

SWOOP

BREAKING NEW GROUND FOR BRANDS INSIDE FOOTBALL

***SWOOP* ARE A FOOTBALL MARKETING AGENCY WITH UNIQUE ACCESS TO THE PROFESSIONAL PLAYERS THAT HAVE A GENUINE AFFINITY WITH THEIR FANBASE**

We harness this relationship to create aspirational and authentic influencer-style social media content for advertisers on a local, regional or national level. Truly connecting you with your city's football fans and delivering brilliant content in partnership with your brand, product or service.

THERE ARE 140M+ FOOTBALL FANS ON INSTAGRAM

- Instagram (IG) is now the most used channel for football fans to connect with their favourite players
- Player popularity is surpassing clubs. 16 of the top 20 biggest clubs in world football have a follower count smaller than their highest profile player
- The average football fan visits Instagram 13 times per day, wanting to be closer to the players and get a personal perspective of their lives off the field
- Presenting brands with the opportunity to engage a hard to reach, aspirational 18-34 audience

FOOTBALL FANS HAVE MULTIPLE INTERESTS ALONGSIDE THE SPORT



HIGH-PROFILE PLAYER INSTAGRAM ACCOUNTS ARE PLAGUED WITH INAUTHENTICITY

- Many high-profile footballers Instagram accounts, often those with millions of followers, suffer from generic and PR-manufactured content
- As a result, football fans are increasingly cynical about their authenticity
- This creates a disconnect and breakdown in trust between players and fans, resulting in a disengagement with players' social content
- Generating costly and ineffective results for the brands that partner with them



98 likes

blinddaley Hi mate, would you be ok posting this image on your social channels with the following copy?

Ready for the next match in the new

@adidasfootball third shirt! ⚽ Let's go!!

@manchesterunited

#HereToCreate

LOWER-PROFILE LOCAL PLAYERS HAVE A GENUINE CONNECTION WITH THEIR FANBASE ON INSTAGRAM, DRIVING STRONG ENGAGEMENT

4X

Lower-profile local footballer IG accounts deliver an average engagement* rate of **over 4x greater** than high-profile equivalents - due to the authentic and relatable nature of their content

27%

Lower-profile footballers can drive engagement rates^ of up to **27% across their IG profile**, vs 7% for a high-profile player

3X

These players generate an average engagement rate upwards of **3x vs that of a traditional influencer** with a similar size following (10K-250K)

*Defined as likes and comments from fans on their Instagram content

^Defined as the % of engagements on their IG content vs the amount of followers they have

Source: *SWOOP Footballers on IG* report: Sample size 30/30 High profile (PL stars w/1M+ followers) vs low profile (mix of PL, Champ, League 1) IG accounts

WE CONNECT LOCAL BUSINESSES WITH LOCAL PLAYERS

Supporters of local teams have a deep emotional and social connection to their club, due to living proximity and family ties. We connect you with the professional players in your local area (PL, Champ, LG 1/2), producing & distributing influencer marketing content for your brand, product or service via Instagram - a first in the football industry.

Influencer marketing is an increasingly powerful medium for driving conversion & sparking positive reactions. All our content is specifically tailored for you and grounded in authenticity - building a relationship between your brand, the player/s and their audience.

1.

We **understand** your business objectives and identify the best way to authentically profile your brand



2.

We **connect** you with the relevant local player/s within proximity of your business



3.

We **collaborate** with the player/s to produce and distribute influencer content, promoting your brand via their personal Instagram account

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ENQUIRIES: HELLO@SWOOP.FOOTBALL

MARVIN SORDELL: CO-FOUNDER & TALENT DIRECTOR



Having forged a career as a professional footballer for England at U20 and U21 level, while playing over 250 league games and subsequently being a part of Team GB at the London 2012 Olympics, Marvin is now uniquely positioned to use those experiences to help brands, companies and producers connect and engage with the football world

Marvin is supported by an advertising expert with 10+ years in the industry, specialising in growing brands and businesses via social media. Previously responsible for consulting on some of the biggest brands in the world including ASOS, PlayStation, New Balance, Budweiser & Beats By Dre, and winner of multiple industry awards.