



MANITOBA MAJOR SOCCER LEAGUE



MMSL Marketing Committee Report 2023

Hello MMSL Teams

Our focus again this year was Content Marketing the league.

Video: Year 2 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 over 2000 followers and 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 1100 subscribers. Coupled with our overall watch time (in the thousands), 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 have begun to make headway into traditional sponsorships to bring additional revenues to the league (Access Credit Union). We are expecting a few new sponsors to come on board in the near future for the outdoor season.

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, Ezequiel Drucker and many other volunteers.

MMSL Marketing Committee

Followers

	MMSL	MSA	WWSL	WYSA
Twitter/X	511	3896	151	3478
FaceBook	1,076	1950	488	1350
Instagram	2531	3370	742	3822
Youtube	1,138	115	0	4