

# Sixmilebridge GAA

## Simplifying club communication and driving engagement levels



*"Last year we had 6 people involved in managing our website, Facebook, Twitter, web texting and newsletters. Now a single person with a single click updates all our channels and our engagement levels are the highest ever."*

Syl O'Connor, Head of Communications, Sixmilebridge GAA

Sixmilebridge GAA ([www.SixmilebridgeGAA.com](http://www.SixmilebridgeGAA.com)) is one of the leading sports clubs in Ireland and while the population is growing exponentially the club is still very much the central core of the local community. The club is undertaking a new phase of development with an indoor arena the first of its kind in the West of Ireland so communication is key to ensure its success.



## The following challenges were identified

- The clubs existing communication was fragmented across an array of messaging platforms: Website, Facebook, Twitter, SMS and WhatsApp.
- Ensuring all the clubs communication channels contained the most recent club information was proving to be very time consuming.
- The club had 2,000 followers on social media but the content posted was not being seen.
- 80% of traffic to the club website was on mobile devices but the pages were not designed for the small screen.
- The club wanted to ensure they kept their digital home (SixmilebridgeGAA.com) and branding and not become over reliant on social media.



## The following solutions were implemented

- A custom app was released providing dynamic content and a direct channel of communication between the club and their supporters.
- A new mobile optimised website was delivered ensuring new content was always accessible and historic content would never be lost.
- The clubs existing social media channels were integrated with their Clubify account leading to a single click updating 4 channels: App + Website + Facebook + Twitter.



## Our solution had a big impact

- View count on content published was 20 times higher on Clubify than the clubs combined social media accounts.
- Traffic levels to the clubs new website grew by 400% in the first month.
- App opens during the playing season averaged 5,000 per week resulting in a compelling business case for local advertising.
- Insights on App downloads and users showed the clubs reach spanned far greater than the local community opening up a new connection with expats and opportunities for membership growth and fundraising.

