

mtm

Member Engagement

INITIATING BRAND CONVERSATIONS
WITH YOUR MEMBERS



Insightful Transformative Innovative Trusted

WE HELP MEMBERSHIP ORGANISATIONS TRANSFORM, GROW AND SUPPORT THEIR MEMBERS. WE DO THIS BY CREATING INTELLIGENT STRATEGIES TO HELP THEM HAVE A GREATER UNDERSTANDING OF MEMBER NEEDS, WHICH TRANSLATES INTO IMPROVED RETENTION AND ADOPTION. WE HAVE THE EXPERIENCE WORKING WITH MEMBER ORGANISATIONS TO EXECUTE CAMPAIGNS EFFECTIVELY.

We continue to position The MTM Agency for the future, with the resources, capabilities and experience required to deliver integrated campaigns with agility and prowess – helping our clients cut through the noise and realise their objectives in an ever-evolving world.

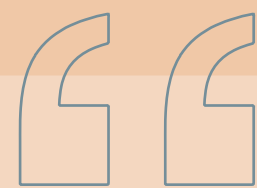
We have brought together a talented team of strategic thinkers and high-calibre specialists, with the knowledge and insight to add real value. Our conversation cloud approach allows our teams to consider the

importance of all channels with the potential for clients to be in relevant conversations. Using integrated campaigns, we can leverage the media, digital and online opportunities that used together will deliver a positive ROI.

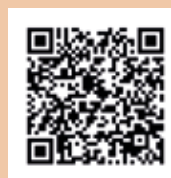
We are proud to partner the membership brands we are trusted to work with; each has their own challenges but all strive for the common goal to engage their members. So if you'd like to meet the team and hear more about how we work, get in touch; it'd be good to hear from you.



How to be ready to engage and adopt new members



You need to think innovatively and creatively, and with an even greater understanding of your audience.



Scan to read online

In light of everything that is going on around us right now, it is easy to feel overwhelmed by the challenge of generating opportunities and sales. However, as with any crisis, it will come to an end and life will return to some sense of normality, albeit with some permanent societal and behavioural shifts that are still to be fully revealed. The challenge for businesses and brands, therefore, is how to be ready to drive growth now.

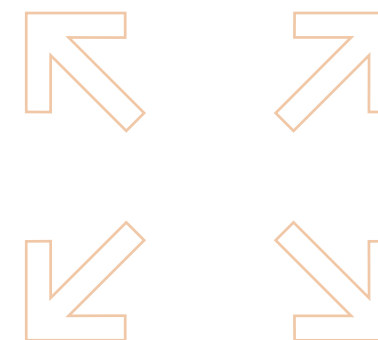
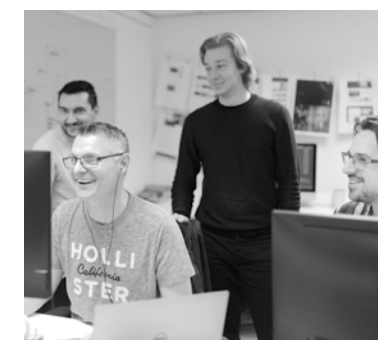
Your own management, sales and marketing teams will be having this conversation right now. Asking, How can you emerge from this situation in a position to move quickly? How can you effectively re-engage your audience with emotive messages that drive behavioural change?

Achieving meaningful growth is not easy. It's hard because we live in an ever-changing, complex and competitive world, made all the more difficult when restrictions of movement are in place. Additionally, consumer behaviour and expectations continue to shift, and disruptive technology presents opportunities and challenges in equal measure.

In response, you need to think innovatively, creatively, and with an even greater understanding of your audience's needs and wants. You need to think about the entire communications landscape, where different audience groups go to digest information, the channels you use, the mediums your audience prefers. You also need to interrogate all available data to gain the most detailed and nuanced understanding possible. And, with the amount of data now available, that means considering how you can leverage machine learning and AI systems to do this analysis for you.

Strategically-driven, integrated campaigns

One approach to achieving the above is strategically-driven, integrated campaigns. They are a proven way to reach and engage your audience across multiple channels and touchpoints and, when approached with excitement and creativity, enable all communications channels to work harder and deliver a greater contribution to generating revenue.



support of a focused PR campaign, social posting with animated videos, and internal sales comms. We are now monitoring social noise, which will influence where we take the campaign next, deciding what will be the ongoing messaging and weighting of channel activity to retain high levels of interest, which is already creating business conversations and sales.

Essentially, integrated campaigns are about considering the role that each relevant promotional channel can play so you maximise their effectiveness, rather than a set of unconnected messages and visual styles that run the risk of leaving your audience feeling confused. And that makes sense, doesn't it? We live in such a connected world that you know your audience uses several platforms, across multiple devices, every day. It's therefore critical that you consider this type of intelligence in your activities and build campaigns around your audience's lives.

Simply put, when all of your marketing activities are working harmoniously, pushing towards the same goal, you're able to create a seamless journey from one communication to the next and from one channel to the next. That consistency helps you build trust with your intended audience. And if customers trust you, then they are more likely to engage with you – and ultimately buy from you.

Increasing the overall levels of audience engagement

In our own experience, when aligned, the contribution made by each channel will collectively increase the overall levels of audience engagement.

