



AUDIENCE SEGMENT:

**COLLEGE ADMIN**

CATHERINE ARMSTRONG, SYDNEY BROWN, SUSANNAH HOTOVEC,  
SARAH MATLICK & **THALIA STOFFERS**



# AUDIENCES PROFILES

## *Why this audience segment?*

- Influence on college football program **budgets**
- **Distinguishing their program** through operations
- Consistent desire to **enhance program experience**



# DEMOGRAPHICS & PSYCHOGRAPHICS



- 78.2% are male
- 75% are 40+ years old
- 65.7% are white
- **Gen X (43-58)**: Independent, educated, and have a work-life balance
- **Comms Objective**: 78% are active on social media, 48% use Twitter, 40% use LinkedIn
- *(Other Uses)* Facebook at 81% and Instagram at 47%

- 43-year-old white man
- **Position:** USC's Chief Financial Officer for Football Operations
- Manages USC's football budget. Always looking for a **potential return on investment.**
- **Personal Life:** Has a family in Los Angeles. Watches the Dodgers and **visits social media 3-4 times a day.**
- **Media use:** Uses LinkedIn professionally (325 connections) to **connect with other football program directors.** Uses Twitter (549 followers) for both social and professional use.



## Mid-career Mike

**WHY:** Younger side of demographic, budget oversight, example for our Twitter audience

- 58-year-old white man
- **Position:** Senior Director for Football Operations at the University of Georgia
- Supervises day-to-day operations and **acquires practice tools.**
- **Personal Life:** Wants to leave the legacy of **implementing new high-quality practice tools** at UGA.
- **Media use:** Uses Twitter (122 followers) socially and professionally. Has used LinkedIn (613 connections) **in the past 6 months to post about specific partnerships** and updates of the UGA football team.



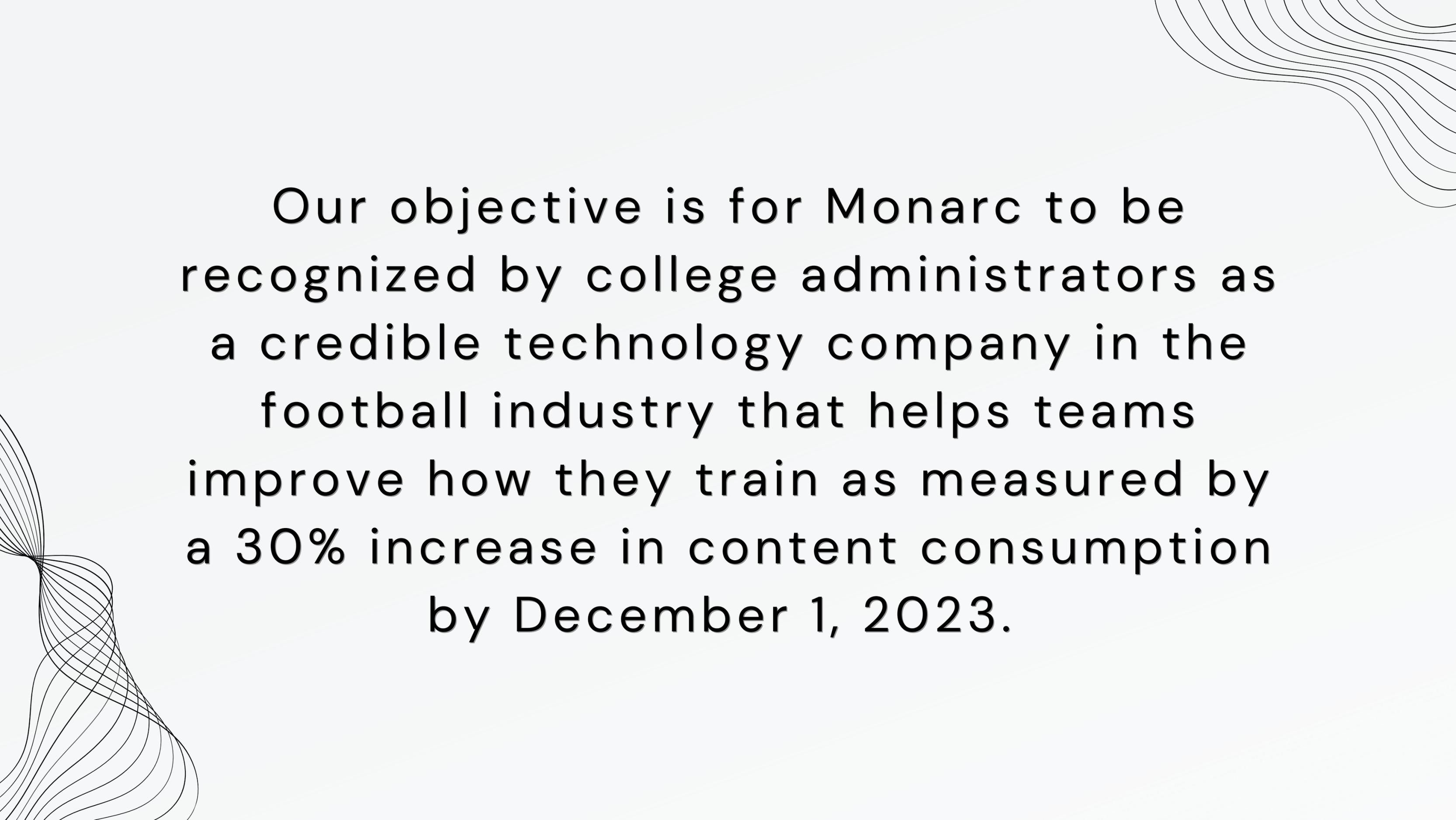
## Seasoned Vet. Victor

WHY: Older side of demographic, cares about impact from day-to-day operations, example LinkedIn user



# MINI-PLAN

Objective, Strategy & Tactics, Timeline, Evaluation, Budget



Our objective is for Monarc to be recognized by college administrators as a credible technology company in the football industry that helps teams improve how they train as measured by a 30% increase in content consumption by December 1, 2023.

# BUSINESS & COMMUNICATION GOALS

- Position Monarc as an **exclusive football performance technology company**
- Due to their **exclusive nature** we are facing difficulty in reaching out to college administrators
- Given Monarc's **professional social media use** preferences, we aim to expand our outreach to college administrators and increase sales overall by targeting this demographic through Monarc's **website, LinkedIn and Twitter**



# STRATEGY

To create high-quality content for college administrators that proves how the Seeker is beneficial for training their athletes and how their content reflects the quality of their innovative and exclusive technology.

