HOW PREMIERSHIP FOOTBALL CLUBS RANK IN MONETISING THEIR FACEBOOK PAGES

Sports statistics not just about the game

Recent news has seen more and more emphasis on the prevalence of data in modern football. Innovations in sports analytics are constantly emerging and evolving but how is analytics being used to provide clubs with commercial success? Swansea City is the latest club to embrace data-driven marketing and has recently entered a new digital partnership. Their plans are to drive sales of match tickets and online merchandise, with a new emphasis on a fan-focussed website.

Marketing Metrix has previously investigated how Facebook pages can be a useful medium for Football Clubs to generate purchases, and the relationship between these factors and their Premiership ranking. Here is a recap of our findings...

To establish how well clubs are 'monetising' their pages, Marketing Metrix have subjectively studied two key areas:

1. How easily one can navigate from a club's Facebook page to making a purchase from the club
2. The likelihood that a club can capture valuable personal data from supporters or the public which can then be used to feed their pipeline.

In area 1 a score from 1 to 10 has been given to clubs by exploring their Facebook pages for ways of navigating to purchases. Ease and speed of navigation where the key factors driving the score.

In area 2 another score from 1 to 10 was awarded on the basis of how easy it was to navigate from the Facebook page to a point of entering personal information.

These scores where combined to establish a 'monetisation score' for each club. The combination was done by giving a 0.7 weighting to the area 1 score and a 0.3 weighting to the area 2 score.

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The league table for monetisation of Facebook is given below. This can be compared to the actual Premier League table, also given below, to see whether clubs are as good at Facebook as they are at football.

Monetising Facebook League

Position	Club	Monetisation Score
1	Chelsea	8.1
2	Queens Park Rangers	7.4
3	West Ham United	6.1
4	Reading	5.9
5	Everton	5.8
6	Swansea City	4.6
7	Manchester City	4.6
8	Norwich City	4.3
9	Tottenham Hotspur	3.8
10	Manchester United	3.6
11	Liverpool	3.5
12	Aston Villa	3.5
13	Fulham	3.4
14	Arsenal	3.4
15	Southampton	3.2
16	West Bromwich Albion	3.2
17	Sunderland	3.2
18	Newcastle United	2.9
19	Wigan Athletic	2.5
20	Stoke City	1.3

Premier League (14 March 2013)

Position	Club	Pts
1	Manchester United	71
2	Manchester City	59
3	Tottenham Hotspur	54
4	Chelsea	52
5	Arsenal	47
6	Liverpool	45
7	Everton	45
8	West Bromwich Albion	43
9	Swansea City	40
10	Fulham	33
11	Stoke City	33
12	West Ham United	33
13	Newcastle United	33
14	Norwich City	33
15	Sunderland	30
16	Southampton	28
17	Aston Villa	27
18	Wigan Athletic	24
19	Reading	23
20	Queens Park Rangers	23

- The monetising Facebook league shows how well the different Premier League clubs are doing in using Facebook to capture data and drive purchases
- Chelsea and Manchester City to a lesser extent are the only very popular clubs with high Turnovers that are doing well in the actual league and the monetisation table

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- Queens Park Rangers are last in the league, have low funds, smaller fan base but have a very strong Facebook page for data
- Reading are the same as QPR with low funds, small fan base but good page to drive people to make purchases.
- The Clubs that are renowned for having large turnovers and spending a lot to stay at the top of the league table doesn't in anyway equal an effective Facebook page in terms of purchases and DC. i.e Arsenal, Manchester United

For more information on any of the above, please visit our website at www.m-metrix.com or contact one of our data scientists at info@m-metrix.com.

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