

# Major League Ballpark Guide: Marlins

## Digital Marketing Plan: Leveraging Mobility Technology in Sports

Fan Engagement in Connected Stadiums

*Miami*

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## Executive Summary

**Purpose:** Leverage mobility technology to enhance fan engagement and optimize the sports experience.

**Focus:** Connected stadium applications and mobile platforms (MLB Ballpark, MLB AR features, etc.).

### Key Goals:

- Expand brand reach through mobile touchpoints
- Increase in-stadium engagement with real-time tools
- Convert casual fans into paying customers
- Build long-term loyalty through personalized digital experiences

**Outcome:** A scalable, data-driven mobile marketing strategy aligned with the RACE framework.

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## Situation Analysis

### Current Challenges:

- Declining game attendance and ticket sales
- Weak fan engagement outside of stadium
- Fragmented digital presence, limited personalization

### Opportunities:

- Rising use of smartphones for live sports consumption
- Fans demand connected, interactive stadium experiences
- AR/VR and mobile apps provide new monetization channels

### Benchmark Examples:

- Roland Garros App: consolidated services in one platform
- MLB At Bat AR: enhances real-time game insights
- Twins “ARound”: shared AR for in-stadium fan engagement



# Major League Baseball

## Objectives

### Primary Goal:

Increase fan attendance and engagement through mobile-driven experiences.

### SMART Objectives:

- Grow average game attendance by **15% in the next two seasons**
- Boost in-app engagement by **25% within 12 months**
- Increase digital merchandise/ticket sales by **20% year-over-year**
- Achieve a **70%+ fan satisfaction rating** with mobile/digital experience

### SMART Goals

#### Increase Game Attendance

*Specific:* Raise average home-game attendance.

*Measurable:* By 15% compared to current baseline.

*Achievable:* Supported by mobile engagement tools and marketing strategies.

*Relevant:* Directly impacts revenue and fan loyalty.

*Time-bound:* Within the next two seasons.

#### Boost Mobile App Engagement

*Specific:* Enhance interaction with the team's official mobile app.

*Measurable:* Achieve a 25% increase in daily active users and session time.

*Achievable:* Through personalized push notifications, AR features, and loyalty rewards.

*Relevant:* Mobile engagement is central to fan experience and retention.

*Time-bound:* Within 12 months.

#### Grow Digital Sales

*Specific:* Increase merchandise and ticket purchases through digital channels.

*Measurable:* By 20% year-over-year in revenue.

*Achievable:* Using streamlined mobile purchasing, targeted promotions, and in-app offers.

*Relevant:* Strengthens both revenue and digital ecosystem adoption.

*Time-bound:* Achieved by the end of next fiscal year.

#### Improve Fan Satisfaction

*Specific:* Raise satisfaction with mobile/digital gameday experience.

*Measurable:* Maintain or exceed a 70% fan satisfaction rating in post-event surveys.

*Achievable:* Supported by faster entry, reduced wait times, and interactive in-app features.

*Relevant:* A positive fan experience leads to loyalty and repeat attendance.

*Time-bound:* Tracked and achieved by the end of the upcoming season.