**BLOG**

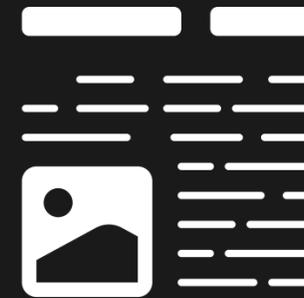


**WEBSITE**



**SOCIAL  
MEDIA**

# BLOG



<u>Sub-Tactic 1:</u>	<u>Sub-Tactic 2:</u>	<u>Sub-Tactic 3:</u>	<u>Sub-Tactic 4:</u>
<p><b>Blog post #1</b> Blog post explaining the rise of AI technology in sports, <b>highlights the AI technology Monarc uses</b>, and explains how Monarc is committed to improving its technology.</p>	<p><b>Blog post #2</b> Blog post <b>highlighting partnership</b> between Marvin Harrison Jr., Ohio State and Monarc.</p>	<p><b>Blog post #3</b> <b>Announce</b> that the Arizona State University football program <b>partnered</b> with Monarc on March 27, 2023.</p>	<p>Amplify the three blog posts on LinkedIn and Twitter. Use curated social posts, image assets and hashtag strategizing to boost the content to our target audience.</p>

**Deliverables:** (1) 3 blog posts about Seeker's AI technology, Marvin Harrison Jr. profile piece, and ASU partnership (2) template for future blog posts

# WEBSITE



## Sub-Tactic 1:

Website comms audit encompassing Search Engine Optimization recommendations for Monarc's website

## Sub-Tactic 2:

Website competitive audit to compare Monarc's website to its competitors

## Sub-Tactic 3:

Website and social media posting chart to optimize engagement amongst audience when blogs and social posts are uploaded

***Deliverable:*** Website comms audit document encompassing SEO recommendations, website competitive audit, and website and social media posting engagement chart

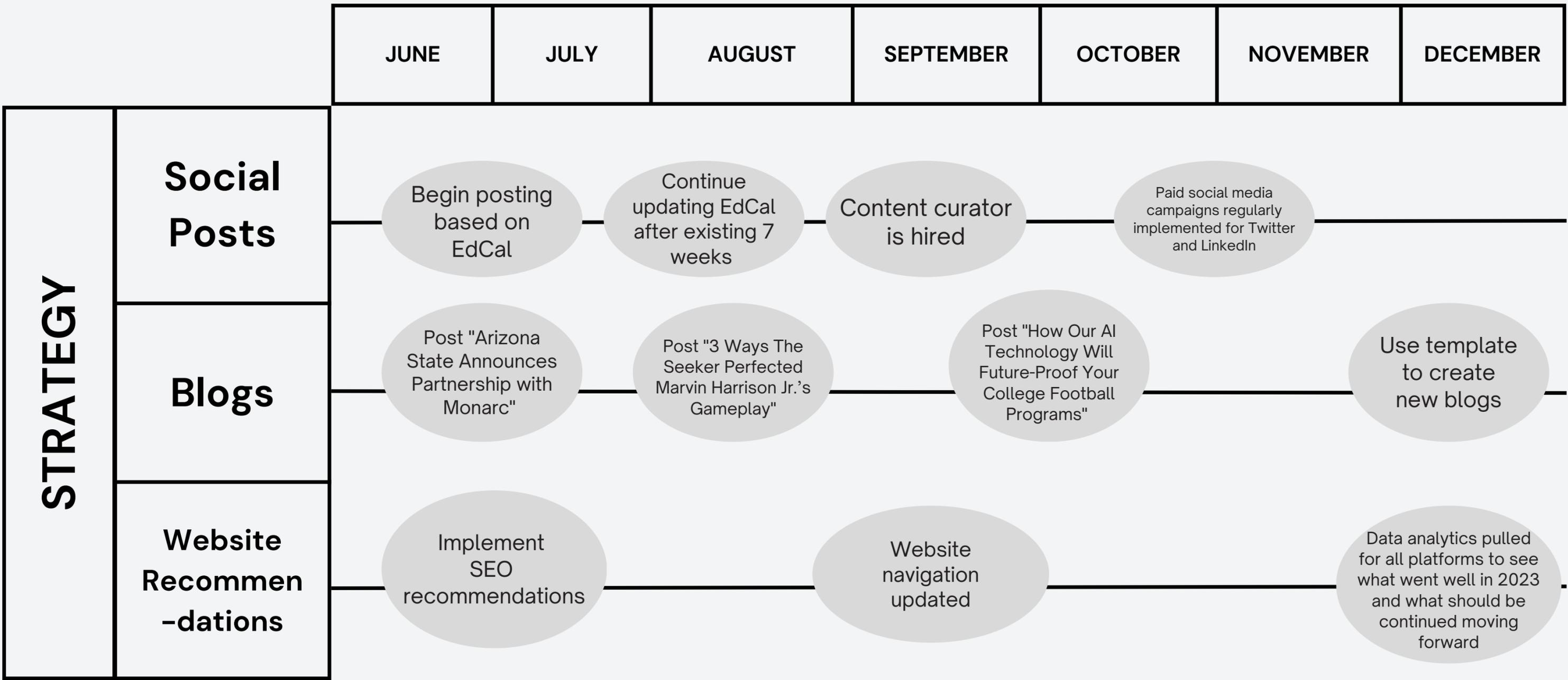
# SOCIAL MEDIA



<u>Sub-Tactic 1:</u>	<u>Sub-Tactic 2:</u>	<u>Sub-Tactic 3:</u>	<u>Sub-Tactic 4:</u>
Create a message matrix that provides content manager resources on optimizing key messages for the audience	Twitter campaign – targeting administrative personnel	LinkedIn campaign – targeting administrative personnel	Create EdCal based off best posting times and our personas for LinkedIn and Twitter

**Deliverables:** (1) Key messaging matrix (2) EdCal for social media campaigns, (3) 18 example graphics/posts for LinkedIn and Twitter

# TIMELINE: GOING FORWARD, AFTER HAND-OFF



# EVALUATION

KPI	DETAIL ITEMS	BENCHMARKS FOR SUCCESS
Blog	Views, shares, comments, reaction around university partnership and player spotlight, time spent on reading posts, engagement with "ways to connect" feature at bottom of blog	<ul style="list-style-type: none"><li>▲ 5% increase in client communication and outreach to Monarc</li><li>▲ ≥10 connections with admin made through blog</li></ul>
Website	Number of searches for Monarc, time spent on website, number of website shares, conversion ratio of traffic on website and purchases of the Seeker, SEO	<ul style="list-style-type: none"><li>▲ 10% increase in brand awareness through strong SEO presence</li></ul>
Social Media	Followers, interactions on posts including comments and likes, how many features on Football Scoop, conversion ratio between social media, Football Scoop into real customers	<ul style="list-style-type: none"><li>▲ 5% follower increase on Twitter</li><li>▲ 20% follower increase on LinkedIn</li><li>▲ ≥10 features on Football Scoop</li><li>▲ ≥ 5 features on Teamworks</li></ul>

# BUDGET



Social Posts (paid promotion) = \$548.25

Blog (paid promotion) = \$85.65

Website Recommendations = \$1,729.95

**Total estimated costs = \$2,363.85**



# DELIVERABLES

Blogs, Social Posts, Website Recommendations

# BLOGS

Nº1

## "How The Seeker's AI Technology Will Future-Proof Your College Football Program"



### How The Seeker's AI Technology Will Future-Proof Your College Football Programs

*The Monarc Seeker's AI technology helps future-proof teams – as there is a rise of AI technology in sports.*

**Dallas, TX. [June 8, 2023]** There has been a recent rise in AI technology being utilized in sports. Monarc is one company offering college football program the chance of being not only being on-trend but future-proofing their teams through the Monarc Seeker's innovative AI technology.

One opinion found that "[AI can monitor athletes' movements progress, help identify patterns in data, allow coaches to better understand their opponents' plays – the possibilities for improving player performance and analytics are endless." All these aspects reign aligned to the Seeker.

