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Digital study finds Perth Glory is WA's most trusted sporting team

Highlights

- ✓ Digital Influencer Study, analysing online presence, reach and authority, undertaken into six major Western Australian sporting team.
- ✓ Key findings include;
 - ✓ Perth Glory is most trusted Western Australian sporting club, scoring the highest in trust flow points
 - ✓ West Coast Eagles dominate in published content, averaging 150+ pieces of owned and published digital content on a monthly basis.
 - ✓ Fremantle Dockers lead the charge with YouTube with more than 3.9 million total views
 - ✓ Instagram and Twitter are the two social mediums where the Wildcats are kings, accumulating the highest engagement on both platforms
- ✓ Report suggests digital activity and properties not seamlessly integrated into the marketing and communications of most professional sports teams in WA

An inaugural Digital Influencer Report, which audited six of Western Australia's leading professional sporting club's online footprint, has found that one of Western Australia's smaller sporting teams, by membership and attendance, is more "trusted" than its larger rivals.

The Report, jointly undertaken by Professional Public Relations and Perth-based data and digital intelligence experts Oracle Digital, analysed over 150 independent ranking factors West Coast Eagles and Fremantle Dockers AFL clubs, Perth Glory A-League soccer club, Perth Wildcats NBL basketball team, Western Force Australian Rugby Union team and the West Coast Fever netball team.

Size and popularity of each sporting code weighs heavily on their ability to engage with and dominate digital ac-

ording to the report, however this does not translate in to degree of trust or power.

Perth Glory was found to be the most trusted WA club when it came to digital trust, claiming 42 trust score points and narrowly beating the Perth Wildcats at 41 points.

The West Coast Eagles finished way ahead of all the other clubs when it came to published content, producing more than 150 pieces of owned and published digital content on a monthly basis. The Eagles also beat the other clubs in terms of digital audience reach, taking out four out of the five categories, and leading the charge in terms of Facebook engagement rate.

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With 3.9 million total YouTube views, the Fremantle Dockers were the kings of YouTube, more than 1 million ahead of the second place Western Force with 2.8 million views. However, the Western Force was the winner in the speed criteria, taking the title for having the fastest website.

The Perth Wildcats took the title of having the highest aggregate engagement rate in both Instagram and Twitter, dominating the two social media platforms.

The West Coast fever, like the Western Force, was the winner in only one category, receiving recognition for having the most number of links pointing to their site from other websites around the world wide web.

Oracle Digital Marketing managing director James Corby said the report showed that the rise of digital capability is rapidly changing the way clubs communicate with fans, members and the wider community.

"We are entering a period with digital where fans have a relentless expectation for a more personalised and on-demand relationship with the sports team they love. In order for sports teams and codes to be able to grow and engage into the future, it will require a data-driven approach with the cleverest use of technology and intelligence to succeed" Corby said.

"Embracing digital allows professional sporting organisations to gather crucial audience data that provides meaningful insights about their fans, members, brand, players as well as the broader sporting code."

With the exception of the West Coast Eagles, the report recommended that the other five sporting clubs consider increasing the frequency of engagement with their audiences in both media and content types.

In addition, all teams – except for the Perth Wildcats – could benefit from adopting a data driven and more audience focussed approach to social media to increase engagement rates.

"With all teams reporting relatively low trust scores, the result highlights what seems to be an ineffective digital strategy that supports the relationships and associations these teams hold within the broader community," Mr Corby concluded.

Ends

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Key findings

PERTH GLORY



Digital trust flow

Size does not always mean the most trusted and powerful. When it came to digital trust, the Perth Glory narrowly beat out the Perth Wildcats 41 to 42 in trust flow points, with cross code AFL lagging behind considerably with the Fremantle Dockers on 36 and the West Coast Eagles on 35 points respectively.



42

Perth Glory

41

Perth Wildcats

36

Fremantle Dockers

35

West Coast Eagles

WEST COAST EAGLES



Published content



150+ pieces of content engagement per month

The West Coast Eagles are flying high in terms of volume of content and frequency. Averaging 150 pieces of content engagement per month, the nearest rival is the Fremantle Dockers at 121 pieces per month.

Audience reach



The West Coast Eagles dominate digital audience reach, taking out four of the five categories being, traffic rank, number of unique site visitors, number of pages viewed on their website and the size of their social audiences.

