

CASE STUDY TOPIC:
SOCIAL MEDIA MANAGEMENT

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:
VAUXHALL MOTORS F.C.

DATE:
SEPT 2021. - PRESENT



THE BRIEF

In 2021, Vauxhall Motors FC approached the Strive Group to discuss a long-standing Marketing Partnership between companies, with the overall goal of increasing the reach through Social Media, contributing towards the Club Website, heading up the Media and Marketing Team, growing sponsorship and increasing the average gate for home matches.

Upon the start of the 2021/22 season, the club had a fully functioning media team for the Men's First Team for the first time, with the club provided with Strive Group staff for fixtures, training sessions and other ongoing during the week.

THE SOLUTION

Vauxhall Motors FC for numerous years within the rolling partnership with Vauxhall Motors Football Club have had regular content being pushed out through Social Media, alongside advertising for games through local community initiatives, and a matchday programme produced every home match - with post match entertainment also provided.

A Media Team of 7 people makes up the VMFC Digital Team - providing them with Matchday Coverage including Live Commentary, Match Highlights, Interviews, Twitter Commentary, Website Updates, Graphic Design and more.

THE RESULTS

The results of the partnership between Vauxhall Motors Football Club and The Strive Group has always been positive, and this has been reflected within the statistics of the digital platforms and the attendance rise:

- 7 Million Average Impressions on Twitter/X per year, over the last five seasons
- A YouTube channel made and growth to 500 subscribers, meaning a revenue can be generated
- Sponsorship generated through marketing including now three sides of the main arena filled with Advertising Board
- A new Headline Sponsor generated with Marketing Campaign Presentation to sell this
- Growth in attendance on the turnstile from an average of 114 people to an average of 372 people

EXAMPLE WORK

Example Work that we have created that you can see on our website and Social Media platforms that we would like to highlight include:

- Match Programme - Vauxhall Motors FC v Chester FC, 11 July 2026
- 19 Years On Documentary - A Vauxhall Motors FC Production, 2021
- Match Coverage v Tranmere Rovers, YouTube Video, 2023
- Example Graphic Design (Next Up), Vauxhall Motors v Cammell Laird FC, 2026

CLIENT TESTIMONIAL

"Our partnership with The Strive Group has massively elevated our media and marketing output here at the football club. The staff from Strive never left any stone unturned - and have more than returned the investment through monetisation of our social media channels, marketing for advertising boards and helping to secure the future of our football club with our headline sponsor. I would recommend The Strive Group to anyone who is looking to elevate their marketing, media and more."

- **Committee Member, Vauxhall Motors Football Club**

"Since coming into the club in 2021, our social media output has never been better. We went from the average football club in the North West Counties League to the best output in the league, competing with former football league clubs such as Bury FC and Macclesfield FC. This was a testament to the work put together by Strive Media, who helped us grow our fanbase, grow our commercial partners, and grow our social media. We hope that this partnership can continue for years to come to keep on operating at the highest level, off the pitch."

- **Committee Member, Vauxhall Motors Football Club**

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

