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# An integrated marketing communications plan for the Lincoln Saltdogs

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AN INTEGRATED MARKETING COMMUNICATIONS PLAN  
FOR THE LINCOLN SALTDogs  
APRIL 29, 2014  
PRESENTED BY

**JAYUS**

ADVERTISING AND PUBLIC RELATIONS

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# EXECUTIVE SUMMARY

**Research:**

Our research upheld that the Lincoln Salt dog's baseball game is a well-known and popular summer activity for adults and their young children. Saltdogs games are generally well attended, but certain aspects of the experience are disliked such as the cost of concessions.

**Audience:**

This campaign targets adults 35+, primarily those with young families who are homeowners and live/work in the Lincoln area.

**Objective:**

The primary goal of this campaign is to increase game attendance by 10% and to make the community more aware of new and existing promotions.

**Budget:**

The budget constraints we operated under were \$50,000 plus ad space trade-outs with the Lincoln Journal-Star, Three Eagles Communications, and Broadcast House radio.

**Creative:**

Our creative campaign is based around an idea we have crafted into a tag line: "Come Play with Us." The central focus of the creative campaign is to show the additional benefits and feature of going to a Saltdog's game at Haymarket Park, aside from the just the game itself.

**Public Relations:**

Our PR tactic is to "go where the fish are biting" by utilizing established Lincoln, as well as creating an event for Saltdogs to promote.

**Media:**

Our media choices are mostly traditional, selected based on the media habits of our target audience and those already used by the Saltdogs in trade-out agreements. Outlets include: *Lincoln Journal Star*, outdoor, radio. We also recommend increasing social media engagement by responding to the recommendations and requests of our target audience.

# LINCOLN SALTDogs

## OVERVIEW

The Lincoln Saltdogs are part of an Independent Baseball League located in one of the country's finest athletic venues, Haymarket Park in the downtown Lincoln, NE, Haymarket area. Haymarket Park is home to the Saltdogs, and has been voted "best playing field in the league" every year consecutively since their opening in June of 2000. The park is also home to the Nebraska Cornhuskers Baseball Team, as well as the host of many different events such as charity runs and festivals.

This Independent League and the Saltdogs players are in a semi-transitional platform for younger players who missed the draft initially or older players hoping for one last chance at the sport. Therefore, the team is consistently changing.

Since the beginning of the Saltdogs franchise in 2000, attendance has been good, but recently declining a bit because of a variety of factors. During a client briefing with the Saltdogs' Bret Beer, he suggested that this decline might be because the franchise doesn't have quite the same level of excitement and newness that was so apparent in the early 2000s. Beer said that the primary objective for the Saltdogs IMC campaign is to increase attendance at games, certainly with the existing and most likely target audiences, but perhaps with new younger or older demographics as well.

For Jayus to know how best to craft the strategy and the tactics, it was necessary to learn more about the team, the venue, the audience demographics and media usage, as well as trends in Independent League or minor league baseball franchises such as the Lincoln Saltdogs. The following section includes a summary of the secondary and primary research conducted.

A photograph of a baseball field with several large baseballs scattered on the ground. In the background, there is a brick building with a green roof and a clock tower. The word "RESEARCH" is overlaid in large, red, outlined letters.

# RESEARCH



# RESEARCH OBJECTIVES

- Learn about the Saltdogs
- Learn about successful Saltdogs promotions
- Learn about competition
- Understand trends in IL baseball, fans, demographics, here and across the country
- Environmental engagement
- Learn about Saltdog fans and brand loyalty
- What brings people/families to the Saltdogs games?
- Who are current decision makers in families?
- Who influences the decision makers in families?
- Demographics of the target audience
- Audience media habits

# SECONDARY RESEARCH

## Methodology

Jayus looked at a variety of resources online with data regarding the Lincoln Saltdogs and other similar teams. We looked at the competition during the Saltdogs season, the attendance trends here and across the country, social media usage, and general trends in media usage by primary audiences.

## Trends | Previous Season Schedule and Attendance

Spikes in Saltdogs games attendance occurred when promotional events were taking place:

- BeerFest and Summer Reading Recognition nights had a big jump in attendance, averaging about 5,400 people.
- The biggest increase in attendance was seen during Kids Rock the Park, which brings the kids at the LPS school systems out to the game.
- Weather is an uncontrollable limiting factor in attendance.
- Winning streaks and weekday games do not seem to affect the attendance drastically enough to expose any trends.

A handful of promotional nights resulted in higher than average attendance levels, certain ones bringing in over 4,000 or 5,000 people in attendance. Haymarket Park stadium has room for 4,500 people in reserved seats, but 6,000 people can fit in the stadium when including seats on the berm. On June 23, 2003, 7,979 was the highest attendance at one single game.

## Revenue, Sponsors and Previous Media

The Lincoln Saltdogs revenue comes primarily from ticket sales, concessions, and merchandise. Additional, revenue is generated from advertising and Haymarket Park signage. This reaches every team and every event within The Haymarket Park. Their major partners consist of Pepsi, local banks, Ameritas, and Bryan Health, and sponsors include Lincoln Orthopaedic, U.S. Cellular, Gateway Mall, Lincoln Children's Zoo, Lincoln Children's Museum, Yellow Book and Rod Adams Photography.