Facebook marketing

22.90% overall Facebook engagement rate



The West Coast Eagles take the Facebook marketing title, with a whopping 22.90% overall engagement rate, with the nearest team in second place being arch rival the Fremantle Dockers at a measly 8.93%.

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Youtube content and views



3.9 total
MILLION YouTube
views

34 videos
published
per month

The Fremantle Dockers are the kings of YouTube Views, with more than 3.9 million total YouTube views, more than 1 million view more than nearest rivals the Western Force. The Fremantle Dockers are the leaders in video content, averaging 34 pieces of published video content per month.



Twitter & Instagram

The Perth Wildcats are roaring in Social Media, with the highest aggregate engagement rate, and also the clear frontrunners on both the twitter and Instagram platforms respectively.



Fast loading

The Western Force finally gets a gong, for being the fastest site, which means user will not have to wait as long for pages to load when browsing the Western Force website.

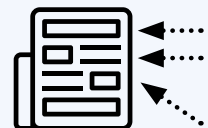


600k more youtube
views than the
West Coast
Eagles

The rough and tumble lovers of rugby like their video streaming, with The Western Force surprisingly beating the West Coast Eagles for total YouTube Views with more than 600K more YouTube views across their channel.



The West Coast Fever received one top ranking from the report, which was the most number of links pointing to their site, from other websites around the wide world web. However, this top ranking doesn't come without some cause for concern, as they run the risk of being penalised for having too many backlinks, from too few referrers.



DIGITAL INFLUENCER REPORT

Data from our digital engagement audit of Western Australian professional sporting clubs



Digital Assets

	Fremantle Dockers	West Coast Eagles	Perth Wildcats	Perth Glory	West Coast Fever	Western Force
Personal Website	✓	✓	✓	✓	✓	✓
Facebook	✓	✓	✓	✓	✓	✓
Twitter	✓	✓	✓	✓	✓	✓
Google +	✓	✓	✓	✓	✓	✓
Instagram	✓	✓	✓	✓	✓	✓
Youtube	✓	✓	✓	✓	✓	✓
Snapchat	✓	✓	✓	✓	✓	✓
Linkedin	✓	✓	✓	✓	✗	✓

Engagement

	Fremantle Dockers	West Coast Eagles	Perth Wildcats	Perth Glory	West Coast Fever	Western Force
Owned Content	✓	✓	✓	✓	✓	✓
Blogs/Articles	✓	✓	✓	✓	✓	✓
Video	✓	✓	✓	✓	✓	✓

Social Engagement

Aggregate	10.92%	14.95%	17.47%	3.58%	10.70%	5.90%
Facebook	8.93%	22.90%	7.01%	1.35%	1.65%	2.21%
Twitter	3.25%	5.25%	15.48%	2.79%	14.15%	7.81%
Instagram	20.60%	16.72%	29.94%	6.62%	16.30%	7.70%

Monthly Frequency

Blogs/Articles	87	125	47	47	13	21
Video (Youtube)	34	25	9	3	5	7

Optimisation

Website Health	0.77	0.76	0.69	0.57	0.64	0.74
Mobile Responsive	✓	✓	✓	✓	✓	✓
Page Load Time	8.3 s	9.4 s	13.1 s	12.1 s	22.8 s	6.7 s
Digital Analytics	✓	✓	✓	✓	✓	✓

Audience Reach

Global Traffic Rank	305,144	224,412	1.34 MIL	1.47 MIL	6.05 MIL	1.05 MIL
Unique Visitors Yearly	586,190	682,915	96,725	102,565	42,705	146,730
Unique Pageviews	1,189,900	1,711,120	305,505	233,600	52,195	343,100
Social Audience Size	410,529	498,472	161,697	102,678	33,656	130,447
Youtube Views	3,985,800	2,227,166	1,296,228	124,719	14,826	2,891,168

Digital Authority

Trust Flow	36	35	40	41	10	29
Citation Flow	48	47	42	46	41	40
Domain Authority	52.77	52.95	43.41	48.73	34.47	40.04
Page Authority	57.5	57.56	41.17	49.93	19.93	39.06
Backlinks Count	377 591	256 496	252 903	232 273	300 189	118
Referring Domains	1565	3180	1467	1802	577	33



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