



WSC
Sports

The Playbook for Clubs:

5 Content Strategies That Drive Fan Engagement



Introduction

The sports media landscape is ever-changing, driven by evolving fan consumption habits and breakthrough technologies that enable exciting new content experiences. This presents sports clubs with fresh opportunities to explore innovative ways to engage and build deeper relationships with their fanbases.

Modern sports fans simply expect more. Not only do they want more content, they want to view it on multiple devices, in different formats and durations—and they want it to feature the players and plays that matter most to them.

So how can clubs keep up with fans' rising expectations, and create content that expands organic reach while generating meaningful revenue? Especially when they're often faced with the challenge of limited or delayed access to live game content, and have lean content teams.

In this guide, we'll dive into five impactful strategies clubs can use to supercharge their content workflows, driving unparalleled fan engagement and sponsorship revenue.

- 01 Creating More Match Day Content**
- 02 Unlocking Your Video Archive**
- 03 Optimizing Content for Social Media Success**
- 04 Localizing Content to Serve Regional Audiences**
- 05 Leveraging Secondary Teams**



01 Creating More Match Day Content

Content is king and a powerful tool for fan engagement. Luckily for sports clubs, within a single match lies countless storytelling opportunities: best goals, top tackles, stunning saves, player of the match, and so much more. It doesn't matter if your club is one of the biggest names in Europe, or if you're lesser-known, at the end of the day each team plays roughly the same number of minutes in a season and has the same amount of match content at their disposal.

The challenge for clubs is efficiently bringing match stories to life.

A key way for clubs to achieve this is through automation technology. Utilizing automated video content creation tools, hours of footage can be condensed into game highlights at unprecedented speed and scale, ready to fill your digital channels with fresh content to tell every narrative from every match.

Not only can automated workflows help to exponentially increase your content inventory on match days, but they also release digital teams from the manual labor involved in generating highlights.

This enables them to channel their creativity into producing a wide range of additional content such as behind-the-scenes material, in-depth training sessions, match preparations, and candid player interviews. Scaling up content output not only skyrockets clubs' organic reach, but it also unlocks content sponsorship opportunities both in and out of season.

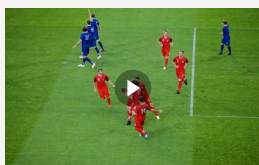
The equation is simple:



One Match - Infinite Content Narratives



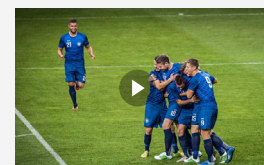
Key Player Best Moments



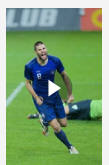
Best Moments



Full Match Replay VOD



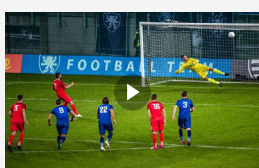
Best Moments



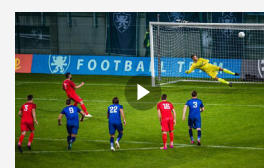
Key Player Best Moments



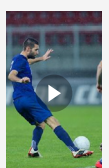
Best Skills



Match Highlights



Match Highlights



Goals



02 Unlocking Your Video Archive

Without even realizing it, most clubs are sitting on content gold mines in the form of their video archives. The same automated tools mentioned previously can be applied to the footage from clubs' expansive archives to seamlessly turn historic moments into fresh content. Entire video libraries can now be indexed and tagged automatically so that golden moments from the past can quickly be turned into a highlight.

'On This Day' and 'Classic Encounters' are highly engaging pieces of nostalgic content that allow fans to relive magic moments from the past.

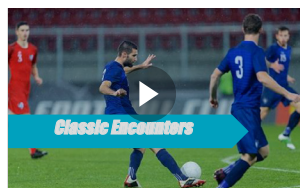
They can also be used to introduce younger generations to the pivotal moments and legendary players from the club's history, driving deeper connections with this audience.

Not only can you leverage new technology to bring this treasure trove of old footage back to life, but you can also repurpose it to fit modern audiences. For example, cropping a traditional 16:9 aspect ratio video to create highlights in 1:1, 4:5, or 9:16 to suit different platforms.

This archive content can be distributed across all club digital channels throughout the year to re-engage fans in-between gamedays, and is crucial for building up hype leading into gamedays.



On This Day



Classic Encounters



Last Time They Met



Best Goals 2017/18



"Our new fans need to understand the history of the club... archives play a big part. You're trying to tell a story building on what's happening now, but sometimes also from archives and it's true that how you access the archive is complicated, but with a solution, like WSC Sports this is simpler and simpler."



Pierre-Olivier Bouche,
Director of Media, Programming,
& Operations, Tottenham
Hotspur





03 Optimizing Content for Social Media Success

Creating more content is only one piece of the puzzle. Real growth comes from properly optimizing it to meet fans' ever-changing consumption habits.

Consider these statistics from a recent study commissioned by WSC Sports:

47% of Sports Fans

follow sports via highlights, with 30% citing YouTube as their preferred platform

38% of Gen Z

watch sports content on mobile devices, preferring vertical video content over horizontal

Social media channels such as YouTube, Instagram, TikTok, and X, offer a unique opportunity for sports clubs to organically reach and engage different audiences around the world. Each platform supports

video in different ratios, therefore ensuring that each piece of content created is optimized for the social media platform it will be viewed is crucial.

Content teams need to easily create videos in different durations and aspect ratios to serve fans with the various types of content they crave.

For example, we know Gen Z audiences prefer to consume sports highlights via mobile devices. So short-form vertical video (9:16 ratio) in the form of stories is ideal to meet this demographic on the platforms they use frequently, TikTok and Instagram. Whereas older generations are typically better served with longer-form content in a traditional 16:9 ratio, ideal for users of YouTube.

