



Ready with
THE RED BIRDS

A STL CARDINALS CAMPAIGN

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EXECUTIVE SUMMARY

The Ready with the Redbirds campaign will strive to capture audiences including teenage (high school or college-level) athletes and baseball coaches. To accomplish this, it will utilize engaging posts on social media platforms like Instagram, TikTok, and Facebook. The campaign will occur over a four-week period throughout spring training and into the regular season. Content will aim to inform and engage fans, peak interest in behind-the-scenes content, and persuade the desired audience to purchase. The idea is to help athletes prepare for their upcoming seasons alongside the St. Louis Cardinals. The campaign will cost around \$84k in content creation and \$150k in advertising but generate \$3,652,200 in revenue by reaching roughly 11.3 million people.

STL Cardinals

DIGITAL REVIEW

- The Cardinals' social media feeds is currently attempting to implement more reels after largely focusing on historical players and loyalty to prior teammates.
- They have an established social media following on most platforms but lack engagement on TikTok. Their highest engagement comes from game highlight reels on Instagram and posts of players that are known as Cardinals legends like Albert Puljos.
- The company's digital presence lacks interaction with fans and a demonstration of outreach.
- The major opportunities include posting to steward fans, posts about community engagement or players volunteering, social media challenges to interact with fans/consumers, and posts spotlighting new players.
- All of the Cardinals competitors have more established followings on TikTok, which is valuable in getting a younger demographic engaged.





INSTAGRAM
1.1M FOLLOWERS



FACEBOOK
2.2M FOLLOWERS



YOUTUBE
76.1K SUBSCRIBERS



TWITTER (X)
1.4M FOLLOWERS



TIKTOK
167.4K FOLLOWERS

DIGITAL COMPETITIVE REVIEW



CHICAGO
CUBS

1.8M

3.2M

229K

2.5M

850K

ATLANTA
BRAVES

1.9M

2.4M

130K

1.6M

921.8K



CHICAGO CUBS

The Chicago Cubs are known for their rivalry with the Cardinals. Their social media platforms have a large following and display content like game recaps and highlight reels that showcase players. They also contain several series that spotlight specific members of the team and posts that thank fans, as well as a recent reel recapping Race to Wrigley, a charity run that benefited Cubs Charities. This helps develop a sense of community and differentiates the Cubs from other teams.



ATLANTA BRAVES

The Atlanta Braves are another well-known MLB team. Their digital platforms contain more of a mix of game pictures and graphics, still displaying traditional team page content while adding posts about upcoming events. Last year, they posted a video series of their spring training called Behind the Braves on YouTube, which generated more engagement, and they are continuing the series this season.

GOAL

The company's overall marketing goal is to inspire the next generation of professional athletes.

OBJECTIVE

1. The primary business objective of this campaign is to **generate \$3.6 million in sales** within 4 weeks by **introducing a new product** for the upcoming pre-season.
2. The secondary objective is to **increase brand loyalty** among high school and college athletes, as well as coaches, by 5% over the same 4 week period.



AUDIENCE

The target audience for this marketing campaign is primarily composed of high school and college-level athletes with a deep passion for baseball and a drive to do well in their upcoming seasons. Additionally, the secondary audience includes baseball coaches seeking to enhance their coaching skills. This campaign will take place across the United States, although primarily the St. Louis area, for individuals who are tech-savvy, dedicated to personal development, and eager for exclusive insights and training resources that can improve their performance and skills. They value competitive excellence, continuous learning, and a sense of community.

WORK-HARD WILL

CURRENT BASEBALL PLAYER AT EDWARDSVILLE HIGH SCHOOL

Basic Demographics

- 17 y/o male
- Senior at Edwardsville High School
- Unemployed with no source of independent income

Needs & Wants

- To receive a scholarship to play baseball in college and eventually continue to the MLB
- To become better at his position as pitcher in baseball

Problems

- Has a limited income
- Isn't able to commute to pitching lessons
- He feels like he should be doing more to improve

Interests

- Keeping up with MLB players, especially those from the St. Louis Cardinals
- Watching highlight reels from different sports

Motivations

- Dream of making it to the Major Leagues
- Desire to be the best pitcher in the district



DAD-STANCE DAN

ST. LOUIS NATURALS CLUB BASEBALL TEAM COACH

Basic Demographics

- 40 y/o male
- Father of two daughters
- Baseball coach St. Louis Naturals Baseball Club
- High School Administrator who makes ~ \$80k annually
- College graduate with a Bachelor's degree in Business Administration

Needs & Wants

- To help coach his team to a championship
- To better engage his players and help them to progress

Problems

- Has trouble keeping his players focused
- The team he is coaching just finished the season with a losing-record
- Unsure of how to use practice time more effectively

Interests

- Watching baseball games with his friends and family
- Going on runs when he can
- Coaching

Motivations

- Passionate about baseball and helping players develop skills



GEEKY GRANT

SUPERFAN WHO LACKS COMMUNITY & WANTS ESCAPE FROM WORK STRESSES

Basic Demographics

- 25 y/o male
- Graduated from the University of Missouri with a degree in Finance
- Works a 9-5 at a financial firm in St. Louis

