

SUMMER 2024

NIKE SPORTS CAMPS™



MARKETING MULTI- CHANNEL APPROACH

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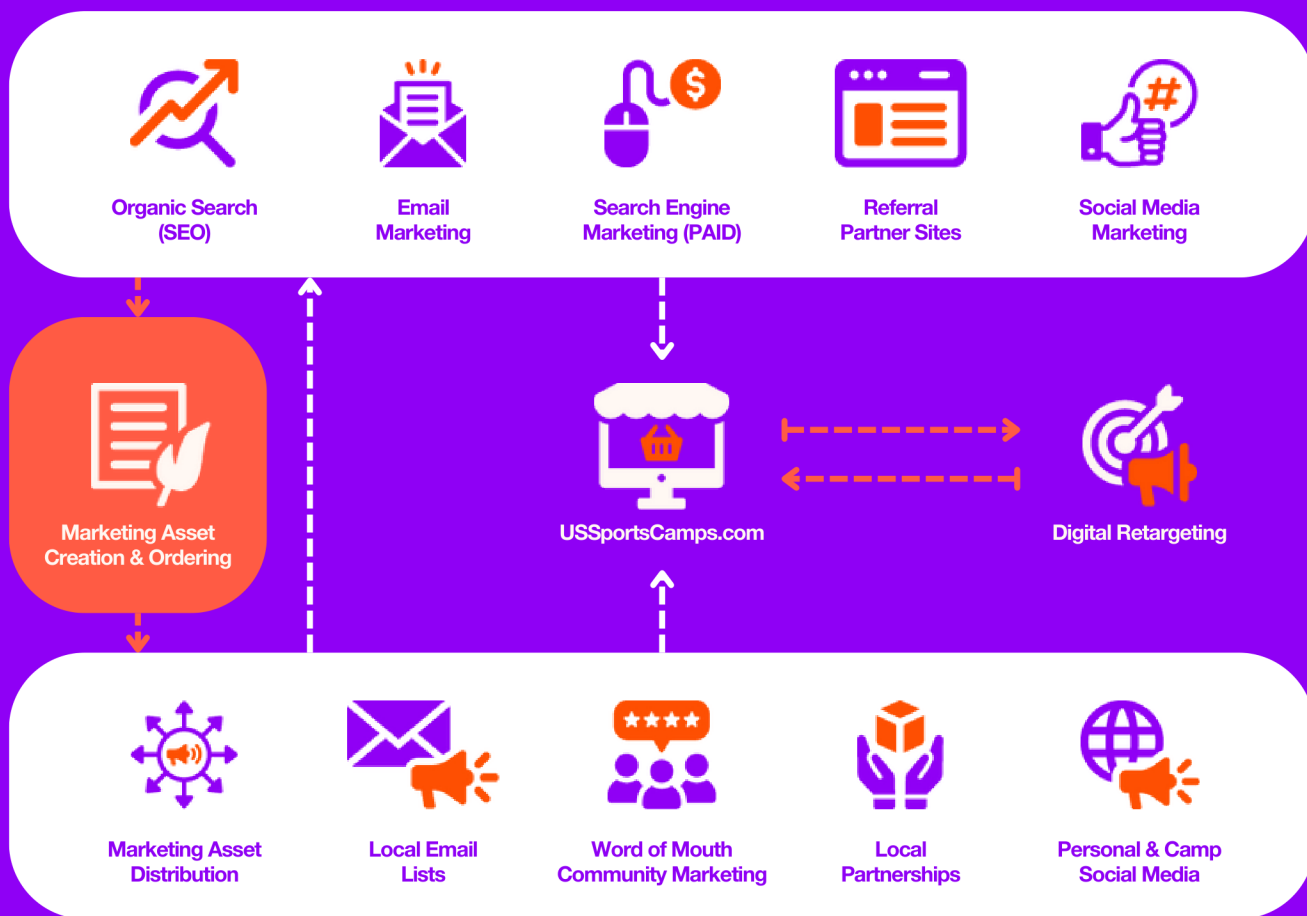
THE CAMP MARKETING ECOSYSTEM

US Sports Camps is the world's leading provider of Youth Sports programming through our proprietary e-commerce platform USSportsCamps.com. Our multi-channel approach focuses primarily on Digital Marketing, and strengthening the platform for all.

Below you can see how we think about the USSC x Partner marketing mix. USSC leans heavily into our expertise with digital marketing, so our camp directors don't have to. What we ask from you, is to continue what you have always done to grow your camps on the ground and in your communities.

Each of us plays an important role in both growing and filling your camp business!

US SPORTS CAMPS | DIGITAL MARKETING



CAMP PARTNERS | LOCAL MARKETING



UNDERSTANDING THE DIGITAL CHANNELS

Each of the digital marketing channels that we leverage at USSC plays a different role in supporting the overall marketing mix. Below we will provide a high-level breakdown of what each channel is, what that actually to you, and how we leverage it to create results.

ORGANIC SEARCH & SEARCH ENGINE OPTIMIZATION (SEO)

TARGET CUSTOMER: PROSPECTIVE & RETURNING CUSTOMERS (50/50 MEN & WOMEN - AGES 18-54)

Organic search is the foundation of our digital marketing. As the #1 youth sports e-commerce platform in the world, we spend a lot of time ensuring our site is built from the ground up to provide search engine discoverability for camps that leverage our platform.