An additional advantage of following an integrated approach to your campaigns is that it provides an opportunity to regularly assess the impact and penetration of each of your activities, by channel. By monitoring the results and considering each available metric, including social media stats, website analytics, on-site behaviour and sales leads, brands can direct future marketing spend towards the disciplines and channels that have produced the best return on investment, and ensure budget isn't wasted on activity that isn't producing the expected results.

Memberships

Maximising your CRM's potential



According to Forbes, 83% of audiences already expect brands to use what they know about them to improve their experience.

As is true of all brands, but especially those in the membership space, personalised, data-connected experiences are about understanding your audience. This intelligence is typically gathered through Customer Relationship Management (CRM) software that records and manages interactions with members and other stakeholders. A CRM enables you to align your commercial and member strategies to enhance the brand experience, drive loyalty, improve member retention and increase engagement.

If you're not yet taking advantage of everything a CRM has to offer, choosing the right one could drive a step-change in your relationship with your audience. CRM selection relies heavily on your understanding of your members, as well as what your organisation wants to achieve strategically from the investment.

Know your audience and listen

We hear a lot about the challenge of keeping up with audiences – especially younger, more digitally savvy audiences. Generations X, Y and Z, all now expect seamless digital experiences that marry the latest technology with a rich user experience and high degrees of personalisation.

Start with the strategy

Your CRM strategy should be heavily informed by your approach to member acquisition,

retention and engagement, and it should also reflect the views of relevant departments within the organisation. A CRM is a long-term investment, choosing the right one should be an organisation-wide decision.

Understand your salesforce from your dynamics

Each CRM platform is likely to offer something slightly different. You need to ensure you've done enough research to understand the various platforms' specific features, unique functionality, and underlying technology to evaluate how each will provide your organisation with the greatest level of value.

Where is the value?

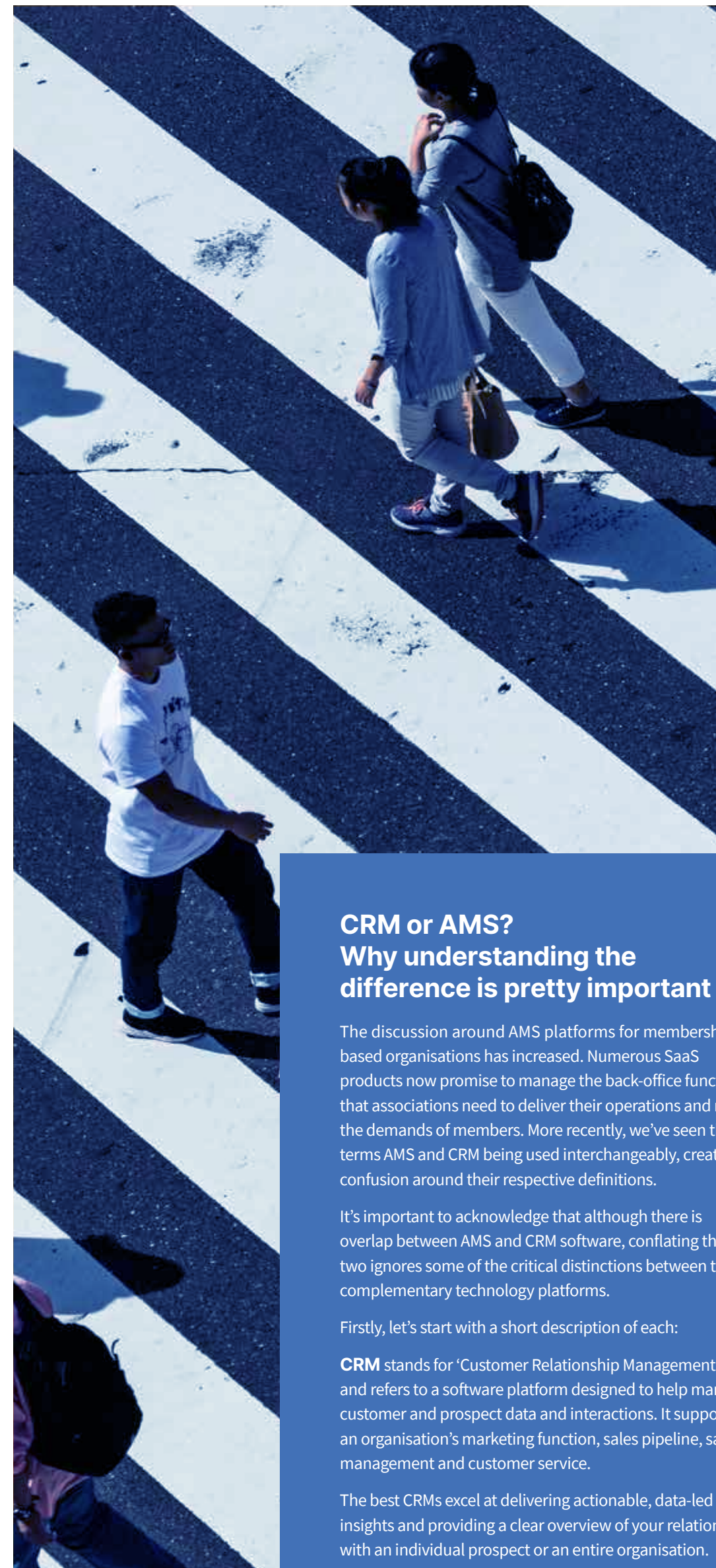
Determining where the value is coming from is essentially an extension of your CRM strategy. It's worth exploring how each stakeholder within your organisation will use the CRM and how they intend to extract value from the investment.