Needs & Wants

- To gain more insight into the sports industry and increase his sports knowledge
- To feel a sense of belonging and connect with fellow fans through unique experiences like special fan events or behind-the-scenes access

Problems

- Has limited time and is burnt out due to staying long hours at work
- He misses playing sports & has struggled with feeling a sense of belonging

Interests

- Grant is obsessed with the statistical side of baseball and spends hours analyzing player performances, team strategies, and trends
- He is starting to participate in fantasy baseball leagues and enjoys strategizing draft picks

Motivations

- Grew up playing baseball and has a large passion for the sport
- Baseball serves as an escape from the stresses of everyday life, allowing Grant to unwind



MARKETING STRATEGY

By utilizing the Cardinals strong media presence and introducing a new, exclusive training course that features player interviews, instructional videos from professional coaches, and behind-the-scenes spring training content, the marketing strategy is to enhance engagement from high school and college-level athletes, as well as baseball coaches while driving sales and fostering long-term brand loyalty. The campaign will strengthen the emotional connection between a younger athlete demographic and the St. Louis Cardinals, motivating the next generation of professional athletes, and establishing a valuable partnership with coaches. This will be achieved by showcasing the course, “Ready with the Redbirds,” on social media platforms and through influencer advertising via NIL deals.

 *St. Louis Cardinals*

READY WITH THE REDBIRDS



Ready with **THE REDBIRDS**

The Ready With The Redbirds campaign will run for 4 weeks, starting on February 29th and extending through spring training and the first week of regular season games until March 29th.

This campaign will introduce a training course that includes behind-the-scenes content with Cardinals' players and shares industry knowledge and resources to prepare teams for their upcoming season, or even a career in the MLB. This will motivate high school and college baseball players to put in additional effort in preparing for their upcoming seasons. It will also assist coaches in engaging players and strengthening their skill sets.

This campaign positions the Cardinals as a team that wants to engage with and support the future generation of professional players.

The campaign will launch on Instagram, Facebook, and TikTok. The content will include picture samples of potential course topics, user-generated content, paid advertisements, and quotes from athletes. The St. Louis Cardinals will utilize its own athletes and contract with college athletes in the form of NIL deals to expand the reach of the campaign, in addition to initiating word-of-mouth marketing efforts.

communication objectives

Awareness Stage: To introduce the new product, we will aim to target a more specific audience segment of high school and collegiate athletes (or their coaches) through advertisements and influencers on social media, featuring photos, videos, and links connected to a page on the Cardinals website for purchasing the “Ready with the Redbirds” training course

TOFU

Consideration Stage: To have athletes sign up for a limited preview of the content that will be featured in the official training course. This preview will include examples of player interviews and practice drills with videos to further entice the consumer about the course’s remaining content and additional potential perks

MOFU

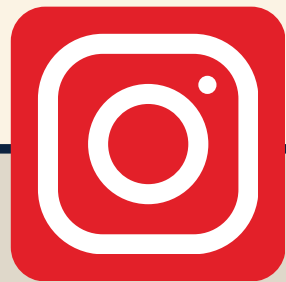
Decision Stage: To have these athletes/coaches (or their parents) purchase access to the training course after seeing the preview and social media content surrounding “Ready with the Redbirds;” continuing to post on each social media account

BOFU

After Purchase: The Cardinals will continue to post on social media and feature some of the consumers who have purchased the product, engaging with them to further ensure brand loyalty and consumer interest.

**BRAND
EVANGELISTS**

MULTI-CHANNEL TACTICS



Instagram will be used as the optimal platform for engaging with high school and college athletes. On this app, we will feature organic content, paid advertisements, and collaborations with our own players, as well as college athletes through NIL deals. We will also track engagement rates throughout the campaign and post story sneak peaks of course content to spark interest.

Paid, Owned, & Earned
Impressions, Engagement, & Conversions



TikTok is an additional platform that will be used to engage with high school and college athletes. This app will feature spring training practice highlight reels, short clips of athlete interviews, targeted ads, and game day vlogs with the goal of sparking excitement and interest in the team and their training process.

Paid, Owned, & Earned
Impressions, Engagement, & Conversions



Facebook will be used to engage with an older demographic, which includes baseball coaches. On this app, we will feature organic content, paid advertisements, and information about the topics discussed throughout the course. More of a focus will be placed on the educational aspect rather than player spotlights and behind-the-scenes content.

