

Case Study: Phoenix Rising App Promotion Success

Phoenix Rising FC approached FanThreeSixty to develop and deliver a mobile app that could cut through the clutter. Together, they developed an app that not only meets fans where they are 365 days a year, but also gives them a personalized experience beyond gameday.

Prior to launch, Phoenix Rising developed a multi-channel promotional campaign to drive app downloads. The strategy involved heavy social media promotion, giveaways and exclusive in-app content.

Giveaways

To drive downloads, the club's Vice President, Sam Doerr, tweeted that fans could win suite tickets and a jersey if they shared a screenshot of them downloading the app and tagging the club's official Twitter account. In return, Phoenix Rising's timeline was filled with excitement and screenshots of the newly-designed app which garnered over 2,100 downloads in the first 30 days.

The club also ran an in-app giveaway to engage fans who had already downloaded it. They sent out a communication encouraging users to fill out a player prediction poll. Respondents were instantly entered to win a signed jersey. This promotion received a staggering 95 percent engagement.

Exclusive Content

After giving users creative reasons to download the app, Phoenix Rising implemented an in-app content strategy to keep users engaged.

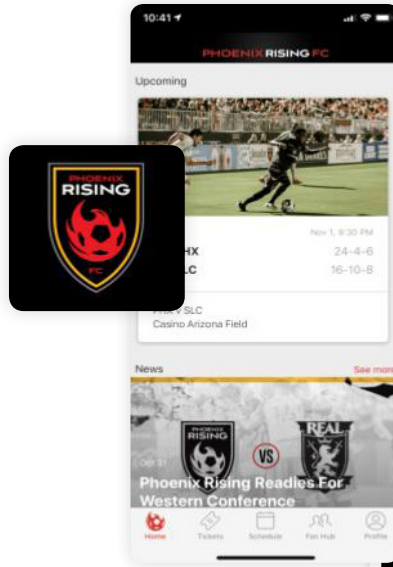
Phoenix Rising continued to use social media to tease fans with exclusive content that would be dropping in the app as a way to showcase it as the most accurate and up-to-date source for all team information.



On Twitter, the club shared it would be announcing the signing of a new player at a specific time in the app before they announced it on social media.



Results



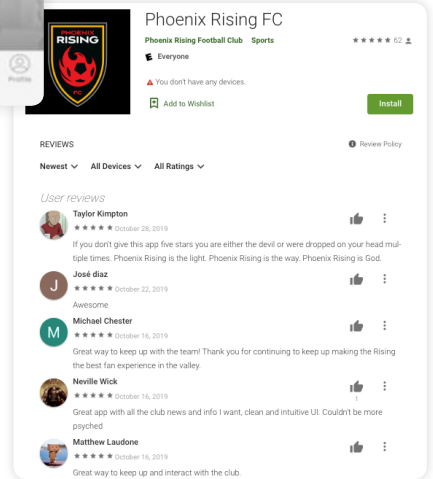
144
5-star reviews

The club sent out 40 communications in their first two weeks, resulting in high fan engagement and satisfaction with the app.



2100+
downloads in 30 days

Vice President, Sam Doerr, incentivized fans to download the app with a giveaway. In the first two weeks, the app had an average of 112.3 downloads a day.



95%
engagement rate

An in-app giveaway prompted downloads, provided additional data collection and received the highest engagement rate of any communication.