Specialist or generalist?

Several CRM platforms claim to be developed specifically around the needs of the membership industry. Their sales teams will highlight other membership customers they have and 'out of the box' functionality designed specifically for your needs. However, just because it's called 'CRM4Members' or something similar, it doesn't mean that it's automatically a better investment than a product from Microsoft or Salesforce. Often specialist products are developed by small teams that don't have the resources to develop new functionality regularly or leverage the latest tech trends.

Ready for the future?

One of the most important questions you need to ask a CRM provider is what the future looks like. This is a question more targeting smaller platforms and specialist products, but the answer is just as interesting regardless of the size of the provider. You want to be confident that your chosen CRM will not be rendered unusable in two years.



Does it integrate?

The value your CRM ultimately provides will have a lot to do with how it interacts with other platforms and systems. Good integration between various systems is vital.

Make a list of everything you want to connect your CRM to and grill the providers on whether their platform will seamlessly do what you need. Take your website as an example. Most modern CRMs will offer a range of API connections out of the box. This ensures the website can easily communicate with the CRM, reading and displaying information from it and writing information to it.

We recently came across a specialist member platform, using iframes to display member information. This restricts the client's ability to style the information in line with the website. It also stops them from building more personalised experiences using the data stored on the CRM.

Do you have the necessary budget?

Managing your CRM project is like any other: its success is dependent on meeting your objectives and coming in on budget. To ensure success, you need to develop a realistic CRM budget that takes the following critical areas into account: CRM ROI, reducing risk, CRM services, technology, and Capex and Opex.



Scan to read online

CRM or AMS? Why understanding the difference is pretty important

The discussion around AMS platforms for membership-based organisations has increased. Numerous SaaS products now promise to manage the back-office functions that associations need to deliver their operations and meet the demands of members. More recently, we've seen the terms AMS and CRM being used interchangeably, creating confusion around their respective definitions.

It's important to acknowledge that although there is overlap between AMS and CRM software, conflating the two ignores some of the critical distinctions between these complementary technology platforms.

Firstly, let's start with a short description of each:

CRM stands for 'Customer Relationship Management' and refers to a software platform designed to help manage customer and prospect data and interactions. It supports an organisation's marketing function, sales pipeline, sales management and customer service.

The best CRMs excel at delivering actionable, data-led insights and providing a clear overview of your relationship with an individual prospect or an entire organisation.

CRMs integrate with other systems, such as your website and email, to supercharge your marketing efforts and give an understanding of how effective your communications activities have been.

AMS stands for 'Association Management Software' and is a generic term for software that provides organisations with the critical functions they need to run effectively. AMS' have typically been designed to manage the specific needs of associations and, as such, their core functionality is centred around member management.

It's easy to see where the confusion arises as both systems are built around customer and prospect data and how to maximise its value to the organisation. Where the key differences lie is the purpose of collecting and storing that data. At its core, a CRM supports the member acquisition and retention process, providing a powerful tool to record brand interactions and nurture a prospect through the marketing funnel. Conversely, an AMS is positioned to serve existing members and support the day-to-day running of the organisation.

Top tips to AMS/CRM vendor selection:

1. Ask more questions.
2. Know the true costs.
3. Remember that not all software is created equal.



Scan to read online

Our services

An award-winning range of services to give you a louder voice with your members

Using our conversation-cloud approach, we develop strategies and solutions fast, integrating marketing and PR with digital innovations to create client campaigns that give them a voice.



| Brand | Digital services |
|----------------------|--------------------|
| | Digital strategy |
| Brand identity | UX |
| Brand strategy | Web design |
| Creative marketing | SEO |
| Exhibitions & events | PPC |
| Film & animation | Website management |
| Graphic design | Social media |

| |
|----------------------------|
| PR & content |
| Crisis & issues management |
| |
| Product launches & events |
| CSR |
| Digital PR & social media |
| Internal comms |
| Media relations |

| |
|-------------------------|
| Media planning & buying |
| |
| Full production |
| Digitally-led channels |
| Audience building |
| Performance evaluation |
| Digital development |
| CMS development |
| |
| Website development |
| Hosting & support |



Services & Ratings

Recommended Rating **+9.5** out of 10

Benchmarks

| | |
|-------------------------|-----|
| Value for Money | 9.6 |
| On Time | 9.9 |
| On Budget | 9.8 |
| Client Services | 9.8 |
| Creativity & Innovation | 9.8 |
| Effectiveness | 9.8 |
| Strategic Thinking | 9.8 |

Our partners:



Get the nation playing!



Scan to read online

England Hockey (EH) is one of the UK's largest national governing bodies (NGB), responsible for the management and development of the sport from grassroots members to elite levels. England Hockey also works hand in hand with Great Britain Hockey (GBH), preparing national squads to qualify for and participate in the Olympic Games.



