



# Marketing Best Practices For Collectives

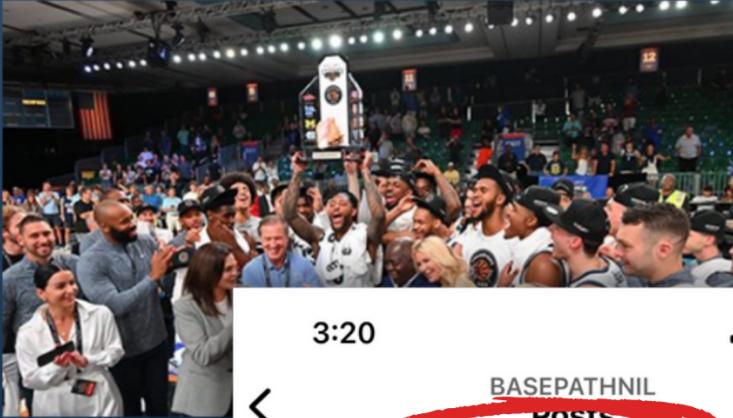
Foundational tools for marketing your early-stage collective in order to increase fundraising and support your student-athletes with NIL opportunities.



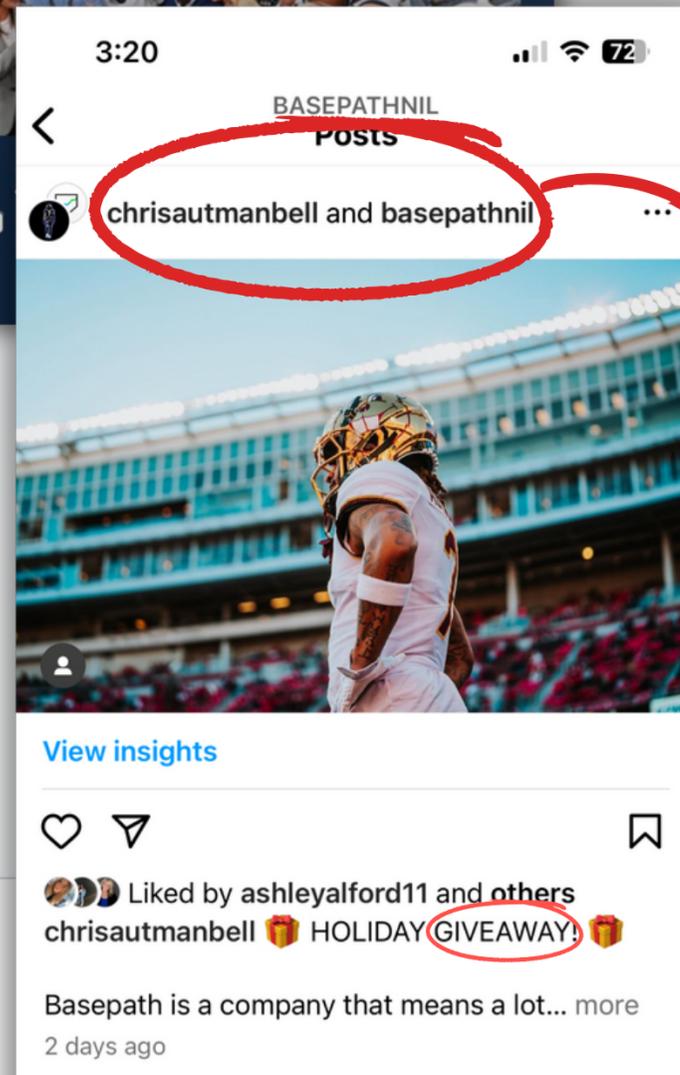


# Social Media Marketing Strategies

**GIVEAWAY**  
ENTER FOR YOUR CHANCE  
TO WIN A BASKETBALL  
SIGNED BY THE ENTIRE  
2023-24 VILLANOVA MEN'S  
BASKETBALL TEAM



**RULES  
FRIENDS OF  
NOVA**



## COMMUNITY BUILDING



### Story Takeovers

Collectives can reach athletes' audiences by allowing them to "take over" the collective's Instagram account for the day. **The athlete can direct their followers to tune in to the collective's stories** for exclusive content.



### Giveaways

Create a **competition to gain followers**. Prompt them to enter to win something like cash, a gift card, merchandise, signed memorabilia, tickets or an NIL deal. To enter, they must follow your account and tag a friend in the comments.



### Collaborations

Send collaboration invitations to student-athletes you feature in Instagram posts to **reach your followers and theirs simultaneously**. This doubles your engagement.



### Schedule Content

Plan weekly and monthly content in advance and schedule it to post automatically to **make social media less time consuming and more efficient**. Create a content calendar with important events and holidays, and update it as current events arise.



# Social Media Marketing Examples



## Alliance 412

Pitt collective Alliance 412 consistently shares **engaging graphics, photos and videos** of their athletes and fundraising campaigns on Instagram, Facebook, X, and LinkedIn.

