

**LV BET**



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## **Scope of work**

Managing the day to day running of the brand's Twitter and Facebook channels

## **Challenges and tasks**

To raise awareness of LV BET's sponsorship of the National League

To grow audience numbers and engagement metrics across the channels

To liaise with National League teams to encourage partnerships with the brand and extend the reach of all content

To utilise exclusive content and video highlights to engage with a niche audience

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## Results

A 200% increase in engagement figures across the last six months on Twitter

Regular interaction and social conversation with National League teams and fans

Extensive coverage for the brand on National League club websites

