Dan Harbison

Director of Interactive Marketing and Media

Portland Trail Blazers

Wanted needed a way to better connect with fans

- **The community had a disconnect from the team – the brand was tarnished**
- **In the process of turning around the franchise**
- **Wanted to facilitate a dialogue with fans, players, & organization**
  - Connecting on commonality – fan of the team
  - Give us a voice and communicate

We were redesigning of the website and wanted elevate the online experience

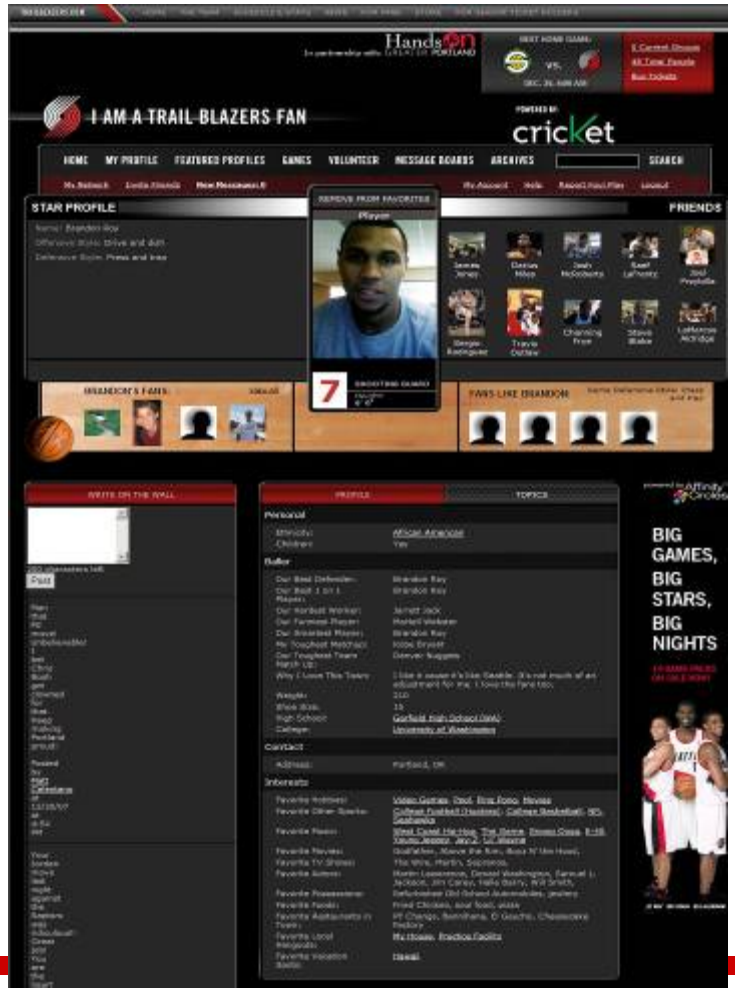
- **Had an idea for personal fan endorsements**
  - Video testimonial & I am a Trail Blazers fan
- **Needed to identify a new tool to connect with fans**
  - Email marketing open rates are on a decline
- **Genesis of an idea for a private social networking profile**

We created an online community – I am a TrailBlazersFan.com

- **Web2.0 is about conversation**
  - Taking the voice from a few to many and puting technology behind them
- **Each fan becomes an evangelist for your brand**
- **Create a contagious environment for the fans**
- **Diversify – Connect with your fans on a deeper level**

Created a private network tailored for our business

- **Teamed up with Affinity Circles – large alumni network**
- **Held a focus group to determine the best engagement process**
- **Integrated a ticketing component**
  - People can form a group online and get a discount
  - Getting people to connect around the games
- **Involve the players as much as possible**
  - Still working on this ;-)



We promoted the site to our fans

- **Rolled it out to season ticket holders first seeded it with them**
- **Featured a viral component to increase use**
- **Targeted email database to convert fans into super fans**
- **Promote during the games, online, via radio, TV, & in game program**
- **Presence on the official Trail Blazers website**

