

History of the Organization

The San Francisco Giants are a Major League Baseball organization located in San Francisco, California. They have not always been in the beautiful San Fran however. Based originally in New York City, the New York Gothams were formed in 1883, and became the New York Giants in the 1885 season.

In 1958, the Giants moved to their new home in San Francisco, where they have remained ever since.

As one of the oldest established major league teams, the Giants franchise has won the most games out of any team in the history of baseball in America. They've won 20 pennants and 8 World Series championships. 14 pennants in New York, 6 in San Francisco, and then 5 World Series championships in New York, and three in San Francisco. They also have more Hall of Fame players than any other franchise.

The Giants in the past five years have become hot, hot, hot. They've won three World Series Championships in the past five years – 2010, 2012, 2014. This has catapulted them into the spotlight, making them one of the most popular, well known teams in baseball (Giants).

MLB Consumer Category

The Giants are a part of Major League Baseball. The product they are primarily selling is their games. There are three main consumer categories – convenience goods, shopping goods, and specialty goods. Major League Baseball games would fall under the specialty goods category. Specialty goods aren't purchased at a high rate, require a little more thought into purchase, and carry a heavier weight than say buying furniture, or electronics. The majority of sports, arts, and entertainment related products are in this category (Martin).

Top three marketing trends (in MLB)

Major League Baseball has seen a decline in sales over the past few years, so they (the Giants, as well as the rest of the league) have implemented different marketing strategies in order to generate more revenue, and in order to fill more seats. The top current three marketing trends in Major League Baseball are...

1. Cross Selling/Sponsorships

Teams will often collaborate with other stores or companies in order to get name association with a large company (through sponsorships), or reach their products to a wider range of people (through selling their physical products, not just tickets, in other stores). For example, Dick's Sporting Goods will often sell official MLB players' merchandise (such as jerseys and shirts). Major League Baseball gets a portion of the profits from the sales products, but they're able to reach a wider range of people since customers don't have to go to the actual team's store just to purchase something, and they don't have to deal with shipping fees that come with online shopping. In regards to name recognition and sponsorships, a well-known company will sponsor many teams. This creates an association between the team, and the particular brand. Having that name/brand association benefits both parties. For example, popular phone company AT&T is a sponsor the San Francisco Giants, whose field is called "AT&T Park". Another popular form of sponsorships used by teams is "branded space". Branded space is an area in the stadium that's often designed and maintained by the sponsor. That particular area is named after the sponsor (Fetchko). For example, Miller Lite sponsors an exclusive suite at PNC Park. Entitled the Miller Light Suite, it is decorated with the Miller Lite logo.

2. Game Day Promotions

Game day promotions are a good way to enhance the game-day experience for fans. Promotions can include giveaways, special themed nights, and much more. The

Giants had a calendar full of promotions for their 2015 season. Some of these promotions included...

- Thursday April 16th was Irish Heritage Night. There were Irish Dancers, and the first 30,000 fans that checked into AT&T Park using the MLB Ballpark App received a free Irish flag beanie.
- Saturday May 9th, the first 40,000 fans received a Hunter Pence “Fence Catch” bobble head.
- Friday June 26 was LBGT night. There were also fireworks after the game.

These are just some of the many examples of promotions the Giants did throughout their season. Each and every one offers a product or experience that enhances, and adds to the normal game experience. It adds value to the experience, and the fan feels like there’s more in it for them, which might make them more willing to buy a ticket. All teams have embraced the promotions strategy when marketing their season. (S. Giants)

3. Social Media (Anonymous)

A good social media presence is vital to the success of an organization. Especially with an organization whose consumer category is in the specialty goods category, it’s important to really reach out and connect with your consumers/customers, since specialty goods aren’t common goods that are purchased frequently. Through social media, teams are able to connect personally with fans, answer questions, get out information to a large amount of people at once, etc...Not to mention, advertising and marketing through social media comes at a much lower cost versus using traditional media outlets (Fetchko). Use of social media has perhaps become the biggest marketing trend in the sports industry. It’s been shown that if people visit a Facebook page, a twitter feed, or other social media outlet, and it hasn’t been updated in at least 12 hours, they’ll leave that page. 12 hours really isn’t a long time. That alone should show you how important it is to keep your social media presence strong.

