



Liverpool's global fans bid on exclusive match-worn player shirts

Challenge

- The challenge was to create a tactical marketing campaign via ECAL, incorporating a call to action (CTA), to encourage fans globally to bid on exclusive player match-worn shirt auctions. The campaign would need to be strategically timed to coincide with optimal bidding windows and direct fans directly to the Auction Store.

Introduction

- Liverpool FC encourages fans to own a part of the club's history by bidding for signed match-worn shirts from the season's Premier League and Champions League games.
- The proceeds are donated to the LFC Foundation, creating life-changing opportunities for young people and families at home and abroad.
- As Liverpool FC's official digital calendar provider, ECAL provides the platform for the Club to reach their global fanbase and communicate important match, member and promotional information, directly to their personal digital calendar.

Objectives

1

Educate

Expose the recently launched Liverpool FC Auction Store to fans, and educate fans on the opportunity to bid for priceless items.

2

Communicate

Communicate upcoming auction details and important commencement and closing windows to fans globally.

3

Engage

Increase the level of interest and engagement in the auctions through increased visits to the LFC Auction Store.

4

Convert

Create a seamless path for fans to bid, increasing conversion, raising auction prices, and delivering proceeds for the LFC Foundation charity.





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Strategy

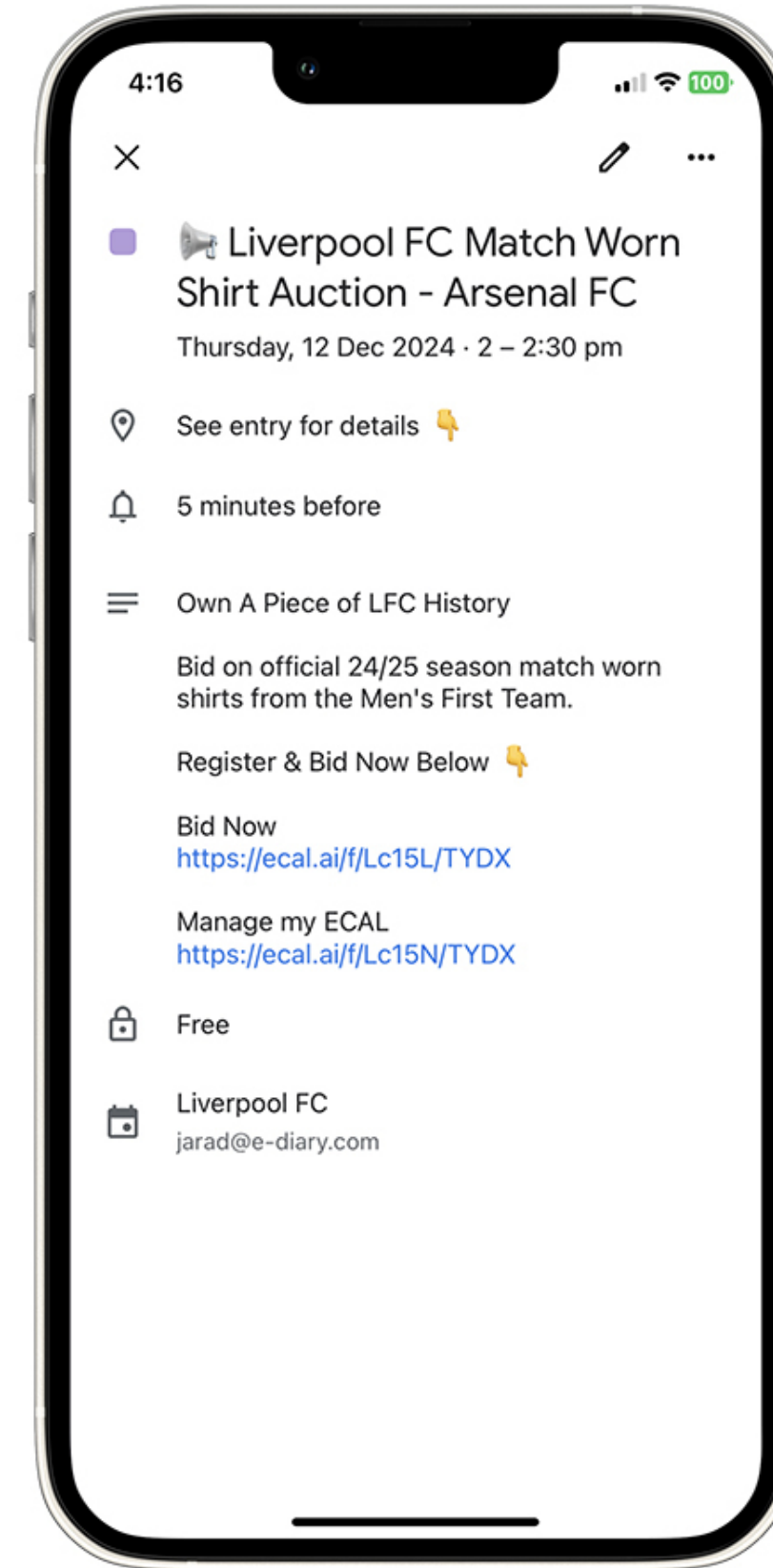
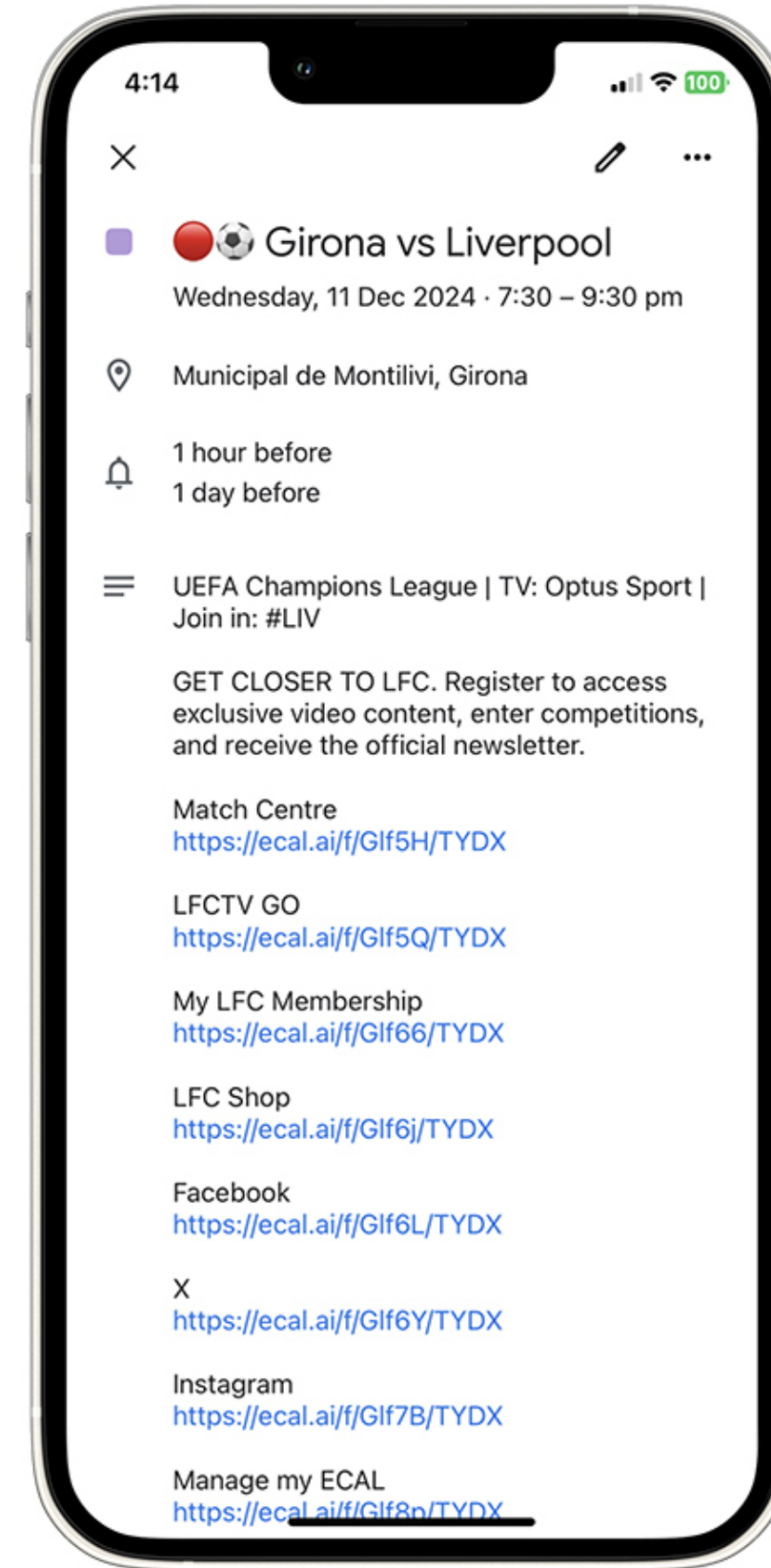
- ECA would work hand-in-hand with the marketing team at Liverpool to construct pro-forma campaign messaging to brand, with recommended alerts, copy and direct action links, along with direct access to the ECAL admin for effective self-management and success metrics.

Solution

- The team created 12 separate tactical events across a 30-day campaign, beginning on the 15th November 2024.
- Fans received 'LFC Auction' events directly into their calendar, with timely alerts, feature shirt details, positive messaging, and with a simple 'Bid Now' call-to-action linking directly to the LFC Auction Store.
- Due to the nature of these live events, fans globally were easily aware of auction commencement and closing times, giving them a greater opportunity to participate.

Outcomes

<p>12</p> <p>Awareness</p> <p>12 tactical events were crafted and served into fan calendars over a 1-month campaign period.</p>	<p>1.4m</p> <p>Reach</p> <p>ECAL delivered over 1.4m event impressions to high value MyLFC Members over this campaign.</p>	<p>2,600</p> <p>Interest</p> <p>Over 2,600 fans engaged through the ECAL 'Bid Now' CTA directly from their personal calendar.</p>	<p>\$\$</p> <p>Donations</p> <p>The LFC Player Shirt Auctions have been a great success, raising BIG funds for the LFC Foundation.</p>
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Find out more.

Request a demo and discovery session today.



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