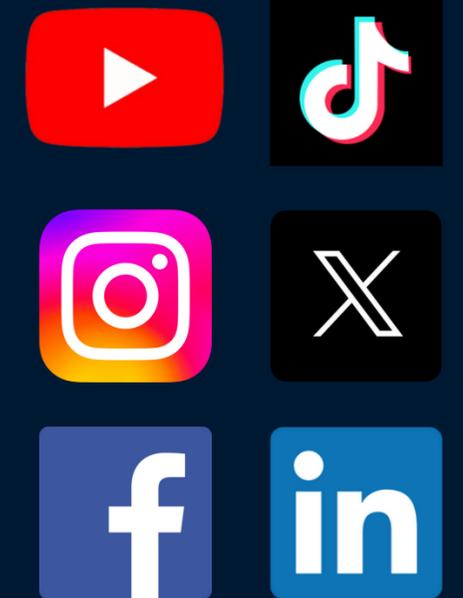


## Icon for Illini

Icon for Illini supporting University of Illinois athletes has a **strong presence on X**, where they share updates on their collective and engage with other accounts through **replies and reposts**.

## We Will Collective

We Will Collective, supporting Iowa State athletes, uses Twitter, Instagram, LinkedIn, Facebook and Tik Tok to promote their **branded food and beverage products, merchandise, events and fundraising campaigns**.



## Social Platforms

**Instagram, X (formerly Twitter), Facebook, LinkedIn, Tik Tok and YouTube** are social media platforms with different audience demographics and content formats, targeting a range of ages and interests.

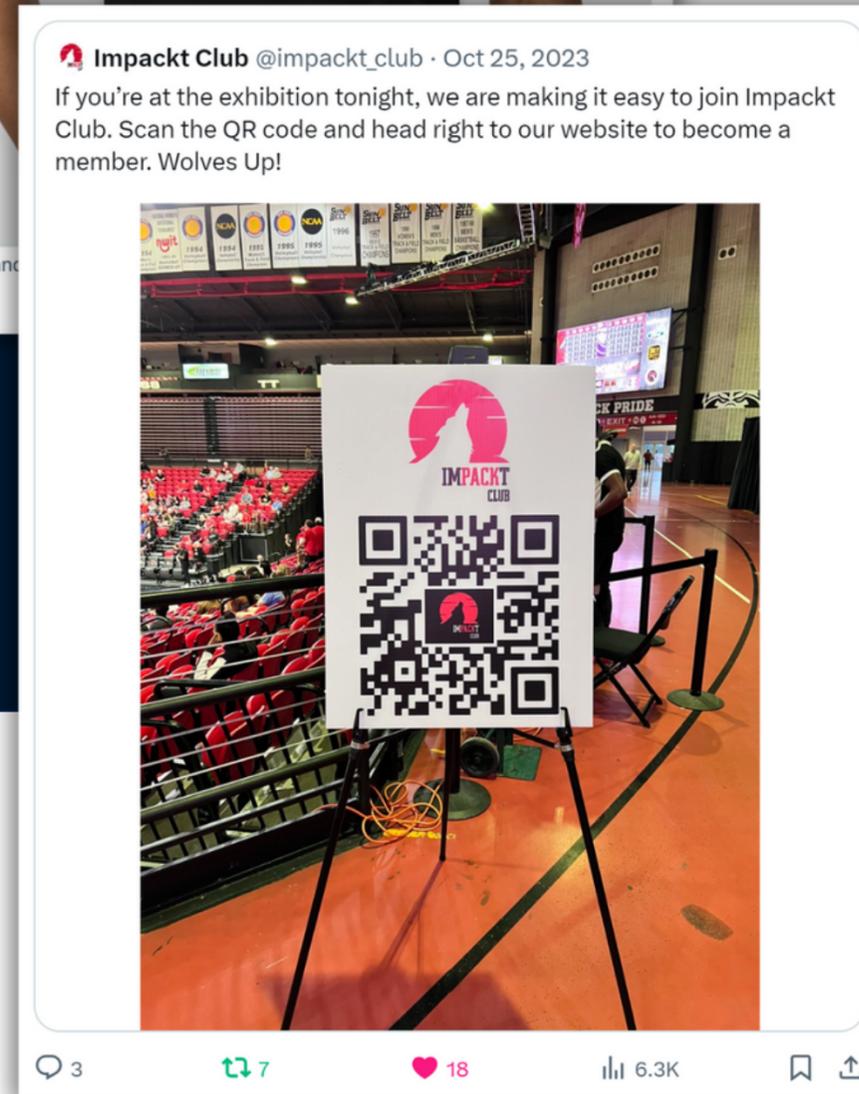
# Event Marketing

## Event Marketing Materials

- Create **signs** for events using Canva
- Have **brochures** ready and **available to hand out**
- Create **branded swag items** to give away like merchandise, water bottles, stickers and more.

## QR Codes

- Place **QR codes** on signage around campus with links to the event and collective memberships
- If affiliated with your university, incorporate the use of **QR codes on jumbotrons** during sporting events



- ✓ **Tailgates**  
Organize a tailgate with fans and collective members **before a sporting event**
- ✓ **Autograph Sessions**  
Organize autograph sessions with student-athletes. Sell tickets for attendance with **proceeds benefitting the collective's NIL efforts**
- ✓ **Golf Outings**  
Organize an event at a local golf course, possibly the university course, **for collective members and fans** to come out and enjoy
- ✓ **Merchandise**  
Create merchandise to upload to collective website for **donors and members**. Bring merchandise to collective events to **sell & post** on social media