"The Seeker combines AI, the Internet of Things, programmability, and more to enable football players to practice by themselves," said Microsoft. "Why Windows and Azure? They maintain greater choice and flexibility in evolving the product" The Seeker has a 6-ball magazine, modern interface, simple power, pulse tracking system, high speed rotors, collapsibility, and all-terrain mobility. These paired with the portal's ability to analyze data with player performance, develop strategies and determine injury prevention make the technology the first and best of its kind.

Monarc is committed to consistently improving its technology for the sake of enhancing programs and future-proofing the success of teams it has partnered with. "It was amazing to see the work that we put in with the Seeker during the previous offseason translate to on field performance," said Patrick Johnson, WVU Assistant AD Football Operations. "It wasn't only that we had fewer drops but also that our team made many more down-field splash plays because our players had experience seeing and catching those balls."

Johnson saw his team go from last in the conference to 2nd best after Seeker usage. This type of success is what Monarc strives for. Going forward, Monarc is committed to future-proofing teams and cannot wait to do so for even more college programs.

#### About Monarc

Monarc is a Dallas-based sports robotic company started by Igor Karlicic and Bhargav Maganti. They invented The Seeker which is the world's first robotic AI quarterback, kicker, and punter. The Seeker was developed to satisfy the demand of players seeking high-volume repetitions for independent catching practice, without requiring a team practice environment. The Seeker has attracted investment from NFL players such as Hunter Henry, George Kittle, and Mohamed Sanu. University of Virginia was the first football team to purchase The Seeker. Monarc now has 25 college football clients utilizing The Seeker to improve their training regime and athletic performance.

To learn more about Monarc for your organization and program, fill out our [Monarc contact form](#) and we will be in touch shortly.

Blog post explaining the rise of AI technology in sports, highlights the AI technology Monarc uses, and explains how Monarc is committed to improving its technology. Emphasizes how the Seeker works to future-proof the success of teams.

"The Seeker combines AI, the Internet of Things, programmability, and more to enable football players to practice by themselves. Why Windows and Azure? They maintain greater choice and flexibility in evolving the product." - **Microsoft**

"[AI can monitor athletes' progress, provide valuable feedback on areas that need improvement, allow coaches to better understand their opponents' plays – the possibilities for improving player performance and analytics are endless.]" - **Brian Novak, River Journal**

"It was amazing to see the work that we put in with the Seeker during the previous offseason translate to on-field performance. It wasn't only that we had fewer drops but also that our team made many more down-field splash plays because our players had experience seeing and catching those balls."- **Patrick Johnston, WVU Assistant AD Football Operations** –

MONARC



# FUTURE-PROOF YOUR PROGRAM

OUR AI TECHNOLOGY



MONARC

SEEKER  
TECHNOLOGICAL  
ASPECT



IS IT FUTURE-  
PROOF?

- 6-BALL MAGAZINE ✓
- MODERN INTERFACE ✓
- SIMPLE POWER ✓
- PULSE TRACKING SYSTEM ✓
- HIGH SPEED ROTORS ✓
- COLLAPSIBILITY ✓
- ALL-TERRAIN MOBILITY ✓



MONARC

# 3 Ways The Seeker Perfected Marvin Harrison Jr.'s Gameplay



## 3 Ways The Seeker Perfected Marvin Harrison Jr.'s Gameplay

*Marvin Harrison Jr. and Ohio State football see incredible improvement since implementing the Monarc Seeker.*

Dallas, TX. [June 8, 2023] Marvin Harrison Jr. joined the Monarc family on March 2, 2023. Since then, Harrison Jr. and the Ohio State Buckeyes have seen impeccable gameplay improvements. Ohio State saw thousands of extra catches per month per athlete after implementing the Seeker. Harrison Jr. chalks up much of his success to the key ways the Seeker's technology has helped his and his team's performance. Some of the key ways the Seeker helps a wide receiver like Harrison Jr. are:

1. The hardware and software enable any game-like interaction.
2. Compensates for the over-training of quarterbacks and under-training of everyone else.
3. Harrison Jr. receives practice of thousands of extra catches he would not have been able to if were not for the Seeker.

"The Seeker was a big part of my success last season, it allows me to put in work on myself, it keeps me on top of my game," said Marvin Harrison Jr. "Everyone loved it from the jump...I come out here and run around...Usually I get 150-200 plus catches every time I use The Seeker."

Ohio State is one of the 25 college football programs who have seen massive improvement since implementing the Seeker. This team and other are on our subscription service that includes hardware, software, and service for \$40K-\$60K – per year with 3–5-year terms. This type of service allows directors to see return on investment over time. Monarc cannot wait to watch the ensured success of all future partners.

### About Monarc

Monarc is a Dallas-based sports robotic company started by Igor Karlicic and Bhargav Maganti. They invented The Seeker which is the world's first robotic AI quarterback, kicker, and punter. The Seeker was developed to satisfy the demand of players seeking high-volume repetitions for independent catching practice, without requiring a team practice environment. The Seeker has attracted investment from NFL players such as Hunter Henry, George Kittle, and Mohamed Sanu. University of Virginia was the first football team to purchase The Seeker. Monarc now has 25 college football clients utilizing The Seeker to improve their training regime and athletic performance.

To learn more about Monarc for your organization and program, fill out our [Monarc contact form](#) and we will be in touch shortly.

Blog post highlighting partnership between Marvin Harrison Jr., Ohio State and Monarc. Breaks down the three ways that the Seeker helps Harrison as a wide receiver. Explains how the subscription service works and how a partnership with Monarc operates.

"The Seeker was a big part of my success last season, it allows me to put in work on myself, it keeps me on top of my game" - **Marvin Harrison Jr.**

"Everyone loved it from the jump...I come out here and run around...Usually I get 150-200 plus catches every time I use The Seeker." - **Marvin Harrison Jr.**

Ohio State saw thousands of extra catches per month per athlete – **Monarc founders**

MONARC



# PLAYER SPOTLIGHT

MARVIN HARRISON JR. X  
OHIO STATE UNIVERSITY



MONARC



“  
**Everyone loved it  
from the jump. . .**  
I come out here and  
run around. . .  
**Usually I get 150-200  
plus catches every  
time I use the Seeker**  
”

*-Marvin  
Harrison Jr.*

Ohio State,  
Wide Receiver



MONARC

# "Arizona State Announces Partnership with Monarc"



## Arizona State Announces Partnership with Monarc

*Arizona State sees immediate return on investment after investing in the Monarc Seeker.*

**Dallas, TX. [June 8, 2023]** On March 27, 2023 the Arizona State University football program [announced](#) its partnership with Monarc. The cutting-edge technology came as a generous gift and has already proven a return on investment for the Sun Devils. Key players like Andre Johnson have already learned to love the practice tool. Johnson can be seen using the Seeker [here](#).

"We have recently been in conversations with Monarc on partnering to incorporate their cutting-edge technology to support football player development. A generous gift was secured to do just that, said Sun Devil Athletics Deputy AD and Football General Manager, Jean Boyd. "We have seen immediate impact as our football student-athletes have started spring football and are spending more time with more flexibility than ever before, working on their craft with the help of the Monarc robotic quarterback."

ASU is joining one of 25 major college football leagues that use the Seeker. Monarc founders value their partnerships and consider building trust with athletic department heads as important to their operations. Monarc hopes ASU can experience some of the same ROI and success as other schools – such as how WVU went from last in conference to 2nd best after Seeker usage.

