

○○○○

BEYOND THE NET

LAURA SHOOPMAN

○○○○





**A PLATFORM TO SHARE
STUDENT ATHLETE'S
STORIES AND EXPERIENCES
CLOSE TO THEIR HEART.**



WHY I CHOSE MKT 3640

Personal Awareness

From prior classes with the college of business, I've been told that you could have the best product or service ever, but if people don't know about it, it will fail.

Understand Socials

Wanted to understand the hustle of running a branded social campaign.

Growth

Always wanted to build a functioning website.

Personal Expanding

I knew this class would be challenging, but rewarding.

Expectations

- Build a Brand
- Create a WordPress Website
- Run an Email Campaign
- Create and Curate Captivating Content
- Acquire Subscribers
- Build Brand Loyalty
- Utilize SEO
- Analyze Data from Google Analytics to Position Blog for Success



- Fully-Functioning Website
- Planned an In-Depth Editorial Calendar
- SEO Confusiton
- Analyzed Google Analytics and Identified Engagement Drivers
- Acquired a Steady Following on Social Media and Email Subscriptions
- Engaged a Variety of Target Segments

Results

○ ○ ○ ○

CAMPAIGN ANALYSIS



○ ○ ○ ○

INTERNAL SWOT ANALYSIS

Strengths

- Loyal followers - social & email.
- On time posting.
- High email open %.
- Consistent analytics review.
- Led the competition all the way.
- Followers know what content they will receive on socials.
- Consistent email campaign setup - email style and send date.

Weaknesses

- Low referral count.
- Average goal completion.
- Little to no Twitter engagement.
- Time constraints and scheduling conflicts limit featured athlete availability.
- Junk box email issues.
- SEO awareness and utilization.

EXTERNAL SWOT ANALYSIS

Opportunities

- Include others to spread awareness within their family and friends.
- Create "member only" content only accessible through emails.
- Increase Instagram following.
- Collab posts with featured individuals increases audience reach.

Threats

- Blogs with this style and mission have been done before.
- Lack of website aesthetics.
- Call to action buttons not producing goal conversions.
- Home page lacking attractiveness and call to action opportunities.

SUCCESS

What Drove It



Facebook Parents

The ability to tag & share with family and friends that care.



Instagram Growth

Collab posts drove engagement.



Loyal Subscribers

Reminders to check in on the blog and preview what is coming.



Features

Finding "big names" or those with overcoming stories had high engagement.



GOAL OF BLOG

Show another side of athletes other than their sport.

Content included mainly posts about athletics & student-athlete features with a sprinkle of mental health and faith-based content.



BLOG POSTS

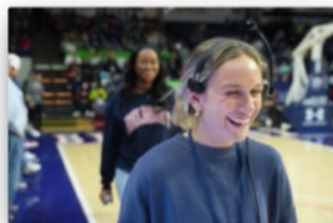


MINI BLOGS

The Future Plans of Beyond The Net

We discuss the future plans of Beyond The Net!

By [laurashoopman](#), 6 days ago



THOUGHT LEADERSHIP

Reilly Jo Swanson

Reilly Jo's college athletic experience is unique and tailored to her mental health journey. Full of growth and outreach, Reilly is now impacting the current generation of college athletes by sharing what she has learned.

By [laurashoopman](#), 1 week ago



MINI BLOGS

Watering Your Pot

Watering your pot is essential to taking care of yourself before pouring into those around you.

By [laurashoopman](#), 1 week ago



FEATURES

I am a Light, Believer, Saved

Madison Bartley Madison and I are new friends. We share the same (beautiful) Crockett Athletic facility, and my teammate, Sydney, is her roommate! Madison has been a key player for the Belmont Women's Basketball team and she is making waves [Read more...](#)

By [laurashoopman](#), 2 weeks ago



FEATURES

Trailblazer: Unfin;shed Apparel

Lauren Hockett is a recent Belmont Alum. She was a top marketing student, friend to many, and a positive influence on campus. Her personal experience and passions for mental health sprung into a startup custom embroidery sweatshirt business: Unfinished Apparel. [Read more...](#)

By [laurashoopman](#), 2 weeks ago

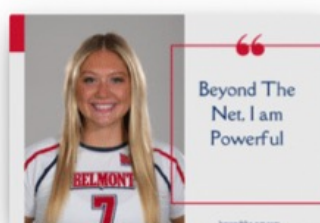


THOUGHT LEADERSHIP

Who God Says You Are

Life gets crazy and we get caught in the whirlwind of life. If you find yourself caught up in the business of life and listening to the negative thoughts, I'm glad you're here. Take what you need and start your [Read more...](#)

By [laurashoopman](#), 2 weeks ago

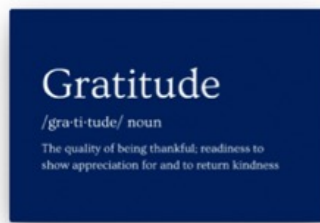


FEATURES

I am Powerful! by Grace Evans

Grace and I are roommates, teammates, and good friends. Grace takes pride in her Iowa family roots, driving a Jeep, and her new found baking hobby. She would describe herself as a strong, independent person, and people around her would [Read more...](#)

By [laurashoopman](#), 3 weeks ago



THOUGHT LEADERSHIP

The Attitude of Gratitude

Gratitude The quality of being thankful; readiness to show appreciation for and to return kindness What is gratitude? What is being grateful? What impact does experiencing gratitude have on my physical and mental health? We know that gratitude is a [Read more...](#)

By [laurashoopman](#), 3 weeks ago



FEATURES

Alumni Spotlight: Maggie Kuyper

Walking away from your sport is never easy. Especially after the roller coaster of a ride that Maggie Kuyper had during her career. While she decided that playing on the volleyball court was no longer for her, that did not [Read more...](#)

By [laurashoopman](#), 4 weeks ago



THOUGHT LEADERSHIP

A Breakdown of the Student-Athlete Life

How cool is it that young adults get the opportunity to play the sports they love in college? What an experience! While it is a unique experience that not many get to have, it takes a lot of balance to [Read more...](#)

By [laurashoopman](#), 1 month ago

BLOG POSTS



FEATURES

Campbell Bowden

Inspiring others to "love big" and "see the good". Campbell is the current Graduate Assistant for the Belmont Volleyball program. She is heavily involved with the team in many ways outside of practice, games, and daily operations. She is a [Read more...](#)

By [laurashoopman](#), 1 month ago

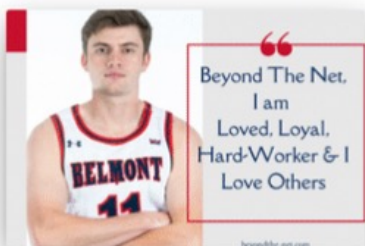


MINI BLOGS

Belmont Athletics on a Mission

Ever heard of Unalakleet, Alaska? Neither had 11 Belmont student athletes until the 2021 fall semester. Ryan Neises, the Director of Student-Athlete Formation introduced the first Athletics Missions trip since 2019 as an opportunity to serve the remote village. Acquaintances-turned-best-friends [Read more...](#)

By [laurashoopman](#), 1 month ago



Beyond The Net.
I am
Loved, Loyal,
Hard-Worker & I
Love Others

FEATURES

Michael Shanks

Loved, Loyal, Hard-Worker & Loves Others Michael Shanks, or just "Shanks" as he is known and loved is a familiar face around the Belmont campus. We know he is quite tall, athletic, and a talented basketball player. Michael and I [Read more...](#)

By [laurashoopman](#), 1 month ago



Beyond The Net, we are
Brothers.