“ Highly recommended. Top class from start to finish! In a tricky landscape, they quickly understood our requirements and were flexible and amenable throughout. ”

Craig Mortimer-Zhika, England Hockey

How we helped one of the UK's largest NGBs support its members

The challenge

EH and GBH wanted to completely overhaul their respective sites, taking a mobile-first approach, with a considered user experience (UX) that spoke to a broad range of stakeholders. They needed to develop new journeys and cross-fertilise content, build complex integrations with external platforms, and better support each of their audience segments – meeting the needs of members at local clubs through to the general public. Overall, they each needed a site that was fit for purpose, and that would act as a platform to support the sport's long-term ambitions.

MTM was chosen for its enthusiasm and experience with membership organisations, and was tasked with delivering both organisations' brand and digital requirements, updating brand identity and tone of voice, then developing two distinct websites that would see them through the next Olympic Games and beyond.

Success outcomes

- Improved experience for each user group across digital channels.
- Drive increased levels of traffic and engagement across both new and returning visitors.
- Increased traffic and engagement from members.
- Drive the relationship between GB and EH NGBs and the clubs, coaches and officials it supports.
- Increase revenue delivered via the site shop and through increased ticket sales for games.
- Increase in awareness of hockey as a sport and the ease of participation.
- Drive increased awareness of professional players.
- Streamline internal tasking with simplified platform management across different teams, with SharePoint integration for document management.
- The Streamline user data for simplified internal management and an improved user experience.
- Mobile-first responsive design.
- Best-in-class page load speed and site performance.

- The new brand identity for England Hockey maximised the value of its digital investment. EH wanted a brand that felt fresh and modern but retained key characteristics of the existing look and feel. It needed to convey inclusion, encourage participation and demonstrate the values that sit at the organisation's heart.

The solution

MTM worked with a large group of internal and external stakeholders to understand each audience's requirements through discussions around messaging, functionality, site structure, and design providing a wealth of insight to inform the final approach.

With a fixed budget, it was also essential to identify and leverage available efficiencies, ensuring the recommended platform and development methodology would meet all the requirements cost-effectively, whilst maintaining a truly immersive experience across both sites. Where appropriate, MTM identified third parties, such as SeeTickets, which were able to offer specific functionality that could be branded to provide an end-to-end experience across all touchpoints without costly development.

Following a review of suitable platforms, the Kentico Kontent CMS framework was chosen as the preferred option. Kontent offered excellent value and an easy route to building out the EH and GB sites from a single account and licence, as well as the ability to provide user accounts (using Azure B2C Authentication), and intuitive e-commerce opportunities backed with detailed analytics to drive ongoing revenue growth.

Its headless nature presented immediate security, plus performance advantages and opportunities to extend EH and GBH's digital portfolio cost-effectively in the future, with dedicated mobile apps and internal communication tools discussed as potential objectives.

Following UX and SEO best practice, the sites were designed to make it easy for all users to quickly navigate to relevant sections, with each user group supported with dedicated landing areas, well-structured content, clear signposting and compelling CTAs. 'Rich snippets' and other search-friendly content areas were added or expanded, with page

titles, introductions and FAQs updated to reflect common search queries, and make both EH and GBH the go-to destinations for anyone looking to learn about the sport and the organisations' activities. The on-site search was delivered via the best-in-class Azure Search to ensure content could be found quickly and easily.

Integrations with external sources of data and content were also critical, pulling in players' stats, results and upcoming schedules from the International Hockey Federation and dedicated data providers like Sportlomo.

Results

England Hockey now has a refined and modern brand that is fit for purpose and effectively positions the organisation against all UK sport NGBs.

300%
Increase in organic visibility (EH) in the first month

100%
Increase in organic visibility (GB) in the first month

4.5/5
Average user rating post-launch across both sites

What's next?

MTM is now looking to the future, working with the relevant teams to identify the next phase in each site's development journey, with a number of iterative improvements and updates planned, using the site analytics to guide its decisions. A key area is to drive the continued collaboration with hockey clubs across the country and a range of enhancements to support 'live' match updates and commentary... Watch this space!

How robust research helped us to deliver a best-in-class membership website

Nautilus is the world's largest maritime trade union; it works tirelessly to protect the interest of its 22,000 members' interests and campaigns on their behalf.

The challenge

Nautilus's international members wanted a website that worked for them, wherever they were. They wanted a site that spoke to them at every stage of their career and offered easy access to critical information and unique insights. They wanted a site built for mobile, that worked in the middle of the ocean and still looked great on any device. They wanted a union website built for the future. Recognising that delivering on these charges required a strong, digitally-focused agency partner to design and develop a new website that better reflected the evolving nature of how its members interact with the union, and how they choose to consume its content.

The solution

The MTM Agency's team of digital designers, strategists and UX (user experience) experts worked with Nautilus' leadership team and key stakeholders to understand the union's position in the marketplace, the challenges it faces and its many opportunities for growth.