Paid and Owned
Impressions, Engagement, & Conversions

ATHLETE + NIL DEALS



Laars Nootbaar*
Cardinals Baseball Player
Engagement Rate: 5%



Nolan Arenado*
Cardinals Baseball Player
Engagement Rate: 3%



Brennan Orf
Southern Illinois University-Edwardsville
Baseball Player
Engagement Rate: 4%

***Cardinals players agreed to be featured and volunteered to help promote the product**

march content calendar ¹⁸

SU	MO	TU	WE	TH	FR	SA
						1 Game Day BTS Game Day Vlog Game Day Guide
						2 Practice Picture Practice Highlight Practice Picture
3 Game Day BTS Game Day Vlog Game Day Guide	4 Practice Picture Practice Highlight Practice Picture	5 Game Day BTS Game Day Vlog Game Day Guide	6 Influencer Collab Interview Teaser Course Ad	7 Practice Picture Practice Highlight Practice Picture	8 Practice Picture Practice Highlight Practice Picture	9 Game Day BTS Game Day Vlog Game Day Guide
10 Game Day BTS Game Day Vlog Game Day Guide	11 Practice Picture Practice Highlight Practice Picture	12 Game Day BTS Game Day Vlog Game Day Guide	13 Game Day BTS Influencer Collab Game Day Vlog Interview Teaser Game Day Guide Course Ad	14 Practice Picture Practice Highlight Practice Picture	15 Game Day BTS Game Day Vlog Game Day Guide	16 Practice Picture Practice Highlight Practice Picture
17 Game Day BTS Game Day Vlog Game Day Guide	18 Practice Picture Practice Highlight Practice Picture	19 Game Day BTS Game Day Vlog Game Day Guide	20 Influencer Collab Interview Teaser Course Ad	21 Practice Picture Practice Highlight Practice Picture	22 Game Day BTS Game Day Vlog Game Day Guide	23 Game Day BTS Game Day Vlog Game Day Guide
24 Practice Picture Practice Highlight Practice Picture	25 Game Day BTS Game Day Vlog Game Day Guide	26 Game Day BTS Game Day Vlog Game Day Guide	27 Influencer Collab Interview Teaser Course Ad	28 Game Day BTS Game Day Vlog Game Day Guide	29	30
31						



SAMPLE POSTS

INSTAGRAM

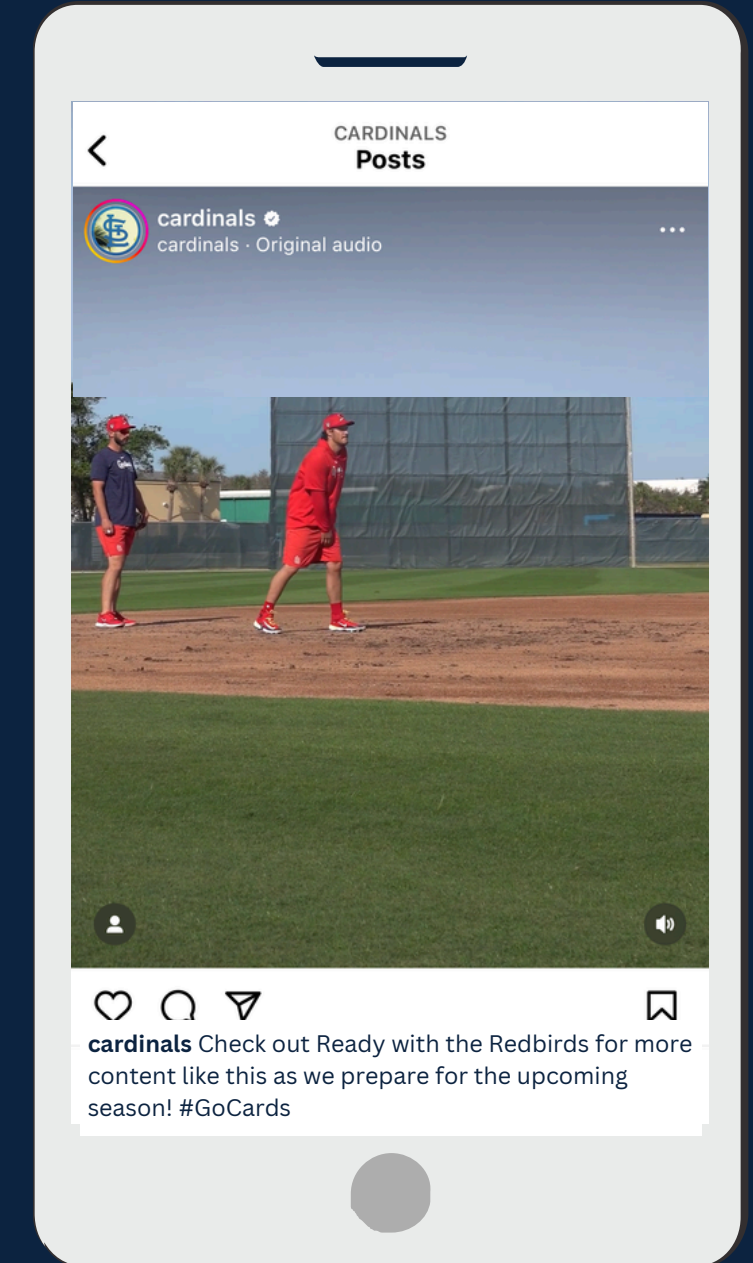
- Practice Picture
- Influencer Collab
- Game Day BTS



To keep the audience up-to-date while informing them about the product



To connect with users in our target audience and spark excitement about the product

