

# *Knockaround.*<sup>®</sup>

**X**



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## 3 Target Markets:

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# OVERVIEW:

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# Executive Summary

This marketing plan outlines a comprehensive social media strategy to increase Knockaround's brand awareness in the highly competitive sunglasses market. Knockaround has positioned itself as a fashion-forward brand providing high-quality sunglasses at an affordable price point targeting college students, surfers, and beachgoers who enjoy outdoor activities.

The sunglass market took a dip during the Covid-19 pandemic. However, the market has been and is expected to continue to bounce back as we work to regain a sense of "normalcy." Knockaround needs to expand its distribution channels through social media, e-commerce via social media platforms, and partner with local social media influencers to reach a broader audience. To leverage their new licensing agreement with Major League Baseball, Knockaround needs to engage with fans and deliver a personalized, immersive experience, while promoting their new licensing contract with MLB.

In our marketing plan we cover how to leverage each of the six major social medias - Meta, YouTube, TikTok, Snapchat, Twitter, and Pinterest - in order to increase brand awareness. Furthermore, we dissect each assigned target market - San Diego Padres, Boston Red Sox, and Philadelphia Phillies - providing strengths and weaknesses, offering opportunities in each respective market, as well as general social media strategies that can work in all markets.

Social media has become a powerful marketing tool. By engaging with fans, promoting user-generated content, connecting with local influencers, and creating a unique customer experience, social media can be the key to increasing brand exposure to a wide audience.



# Current Market Analysis



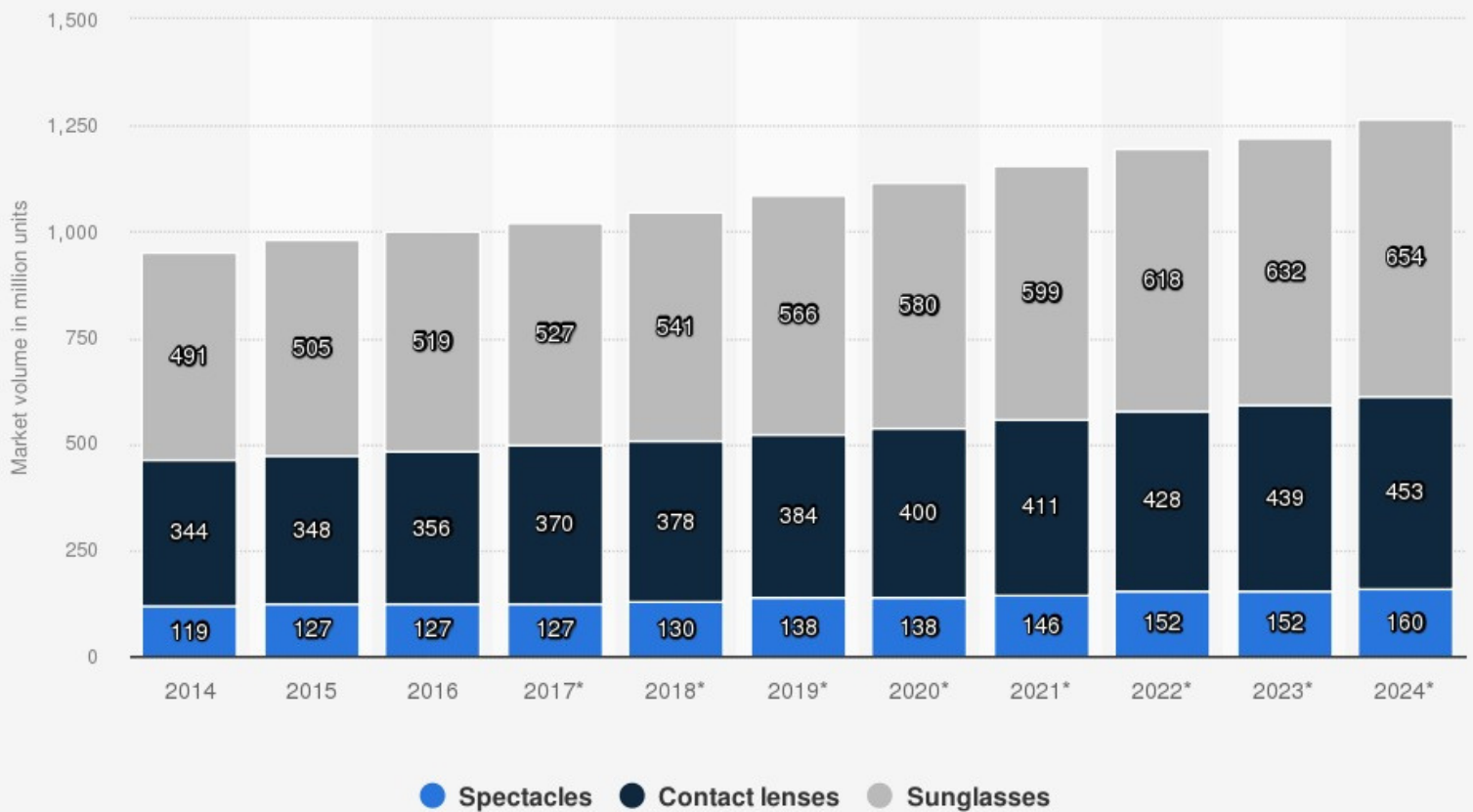
Knockaround is a sunglasses company founded in 2005, in our beloved city of San Diego, California. The company primarily targets the younger generation who are looking for stylish, durable, and affordable sunglasses. The company's target market includes college students, surfers, and beachgoers who enjoy outdoor activities. Knockaround has positioned itself as a fashion-forward brand providing high-quality sunglasses at an affordable price point.

The market for sunglasses is highly competitive, and Knockaround faces stiff competition from a variety of other brands. Some of their key competitors include Goodr, Shady Rays, Oakley, Blenders Eyewear, and DIFF Eyewear. These brands cater to different target markets and each have unique selling propositions. For example, Oakley targets sports enthusiasts and offers high-performance sunglasses, while Blenders and Goodr focus on trendy, affordable sunglasses.

In terms of product performance, Knockaround offers a wide range of sunglasses with various colors and styles. The company's best sellers are its Classic and Fort Knocks models with a price range between \$20-\$30, making them a very affordable option for consumers. According to Statista, the United States is "home to the largest sunglasses market in the world generating over four billion dollars in revenue in 2021." In 2019, sunglasses accounted for 17% of the total global eyewear market (US \$22.2 billion), offering plenty of opportunities for brand awareness and growth. In recent years, the fashion industry has heavily influenced the purchase of eyewear products, helping consumers develop a personalized sense of style. The Covid-19 pandemic took a toll on many industries, including the sunglass market as many sports, outdoor activities, and social engagements were placed on pause due to lockdown. However, as we emerge from the pandemic, activities have resumed and the sunglass market is ready to bounce back.

To improve their position in the market and leverage their new licensing agreement with Major League Baseball, Knockaround needs to expand their distribution channels through social media. In order to reach a broader audience, Knockaround needs to focus on building social media engagement, e-commerce through social media platforms, and partnering with social media influencers. Each social media platform offers a special and unique opportunity to reach specific target markets. Additionally, by focusing on each team brand and target market, Knockaround can leverage social media for increased brand awareness.

### Estimated market volume of eyewear in North America from 2014 to 2024, by type (in million units)



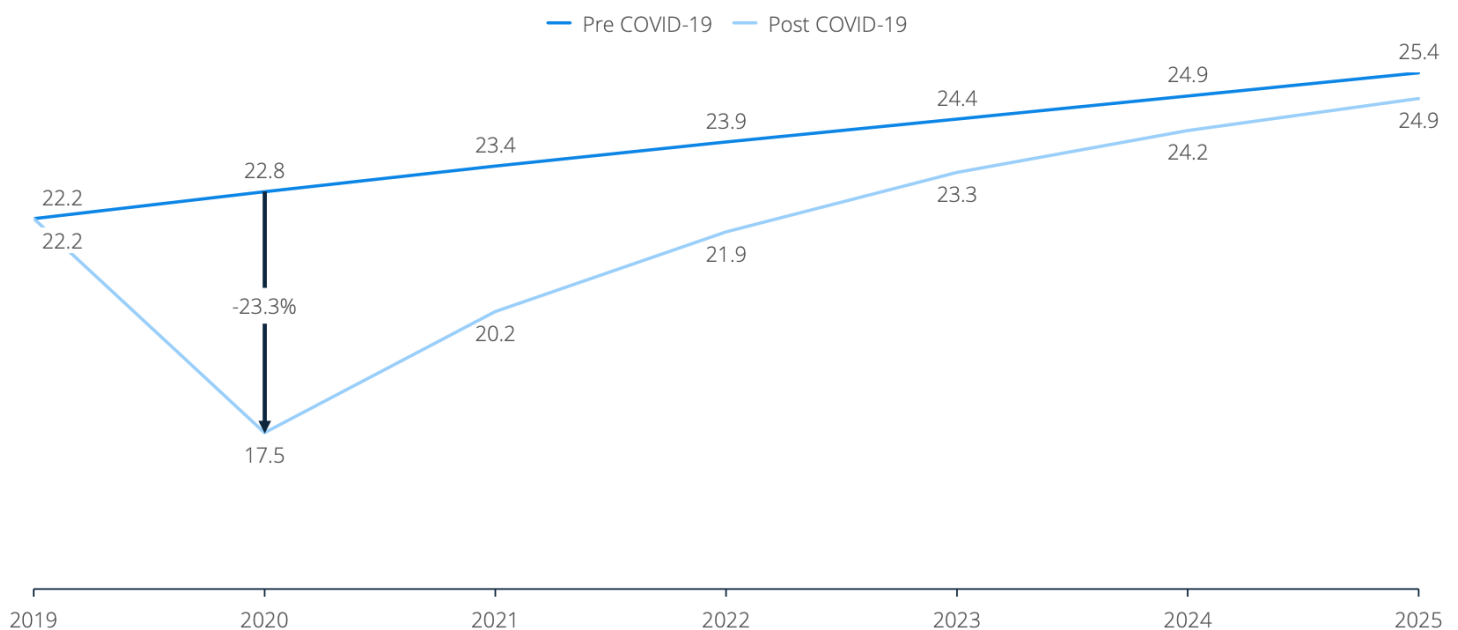
**Sources**  
 Statista estimates; Grand View Research  
 © Statista 2022

**Additional Information:**  
 North America; 2014 to 2016

## Due to COVID-19, the 2020 forecast for the Sunglasses segment is 23.3% lower now

COVID-19 impact

Worldwide revenue in billion US\$<sup>1</sup>



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<sup>1</sup>: The most recent COVID-19 revision was released in October 2020  
Sources: [Statista Consumer Market Outlook 2020](#)

**\*Already seeing the industry bounce back and projected to continue growing**

## Sunglasses sales in the Americas will increase at a CAGR<sup>1</sup> of 2.2% from 2012 to 2025

KPI comparison – Americas (1/2)

### Revenue in billion US\$

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR <sup>1</sup>
Eyewear total	40.6	41.4	42.2	43.1	44.0	44.9	45.7	46.5	33.6	40.1	44.2	47.2	48.9	49.7	1.6%
<b>Sunglasses</b>	6.5	6.7	6.9	7.1	7.4	7.6	7.8	8.0	5.8	6.9	7.6	8.2	8.5	8.7	2.2%
Share of total market (in %)	16.1	16.2	16.4	16.6	16.7	16.9	17.0	17.2	17.2	17.3	17.3	17.3	17.4	17.5	0.7%

