

# NBA In-Season Tournament Campaign

Amanda Shapiro - Social Media, Sports  
Talent, & The Collective



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**Why?**

# About the Campaign

- Opportunity to showcase **ALL** Wasserman Clients !!!
- On Site Coverage for Semifinals and Championship (If clients are in those games)
- Highlight top performances and take audience through the tournament



# Because ALL teams play, WassermanBasketball can replicate coverage similar to 2024 Paris Olympics!

*Quarter-Finals*

Nickell Alexander-Walker, Luguentz Dort, Shai Gilgeous-Alexander Isaac Bonga, Nick Weiler-Babb

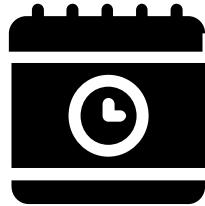
Bogdan Bogdanović, Vasilije Micić Joao Cardoso, Georjinho De Paula Konstantinos Mitoglou

**ADVANCED**

# Important Dates:

- **Starts on November 12th**
- **Semifinals: December 14th**
- **Championship: December 17th**

**(Semifinals and Championship both held at  
T-Mobile Arena in Las Vegas - On-Site Coverage!)**



# Target Audience:

- WassermanBasketball Instagram Followers
- Wasserman NBA clients
- All around NBA fans interested in detailed coverage



# Goals!

**1**

**To allow fans/clients to follow along with #TeamWass progression in the NBA In-Season Tournament, showing off player performances and team success.**