### About Monarc

Monarc is a Dallas-based sports robotic company started by Igor Karlicic and Bhargav Maganti. They invented The Seeker which is the world's first robotic AI quarterback, kicker, and punter. The Seeker was developed to satisfy the demand of players seeking high-volume repetitions for independent catching practice, without requiring a team practice environment. The Seeker has attracted investment from NFL players such as Hunter Henry, George Kittle, and Mohamed Sanu. University of Virginia was the first football team to purchase The Seeker. Monarc now has 25 college football clients utilizing The Seeker to improve their training regime and athletic performance.

To learn more about Monarc for your organization and program, fill out our [Monarc contact form](#) and we will be in touch shortly.

Announces partnership between Arizona State University and Monarc on March 27, 2023. Expand on how cutting-edge technology has been a return on investment. Explains that ASU is joining one of 25 major college football teams that use the Seeker.

"We have recently been in conversations with Monarc on partnering to incorporate their cutting-edge technology to support football player development. A generous gift was secured to do just that. We have seen immediate impact as our football student-athletes have started spring football, and are spending more time with more flexibility than ever before." - **Jean Boyd, Sun Devil Athletics Deputy AD and Football General Manager**



MONARC

**NEW  
PARTNERSHIP**

ARIZONA STATE UNIVERSITY



MONARC

"WE HAVE **SEEN  
IMMEDIATE  
IMPACT** FROM OUR  
PLAYERS WORKING  
ON THEIR CRAFT  
WITH THE SEEKER.  
OUR PROGRAM HAS  
**MORE  
FLEXIBILITY  
THAN EVER  
BEFORE.**"

*Jean Boyd*



**JEAN BOYD, SUN DEVIL ATHLETICS DEPUTY AD  
AND FOOTBALL GENERAL MANAGER**



# BLOG TEMPLATE

**TITLE** ( $\leq$  12 words)

**Subtitle** (A one sentence summary of the blog)

**City, ST. [Month Day, Year]** - Introductory paragraph that includes the most relevant and pertinent information of the blog. Uses 3rd person "Monarc" when stating and summarizing what the news, story or opinion being shared is. E.g.: "Monarc is excited to announce its newest partnership with Arizona State University. ASU will join one of the 25 incredible Monarc college teams who use The Seeker to perfect practicing techniques and better their programs.

The second paragraph includes quotes from both the Monarc team and partners to embellish the blog. Can include quotes from: college administrators, athletic directors, coaches and team players. Each quote used should solidify the significance of the given blog.

The third paragraph addresses the next steps or what's next given the information in the blog. If the post is about a partnership, you could have this paragraph highlight how Monarc is looking to expand its college team clientele. Could also hyperlink a blog to a different blog with a similar topic.

## **About Monarc**

Reuse the same background paragraph to let the audience know a brief overview of the company.

**To learn more about Monarc for your organization and program, fill out our Monarc contact form** ( $\leftarrow$  *hyperlink*) and we will be in touch shortly.



# **SOCIAL POSTS**

Recommended Publish Date	Target Persona	Status	Call To Action (direct links)	Twitter Copy	LinkedIn Copy
Week 1- Wednesday	Mid-career Mike: 43 years-old; CFO for USC's Football Operations	Draft (Awaiting approval)	[finalized blog dropbox link]	<p>3 Ways This Practice Tool Perfected Marvin Harrison Jr. 's Gameplay (link)</p> <p>This just in: We know the #1 tool Marvin Harrison Jr. and the Ohio State Buckeyes use to perfect gameplay... because we made it! Learn more in our newest blog.</p> <p>#collegefootball #MarvinHarrisonJr #SuperMarv #ai #technology #robot #blog</p>	<p>Are you looking for the best college football training tools to improve your program? Ohio State certainty was. Our partnership with the Buckeyes and star player Marvin Harrison Jr. has turned out to be a perfect match. We share all our excitement and insights about how Harrison's Seeker use has perfected his gameplay and changed the OSU program forever in our newest blog 🏈 (link)</p> <p>#collegefootball #MarvinHarrisonJr #SuperMarv #ai #technology #robot #blog</p>
Week 1 -Friday	Seasoned-vet Victor: 58 years-old; Senior Director for Football Operations at the University of Georgia	Draft (Awaiting approval)	[finalized blog dropbox link]	<p>Arizona State Announces Partnership with Monarc (link)</p> <p>We are so excited to announce our newest partnerships with the incredible ASU Sun Devils! Read more about the return on investment ASU has already seen from incorporating The Seeker in our newest blog.</p> <p>#blog #ai #collegefootball #partnership #robot</p>	<p>Did you know our newest partner saw an immediate return on investment after using The Seeker? That's right, Sun Devil Athletics Deputy AD and Football General Manager, Jean Boyd, described it as "[seeing an] immediate impact as our football student-athletes have started spring football and are spending more time with more flexibility than ever before, working on their craft with the help of the Monarc robotic quarterback." Learn more about how The Seeker has already changed how the Sun Devil's train for the better in our newest blog 🏈 (link)</p> <p>#collegefootball #Arizona #ROI #ai #technology #robot #blog</p>
Week 2 - Wednesday	Mid-career Mike: 43 years-old; CFO for USC's Football Operations	Draft (Awaiting approval)	<a href="https://www.monarc sport.com/contact/">https://www.monarc sport.com/contact/</a>	<p>At Monarc, we value having a sales model that works for your program. We utilize a subscription-based service on 3-5 year terms at \$40-60K. We guarantee that each year your program uses the Seeker, the more it'll become your favorite subscription yet.</p> <p>#ROI #subscription #sportstechnology #college football</p>	<p>Looking for a way to invest in a long-term product with the long-term worry? At Monarc, we utilize a subscription-based service that always you to see your ROI happen over time knowing that the renal decision is up to you. We'll tell you now though, you will renewal and we will happy to watch your success flourish. To learn more about the subscription, contact us here 🏈 <a href="https://www.monarc sport.com/contact/">https://www.monarc sport.com/contact/</a></p> <p>#ROI #subscription #sportstechnology #college football</p>
Week 2 - Thursday	Mid-career Mike: 43 years-old; CFO for USC's Football Operations	Draft (Awaiting approval)	<a href="https://www.monarc sport.com/products/">https://www.monarc sport.com/products/</a>	<p>In the past three seasons, we have seen our partners win 30% more. We could not be happier for the return on investment they have seen and are actively seeking new partners who want to improve their college football programs in ways they never imagined. Read more about The Seeker here!: <a href="https://www.monarc sport.com/products/">https://www.monarc sport.com/products/</a></p> <p>#ai #collegefootball #robot #collegefootballtech</p>	<p>Are you looking for a potential ROI in every purchase you make for your college football team? We know the worry. If you partner with us, you can be rest assured knowing teams who use the Seeker win 30% more than before implementation. Read more about The Seeker here! 🏈 <a href="https://www.monarc sport.com/products/">https://www.monarc sport.com/products/</a></p> <p>#ai #collegefootball #robot #collegefootballtech #collegefootballadministrators</p>
Week 2- Friday	Seasoned-vet Victor: 58 years-old; Senior Director for Football Operations at the University of Georgia	Draft (Awaiting approval)	<a href="https://www.monarc sport.com/contact/">https://www.monarc sport.com/contact/</a>	<p>Monarc's The Seeker has the power to help bridge the gap of 1 million missed reps per year! Want to learn more about your team can use our exclusive technology to begin closing the gap? Click here to get started!: <a href="https://www.monarc sport.com/contact/">https://www.monarc sport.com/contact/</a></p> <p>#ai #collegefootball #robot #collegefootballtech #repgap</p>	<p>Monarc's The Seeker has the power to help bridge the gap of 1 million missed reps per year! Want to learn more about your team can use our exclusive technology to begin closing the gap? Click here to get started! 🏈 <a href="https://www.monarc sport.com/contact/">https://www.monarc sport.com/contact/</a></p> <p>#ai #collegefootball #robot #collegefootballtech #collegefootball administrators #repgap</p>