### Revenue per capita in US\$

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR <sup>1</sup>
Eyewear total	44.3	44.7	45.2	45.7	46.2	46.7	47.1	47.5	34.1	40.3	44.1	46.8	48.2	48.6	0.7%
<b>Sunglasses</b>	7.1	7.3	7.4	7.6	7.7	7.9	8.0	8.1	5.9	7.0	7.6	8.1	8.4	8.5	1.4%

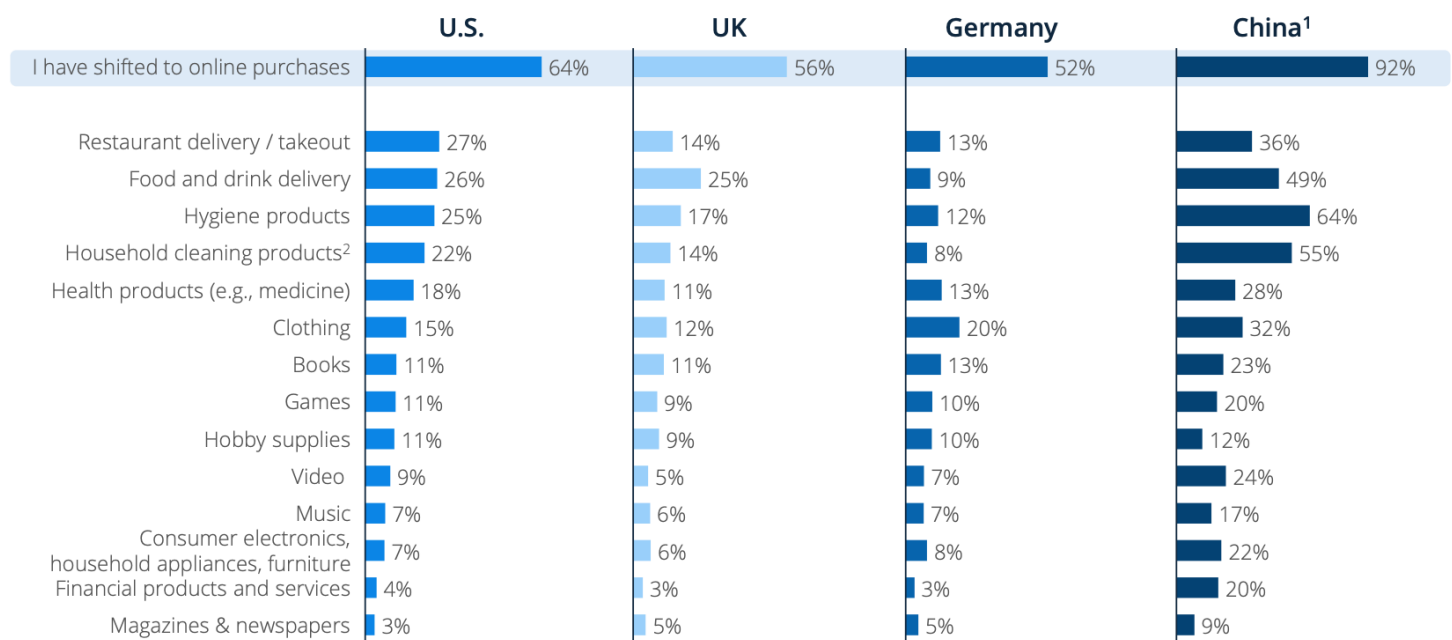
1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2025  
Sources: [Statista Consumer Market Outlook](#) 2020

# In 2020, consumers have shifted from offline to online purchases in all major eCommerce markets

COVID-19 impact on eCommerce



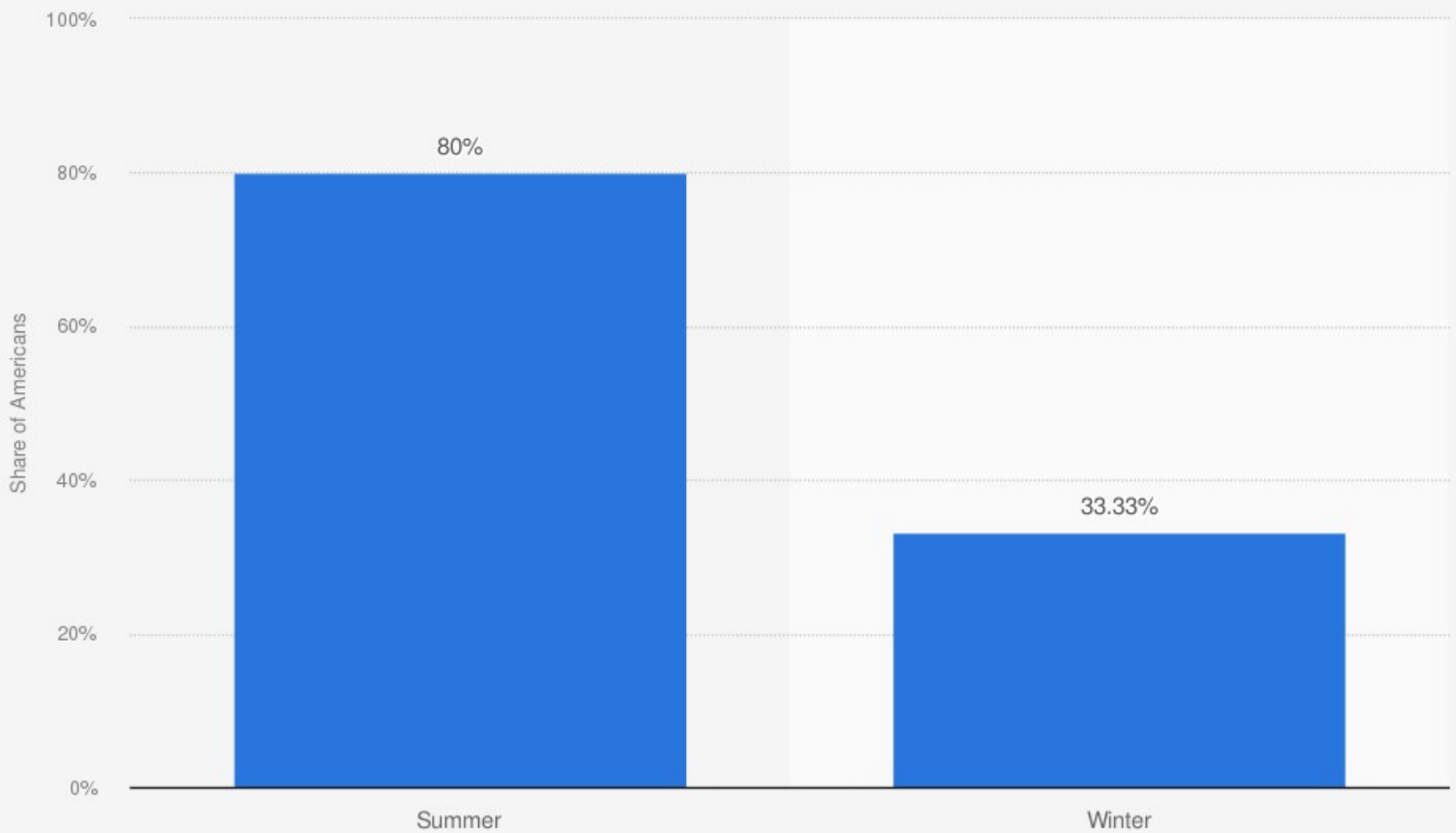
## Shift from offline to online purchases related to the COVID-19 pandemic



1: Survey period March 23, 2020 – May 3, 2020; 2: E.g., hand sanitizer, toilet paper

"Have you deliberately purchased any of these products or services online instead of offline because of the COVID-19 / Corona pandemic?"; multi-pick; base: n=19,259, all respondents  
Sources: Statista Survey "COVID-19 Barometer 2020"; survey period March 23, 2020 – May 10, 2020

### Share of consumers wearing sunglasses in the United States as of 2019, by season\*



#### Sources

ABC; American Optometric Association  
© Statista 2022

#### Additional Information:

United States; American Optometric Association; 2019

# Competition Overview :

## Competition Review:

	<u><b>Goodr</b></u>	<u><b>Shady Rays</b></u>	<u><b>*Oakley</b></u>	<u><b>Blenders Eyewear</b></u>	<u><b>*DIFF Eyewear</b></u>
<b>Description</b>	Goodr offers affordable polarized sunglasses. Made by and for runners and outdoor activities, they are no slip, no bounce, all polarized, with a variety of styles.	American-owned, Shady Rays sunglasses feature lifetime craftsmanship with their shatter-resistant and high-visibility lenses. Shady Rays sunglasses offer an ultra-lightweight feel and never-slip grip.	Subsidiary of an Italian company, Oakley designs, develops and manufactures sports performance sunglasses and other equipment. Known for their performance, precision and innovative glasses.	Born on the Beach in San Diego. Blenders is all about bright, bold styles at a price everyone can afford. They are designed to help <i>Live Life in Forward Motion</i>	DIFF is a charitable designer eyewear brand offering a range of products. Offering highest quality eyewear at a fraction of the cost. Company focuses on quality, marketing, price, and charity
<b>Product Offerings</b>	Sunglasses, snow goggles, other apparel	Sunglasses, prescription snow goggles, eyeglasses, accessories	Sunglasses, snow goggles, clothing, watches, backpack, and accessories (also NFL licenced)	Sunglasses, snow goggles, and blue-light glasses, accessories	Sunglasses, blue-light, prescription, accessories, giving back (for every pair bought they donate a pair)
<b>Price</b>	Range \$25-\$45	Range \$54-\$250 *prescription are more expensive	Range \$142-\$463	Range \$29-\$89	Range \$80-\$140
<b>Customizability Level</b>	Fair/Good	Good	Excellent	Good/Excellent	Fair/Good
<b>Warranty</b>	1-year warranty on all US purchases	Offer free replacements if lost or broken	Warranted against breakage due to material or workmanship defect (up to 2 years)	Lifetime warranty	2 year protection plan
<b>Social Media</b>	Good	Good	Excellent	Very good	Very good
<b>Advertisements</b>	Fair (some ads)	Good (well established)	Very well established with famous athletes and influencers	Good (well established)	Very well established *use celebrities and influencers