## Traditional media includes:

- Three Eagles Communications and The Broadcast house for radio
- *Lincoln Journal-Star* for print and online
- Lamar outdoor digital and billboards and posters
- Saltdogs pocket schedules include the dates, times, and promotions being held during each game.
- Trade outs include about \$100,000 annually with radio stations and \$50,000 primarily with *Lincoln Journal-Star* for print and online
- Currently have no major television contract

### **Social Media**

The Lincoln Saltdogs has a strong, steady social media base that is consistent with their competitors. Updates on the Facebook and Twitter pages are posted throughout the week, even during the off-season. Saltdogs go further by featuring a YouTube link on the homepage.

### **Attendance Trends in Minor League Baseball**

Total Minor League attendance (including all NAPBL and independent teams) saw a slight increase in attendance in 2012 (0.7%), but with an average attendance decrease of 29 people per game date; numbers may have risen slightly, but only a handful of games are accounting for this increase rather than the season overall. Major League Baseball yearly attendance also rose in 2012.

- For the six independent leagues (55 reported teams total), overall attendance rose by 4% in 2012, which was the first increase since 2008.
- Average attendance for independent league home game in 2012 was 2,697 people (excluding Freedom Pro League).
- NAPBL average attendance is consistently higher than independent league games by 29-35% over 2007-2012.
- The American Association of Independent Professional Baseball (that the Saltdogs are a part of) had 47 fewer dates in 2012 than in the previous year.
- In 2011, only 12 league teams saw attendance increases, while 37 saw losses.
- Among the 13 teams in the American Association league, Saltdogs games rank 5th in average attendance.

### **Baseball Competition within Close Proximity**

The baseball competition within Lincoln and the surrounding area is minimal. There are high school, college and other surrounding area leagues, but these teams play during a different part of the season than the Saltdogs, so they are not a direct threat to attendance. The Saltdogs' main competitor is the Omaha Storm Chasers. Most likely Omaha is not a geographic area for Saltdogs' promotion.

### **Secondary Research | Key Findings**

- Minor league games' attendance spikes when in conjunction with a park event rather than just a stand-alone game.
- The only direct baseball competition to the Lincoln Saltdogs is the Omaha Storm Chasers.
- Among the 13 teams in the American Association league, Saltdogs rank 5th in average attendance.
- Awareness of Saltdogs social media is high but engagement is low.
- The two highest attendance games of last season had kid related programming suggests that families with kids have a major influence on attendance numbers.

# PRIMARY RESEARCH

## Methodology

We conducted quantitative research with online survey sent to over 9,000 members of the Saltdogs email list. A total of 609 (6.5% return) people answered our survey. We asked the current Saltdogs community 23 questions about their experiences at the games and what brought them to the games. We also asked about the current household decision makers and who influences them and what other events that they like to attend at the Haymarket Park. We asked about general demographics like age, marital status, information about families, what their information sources (media channels) were, and where they get most of their information.

## Key Findings

- “I like summer baseball” was the top answer when asked what he or she likes most about a Lincoln Saltdogs baseball game. Second most common answers were “Affordable entertainment” and “Family friendly environment.”
- When asked what the primary reason he or she goes to a Lincoln Saltdogs Baseball game, most answered “I liked summer baseball.” Other most popular answers were, “I really like being outdoors in the summer,” and “I enjoy the food and beverages.”
- 80% preferred to get their information about Saltdogs games and Haymarket Park events through emails from the Saltdogs
- 41% value game day information the most from the Saltdogs social media pages
- Majority of respondents read the Lincoln Journal-Star, listen to FM radio, and local television stations on a weekly basis.
- 29% said that Mom is primarily the one who influences where you go for family entertainment in the family
- 40% said that Mom is primarily who makes the final decision in your family when it comes to where you go for family entertainment
- 42% said that Dad is primarily the one who influences the family to attend a Saltdogs game
- 44% said that Dad was the final decision maker in the family to go to a Saltdogs game
- 29% are 55-64 years old, followed by 25% who were 45-54 years old.
- About 60% of our respondents have at least one child at home between the ages of 1-15.
- 76% are currently married
- 55% of our respondents were male, and 45% were female



### Primary Research | Key Insights

- Thirsty Thursdays with discounted beer and sodas was voted most popular theme night for Saltdogs games, and many of our open ended responses suggested that normal concession prices are too high. Since the concessions are an integral part of Saltdogs revenue, we might be able to change the perception of the value and increase awareness of existing deals on concessions.
- The broad age range of our respondents and the number of children in the home, considered with the wide age range of the children suggests that our target demographic are growing families or older couples with children who are leaving or who have left home.
- Although Mom and Dad are almost equal decision makers of the family, Dad takes on the influencer and decision making roles when choosing to attend a Saltdogs game.
- Most of our target audience does not use social media but does use Facebook. This demographic prefers traditional media outlets.
- Most of our target audience prefers to get their information about the Saltdogs through email.