# Event Marketing Examples



## Wildcats' Den Collective

**Meet and greet** with Kansas State student-athletes at a local convenience store



## Dinkytown Athletes Collective

**Drinks and bar bites** for Minnesota athlete supporters at a popular sports bar in town



## Friends of Rocky Collective

**Holiday auction** with Toledo memorabilia and gear autographed by student-athletes

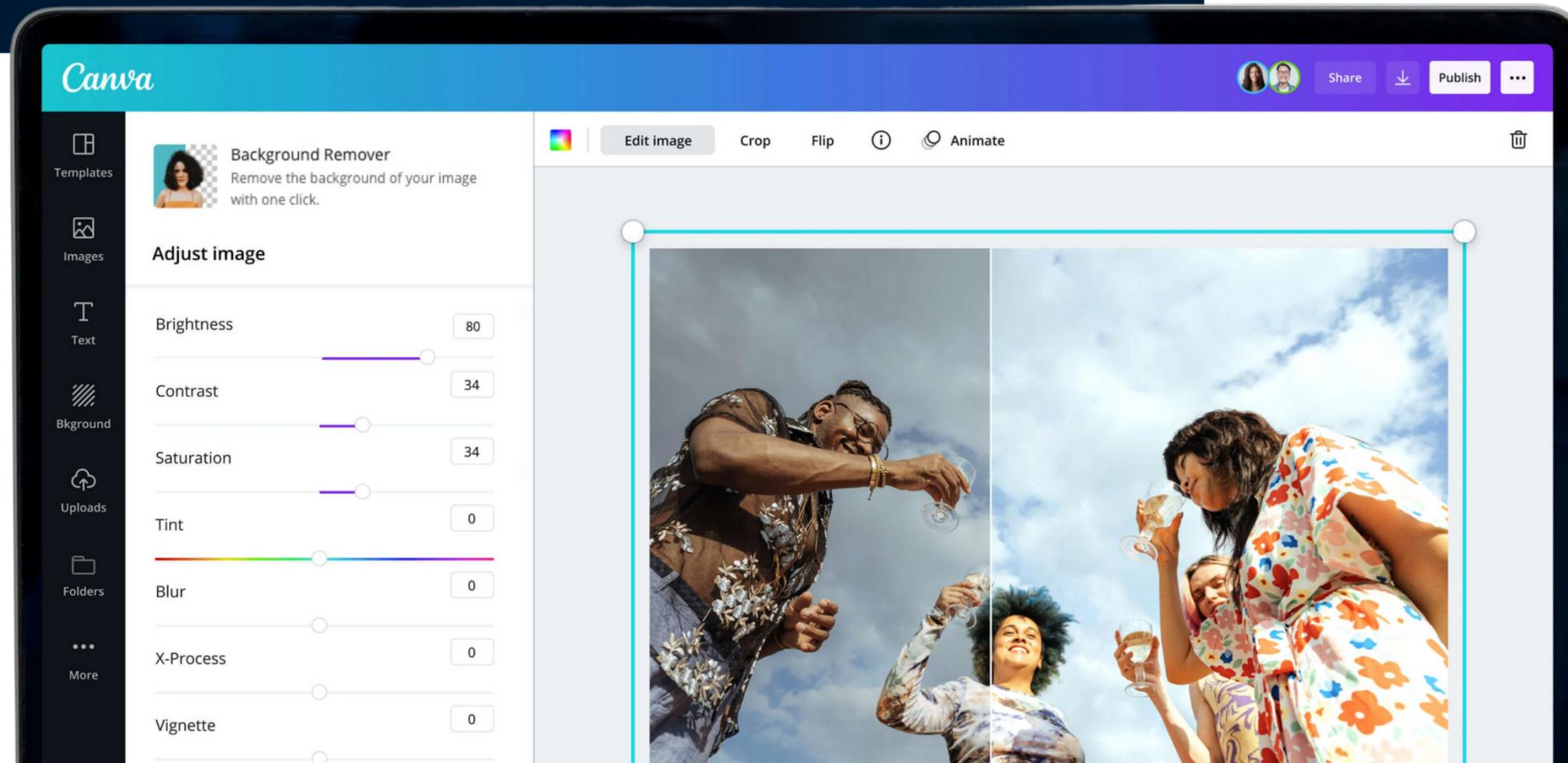


# Content Creation Software



## Canva

- A free-to-use online **graphic design** tool
- Create graphics and videos from pre-made **templates**, varying **fonts**, **backgrounds** and **elements**
- Ability to create a **“Brand Kit”** with your brands colors and choice of text all in one folder
- Create **brand logo** and **merchandise designs**



## Capcut

- Easy-to-use **video editor**
- Contains video **editing tools**, such as special effects, caption generators, templates and audio extraction



# Analytics, Social Listening & Publishing Software



## Sprout Social ANALYTICS & PUBLISHING

- Social media **management solution**
- View detailed **analytics** from your social media accounts such as **impressions** and **engagement rate**
- Ability to **schedule content** through the Sprout calendar weeks in advance
- Compare current company **social media data** to previous weeks or months