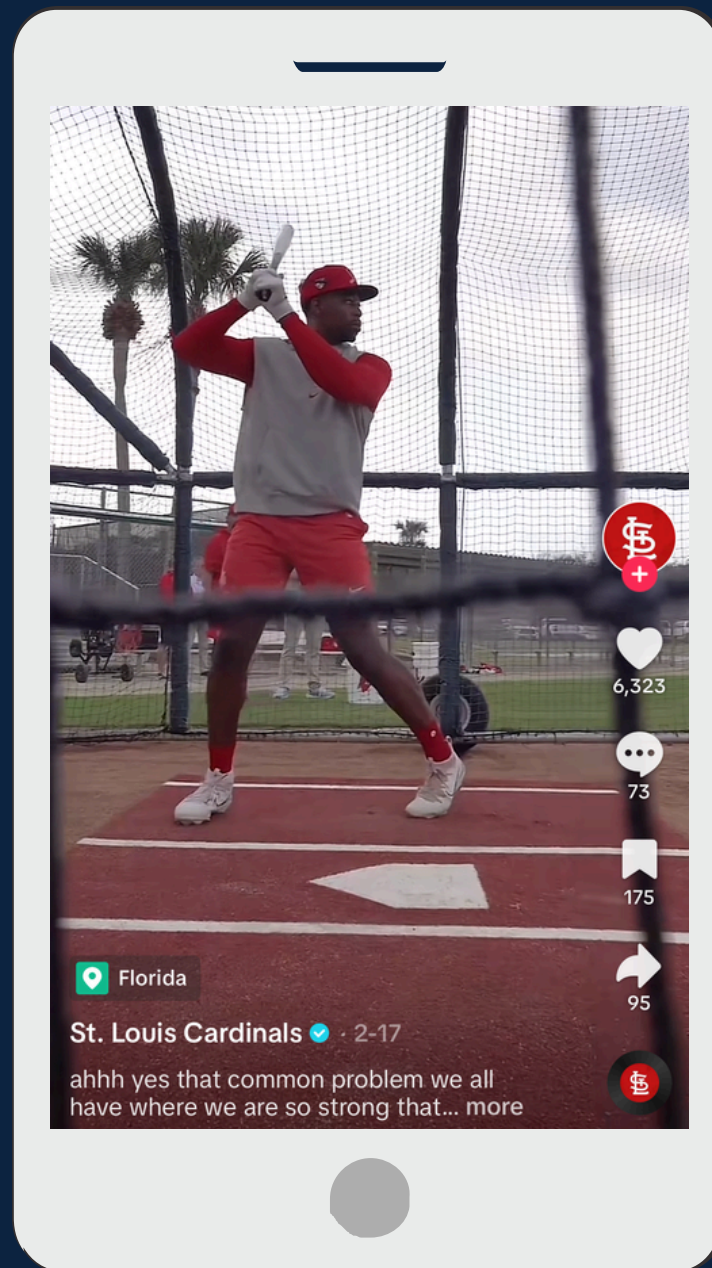


To demonstrate behind-the-scene content that the product could include and increase curiosity

