



PORTLAND TRAIL BLAZERS



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**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

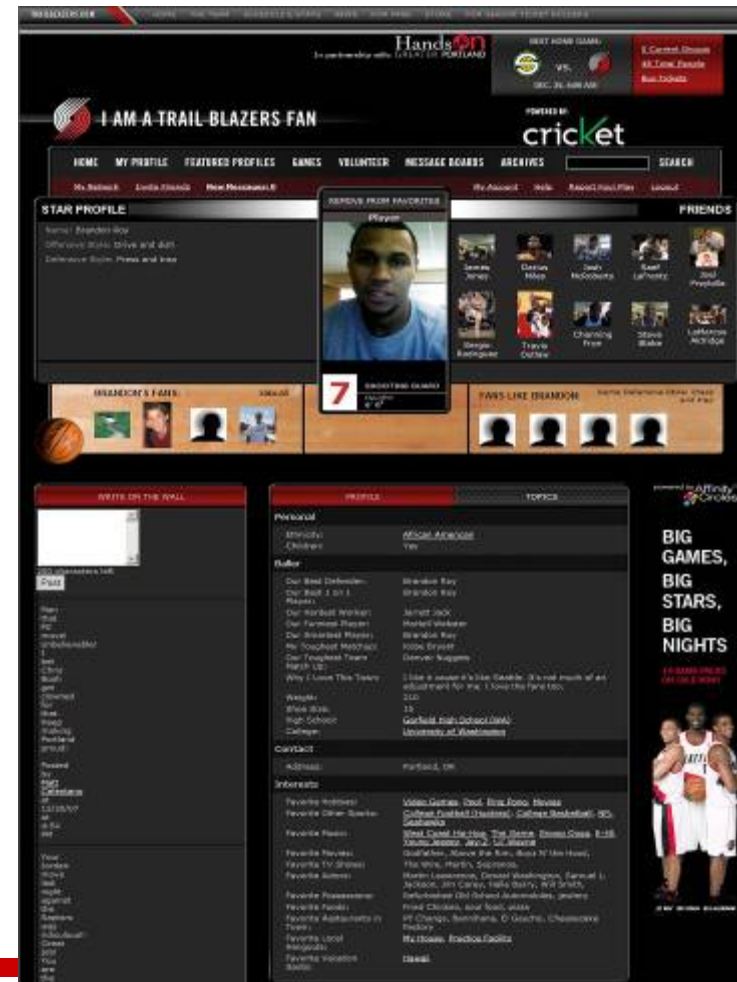
- **Web2.0 is about conversation**
 - Taking the voice from a few to many and putting technology behind them
- **Each fan becomes an evangelist for your brand**
- **Create a contagious environment for the fans**
- **Diversify – Connect with your fans on a deeper level**