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## Strategies Overview

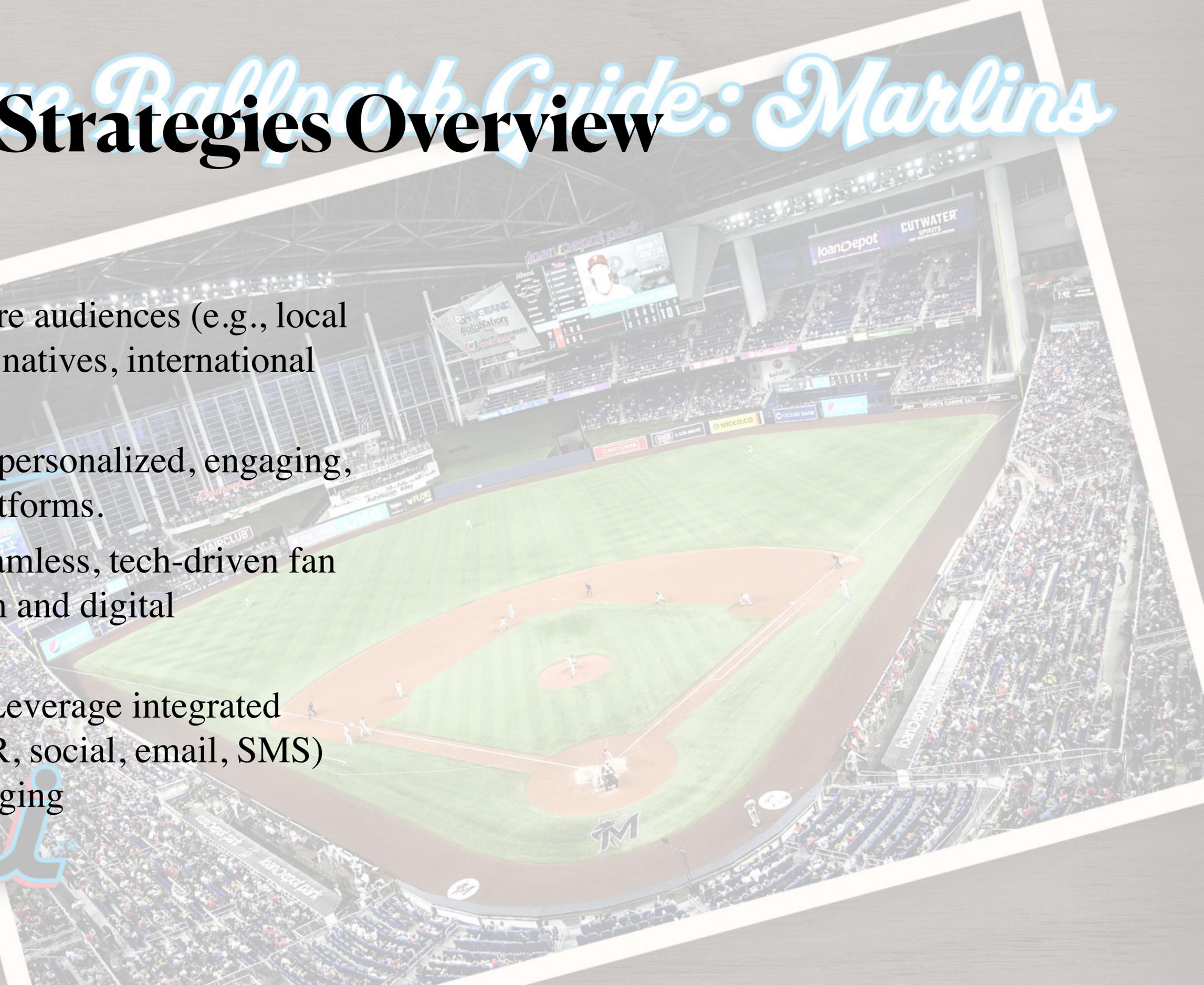
**Target Segments:** Identify core audiences (e.g., local fans, families, younger digital natives, international viewers).

**Content Marketing:** Deliver personalized, engaging, mobile-first content across platforms.

**Value Proposition:** Create seamless, tech-driven fan experiences that blend stadium and digital touchpoints.

**Communications Strategy:** Leverage integrated channels (mobile apps, AR/VR, social, email, SMS) to ensure consistent fan messaging

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## Tactics (Race Model)

### Reach

- Mobile push campaigns through the MLB Ballpark & At Bat apps
- AR ads during broadcasts (overlaid stats, live sponsor promos)
- Social media campaigns tied to MLB hashtags (#MLBAtBat, #BallparkExperience)