FEATURES

Alex & Dylan - Brothers

Friends on and off the field, Alex Johnson and Dylan Steely can often be found right next to each other. These best buds have been through similar experiences within their short time so far on the Belmont Men's Soccer team. [Read more...](#)

By [laurashoopman](#), 1 month ago



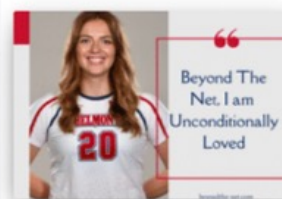
Beyond The Net. I am
Resilient

FEATURES

Izzy Schauer - Resilient

"Volleyball had been my entire world up until this point and I didn't want to lose that part of my identity"

By [laurashoopman](#), 2 months ago



Beyond The Net. I am
Unconditionally
Loved

FEATURES

Laura Shoopman - Unconditionally Loved

The pressure to be perfect on and off the court made me feel inadequate to the expectations I had set for myself, and the expectations I had set for me. This led to the fear of failure and disappointment, which kept me from being my best.

By [laurashoopman](#), 2 months ago



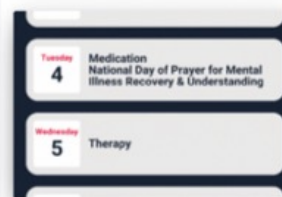
TOP-PERFORMERS

MINI BLOGS

Fan Section: October Preview

Belmont teams are dominating their competition within the Missouri Valley Conference. Here's the rundown from the last few games to keep you up to date on all things Belmont Athletics. Men's Soccer Ties Up with UIC & Evansville For the [Read more...](#)

By [laurashoopman](#), 2 months ago



MINI BLOGS

Mental Illness Awareness Week

The year is 2022. Mental health awareness is openly discussed more than ever.

By [laurashoopman](#), 2 months ago



FEATURES

Welcome

We are more than athletes, we have hopes, dreams, and aspirations. Who we are on the court does not define us off the court. Beyond The Net, we are more than our performance.

By [laurashoopman](#), 2 months ago

TOP BLOGS

#1 Izzy Schauer

FEATURES

Izzy Schauer – Resilient

"Volleyball had been my entire world up until this point and I didn't want to lose that part of my identity."

By [laurashoopman](#), 2 months ago



461 Pageviews

Beyond The
Net, I am
Resilient

beyondthe-net.com

739 Pageviews

#2 Reilly Jo Swanson

THOUGHT LEADERSHIP

Reilly Jo Swanson

Reilly Jo's college athletic experience is unique and tailored to her mental health journey. Full of growth and outreach, Reilly is now impacting the current generation of college athletes by sharing what she has learned.



371 Pageviews

Beyond The
Net, I am a
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and Saved

beyondthe-net.com

#3 Madison Bartley

FEATURES

I am a Light, Believer, Saved

Madison Bartley Madison and I are new friends. We share the same (beautiful) Crockett Athletic facility, and my teammate, Sydney, is her roommate! Madison has been a key player for the Belmont Women's Basketball team and she is making waves [Read more...](#)

By [laurashoopman](#), 2 weeks ago



SUPPORTING DATA

	Page Title ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		5,217 % of Total: 100.00% (5,217)	4,170 % of Total: 100.00% (4,170)	00:01:48 Avg for View: 00:01:48 (0.00%)	2,559 % of Total: 100.00% (2,559)	74.95% Avg for View: 74.95% (0.00%)	49.05% Avg for View: 49.05% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Home - Beyond The Net	781 (14.97%)	520 (12.47%)	00:01:15	280 (10.94%)	26.43%	19.08%	\$0.00 (0.00%)
<input checked="" type="checkbox"/>	2. Izzy Schauer - Resilient - Beyond The Net	739 (14.17%)	616 (14.77%)	00:02:29	553 (21.61%)	88.25%	76.05%	\$0.00 (0.00%)
<input type="checkbox"/>	3. Blog - Beyond The Net	550 (10.54%)	361 (8.66%)	00:00:49	51 (1.99%)	33.33%	13.82%	\$0.00 (0.00%)
<input checked="" type="checkbox"/>	4. Reilly Jo Swanson - Beyond The Net	461 (8.84%)	426 (10.22%)	00:04:13	407 (15.90%)	92.63%	87.64%	\$0.00 (0.00%)
<input checked="" type="checkbox"/>	5. I am a Light, Believer, Saved - Beyond The Net	371 (7.11%)	340 (8.15%)	00:03:39	293 (11.45%)	88.05%	78.98%	\$0.00 (0.00%)
<input type="checkbox"/>	6. Michael Shanks - Beyond The Net	261 (5.00%)	225 (5.40%)	00:03:04	175 (6.84%)	89.14%	73.56%	\$0.00 (0.00%)
<input type="checkbox"/>	7. Laura Shoopman - Unconditionally Loved - Beyond The Net	235 (4.50%)	200 (4.80%)	00:03:41	109 (4.26%)	75.23%	51.49%	\$0.00 (0.00%)
<input type="checkbox"/>	8. I am Powerful! by Grace Evans - Beyond The Net	208 (3.99%)	180 (4.32%)	00:04:48	159 (6.21%)	91.82%	79.81%	\$0.00 (0.00%)
<input type="checkbox"/>	9. Alex & Dylan - Brothers - Beyond The Net	165 (3.16%)	142 (3.41%)	00:02:16	116 (4.53%)	77.59%	67.88%	\$0.00 (0.00%)
	10. Subscribe - Beyond The Net	147 (2.82%)	121 (2.90%)	00:01:37	20 (0.78%)	55.00%	23.81%	\$0.00 (0.00%)



TOP POST TYPE:

STUDENT ATHLETE FEATURES

- 6 Student Athlete Features
- 1 Alumni Spotlight
- 2 Guest Blogs
- 8 Mini Blogs/Thought Leadership

SOCIAL CHANNELS



- 19 followers
- Success did not come from my own posts.
- Facebook parents shared links which drove page view (a lot of them!).