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

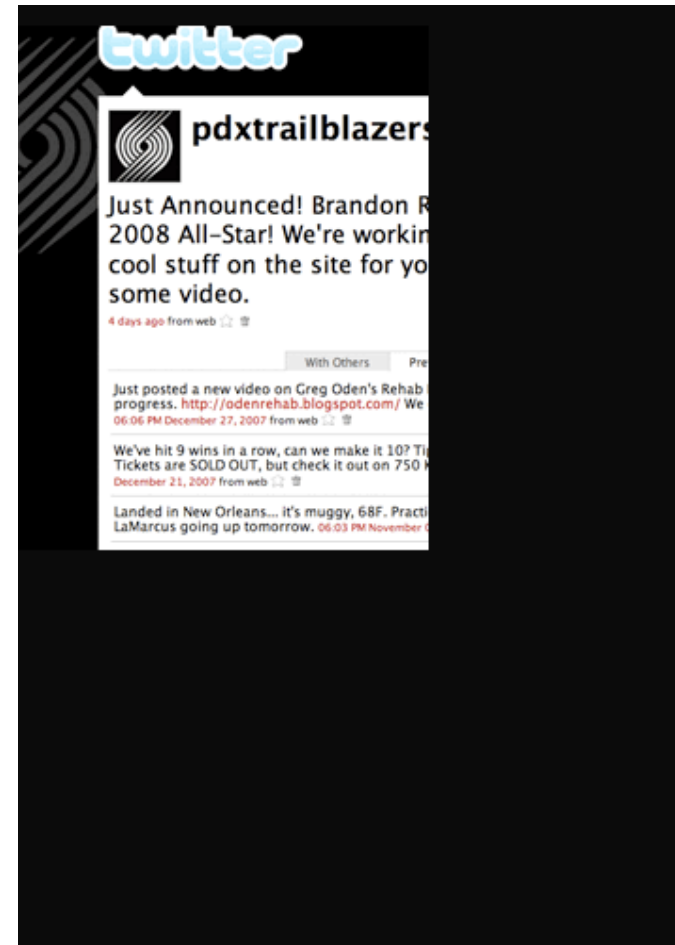
- Have 11,500 fans that are active members of the network
 - Original goal: 5k by October
 - Goal is to have 15,000+ by season end
- Grown page views significantly on the site
 - Potential to be as big as the primary Trail Blazers website
- Fans are very more engaged with the brand





Some of the other Web 2.0 we use

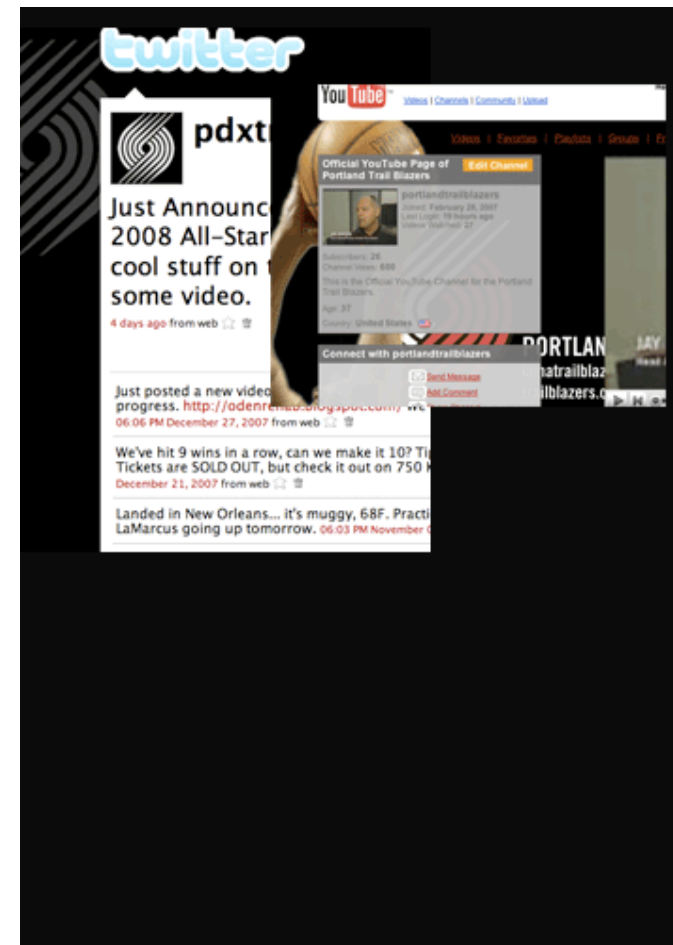
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 - Ability to have real-time updating with fans during draft and beyond





