



# NJCU eSports



## Integrated Marketing Communication Plan

Maria I. Sanchez





# Research Results



**A grassroots project established in Fall 2020**



**Successful debut opened doors for the inclusions of the NJCU eSports Gamer Group (Eg2)**

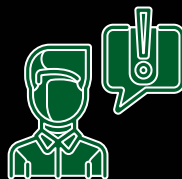


**Collaborated with multiple NJCU departments to expand communication outlets**



**Head Coach Justin Flanagan, reaches kids across New Jersey with the nonprofit foundation, Garden State eSports.**

**First student lead program in the NJCU athletic department; By Justin Flanagan**





# Research Results: S.W.O.T Analysis



## Strengths

- Eg2 group for casual gamers
- Hosts game nights, tournaments, scrimmages
- Plethora of communication channels

## Weaknesses

- New to campus
- Disorganized social content
- Indecisive with Eg2

## Opportunities

- Social engagement
- Expand branding and grow reputation

## Threats

- Covid-19 launch
- Surrounding universities
- Non-strategic communication

# Target Market



Freshmen

43%

3%

Graduates

18%

Seniors

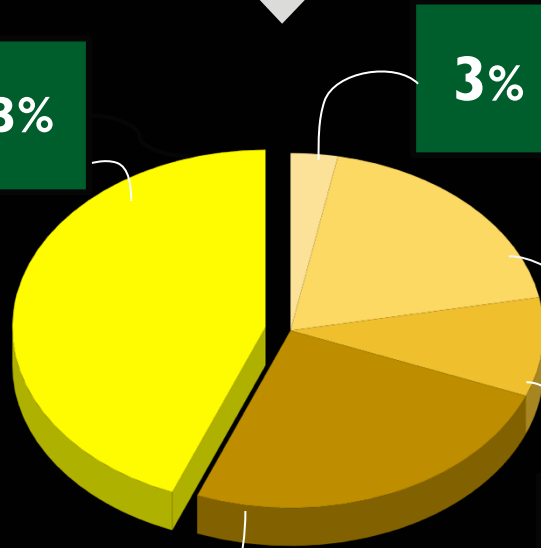
9%

Juniors

Sophomores

25%

- Current roster analysis
- Early action = Future influence





# Strategic Approach



## Communication Goal

To build awareness of the positive community and opportunities that comes with membership in NJCU eSports.

## Objectives

1. To inspire 30% of NJCU freshmen students to watch and connect with NJCU eSports social media (Discord, TikTok, Instagram, Twitter, etc.) by the Fall 2022 semester.
2. To increase freshman NJCU student engagement within the Eg2 division by 20% by the Spring 2022 semester.
3. To persuade 15% of NJCU freshmen to share the NJCU eSports program with a friend.
4. To inform 10% of incoming NJCU freshman students of the NJCU eSports Gamer Group (Eg2) by the end of the Fall 2021 Semester.





# Strategic Approach



## Strategies

- To build close relationships with NJCU freshman and reinforce their beliefs in the benefits that the eSports program offers.
- To engage NJCU freshman through multimedia channels and visual communication.

## Key messages

- Positive online gaming community that benefits members mental health.
- Welcoming of all lifestyles and skill level. (i.e., casual gamers, female gamers, etc.)
- Membership benefits include teambuilding, discipline, camaraderie, cooperation, and respect that comes with participation.



## E-mail

- Upload weekly or bi-weekly, focus on key messages



## Website(s)

- Enhance sight navigation
- Consistent focus on key messages



NJCU Sports		March 2021	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4	5	6	7
			8	9	10	11	12	13	14
			15	16	17	18	19	20	21
			22	23	24	25	26	27	28
			29	30	31				

Catch all varsity matches at : [twitch.tv/njcuessports](https://twitch.tv/njcuessports)  
 Join community events in the Discord: [njcugothicknights.com/sports/esports](https://njcugothicknights.com/sports/esports)  
 Got questions? Email [njcuessports@njcu.edu](mailto:njcuessports@njcu.edu)

## Social Media

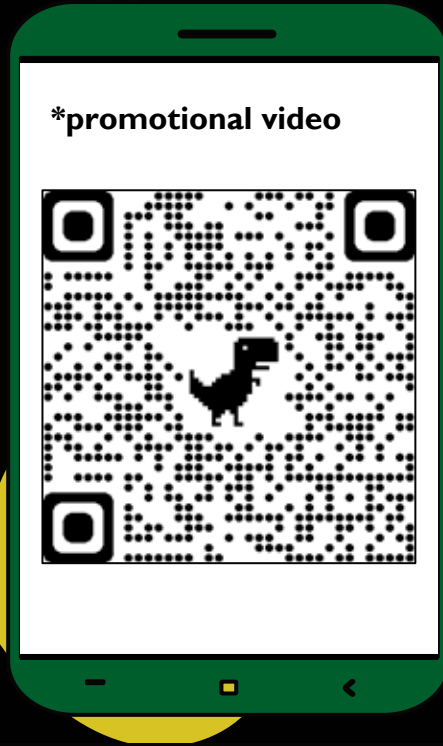
- Regular upload schedule
- Content specification



## Linktree

- Link on all social platforms





QR Code addition



Flyer Revision





# Evaluation



## Social Analytics

- Track messaging
- Likes, engagements, sentiment
- Follower increase/influence

## Survey

- To determine if freshmen were informed of the program via email.

## Views

- Increase in views shows interest in outside content created by the program

## Track Membership

- Growth
- Were more recruitment forms filled out, Pre & Post





# Resources



## Contributions

- Dr. Kathleen Donohue Rennie, APR, Fellow PRSA

## Citations

- <https://njcugothicknights.com/sports/esports>
- <https://linktr.ee/njcuesports>
- <https://www.njcu.edu/student-life/student-activities-organizations>
- <https://www.youtube.com/watch?v=IZDUYDajibw&t=306s>
- Case Studies: American Cancer Society, Charleston Animal Shelter, University of Central Florida Campus Security, Haggen-Dazs, Mattel's Barbie Outreach, Ocean Bank
- CoynePR Hot Sheet