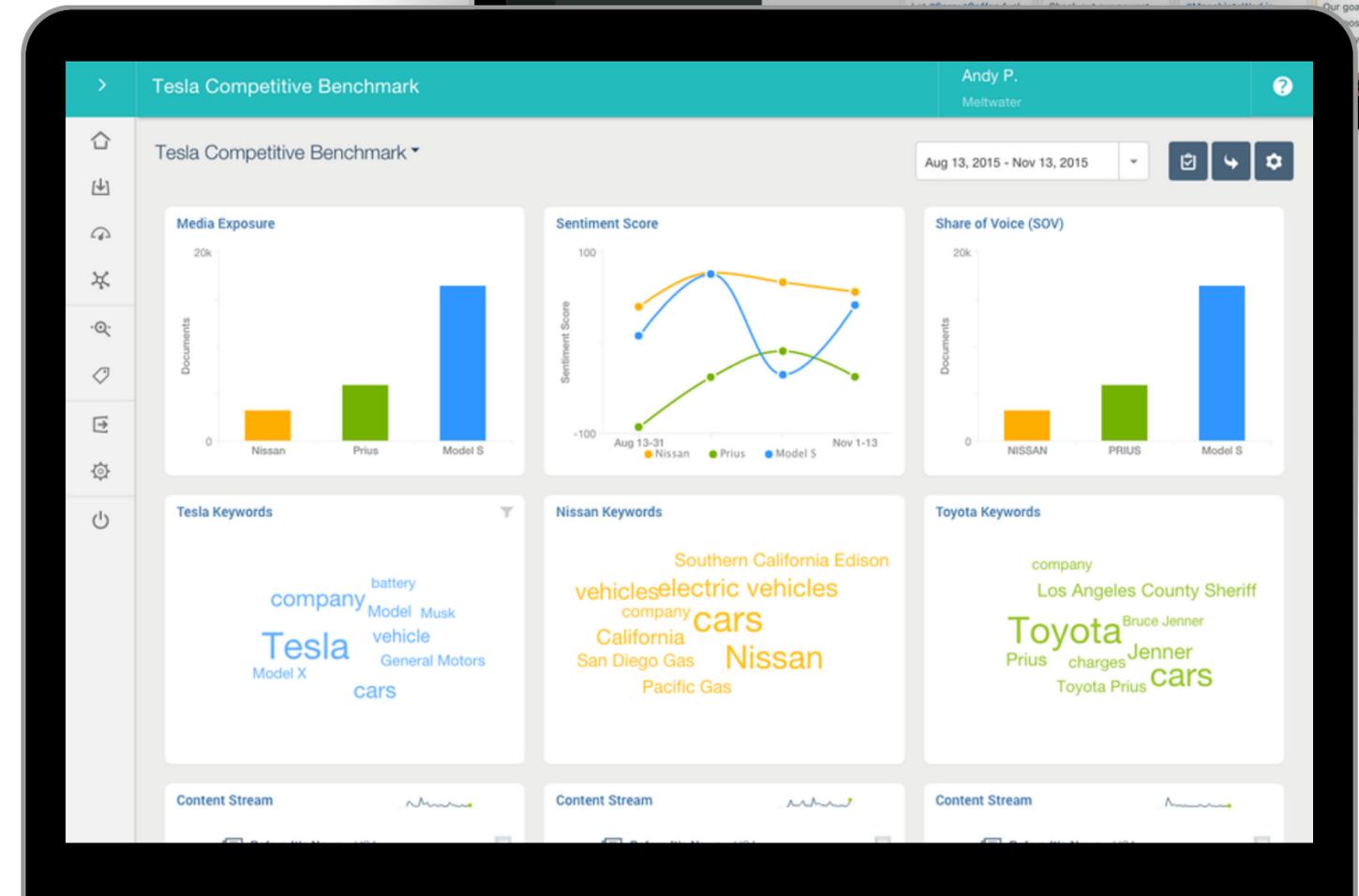
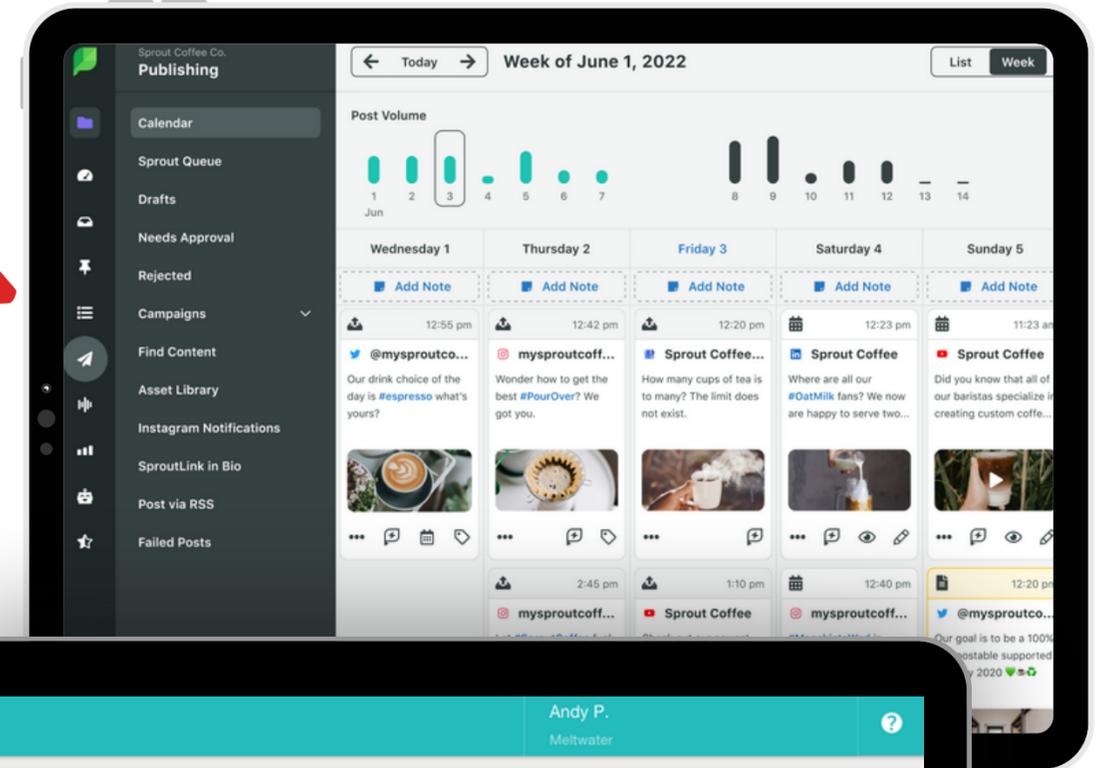