The community network yields financial results

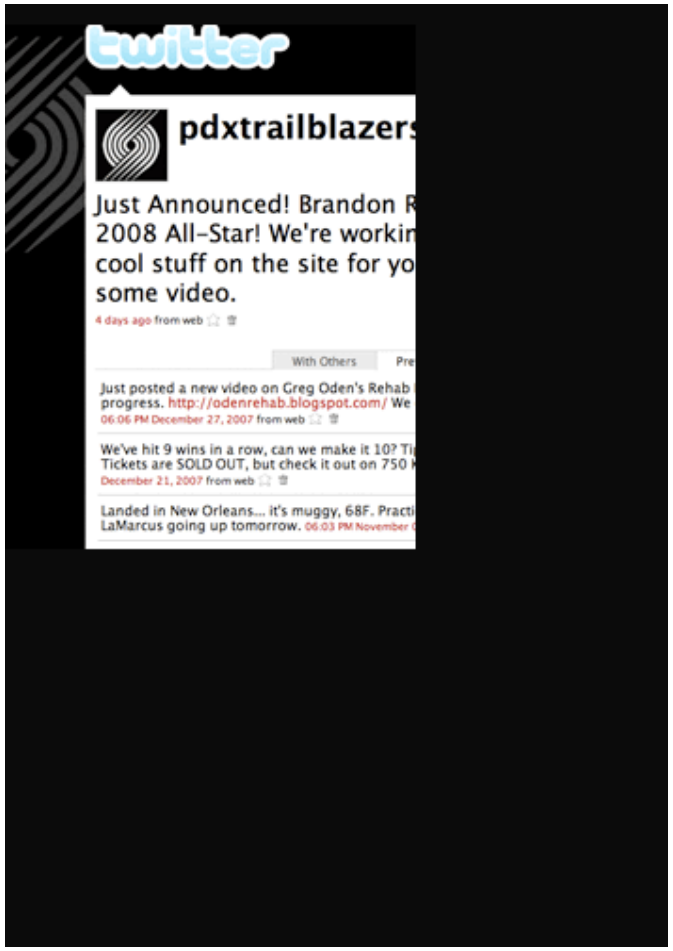
- **Created a unique ticket offer for members – Blazer Maniacs**
  - Sold 28 in first two weeks
  - Within the 36 hours of the lottery sold the remaining 78 season passes
- **Title sponsor**
- **Groups Sales**
- **Pre-sale through network**

We re-connected the team with our fan base and grew fan interaction

- **Have 11,500 fans that are active members of the network**
  - Original goal: 5k by October
  - Goal is to have 15,000+ by season end
- **Grown page views significantly on the site**
  - Potential to be as big as the primary Trail Blazers website
- **Fans are very more engaged with the brand**

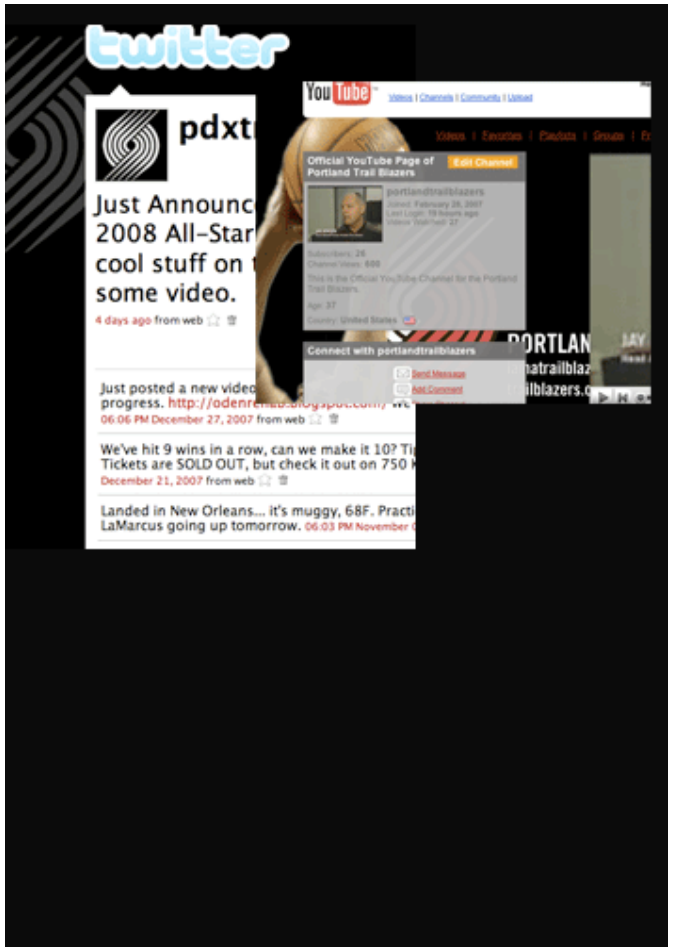
Some of the other Web 2.0 we use

- **Blogs**
  - Allowed us to a have a voice and dialogue with fans
- **Twitter**
  - Ability to have real-time updating with fans during draft and beyond