# SWOT ANALYSIS

## Strengths

- Successful team and Independent League Franchise (award-winning)
- Theme nights/promotions that are popular with fans
- Pricing is competitive
- High level of awareness
- Environment, atmosphere, safety (family environment)
- Strong community involvement
- Haymarket Park voted “Best Playing Field” by the league 13 years running

## Weaknesses

- Lack of top of mind awareness by many
- Lack of team loyalty or player awareness
- Understanding key demographics

## Opportunities

- Increase attendance with new audiences
- Expand awareness of games and promotions with new creative
- Expand participation in games and promotions both at games and other Haymarket Park events
- Increase social media reach and interaction

## Threats

- Bad weather
- Competition
- Possibility of a bad season
- Roster tends to change year to year





# AUDIENCES

## Demographics

- Men and women
- Ages 35+
- Married
- Live in Lincoln and surrounding areas with close proximity
- Parents with 1 or more children living at home

## Psychographics

- Baseball fans; baseball is the main reason he or she goes to Haymarket park
- People who prefer to spend time in parks and recreational areas
- Target audience is looking for activities to get out of the house and that are affordable
- People seeking a fun and safe environment, that is also family friendly
- People who want affordable entertainment

## Target Audience Media and Time Habits

- The Lincoln Journal-Star and CBS (KOLN-KGINTV) are their main media for finding information weekly
- Facebook is primary social media outlet
- The Lincoln Saltdogs' e-mails and website are important and how they find their main source of information
- In the summer they enjoy taking short road trips, going to a park, and taking short walks and bike rides
- Families where Dad suggests going to a
- Lincoln Saltdogs game and Mom makes the decisions





# CAMPAIGN GOALS & OBJECTIVES

## Marketing Goals and Objectives

- Increase the attendance at the Lincoln Saltdogs games by 5-10% at each game in the season
- Increase the general participation in theme nights and promotions by 15% in the season.
- Increase the social media “followers” and “likes” by 20% in the season.

## Advertising Goals

- To communicate the value of a family friendly environment, inexpensive entertainment, and fun of being outdoors on a summer evening
- Remind Lincoln residents looking for summer fun that a trip to Haymarket park has much more to offer beyond baseball.
- To reach a demographic of families and inform them about season schedule, promotions, and other Haymarket Park activities
- To integrate all forms of media and communications into a coordinated and integrated message(s)

## Positioning Statement

For young families with children in Lincoln, NE, the Lincoln Saltdogs baseball team and Haymarket Park provide affordable summer entertainment in a unique venue. Saltdogs games at Haymarket Park are not only about the game itself, but the environment created by sports and athletics, exciting events, concessions, and a safe family environment.

## Evaluation

- Measure overall attendance during year of campaign and a year after completion of campaign
- Assess individual game attendance to determine popular promotions
- Measure increases in Website hits/clicks
- Measure increases in social media interaction
- Measure increases in e-mail sign ups

A close-up photograph of a worn baseball with red stitching, resting on a dirt field. The background is a blurred view of a baseball diamond. The word "CREATIVE" is overlaid in a bold, red, sans-serif font with a white outline and a slight drop shadow.

**CREATIVE**

**Brand Promise**

To provide entertainment for anyone who loves baseball and outdoor activities in a top-rated family friendly environment.

**Brand Personality**

An energetic and interactive baseball franchise that is constantly changing in order to keep fans engaged.

**The Opportunity is**

Capitalize on strong Saltdogs brand. They are highly involved in the community and its school systems. It's a fun, affordable, interactive, and safe outdoors activity for the family.

**To These People**

The messages are for families but with a slight emphasis on "father" figure. For those who enjoy a Husker football or baseball game, a Saltdog's game is a more affordable and equally engaging summer activity for families or groups.

**Our proposition**

A Saltdogs game at Haymarket Park is a unique and fun outdoor sporting experience that, while Dad will get the family there, the entire family will have a great time at an affordable price.

**And They Will Believe It Because**

We will portray everything we want to communicate about the Saltdogs in a way that aligns with the Saltdogs' personality in a relatable manner.

**Tone**

Interactive outdoor sporting event that is fun, entertaining and family friendly.



# MEDIA

Based on our primary and secondary research and MRI data we were able to gain insight on our target audience's behaviors and the media they utilize. Using this information we were able to formulate a media mix of paid, owned and earned media that will effectively reach our target audience with enough frequency to connect the messages with the target audiences.

