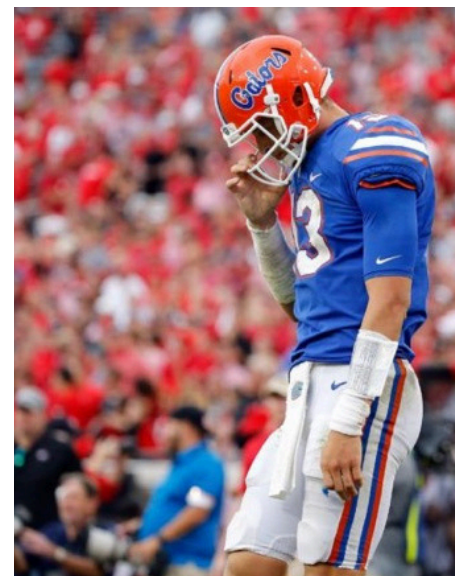


SIDELINED USA

ADELINE, EMILY, KRYSTAL, MIA, AND SYDNEY



AGENDA

SWOT ANALYSIS

PEST ANALYSIS

SOCIAL MEDIA AUDIT

TARGET AUDIENCE

CONSUMER PERSONAS

OBJECTIVE

GOALS

RESEARCH

TACTICS

CONCLUSION

S:

- A first-of-its-kind organization.
- The athletic community.
- Powerful story.

W:

- Lack of research.
- Lack of funding.
- Lack of clarification.

O:

- Professional athlete mentorships.
- Increased visibility.
- Sports-oriented mental health.

T:

- Positive strides.
- Psychological barrier.
- Lack of time.

P:

- Funding and grants.

E:

- Financial health of sports industry.
- Employment compensation.

S:

- Demographics.
- Lifestyle trends and changes.
- Major events / influences.

T:

- Technology legislation: Net Neutrality.
- Information and communications.
- Associated / dependent technologies: social media platforms.

SOCIAL MEDIA AUDIT

FACEBOOK

Sidelined USA

591 Followers

587 Likes

5/5 Rating

INSTAGRAM

Sidelined_USA

83 Posts

295 Followers

125 Following

Joined September 2016

TWITTER

Sidelined_USA

160 Followers

80 Following

366 Likes

Joined September 2016

TARGET AUDIENCE

CHICAGOLAND AREA.

TEENS.

YOUNG MEN & WOMEN.

AGES 12-22.

**ATHLETES PERMANENTLY
SIDELINED DUE TO
MEDICAL INJURY.**



ALEXIS IS A HIGH SCHOOL SOPHOMORE AND FORMER TRACK ATHLETE. SHE HAS BEEN RUNNING SINCE THE AGE OF SIX, BUT AFTER SUFFERING A TORN ACL, SHE IS EXPERIENCING FEELINGS OF ISOLATION AND DEPRESSION DUE TO HER INABILITY TO PARTICIPATE IN TRACK MEETS.

MOTIVATIONS:
GROWTH & OPPORTUNITY.
CONTRIBUTING TO HER FORMER TEAM.

FEARS:
BODY CHANGES FROM INABILITY TO EXERCISE.
LOSING TOUCH WITH ATHLETIC COMMUNITY.



JOSH IS A HIGH SCHOOL SENIOR AND CORNERBACK ON THE FOOTBALL TEAM. HE COMMITTED TO A FULL RIDE TO THE U OF I. AFTER A SERIES OF CONCUSSIONS, HE IS NO LONGER ABLE TO PLAY. HIS FAMILY IS CONCERNED FOR HIS WELL-BEING AS HE HAS BEGUN TO EXPERIENCE HEADACHES AND PARANOIA RELATED TO HIS HEAD INJURY.