**LinkedIn Caption:**

Are you looking for the best college football training tools to improve your program? Ohio State certainly was. Our partnership with the Buckeyes and star player Marvin Harrison Jr. has turned out to be a perfect match. We share all our excitement and insights about how Harrison's Seeker use has perfected his gameplay and changed the OSU program forever in our newest blog 🏈 (link)#collegefootball #MarvinHarrisonJr #SuperMarv #ai #technology #robot #blog

**Twitter Caption:**

3 Ways This Practice Tool Perfected Marvin Harrison Jr.'s Gameplay [link] This just in: We know the #1 tool Marvin Harrison Jr. and the Ohio State Buckeyes use to perfect gameplay... because we made it! Learn more in our newest blog. #collegefootball #MarvinHarrisonJr #SuperMarv #ai #technology #robot #blog



**LinkedIn Caption:**

Did you know our newest partner saw an immediate return on investment after using The Seeker? That's right, Sun Devil Athletics Deputy AD and Football General Manager, Jean Boyd, described it as "[seeing an] immediate impact as our football student-athletes have started spring football and are spending more time with more flexibility than ever before, working on their craft with the help of the Monarc robotic quarterback." Learn more about how The Seeker has already changed how the Sun Devil's training for the better in our newest blog 🏈 (link) #collegefootball #Arizona #ROI #ai #technology #robot #blog

**Twitter Caption:**

Arizona State Announces Partnership with Monarc (link) We are so excited to announce our newest partnerships with the incredible ASU Sun Devils! Read more about the return on investment ASU has already seen from incorporating The Seeker in our newest blog. #blog #ai #collegefootball #partnership #robot



**LinkedIn Caption:**

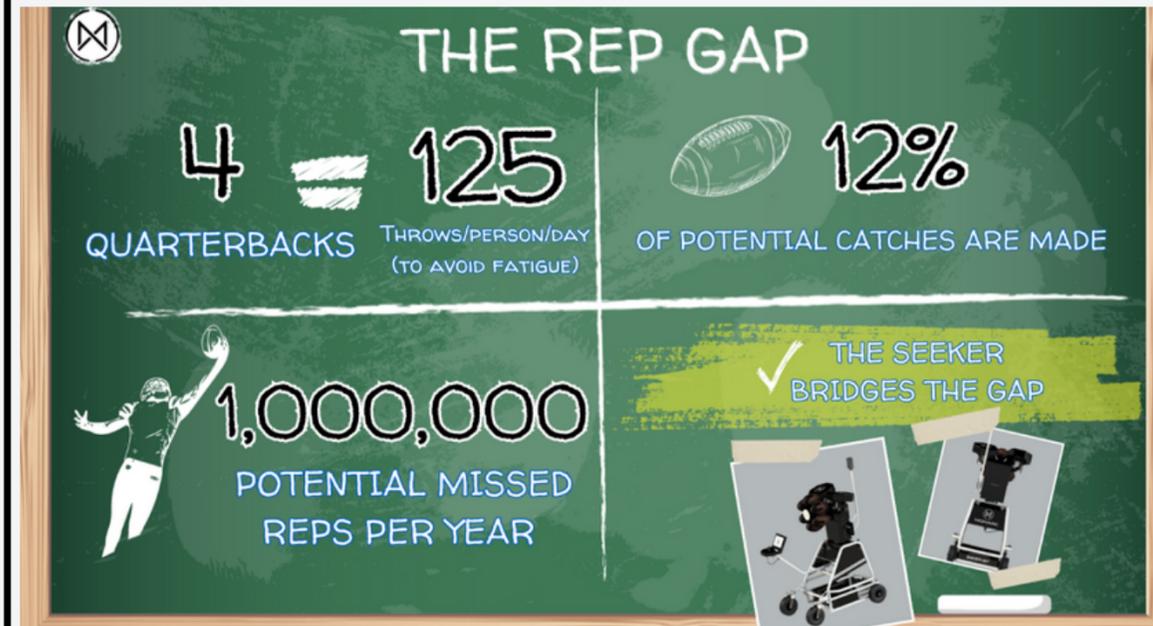
With the Seeker, you're never one and done. We update our AI technology regularly to ensure your practicing tools are consistently top-notch. This updating quality and subscription-based service allows you to see your ROI happen over time. Ways to see the model: In-person interactions onsite, camps, and/or events, and/or virtual demos with a video slide deck and virtual Seeker Interface. To learn more about the subscription, contact us here 🏈 (link)

**Twitter Caption:**

The Seeker's technology updates regularly, how many of your practicing tools can you say that about? We utilize a subscription-based service on 3-5 year terms. We guarantee that each year your program uses the Seeker, the more it'll become your favorite subscription yet. #ROI #subscription #sportstechnology #collegefootball"

Did You Know?

Teams who used **The Seeker** in the last three seasons won **30% MORE**



**UNIVERSITY OF KANSAS**

**#1 IN COUNTRY FOR FEWEST DROPPED BALLS IN 2022**

More Info  
www.monarc sport.com

**LinkedIn Caption:**

Are you looking for a potential ROI in every purchase you make for your college football team? We know the worry. If you partner with us, you can be rest assured knowing teams who use the Seeker win 30% more than before implementation. Read more about The Seeker here!

➡ (link) #ai #collegefootball #robot #collegefootballtech #collegefootballadministrators

**LinkedIn Caption:**

Monarc's Seeker has the power of bridging the gap of 1 million missed reps per year! Want to learn more about your team can use our exclusive technology to begin closing the gap? Click here to get started! ➡ (link) #ai #collegefootball #robot #collegefootballtech #collegefootball administrators #repgap

**LinkedIn Caption:**

Want to be the #1 in the nation? The University of Kansas did, which is why they come to us looking to use our innovative technology to improve their team, resulting in them becoming in 2022 the #1 in the nation for the fewest dropped footballs in 2022! Click here to get your team started today! ➡ (link) #ai #collegefootball #robot #collegefootballt

**Twitter Caption:**

In the past three seasons, we have seen our partners win 30% more. We could not be happier for the return on investment they have seen and are actively seeking new partners who want to improve their college football programs in ways they never imagined. Read more about The Seeker here!: link #ai #collegefootball #robot #collegefootballtech

**Twitter Caption:**

Monarc's The Seeker has the power to help bridge the gap of 1 million missed reps per year! Want to learn more about your team can use our exclusive technology to begin closing the gap? Click here to get started!: link #ai #collegefootball #robot

**Twitter Caption:**

Want to be the #1 in the nation? The University of Kansas did, which is why they come to us looking to use our innovative technology to improve their team, resulting in them becoming in 2022 the #1 in the nation for the fewest dropped footballs in 2022! Click here to have your team start today! (link) #ai #collegefootball #robot #collegefootballtech #innovation #footballtechnology