## Media Objectives

- Continue to connect with current media outlets used in trade-outs
- Expand reach beyond those demographics already being reached
- Develop new media outlets to expand message reach to a broader target audience
- Within budget, increase local awareness of the Lincoln Saltdogs and their upcoming season prior to the start of season
- Use new media that can create awareness and effectively communicate the fun of going to a Lincoln Saltdogs baseball game

## Paid Media


- Lincoln Saltdogs Website
- Out-of-Home / billboards
- Print posters
- *The Lincoln Journal-Star*
- Three Eagles Radio and Broadcast House
- Ambient: life-size cutouts of Homer placed at local grocery stores with pocket schedule
- QR codes included on print media that direct viewers to online videos of the links to the Lincoln Saltdogs Website
- Ad space on the giant cube in the Railyard

## *Lincoln Journal-Star Newspaper*

The Lincoln Journal-Star is Lincoln's primary daily print and online newspaper used frequently by our target audience. This is a medium currently used in a trade-out with the Saltdogs, but in our budget we have included pricing for additional ads plus color. We recommend continuing frequent ads during the season that are inviting and colorfully illustrate our creative message "Come play with us."



## NEWSPAPER ADVERTISEMENTS



"Look Mom,  
I'm a Saltdog!"

*Come play with us*



"Look Mom,  
I'm a Saltdog!"

*Come play with us*

A Saltdogs game is so much more than just watching the team play. Bring your kids to a Saltdogs game and they can run the bases after the game. They'll sleep well that night.

[www.saltdogs.com](http://www.saltdogs.com)



## MEDIA | PAID

### Out-of-Home | Outdoor Posters

Outdoor posters have both a high reach and frequency in the Lincoln. We recommend Lamar Posters in the Lincoln area close to downtown and in areas surrounding the neighborhoods outlined in the appendix. Outdoor will be an effective way to promote the engaging and interactive image of the Lincoln Saltdogs and reach those parents that are commuting to and from work.





# OUTDOOR POSTER



## OUTDOOR POSTERS







*Come play with us*

## 30 SECOND RADIO SPOTS

The Lincoln Saltdogs has a trade-outs with Three Eagles Communications and Broadcast House. Radio still proves to be effective in reaching our target audience and will reach those in their cars traveling to work or running errands. Depending on how the radio trade trade-out is set up there are a few times we would suggest trying to push the most Lincoln Saltdogs' advertising. Using MRI data, the heaviest times of radio usage are the weekday mornings from 6 to 10 and the afternoons from 3 to 7. We recommend buying times within these slots in order to hit those traveling to and from work during the weekdays.

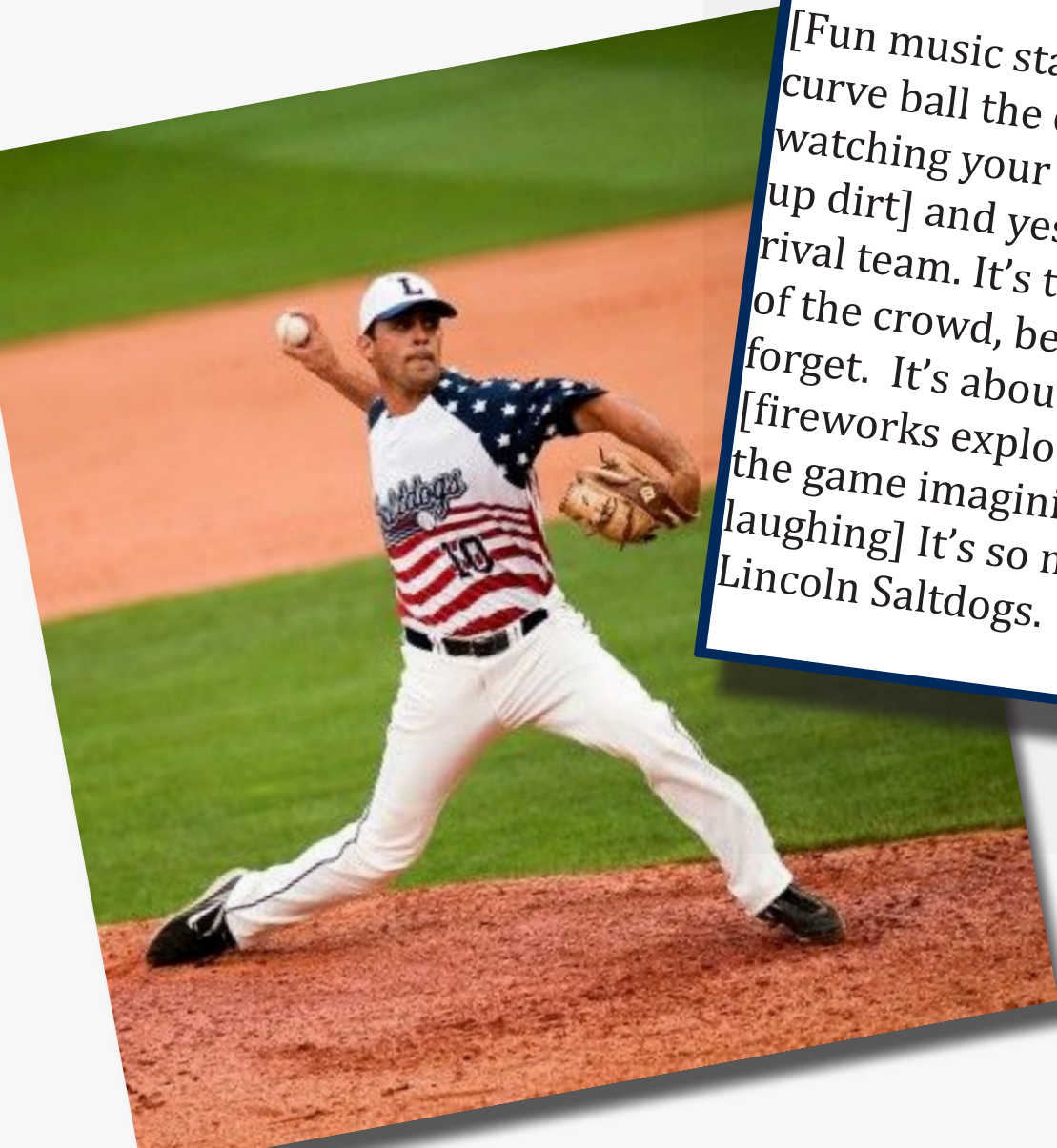
### 30 second radio Lincoln Saltdogs "Heart Stopper"