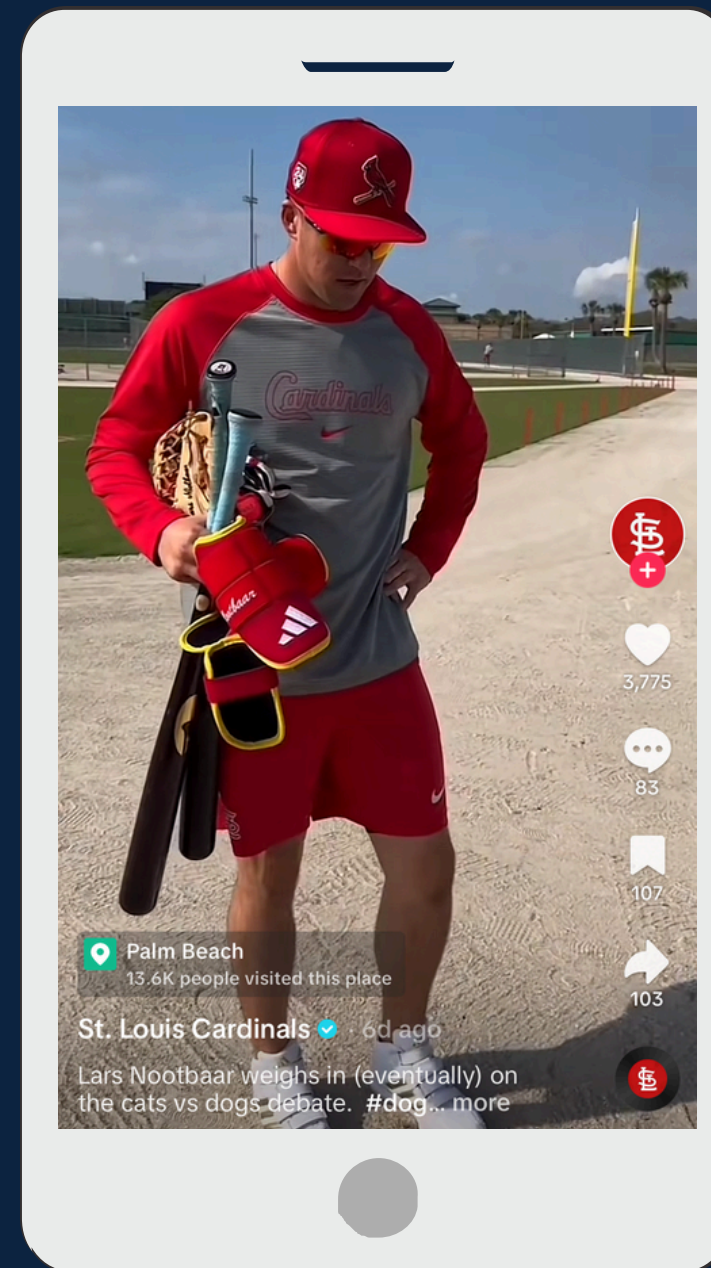
SAMPLE POSTS

TIKTOK

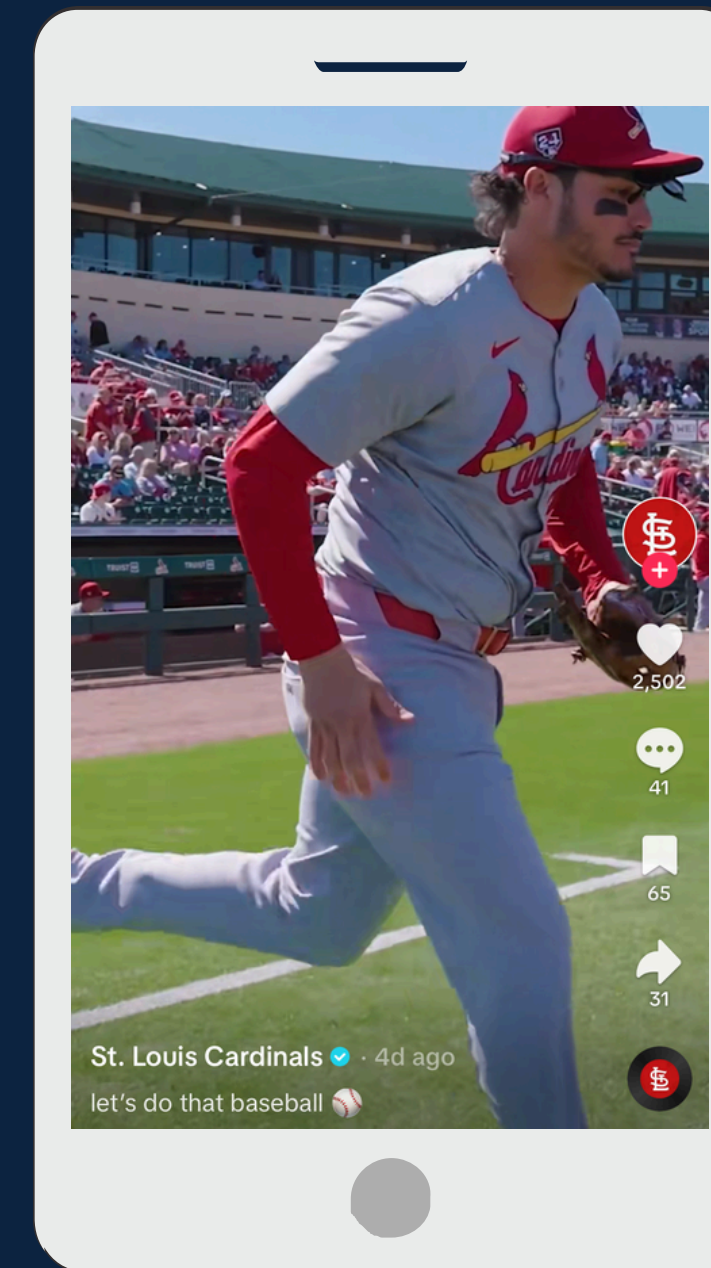
- Practice Highlight
- Interview Teaser
- Game Day Vlog



To keep the audience up-to-date while informing them about the additional highlights/info the course includes



To spark excitement about the product and drive others to want to know more.