## Meltwater SOCIAL LISTENING

- Create and manage searches to monitor brand, competitor & industry **press and social media mentions**
- **Inform media outlets** through custom newsletters
- **Find and engage** with journalists

Sprout Social

Meltwater





# Website Design and Optimization



## What to Include on your Website

- Link to donate or become a member
- Featured athletes
- A current fundraiser
- Press and Features
- Partners
- Link to the FAQ page
- Other pages should be **specified** to a singular topic

## Website Design

- **Prioritize efficiency** in website loading speed
- Plan out **design beforehand** to ensure an appealing outcome or hire an expert
- Hire an expert on **SEO** (Search Engine Optimization), or use software like Semrush, to ensure maximum efficiency when fans or donors Google the collective
- Optimize website for **mobile and desktop formats**

# Collective Website Example

## Pride.

Our Pittsburgh roots enable impactful relationships between our athletes and the businesses, charitable organizations, and fans that make our city GREAT.

## Partnership.

Our strong partnership with Pitt Athletics provides the insight needed to perfectly complement the experience of our athletes.

## Innovation.

Our resources and innovative solutions establish and monetize the brands of Pitt athletes building loyalty and excitement for Pitt Teams.

**Change The Game**  
A Million Dollar Mission

The Million Dollar Mission is more than a fundraising campaign—it's a call to action for our entire community.

Together, let's rise to the occasion. Invest in excellence, support our athletes, and build a legacy of victory and pride at Pitt. Be a part of this transformative journey with Alliance 412 and help us change the game.

[Change The Game](#)

Alliance 412 has their collective's **values** centered in the middle of their home page.

Below the collective's values, website visitors will find a **banner** picturing Pitt **athletes**, along with a tab directly below reading **"support our athletes"**, directing the user to the **membership page**

ALLIANCE 412  
CHANGE THE GAME

Home Our Story Membership Contact Us Shop [CONTRIBUTE ->](#)

## Alliance 412

Alliance 412 strengthens the University of Pittsburgh's reputation as a top destination for elite athletes by providing innovative Name, Image, and Likeness Opportunities to current and future stars of the program.

[BECOME A MEMBER ->](#)

### OUR ATHLETES

- Brandon George**  
Football
- Branson Taylor**  
Football
- Braylan Lovelace**  
Football
- Breanna Kelley**  
Volleyball

duces Oak'and Originals [Copy link](#)

FORBES STREET MARKET

The first item to appear on Alliance 412's website is their **"Change The Game"**, a million dollar **fundraising effort**

[CONTRIBUTE ->](#)

**"Contribute"** takes users to a separate page, including a "member login", "payment portal" and contribution link allowing the user to **donate** with the price of their choosing

[BECOME A MEMBER ->](#)

**"Become A Member"** takes users directly to the membership page where they can view the **different membership packages** Alliance 412 offers





# Strategic Partnerships



## Marketing Partnerships

- **Video content partnerships** and **creative writing partnerships** can help you and your athletes create branded content.
- On social media, video content experts can assist the athlete in **committing to a schedule** and keeping their content **specified to their goals**.