It's the anticipation. [heart pumping] The adrenaline running through your blood. Your heart stops when you hear the crack of the bat. [heart stops at the crack of a bat, as fun music begins to build in the background] The fresh summer air, the cold drink, [pop can opening] the snack of your choice... they bring us together. From high fives with the people to your right and left, [high fives] to the grinning eight year old who finally caught her first fly ball as it came soaring into the berms. It's so much more than just baseball. It's the Lincoln, Saltdogs. Come play with us.



30 second radio  
Lincoln Saltdogs  
"curve ball"

[Fun music starts playing [The Walker] It's about that curve ball the other team is never gonna hit. It's about watching your favorite player slide into home, [kicked up dirt] and yes, its about taking that sweep on the rival team. It's the partnership between you and the rest of the crowd, because it's a moment none of you will forget. It's about the fireworks at the end of the night, [fireworks exploding] the kids running the bases after the game imagining they're wearing the jersey. [kids laughing] It's so much more than just baseball. It's the Lincoln Saltdogs. Come play with us.



# MEDIA | PAID

## Life-size Homer Cutout

Cutouts of the Lincoln Saltdogs mascot, Homer, can be placed throughout Lincoln, primarily in areas where we found the majority of our questionnaire respondents came from. The goal is to catch attention using this fun and well known symbol of the Lincoln Saltdogs. The Homer cutout will hold a glove where the Saltdogs pocket schedules will sit. This will be a more exciting and eye catching way of distributing the pocket schedules as they can often blend in with other hand outs. This ensures that they grab attention and can not be missed.



[Leads to Promotional video]





# PROMOTIONAL VIDEO



# MEDIA | PAID

## Railyard Advertisements

The Railyard on Canopy Street is Lincoln's premier entertainment district located across the street from the Pinnacle Bank Arena. This vibrant venue features 13+ restaurants & bars, live entertainment, a public market, and the Cube mega screen. Advertising in the Railyard is paramount to our campaign since this will be the first summer that the Railyard is complete. People who live in Lincoln and frequent the downtown entertainment venues are more likely to know where Haymarket Park is, and not be deterred by its location. The Railyard's proximity to Haymarket Park suggests similar audiences. We are recommending to advertise on their oversized screen, the Cube, which is the giant video screen in the area where people can congregate.





*Come play with your Lincoln Saltdogs  
at our next home game on July 7th*

SEE FULL SCHEDULE AT [WWW.SALTDogs.COM](http://WWW.SALTDogs.COM)

*Come play  
with us*



*Your Lincoln Saltdogs  
just across the bridge.*

*Come play  
with us*



Haymarket Bridge located  
North of Rail Yard.

# PUBLIC RELATIONS EVENT

## Farmers Market Booth “Come play with us” game

The Farmers’ Market in the downtown Lincoln Haymarket area and takes place every Saturday morning from May to October and is a wonderful place to advertise the Lincoln Saltdogs. We suggest a “Come play with us” tent/booth with a contest wheel that contains different prizes for people to win. Prizes could include Homer plush dolls, berm balls with Lincoln Saltdogs logo, entrance into a drawing for tickets to a Lincoln Saltdogs game, and concession/store discounts. The tent will also have Saltdogs pocket schedules to hand out and players, coaches, the real Homer, or part of the marketing team their to help promote the team. This is a great way to personally reach out to the community and get more fans into the park. It is also a great way to tie in Saltdogs identity with the Railyard promotions.

We recommend advertising this event locally through the posters, Railyard Cube photos, and promotion placement on their schedule in the pocket book and on the website. The Saltydog Challenge is an ideal event to promote via social media, as well. The contest is a basic hot dog eating contest with a time set to see who can eat the most hot dogs within that time. The winner will be announced once the challenge has ended and win something the Saltdogs can determine.

### Event specifications:

- Event advertising should go up the week before the specific game. This includes posters to go around downtown and social media advertising and news release.
- Those wanting to participate in the contest must sign up in advance on-line, via the salt dogs website, at least two days before the game.
- Haymarket Park staff members will help with the passing out of hotdogs and making sure contestants are abiding by contest rules.
- The winner of the contest will be announced at the event, and will also have their picture with an announcement placed on the website and on social media outlets.