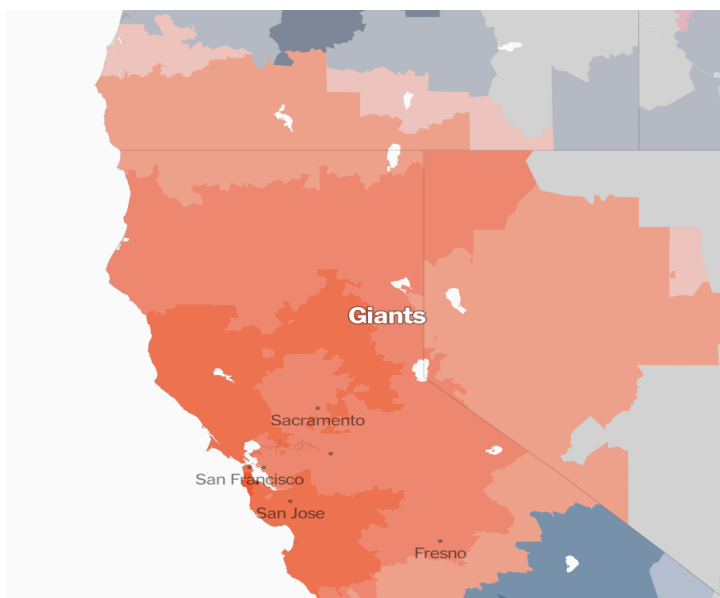
Geographic Scope of San Francisco Giants' Marketplace

Using aggregated data provided by Facebook, a map was created that shows the geographical location of each fandom. You can zoom in, and specifically see which three teams dominate a specific county. The Giants' are the top most popular team as far North as Klamath County, Oregon. They are the most popular team as far East as Eureka County, Nevada, and the most popular as far South as Monterey and King County, California (Anonymous).

Giants' fans dominate northern California. However, their heaviest concentration of fans is in the Bay Area. According to (MLB), more sports fans in the Bay Area are fans of the Giants than any other team in the marketplace. They make up 58% of the marketplace in that location followed by the San Francisco 49ers (an NFL team), which make up 53% of the market.

The six areas that have the highest concentration of Giants fans are as follows....

1. Bay Area, CA – 3.4 million people, makes up 58% of market.
2. Monterey County, CA – 266,000 people, makes up 47% of market.
3. Sacramento, CA – 1.4 million people, 45% of market.
4. Chico, CA – 176,000 people, 44% of market.
5. Fresno, CA – 465,000 people, 33% of market.
6. Reno, NV – 180,000 people, 32% of market. (MLB)



This map, taken from SFGiants-Partnerships.com

Shows the area where Giants' fans are most heavily populated. The areas that are colored a darker orange are the areas with the highest concentration of people.

Top 3 Competitors

These top three competitors have been selected using data pertaining to geographic location (and therefore direct competition in the marketplace), annual team payroll and budget, and statistical performance.

1. Los Angeles Dodgers

The Los Angeles Dodgers and the San Francisco Giants have one of the oldest rivals in baseball. The Dodgers also got their start in New York, and the rivalry continued when both teams moved west. The Giants and the Dodgers are in the same division (National League West Division), so every year there is a constant battle for first place between the two teams. The Dodgers are also very closely located to the Giants, and especially towards southern counties, the two teams find themselves having a pretty even split in the marketplace. There's a constant struggle to draw fans in to one team or another. Anybody who knows baseball knows that the Giants and Dodgers have one of the bitterest rivalries. If you are a fan of one team, you are most certainly not a fan of the other.

The Dodgers have one of the highest payrolls in MLB, coming in at over \$271 million dollars during the 2015 season. The Giants had only over \$173 million during the 2015 season. This matters because theoretically, the higher the payroll of a team, the better players they can buy. The better players they can buy, the better the team is. However, despite almost a \$100 million dollar difference in payrolls, the Giants kept up with the Dodgers statistically all season. The Dodgers finished the regular 2015 season with a 92-70 record, and the Giants finished 84-78. The Dodgers' Franchise only has six World Series wins, with the last one being in 1988, while the Giants' Franchise has eight

World Series wins, and having won it all in 2010, 2012, and 2014.

2. Oakland Athletics

The second highest competitor for the Giants is the Oakland Athletics. Unfortunately for the A's, they're smack dab in the middle of the Bay Area, which has the highest concentration of Giants' fans in the marketplace. According to Jeff McGaw, a longtime San Francisco Giants fan that grew up in the Bay Area, "If you live in the bay area, you are an A's fan or a Giants fan. The divide and split between teams in that area is so distinct". There's a fierce competition for ticket sales in the Bay Area between the two teams. However, the Giants have a higher payroll, and have been more successful statistically the A's in the past few years. Given the A's are in the American League, and didn't compare to the Giants statistically season, it's their geographical closeness that makes them a top competitor.

