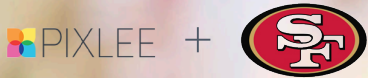


Launching a Social Media Campaign to Enhance Fan Loyalty



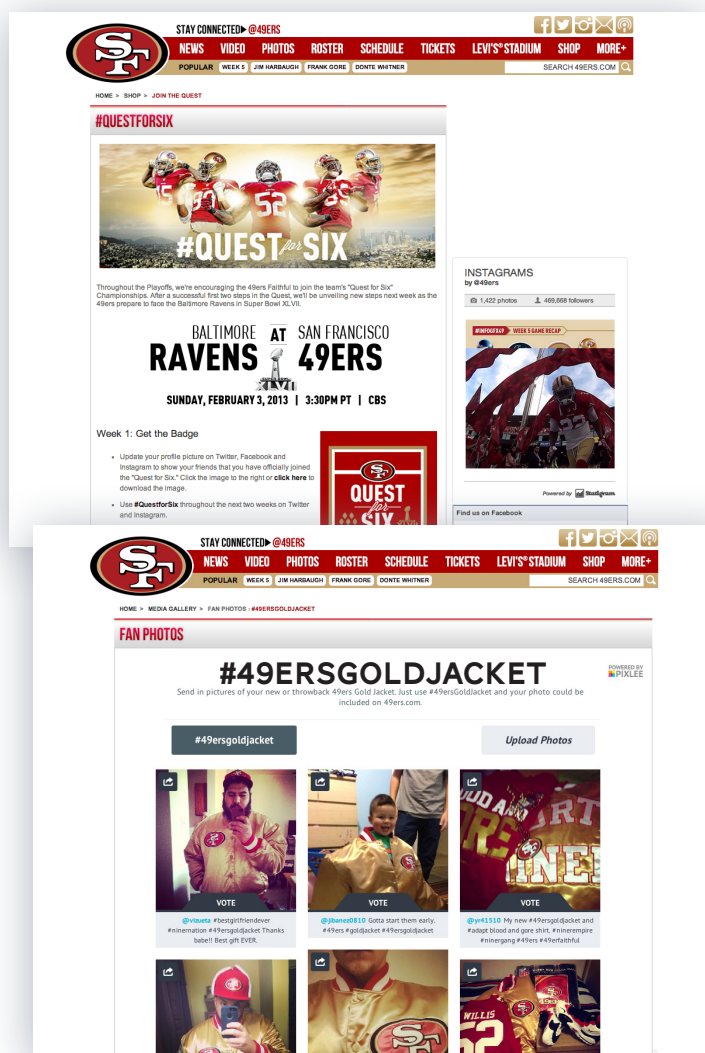
The San Francisco 49ers fan base is deeply rooted in Bay Area culture. For many, the team is a part of their personal identity. The 49ers partnered with Pixlee to capture its fans' unwavering enthusiasm and showcase it through its marketing efforts.

SOLUTION

The 49ers used Pixlee's Contests and Campaigns solution to run weekly social media campaigns to capture the spirit and loyalty of its fans. The NFL team displayed the best photos and videos in customer photo galleries on its web page and shared them on its social channels.

RESULT

The 49ers saw a 33% increase in submitted fan content and reached over 42 million people on Instagram alone. With the Pixlee platform, The San Francisco 49ers were able to easily launch and manage multiple social campaigns and celebrate its loyal fan base.



33%

increase in submitted photos and videos



+42m

people reached on Instagram