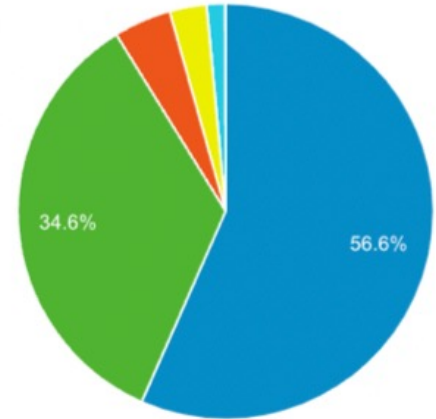


- 114 followers
- Tagging/Collab Post
- Stories
- Direct Links
- Send posts via DM



- 24 followers
- Little engagement
- Lost cause
- Time consuming
- No reach

SUPPORTING DATA

Social Network	Sessions	Sessions	Contribution to total: Sessions
1. Facebook	1,078	56.62%	
2. Instagram	658	34.56%	
3. Twitter	85	4.46%	
4. LinkedIn	55	2.89%	
5. Instagram Stories	27	1.42%	
6. Snapchat	1	0.05%	

- LinkedIn Sessions came from personal posting.
- Not sure how data was derived from Snapchat.

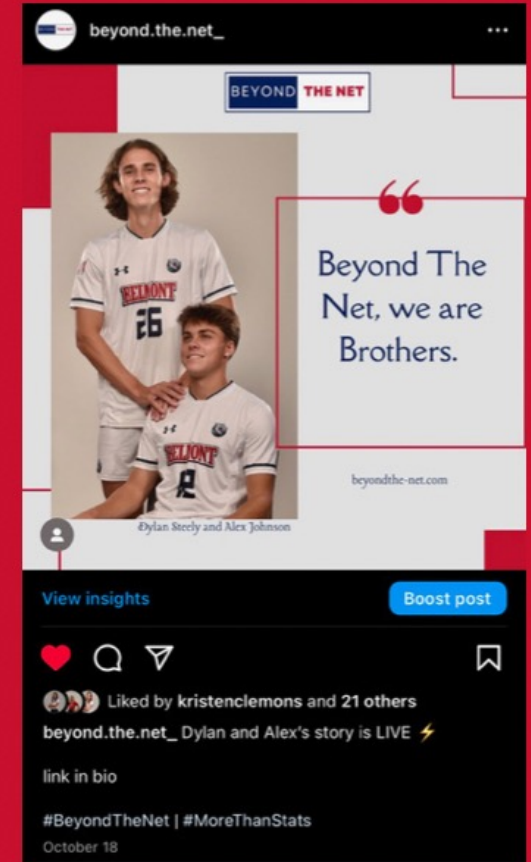
TOP INSTAGRAM POSTS



Reach: 2,135
Likes: 141
Comments: 1
Sent: 8
Bookmark: 2

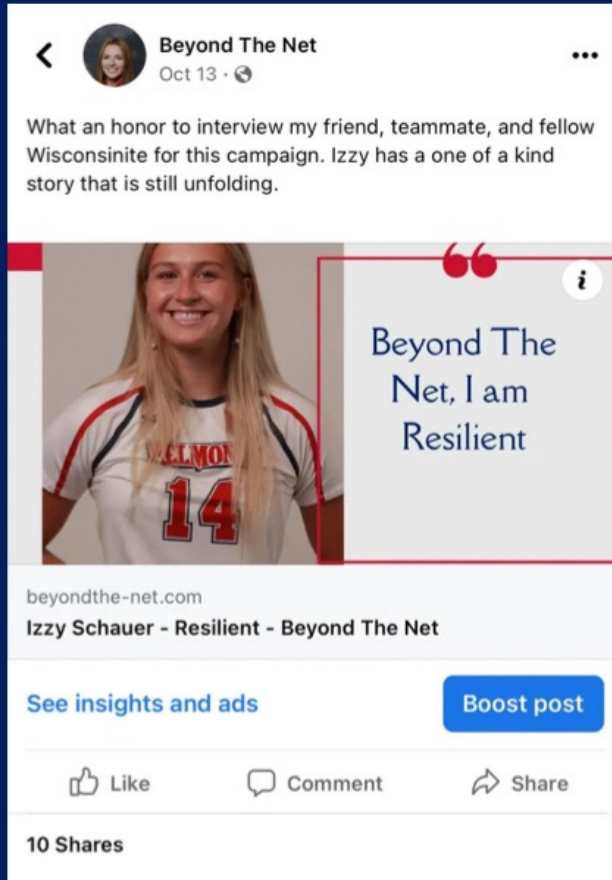


Reach: 1,326
Likes: 101
Comments: 0
Sent: 16
Bookmark: 2

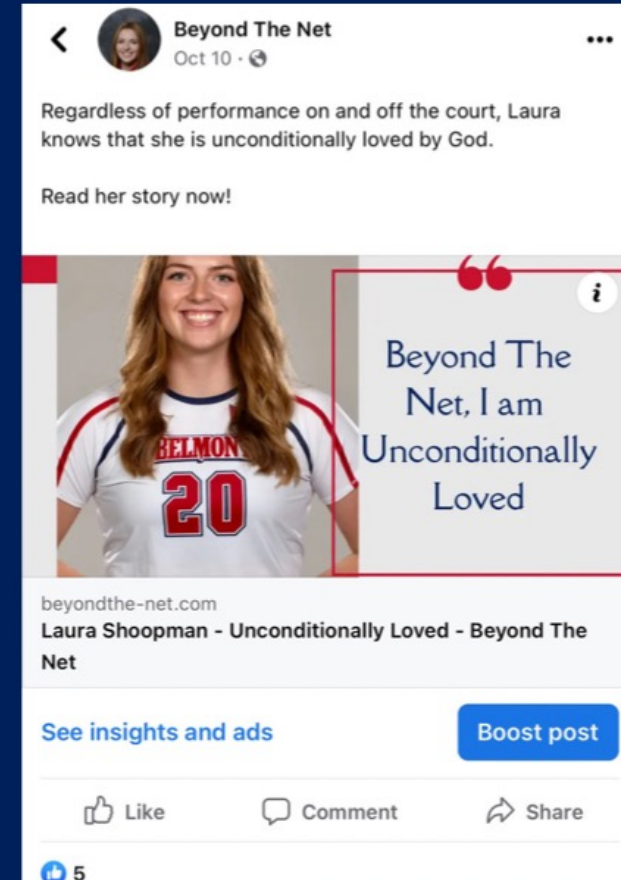


Reach: 322
Likes: 22
Comments: 0
Sent: 15
Bookmark: 3

TOP FACEBOOK POSTS



Reach: 1,626
Engagement: 794



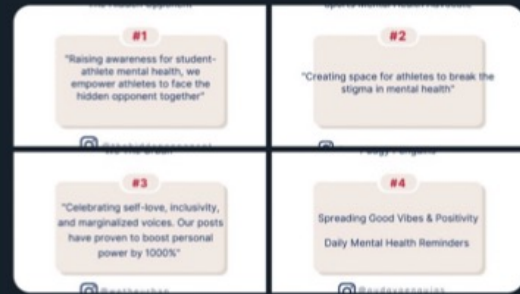
Reach: 229
Engagement: 65

TOP TWEETS

Tap into these accounts that help
FILL YOUR CUP!