During the 'discovery and exploration' project phases, we interviewed internal teams, listened to experienced seafarers and heard from newly graduated sea cadets to truly understand what each needed from the new Nautilus website. Taking the time to speak to these and other stakeholder groups was essential for us to understand how members used the current site and their unique requirements for the future. We also ran an online survey and email questionnaire with users of the existing Nautilusint.org website, revealing a number of significant insights.

Our research, supported by Nautilus's own findings, concluded that external stakeholders wanted the site to be clearer, with simplified journeys, increased personalisation and fast access to key information – even for those on low bandwidth connections at sea. We also recognised the importance of creating an environment that would benefit the union and its day-to-day operations, with true integration of Nautilus's CRM, Microsoft Dynamics, to make managing members requirements much quicker and easier, including offering membership renewals and payment options within the site.

With these requirements in hand, we agreed the preferred CMS, Episerver's cloud-based DXC platform, and using Azure core infrastructure. Episerver was chosen from a number of open-source and licence-based options

and best met our recommended technical approach to the project – utilising lightweight development technologies used by the latest progressive web apps, such as Twitter and Uber. With a nod to the UK Government's award-winning simplified design system, we also leveraged the latest 'atomic design' techniques and optimised CSS to create a site that would perform in low-bandwidth conditions, whilst still delivering a rich desktop experience.

In addition to its dramatically improved UX and performance, key features of the new, multilingual/multi-regional site include a 'best-in-class' membership engine, fully integrated with Nautilus's CRM and offering optimised joining forms and account management areas. The new site also features totally overhauled 'My Nautilus', 'Telegraph' magazine and media sections, with members benefitting from new levels of content personalisation, based on defined user groups, to maximise member engagement and increase revisit frequency.

A native app was also developed for both iOS and Android to support Nautilus's members, offering a direct and discreet channel for crew to report incidents at sea from anywhere in the world. Of almost equal importance was the need to deliver a highly-intuitive back-end editing experience, one that empowered the Nautilus team and enabled them to quickly and easily build perfectly designed pages from scratch, or simply add new content in seconds.

Results

With a speed increase of 6,600% in loading time at sea in comparison to the previous site, everyone can be sure the site will load quickly even out in the Pacific Ocean.

45.5%
Increase in monthly users

164%
Increase in return users

78%
Decrease in average session duration



Scan to read online

Ocean Ready



Several things impressed us about The MTM Agency. Their enthusiasm, their engagement and their inquisitiveness about all. They are curious about what we do and keen to help us to improve it. They involved our core team to find out what the audience really needed.

Roger Garside, Nautilus





Leading the bounce back from lockdown for British Marine members with the Summer on the Water campaign

Summer on the Water aimed to showcase the UK leisure marine industry with a campaign to support Great British Staycation holidays and to encourage people to give water sports a go. Spearheaded by an inspirational film showcasing on-the-water activities, it was supported by a planned campaign of social and editorial coverage to drive engagement and traffic to a dedicated campaign website promoting British Marine members' products and services.

Summer on the Water aimed to inspire boaters and water sports enthusiasts throughout the UK to share their passions and encourage others to discover incredible on-water opportunities, then encouraged to share their water experiences through social posts.

Looking to maximise audience reach through press coverage, in partnership with Honda Marine, The MTM Agency hosted The Daily Telegraph, Coast, The Sun, GQ, and Stuff magazines for a group press trip on behalf of British Marine.

We tasked invited members of the press to undertake a two-day RYA Powerboat Level 2 course, and put their skills to the test on the Solent on the third and final day. The course was facilitated by Southampton-based RYA training centre, Urban Truant. Based on the River Hamble, the company has a fleet of incredible Highfield RIBs (rigid inflatable boats) powered by dual Honda outboard engines.

We are pleased to report that all journalists quickly got to grips with the RIBs and passed their courses, and with their newly-found sea legs confidently took the helm of the Highfields under the watchful eye of the skipper.

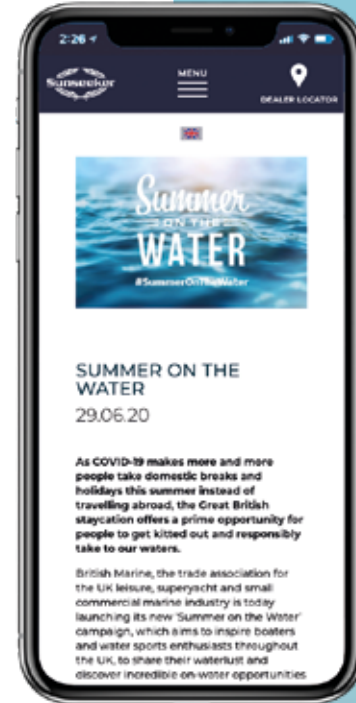
The trip aimed to showcase how easy it is to undertake the right training and experience something completely new — whilst raising awareness of the marine leisure offering within the context of the 'Great British Staycation'. Our PR objective was to drive in-depth coverage for British Marine across key media titles, highlighting the campaign messaging and driving interest to the campaign landing page. In turn, we secured impressive results (shown right).

All of the journalists were London-based but, with their new licences in place, will be able to charter power boat vessels themselves on inland and coastal waters with confidence.