MOTIVATIONS:

**MAKING FAMILY & FRIENDS PROUD.
PROVING HIMSELF IN COMPETITIVE
SETTINGS.**

FEARS:

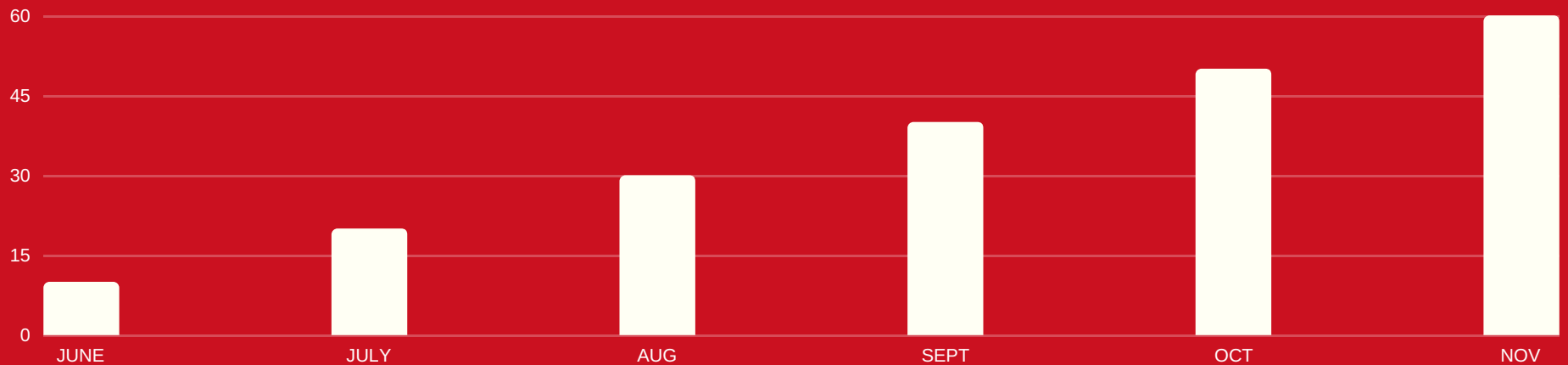
**LOSING ATHLETIC SCHOLARSHIPS.
SHOWCASING VULNERABILITIES.**

The background of the slide features a repeating pattern of orange basketballs. The top and bottom sections of the slide are filled with this pattern, while the middle section is a solid dark blue.

Our objective is to raise awareness around Sideline USA among sidelined athletes throughout the Chicagoland area by communicating with them directly.

GOALS

- Source new athletes to Sidelined USA, increasing enrollment by 10% month over month for six months.





“An NCAA survey of athletes found over the course of a year that 30% reported feeling depressed while half said they experienced high levels of anxiety.”

- USA Today



Andrew Joy

**President & Founder
The Mental Difference**



Courtney Collins

**Illinois Area Director
American Foundation for Suicide Prevention**



TACTIC 1:

INFLUENCER PROGRAM

- Have a large and engaged audience.
- Relevant to your customers.
- Appear to be authentic.
- Active on social media and post frequently.
- Have a tone and style that match those of your brand.
- Align with the people who have the attention and respect of their audiences.



TACTIC 1 CONTINUED:

INFLUENCERS

MARIAN HOSSA: CHICAGO BLACKHAWKS
PROGRESSIVE SKIN DISORDER

KEVIN MCKEE: U.S. NATIONAL SLED HOCKEY
TEAM

SACREL AGENESIS

KYLE SCHWARBER: CHICAGO CUBS
TORE HIS LEFT KNEE LIGMENTS IN 2016

TACTIC 2: INQUIRY PAGE



- ★ CTA button on the Facebook Page allows families to request more information.
- ★ Clicking this button subscribes the user to a list to stay updated via Facebook.

TACTIC 3: STORYBOARD

- Interview storyboard featuring sidelined student athletes involved with Sidelined USA.
- Athletes share their passions, their stories & injuries, how they managed through their injuries/being sidelined, advice, and/or any other relevant and helpful information/tips.
- Short 1-2 minute video talk/summary.
- Including a more in-depth written segment.



15 minutes ago · 2 min

Sidelined - Kyle Forde Story

Kyle Forde, All-Time Sack Leader, talks about the injury, the recovery process, and what's next...
Welcome to your blog post. Use this space to...

0 views Write a comment



an hour ago · 1 min

Sidelined for the Season - Kendra Wells

Kendra Wells was on her way to be a dominant player for the Varsity Volleyball Team, however, her struggle with injuries has set her back. . . Welcome ...

0 views Write a comment





THANK YOU!