@hidden_opponent
@sportmhadvocate
@WeTheUrban
@pudgypenguins

#BeyondTheNet #MoreThanStats
#MentalHealth #FillYourCup



The Hidden Opponent and 3 others
4:36 PM · 10/23/22 · Twitter Web App

Add another Tweet

1 retweet
2 likes
196 impressions
29 engagements
15 detail expands



2 retweets
8 likes
181 impressions
20 engagements
7 detail expands



1 retweet
4 likes
103 impressions
7 engagements
1 detail expand

re-sil·ient
able to withstand or recover quickly
from difficult conditions.
link in bio
#BeyondTheNet | #MoreThanStats



1 retweet
4 likes
145 impressions
29 engagements
10 detail expand

CAMPAIGN RESULTS

My Campaign

- Users: 1,977
- Sessions: 2,584
- Pageviews: 5,255
- Direct: 347
- Social: 1,626
- Referrals: 1
- Organic: 12
- Goal Completion: 52
- Subscribers: 73
- Emails Sent: 8
- Opens: 344
- Click Through: 92

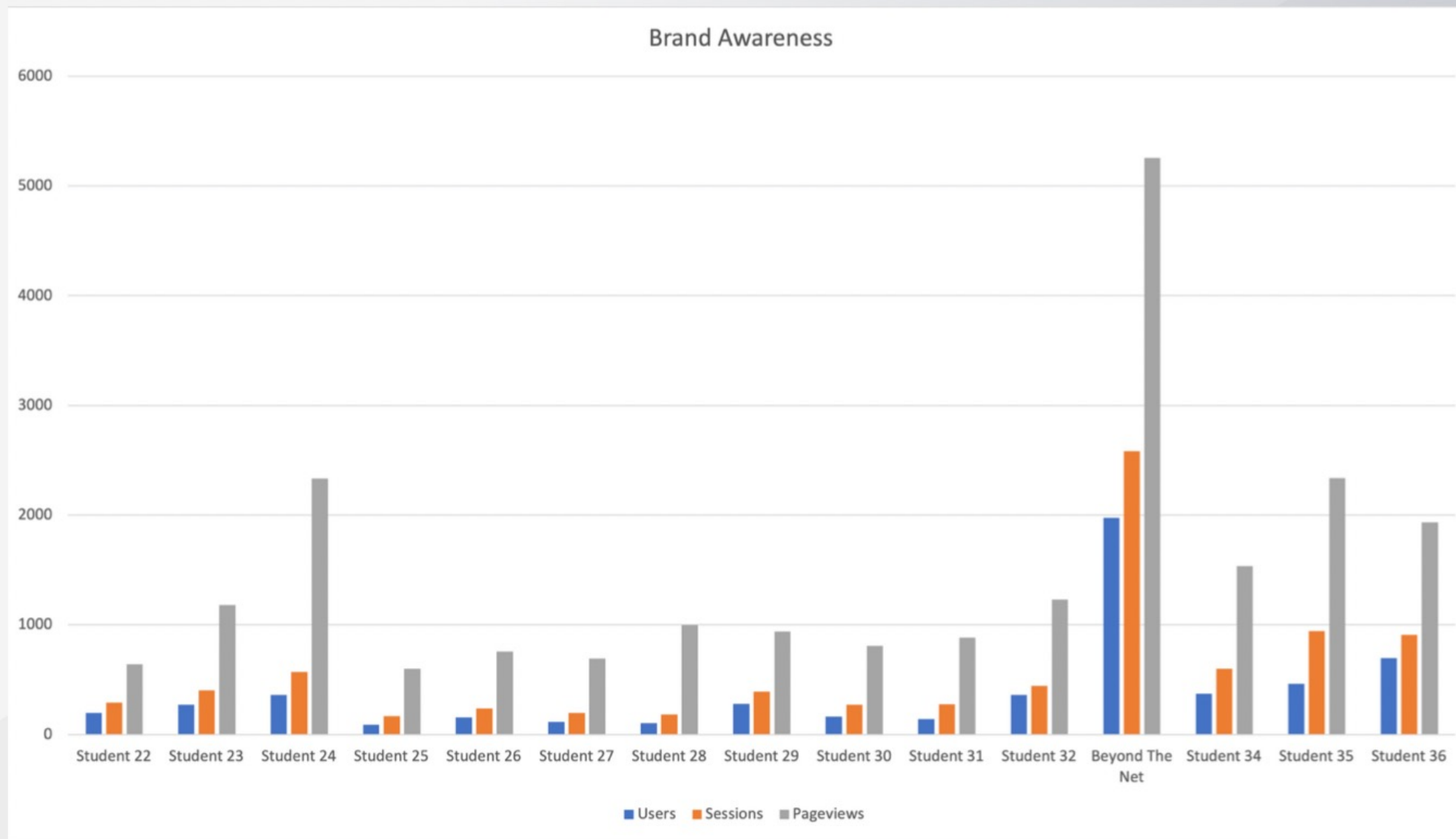
Class Average

- Users: 270
- Sessions: 420
- Pageviews: 1,205
- Direct: 86
- Social: 178
- Referrals: 4.5
- Organic: 14
- Goal Completion: 38.64
- Subscribers: 38.43
- Emails Sent: 7.21
- Opens: 121.07
- Click Through: 24.64

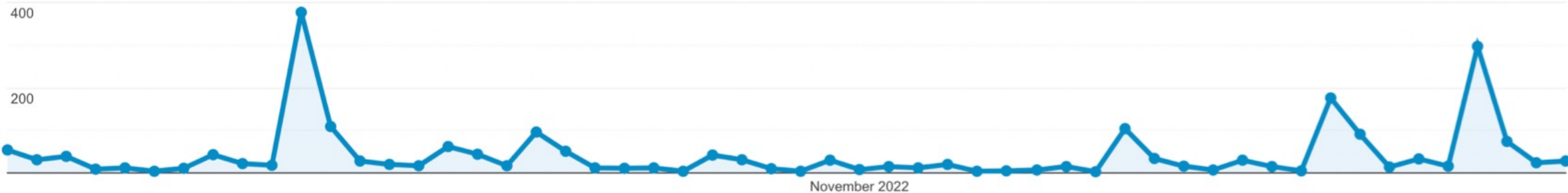
Difference

- Users: +1,707
- Sessions: +2,164
- Pageviews: +4,050
- Direct: +261
- Social: +1,448
- Referrals: -3.5
- Organic: -2
- Goal Completion: +13.36
- Subscribers: +34.57
- Emails Sent: +0.79
- Opens: +222.93
- Click Through: +67.36