### Local News Release suggested copy:

Lincoln, Neb, June 16, 2014 – The Lincoln Saltdogs and Haymarket Park announces an event for fans and hot dog enthusiasts alike. Called “The Saltydog Challenge,” it is a hot dog eating contest will take place at the start of the seventh inning stretch at Haymarket Park on (insert date here). Charlie Meyer, Lincoln Saltdogs Presidents, said, “We hope everyone will join us for this fun contest and enjoy an evening with friends and family.” Contestant will see just how many hot dogs they can eat between the start of the stretch to the end of the game. Winners will receive special prizes yet to be announced. More information is available on the Saltdogs website, [saltdogs.com](http://saltdogs.com).



## **“The Saltydog Challenge” Hot Dog Contest**

Since research showed an increase in attendance on days with special events days, Jayus suggests a special hot dog eating contest event during one of the games at Haymarket Park. It would take place during the seventh inning stretch and be a great way to advertise the playful atmosphere that is associated with the Lincoln Saltdogs games. Our event focuses on creating fan interaction and involvement through friendly competition.

We recommend advertising this event locally through posters and promotion placement on their schedule in the pocket book and on the website. The Saltydog Challenge is an ideal event to promote via social media.

The contest is a basic hot dog eating contest with a time set to see who can eat the most hot dogs within that time. The winner will be announced once the challenge has ended and win one of various prizes.

Event specifications:

- \* Event advertising should go up the week before the specific game. This includes posters to go around downtown and social media advertising and news release.

- \* Those wanting to participate in the contest must sign up in advance on-line, via the salt dogs website, at least two days before the game.

- \* Haymarket Park staff members will help with the passing out of hotdogs and making sure contestants are abiding by contest rules.

- \* The winner of the contest will be announced at the event, and will also have their picture with an announcement placed on the website and on social media outlets.



**Lincoln Saltdogs**

18 hours ago

Do you love to play? Do you love hot dogs? Most people do. That's exactly why we will be hosting our first annual "The Lincoln, Saltdogs Come Play With Us Hot Dog Eating Contest". So bring your friends and family and come play and eat as many hot dogs with the Saltdogs as you possibly can.



Like · Comment · Share

1

21 people like this.

# COME PLAY WITH US ON THE BERMS

SALTDogs' LOGO

OBB STAMP

UNIQUE BAR CODE



The Saltdogs official Berm Balls are a great way to put the tagline “Come Play With Us” into action. These specially marked Berm Balls will be thrown into the crowd at the beginning of games by Saltdogs team members, and can also be caught throughout the game. It’s a great way get the fans involved and make them feel like they’re really “playing with” the Saltdogs. Once you have caught a Berm Ball you can turn into concessions for a food or beverage item of your choice. The balls will be marked with a barcode good for a one time use only. This way you can claim your concessions prize and still get to keep the ball for a souvenir and a reminder of your Saltdogs experience. Come play with us on the berms.



# THEATRE ADVERTISEMENTS

The downtown Lincoln Grand is one of the most heavily trafficked Lincoln movie theaters; Marcus Theaters ranks it in the top of their franchise. Buying ad time in the reels between 10 and 25 minutes before the movie starts is a way to reach a large, captive audience who enjoys this part of Lincoln for entertainment.



A dark blue baseball cap with the Lincoln Saltdogs logo. The logo features a stylized bulldog's head in blue and white, with the word "Lincoln" in small blue letters above it and "Saltdogs" in a large, red, cursive font below it. A white baseball is positioned between the words "Saltdogs" and "Lincoln".

Lincoln  
Saltdogs

# SOCIAL MEDIA

# MEDIA | OWNED

## Twitter and Instagram

Though our target market's attention to other social media platforms is low, we do not want to neglect popular social media trends that may attract a wider audience. Currently, Saltdogs Twitter feeds are active, but we would like to see them explode with a variety of Saltdogs information. Twitter can be used in several ways, such as announce nightly promotions and game information. It can motivate fans to interact with the team and build a Saltdogs community on social media. We would launch a new hash tag **#comeplaywithus** as a call to action to get our fans out to games and excited about the prospect of an interactive, fun experience. The hash tag will make it possible to track audience engagement in order for us to better target our social media.

Many of the photos entered in the "Show us how you play" photo contest can be used in the Twitter feed.

Live Tweets or Instagram photos from Homer throughout the season could be a fun and creative way to attract some of our younger audience to the social media presence of the Lincoln Saltdogs. Homer can interact with followers, make witty comments, and keep everyone informed on current Saltdogs happenings. Both our hashtag **#comeplaywithus** and Homer's energetic and playful Twitter presence will push our team image of interactive and spirited.

The Lincoln Saltdogs need to focus on being very responsive and up-to-date with their Twitter feed. Responding to Twitter followers who Tweet at them and updating their followers on the latest happenings at Haymarket Park are just some of the ways to make sure they are staying current.