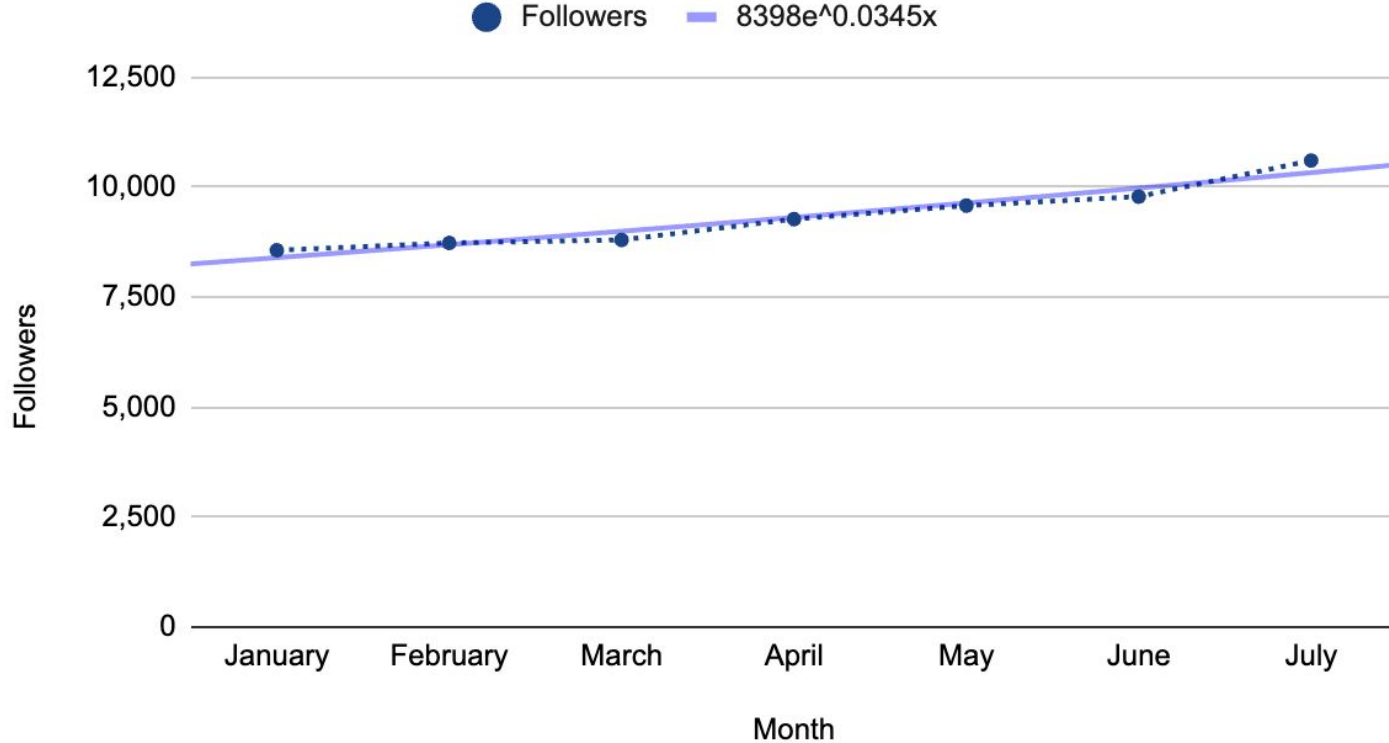
**2**

**Boost interaction and engagement rates!**

**3**

**Increase followers by >20% and double the engagement rate for at least one post during the duration of the campaign**

# Wasserman Basketball Instagram Follower Growth



Trendline equation for exponential growth:  
 $y=8398e^{0.0345x}$



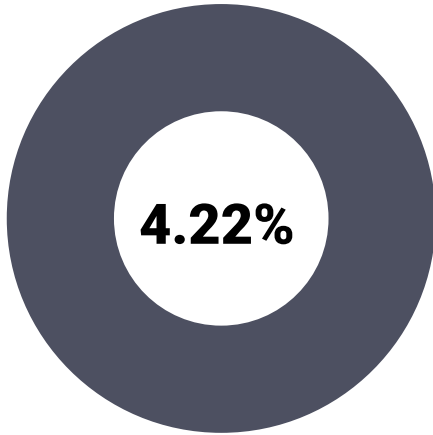


# Exponential Growth

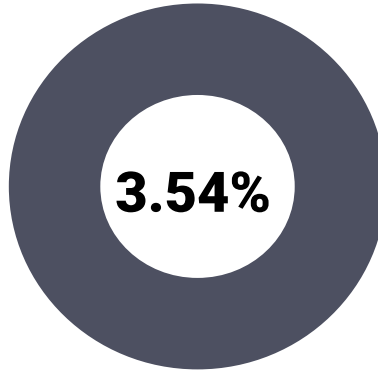
By November, WassermanBasketball should have about 12,300 followers. Wasserman should plan to gain ~2700 followers with the help of the In-Season Tournament campaign, about a 21% increase.



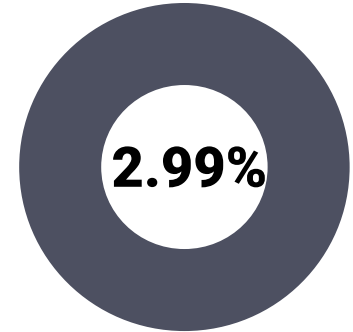
# Decline in Engagement Rate



May 2024



June 2024



July 2024

Engagement rate needs to reach a similar rate to **May**, preferably higher.

# Timeline of Content Execution



**November 5th**

Launch of Campaign - Introduction to the In-Season Tournament, posted on Wasserman Basketball

**November 12th**

First games of In-Season Tournament are played.

**December 1st**

Release graphic of players who have advanced in the Tournament

**December 14th**

In-Season Tournament Semifinals  
**ON-SITE**  
**COVERAGE - LAS VEGAS**

**December 17th**

In-Season Tournament Finals  
**ON-SITE**  
**COVERAGE - LAS VEGAS**



**ALL POSTED AT 11:30AM EST**

# Why?

**The IST is still VERY new! This is only the second year.**

**The audience has the opportunity to see how all teams and clients are performing.**

**With consistent posting over the course of the month= more impressions, more followers, and potentially more engagement!**

# Thanks!

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Sports Talent, &  
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**#TEAMWASS**