\* = higher-end or more expensive competition compared to Knockaround



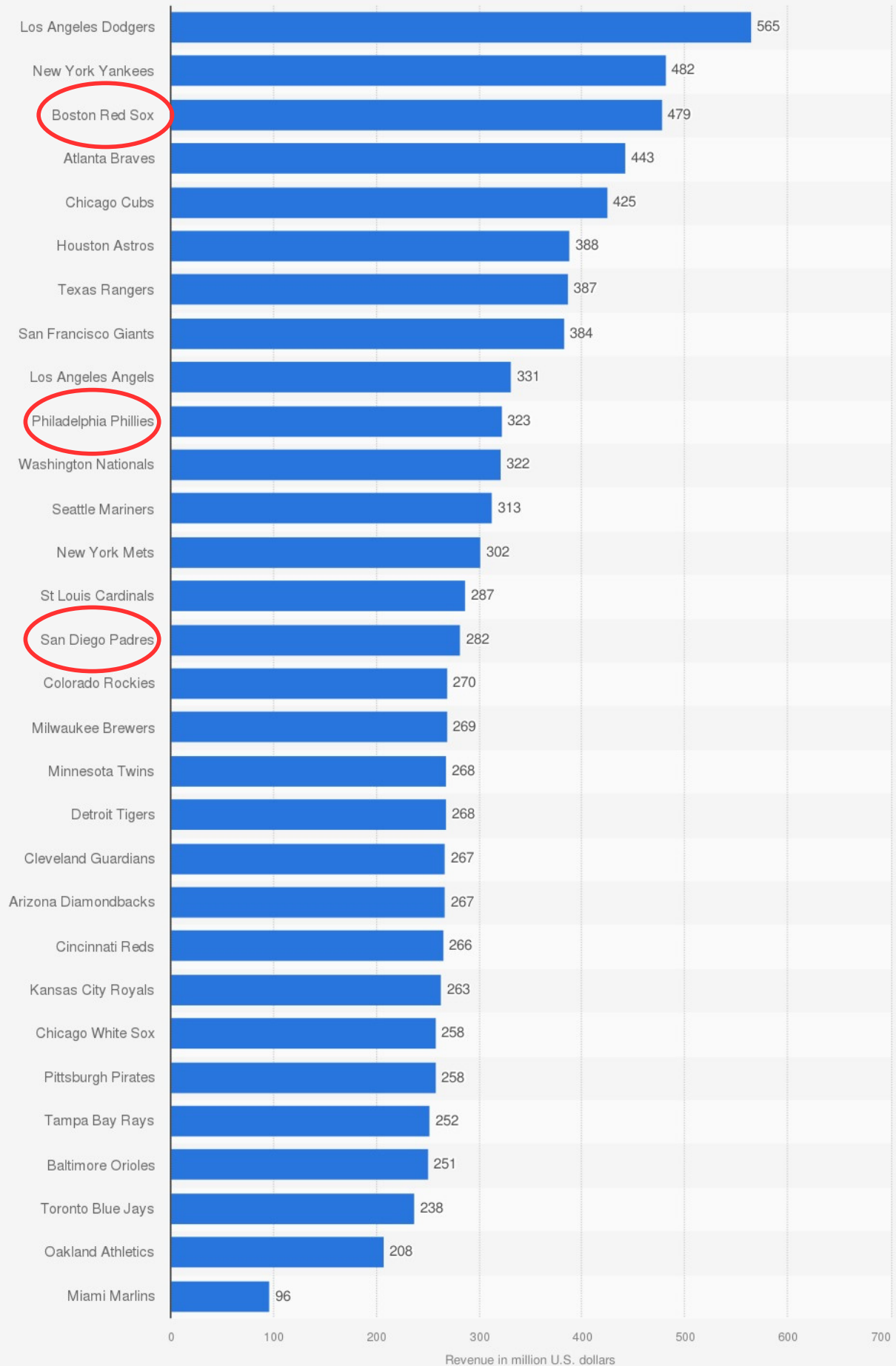


The current situation for Major League Baseball is highly promising. With a vast fan base and devoted fans, baseball is America's favorite sport, cherished for its deep-rooted tradition and rich history, spanning across multiple generations. The primary target market for MLB consists of mainly males aged between 18-49 years old. However, due to the recent augmentation of social media, tech applications, and digital streaming, new avenues have been generated to reach a younger audience, particularly the tech-savvy Gen Z demographic.

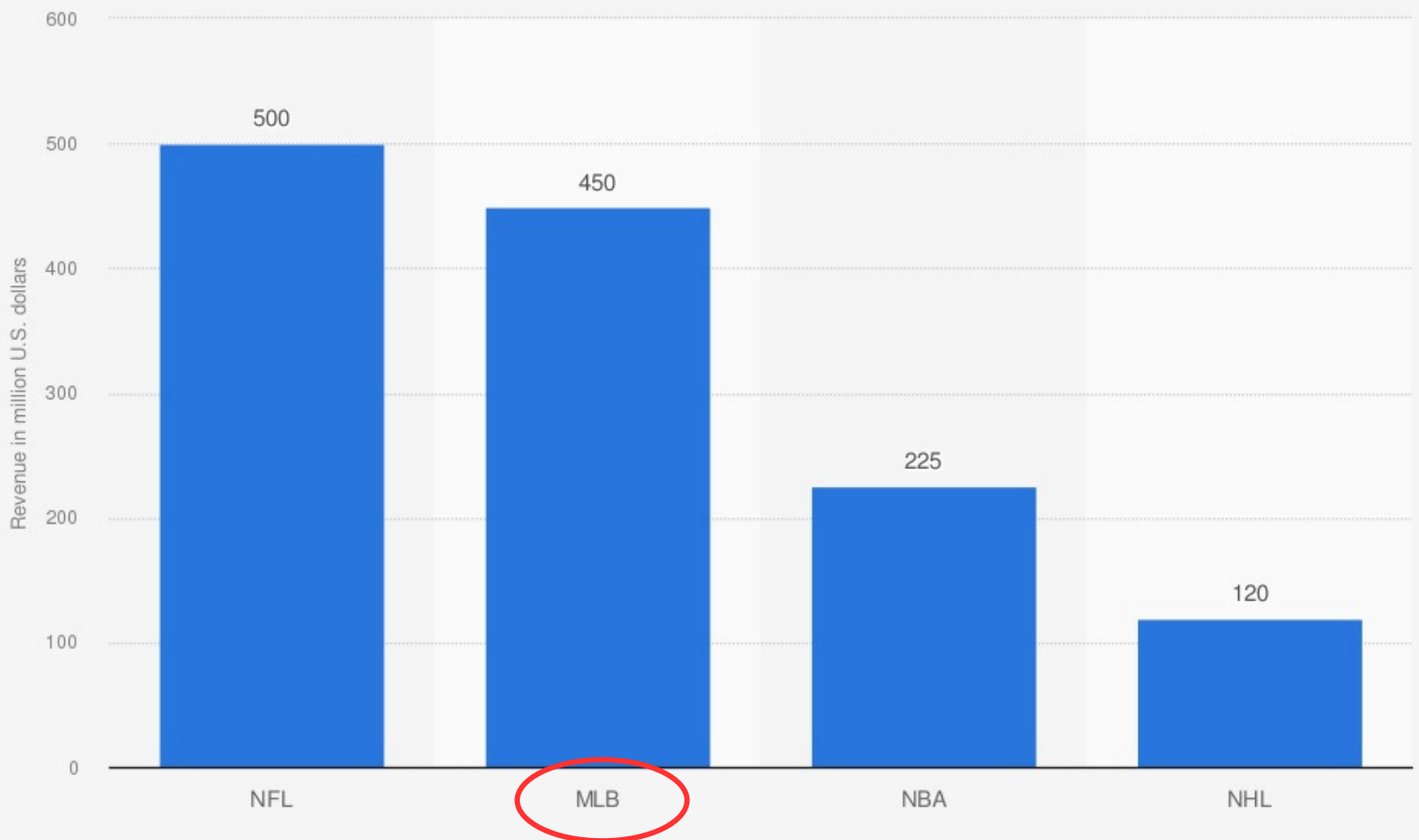
The widespread appeal of entertainment and media has curated a broad and diverse crowd of brand-loyal fans, who now have access to real-time updates, highlights, and live streams, at their fingertips. As a result, Knockaround can capitalize on this recent expansion of social media making it easier to engage with fans and deliver a personalized, immersive experience, while promoting their new licensing contract with MLB.

# Teams of Major League Baseball ranked by revenue in the United States in 2021 (in million U.S. dollars)

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### Digital revenues of the top U.S. sports leagues in 2010 (in million U.S. dollars)\*



Source  
eMarketer  
© Statista 2022

Additional Information:  
United States; 2010



Most people may not directly connect San Diego with professional sports. The San Diego Padres are the only major league professional sport in the area. As such, the Padres market offers an exciting opportunity for Knockaround looking to tap into a dynamic and diverse fan base. The

Padres organization has a strong commitment to community engagement and outreach, making them a beloved staple in the greater San Diego area. The team's home ballpark, Petco Park, is located in the bustling downtown district and attracts a mix of locals and tourists alike. Petco Park also offers other events both during and after the season. Today, Petco Park ranks #1 among MLB ballparks, rightfully so as their focus is on emphasizing local vendors for their games, and offering fans a unique baseball experience.

San Diego has a vibrant and diverse demographic, with a mix of families, young professionals, and retirees. The city also has a large military presence, housing the Naval Base in Coronado which contributes to a patriotic and passionate fan base. Although the Padres may not be as successful as other MLB teams, home games are highly attended by passionate and loyal fans. The average ticket price of \$37 makes it affordable entertainment. The Padres social media presence is also impressive, with a large and engaged audience across all platforms.

Offering stylish and affordable themed sunglasses to the San Diego market, allows Knockaround a unique opportunity to tap into the energy of the diverse fanbase. After making the playoffs in 2022 (only their 7th appearance in 54 seasons), fans' enthusiasm for the Padres has been steadily increasing, allowing an uncommon opportunity to boost brand exposure. These factors make the San Diego Padres market an ideal opportunity for Knockaround to connect with a passionate and fun community and to create lasting relationships.



Boston and the Red Sox market presents a tremendous opportunity for Knockaround. The city of Boston and the greater New England area are steeped in history and tradition. Bostonians take pride in the Red Sox's home field, Fenway Park, the oldest Major League ballpark in the MLB - home of the iconic "Green Monster." The Red Sox team's mission to stay connected with their fans has been a steadfast commitment since their inauguration in 1912. Red Sox fans are incredibly loyal and generational, passing down their love for the team from one generation to the next. Boston's fans are predominantly blue-collar workers, with a strong sense of pride for their town and home teams. Boston has a significant family demographic, with approximately half of the homes in Boston being families. The average ticket price of \$61 results in consistently sold-out home games.

The Red Sox's social media presence has been well established, with many followers across all platforms. This combination of factors makes the Boston Red Sox market an ideal opportunity for Knockaround to connect with fans and create lasting relationships with this passionate community.



Philadelphia, famously known as “The City of Brotherly Love,” boasts one of the most dedicated, loyal, and passionate fan bases in the MLB. Known for their rough and rowdy attitude, Philadelphia fans are loyal to their team no matter what the outcome on the field. The Phillies are the 7th oldest franchise in the MLB, being founded in 1883. Additionally, the city has a rich history of overall sports culture, with an impressive roster of talented athletes and stars who embody the message of Philly - working-class, blue collar individuals with larger than life personalities. From Bobby Clarke, Joe Frazier, Rocky Balboa, Allen Iverson, Ryan Howard to more modern day players like Joel Embiid and Jalen Hurts, Philadelphia has shown countless loyalty to those who support the city and embody its culture.

In addition to being historically rich and culturally vibrant, Philadelphia is home of many blue-collar workers, with the civilian labor force encompassing 62.5% of the population with a median household income of \$52,649. From this demographic, the manufacturing industry, particularly textiles, food processing, and pharmaceuticals, play a significant role in the city’s economy. Moreover, education plays a major role in the city as Philadelphia has a significant young-adult population, housing many large institutions such as UPenn, Drexel, and Temple.

For Knockaround, these factors present an exciting opportunity to connect with a very passionate demographic and fan base who embody “The City of Brotherly Love” on a middle-class budget. By offering stylish, high-quality, affordable eyewear that reflects the unique culture of Philly, Knockaround can tap into the energy and enthusiasm of this dynamic fan base.

