

CASE STUDY TOPIC:

SOCIAL MEDIA MANAGEMENT

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:

BOOTLE FOOTBALL CLUB

DATE:

AUGUST 2024 - JUNE 2026



THE BRIEF

In 2024, Bootle Football Club approached The Strive Group to take over a non-existent Media Team at the football club, to boost the online presence in a two-year contract.

The aim was to carry the model forward that had been approached at Vauxhall Motors - with the objective of setting up a Media Team to simply boost the online numbers - including growing numbers of followers, views, engagements and more.

THE SOLUTION

Strive Media came up with the solution to build a bespoke media team with Strive Group Staff, to provide them with their own team to have at fixtures, to provide commentary, social media content, match coverage videos, podcasts and much more.

Across the course of the two year contract, Strive Group also launched a 'Bucks Members' Scheme - which was important revenue to the club, and giving members further Behind the Scenes Access and enhanced Social Media content.

THE RESULTS

The results of the partnership between Bootle Football Club and The Strive Group has always been positive, and this has been reflected within the statistics of the digital platforms and the Bucks Member Scheme:

- 9 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 Opportunities advertised in line with the 3G Pitch and addition of a football college
- TikTok set up with hundreds of thousands of engagements from no channel at all
- Bucks Member Scheme generating thousands of pounds per year which was non-existent

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 - Bootle FC v Darlington FC, Emirates FA Cup, 2025
- Christmas Podcast, YouTube, December 2024
- Match Coverage v City of Liverpool, FA Cup, 2024
- Pre-Match Build Up Show, Filmed in Moda Lexington, Emirates FA Cup, 2024

CLIENT TESTIMONIAL

"Working with The Strive Group completely transformed our club's digital presence. They didn't just manage our social media—they built a professional media operation that engaged supporters, attracted new sponsors, and created new revenue opportunities. Their team became an extension of our club, consistently delivering high-quality content on and off the pitch."

- **Committee Member, Bootle Football Club**

"The Strive Group understood exactly what our supporters wanted. From matchday coverage and behind-the-scenes content to launching our membership scheme, they helped us strengthen our relationship with fans while increasing engagement across every platform. Their creativity, reliability and professionalism made them a valuable partner throughout the project."

- **Committee Member, Bootle 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.