3. Arizona Diamondbacks

The third highest competitor for the Giants I believe is the Arizona Diamondbacks. They aren't a huge competitor geographically – only a very few areas have both Giants and Diamondback fans. However, they are a big competitor statistically, as they are also in the National League West division. The Diamondbacks finished the 2015 season 79-83, only five games behind the Giants.

(Emamdjomeh)

3 Potential Market Segments of Target Audience

1. Adults ages 35+

Like characteristics: 35 years or older, disposable income, some college or college degree, interest in sports.

This particular segment most likely has a job that can provide disposable income, which one can infer means they have some form of college experience, whether it be an

undergrad or post grad degree. This particular age group (men and women) accounts for 71.9% of people that watch, listen to, or attend Giants' games. This group might not have as much disposable time, however, if their disposable income is higher it make them more frequent ticket buyers.

2. Women ages 25 – 49

Like characteristics: Ages 25 – 49, women, disposable income, and most likely a college degree.

This is a very important segment to target. First of all, women only make up 45.6% of all people who listen, watch, or attend Giants' games. Finding ways to market to women is important, since they're currently the ones who purchase the least amount of tickets.

While some women do have an interest in sports, in general they may attend games because other people have invited them. We want to turn their "maybes" into "yeses".

The women in this age range likely to attend games are most likely college graduates with some disposable income.

3. College aged students (18 – 23)

Like characteristics: college aged kids, disposable time, interest in sports, school location (San Francisco).

This segment is a little different than the other two. First off, the people in this particular segment are younger than the other two. They are still in college so most likely don't have the disposable income that comes with having a post-college job/profession.

However, they may have more disposable time than someone with a full-time, post college job, which combined with an interest in sports, makes for a huge potential market. Also, there are at least three large universities in San Francisco (UC San Francisco, Golden Gate University, and University of San Francisco). There's a plethora of college kids looking to kill some time by watching a great sport.

(MLB)

San Francisco Giants Social Media and Marketing Analysis

To reiterate, social media is vital to the success of an organization, especially an organization like the Giants, where connecting with the fans means everything. In April 2013, it was found that the Giants had the most engaged fan base out of any major league team (MLB). Since 2010, the Giants have become leaders in social media engagement. Not only have they created and utilized all of the most current, and popular social media platforms, they've always been innovating new ways to create fan engagement through social media. According to Scarborough Research, in 2012 61.4% of Giants' fans used social media, 37% were more than likely to own a smartphone as opposed to other people in their general area (MLB). The Giants social media team has come up with their own promotions and ways to integrate social media into the overall fan experience. Below we will look at and analyze different social media outlets the team utilizes, and how it relates to their marketing efforts, and the overall fan experience.

Facebook and Twitter

As of October 8th, 2015, the Giants had 2,964,599 people "like" their official Facebook page. They currently have 891,000 followers on twitter (numbers taken directly from official San Francisco Giants Facebook and Twitter). These are two of the most popular, well-known, and easily accessible social media channels, so it's very important to utilize them properly so you can reach out to as many consumers/customers as possible. The San Francisco Giants do a very good job at reaching out to fans on both of these channels. We'll take a look at both individual channels and see exactly how they utilize them.

When you go to their Facebook page, you're immediately greeted by a large banner with Hunter Pence (a very popular, well-known Giant), and big, bold orange letters that say, "We are SF. We are Giant". This is important because "We are SF. We are Giant" is the Giants' social media slogan. Having it as the first thing you see when you click on their page is good because it ties everything together. It creates feelings of unity, team, and belonging, which is very good for a sports team. The top banner has quick links to "About", "Photos", "Videos", and "More". The "More" button has a little

drop down menu that lets you select from more options to click on, such as “tickets” (which provides you with a place to purchase tickets for spring training and regular season games), “events” (which provides a list of special events going on with the Giants or at AT&T Park), and even “quizzes and polls”. These buttons provide quick access to all of the content in the page, so one might not have to scroll down all of the way to find a specific picture, or post. The tickets button is especially convenient as it provides fans a very quick and easy way to find tickets to games (it adds convenience, which makes customers happy and more willing to buy).

When you start scrolling down the page, you see numerous different things. Often times Giants’ players will be up for awards, so you’ll see cool graphics with the players, what the award is, and a direct link to the site where you can vote. This is good to have on a Facebook page, because encouraging fans to vote and get involved with the selection of an award makes them feel involved, and makes them feel as though they’re making a difference, even if it’s a small one, within the organization.



