



MANITOBA MAJOR SOCCER LEAGUE

MMSL Marketing Committee Report 2024

Hello MMSL Teams

Our focus again this year was Content Marketing the league.

Video: Year 3 of the league owned VEO cameras. As with anything, additional experience helped us refine the process and increase the efficiency at which we were able to produce and present finished games. This has increased our league's presence, both online and in the community.

Social media: Our social media channels have greatly increased in numbers and presence. Our primary channel, Instagram, has 2,968 followers, a 17% increase over last year. Our account has seen several videos go viral, with one video getting close to 1 million views.

The other channel that the league should be proud of is our YouTube channel, now with over 1,590 subscribers, a 39% increase over last year. Coupled with our overall watch time (in the thousands), this has allowed this channel to be monetized. As we refine this medium, we expect to improve the returns from our league's games and videos

Sponsorship: We continue to partner with several companies for sponsorships in-kind (Access Storage, Uniway Computers) and we welcomed new sponsors Unicanadian, Red Card Soccer, Sport & Spine Physical Therapy Centre and Original 16 as league sponsors this year.

Going forward, our intention is to take the hard work done to boost our online presence and put those numbers to work. We will be seeking out additional revenue streams and partnerships to bring value to the league members.

We thank the committee members Ini O, Chris Deane, and many other volunteers.

MMSL Marketing Committee

Followers

	MMSL	MSA	WWSL	WYSA
Twitter/X	505	3,829	151	3,453
FaceBook	1,100	2,000	488	1,600
Instagram	2,968	3,829	742	4,492
Youtube	1,590	115	0	4

Unit 104A - 750 Marion Street • Winnipeg, Manitoba, R2J 0K4 • (204) 654-9574 • office@mmsl.ca • www.mmsl.ca