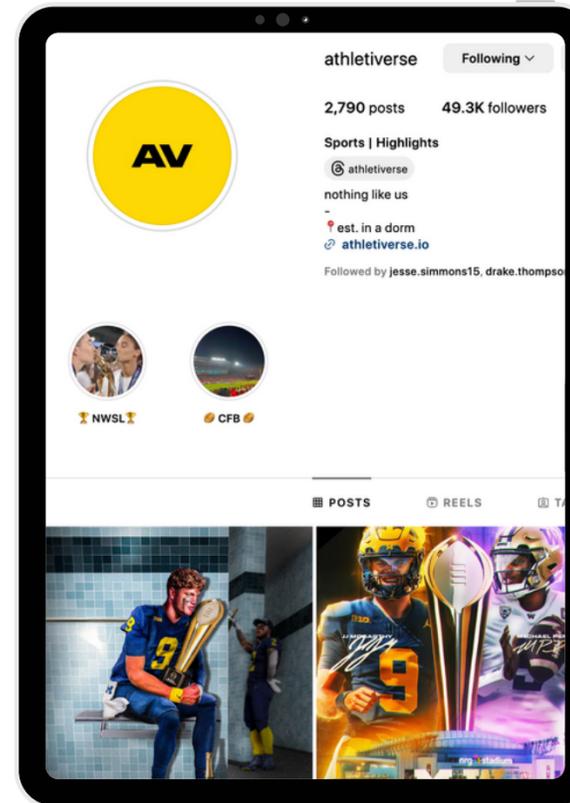


## Operational Partnerships

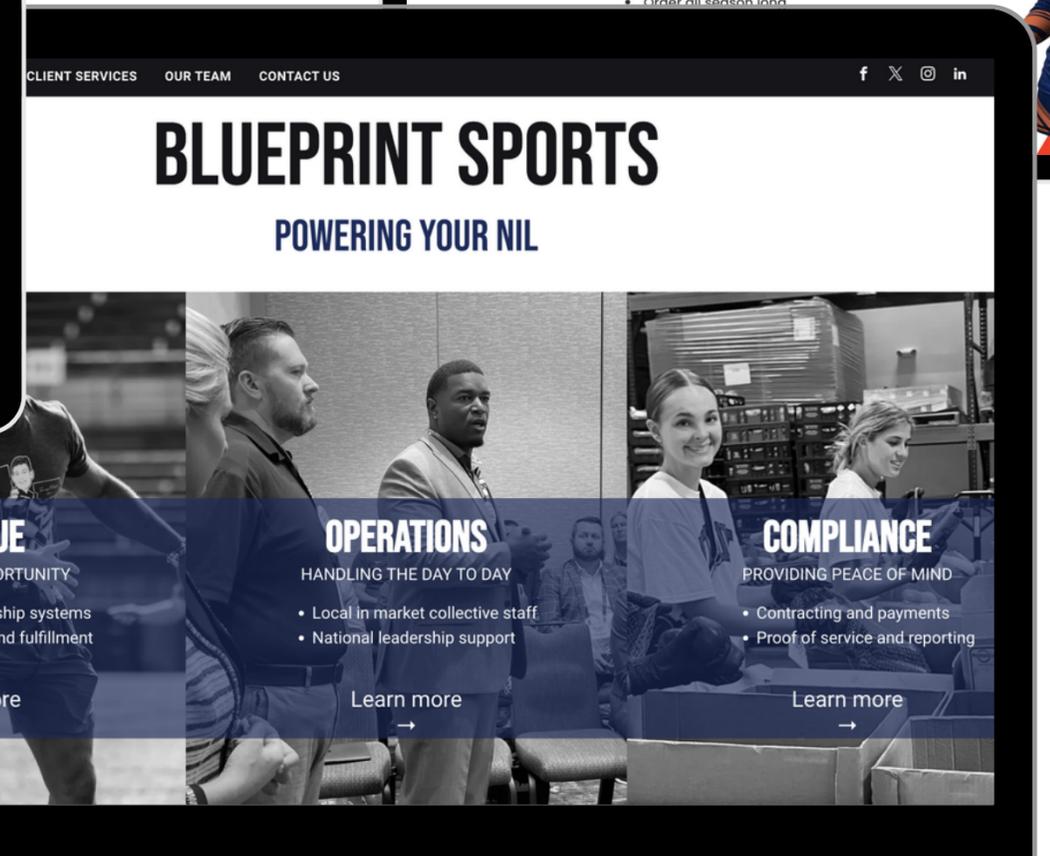
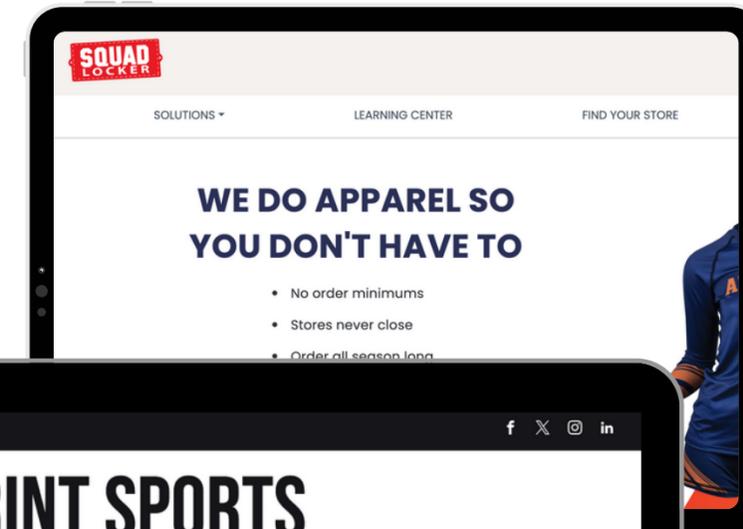
- **Website company partnerships** showcase shared **credibility**, along with **brand recognition** and access to more **resources**.



Athletiverse



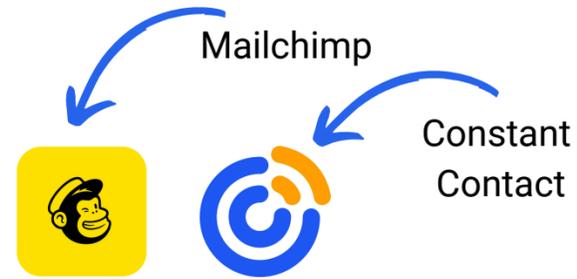
Squad Locker



Blueprint Sports (BPS)



# Email Marketing



## Branded E-Newsletter

- **Email Marketing** is a powerful tool to connect with donors, members and collective fans
- A company newsletter helps to further **build your brand** while allowing for **regular communication** with your audience
- A newsletter carries a **substantial amount of information**, including: company updates, exciting announcements and event reminders

## 3 Steps to Building an E-Newsletter

### Step 1

Create your newsletter on a **platform** such as Mailchimp

### Step 2

**Customize your design** with branding and include updates

### Step 3

Curate **mailing list** & stick to a routine schedule for sending out emails



[View this email in your browser](#)



## Happy Holidays!

Our December newsletter brings you exciting updates from the realm of collegiate athletics and NIL. Explore the latest achievements of Basepath-powered collectives, our recent collaborations supporting top-ranked teams, the biggest issues we are seeing in NIL and inspiration for creative fan engagement. ...