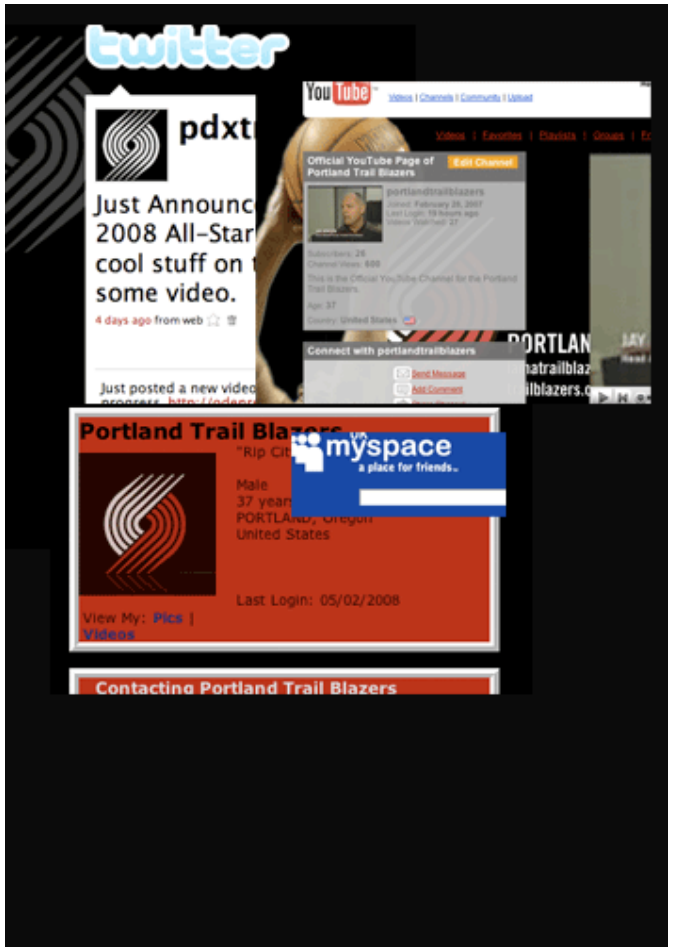
Some of the other Web 2.0 we use

- **Blogs**
  - Allowed us to a have a voice and dialogue with fans
- **Twitter**
  - Ability to have real-time updating with fans during draft and beyond
- **YouTUBE**
  - Repurpose video advertising



Some of the other Web 2.0 we use

- **Blogs**
  - Allowed us to a have a voice and dialogue with fans
- **Twitter**
  - Ability to have real-time updating with fans during draft and beyond
- **YouTUBE**
  - Repurpose video advertising
- **MySpace**
  - Fan generated, we endorse



Some of the other Web 2.0 we use

- **Blogs**
  - Allowed us to a have a voice and dialogue with fans
- **Twitter**
  - Ability to have real-time updating with fans during draft and beyond
- **YouTUBE**
  - Repurpose video advertising
- **MySpace**
  - Fan generated, we endorse
- **Facebook**
  - My favorite, rapidly growing

Some of the other Web 2.0 we use

- **Blogs**
  - Allowed us to a have a voice and dialogue with fans
- **Twitter**
  - Ability to have real-time updating with fans during draft and beyond
- **YouTUBE**
  - Repurpose video advertising
- **MySpace**
  - Fan generated, we endorse
- **Facebook**
  - My favorite, rapidly growing
- **Fan Tool Box**

- **What does this have to do with search?**
  - New content to be indexed
  - Content spread across multiple sites increase page display on first page
  - Long-tail effect with sites that only evangelists and fans have time to spread word
  - RSS, Blogs post news articles faster in search engines.

We want to build additional integrated, functionality

- **Migration to a new platform**
- **Next iteration will have a more robust feature set**
  - Full video chats with the players and talk to the player in real time
  - Upload video to site – record live video
  - Mini fantasy basketball game – My starting Five
  - Dating area – It's just a game
  - Mobile integration
- **Toying with the idea of Affiliate ticket program – Reward fans for a referral**

Thank you!

dan.harbison@trailblazers.com

danliveshere.com
twitter.com/danstwitter