**SEEKER TECHNOLOGICAL ASPECT**




**IS IT FUTURE-PROOF?**

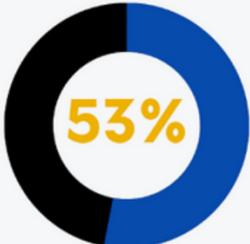
- 6-BALL MAGAZINE ✓
- MODERN INTERFACE ✓
- SIMPLE POWER ✓
- PULSE TRACKING SYSTEM ✓
- HIGH SPEED ROTORS ✓
- COLLAPSIBILITY ✓
- ALL-TERRAIN MOBILITY ✓



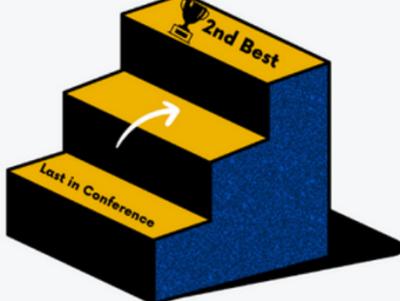
MONARC

# WVU X MONARC

## PARTNERSHIP RESULTS



**53% Drop Reduction**



Seek Success.





**WE ARE ALWAYS LOOKING FOR INNOVATIVE WAYS FOR OUR TEAM TO IMPROVE. THE SEEKER WILL BE AN INVALUABLE RESOURCE FOR OUR PLAYERS AND HAVE AN IMMEDIATE IMPACT ON OUR PROGRAM.**

*Andy Kotelnicki*  
 ANDY KOTELNICKI, UNIVERSITY OF KANSAS  
 OFFENSIVE COORDINATOR




**LinkedIn Caption:**

Explore the dynamic realm of AI technology by checking out our latest blog post on "The Seeker". This groundbreaking innovation is revolutionizing the game, enabling comprehensive data analysis of player performances and the development of winning strategies, all while mitigating the risk of injuries. Dive into our blog post to discover more! 🏈 [link] #AITechnology #Collegefootball #GameChanger #WinningProgram #collegefootballadmin

**LinkedIn Caption:**

Unleashing the potential of AI technology in football! The Seeker's game-changing technology turned the tables for WVU, propelling them from last in their conference to a remarkable 2nd place with an astonishing 53% drop reduction. Witness the future of sports innovation and team up with Monarc. 🏈 (link) #CollegeFootball #AI #Technology #GameChanger #Football #Winning #RoboticQuarterback #CollegeFootballAdmin #ai #collegefootball #roboticquarterback #collegefootballtech #collegefootballadmin

**LinkedIn Caption:**

Elevate your game with AI-driven training! The Seeker is at the forefront of modern tech advancements, perfectly aligned with the transformative power of AI in sports. Harness this cutting-edge technology to propel college athletes to new heights, surpassing limits and redefining success: (link) #AllInSports #CollegeFootball #ElevateYourGame #NextLevelAthletes #Technology #CollegeAthletes

**Twitter Caption:**

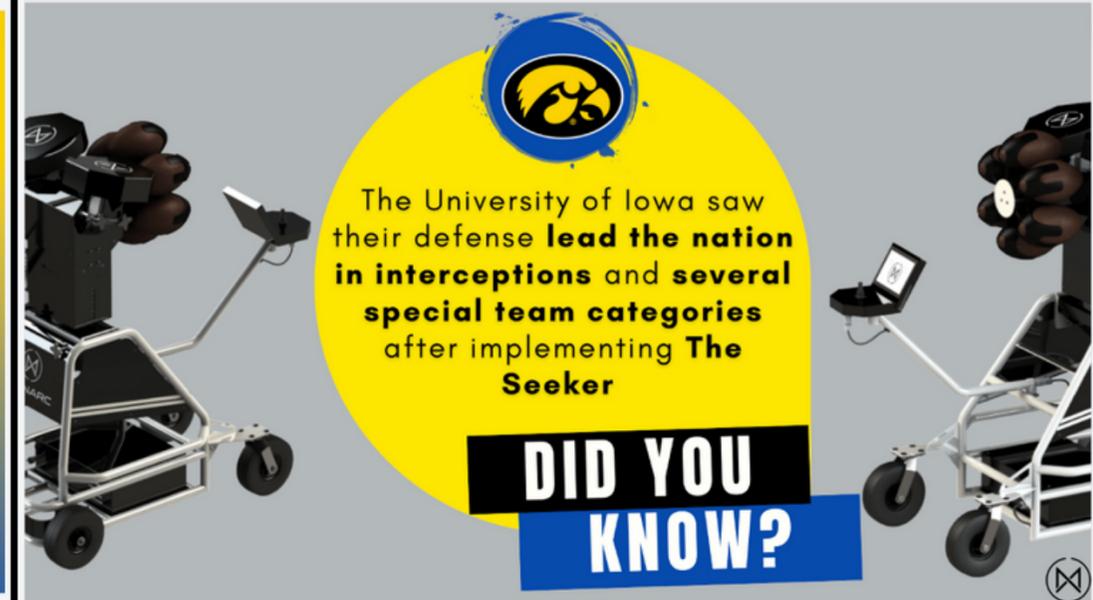
Calling all college football administrators! Discover the cutting-edge world of AI technology by reading about The Seeker in our latest blog post. As the game-changing innovation in football, see how you can analyze data with player performances, and develop strategies for your team to succeed while preventing injury. Check out our blog post now! [link] #aitechonology #collegefootball #roboticquarterback #GameChanger #collegefootballadmin

**Twitter Caption:**

Witness this incredible transformation! Thanks to The Seeker, WVU went from last in their conference to becoming the 2nd best team with a staggering 53% drop reduction. Experience the power of AI revolutionizing football here! (link) #Transformation #AI #CollegeFootball #Technology #RoboticQuarterback

**Twitter Caption:**

Elevate your game with AI-driven training! The Seeker is at the forefront of modern tech advancements, perfectly aligned with the transformative power of AI in sports. Harness this cutting-edge technology to propel college athletes to new heights, surpassing limits and redefining success. 🏈 (link)#AllInSports #CollegeFootball #ElevateYourGame #NextLevelAthletes #Technology #CollegeAthletes



**LinkedIn Caption:**

Unleash the power of AI technology and dominate the competition! The Seeker's innovative approach to team playing strengthens your squad and leads to remarkable conference victories. Experience the winning formula that takes your team to new heights: (link) #FootballRecruiters #Technology #CollegeFootball #CollegeAdmin

**LinkedIn Caption:**

Experience the profound impact of "The Seeker" in revolutionizing on-field excellence! Explore the capabilities of this groundbreaking technology that catapulted WVU from conference underdogs to a remarkable second place, with a significant reduction in dropped passes and an abundance of explosive downfield plays. Seize the opportunity to unlock your team's full potential and propel them to unparalleled success. 🏈 (link) #TheSeeker #collegefootball #OnFieldPerformance #DataDrivenSuccess

**LinkedIn Caption:**

Unleash the game-changing power of "The Seeker" in college football! The University of Iowa witnessed a surge in their defense, leading the nation in interceptions and special team categories after implementing this cutting-edge technology. Embrace The Seeker to set your program apart and unlock your team's full potential. Join the visionary college football programs and experience the transformation. 🏈 (link) #AI #innovative #CollegeFootball