### INDUSTRY NEWS: The Biggest Issues in NIL

Thomas Thomas Jr.



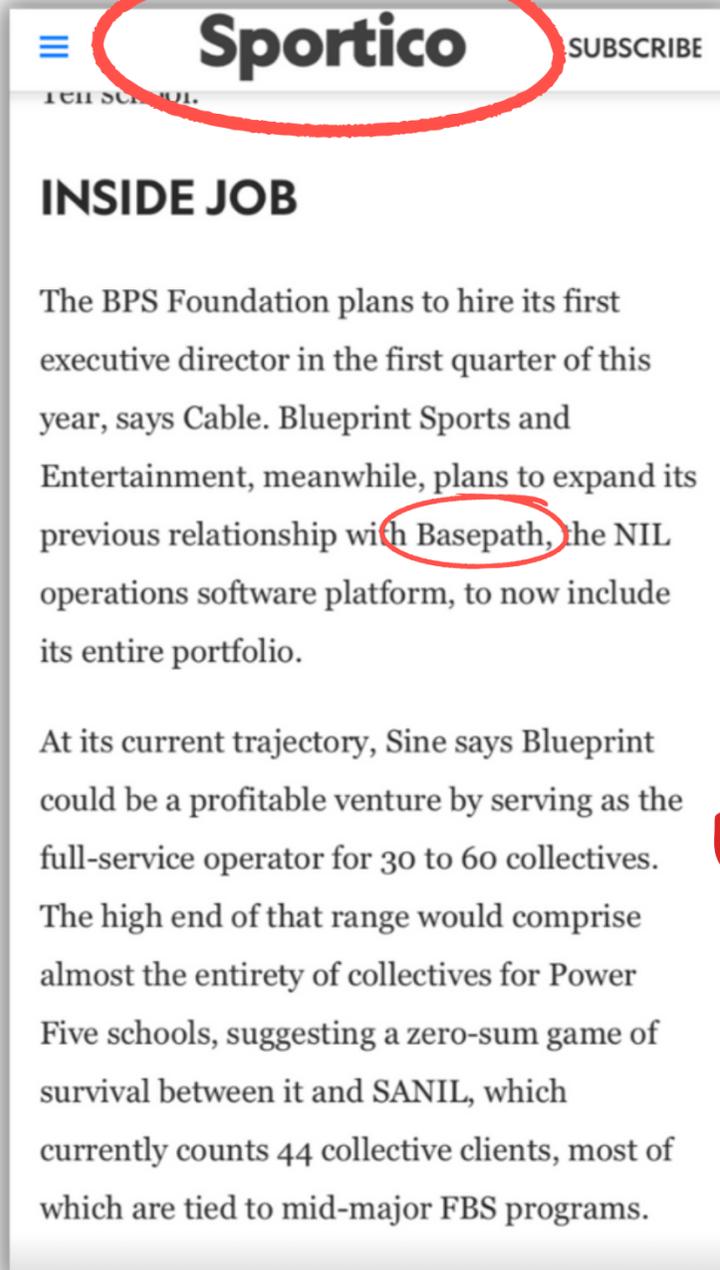
College sports role: Thomas Thomas Jr. is co-founder and CEO of **Basepath**, a platform that automates NIL deals for student-athletes, athletic departments and brands

Thomas was recognized as a prominent voice in the On3 State of College Sports series. Thomas discusses the issues shaping the future of collegiate athletics like misinformation, student-athlete employee status and whether collectives will be brought under the umbrella of universities.

*"With tasks, payments, taxes, fulfillment, documentation management and more, it takes a lot of work to treat athletes as their own business/employee, and that's where collectives are bringing a ton of value to the institutions that are leaning into bringing things more in house – they've had a two-year head start on figuring out how to manage these things efficiently and effectively."*

### ADVICE: Fundraise with Holi





# Public Relations and Influencer Interviews

## Interviews & Write-ups

- **Public relations** play a crucial role in building consistent brand awareness in your local and national communities
- **Interviews** with media allow for various audiences to develop a **deeper understanding** of the values your collective represents, along with the goals you want to achieve
- Connect with and interview **athletes, members, donors and partners** to publish content on social media and receive community engagement

## Getting Published

- Maintain **good relationships with the media** so that they consider you a “go-to” source for expert testimony and thought leadership
- Pitch reporters either manually or with software like Meltwater, Muck Rack or Cision with news stories **relevant to your collective**

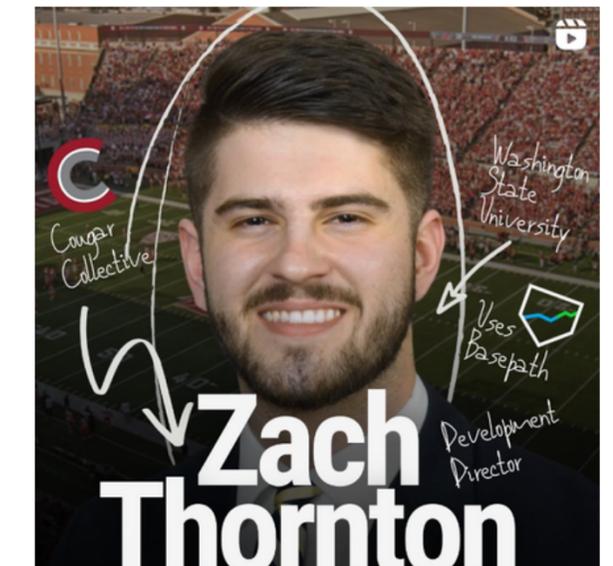
### Athlete Interview

FAU Paradise Collective basketball player Brandon Weatherspoon on use of Basepath, ambition and 2023 March Madness memories.



