



# Xoso Sports Case Study

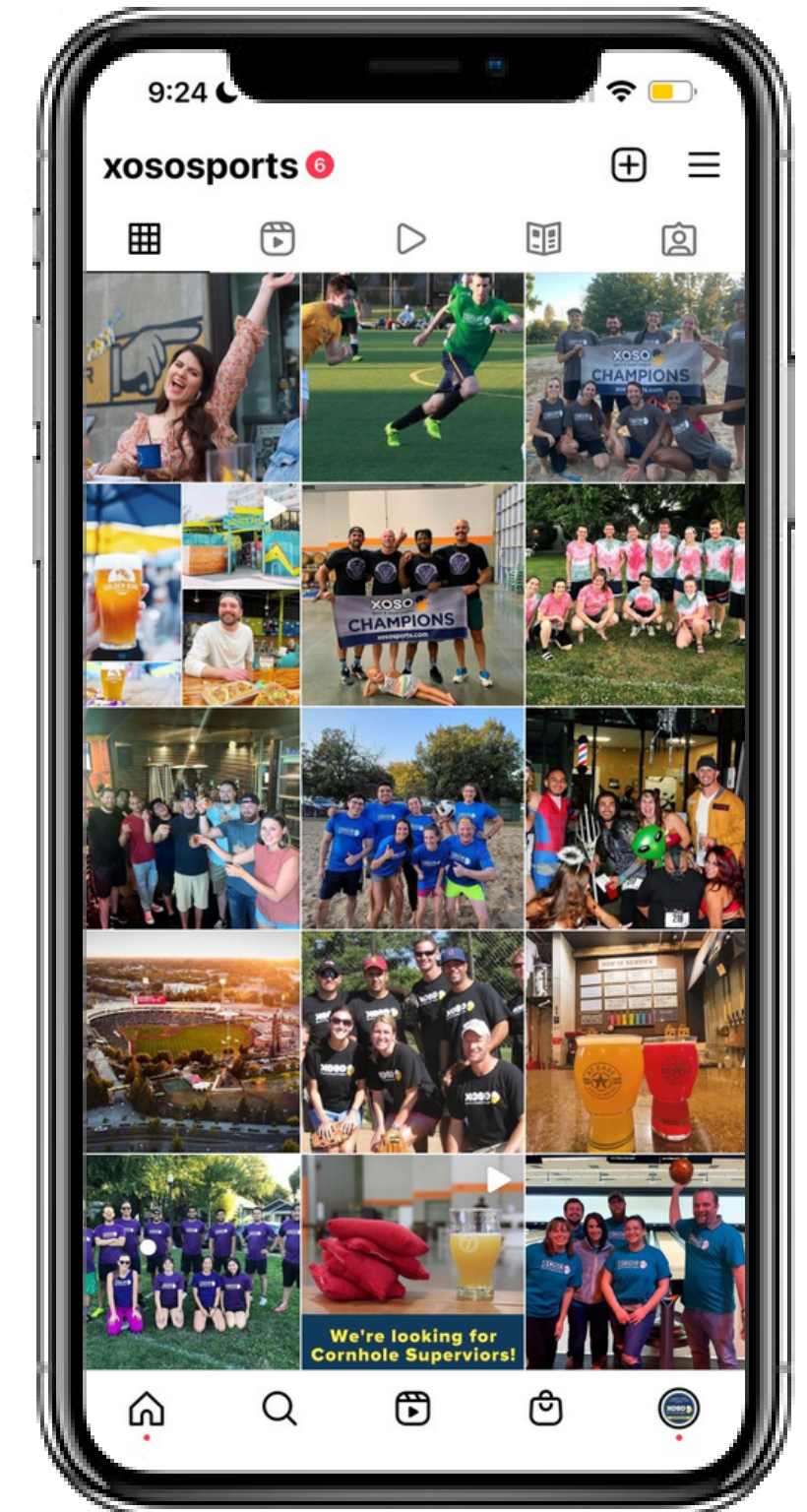
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**DIGITALLY**  
**DRIVEN** 



# Background

When COVID-19 hit the Sacramento region, Xoso Sports & Social League had to immediately close business letting go of their staff, their umpires and league managers, and immediately canceling all current leagues. Even though they tried to pivot to hosting trivia and online gaming, they found people join Xoso Sports & Social League for in-person connections and meeting new people around Sacramento and saw little success with their pivot plan. Because of this, they stopped all social media usage for almost a year.