San Francisco Giants

October 10 at 2:00pm · 🌐

We have quite a few guys that are [#AwardWorthy](#) [#SFGiants](#)

[#MadBum](#)

[Buster Posey](#)

[#Duffman](#)

VOTE:



2015 MLB Awards

I voted - you should too! Vote in the 2015 @Esurance MLB Awards now at MLB.com/awards

SECUREA.MLB.COM

Taken directly from the San Francisco Giant’s Facebook page, this is a post asking fans to vote for their favorite players in the MLB Awards. Asking fans to vote is a good way to get them to be, and feel like they are, involved.

Another thing the page does that is clearly a fan

favorite, is they'll post behind the scenes pictures of players, and goings on at the field. For example, just last week, despite the Giants not clinching a spot in the post season, the page posted a picture of rookie infielder Matt Duffy and his cat, eating In-N-Out Burger, with the caption, "The Postseason has officially begun for Matt Duffy and his cat Skeeter". While this may not seem like it has much relevance to baseball, it's really cool because it gives fans a view into the lives of their favorite players. Players are held on a high pedestal, and pictures like this help humanize them, and make them seem more human and relatable to the fans.



"The Postseason has officially begun for Matt Duffy and his cat Skeeter".

To use Matt Duffy as an example again, the Giants posted a beautiful photo essay Matt Duffy's father created of him. Titled "A Father, a Son, and a Dream", it chronicles Duffy's journey in baseball, starting at the age of two. Again, posting things like this is so valuable. It really helps fans connect with their favorite players on a personal level.

The Giants really do connect with their fans better than most teams. Even the higher up people in the organization make an effort. Larry Baer is the President and CEO of the Giants. At the end of the season, he wrote a letter to fans, thanking them for their love and support, reciprocating those feelings, and posted it onto Facebook. The fact that one of the highest executive positions in the franchise made time to connect with the fans

on that level, and show that the organization really does care about their fans, means the world. It shows them that their love and support does matter, and that it is appreciated.

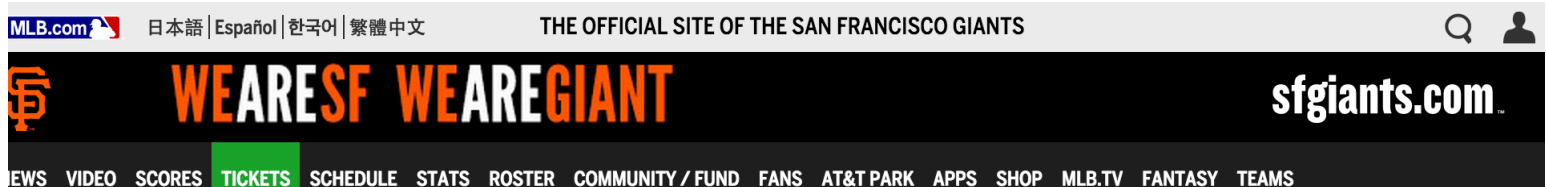
Now that the 2015 season is over, the majority of posts are ones highlighting 2014 post-season memories (the 2014 post-season was arguably one of the most exciting and intense in recent years), thanking the fans, and giving them more behind the scenes looks than normal. However during the regular season, the page is filled with posts highlighting exciting game plays, scores, and standings. During the regular season the page is very good at focusing on keeping fans updated on the current goings on of the season. They also post frequently about special events going on at the park, with links that provide easy access to tickets.

Overall the Facebook page does a very good job at connecting with fans, showing them inside looks, and informing them of goings on during the season, while providing them with easy access to tickets.

The Twitter page has content very similar to the Facebook one, with a few minor differences. For starters, on twitter it's more acceptable to post a more constant stream of content. So especially during regular season, fans can go on twitter for constant updates of what's going on during the games. That's perhaps the biggest difference between Facebook and Twitter. Facebook is good for periodic, highlights that cover more material at once, whereas Twitter you can essentially get play by play updates. Twitter still posts all of the links to vote, behind the scenes photos, and everything else that Facebook does; they just post more stuff at once. Twitter is better for connecting with fans one on one at a more personal level. For example, the main SF Giants account will retweet players' personal accounts. The Giants account will often reply to fans, answering any questions they may have. Another cool thing they'll do during the season is have a player take over the main Giants' account, and do a Q&A with fans. Earlier this season they had veteran pitcher Jeremy Affeldt do this. Fans would tweet their question, along with the hashtag "#AskAffeldt", and he'd answer as many questions as possible. The Giants do this at least four times a season. It's a great way to connect with fans, and have them get to know their favorite players.