### Director Interview

Cougar Collective Director Zach Thornton on WSU conference realignment and membership level spikes.

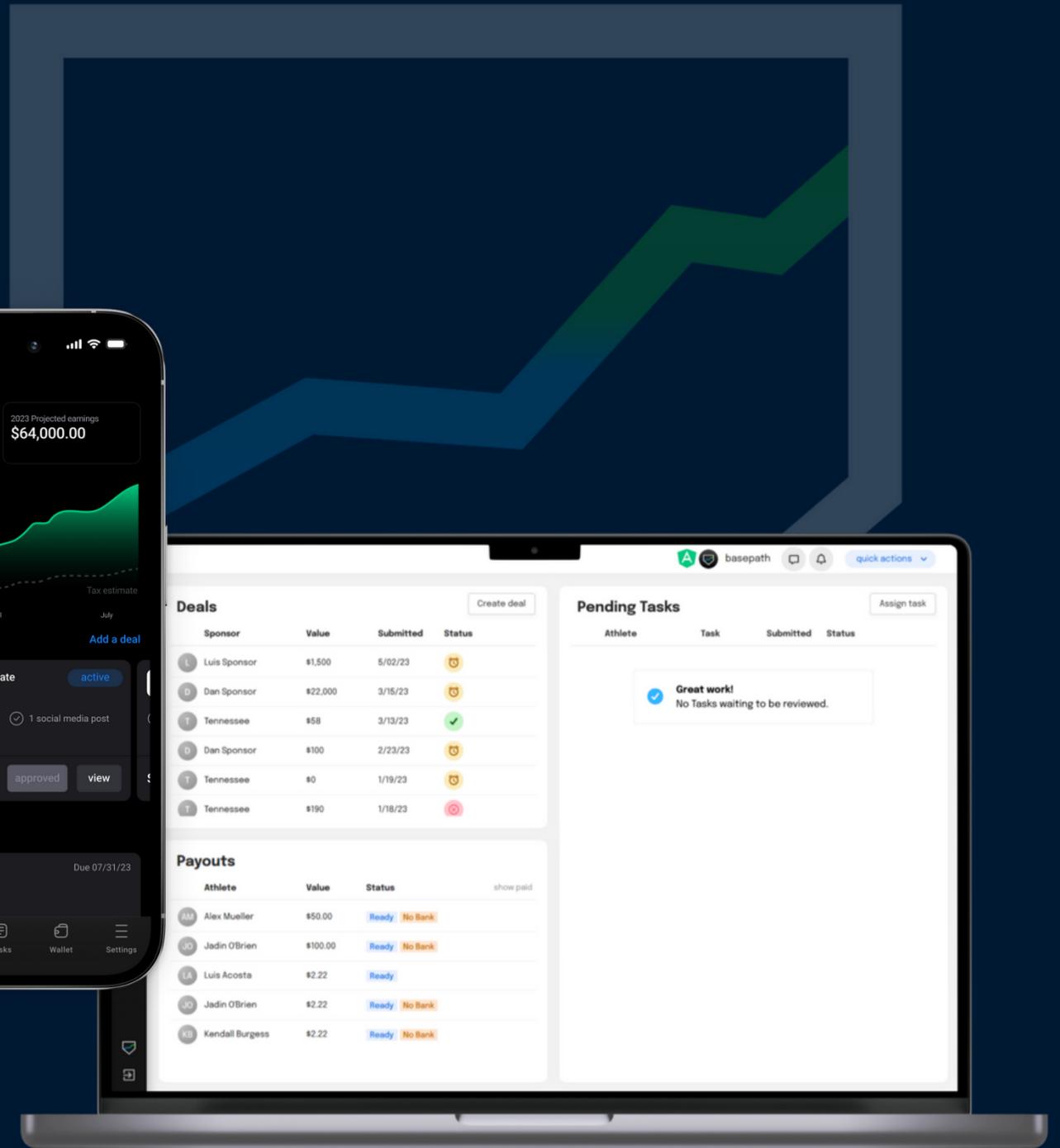
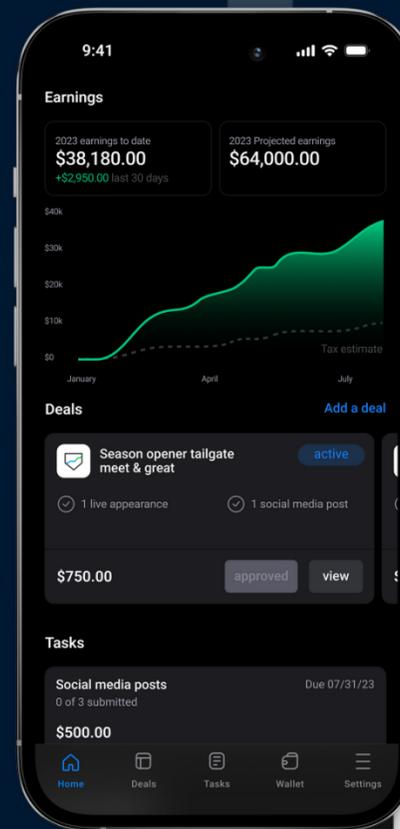




# Contact Us

Reach out if you have any questions

[contact@basepath.com](mailto:contact@basepath.com)



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