The Lincoln Saltdogs should interact with organizations and sponsors that they work with on social media. Engaging in their partnerships on social media will increase their Twitter presence and proudly displays Saltdogs' community involvement.



We recommend increasing fan interaction and the Lincoln Saltdogs' with a more active Facebook site. Facebook needs to continue to be a way to announce nightly promotions, player information, and game information for the Lincoln Saltdogs. Photos of the stadium, players, and some of our paid advertising should be posted regularly to keep new content flowing through the page. A quick glance at the Lincoln Saltdogs' Facebook page and post analytics shows that statuses about exciting player info and game updates receive the most user engagement as well as photos of Homer and promotional nights. Facebook posts will receive the most reaction during the beginning of the morning from 7 to 8, around noon, and from 6 to 7 in the evening.

#### **"Come play with us" Facebook photo captions**

Another way to keep audiences engaged with the Saltdogs' Facebook Page is by having photo-captioning challenges. Throughout the season, photos of Homer or a player could be posted and tagged as part of the caption contest. Visitors will be asked to post their best caption for the photo and after three days a winner will be announced. The winner of the contest could win a discount on concession or Saltdogs' store purchase. To increase pre-season engagement, more posts or tweets should be used to talk about what players currently doing whether it is training or traveling or even trades that have taken place. Player videos and interviews should be posted, and maybe a special message from homer or the coach would be a great way to show team engagement and excitement about the upcoming season. Photos, videos and stories can also be linked back to the Lincoln Saltdogs' website in order to drive target back there.



# FACBOOK EVENT COVER PHOTO

*Come play with us*



*Join your Lincoln Saltdogs on May 23rd as we light up the sky with a fireworks show following the game.*

**Lincoln Saltdogs**

Community Page about Lincoln Saltdogs

Like

Follow

Message



It used to be "Become a Fan," now it's just a "Like" button, but the effect is the same. Give it a click and tell the world you're a fan of Fun & Games!



Photos



Events



Videos

Final Thoughts –  
World Series Mini  
Tuesday, November  
Wait 'til Next Year

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# PHOTO CONTEST

## **“Show Us How You Play” Facebook photo contest**

A great way to get families engaged and directly involved with the Lincoln Saltdogs is by holding a Facebook Photo Contest over the course of their season. The winner of each contest will receive the opportunity to be the “face” of the Lincoln Saltdogs and to be the stars of Saltdogs advertising.

Photos should be submitted directly to the Saltdogs via a designated email account for preliminary judgment. Once the deadline for photo submission has closed, the marketing department will pick a top 5 out of the submissions, and post those five family photos onto the Lincoln Saltdogs Facebook page. From there, followers will be given a week to “like” their favorite photo of the five and the winner will be announced based on which family, at the end of the week, receives the most “likes”. The winner will be announced on Facebook, Twitter, and the Lincoln Saltdogs website with the winning photo attached. Instagram is under utilized by the Lincoln Saltdogs but would be beneficial for this competition and for the Lincoln Saltdogs to begin to engage more with. We propose adopting Instagram account starting with this contest, but continuing to utilize it in their integrated marketing.

## **Contest Details:**

- Contestants have two weeks to get photos submitted (May 23rd to June 6th)
- Top Five fan photos will run on Lincoln Saltdogs’ Facebook page and proposed Instagram account for one week for peer viewing and judging.
- Part of eligibility requirements is that the contestants must be available June 17th to the 23rd for photo shoot to go on advertising
- New board will be produced and displayed starting July 7th, featuring Saltdogs Contest Winners. This board will be designated the fan board and have a caption about the photo contest and contest winners will be featured on new billboards and social media sites.

## **News Release suggested copy:**

Announcing the “Come play with us in pictures” Saltdogs Photo Contest Lincoln, Neb, May 1, 2014 – The Lincoln Saltdogs baseball team would love to see you at the games, but they want to really see you. The Lincoln Saltdogs announces the “Come play with us” Facebook photo contest. Fans can send in their favorite game photos and are eligible to be chosen as the Saltdogs Star of the Month with these photos showcased in Saltdogs advertising and events.