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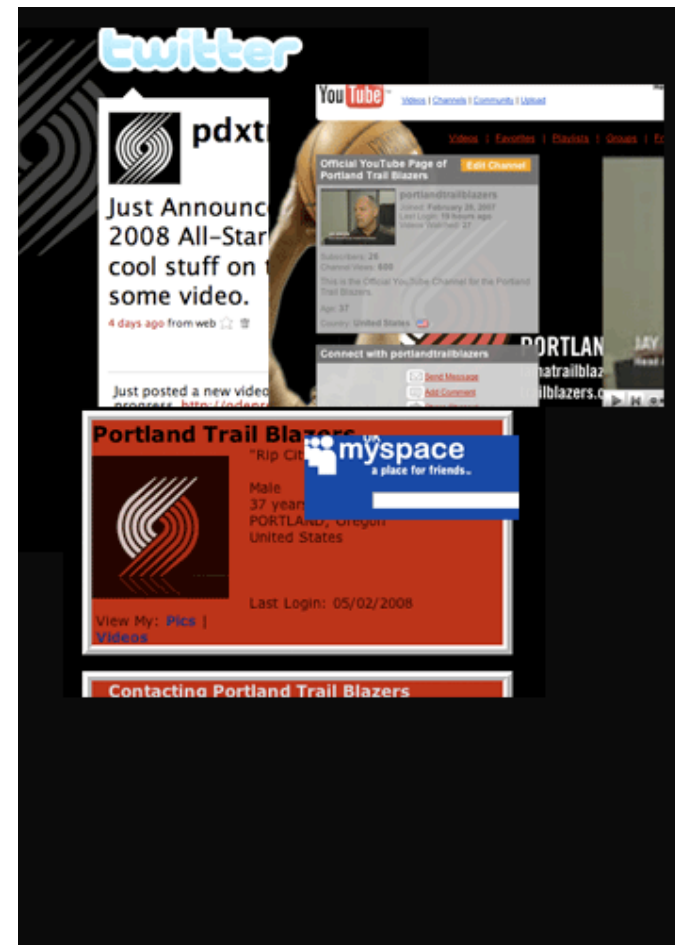
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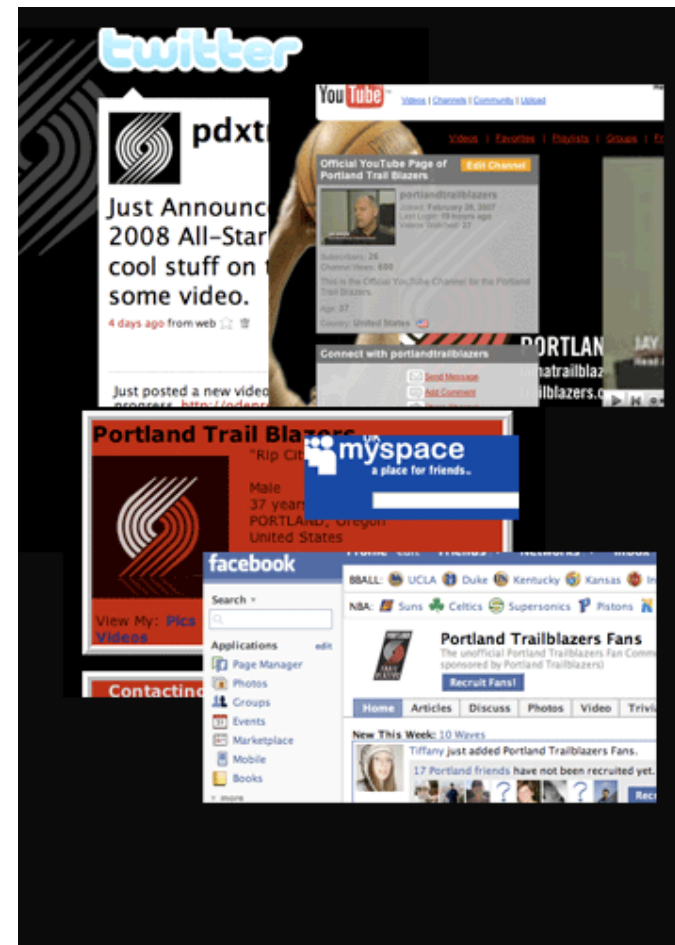
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- **Fan Tool Box**





- **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**





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Thank you!
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