# Social Media Analysis

# Overview:

- **Metrics & Key Information:** users spend an average of 174 minutes on social media each day

	Meta	YouTube	TikTok	Snapchat	Twitter	Pinterest
<b># Users</b> *active monthly	2.9+ billion	2.5 billion (246 million US)	1.05 billion	635 million	556 million	445 million
<b>Content Type(s)</b>	Reels, short-form video, static & carousel posts, Insta Live, Stories & Highlights	short & long form videos	short-form videos (15 seconds up to 10 min)	Snaps (video & static), Stories, ads	Tweets (video & static), Moments, Community	Pins, Idea Pins (video & static posts)
<b>Ideal Post Day(s)</b> *should be posting everyday	Monday-Friday	Friday-Saturday, Wednesday	Tuesday, Thursday, Friday	Fridays & Saturdays (any day really)	Mondays, Wednesdays & Fridays	Tuesday, Thursday, Friday
<b>Ideal Post Time(s)</b> *EST	8am-12pm 1pm-3pm 6pm	2pm-4pm (weekdays) 9am-12pm (weekends)	6am-11am 12pm-3pm 6pm-11pm	Any time	8:00am-11:00a 6:00pm-9:00pm	8am-12pm 4pm-9pm
<b>Daily Post Volume</b> *mix of stories, videos, static	1-4	1-2 *a week	4-10	4-7	1-5	5-15
<b>Key Metrics for Analysis</b>	Engagement, reach, impressions, CTR, CPC	Traffic sources, impressions & CTR, watch time, average view duration, engagement, returning viewers	Engagement, reach, shares, saves, CTR, hashtag performance	Total unique views, story completions rates, impressions, screenshots	Impressions, engagements, engagement rate, hashtag performance, link clicks, top Tweets	Engagement, outbound clicks, impressions, saves, total audience, audience analytics

\*Source: Statista, Hootsuite & Metricool

\* Note: You should be posting everyday. The “ideal posts days” and “ideal post times” should act as a guide on which platforms to focus on throughout the week and when.

**General:** Make sure your content is easy and engaging to the consumer, shareable, cost effective, and adaptable to all devices.





Instagram serves as the #1 influencer platform with over 1 billion active users. Collectively, the average user spends 2 hours a day on all Meta platforms, it's clear that Meta's highly visual design is a staple in the daily routine (sharing your day) for many Millennials and Gen Zs. Additionally, Meta offers a wide range of targeting options and data points to assist with targeted advertising, making it an ideal choice for Knockaround's goal of increasing brand exposure to their desired audience.

Facebook's user base skews slightly older, consisting of older Millennials and Gen X. Conversely, Instagram is the go-to platform for many younger Millennials and Gen Z. Meta is designed with mobile users in mind, catering to consumers who are always on-the-go. Special features such as the Shopping ads, make it easy for users to make purchases without going directly through the app.

Knockaround can take advantage of various other ad features offered by Meta that are placed directly into the hands of a potential buyer with minimal effort. Such features include: Image ads, Stories ads (i.e swipe up feature), Carousel ads, Collection ads, Explore ads, Reels ads, Instant Experience to effectively promote the brand and themed products. Meta's targeting offerings will allow Knockaround to market specifically curated ads that will be placed in front of individuals within their target markets: the greater Boston and New England area, the greater Philadelphia area, and San Diego County. With a strong call to action (CTA) such as "Swipe Up," "Download," "View Now," "Buy Now," and "Order Now," Knockaround can easily convert potential consumers into sales.

Collaborating with Instagram influencers is another effective strategy to increase Knockaround's brand reach and drive sales through MLB brand loyalty. By partnering with local influencers within Knockaround's individual target markets, Knockaround can easily promote their themed glasses and increase consumer interest. Other features on Meta like Instagram Live and Takeovers allow consumers a special look into the business. Knockaround could create a series of stories demonstrating the process of making a pair of Knockaround sunglasses or run an Instagram live doing mundane tasks while answering questions from users.



YouTube is not only the second largest social media platform, but also a major SEO information tool, second only to Google. With over 246 million active users in the US and 2.5 billion worldwide, YouTube has been a mainstay for generations, thanks to its exceptional product, brand promotion, and recognition (Statista). Users aged 18-36 account for 35.7% of worldwide viewers. Additionally, over 70% of users access the platform from their mobile devices, making it highly user-friendly.

For Knockaround, leveraging YouTube's position as a distribution network is key. Using the platform not only as an advertising tool, but as a space to document and highlight the company is a highly effective marketing strategy that will increase exposure. Sticking to a strict posting schedule of 1-2 videos a week will not only boost brand exposure, but also increase chances of viewership. Knockaround's last video is over 8 months old, with the one before being over 2 years old. It's important to create content that resonates with users, such as "day in the life," "DIY," and "Behind the scenes," "Q&As" "funny/interactive challenge" videos, which are popular among users. By showcasing the process of making a pair of Knockaround sunglasses or taking viewers on a day in the life of the CEO or Head of Marketing, the brand can build deeper connections with its audience. Knockaround could also utilize YouTube's "Clip" feature to help make long-form videos into short-form videos.

While users can skip ads, most videos have a required 5-20 second commercial and remain a crucial aspect of any marketing strategy on YouTube. YouTube offers Skippable ads, Non-skippable ads, In-feed video ads, and Bumper ads. Investing in ads and creating authentic content that resonates with viewers can increase brand exposure and create brand loyalty through subscribers. By using YouTube strategically, Knockaround can increase its visibility and engagement with their target markets/audiences.



TikTok has broken the internet and become one of the fastest-growing social media platforms of our time.

With over 1 billion monthly active users worldwide ((Statista), business owners are now starting to recognize this platform's potential and consider it an essential and vital marketing tool to reach their target audience. TikTok is an entertainment site first and foremost. Adopting a style of short-form videos is the key to grabbing and maintaining users attention (shown to be less than 8 seconds).

Knockaround should 1) aim to post 4-10 times per day to increase chances of getting on the FYP, increasing brand awareness and exposure. Content should mimic current TikTok trends and fads: scrolling the app is a great way to see what sound, dance, or challenge is trending. 2) Create unique and interesting videos that connect with users in target markets. A quick internet search can also help identify current trends. 3) Engage with the audience; brands like the Detroit Lions are known not only for their funny comments on their own posts, but also on fans' videos. 4) Use TikTok video casing "day in the life," "like hack," "catchy dance or sound" to stand out against competition. 5) Host TikTok Lives showcasing "behind the scenes" content or a "Q&A" session.

Using hashtags generates video awareness and pushes content towards certain demographics. There are different sides of TikTok such as #SportsTok that Knockaround will want to leverage. Using a mix of trending and niche hashtags is important for a wide video reach, while also remaining conservative with the ones you choose. Create a Branded Hashtag Challenge ad: #HowDoYouKnockaroundYourGlasses?, where each month leading up to the All-Star Game Knockaround picks one winner who used the hashtag would receive a pre-specified prize.

Just as with Instagram, TikTok influencers are another great resource to promote brand awareness and increase brand exposure. Knockaround should reach out to influencers within their target markets such as local influencers or sports-based influencers. Have them share the product with their followers, share your hashtag, possibly meet the winner, and/or participate in the challenge to increase popularity.

Investing in TikTok Ads is essential for Knockaround to boost brand exposure, visibility, and sales in the digital space. Utilizing TikTok's ad options can be a cost-effective and efficient way to promote a brand and reach new customers. TikTok offers five ways to advertise on the platform: TopView, Brand Takeover, In-Feed, Brand Hashtag Challenges, and Branded Effects.



Snapchat continues to be a prominent social media platform, with 635 million active monthly users, including 375 million daily users (Statista). It is especially popular among Millennials and Gen Z as Snapchat is the #1 platform where people share real-life moments. Although some suggest Snapchat is losing its appeal, it remains a crucial part of any social media strategy.

Snapchat provides valuable targeting options for ads, including location, demographics, interests, devices, and more through customer audiences, lookalike audiences, and retargeting.

By creating a Discover Story dedicated to Knockarounds, including their brand, Hashtag Challenge, new products, and other engaging content, the brand can increase awareness and drive traffic to their website.

Moreover, what many people do not know is that Snapchat is also a Big Social shopping site, enabling brands like Knockaround to turn their social media presence into a shoppable experience while also increasing brand awareness. Leveraging Snapchat's targeting capabilities, Knockaround can tailor curated content to each specific market. The platform allows filters to be created and purchased for a daily fee. We suggest a 3-month or 90-day promotion of a filter showcasing Knockaround sunglasses. Each target demographic will have access to their team's brand design, allowing them to choose and display their favorite team, promoting inclusivity. To add specificity for the 3 target markets we suggest prompting the Snapchat filter code to present the user in the target market's demographics to receive that brand first. Snapchat is venturing into the world of AR (augmented reality) which is increasingly popular among tech-savvy consumers and can be leveraged to increase brand exposure.



Twitter has 556 million monthly users and about 217 million daily users popular for its microblogging style (Statista). However, Twitter users send more than 350,000 tweets per minute and 500 million tweets daily (Hootsuite), so strategy is important. Twitter is a very in-the-moment platform that serves as a place many get their information and news from.

Knockaround should form a twitter community based around gaining popularity in target markets (greater baseball community in this case) and/or joining existing communities based in your target market areas and engaging to see what consumers in those areas value. Share your Hashtag Challenge across Twitter and highlight videos of your customers and the videos they create. Ask for consumers to share their designs for their favorite team, create polls and see who had the most loyal fan base.



Pinterest is another incredibly important platform to increase your visibility and increase brand awareness. Pinterest attracted over 445 million active monthly users (Statista). Pinterest SEO is important in optimizing your content, connecting with your audience, and pushing out relevant content your consumers want. Although Pins are the most popular form on Pinterest, Video is slowly increasing with short clips being the most popular (less than 10 seconds).

Use the Pinterest search engine to find keywords to generate more saves and impressions.

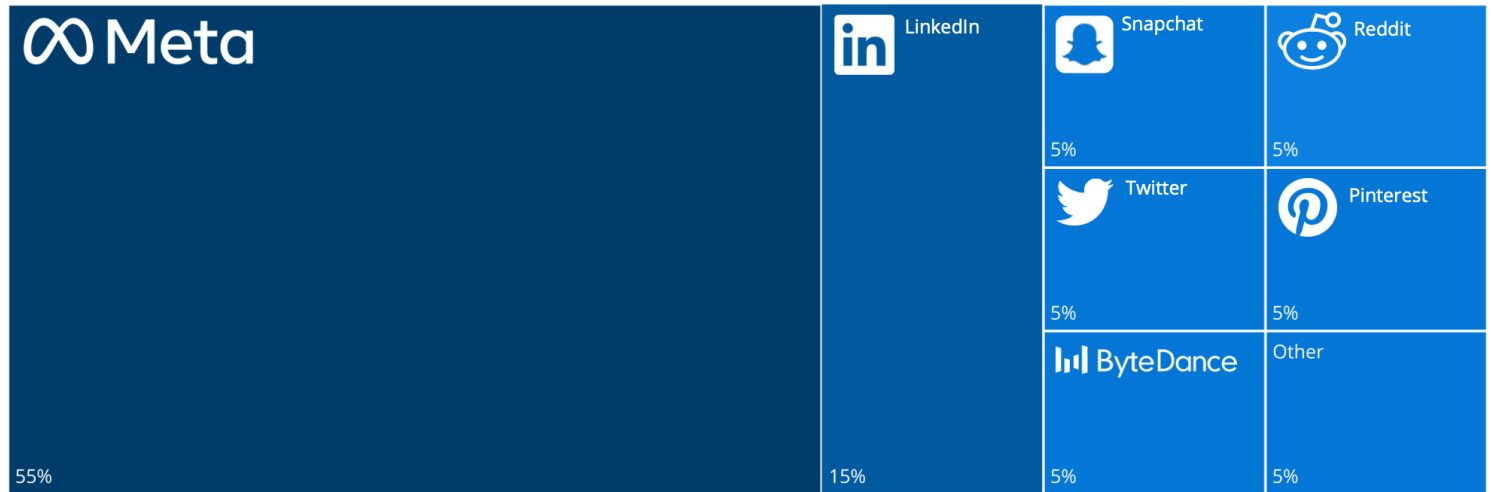
Create a board for each target market: San Diego Padres Board, Boston Red Sox Board, Philadelphia Phillies Board and post specially curated content for those demographics. Post Pins that highlight key aspects mentioned in the Marketing Strategies section about local events and information relevant to Knockaround and their individual target markets.

