

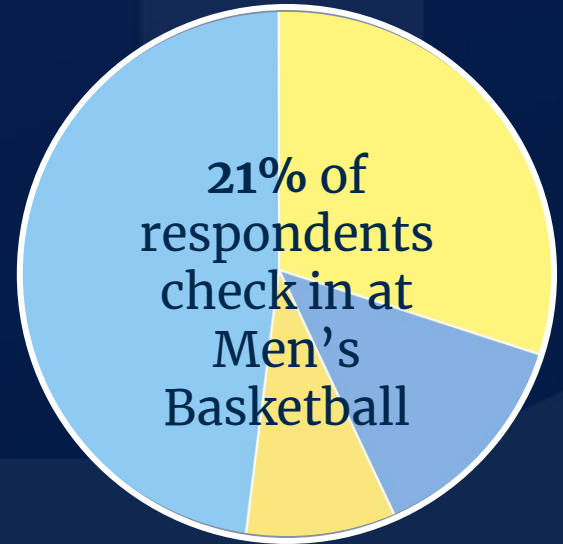
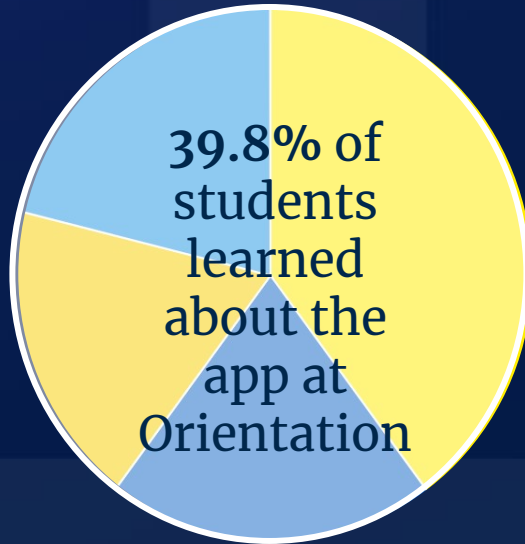
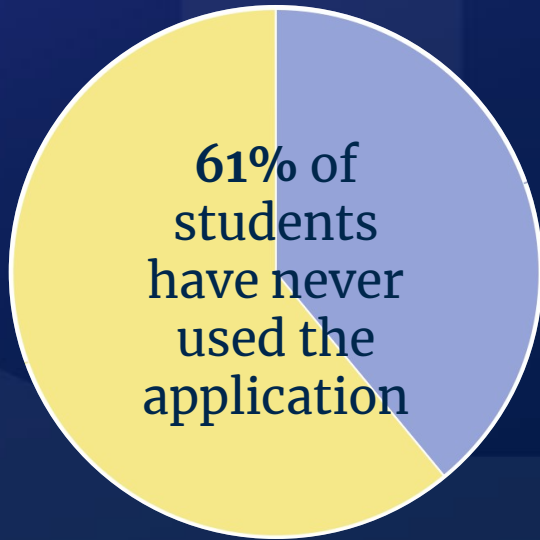
Marketing & Awareness Plan for the University of Michigan H.A.I.L. Application



Prepared for:

The University of Michigan Athletic Department Student Engagement Team

Market Research



Data based off survey distributed to
100 UM Students in Jan. 2019



Other Schools

Power 5 schools like

- University of Southern California
- University of California, Berkeley
- University of Wisconsin
- Auburn University
- University of Texas



Have an app similar to ours, but the majority of the students don't use the app after it's downloaded.

Proposal

Digital ticketing on the app

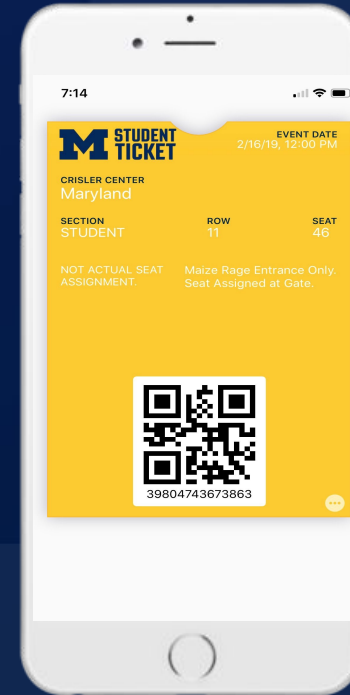
Increased Social Media Presence

Market the New Accounts



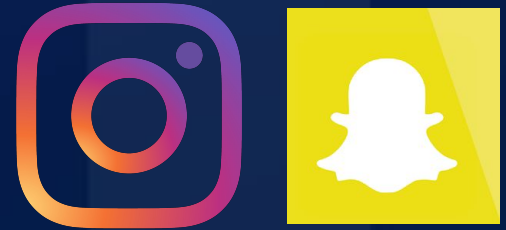
Digital Ticketing

- All student tickets to U-M athletic events will be digital on the H.A.I.L App
- When a ticket is scanned, it will automatically check that student into the event
- Increased downloads of the app if this is the only way in which student ticketing is available
- Schools with digital ticketing: Kentucky, Texas A&M, Pitt, Bowling Green



Advantages of Social Media

- Look forward to winning cool prizes by attending sporting events
- Keep fans fully up-to-date on what events are coming up
- Offers more, frequent updates
- More interactive and effective than email
- Higher engagement



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Instagram Account

- Make app an interactive experience with Instagram stories
 - Vote on preferred prizes
- Creative way to present prizes
 - Engaging videos with players
- Features of the account
 - Weekly events with giveaways attached
 - Wallpaper Wednesday
 - Story highlights



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Snapchat Account

- 186 million daily users
- 77% of college students use Snapchat
- 94% of American young adults aged 18–24 use Snapchat
- Opportunity within the app:
 - Filters for regular games (\$40–\$50)
- For marquee matchups:
 - Sponsored posts between stories (\$5k – \$10k)
 - Posts on front of discover page (\$5k – \$10k)



Marketing @umichhail

- Tabling in Crisler, other Athletic arenas/stadiums, Diag, Ugli
 - Follow for a prize
- Tag 3 friends, follow the app, chance to win prizes
- Announcer at games tells fans to follow account
- Sponsored posts on Instagram feed



Future Vision

- The account will be successful if...
 - We raise student attendance at events
 - Students gain awareness of the new check in system
 - We have a substantial social media presence
- Finances– Much like the Braves model, we will save money (reduced printing and postage costs) upwards of \$60,000
- App redevelopment and maintaining costs around 15% of original startup cost



(SBJ, 2014)

HAIL

HONORING ATTENDANCE, INVOLVEMENT & LOYALTY