### Engage (Act)

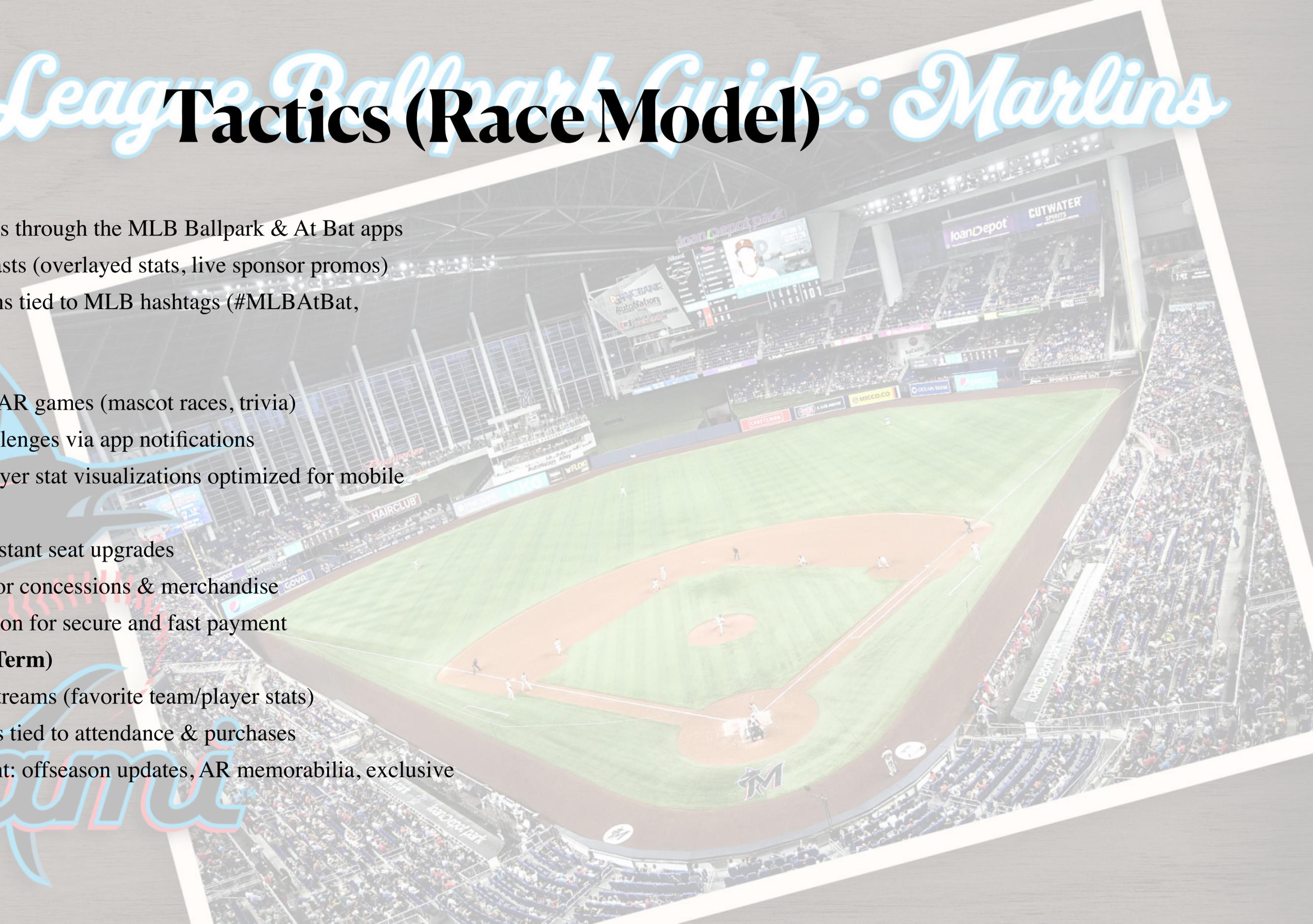
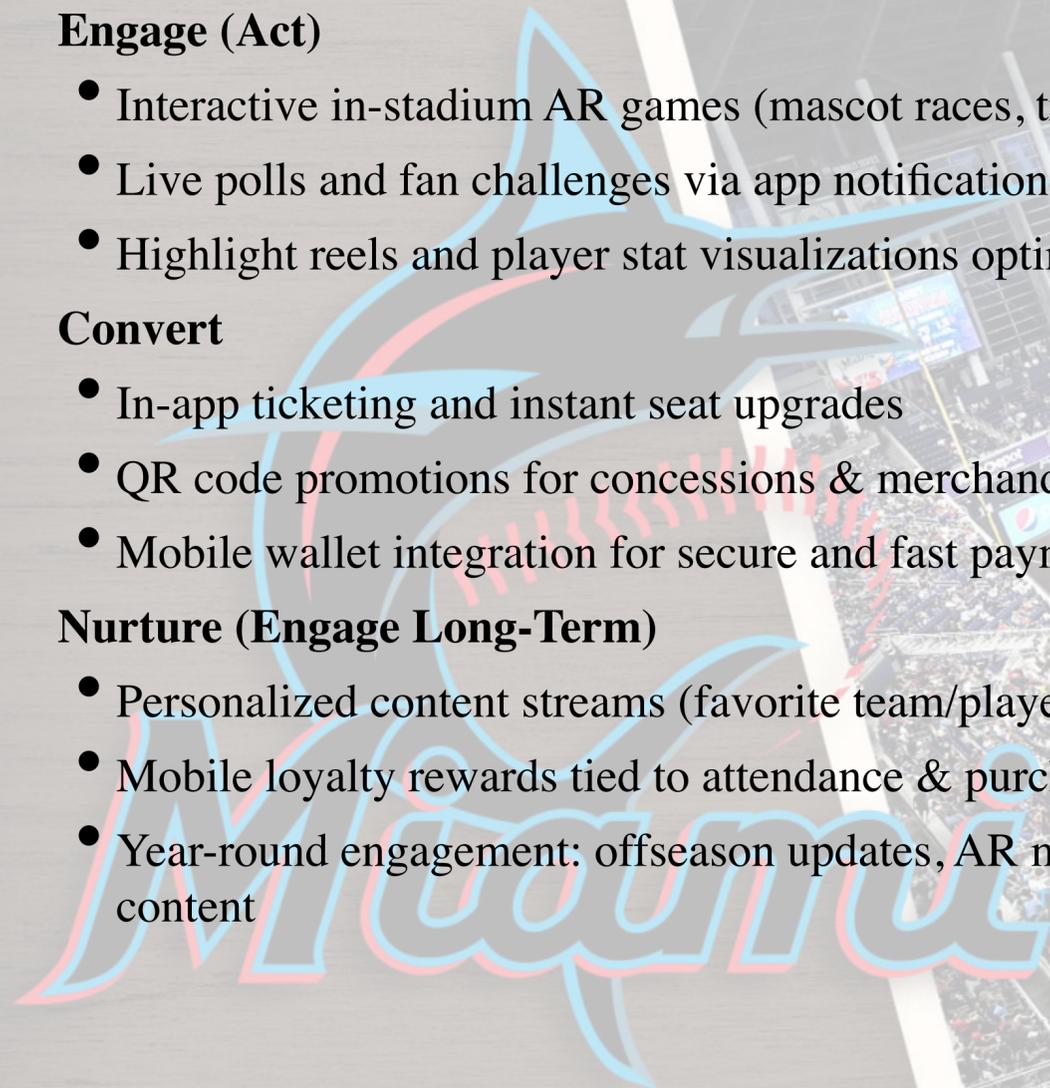
- Interactive in-stadium AR games (mascot races, trivia)
- Live polls and fan challenges via app notifications
- Highlight reels and player stat visualizations optimized for mobile