# Meta dominated the global Social Media Advertising segment in 2022

Key player landscape: Social Media Advertising



Global market shares of Social Media Advertising brands in 2022



11 **Notes:** The chart above shows the market shares of the most relevant social media companies in the selected market (100%). Shares are calculated with revenue and web traffic data. Values are rounded to the nearest 5% mark. Market shares below 5% are attributed to the category "Other." Overviews for France, Spain, and Italy can be found in the appendix

**Sources:** Statista Advertising & Media Outlook 2022

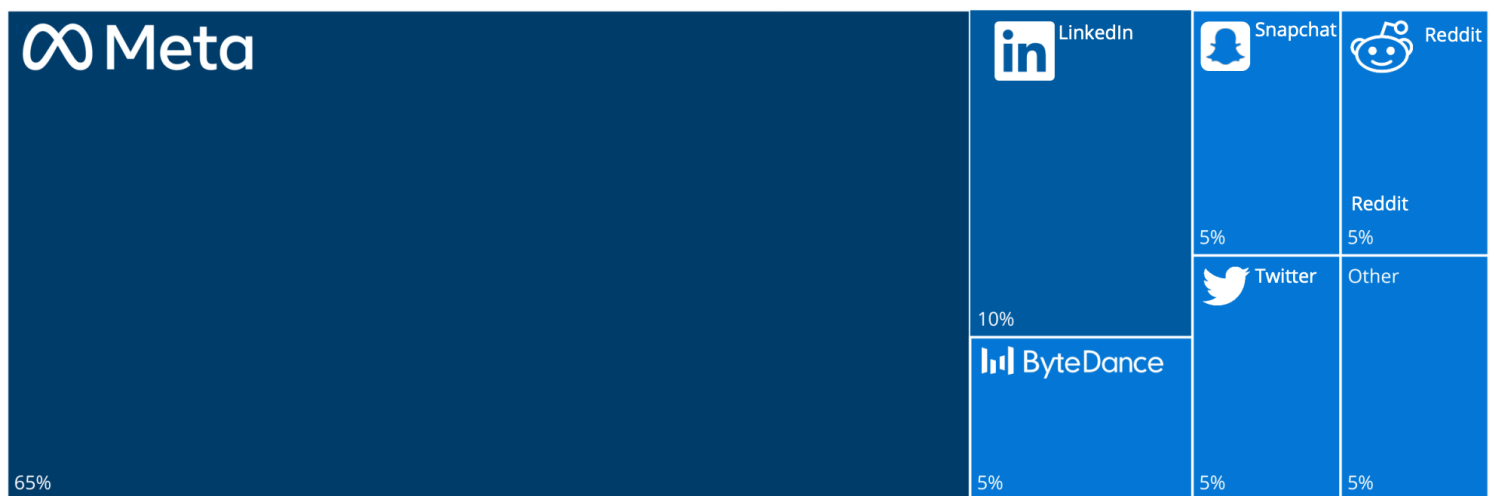
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# In the U.S., Meta dominated the Social Media Advertising segment in 2022

Key player landscape: Social Media Advertising



Market shares of Social Media Advertising brands in the U.S. in 2022



12 **Notes:** The chart above shows the market shares of the most relevant social media companies in the selected market (100%). Shares are calculated with revenue and web traffic data. Values are rounded to the nearest 5% mark. Market shares below 5% are attributed to the category "Other." Overviews for France, Spain, and Italy can be found in the appendix

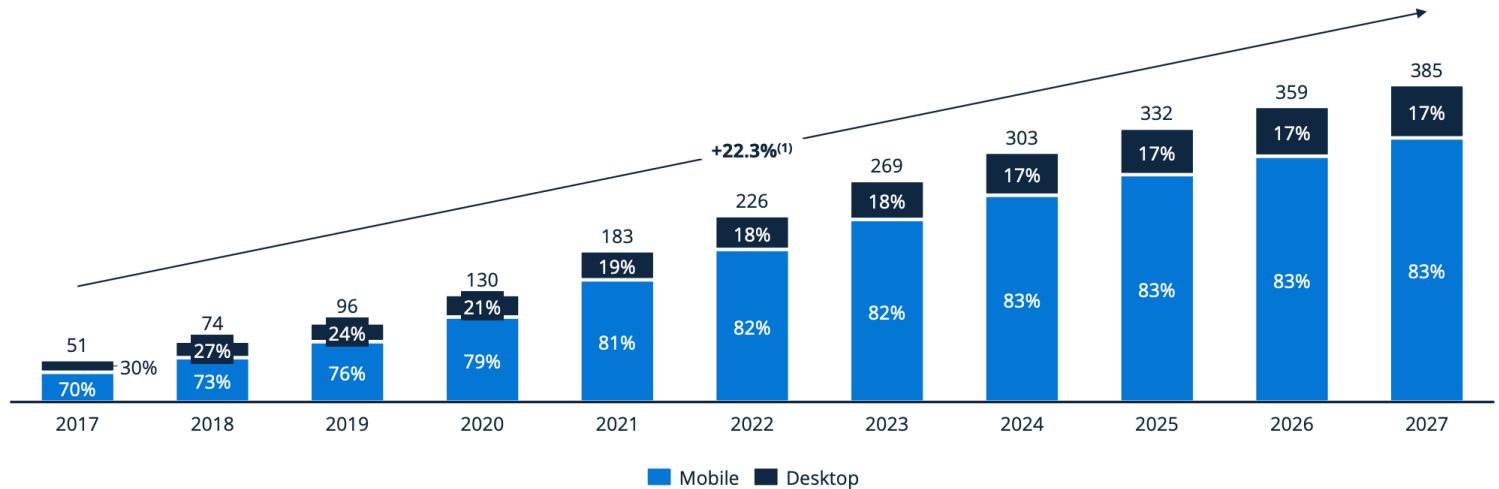
**Sources:** Statista Advertising & Media Outlook 2022

statista

# The Social Media Advertising segment shows average growth rates of around 22.3% per year

Market sizes: global

Global Social Media Advertising revenue in billion US\$ and mobile/desktop distribution



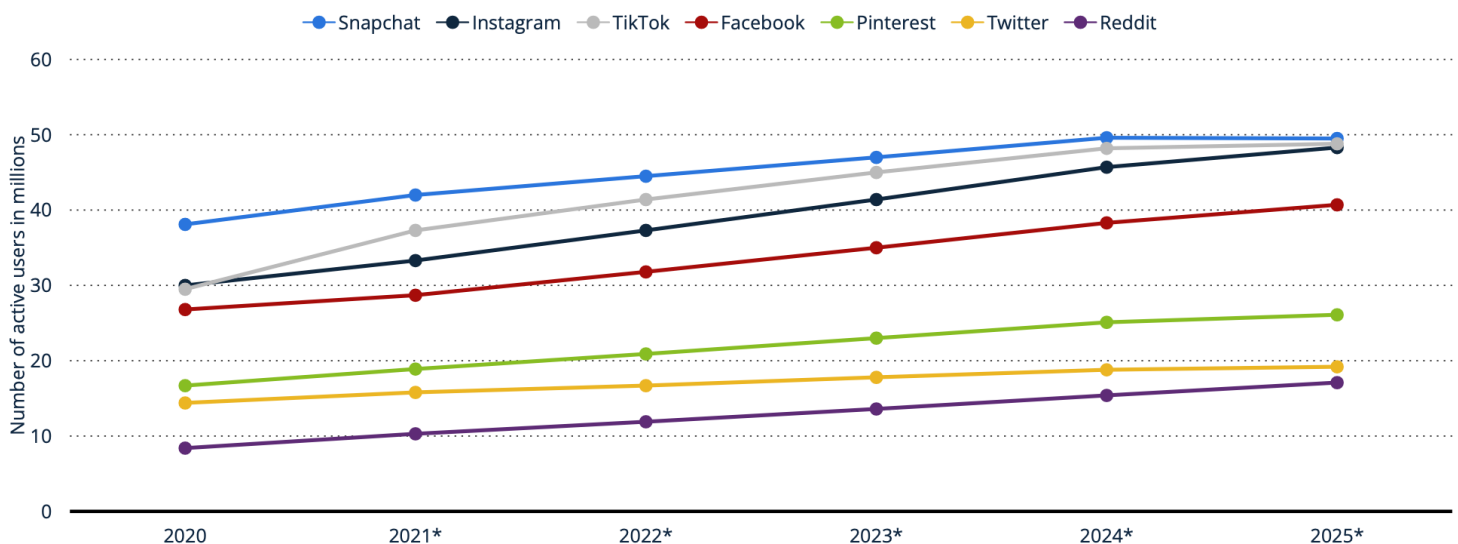
Notes: (1) CAGR: Compound Annual Growth Rate / average growth rate per year

Sources: Statista Advertising & Media Outlook 2022

statista

## Number of Generation Z users in the United States on selected social media platforms from 2020 to 2025 (in millions)

Gen Z: selected social media platforms in the U.S. 2020-2025



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Description: In 2021, messaging and video sharing platform Snapchat was more popular than TikTok among Gen Z users in the United States. TikTok counted around 37 million users who were born between 1997 and 2012, while Instagram reported around 33 million users in the same period. Snapchat, which counted 42 million Gen Z users, is projected to reach 49.5 million users in the examined demographic by 2025. Overall, platforms such as Pinterest, Twitter and Reddit had significantly less users [...]. [Read more](#)

Notes: United States; 2020 to 2021; individuals born between 1997-2012 who access their account via any device at least once per month; \*Forecast [Read more](#)

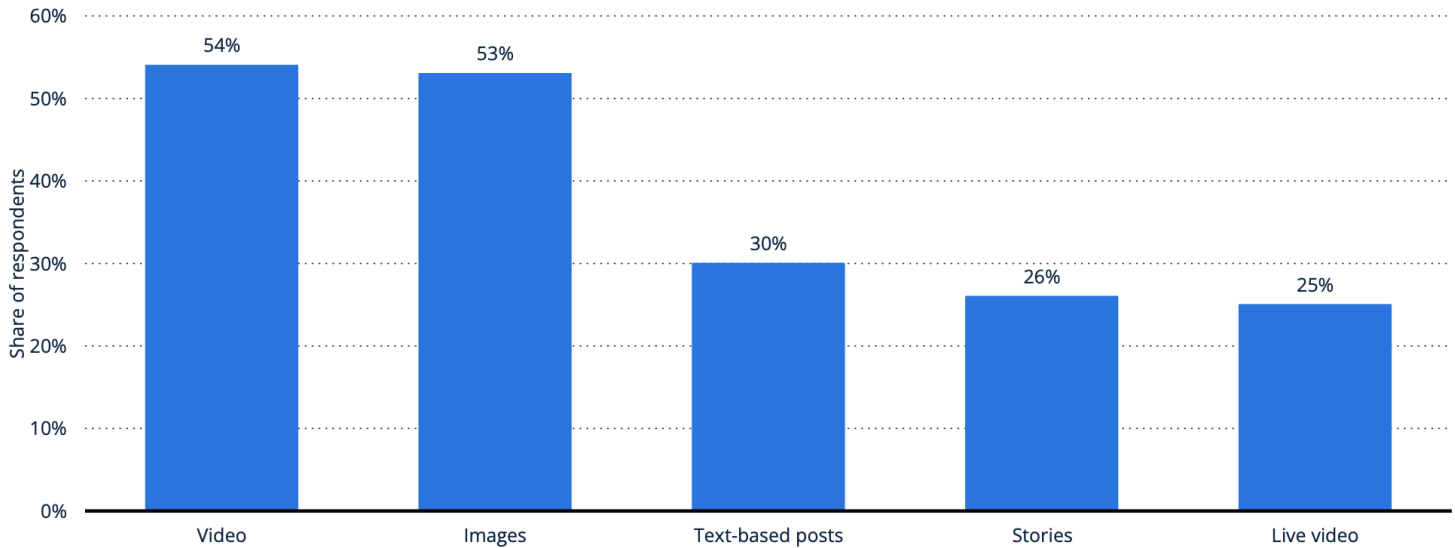
Sources: eMarketer; Sprout Social

statista



## Types of content valuable for social media marketing goals according to marketers in the United States as of April 2021