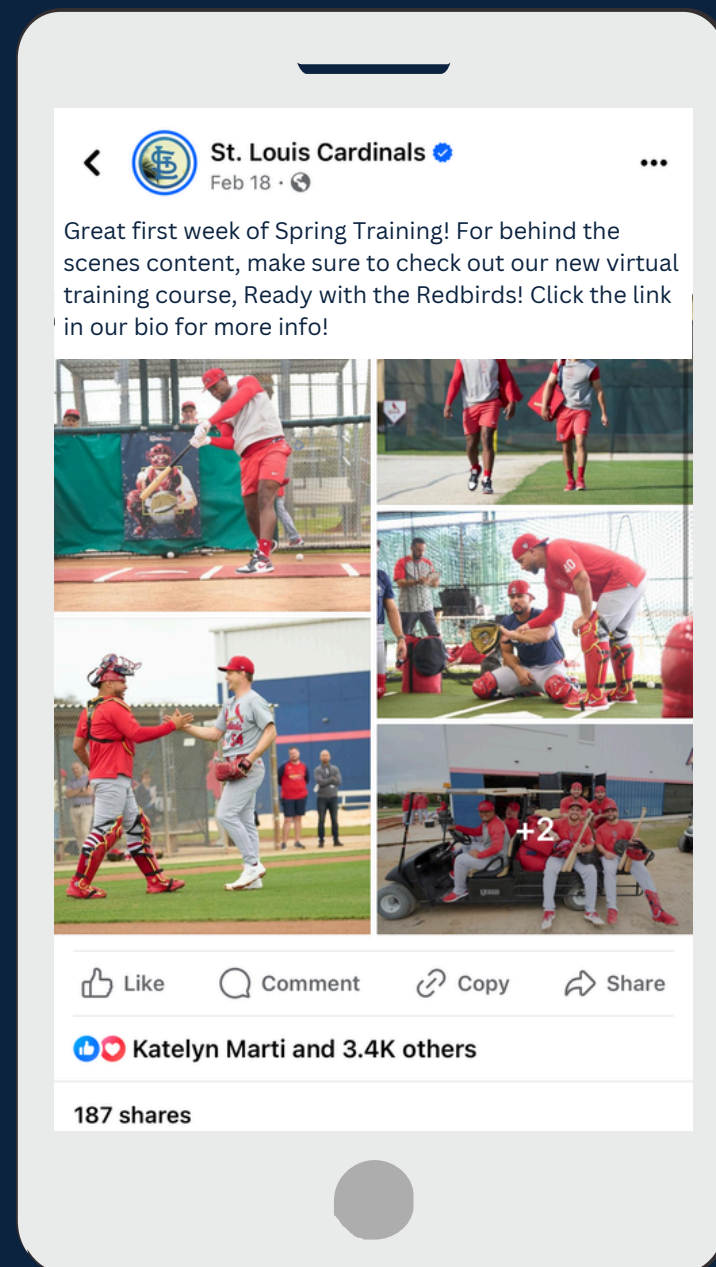


To demonstrate behind-the-scene content that the product could include and increase curiosity

