



Creating Grassroots Web Traffic at a Calgary Minor Soccer Tournament

See Your Game®'s role in Canada's largest indoor soccer tournament provides a potent example of the system's ability to drive web traffic.

Surpassing Traditional Advertising

Prior to sponsoring See Your Game®'s services at the tournament, a major grocery retailer was using traditional advertising to lure customers to their new online ordering web site. The campaign featured full-page newspaper ads and a variety of outdoor advertising. The campaign created awareness but the resulting web traffic was disappointing.

Then See Your Game® sent a crew to the soccer tournament to capture team photos and individual action videos. Immediately after the tournament, See Your Game® contacted each of the soccer players via e-mail, inviting them to see themselves in action on the grocery retailer's web site.

The results were amazing. There was an immediate spike in traffic. The grocery retailer's web site realized more hits in the two days following the soccer tournament than it had attracted in the last three months combined.

And it wasn't just the kids that were going to the web site. It was their parents and friends and grandparents. The players forwarded the link to the retailer's web site showing their pictures to more than 250 new people.

It is personal messages, not mass market advertising that creates web traffic. See Your Game® is the proven system for making it personal.

The Results

- 412 participants
- 83.8% response rate
- 76 participants forwarded their photos and video to 258 new people
- 5 average views per participant
- 2,247 visits to grocery retailer's online ordering web site