BRAND AWARENESS



● Users



Users

1,958



New Users

1,945



Sessions

2,559



Number of Sessions per User

1.31



Pageviews

5,217



Pages / Session

2.04



Avg. Session Duration

00:01:52

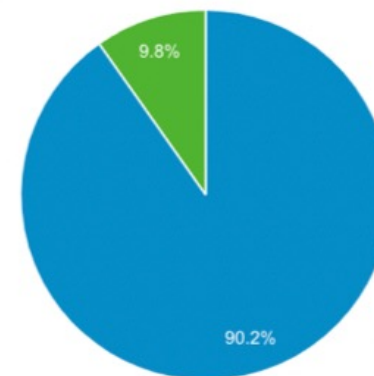


Bounce Rate

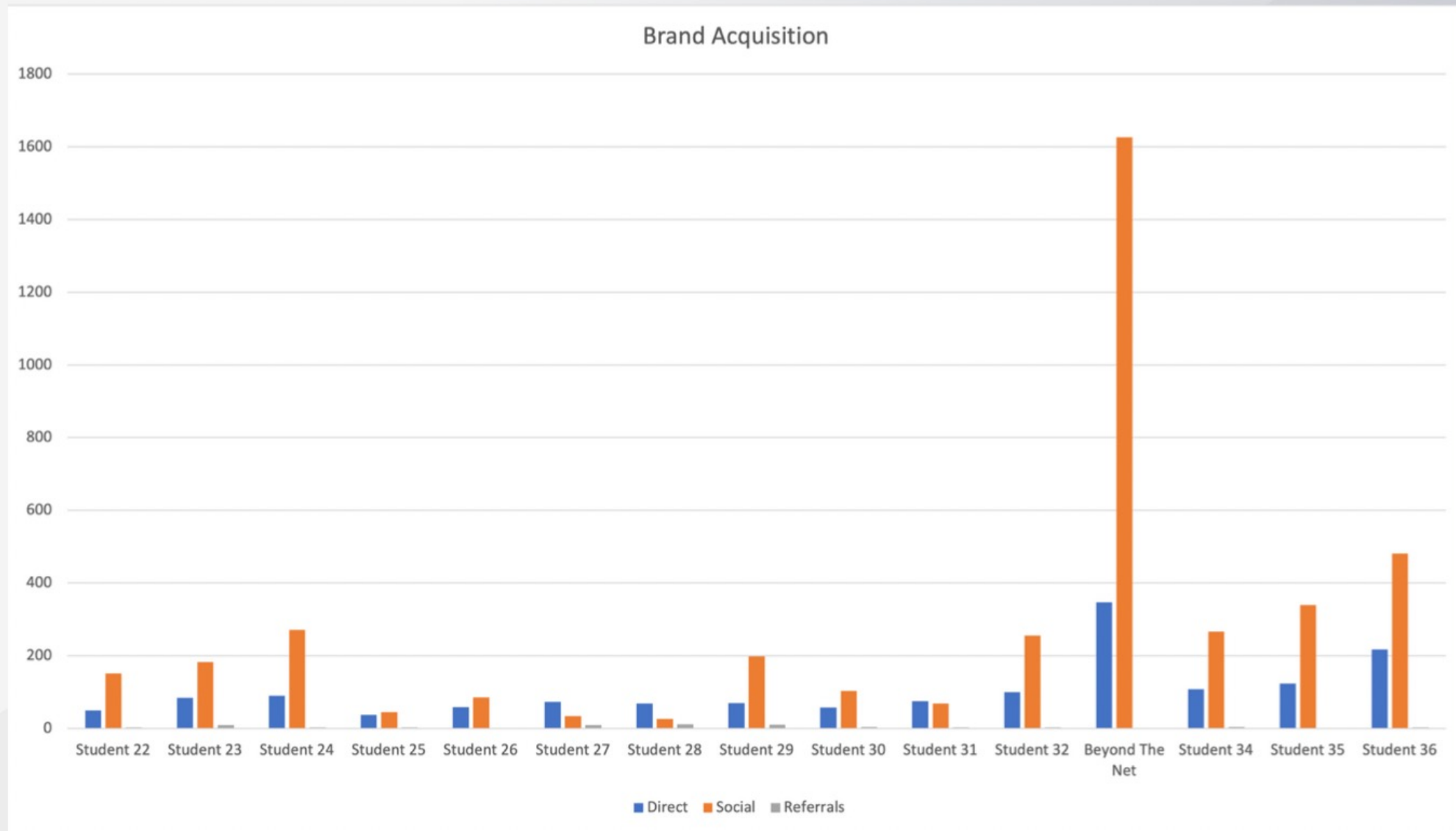
74.95%



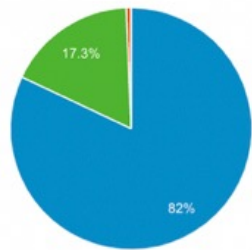
■ New Visitor ■ Returning Visitor



BRAND ACQUISITION



Top Channels

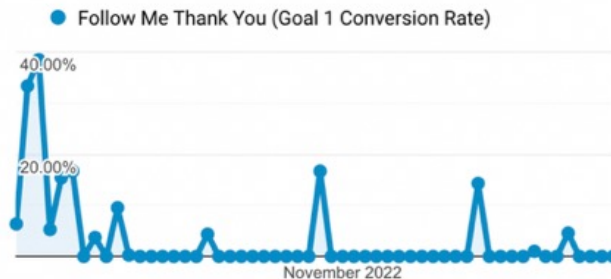


- Social
- Direct
- Organic Search
- Referral

Users



Conversions



TOP CHANNEL:
SOCIAL

Acquisition

Users
1,958

New Users
1,945