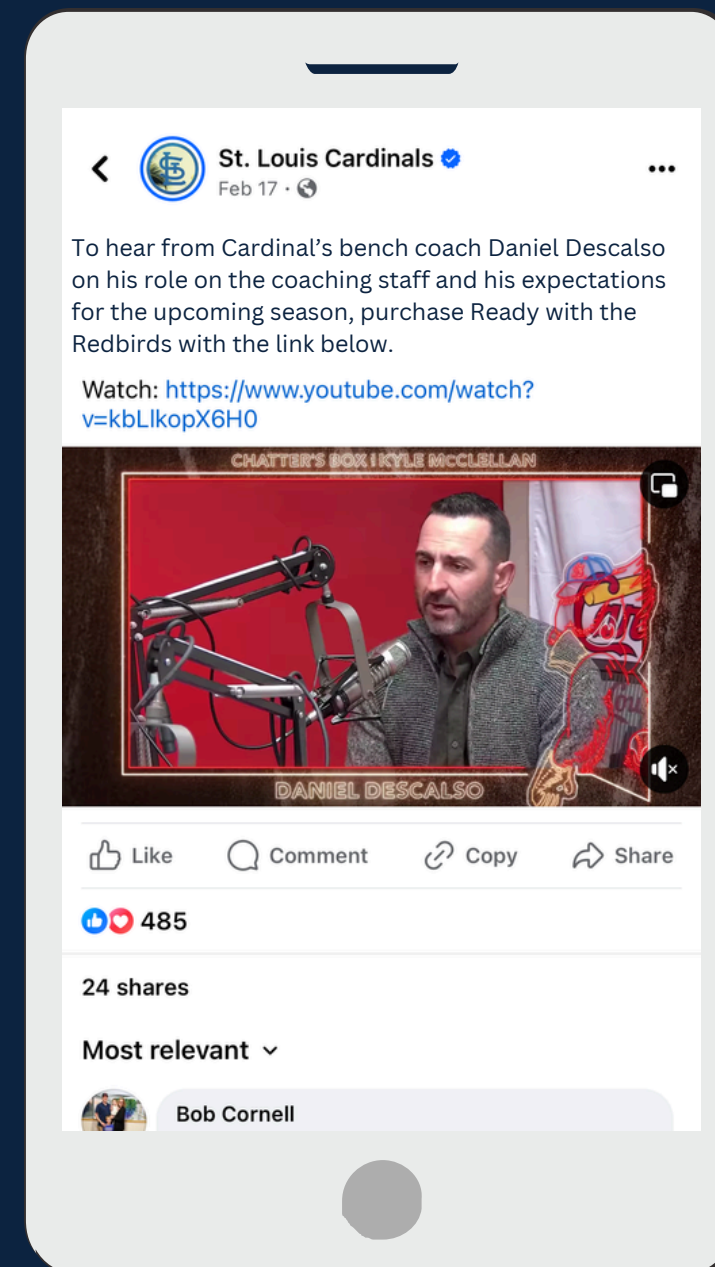
SAMPLE POSTS

FACEBOOK

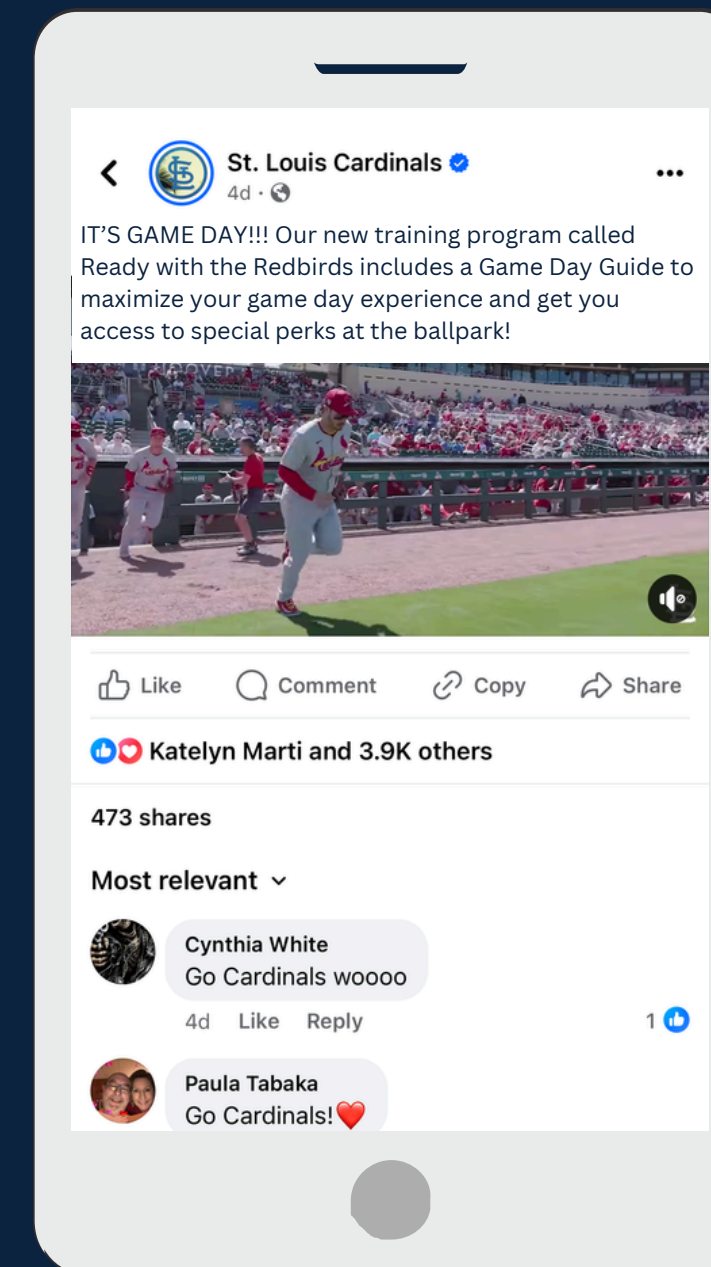
- Practice Picture
- Course Ad
- Game Day Guide



To keep the audience up-to-date while informing them about the product



To attract coaches and persuade them to purchase the course for the development of their teams



To demonstrate behind-the-scene content that the product could include and inform consumers about game day processes

MONITORING / OPTIMIZATION

- Impressions, engagement, and conversions are the primary KPIs that will be used to monitor this campaign and generate a return on ad spending.
- Each day, we will analyze insights (likes, comments, reposts, views, etc.) on all social media platforms with tools like Meta Business Suite to determine which posts receive the most attention and adapt our strategy as needed.
- We will revisit and reapprove contracts for our college and professional athletes on a weekly basis, taking note of their daily returns using our primary KPIs. Because the campaign is short, we will only resolve partnerships if costs are significantly larger than returns.
- We will examine both daily and weekly revenue earned from our paid advertisements, as well as conversion rates. This will allow us to determine if the ads are effective in helping us to reach our goals. Again, we will make necessary adjustments.