All journalists received a Summer on the Water dry bag, which included a digital press kit, campaign video and bank of imagery. The first pieces of coverage to be published were from The Daily Telegraph and The Sun. Social media coverage was posted in real-time throughout the trip using #SummerOnTheWater, which can be found on both Facebook and Instagram.

Emma Cooke, Content Editor at The Telegraph, commented: "As we slowly drifted into Swanwick Marina, its sun-dappled waters now full of stand-up paddle boarders and kayakers all enjoying the weather, I marvelled at how within the space of two days I'd lost all nerves around driving a boat. Even more marvellous was the sense of joy I now felt, a welcome change to the anxious months spent under lockdown this year."

A highly successful campaign with results that speak for themselves with increased traffic to member websites leading to sales and enquiries.



Promoting a better lifestyle

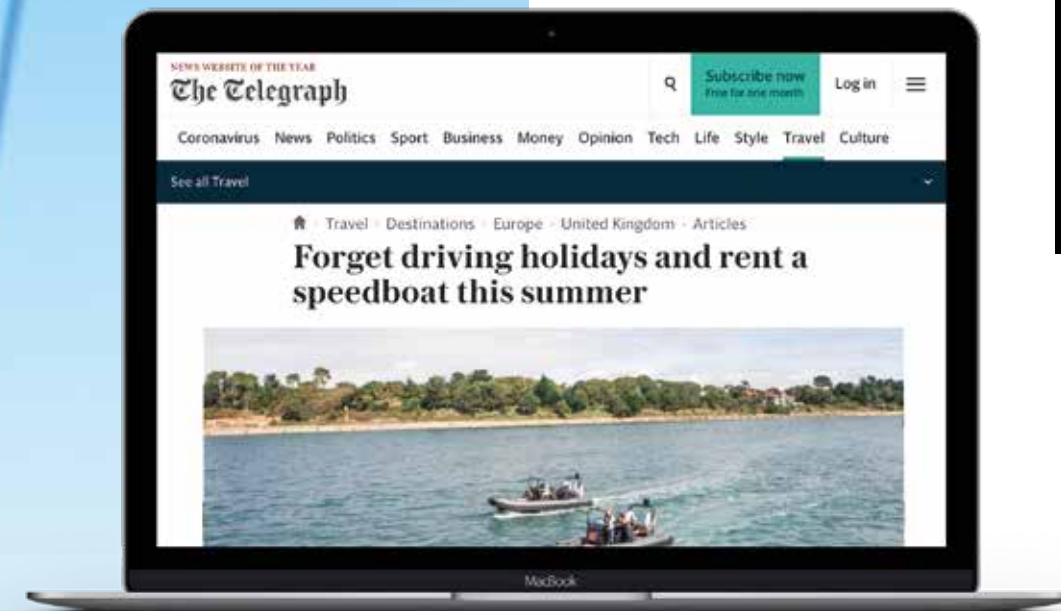
113,475
Website visits

10,000+
Reach on social media

4.2
Million people reached

22,600+
Video views

Fantastic!
Great presentation, turnout
and engagement level.
Adrien Burnand,
Head of Marketing & Communication,
British Marine



Uniting the Institute



PR and social media strategy and engagement programme



The challenge

The MTM Agency was tasked with conducting an in-depth PR review to develop an ongoing communications strategy for the The Institute of Marine Engineering, Science and Technology (IMarEST). The international professional body and learned society for all marine professionals is the first Institute to bring together marine engineers, scientists and technologists into one international multi-disciplinary professional body.

The solution

The MTM communications team developed an in-depth analysis report, which reviewed the past two years' PR coverage with a robust and theme-based PR and social media plan, to support the Institute's key aims and objectives. The strategy needed to focus on building awareness for the organisation as one of the largest maritime membership organisations, whilst also championing the IMarEST's Special Interest Groups (SIGs). A strategic 12-month plan was developed to tie-in with seasonal and international events. The strategy document was developed to help achieve the organisation's overall KPIs and objectives, ensuring everything could be tracked and monitored.

