

# CONVERSION CAST

## The Simple, Inexpensive Tactic That Generates Thousands Of Leads Each Month for SportNgin

### Our Guest:

Jim Dahline works for SportNgin, a software/technology development company that creates applications for administrators, coaches, and managers of youth sports and amateur sports organizations. At SportNgin, their goal is to alleviate the gamut of administration activities of these administrators, coaches, and managers that are usually volunteers. They specifically build systems for payment processing, registration, website management, scoring , etcetera so these volunteer coaches/managers can spend more time working with athletes. SportNgin aims to educate sport volunteers on processes they need to know to keep their organization running smoothly.

### Background:

18 months ago, SportNgin changed their name to adopt the name of their platform. Their primary focus is building awareness for this new name that appears as a new brand in the sports world. The team at SportNgin has surveyed the market and found that for the youth/amateur sports experience, a majority of people involved are former athletes that may have small kids and have been called to volunteer as coaches, administrators, etc. SportNgin knows that overtime, a majority of people interacting with them are going to be an influencer, decision maker, or buyer. They also consider others that aren't as directly involved, but may be connected to someone that is interest in the SportNgin brand.

## **The Test:**

Keeping awareness of their brand at the forefront, SportNgin decided to test how to build their top of funnel prospecting list. Because the youth/amateur sports industry is filled with volunteer coaches and administrators, they had to find a different way to market to them than buying names off a list or relying on previous customers.

SportNgin implemented **monthly contests/promotions** where people would enter to win a unique product relative to the sports industry, such as a GoPro or limited edition jerseys. The contest was set up in such a way that in order to enter, people had to:

- 1) share the contest landing page via social media (Twitter or Facebook)
- 2) “like”/“follow” SportNgin on Facebook and Twitter
- 3) enter their email

A randomized winner was selected each month and a graphic with a picture of the winner was displayed as the announcement via social media. SportNgin made sure to plan ahead on the date the winner would be chosen and reach out to the winner for the social graphic. They also made sure to brand the graphic and contest materials to cultivate awareness.

## **The Result:**

Performing monthly contests for this market has helped SportNgin find the right prospects, increase engagement, and generate thousands of leads each month.

## **Important Details:**

The purpose in using a contest to generate leads was to give people something in return for giving their information. Also, the only time SportNgin asks for more information from prospects is when they are delivering more in-depth material like an educational guide. Otherwise, they only ask for information necessary (full name and email).

They wanted to present amazing products catered to the interest of their target market in order to bring in the right people and they achieved that by attracting people in the industry involved in small and large sports organizations. Some giveaways bring in more prospects than others, such as the GoPro, which had an incredible reach, but the number of leads per month has been in the thousands. One of the biggest benefits of running the contests is the low cost per lead because of the amount of people they bring into the top of the funnel.

In running contest like this for your business, Jim advises to ask, “what are the obligations?” in order to set yourself for success and prepare for the process. Jim expressed that it is of utmost importance to not have a preferential or decide the winner ahead of time. Set up a system where the winner is randomized and reach out to them to verify they are legitimate. Having an element of rules will create a smooth process that is easily repeatable.