### Convert

- In-app ticketing and instant seat upgrades
- QR code promotions for concessions & merchandise
- Mobile wallet integration for secure and fast payment

### Nurture (Engage Long-Term)

- Personalized content streams (favorite team/player stats)
- Mobile loyalty rewards tied to attendance & purchases
- Year-round engagement: offseason updates, AR memorabilia, exclusive content



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## Mobility Technologies Involved

### Augmented Reality (AR):

- AR overlays during games (pitch speeds, strike zone heatmaps, player stats)
- In-stadium AR mini-games for fans via smartphones

### Virtual Reality (VR):

- VR replays and immersive “behind the plate” experiences
- VR training stations for fans at ballparks

### Mobile Applications:

- MLB Ballpark app for ticketing, concessions, and rewards
- Team-specific apps with loyalty programs & exclusive content

### Artificial Intelligence & Data Analytics:

- AI-driven personalization of offers and notifications
- Predictive models for fan attendance, ticket pricing, and concession demand

### Smart Stadium Technologies:

- Indoor location tracking for line-busting (concessions, merchandise)
- Mobile ordering & grab-and-go checkouts



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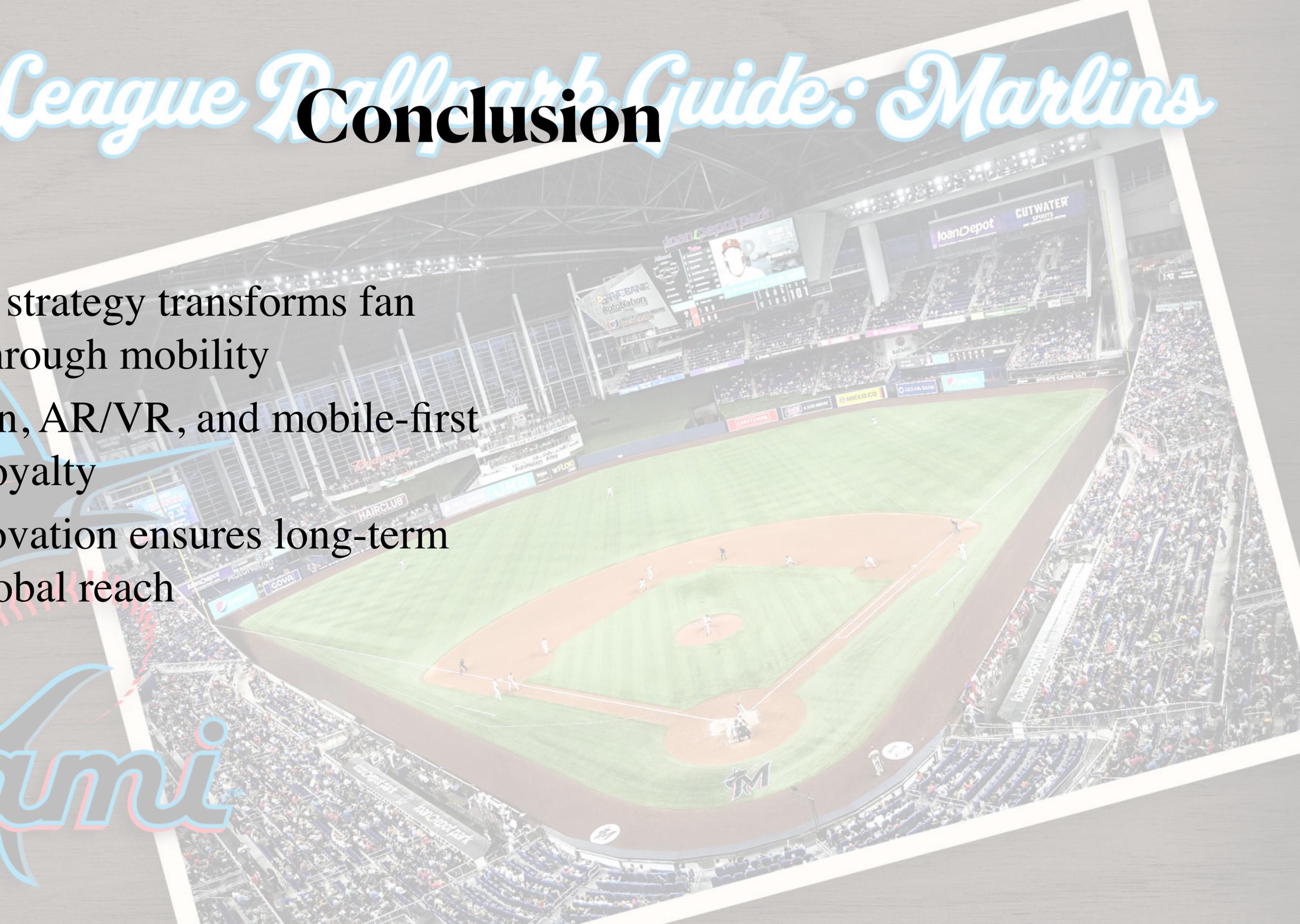
## Conclusion

MLB's digital strategy transforms fan engagement through mobility

Personalization, AR/VR, and mobile-first design drive loyalty

Sustained innovation ensures long-term growth and global reach

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## Recommendations

Strong case for moving forward with mobility-driven campaign

Proven ROI from mobile apps, AR/VR, and AI integration

Aligns with MLB's fan expectations: personalization, speed, immersion

Creates long-term loyalty and revenue growth opportunities

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