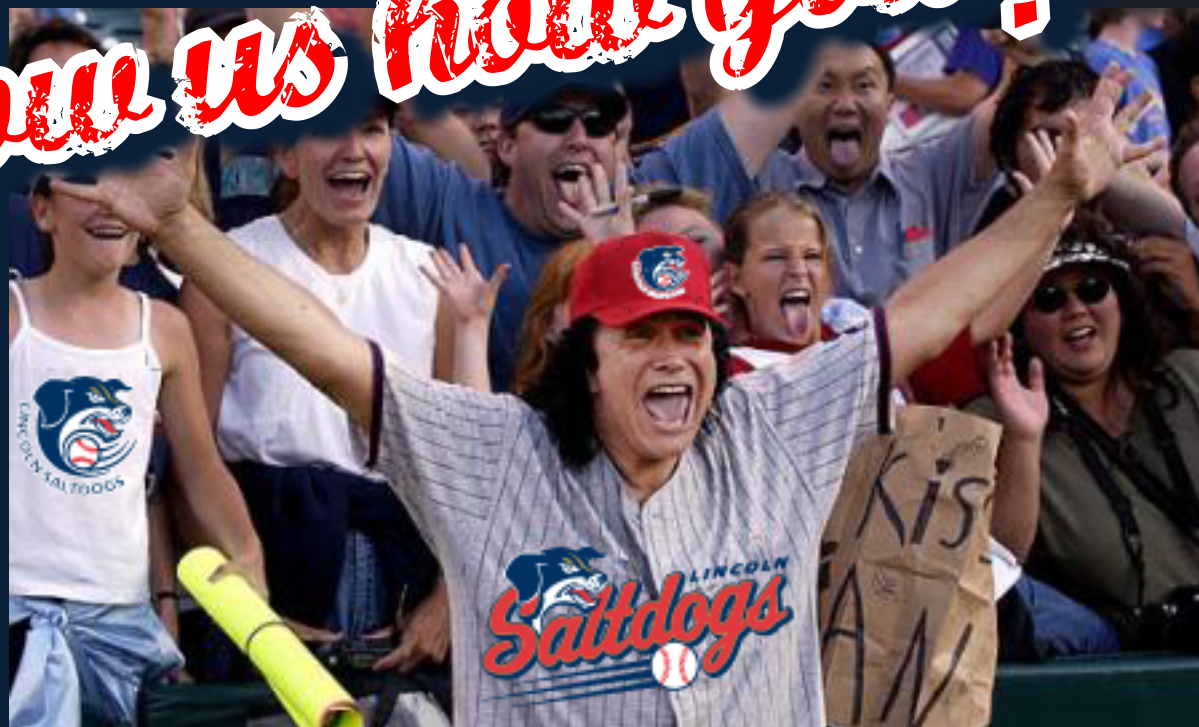
The contest opens May 23rd, giving fans two weeks to submit their playful fan photo to contest email: [photocontest@saltdogs.com](mailto:photocontest@saltdogs.com). Photo submission is open for two weeks, closing June 6th at midnight. Judges will deliberate and pick a top five favorite fan photos to release on Facebook and Instagram.

In addition to Facebook celebrity, photo will be used in up to two Saltdogs’ billboards in the Lincoln area and featured prominently on the Lincoln Saltdogs homepage and other social media outlets. Complete contest rules are available at [saltdogs.com](http://saltdogs.com).





Show us how you play



# WEEKLY NEWSLETTER

## Saltdogs' Weekly E-mail

For the Saltdogs, "At the Ballpark" newsletter has become a well-read digital publication of events, games and promotions. To date, more than 9,000 online subscribers provide the Saltdogs with a valuable data base of fans and most likely attendees. Jayus strongly recommends a redesign of the email that incorporates the "Come play with us" theme, as well as includes reoccurring elements such as: "Player of the Week" which would feature a profile or video content about a different player on the team to familiarize fans. Other areas of the email would promote and recap events at the park, upcoming games schedules, (with link to make an event on GoogleCalendar or iCal) and highlights from the week's games. Research shows the best time to send these emails are Tuesday-Thursdays between 2 and 4 pm.



Dear Saltdogs Fans,

This spring, the Lincoln Saltdogs partnered with a class at the UNL College of Journalism and Mass Communications in the Advertising and Public Relations Sequence. We were thrilled to have this great summer 2014 campaign and theme, "Come play with us." Look for the special promotions and events...fun for the whole family!

So, the Lincoln Saltdogs give you the word...don't miss our 2014 summer line-up of great baseball, Haymarket Park, special events and promotions for the whole family. Come play with us.

Charlie Meyer  
Lincoln Saltdogs President



This newsletter has been mailed only to those who have voluntarily provided their e-mail addresses to the Lincoln Saltdogs. It contains news and advertisements for products and services offered by the Lincoln Saltdogs. If you do not wish to receive further newsletters, please follow the "Leave Mailing List" Link below

Lincoln Saltdogs  
403 Line Drive Circle, Suite A, Lincoln, NE 68508, (402) 474-2255  
[www.saltdogs.com](http://www.saltdogs.com)



# EVALUATION

Once the new “Come play with us” has begun, it is possible to measure any increase in attendance, social media engagement, website hits and other digital analytical tools. The most important measure, of course, is increases in attendance, which is the primary goal of this campaign.



# ESTIMATED BUDGET

Home Cutouts: \$150 per/6 locations	\$900
Farmers Market Seasonal Stall Fee	\$1,500
Outdoor Posters: \$5040/month for 3 months	\$15,200
Railyard "Come play with us" ads on the Cube	\$6,120
Downtown Marcus Theater Pre-show Ads	\$2,910
*LJS quarter page ad	\$1,547.64
*LJS 4-color	\$610
Production Estimates:PR Events (Farmers Market; Berm Balls,etc.)	\$9,500
Owned Media (email, website, other production)	\$9,500

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Total:	\$45,630
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\* (not included in total)

# ACKNOWLEDGEMENTS

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