

socialasking.com

Social Asking



Supercharge your fan engagement

Social Asking is an intelligent, easy to use tool which invites your fans to engage directly with your sports club to create communities through memorable experiences, bringing your club closer to the fans and people together.



The sports engagement tool you need

Fan engagement through Social Asking will create another revenue stream for your club with brand sponsorships. Sponsors will get the opportunity to sponsor the fans' voice, whilst benefiting from brand awareness. Let us show you how easy Social Asking can be and increase community participation within your club.



All the ease of commenting. *None of the chaos.*

Our interactive tool allows fans to fully engage with each other, creating a sense of community that static surveys lack. With our smart filters, fans can browse the results of the survey, interact with other fans, and feel like their voice is heard.

➤ Fan conversation analysis

You and your fans can analyze the conversation in real time in one, easy-to-use dashboard. Filter by topic, sentiment or keyword and use these insights as part of your club's ongoing fan engagement strategy.

The latest update is here. We want to know your thoughts and opinions!

Leave a comment

Label your comment

Positive

Negative

Neutral

Media

News

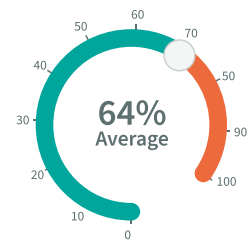
Other

Submit response

Search comments



Your Rating: 70%



+ Add Poll

> Searches

> Labels

Positive (581)

Negative (129)

Neutral (317)

Media (1)

News (4)

Other (16)

> Topics

Game (234)

Players (160)

Ball (35)

Players (45)

Goal (20)



Insights Report

Your report is ready to download

Download report

➤ Instant snapshot reports

Our reports provide all the data in one place and can be tailored to your branding, so that it's ready to share instantly. With these insights, you and your team can make quicker decisions for your fan engagement strategy.

➤ Expert implementation and hosted deployments

Our powerful new tool is effortless and enjoyable to use. We'll help you create a launch plan and work as an extension to your team through the campaign.

Create powerful conversations that your fans will want to be a part of.

How does it work?



Engage your fanbase

Ask an imaginative question to your fans and draw targeted conversation about things you want to know about.



Collect insights

Invite fans to participate by sharing a URL or embedding your SaySo, and begin collecting comments and votes.



Analyze

Download an insights report that shows a high level summary of the discussion, instead of going through thousands of comments.



Explore

Use filters to drill down to comments of interest and discover insights as you explore.



Go deeper

Re-engage fans with more specific prompts and collect another round of data.



Action

Put your insights to work by making informed, revenue-building decisions that you can back up with quantitative data from your fans.

Case Study: BWFC

Social Asking ran a successful pilot engagement with Bolton Wanderer's football club by polling their fans about the following season's kit choice. This was the first time any football club has done this, and the overall reaction was overwhelmingly positive.

- **70 comments in the first 3 minutes**
- **300 comments in the first hour**
- **1000 comments in 4 hours**
- **2300 comments in 4 days**

We also had over 20,000 poll votes.

PICK OUR KITS
2023/24 SEASON

HOME AWAY

1. Log in or continue anonymously.

BOLTON WANDERERS

2. Rate home kit options.

80s Retro 90s Retro Modern Classic

Put your insights to work

- ✓ Fans will spend more time engaging with your site than legacy forums thanks to the friendly look-and-feel of Social Asking.
- ✓ Be “in the know” and make smarter decisions backed by data.
- ✓ Increase revenues by understanding fan spend and interests.
- ✓ Achieve higher conversion rates than traditional surveys.
- ✓ Understand key trends without the hassle of social listening.
- ✓ Improve fan experiences-- online and in-person-- via valuable feedback.

Commercial benefits to your club/organization

- Where relevant the ability to monetize a direct relationship with the fan base.
- Owning your own audience and building club/organization value vs. Facebook, Google and Survey Monkey.
- A captive audience without the need to spend money on influencers or external agencies.
- A direct panel for market research and testing ideas.



Let's get started!

Book a demo and see just how easy, insightful, and revenue boosting fan feedback can be.

Go to:

socialasking.com/letschat

Social Asking

