

# Seven League Enhances Global Football Community to Better Connect and Engage with Fans

The digital agency uses Hivebrite's community management platform to showcase fans' passion and foster meaningful relationships.

## Challenges

- Create a sense of belonging in community
- Foster meaningful relationships between members and the organization
- Boost engagement in the community
- Scale the community

## Solutions

- Fully branded community management platform
- Events module
- Interactive member map
- Content customization tools
- Hivebrite's built-in analytics suite

## Benefits

- Over 945 active members
- 110 communities represented
- Ability to offer personalized and relevant content to boost engagement
- Ability to make data-driven decisions to grow community

Seven League is an award-winning digital agency that is part of the Mailman Group. Created in 2012, its services focus on enhancing the digital performance of some of the world's most prominent sporting organizations.

## Meeting and Exceeding Fans' Expectations

Today's world is increasingly digital and connected, which has reshaped how sport is enjoyed, discovered, consumed, and monetized. Seven League selects the best technology partners to engage and inspire fans, build brand profiles, and drive value for its clients.

The agency launched Fan Movement, a global football (soccer) community, in 2018 for a major client seeking to create a stronger connection with fans and showcase their passion.

## Fostering a Strong Sense of Belonging

The community started as a Facebook page. However, as the community grew, the team identified the need for a bespoke community platform. Seven League decided to use Hivebrite's community management and engagement platform to help scale the community, create a stronger sense of belonging amongst members, and boost engagement.

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*We needed a platform that could support our ambitious growth targets with powerful engagement features. Hivebrite's platform offers our passionate members an exclusive and branded private space to connect, chat, share ideas, and more. It has given Fan Movement a real home—an online space created especially for our members. All of this facilitates a feeling of belonging, authentic self-expression, and the community's growth.*

**Luca Lasi**

Digital Consultant, Seven League

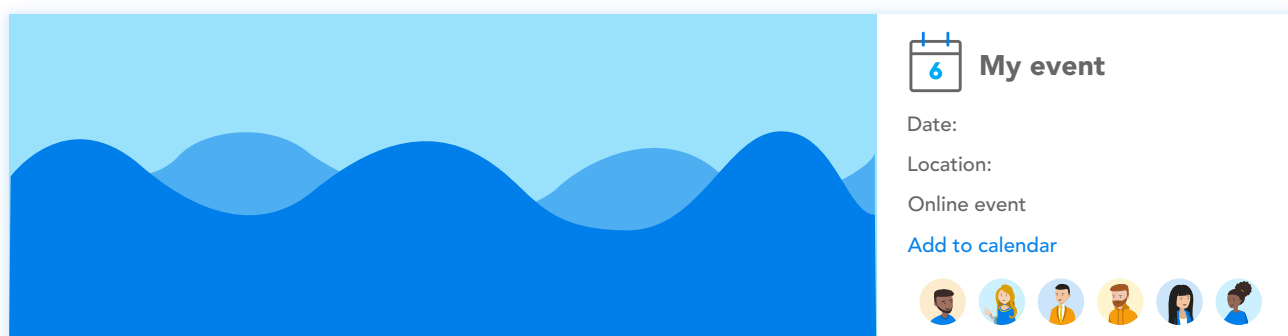
## Offering Relevant and Personalized Content and Experiences

The team behind the community works hard to keep members as engaged and active on the platform as possible—sharing different content formats, creating specific content for new members, and spotlighting member news and achievements.

Every week, members attend a virtual meeting to discuss different topics related to football, including how to make it as inclusive as possible and how to promote it in the wider society.

Using the Hivebrite platform's data analytics, Fan Movement can go beyond mass-communication campaigns and tailor messages and content to smaller, more specific community niches. Fan Movement recently hosted a virtual football award ceremony. The team increased attendance rates by harnessing data to send invites using the recipient's first name and a personalized message based on their favorite team. Fan Movement had a maximum ticket allocation of 180 and allocated all of them.

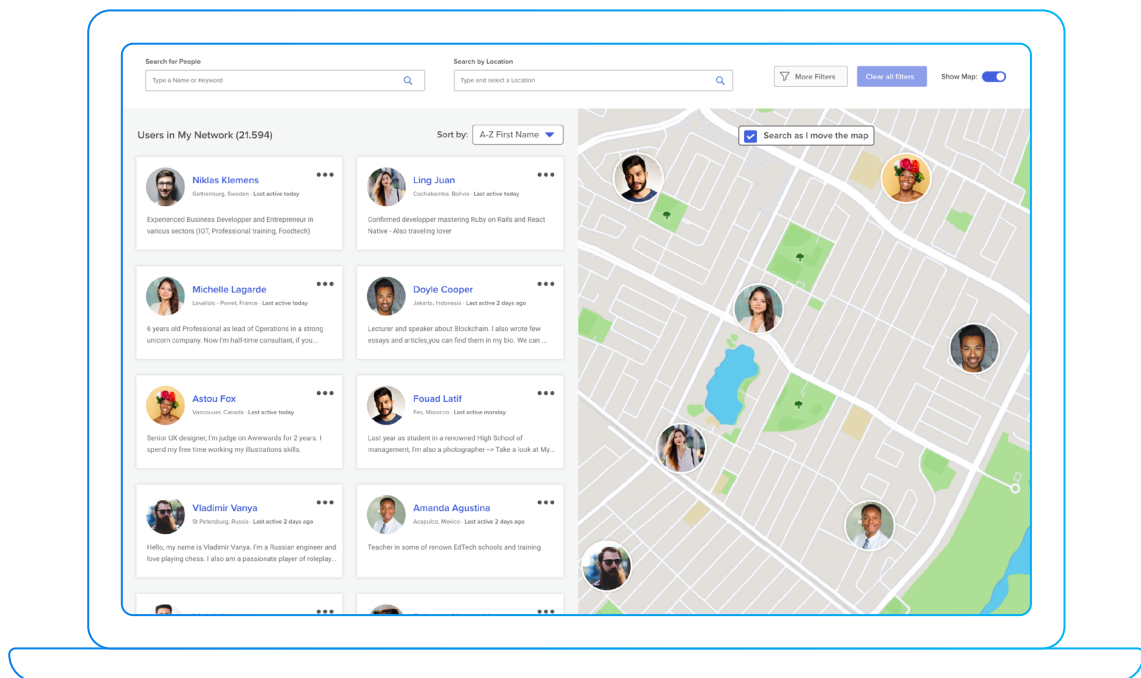
*"Our members have come to expect and demand relevant and personalized content and experiences in our community. Hivebrite's platform enables us to easily personalize communication and offer content based on the location and affinities of each member. Plus, by removing the complications and time-consuming tasks related to community management, we now have more time to focus on refining our engagement strategies,"* said Phin Leslau, Community Manager, Seven League.



## Constantly Refining Engagement Strategies

The community wants to facilitate meaningful connections between its members. One hundred and ten countries are represented in the community. Using the members' directory, users can easily search for members based on criteria such as location, favorite team, and favorite league. Hivebrite's interactive map displays all members' locations, making it easy for users to see members nearby and connect with them. Members can start discussions, ask and answer questions, and share content with ease.

*"The Hivebrite platform offers so much more value for our community than a public social network. The community's design and aesthetics encourage members to start authentic conversations and we have all the tools to boost engagement when necessary. It is fantastic to see conversations organically develop on the platform and our member base grow,"* said Phin Leslau, Community Manager, Seven League.



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### About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.