Content types valuable for social media marketing in the U.S. 2021



**15** **Description:** During a 2021 survey carried out among marketers from the United States, 30 percent of respondents stated that text-based stories were a valuable type of content for social media marketing. The most commonly named type were videos, with 54 percent. Brands invested nearly 48 billion U.S. dollars in social media advertising in the U.S. in 2021. [Read more](#)  
**Notes:** United States; March 30 to April 6, 2021; 1,001 respondents  
**Sources:** Lucid; Sprout Social

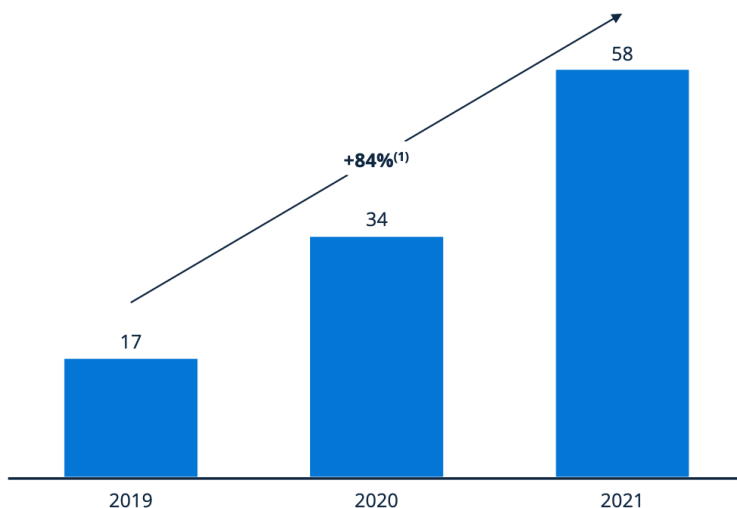
statista

## The combined advertising revenue of TikTok and Douyin accounts for nearly 80% of ByteDance's total income

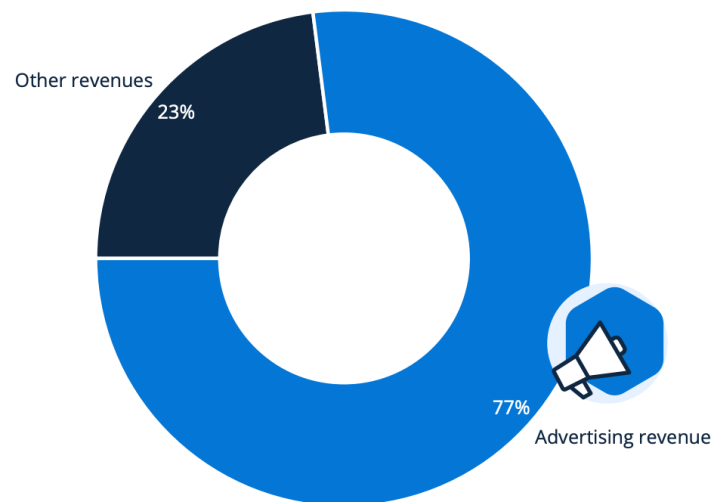
Company profiles: ByteDance

ByteDance

ByteDance's revenue from 2019 to 2021, in billion US\$



ByteDance's revenue contribution in 2021

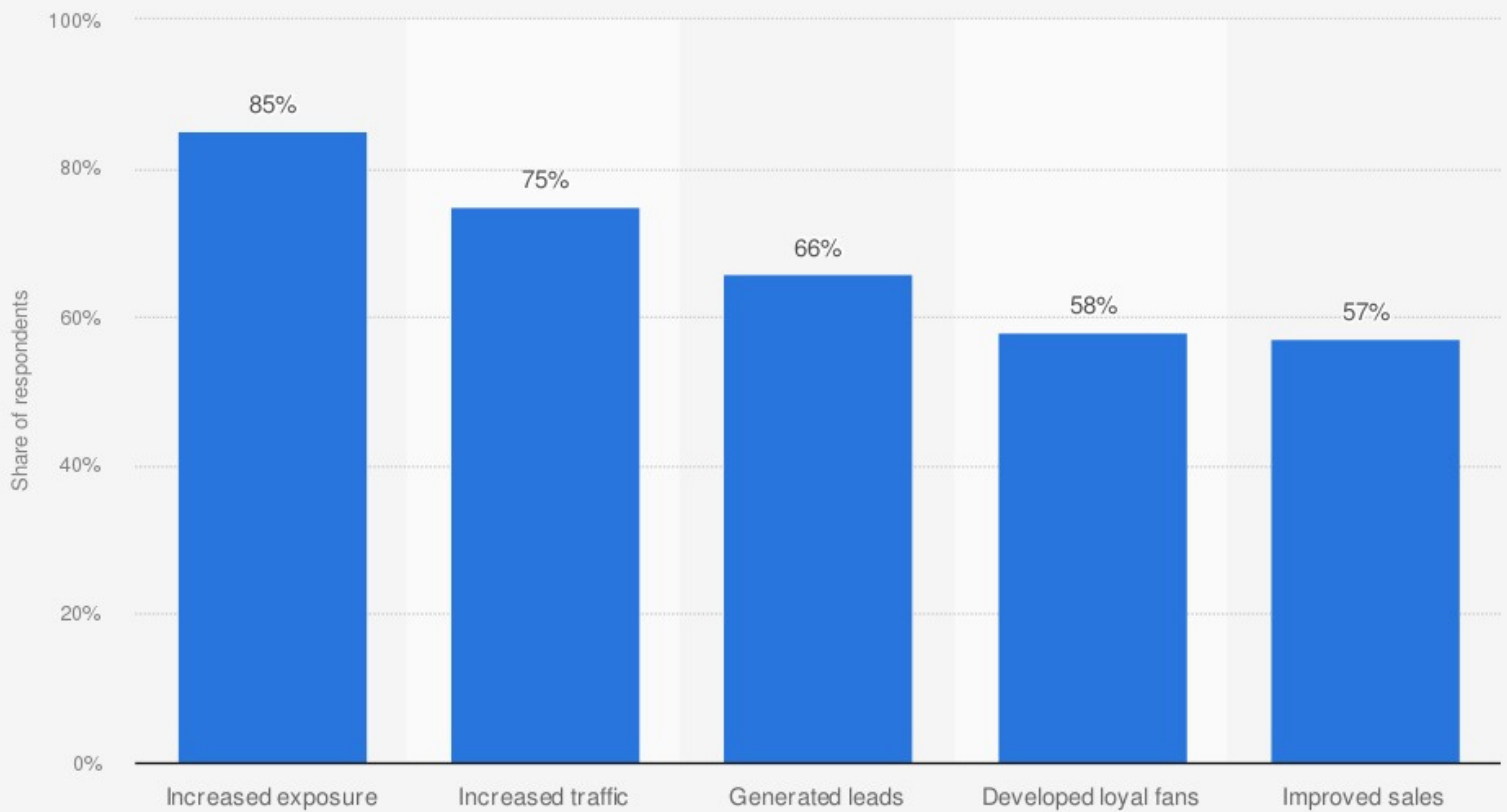


**18** **Notes:** (1) CAGR: Compound Annual Growth Rate / average growth rate per year

**Sources:** Reuters

statista

### Leading benefits of using social media for marketing purposes worldwide as of January 2022

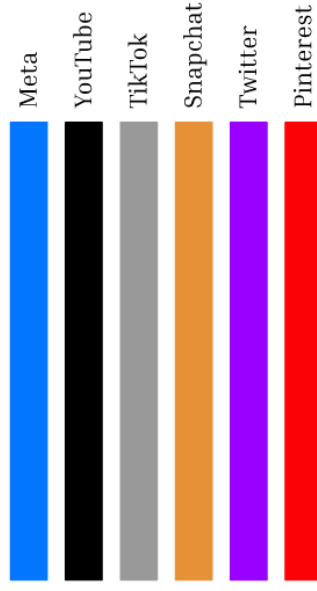
**Sources**

Social Media Examiner; Frankwatching  
© Statista 2023

**Additional Information:**

Worldwide; Social Media Examiner; January 2022; 2,897 marketers; Online survey

# Example Content Calendar: Weekly



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Meta x2 Twitter x2 Pinterest x1	Meta x3 Twitter x2 Pinterest x1	TikTok x2 Meta x4 Twitter x1 Pinterest x3	YouTube Video Meta x4 TikTok x1 Twitter x3 Pinterest x1	TikTok x3 Meta x3 Twitter x2 Pinterest x2	YouTube Video TikTok x3 Twitter x2 Pinterest x3	YouTube Video0 (every other week) TikTok x1 Twitter x2
TikTok x2 Snapchat x3	Meta x2 Snapchat x2 Twitter x1 Pinterest x2	Meta x2 TikTok x4 Snapchat x2 Pinterest x1	Meta x2 TikTok x2 Snapchat x4 Twitter x1 Pinterest x2	Meta x1 TikTok x2 Snapchat x1 Pinterest x1	Meta x10 TikTok x1 Snapchat x7 Twitter x1 Pinterest x2	Pinterest x1 Meta x6 TikTok x1 Snapchat x7
Meta x1 TikTok x2 Twitter x2 Pinterest x2	Meta x2 Twitter x1 Pinterest x1	Twitter x2 TikTok x3 Pinterest x2	Meta x2 TikTok x2 Twitter x1 Pinterest x3	Meta x1 TikTok x1 Twitter x2 Pinterest x2	Meta x6 TikTok x2 Twitter x2 Pinterest x1	Meta x4 Twitter x2 Pinterest x1

\*Use a diverse range of post types: stories, ads, pins, videos, static or carousel posts

\*\*Engagement should also be a primary goal on all platforms as it creates unique consumer experience