4-WEEK CAMPAIGN WITH VARIETY ACROSS PLATFORMS

INSTAGRAM CONTENT DEVELOPMENT

4 weeks * 7 images/copy per week = 28 images/copy

$(\$10,000/30 \text{ images}) = (\$333.33 * 28) = \$9,333$

Instagram Content Total = **\$9,333**



TIKTOK CONTENT DEVELOPMENT

4 weeks * 7 (30 sec.) videos per week = 28 (30 sec.) video

4 weeks * 1 (30 sec.) video per week = 14 min. of footage

$(\$7,000/3 \text{ min.}) = (\$2,333.33 * 14) = \$32,667$

Instagram Content Total = **\$32,667**



FACEBOOK CONTENT DEVELOPMENT

4 weeks * 7 images/copy per week = 28 images/copy

$(\$10,000/30 \text{ images}) = (\$333.33 * 28) = \$9,333$

Facebook Content Total = **\$9,333**



TOTAL SPENDING ON CONTENT DEVELOPMENT = \$51,333

management **EXPENSES**

Campaign Development: (168 hrs. * \$150/hr.) = \$25,200

Campaign Launch: (5 hrs. * \$150/hr.) = \$750

Campaign Monitoring: (1 hr./day * 28 days * \$150/hr.) = \$4,200

Campaign Sunset: (5 hrs. * \$150/hr.) = \$750

Performance Reporting: (0.5 hr./day * 28 days * \$150/hr.) = \$2,100

$\$25,200 + \$750 + \$4,200 + \$750 + \$2,100 =$
 $\$33,000$

Total Content Development & Management Fees =
(\$51,333 + \$33,000) = \$84,333

ADVERTISING = 90% OF BUDGET = $(0.9 * \$150,000 = \$135,000)$

30% OF BUDGET ALLOCATED TO INSTAGRAM

$(0.3 * \$135,000 = \$40,500)$

Reach = $(\$40,500 / \$11.20\text{CPM}) = 3,616$

$(3,616 * 1000) = 3,616,071$ impressions

Expected Engagement = 5% = $(3.6\text{M} * 0.05) = 180,804$ engagements

Conversion Rate = 1% = $(180,804 * 0.01) = 1,808$ conversions

Expected Revenue = $(1,808 * \$400) = \$723,200$

ROAS = $(\$723,200 / \$40,500) = 17.9:1$



30% OF BUDGET ALLOCATED TO FACEBOOK

$(0.3 * \$135,000 = \$40,500)$

Reach = $(\$40,500 / \$11.20\text{CPM}) = 3,616$

$(3,616 * 1000) = 3,616,071$ impressions

Expected Engagement = 5% = $(3.6\text{M} * 0.05) = 180,804$ engagements

Conversion Rate = 1% = $(180,804 * 0.01) = 1,808$ conversions

Expected Revenue = $(1,808 * \$400) = \$723,200$

ROAS = $(\$723,200 / \$40,500) = 17.9:1$



30% OF BUDGET ALLOCATED TO TIKTOK

$(0.3 * \$135,000 = \$40,500)$

Reach = $(\$40,500 / \$9.75\text{CPM}) = 4,154$

$(4,154 * 1000) = 4,153,846$ impressions

Expected Engagement = 5% = $(4.2\text{M} * 0.05) = 207,700$ engagements

Conversion Rate = 1% = $(207,700 * 0.01) = 2,077$ conversions

Expected Revenue = $(2,077 * \$400) = \$830,800$

ROAS = $(\$830,800 / \$40,500) = 20.5:1$



NIL DEALS (INFLUENCERS) = 10% OF BUDGET = (0.1 * \$150,000 = \$15,000)

50% OF BUDGET ALLOCATED TO INSTAGRAM IMAGES

(0.5 * \$15,000 = \$7,500)

Expected Engagement = (\$7,500/\$0.20CPE) = 37,500 engagements

Conversion Rate = 1%

Expected Conversion = (37,500 * 0.01) = 375

Conversion Value = \$400

Expected Revenue = (375 * \$400) = * \$400) = **\$150,000**

ROAS = (\$150,000/\$7,500) = 20:1

10% OF BUDGET ALLOCATED TO INSTAGRAM STORIES

(0.1 * \$15,000 = \$1,500)

Expected Engagement = (\$1,500/\$0.12CPE) = 12,500 engagements

Conversion Rate = 0.5%

Expected Conversion = (12,500 * 0.005) = 62.5

Conversion Value = \$400

Expected Revenue = (62.5 * \$400) = **\$25,000**

ROAS = (\$25,000/\$1,500) = 16.7:1

40% OF BUDGET ALLOCATED TO TIKTOK VIDEOS

(0.4 * \$15,000 = \$6,000)

Expected Engagement = (\$6,000/\$0.01CPE) = 600,000 engagements

Conversion Rate = 0.5%

Expected Conversion = (600,000 * 0.005) = 3,000

Conversion Value = \$400

Expected Revenue = (3,000 * \$400) = **\$1,200,000**

ROAS = (\$1,200,000/\$6,000) = 200:1



EXPECTED RETURNS



$\$723,200 + \$830,800 + \$723,200 + \$1,375,000$

TOTAL EXPECTED REVENUE = \$3,652,200

TOTAL IMPRESSIONS = 11,385,988

ROAS = $\$3,652,200 / \$150,000 = 24.3:1$

CONCLUSION

The Ready with the Redbirds campaign aims to target both high school and college baseball players, in addition to baseball coaches, through a leveraged social media presence, paid advertisements, and collaborations with professional and college athletes. In addition to engaging a younger demographic and motivating the next generation of athletes while providing training materials through the launch of a new virtual training course, the campaign will generate approximately \$3.65 million in revenue and strengthen brand loyalty. I ask that you approve this proposal so we can inspire the future legends of baseball and further foster a supportive community around the sport we love.



Thank you

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