



Capturing Sports from Every Angle with Indiana Sports Corp

Dittoa Public Relations
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Objective

Amplify Reach

Inspire Engagement

Content Creation

Dittoa PR initially partnered with Indiana Sports Corp to amplify the impact of the 2021 NCAA Division I Men's Basketball Tournament when March Madness came to Indianapolis. Building on this success, we expanded our partnership to provide comprehensive social media management across Facebook, LinkedIn, X and Instagram, while also supporting onsite events.

Our primary social media goal for Indiana Sports Corp was to establish its identity as a community-first organization while cultivating a strong, loyal following by highlighting memberships, volunteer opportunities and other community-focused initiatives. Other goals and objectives included:

- Create compelling content and campaigns that advance and inspire the community through sports, while celebrating Indianapolis as a great place to live, work and play.
- Inspire engagement among key audiences and engage directly with organizations, partners, teams and persons relevant to Indiana Sports Corp and its mission.
- Promote and inform followers of news and highlights regarding upcoming events, youth programs, community initiatives, membership benefits and volunteer opportunities.

With these goals in mind, we developed a social media strategy that leveraged branded graphics, short-form video content and Instagram Stories to showcase storytelling opportunities, promote events both in advance and onsite, and highlight other ongoing initiatives.

Solution

Comprehensive Strategy

On-Site Content Creation

A large part of our partnership with Indiana Sports Corp was to provide onsite support for their organization-owned and high-profile sporting events. Leading up to each event, our team engaged in meticulous planning to ensure its success. We collaborated closely with Indiana Sports Corp and their partners when necessary to understand the event details and what role social media would play throughout. Following these initial meetings, we used the information gathered to develop a comprehensive social media strategy. This strategy outlined posting frequency for ticket promotions, volunteer opportunities, ancillary event details, and evergreen content related to the event itself. As we neared the event, we'd receive the final run-of-show (ROS) to complete the second half of the social media strategy – the onsite execution plan.

The onsite execution plan was the most detailed portion of each social media strategy as it outlined the schedule of events; the time and location of where our team needed to be; the shot list for all social channels, including Instagram Stories, feed posts and short-form videos; captions for each post; event links; and social media handles for participating teams, organizations, partners and sponsors. This social media strategy served as the playbook for Dittoa PR, Indiana Sports Corp, and any other event partners.

While onsite, our team shared the event on Facebook, X and Instagram through feed posts, Instagram Stories and short-form videos. We used our social media strategy to ensure we captured all the photos and videos we needed to share on their designated platforms. Throughout our partnership, our team created and executed 30+ social media strategies.

After each event, our team compiled a detailed recap report, including metrics such as follower growth, impressions, link clicks, engagements, video views, and the number of posts published (Instagram Stories, Reels and feed posts) per channel and in summary. Each metric was accompanied by an analysis to provide deeper insights and a clearer understanding of performance during the reporting period.

Events Dittoe PR assisted with include the College Football Playoff National Championship, Big Ten Women's and Men's Basketball Tournament, March Madness First/Second Rounds, NBA 2K League, Big Ten Football Championship, and the 2024 U.S. Olympic Swimming Trials.

Results

Increased Reporting Areas

Unified Strategy

We can confidently say Dittoe PR exceeded both our team's and our client's expectations. Over the course of our partnership, we increased Indiana Sports Corp's performance metrics across the board. We shared a total of 8.7K+ posts across Facebook, LinkedIn, X and Instagram which resulted in 17K+ new followers (+519%), 15M+ impressions (+20%), 598.2K engagements (+115%) and 134K+ link clicks/profile actions (+204%).

During our initial discussions with Indiana Sports Corp, they emphasized the importance of leveraging storytelling to highlight their events, people and initiatives in a compelling way. At the time, Instagram Reels was gaining popularity, offering a unique opportunity for creative engagement. Dittoe PR capitalized on this and designed a social media strategy focused on short-form video content, using Reels to capture onsite events and behind-the-scenes highlights. Our goal was to create at least two Reels per event, but consistently exceeded this target, producing 164 original Instagram Reels in total and achieving over 1.8 million video views – a 706% increase.

Additional achievements with Indiana Sports Corp include creating, delivering and executing a 23-page social media campaign brief for the 2024 U.S. Olympic Swimming Trials – the most extensive strategy to date – and providing onsite support for some of the largest events hosted in Indianapolis, including March Madness, College Football Playoff National Championship, Big Ten Football Championship and the historic 2024 U.S. Olympic Swimming Trials which featured 10 consecutive days of onsite coverage.

Partnership Highlights

17K+ New Followers	15M+ Impressions	598.2K Engagements	134K+ Link Clicks
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U.S. Olympic Swimming Trials Highlights

1,095,762 Video Views	1,795,840 Impressions	124,379 Engagements	12,371 Link Clicks
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Objective

Indiana Sports Corp (ISC) partnered with Dittoe PR to enhance its digital presence and amplify engagement around major sporting events. By implementing a strategic social media approach, Dittoe PR elevated ISC's brand, promoted volunteerism and provided real-time event coverage, solidifying Indianapolis as a premier sports destination. This collaboration resulted in record-breaking growth across all key metrics, reinforcing ISC's community-first identity.

Goals & Strategy

- Strengthen ISC's community-first identity and built engagement.
- Promote memberships, volunteer opportunities and events via compelling content.
- Leverage branded graphics, short-form videos and Instagram Stories for maximum reach.

Execution

Our partnership with Indiana Sports Corp included developing and executing social media strategies for 30+ high-profile sporting events. We provided onsite coverage across Facebook, X and Instagram, capturing real-time content and ensuring seamless promotion. Post-event, we delivered detailed reports analyzing key metrics. Events supported include:

- College Football Playoff National Championship
- Big Ten Basketball & Football Championships
- March Madness
- 2024 U.S. Olympic Swimming Trials (10 days of live coverage & on-site content capture)

Results & Impact

Dittoe PR exceeded both our team's and our client's expectations. With a total of 8.7K+ posts across Facebook, LinkedIn, X and Instagram, we successfully increased Indiana Sports Corp's performance metrics across the board.

- 17K new followers (+519%)
- 15M+ impressions (+20%)
- 598K+ engagements (+115%)
- 134K+ link clicks (+204%)
- 164 original Instagram Reels, achieving 1.8M+ views (+706%)