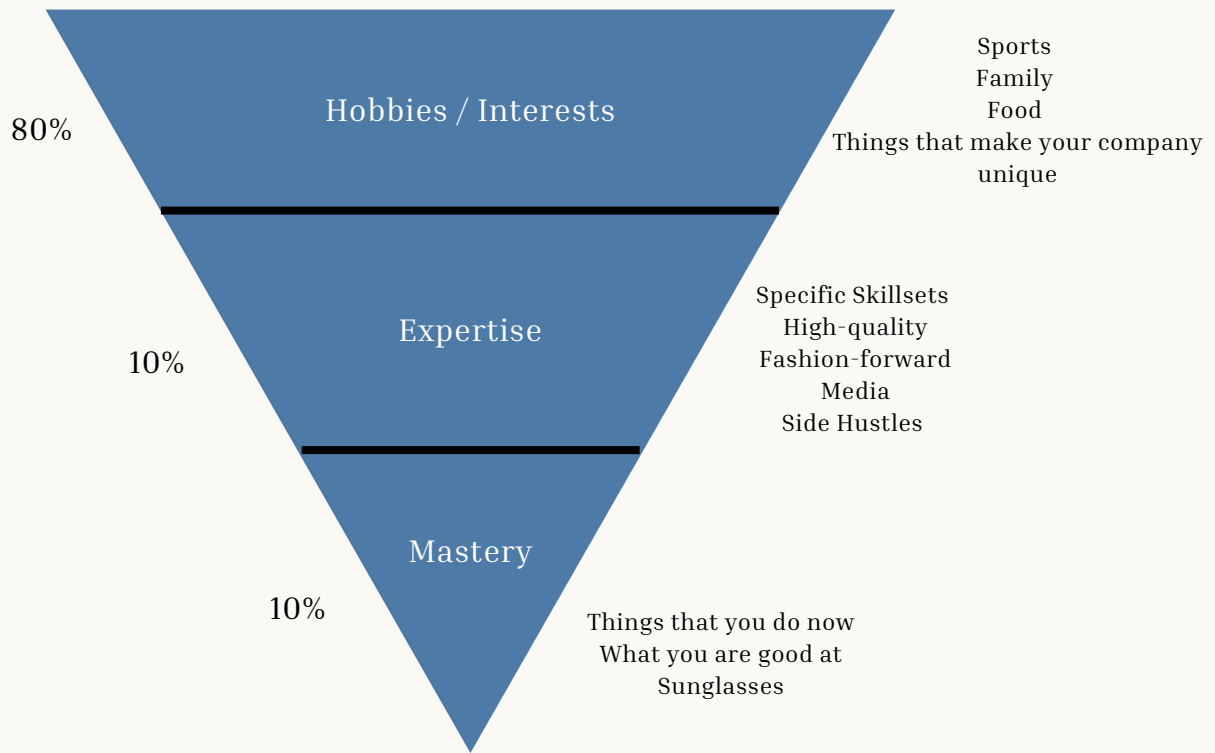
## Important points to remember:

- Your videos should have *one single point/focus*
- *Captions* for talking heads & for more user-inclusive content
- Make sure video visuals match your video context
- *Consistency* is key
- Focus on Rarely Asked Questions (RAQs) about your brand, rather than Frequently Asked Questions (FAQs)
- Venture *outside your niche*
- Spend 80% of effort in a *strong hook* (you have 3 seconds to grab your audiences attention)
- Focus on ideal post times in the beginning, but as you go, the algorithms will push content to people who want to view it. Good content will be seen.
- Focus on creating *authentic and fun content*
  - don't take your brand too seriously on social media
  - use comedy and interact with your audience
  - create challenges that encourage engagement
    - stitches
    - comments
    - shares

## The Gold Fish Method:

- Video length should be between 10-59 seconds (or longer if long-form)
- Have something new every 3-8 seconds
  - colors, captions, new scene
- Have an engaging tone and pacing
- Amplify your personality (brand)
- Have visuals that make sense and are engaging

## Higher Education Marketing (HEM) Strategy:



## Use AI and technology to your advantage:

### Ideations

- Answerthepublic.com - Find popular topics
- Google Trends - Find popular trends & topics

### Post Production

- Adobe Enhance - Turn any audio into professional-sounding quality
- ChatGPT - Write scripts and captions
- Capcut - Edit your videos and add captions
- Descript - Chop up long form to short form

### Visuals

- Midjourney - Create thumbnails and visuals
- Synthesia.io - AI generated talking heads



*"If I had to build a personal brand from scratch  
I would focus my efforts on creating video  
content and post on social media 4x per day" -  
Neil Patel, CEO/Founder NP Digital*

# Threats & Analysis



#### Weaknesses:

- Limited success in recent years may make it difficult to attract fans outside of the San Diego area.
- The team may not be as well-known or recognizable compared to some of the larger and more established teams in the league.

#### Threats:

- Competition from other Major League Baseball teams for fans and sponsorship opportunities
- Changes in consumer behavior, such as a shift away from traditional advertising and media, may impact the effectiveness of marketing efforts.

#### Threats:

- Need to focus on younger fan base:
  - Sports Business Journal - “we just never had to think about our younger fans because we were out here trying to sell season tickets [and] premium suites,” said Jon Hay, the club’s vice president of data, intelligence and analytics. “We just had never tried to sell them products”
  - Increases from 85 targeted digital campaigns to almost 300 in 2021
- In the past 5 years, they have been involved in a few scandals, some involving managers or presidents of the team
- Years of bad seasons prior to 2004 leading to loss of fans



#### Threats:

- Aggressive and passionate fan - can be an opportunity & Knockaround needs to make sure Knockaround leverages this correctly
- Changing fashion trends
- Winter weather in Philadelphia is not ideal for sunglasses
- Phillies attendance is down 19.8% since 2019
  - On field performance has not gone down
- Blue-collar work force





## Threats from Competitors

After analyzing Knockarounds competitors, including brands such as Oakley, Shady Rays, Goodr, DIFF Eyewear, Blenders Eyewear, Quay, BrightEyes Sunglasses, and Roka, we identified several threats and weaknesses to our market position. While engagement metrics such as social media followers, post views, and likes were similar among competitors, Oakley's substantial 2 million followers indicate that their brand recognition and reputation could pose a threat to our market share.

Moreover, we observed that many of Knockarounds competitors were producing similar advertisements and content, indicating a lack of differentiation in the market. This could potentially weaken Knockarounds ability to stand out and attract customers. However, this new license with Major League Baseball offers a new and exciting opportunity for brand exposure. It is imperative that Knockaround creates a unique brand identity and messaging strategy that resonates with their respective markets as well as larger target audience and sets themselves apart from their competitors.

# Objectives & Issues

Our ultimate objective is to maximize exposure across all markets, leveraging the strengths of our teams - the Padres, Red Sox, and Phillies - to connect with popular local social media influencers. In the case of the Padres, we recognize that San Diego is a diverse Market with various attractions beyond baseball, and therefore, we aim to broaden our outreach to include musicians and social media influencers who can help Knockaround gain more exposure. This is particularly important given the saturation of social media in the San Diego area

With the Red Sox and Phillies, both sharing many similarities, we seek to tap into their dedicated fan bases and blue-collar ethos by partnering with local social media influencers, podcasts, and leveraging the family/generational aspects. However, we face the challenge of identifying the most influential voices in these respective markets while adhering to budget restraints.

- Overall objective: maximize exposure across all markets
- Issues
  - Clutter on social media in San Diego area
  - Budget restraints with choosing/contacting influencers

# Marketing Strategies



Our marketing strategy for the San Diego Padres market is to develop more partnerships with local businesses and organizations to increase brand exposure and create unique marketing opportunities.

We believe connecting with the local colleges and universities will help grow awareness and brand exposure. Leverage on social media platforms to engage with fans will be another huge part of our strategy whether that be through connecting with various San Diego social media accounts or through running ads in social media. Some accounts we believe will help increase the exposure of Knockaround will be “FriarWire,” @perfectGameAll-American, or @therealfrankiej.

*FriarWire* is the official blog of the San Diego Padres with a total of 789.4K Facebook followers and 629.3K Twitter followers. We found that running ads through their Facebook will cost ~\$10 per thousand viewers and clicks, and through their twitter will be ~\$9 per thousand viewers and clicks.

Another great account we believe will help promote Knockaround is @*PerfectGameAll-American*. They are a San Diego based organization that promotes all things baseball - from high school to the major league. This will not only help Knockaround gain exposure (the number one goal) but will also attract more customers who are young and willing to spend money on MLB influenced glasses. Lastly, the best account to collaborate with is @*therealfrankiej*. He is a famous musician from San Diego with 183K

Instagram followers. He charges 3K for promotions, but would be a good return on investment.

Furthermore, we believe using data analytics and technology to target specific audiences to measure the success of our marketing campaigns to know what is working and what isn't. We want to encourage user generated content by promoting #SDKnockaround on all social media to post fan's photos to the jumbo screens at the Padres games. Lastly, we think it would be imperative to have Knockaround social media accounts to post YouTube shorts or TikTok on how Knockaround glasses are made.

- Develop more partnerships with local businesses and organizations to increase brand exposure and create unique marketing opportunities.
- Leverage social media platforms to engage with fans and increase brand exposure to a wider audience.
  - “FriarWire” official blog of the San Diego Padres 789.4K facebook followers and 629.3K twitter followers
  - @therealfrankiej via IG:183K, Famous Musician from San Diego. Is known for his big hit “Suga Suga”. Already does work with the Padres. Charges 3k for promotion.
- Use data analytics and technology to target specific audiences and measure the success of marketing campaigns.
- Possible Brand Recognition events:
  - Encourage User Generated content by telling people to post with #SDKnockaround to pop up on jumbo screens at games.
  - Youtube Shorts/TikTok on how the knockaround glasses are made



Like the Padres, our strategy with the Red Sox is to connect with local social media accounts to promote Knockaround glasses and gain exposure. The first partnership we recommend is “*over the monster*”, a very popular RedSox based podcast about everything that goes on in the organization. They have 59K facebook followers and 20.3K twitter followers. We have been in contact with them and used them to run ads through all their social media platforms for \$1K per month. This will be the perfect place to promote Knockarounds customized MLB sunglasses. Furthermore, we want to leverage the blue collar aspect of Boston collaborate with a company like “*Carhartt*.”. Carhartt is a booming clothing brand that is seen as a necessity for the blue collar working class. In continuation with trying to expand our exposure of Knockaround we believe @*Boston* is a another great account to connect with to gain brand awareness and exposure. @Boston has 441K instagram followers and posts everything New England news, sports, and entertainment. In addition to these specific accounts, it would also benefit Knockaround to connect with the countless celebrities that are die hard Red Sox fans - Ben Affleck, Mark Wahlberg, Bill Burr. These sponsorships will be the most expensive option, but their promotion of Knockaround's sunglasses has the potential to skyrocket our exposure.

- Connect with “over the monster” a popular RedSox based podcast about everything RedSox, they have 59K facebook followers, 20.3K twitter followers and post 19 times per week
- @Boston 441K instagram followers: share New England news, sports, and entertainment
- 98.5 the sports hub: 60.9K instagram followers all things sports in Boston
- Play into the the blue collar aspect of the city, collaborate with blue collar companies such as “Carhartt”
- Ben Affleck, Mark Wahlberg, Bill Burr
- Barstool Sports influencer Brianna Chickenfry \*very big college student fan base and from Boston



Our strategy for the Philadelphia Phillies plays into the dedicated and, some would say, crazy fanbase. Everyone knows people in Philadelphia take sports to a different level - they are die hard fans and they will be for life. Very similar to the Padres and Red Sox, we want to connect with the local social media accounts in the area to get the most exposure possible. Connecting with the “*Phillies Nation*” Podcast will be huge for Knockaround to have local Philly fans get to

know about their sunglasses. Phillies Nation is a site for the most fanatical Phillies fans to share ideas, absorb information, and rant with impunity. On average they receive over 25,000 visits per day with over 850,000 page views and 200,000 unique visitors a month. 85,000 visits per month come from Pennsylvanians including 65,000 in the Philadelphia metro area; another

44,000 are from New York and New Jersey. Still, the Phillies Nation audience extends well beyond the borders of the Delaware Valley. Readers represent all 50 states, more than 200 different universities, and over 60 government offices. Globally, the site is visited by people in over 171 countries. Phillies Nation offers both text and banner ads. Text ads will improve

Knockaround's site performance on Google and other search engines. Sponsorship opportunities are also available for the Phillies Nation newsletter which is distributed regularly to over 25,000 subscribers as well as their Facebook page (280,000 followers) and Twitter account (64,000 followers). Again, like the Padres, we want to have hashtag and Tiktok

challenges for local Philly fans to represent their team and show their fan loyalty. Celebrity endorsements could also be a big part in brand exposure. The best celebrities would be Meek Mill, the Phillies Phanatic, or Kevin Hart. Leveraging the loyalty of the Phillies fan base is the most important way to increase market exposure. Phillies' fans will do whatever it takes to stay connected and support their team, and we believe that we can penetrate that market by getting

Knockaround's name out there to local social media accounts and celebrities.