**Twitter Caption:**

Unleash the power of AI technology and dominate the competition! The Seeker's innovative approach to team playing strengthens your squad and leads to remarkable conference victories. Experience the winning formula that takes your team to new heights: (link) #FootballRecruiters #Technology #CollegeFootball #CollegeAdmin

**Twitter Caption:**

Witness the power of "The Seeker" in transforming on-field performance! Discover how this game-changing technology propelled WVU from last in the conference to 2nd best, with fewer drops and explosive down-field plays! Don't miss out on unlocking your team's potential. 🔗 (link) #TheSeeker #collegefootball #OnFieldPerformance #GameChanger #DataDrivenSuccess

**Twitter Caption:**

Discover the game-changing impact of "The Seeker" in college football! The University of Iowa witnessed their defense dominating the nation in interceptions and multiple special team categories. With the Seeker, teams unlock their full potential and program leaders set themselves apart by implementing this innovative and useful tool. Dive into the transformation of teams across the spectrum. (link) #CollegeFootball #AI #innovativetechnology

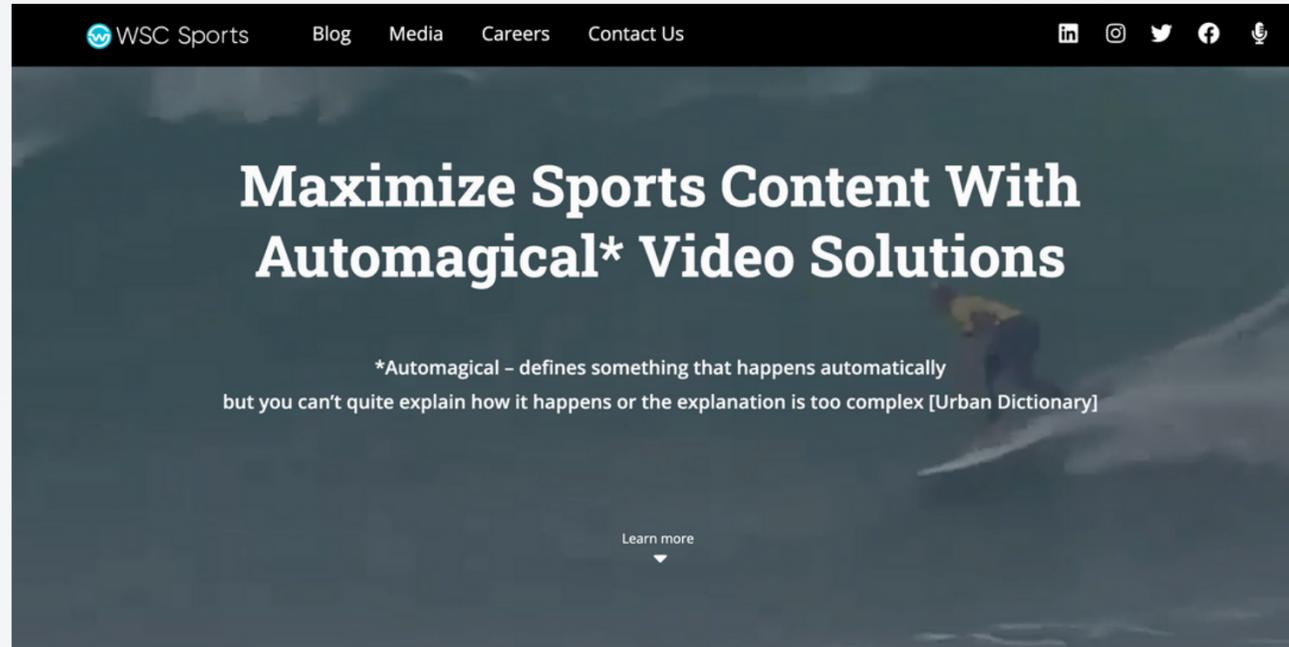
# WEBSITE RECOMMENDATIONS

## Website Comms. Audit Encompassing SEO Recommendations

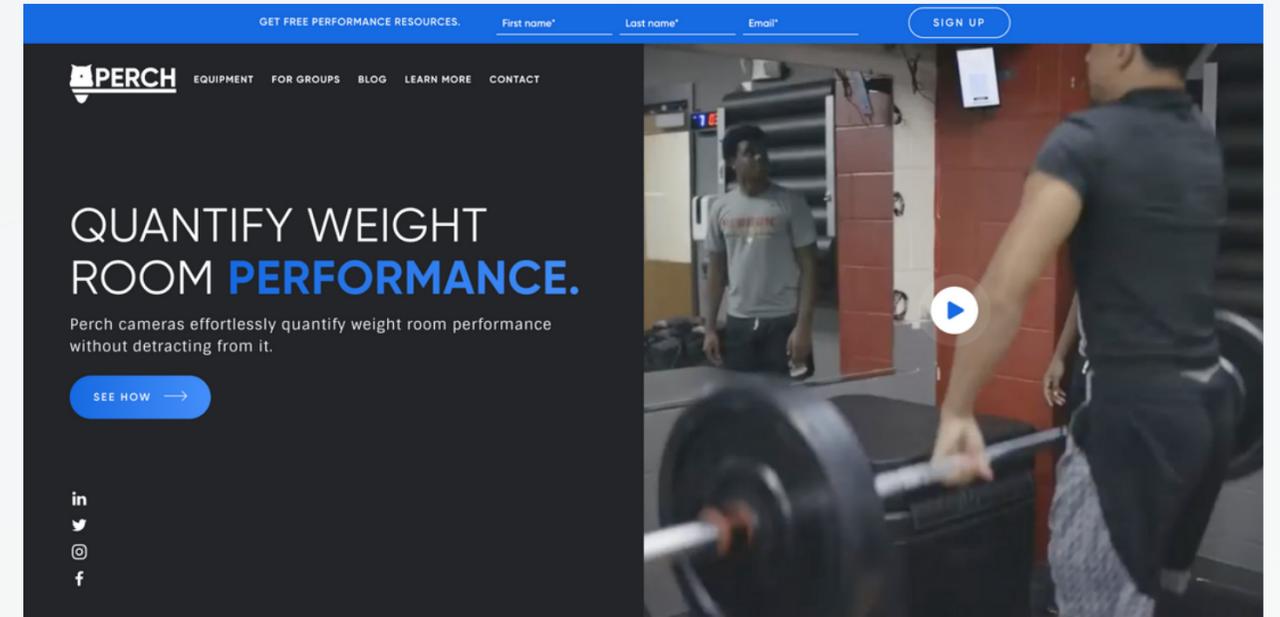
Recommendation	Why?
Update website to GA4	The sooner Monarc makes the switch, the sooner Monarc's can have a more comprehensive understanding of how future customers, such as college admin, are finding the site, staying on the site, what pages they're looking at, etc. This will be helping with targeting the audience in the future
Invest time monthly into SEM Rush to understand SEO Keyword Searches	To first understand what users are searching for when they find the website. Then, as time progresses, Monarc can better understand how keyword searches change, such as with new deals, social media campaigns, blog posts, etc. This will help Monarc better understand what keywords to continue using when posting blogs or other website content to gain the best SEO results
Updating About Us Page	This update would include a new "Monarc's Pledge" to express how Monarc is committed to team improvement. Administrators care about team betterment and are looking for ROI so adding these goals to their website will be beneficial for reaching this target demographic
Update Navigation Tabs	Administrators need to see a clear and well-organized website when first opening Monarc's home page. Tabs should include "About Us," "The Seeker," "Blog," "Media," "Careers," and "Contact."