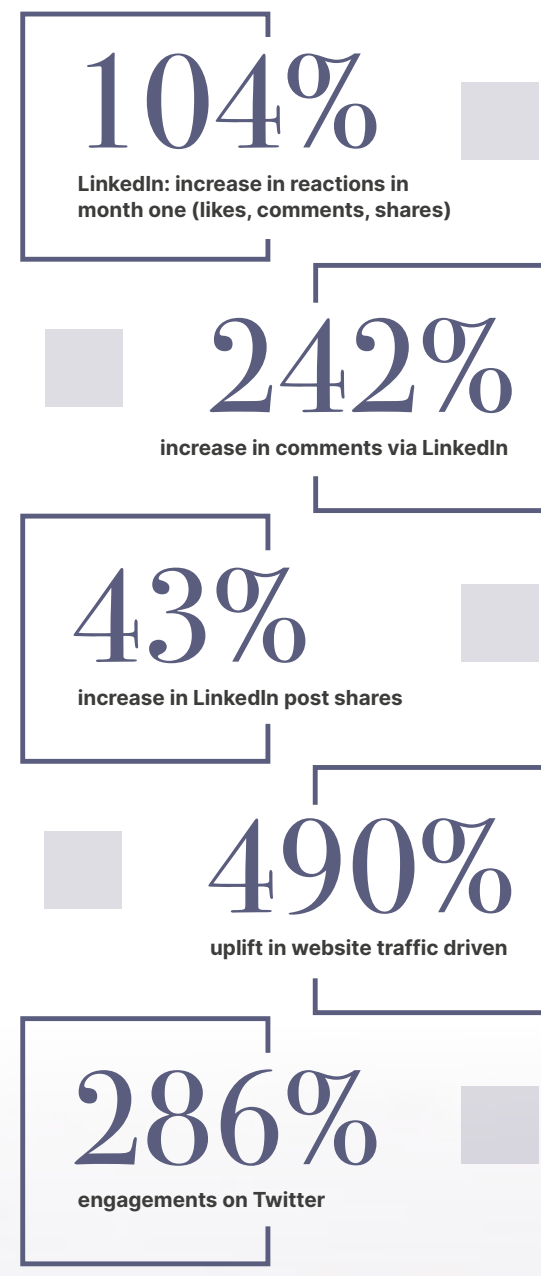
The outcome

The MTM PR team conducted a quantitative audit of IMarEST online and print media coverage over the last two years. This activity informed the ongoing communications plan for the Institute.

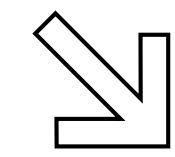
In the first month alone, the PR team made over 120 introductions to national and international media, securing global coverage with Bloomberg and BBC World Service. Working in partnership with the SIGs, we honed our focus on several topical themes including seafarer mental health, decarbonisation and women in engineering, which we knew would resonate with the media and help position the Institute as a global leader.

The annual conference saw partnerships secured with The Ocean Cleanup, the leading environmental and engineering organisation and collaborations with some of the most influential leaders in the maritime engineering sector, including Richard Spinrad and Roxanne Lek.

The PR programme was further supported with an organic social media campaign which delivered the following in the first three months:



Making waves via social



How the UK's biggest boating and watersports governing body injected new life into its social media strategy

The Royal Yachting Association (RYA) has more than 2,400 accredited training centres (sailing clubs or organisations with varying levels of accessible facilities) throughout the UK and has over 112,000 personal members with 250,000 people trained each year.

RYA approached The MTM Agency to develop a concise social media strategy and implementation document to ensure that all social activity, regardless of who is responsible, is in line with agreed guidelines.

The purpose of the project was to detail how social media should be undertaken across RYA's channels. Aligned with the organisation's wider marketing and communications strategy, the document needed to inspire and motivate teams when planning and developing social content, providing clear instructions on how to ensure the message, tone of voice, language, and all published content is consistent and unified across the organisation.

The MTM Agency developed a living and breathing strategic implementation guide named 'The RYA Social Media Playbook'. The digital document provides guidance for teams to understand what to post and when on which social channels, with advice on customer service, social media best practice and management, and how to track and report metrics across each platform.



Scan to read online





WHAT IS DIGITAL PERSONALISATION?

Increasing website engagement, growth, and profit with user personalisation.

Digital personalisation is what helps you to build relationships with your target audience, providing them with relevant and engaging content that is tailored to their wants and needs.

Personalisation allows you to select the content for your visitors based on certain categories such as age, location and known personal preferences. Using personalisation as a strategy allows you to serve the right content, to the right person, at the right time.

Why should you care about personalisation?

60%

of those using personalisation strategies believe CMS is the top tech to carry it out

92%

of CMOs believe personalised experiences will drive value and shorten sales cycles

50%

of CMOs struggle to personalise content in real time due to lack of resources, time and knowledge

What does it mean for content to be personalised?

Personalised content has been modified to deliver relevant messaging at the right moment in the customer journey. The content can be adapted in order to be served to different target segments, making it relevant and useful to the user.

Where there used to be assumed user journeys that customers travelled through, advances in multi-visit, multi-device analytics have shown customers can enter the journey at any stage in any order when completing by making a purchase or triggering a conversion. The need for personalisation is higher with customers at different stages of the journey. This content can be tailored to reach them at each stage, to help drive a conversion.

Where do I start?

Step one is to consider your campaign goals and objectives. From here, you can decide how to segment your audience in a way that will provide value. Keeping it top level, segment your audience without narrowing down your reach. Adding categories such as age, location, budget and more can help tailor your content to specific audiences.

At MTM, we can provide strategic and consultative research into your audience to help develop segments that add value and are worth targeting.



Fantastic following



Developing a closer bond with its audience to support the club's commercial goals



Scan to read online

The brief

FC Lausanne-Sport (also referred to as LS) is a football club based in Lausanne in Switzerland. Founded in 1896, it plays in the Swiss Challenge League, the second highest league in the country, and hosts games at the Stade olympique de la Pontaise. The team has won seven league titles and the Swiss Cup nine times.

Ahead of the new season, Lausanne-Sport FC, one of Switzerland's most established football clubs playing in the Swiss Challenge League, wanted to build a closer bond with its audience and drive interest in the team and its performances on the field. The commercial challenge was centred on increasing ticket sales and driving increased revenue from sales of team clothing and other club merchandise.