- Connect with “Phillies Nation” podcast
- Celebrity endorsements, such as Meek Mill or the Phillies Phanatic mascot, Kevin Hart
- Hashtag or tiktok challenges
- Utilize Phillies incredibly loyal fan base

# General Marketing Strategies

Overall, the name of the game is brand exposure. We want to get the name Knockaround in the minds of as many people as possible. Knockaround's partnership with the MLB is very promising to Knockaround because the MLB is already a multi-million dollar company that has countless fans worldwide. When MLB fans think about baseball, we want them to also think Knockaround sunglasses. We believe the best course of action is exposure through social media, whether that be connecting with local social media influencers in the specific area or running ad content on Knockaround's various social media accounts. We encourage an increase of TikToks videos and YouTube shorts, because in today's world, both of these markets are very popular and profitable. We also believe Instagram and Twitter can be big time players in Knockarounds market strategy, as well as creating a unique Snapchat filter showcasing each team's specialized glasses. Knockaround can promote the same ads on all forms of social media, however, it is important to refer back to the social media overview in order to properly and successfully post content for each individual social media.

- @PerfectGameAll-American: 43.9K instagram followers all about promoting the game of baseball
- Create a Hashtag Challenge #HowDoYouKnockaroundYourGlasses? or #KnockaroundYourGlasses
  - TikTok
  - Twitter
- Create a Snapchat filter featuring Knockarounds custom MLB sunglasses

# Action Programs



*Action Programs*

<u>Padres</u>	<u>Red Sox</u>	<u>Phillies</u>	<u>All</u>
<ol style="list-style-type: none"> <li>1. Locked on Padres</li> <li>2. FriarWire blog</li> <li>3. #SDKnockaround</li> <li>4. @therealfrankiej</li> <li>5. @demibagby</li> <li>6. @padres</li> </ol>	<ol style="list-style-type: none"> <li>1. Over the Monster</li> <li>2. Barstool Sports: Brianna Chickenfry</li> <li>3. @Boston</li> <li>4. @fitzygyf</li> <li>5. 98.5 The Sports Hub</li> <li>6. Ben Affleck</li> <li>7. Mark Wahlberg</li> <li>8. @redsox</li> </ol>	<ol style="list-style-type: none"> <li>1. Phillies Nation</li> <li>2. Philly Chit Chat</li> <li>3. Olivia Osborne @oliviaoosborne</li> <li>4. Bran @bran__flakezz</li> <li>5. Phillies Phanatic</li> <li>6. Kevin Hart</li> <li>7. Meek Mill</li> <li>8. @phillies</li> </ol>	<ol style="list-style-type: none"> <li>1. Talking Baseball (Jomboy Media)</li> <li>2. Increase posting on all social media daily</li> <li>3. Hashtag Challenge (TikTok &amp; Twitter)</li> <li>4. Snapchat filter</li> <li>5. Perfect Game All-American @pgallamerican</li> </ol>

# Controls

To ensure the success of a social media marketing strategy, it is important to establish and monitor key performance indicators (KPIs). These metrics serve as a yardstick to evaluate the effectiveness of the overall and individual campaigns. While KPIs for individual social medias can differ slightly, they play a vital role in measuring the progress and performance of the Knockarounds goals.

## KPIs to monitor:

*Engagement:* impressions, likes, comments, saves, shares, reposts, retweets, pins, etc.

*Followers*

*Click Through Rate (CTR)*

*Conversion rates*

*Reach*


*Frequency*


*Total Marketing ROI*

*Total Product Sales*

# Budgets

<div> <div>Knockaround Padres</div> <div>Profit &amp; Loss Statement</div> <div>2023</div> </div>				<div> <div>PADRES</div> </div>			
Products & Giveaways				Social & Digital Marketing/ R&D			
Gross Margin (-)		\$	283,500	Total reach			
Total Sales (Units)		\$	250,000	Total Transactions		116	
Estimated Engagement				Estimated Engagement			
Possible Products				Gross Revenue			
		Budget %	Units Produced	Units Sold	Sale Price	Production/ Distribution Cost	Gross Revenue
Padres Glasses Gameday Giveaway		30%	20000	0	\$ -	\$ 200,000	\$ (300,000)
Padres World Series Pennet Gameday Giveaway		20%	40000	-	\$ -	\$ 200,000	\$ (200,000.00)
Social Media Stadium Tour Giveaway			5 people	5	-	-	-
Limited Edition Padres Sunset Glasses			5000	5000	35.00	\$ 50,000.00	\$ 125,000
Swinging Friar Giant Custom Glasses		0.05%	1.00	0	-	\$ (500)	\$ (500)
Limited Edition Swinging Friar Phanatic Glasses			5000	5000	35.00	\$ 50,000	\$ 125,000
Alcohol Beverage Knockaround Cups		3.3%	11000	0	-	\$ 33,000	\$ (33,000.00)
Social & Digital Marketing/ R&D				Engagement			
		Budget %	Cost	Units Sold	Interactions/ Posts	Subscribers/ Followers	Engagement
MLB Licenses & Patents		Built In Cost	-	-	-	-	N/A
Intellectual Property (Copyrights)		Built In Cost	-	-	-	-	N/A
News Media Annoucements		15%	\$ 150,000	5		27,800,000	27,800,000
Local Media Partnerships		10%	\$ 100,000	4		22045000	22045000
Google/ Youtube Banner Ads		20%	\$ 200,000	100	10000000	2100000000	2110000000
Virtual Snapchat Glasses GeoFilter		0.36%	\$ 3,600	2		635000000	0
Celebrity Brand Ambassadorships		17.5%	\$ 175,000	3		13400000	13400000
TikTok Influencer Posts/ Ads		15%	\$ 150,000	2		1050000000	1050000000
News Media				Celebrities (mac Followers (Inst: Price/ Per Post			
Front Office Sport:		Subscribers (month)	800,000	Listeners (month)		Ru Paul	4400000 \$ 50,000
The Gist			500,000			Phil Mickleson	1200000 \$ 25,000
Espn			20,000,000			Tony Hawk	7800000 \$ 100,000
WSJ Sports			3,500,000			Mirco	
Barstool			3,000,000			demibagby	
						therealfrankiej	

<div> <div>Knockaround Red Sox</div> <div>Profit &amp; Loss Statement</div> <div>2023</div> </div>							
Products & Giveaways				Social & Digital Marketing/ R&D			
Gross Margin (-)		\$	274,500	Total Reach			
Total Sales		\$	250,000	Total Transactions		117	
Estimated Engagement				Estimated Engagement			
Possible Products							
		Budget %	Units Produced	Units Sold	Sale Price	Production/ Distribution Cost	Gross Revenue
Red Sox Glasses Gameday Giveaway		30%	20000	0	\$ -	\$ 200,000	\$ (300,000)
Red Sox Green Monster Pennet Gameday Giveaway		20%	37000	-	\$ -	\$ 185,000	\$ (185,000.00)
Social Media Stadium Tour Giveaway		0%	5 people	5	-	-	-
Limited Edition Red Sox World Series Glasses		5%	5000	5000	\$ 35.00	\$ 50,000.00	\$ 125,000
Wally Green Monster Giant Custom Glasses		0.05%	1.00	0	\$ -	\$ (500)	\$ (500)
Limited Edition Wally Green Monster Glasses		5%	5000	5000	\$ 35.00	\$ 50,000	\$ 125,000
Alcohol Beverage Knockaround Cups		3.9%	13000	0	\$ -	\$ 39,000	\$ (39,000.00)
Social & Digital Marketing/ R&D							
		Budget %	Cost	Units Sold	Interactions/ Posts	Subscribers/ Followers	Engagement
MLB Licenses & Patents		Built In Cost	-	-	-	-	N/A
Intellectual Property (Copyrights)		Built In Cost	-	-	-	-	N/A
News Media Announcements		15%	\$ 150,000	5		27,800,000	27,800,000
Local Media Partnerships		20%	\$ 200,000	5		22620000	22620000
Google/ Youtube Banner Ads		20%	\$ 200,000	100	10000000	2100000000	2110000000
Virtual Glasses Snapchat Filter		0.36%	\$ 3,600	2		635000000	0
Celebrity Brand Ambassadorships/ Posts		32.5%	\$ 325,000	3		45600000	45600000
TikTok Influencer Posts/ Ads		15%	\$ 150,000	2		1050000000	1050000000
Media							
		Subscribers (month)	Listeners (month)	Celebrities(ma		Followers (Insta	Price/ Per Post
Front Office Sport:		800,000		John Krasinski		4800000	\$ 75,000
The Gist		500,000	160000	Chris Evans		18800000	\$ 100,000
Espn		20,000,000	20000	Mark Wahlberg		22000000	\$ 150,000
WSJ Sports		3,500,000	220000	Micro			
Barstool		3,000,000	220000	briananchickenfry			
				fitzygfy			

Knockaround Phillies Profit & Loss Statement 2023							
Products & Giveaways				Social & Digital Marketing/ R&D			
Gross Margin (-)	\$	304,500		Total Reach			
Total Sales	\$	250,000		Total Transactions		115	
Estimated Engagement				Estimated Engagement			
Possible Products				Gross Revenue			
	Budget %	Units Produced	Units Sold	Sale Price	Production/ Distribution Cost		
Phillies Glasses Gameday Giveaway	30%	20000	0	\$ -	\$ 200,000	\$ (300,000)	
Phillies NLCS Pennet Gameday Giveaway	20%	43000	-	\$ -	\$ 215,000	\$ (215,000.00)	
Social Media Stadium Tour Giveaway		5 people	5	-	-	-	
Limited Edition Phillies NLCS Glasses		5000	5000	\$ 35.00	\$ 50,000.00	\$ 125,000	
Philly Phanatic Giant Custom Glasses	0.05%	1,00	0	\$ -	\$ (500)	\$ (500)	
Limited Edition Philly Phanatic Glasses		5000	5000	\$ 35.00	\$ 50,000	\$ 125,000	
Alcohol Beverage Knockaround Cups	3.9%	13000	0	\$ -	\$ 39,000	\$ (39,000.00)	
Social & Digital Marketing/ R&D				Subscribers/ Followers			
	Budget %	Cost	Units Sold	Interactions/ Posts		Engagement	
MLB Licenses & Patents	Built In Cost	-	-	-	-	N/A	
Intellectual Property (Copyrights)	Built In Cost	-	-	-	-	N/A	
News Media Announcements	15%	\$ 150,000	5		27,800,000	27,800,000	
Local Media Partnerships	10%	\$ 100,000	3		19,663,000	19663000	
Google/ Youtube Banner Ads	20%	\$ 200,000	100	10000000	2100000000	2110000000	
Virtual Snapchat Glasses Filter (3 months)	0.36%	\$ 3,600	2		635000000	635000000	
Celebrity Brand Ambassadorships	10%	\$ 100,000	3		17700000	17700000	
TikTok Influencer Posts/ Ads	15%	\$ 150,000	2		1050000000	1050000000	
Media				Celebs (macro)			
	Subscribers (month)		Media	Listeners (month)		Followers (Instag Price/ Per Post	
Front Office Sports	800,000		Philadelphia Phillies F	3,700,000	Quest Love	2800000 \$	50,000
The Gist	500,000		Phillies Talk	731,000	Rob McElhenney	1500000 \$	25,000
Espn	20,000,000		The Good Phight	32,000	Allen Iverson (story)	13400000 \$	25,000
WSJ Sports	3,500,000		New Heights	13000000	mircro		
Barstool	3,000,000		Talkin Baseball JomBo	2200000	oliviaoosborne		
					bran_flakezz		

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