Sessions
2,559

Behavior

Bounce Rate
74.95%

Pages / Session
2.04

Avg. Session Duration
00:01:52

Conversions

Goal 1 Conversion Rate
2.03%

Goal 1 Completion
52

Goal 1 Value
\$0.00

1 Social

1,613



82.25%



1.21%



2 Direct

341



56.78%



4.63%



3 Organic Search

12



43.75%



6.95%

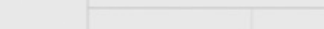


4 Referral

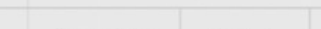
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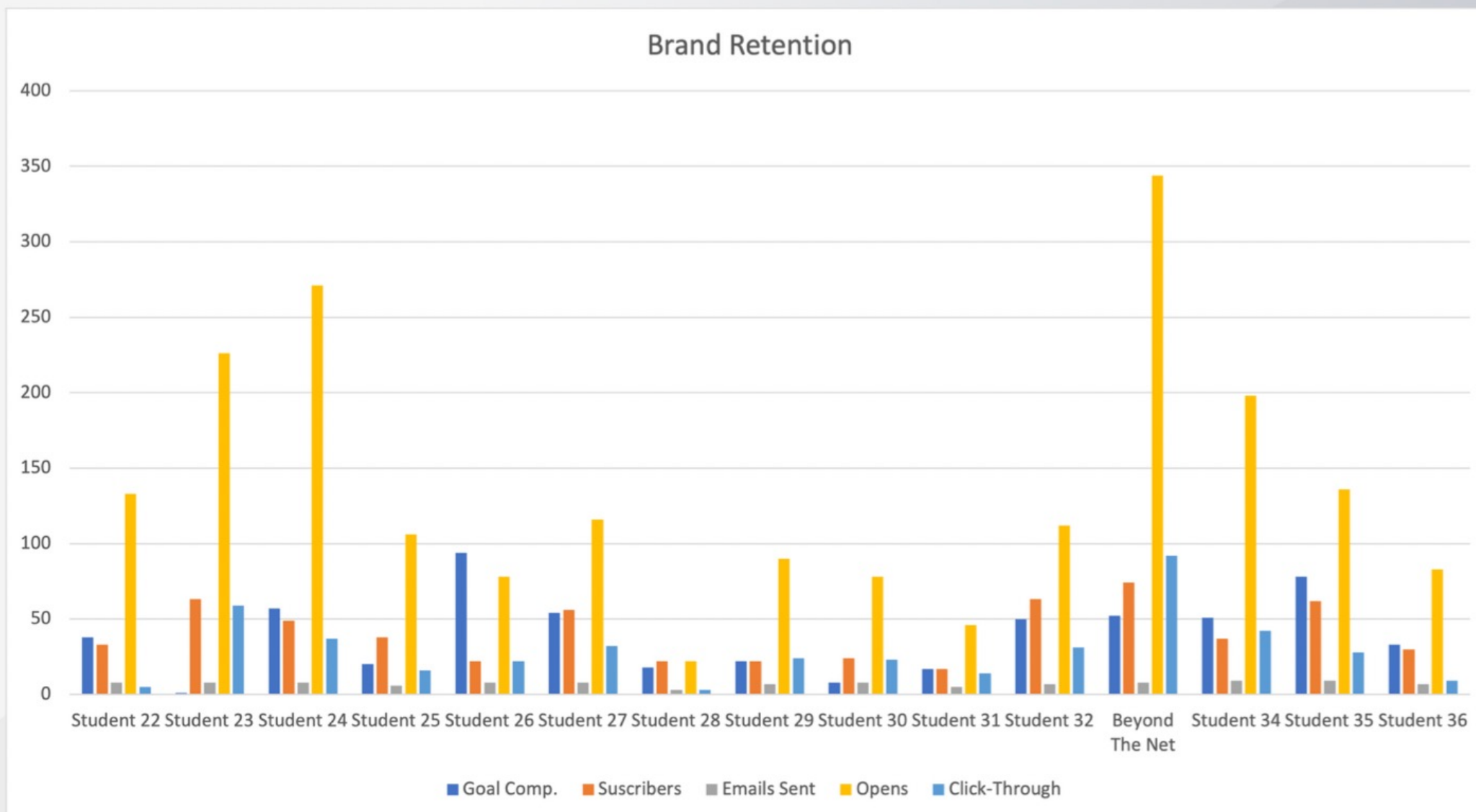
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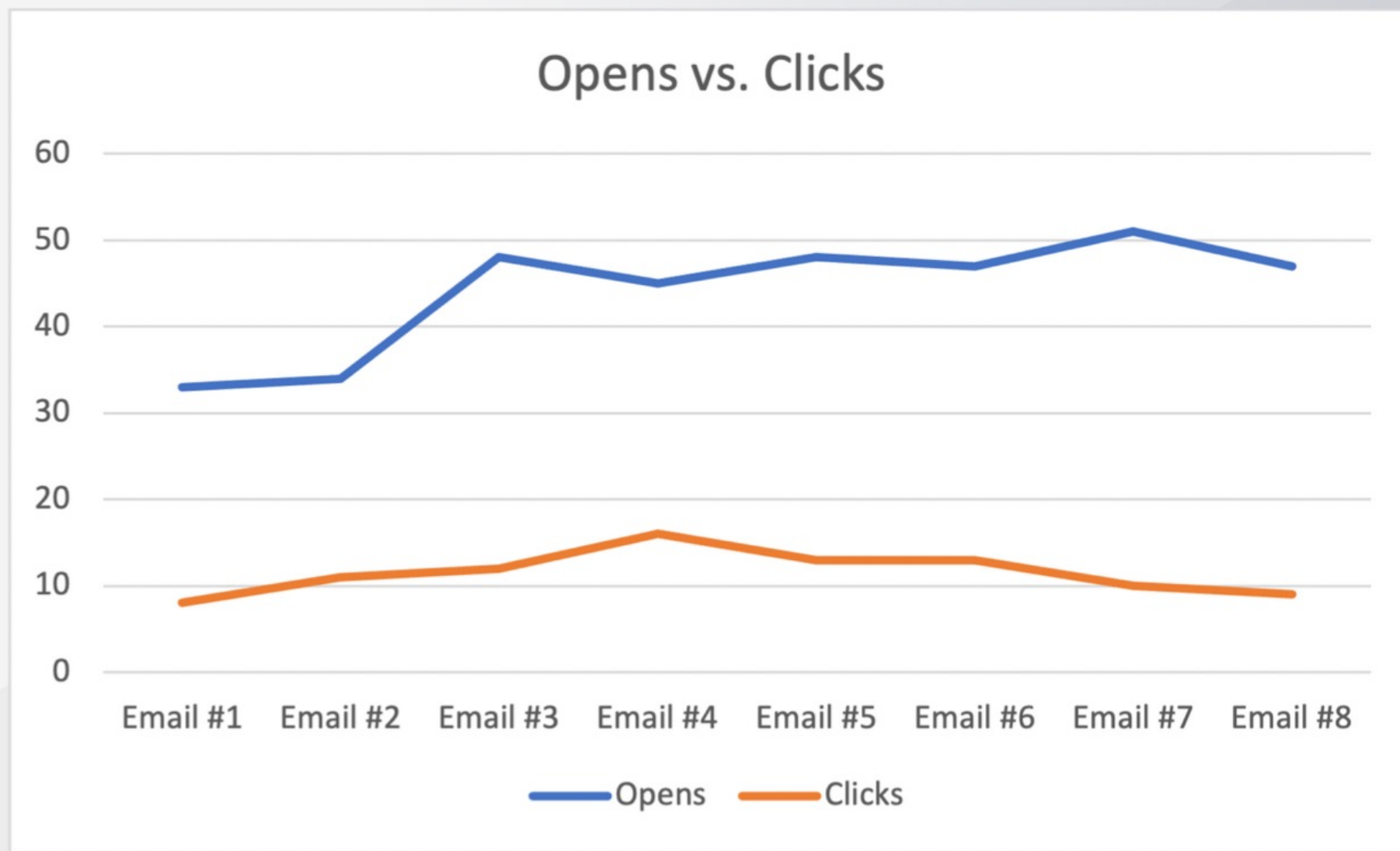
TOP SOCIAL:
FACEBOOK