Official Giants Website

The official San Francisco Giants website is very organized and easy to follow. At the very top of the homepage are buttons where you can change the language you view the page in, so that fans of different nationalities can read everything. Their website banner is the “We are SF. We are Giant”, which again, is the slogan that ties in all of their social media. Right below the picture banner is a banner that has links to absolutely everything a fan would need or want from a website.



The News button can give you everything you need to know about the franchise, from its history, to what’s currently going on. The video tab will show you videos of players, things the team is doing, and game/season highlights. Tickets provides you with everything you need to know about attending a game, whether it’s a regular season game or a spring training one. The schedule tab (currently) has tentative schedules for the 2016 season, along with special events and important dates in MLB. The Stats tab has a complete list of all players’ stats during the winter league, spring training, and regular season, as well as overall league standings. The rosters tab is interesting because it showcases everyone in the organization, from coaches, to players, to prospects, to broadcasters. It also has an injury list update, as well as a link to what’s going on with the MLB draft. The community/fund tab has links to the Giants’ raffle, Junior Giants Baseball Program, the Giants Community Fund, a community calendar, and more. It highlights everything the Giants have to do with the community. The fans tab is a personal favorite of mine. It includes links to blogs written by the players (a very popular one being Brandon & Brandon, a blog written by first basemen Brandon Belt, and shortstop Brandon Crawford). It also provides a link to “Giants Singles” a dating service sponsored by match.com that helps single Giants fans connect with one another. That’s really clever. Not only is it fun and creative, but it could potentially really help fans build an extra emotional attachment associated with the team. The AT&T Park tab has every

single bit of information you as a fan would want to know about the stadium, from an A-Z list of information, to seating charts, to behind the scenes tours, to events going on at the park. The apps tab has a complete list of apps sponsored by actual MLB. These apps are ones that help connect fans to each other, and to the game day experience, whether they're physically attending a game or not. The shop tab takes you to the official Giants' store. If you're looking for a specific item, the shops tab drop down menu conveniently has different categories of items you can buy, so you don't have to sift through tons of items online to find the one you want. The MLB.tv tab provides fans that cannot attend the game a way to either stream the game online, or listen to it depending on their level of membership. The fantasy tab connects fans to the fantasy MLB league, as well as provides statistics and injury reports for players on all teams. It even includes a fantasy blog. Lastly, the teams tab just provides links to every MLB team's individual website.

Overall the Giants' website is extremely easy to navigate. It provides every single bit of information one might want to know. It provides highlights, standings, player information, shopping information, information on camps for kids, special events, tours, exclusive pictures, news in MLB, and so much more. It even provides links to Giants and MLB RSS feeds, as to provide fans an even more in depth way to stream information about the team and the league.

The @Cafe

In 2013, Bryan Srabian, the director for social and digital for the San Francisco Giants helped create something that no other franchise had done yet. They created the @Cafe, the first ever social media café located inside of the park itself. Located behind centerfield at AT&T Park, it provides coffee by Peet's Coffee franchise and a social media experience fans can't get anywhere else. There, fans can go and drink coffee, charge their phones, and see all of these social media posts curated onto a huge, interactive, touch screen display board.



*The Giant display board
curates social media posts
from different fans in the café.*

This one of a kind fan experience is something fans can't get at any other ballpark.

(Elder).

Social Media during the games

The Giants do a very good job at providing a social media experience for the fans during the games. They'll provide hashtags, such as #WeAreSF, that allow fans to tweet, post, and have the opportunity to have those posts and pictures displayed on the giant jumbo screen in center field. The @Cafe clearly provides social media game day interaction that is impossible to find elsewhere. The Giants have started utilizing a newer social media channel in order to provide their fans with an even more in depth game day experience. The official San Francisco Giants Snapchat account shows fans close up views of their favorite players during game days. It'll show them during BP, or even messing around in the dugout, as well as scores and updates with cute little graphics. The Giants created their own version of "elf on a shelf" called "Pence on a fence". It's a little hunter pence doll that sits around the stadium. The Giants Snapchat will post the Pence doll around the stadium, and offer contests for the first fans that can find it, and snap

them a reply. It's a fun, new, and creative way to provide fans with further interaction with the team during the games.

Conclusion

Overall the San Francisco Giants do an extremely good job at utilizing social media in order to provide fans with as much interaction, and information as possible. They are able to target their specific target markets through social media, and reach them in ways that not every team can. Through their powerful performances in recent seasons, strong marketing and advertising strategies, and use of social media, the Giants have not only dominated northern California, but the world of baseball as well. As a marketing student, researching them and analyzing their company and market makes me hope to work for an organization such as theirs one day.

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