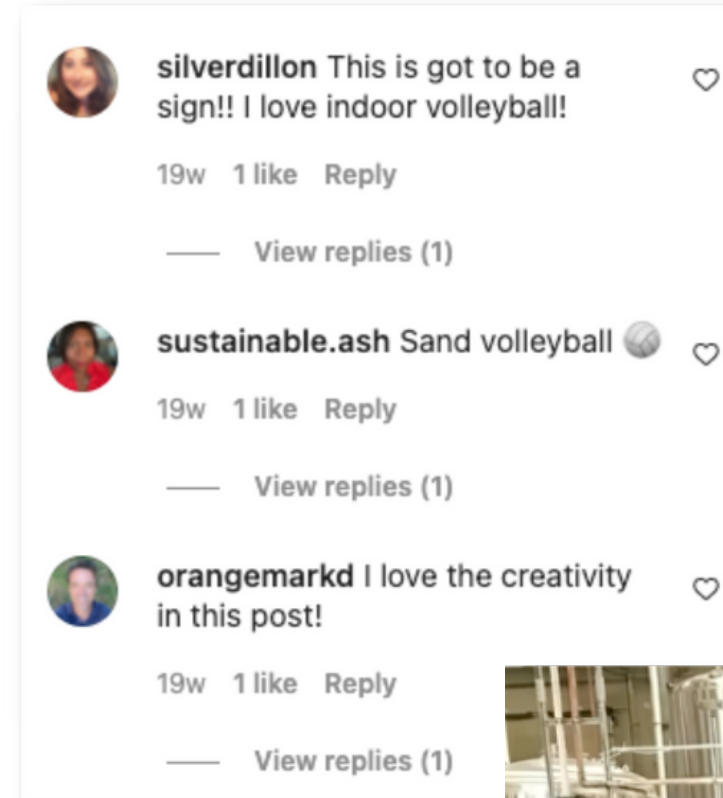
# The Plan

Once you stop posting on social media you're in an uphill battle to reach your audience again. When the greater Sacramento area was allowed to reopen outdoor activities, Xoso Sports had to act fast to get the message back out to former league members and reach new people who had moved to the region during the pandemic shut down. That's where we came in. Digitally Driven created and implemented a strategy that included a mix of giveaways, advertising, and creative content to drive high engagement and make new connections in Xoso's target demographic.

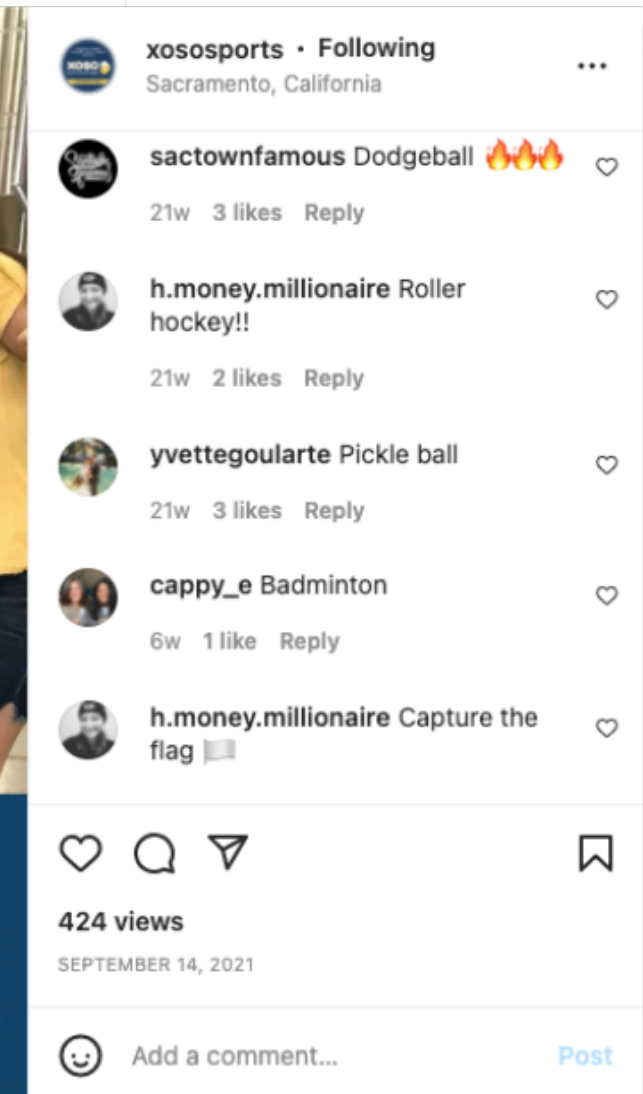


# Results

By implementing our plan, we were able to sign up over 100 new league members while building from a 0.4% engagement rate to a 3% engagement rate across their accounts. During our management from March 1 to December 31, 2021, Xoso's sales increased by 400% as a direct result of our paid advertising efforts in Northern California.



**If you could add any sport to the Xoso line up, what would it be?**



# By The Numbers

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**177**

sign ups in Xoso Sports Leagues from  
social media campaigns.

**1,109,907**

Impressions across all of Xoso Sports' social  
channels during 2021.

**24,861**

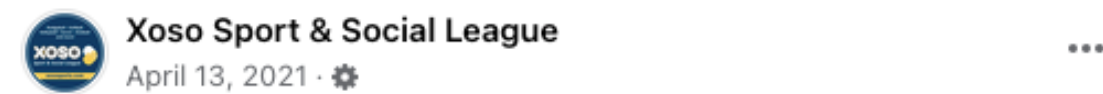
Engagements on social media posts across  
all managed channels.



# Sample Ads



Reached **4,765 people** over the one-week time period, resulting in **62 new followers** and **8 new email subscribers**.



It's so great seeing everyone back out on the fields and coming together again! 🥰 It's not too late to sign up for a late spring league.

Sign-ups closing this week:  
Wednesday Ultimate - closes 4/14  
Wednesday Bocce - closes 4/14  
Sunday Football - closes 4/18  
Tuesday Soccer - closes 4/20

Click here to sign up: <https://www.xososports.com/leagues?v=upcoming>



This resulted in 386 people reached over a three-day period and received 3 league sign-ups, a **1,680%+ return on ad spend**.



Looking for something fun to do this summer?  
We have a sport + social league for you.



**Summer Leagues Are Now Open | Xoso Sport & Social League**

Erick Sullcaray and 27 others 1 Share

Like Comment Share

Resulted in **22,760 impressions** over a one-month period, including **254 link clicks**.