	Social Network ?	Acquisition			Behavior			Conversions		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Follow Me Thank You (Goal 1 Conversion Rate) ?	Follow Me Thank You (Goal 1 Completions) ?	Follow Me Thank You (Goal 1 Value) ?
		1,613 % of Total: 82.38% (1,958)	1,598 % of Total: 82.16% (1,945)	1,904 % of Total: 74.40% (2,559)	82.25% Avg for View: 74.95% (9.74%)	1.43 Avg for View: 2.04 (-30.06%)	00:00:52 Avg for View: 00:01:52 (-53.53%)	1.21% Avg for View: 2.03% (-40.55%)	23 % of Total: 44.23% (52)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Facebook	1,000 (61.39%)	995 (62.27%)	1,078 (56.62%)	92.30%	1.15	00:00:23	0.28%	3 (13.04%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Instagram	515 (31.61%)	505 (31.60%)	658 (34.56%)	71.58%	1.57	00:00:50	1.98%	13 (56.52%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Twitter	70 (4.30%)	68 (4.26%)	85 (4.46%)	82.35%	1.41	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Instagram Stories	26 (1.60%)	14 (0.88%)	27 (1.42%)	66.67%	2.00	00:00:50	11.11%	3 (13.04%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. LinkedIn	17 (1.04%)	15 (0.94%)	55 (2.89%)	21.82%	4.69	00:10:50	7.27%	4 (17.39%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Snapchat	1 (0.06%)	1 (0.06%)	1 (0.05%)	0.00%	5.00	00:09:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

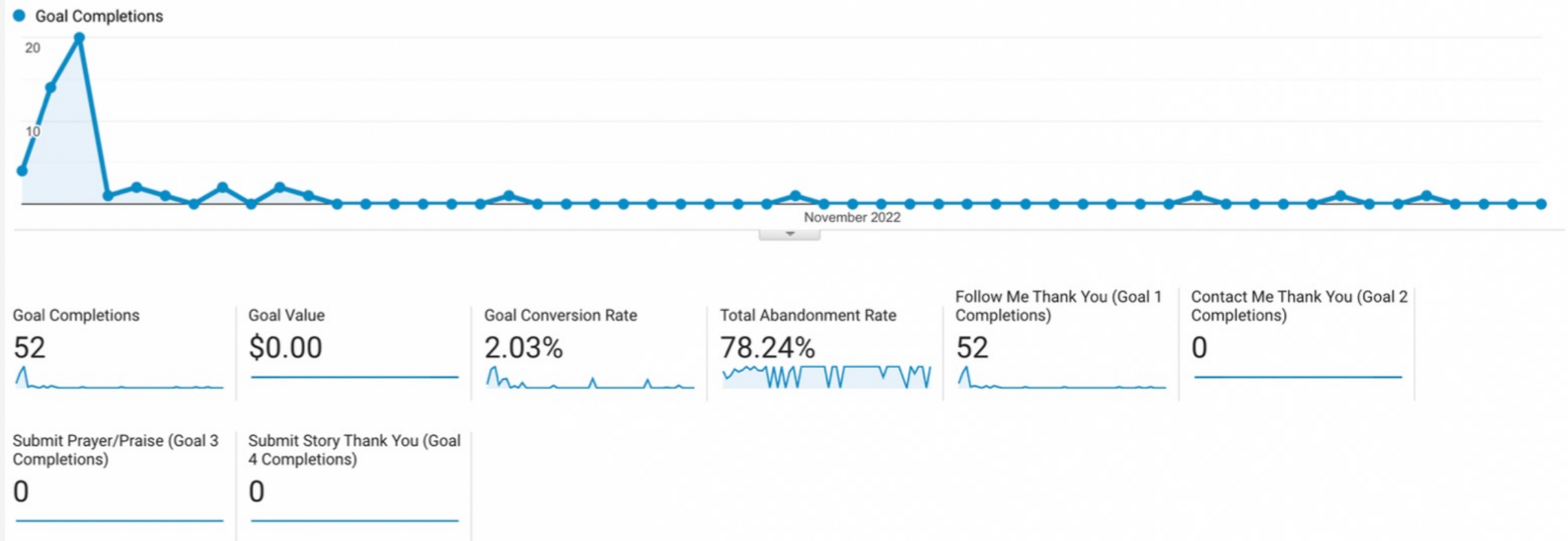
BRAND RETENTION



BRAND RETENTION



GOAL COMPLETION



First peak: mother sent out email to friends to subscribe.

Week Four:

This Week Beyond The Net

Thank you for being a loyal listener!

This week we recapped the recent Belmont Athletics missions trip to Unalakleet, Alaska.

[Read Alaska Recap](#)

Campbell Bowden, a Baylor Alum, and Belmont Volleyball Graduate Assistant shares her story of making it big, playing at Baylor, facing illness, and inspiring others to "love big" and "see the good!"

[Read Campbell's Story](#)

Looking Ahead

Next week, we will explore the life of a student-athlete. The schedule, the demands, and how thousands of college athletes balance their studies and their sport.

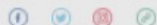
ALUMNI SPOTLIGHT: Maggie Kuyper, a previous Belmont Volleyball player, shares her story of hanging up the jersey and exploring her new passions.

[Recent Blogs](#)

Top Features:



Follow Our Socials!