To maximize the potential of their media rights, clubs should prioritize any opportunity to attract and engage with audiences on social media and invest time to ensure that the right content is going to the right platforms.



WSC Sports has completely altered our matchday content flow, allowing us to easily capture moments to share on social in real-time. Away from matchday, it's also a massive benefit to have all moments logged and available at our fingertips. We love to utilize WSC's tools to automate content, as well, allowing us to become more flexible and nimble as we create specific content for our fans and channels.



Andrew Vazzano,
Director, Communications and Digital, New York Red Bulls





04 Localizing Content to Serve Regional Audiences

With modern audiences becoming increasingly player-focused clubs are presented with a golden opportunity to create more content of both their hometown heroes and their international stars.

Virtually all professional clubs today feature talent from outside their home countries. International players attract new fans whose interest in an individual player has the potential to carry-over to the team. A perfect example of this is Tottenham Hotspur's South Korean captain and forward, Son Heung-min. The three-time Asian Footballer of the Year is a true icon for fans all around the world, and the fact that he plays his football in North London has inspired troves of South Koreans to now follow Tottenham Hotspur. Following this surge of interest, the club astutely responded by fully leveraging the marketing power 'Sonny' brings with him by setting up new Korean-language social media accounts to bring fans more of the content they want to see.

Similarly, in the NBA, instead of spotlighting giants like LeBron James or Steph Curry, the league prominently features newcomer Victor Wembanyama in its content

and marketing campaigns directed at French audiences as they know this is who the French market wants to see.

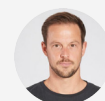
With clubs no longer bound to local audiences, it's imperative that they serve up enough localized content for targeted regional engagement wherever in the world those opportunities may arise.

Other ways to localize content could be adding commentary, graphical stats, and other information in different languages to appeal to as many fans in as many places as possible. When fans see a club catering to them in their native tongue it creates an emotional bond, making them feel valued and understood.

This gesture deepens fan engagement while unlocking access to new markets and lucrative new sponsorship opportunities.



The content that we're creating with WSC Sports allows us to empower the fans by letting them control what they see, versus us pushing whatever we want to them. And having everything automated without any extra effort needed from the editors is crucial in terms of saving resources.



Lukas Horn,
Head of Digital,
FC Bayern Basketball





05 Leveraging Secondary Teams

Sports clubs often have multiple secondary teams that fall under the umbrella of the main club. For example, in football, in addition to the senior men's team, it's likely for clubs to have a dedicated women's team, an under-21s team, and various other youth teams.

These secondary teams can prove really valuable for a club's brand. More teams means more matches, meaning more content, which if we go back to the equation in section one, leads to more engagement and more monetization opportunities.

A smart move for clubs is to open dedicated social media accounts for each secondary team and use them to promote each other.

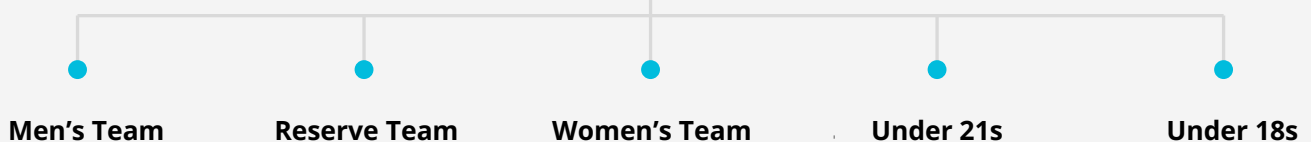
Clubs can also tap in to new audiences through their secondary teams. With the ever-growing interest in the women's game, spurred by the recent Women's World Cup, clubs can jump on this opportunity to promote the best action from the women's team across the men's team's channels.

Likewise, a club's youth team success can be shared in the same way to help drive up the number of eyeballs on its content.

Going a step further, in some cases, clubs have leveraged the success of the football team to cross over and open other sports teams, e.g. a basketball team.

Creating content from secondary teams at speed and scale is simple if the club is equipped with the same automation technology used by the main team. It's smart to share these innovative content tools and resources equitably across all properties to bring fans more of the content that interests them most.

From there, this content can be used to drive sign-ups to owned and operated channels like club apps or OTT platforms, where fans can view exclusive content from all properties. With this integrated approach, every property not only supports and amplifies the main club, but also nurtures a growing fan community, driving both brand visibility and revenue.





Summary

With consumption habits rapidly shifting and new technologies changing content workflows, now is the time for clubs to be proactive and seize the opportunity to deliver innovative experiences for their fans.

To thrive, clubs must be both agile and strategic—creating exceptional organic content for fans while also unlocking fresh monetization and sponsorship opportunities.

Central to this strategy, is making the most of their media rights to organically reactivate fan engagement in-between live matches and throughout the entire off-season.

This can be achieved by embracing new technologies such as automated content creation, paired with thoughtful optimization for the most impact on social media and localizing content accordingly to serve different groups of fans.

Importantly, by expanding content around secondary properties, and sharing resources accordingly, every club has the potential to drive meaningful revenue through its content.

About WSC Sports

WSC Sports automates the creation and distribution of highlights for over 400 teams, leagues, federations and broadcast partners across the globe, including:



Utilizing advanced AI technologies, WSC Sports' proprietary platform analyses live sports broadcasts, identifies each and every event that occurs in a game, and in real time creates and publishes customized videos. This enables clubs to maximize the use of their content, creating new revenue streams and a personalized fan experience on every platform for every type of fan.

If you're a rights holder looking to apply the strategies outlined in this playbook to your own content—including scaling content creation, optimizing it for multiple platforms, and personalizing it for different audiences—get in touch with us and we'll show you exactly how to do it with the WSC Sports platform.

[Book a Demo](#)