The audience

The website needed to become the go-to destination for the club's fans. It needed to offer fans and the wider group of stakeholders and commentators everything they need to stay informed with the latest news and results, as well as get to know the club, the players, and its ambitious plans for the future.

The solution

The MTM Agency proposed a site-wide overhaul. After analysing traffic and user journeys of the existing Lausanne Sport website, The MTM Agency proposed a site-wide overhaul. We justified our recommendations by demonstrating how we planned to dramatically improve the user experience and to provide the functionality to showcase and share engaging content.

Our aim

We wanted to increase new visitor numbers and return visits, but we also wanted to support the larger goal of a building closer and more emotionally drive with our audience. The site update included the introduction of specific sections of the site for each of the players, detailing performance statistics, match reports and accessible libraries of images and videos.

Bespoke design

The MTM Agency provided a cost-effective reskin design of the current web theme. Applying the new branding and bespoke design to their existing WordPress site, we overlaid the preexisting theme and modernised the overall look and feel, as well

as creating new functionality and improved user journeys, with greater emphasis on calls to action and signposting to revenue-generating areas of the site.

A wealth of new information and unique insights

To encourage return visits to the site, it now includes league table integration, photo galleries, and team player performance profiles. Integration with the redesigned site shop also encourages the purchase of a wider range of merchandise through a simplified buying process, cleaner layout and improved assets.

Integrating social

Understanding how we could maximise the value of the club's social media activity was another project deliverable so we ensured social media was considered at every stage, pulling in Lausanne's content from across its channels, creating social campaign landing pages within the site and providing the simple tools that enable visitors to share on their own networks and engage with the club's media team.

Results (KPIs)

We wanted to increase new visitor numbers and return visits, but we also wanted to support the larger goal of a building closer and more emotionally drive with our audience.

68%

reduction in page load time

83%

improvement in server-side performance

15%

increase in page views



Impactful communications tools to drive a worldwide ambition for getting kids active

The brief

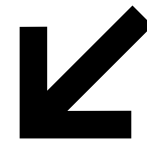
The aim of the Daily Mile is to improve the physical, social, emotional, mental health and wellbeing of children all over the globe.

The Daily Mile's goal was simple – to get primary school children around the world running and aware of the benefits of doing so. It has already become an impactful initiative, endorsed by MPs, sporting ambassadors and local councils. It has been embraced by an ever-growing number of schools across the world. As momentum grew, The Daily Mile needed an agile digital and creative partner, with experience of working with health and wellbeing initiatives, who could help drive the charity's global ambitions and position the initiative for the next stage of its development.

The solution

Using our experience in the charity sector, we established a brand identity and digital home for The Daily Mile.

The project began by establishing a unique identity that would resonate with The Daily Mile's target audience. The brand needed to be fun and visually striking, with bold colours and a sense of playfulness that would appeal to children and parents alike. Once the initial branding was agreed, MTM set about applying the look and feel across multiple-channels to establish a cohesive and unified message – creating brochures, event graphics, information packs, promotional clothing, and literature to support funding initiatives with local and national governments.



An easy sign-up solution

The ability for teachers to sign up to The Daily Mile initiative needed to be pain-free and simple to follow. We created a custom made sign up process so that the entire process is seamless and efficient. From the form that is filled out, to the transition of the data from website to bespoke API, the process is secure, stable, and simple. With data management tools in place, it creates a perfect system from the approvals process, through to sending the schools welcome packs and resources.

A digital home

The website immediately became the main digital touchpoint between key stakeholders and the charity, and was developed with these critical audiences in mind, incorporating bespoke features that highlight the progress of the initiative and driving new visitors to sign up for regular Daily Mile updates. Within the home page lies an API driven table that provides a live feed of the number of schools taking part, by country, along with case studies, advice on how and why to get involved and the latest press coverage to feature The Daily Mile.

Growing the initiative

Since its launch, the scope of the website project has consistently grown, reflecting the burgeoning interest in The Daily Mile. To date we have developed websites for the Netherlands, Wales, Ireland, France, Germany, Belgium, Italy, Spain, UAE, Austria, Portugal, and the US. As a result, vital audiences can be supported within their own territory, working towards establishing The Daily Mile as a truly global success.

Results

In addition to being the exclusive digital agency for the charity, MTM is also responsible for providing support for a range of social campaigns and digital communications. The Daily Mile has seen great success over the last few years with numerous campaigns including The Eliud Kipchoge 1:59 Challenge, a Sports England Partnership, a complete brand relaunch, and a partnership with FOX's 'The Kid Who Would Be King' film.

Worldwide ambition



Scan to read online



2M+
children running The Daily Mile and counting

78+
countries participating

11,176
schools and nurseries taking part and growing



COME WITH US ON A JOURNEY. WE
SHAPE COMMUNICATIONS TO CREATE
OPPORTUNITIES FOR CONVERSATIONS
TO GIVE BRANDS A VOICE.

At the right time and
in the right place.
We make sure that
your message is heard.

Head office
Saxon House, Saxon Wharf
Southampton, SO14 5QF, UK

Berlin office
Sony Center
Potsdamer, Platz 10785
Berlin, Germany

+44 (0)23 8021 5399
info@themtmagency.com
www.themtmagency.com

© The MTM Agency 2021