KEY METRICS:

1. 6M User Session in 2023
2. Traffic up 20% YTD 2024

KEY DRIVERS:

1. Camp Pages & Keywords
2. Tips & News + Press Releases (when applicable)
3. Backlinks (Facility Sites, Partner Pages, School newsletters, etc.)

EMAIL MARKETING

TARGET CUSTOMER: PAST & CURRENT CUSTOMERS + WARM LEADS

Email marketing is our strongest first-party data channel from a retainment and growth standpoint. However, while it plays an important role, it is responsible for a small portion of our overall site traffic.

KEY METRICS:

1. 1M Active Users across YEB Database
2. Industry-leading Open Rate of ~50%
3. Unparalleled Click-Through-Rate of 6%

KEY DRIVERS:

1. Brand Emails (Sent Monthly)
2. Sport-Specific Family Emails (Sent Monthly)
3. Camp-Specific Emails (Sent Monthly)
4. Campaign Emails (Ongoing)

REFERRAL MARKETING

TARGET CUSTOMER: PROSPECTIVE CUSTOMERS

Referral marketing is a critical cog in our SEO & Email Marketing initiatives. This top-of-funnel channel also acts as a catch-all of highly targeted users in our prospect marketing.

KEY METRICS:

1. 500k Session from Referral Sites
2. Responsible for 14% of Registrations

KEY DRIVERS:

1. Nike.com & Third-party Partners
2. The USSC Camp family of websites (over 30 related websites)





UNDERSTANDING THE DIGITAL CHANNELS

SEARCH ENGINE MARKETING (PAID ADS) **PASSIVE**

TARGET CUSTOMER: PROSPECTIVE & RETURNING CUSTOMERS

Search Engine Marketing is a must-have in this day and age. At USSC, we take a very aggressive approach to Paid Ads, focusing a lot of effort and money on results. We think its important that Partners remember that Search Engine Marketing is a passive channel. Users need to take specific actions in order to be served Paid Ads across Google or Bing. If users in your region are not searching for your sport + camps, it's difficult to reach them with Google/Bing marketing.

KEY METRICS:

1. 66% YOY User Growth - 47% increase in transactions
2. In 2023, 27% of all registrations came from Paid Ads

KEY DRIVERS:

1. Massive brand budget, spread out across all sports.
2. Thoughtful strategy and week-to-week optimization
3. Dynamic / Sport-Specific / Branded and Non-Branded Keywords

SOCIAL MEDIA (ORGANIC & PAID) **ACTIVE**

TARGET CUSTOMER: PAST & CURRENT CUSTOMERS + PROSPECTS

While social media is our lowest-performing channel for direct sales, we see it as a brand visibility platform. This means direct attribution to social media posts can be difficult, as users may see a post, and then just input the URL to find camps near them. This is especially true with platforms such as Instagram, where you can not directly place links in posts (other than through Stories).

KEY METRICS:

1. 2M+ impressions across Social Media & Mentions
2. 150k Site visits driven through Social Channels

KEY DRIVERS:

- @USSportsCamps
- @NikeSportsCamp

BRAND & LOCAL MARKETING

TARGET CUSTOMER: PROSPECTIVE & RETURNING CUSTOMERS

Penetrating local markets with camp content is a key driver to sustained growth. While our digital channels are here to generate demand and discoverability, it's difficult to grow a local market without feet on the ground, driving local interest. If your local market doesn't know you have a sports camp, it's difficult to leverage our digital channels to their full capacity. This is a channel where we lean heavily on Partners for local distribution of USSC created assets.

KEY METRICS:

1. 2023 YTD + 43% on User visits
2. Responsible for 26% of Registrations

KEY DRIVERS:

1. Flyers / Infocards / Website Links / QR Codes
2. Yard Signs / Banners / Word of Mouth





UNDERSTANDING THE DIGITAL CHANNELS

OTHER OUTLETS (PARTNERS & EXPERIMENTAL)

TARGET CUSTOMER:

Remarketed & Targeted Audiences

Beyond our main channels, we execute many other marketing initiatives that have less visibility but play an important role in continuing to diversify and grow our marketing portfolio.

KEY DRIVERS:

1. NCSA - Sports Specific Emails
2. Partner Sites & Mommy Bloggers
3. Regional and Market Specific Ads / Emails / Promotions
4. Dynamic / Sport Specific / Branded and Non-Branded Keywords
5. Connected TV Ads - Remarketing & Prospecting
6. Nike.com App
7. Press Releases & Earned Media

USSPORTSCAMPS.COM WEBSITE

TARGET CUSTOMER: NEW / PAST & CURRENT CUSTOMERS

With over 30 different “Sports” on USSC.com, we continue to push the limitations of the site, while month over month, year over year we continue to optimize and refine the users we bring to the site and the paths they take to convert. We’ve been incredibly successful in evolving our strategy, increasing retention, and generating demand, but we continue to push growth across all our channels.



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MARKETING BEST PRACTICES