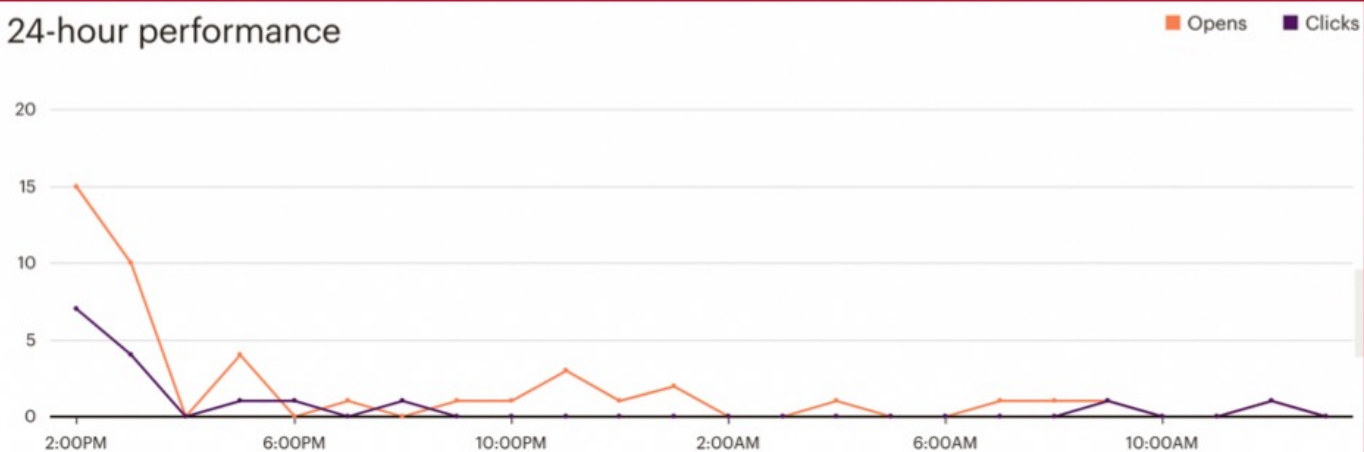


TOP EMAIL

○○○○

- 70 Recipients
- 45 Opens
- 16 Clicks

24-hour performance



SUMMARY





WE DOMINATED.



KEY TAKEAWAYS

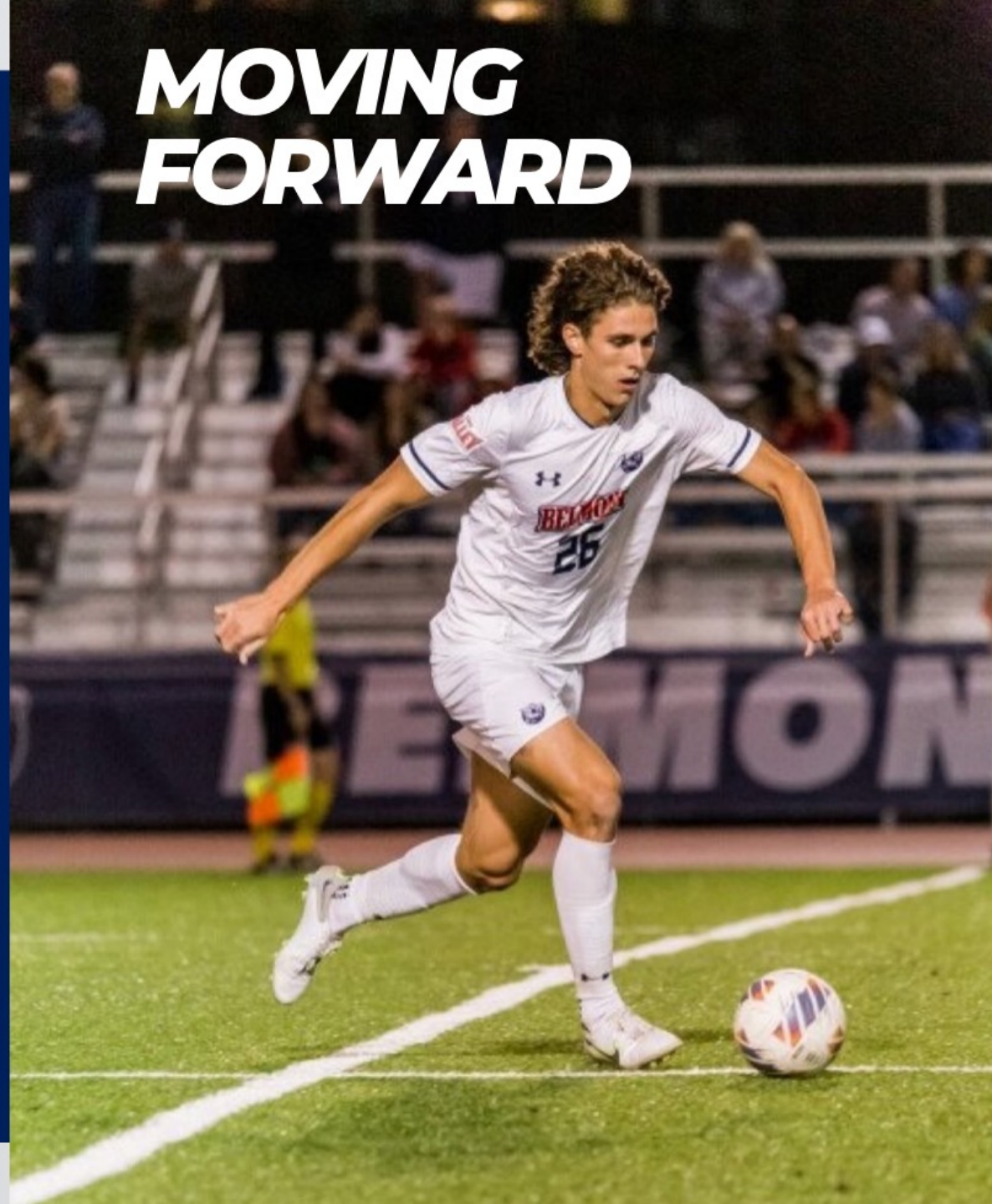


- There is a lot of work that goes into creating content and running a social media page.
- I cannot imagine running a large-scale campaign.
- There is a constant battle between quantity and quality (especially when you rely on other people as a large part of your content).
- Finding a common time, type of post, post format, email format, etc. is HUGE. Giving a consistent look & feel play large roles in the success of the campaign.
- Planning ahead is essential to success. Working 2 weeks in advance is helpful.
- Get others involved, it helps you grow, get other opinions, and round out your goals.



- I want to continue the blog. It is sparking conversation, creating community, & letting others know they are not alone.
- Either end the email campaign or reduce to one email per month.
- Focus solely on Instagram posting.
- Delete Twitter Account
- Delete Facebook Page
- Need to schedule interviews & have a supply of audio to use on hand.

MOVING FORWARD





ADDITIONAL THOUGHTS

This campaign was a lot of work.

The design of the campaign is what made it successful.

The biggest lesson: getting others involved helps you (& can be applied later in life too).



SOCIAL ACCOUNT LINKS



[Instagram](#)

@beyond.the.net_



[Facebook](#)

Beyond The Net



[Twitter](#)

@beyond_the_net_

○○○○

THANK YOU

LAURA SHOOPMAN

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