will engage the next generation of football fans. This is important as the social landscape changes frequently, adapting with it is becoming our main priority.



## Incorporate influencers and content creators in UCL Fantasy

With over 100 million followers on social media across multiple platforms, we aim to identify new methods that will help utilise these platforms. UCL Fantasy has seen growth in the last few years and by collaborating with influencers, we aim to improve our retention levels.

## Increase Female engagement

Women's football has seen an increase in participation in recent years. As leaders in our community, its our responsibility to help this progress. We aim to use fantasy sports to help achieve this. There has been a 14% shift towards women in fantasy sports.

## Target millennials in APAC, USA and the Middle East

Improving ourselves is a big part of our philosophy. Keeping that in mind, we aim to revisit markets where we have massive fanbases and see how we can offer them a better experience with the UEFA brand. Using feedback from collaborations, we will be able to use real-time monitoring to improve our engagement levels.



# Report Overview

## Company Goals

This gives an overall view of what we aim to be and be seen as.

- Rebrand the Champions League Brand
- Partner with Influencers and content creators
- Expand our reach

## Current Progress

- Activation and engagement done through partners.
- No social media strategy in place despite good social media presence.

## Future steps

What we have planned going ahead.

- Incorporate influencers and content creators in UCL Fantasy.
- Increase Female engagement.
- Target millennials in APAC, USA and the Middle East






# Conclusion

We have shown an overall view of the current position of the organisation and provided future strategic directions that we will potentially take. We are committed to being proactive and will adapt to these new environments. Our aim and mission will always be to grow the game of football in existing and new markets to the best of our abilities so that fans and stakeholders can experience the best version of the beautiful game.





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## Office Hours

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Closed on Sundays

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