# WEBSITE COMPETITIVE AUDIT

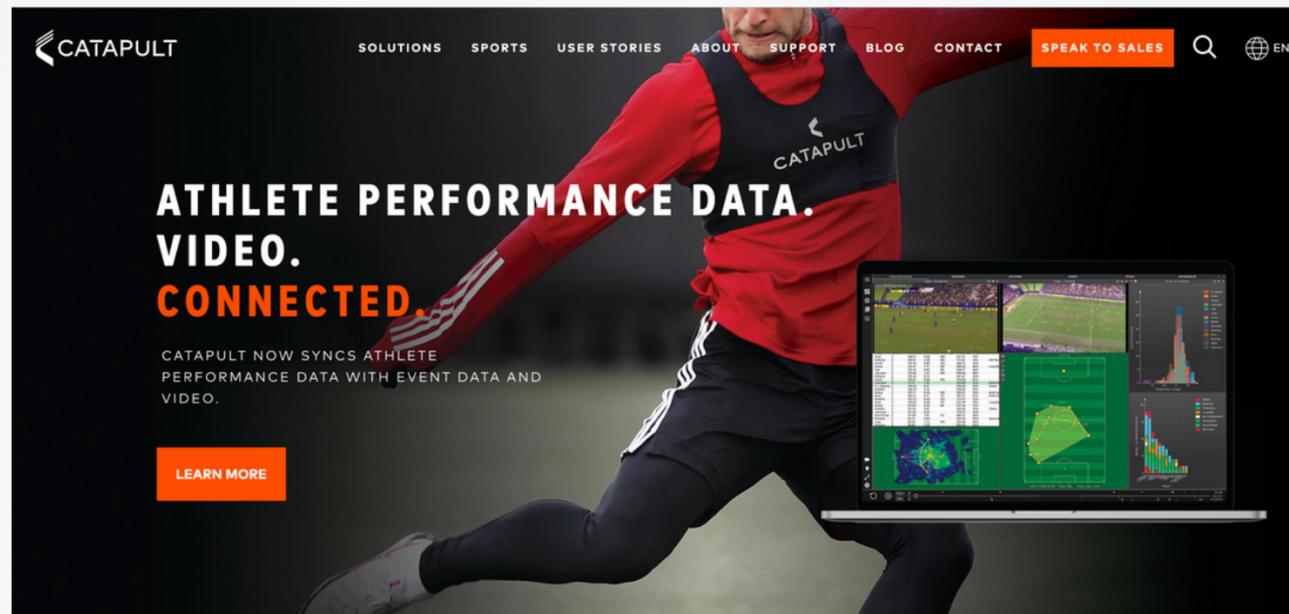
## WSC Sports



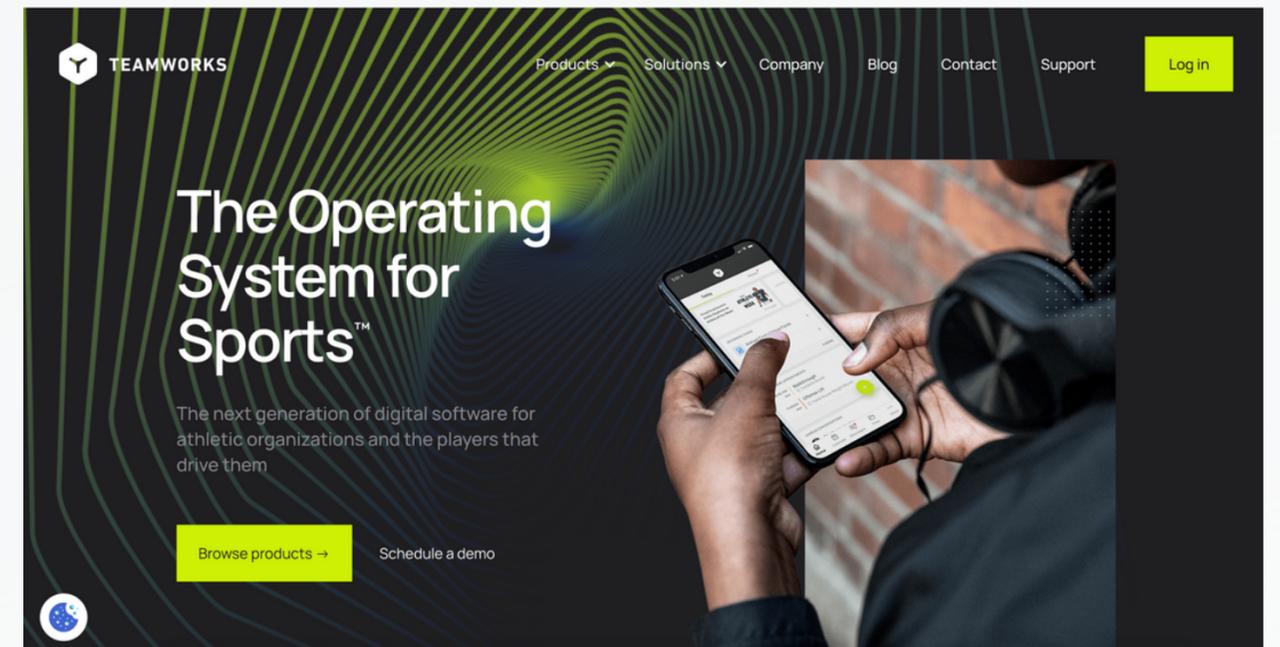
## Perch Technology



## Catapult Sports



## Teamworks



# WEBSITE RECOMMENDATIONS

## Website and Social Media Posting Engagement Chart

Platform	Best Time	Source/Citation
Blog Posts	Tuesday afternoon/evening – for social shares. Friday afternoon/evening (and/or typical local paydays) – for affiliate link clicks and purchases. Sunday – for less competition.	Blog Wizzard <a href="https://bloggingwizard.com/best-time-to-publish-a-blog-post/">https://bloggingwizard.com/best-time-to-publish-a-blog-post/</a>
LinkedIn Posts	Wednesday from 8–10 AM, Thursday at 9 AM and 1–2 PM, Friday at 9 AM.	Influence Marketing Hub <a href="https://influencermarketinghub.com/best-times-to-post-on-linkedin/">https://influencermarketinghub.com/best-times-to-post-on-linkedin/</a>
Twitter Posts	Tuesdays from 9 AM–2 PM; Wednesdays from 9 AM–1 PM; Thursdays from 9 AM–2 PM; Fridays 9 AM–Noon.	Sprout Social <a href="https://sproutsocial.com/insights/best-times-to-post-on-twitter/">https://sproutsocial.com/insights/best-times-to-post-on-twitter/</a>

# WEBSITE ASSET TRACKER

	A	B	C
1	<b>Assest/Deliverable</b>	<b>Message</b>	<b>Link to Document/Assest</b>
	Website comms audit document encompassing SEO recommendations and competition analysis	Website audit document includes SEO recommendations, a website competitive audit, and website and social media posting engagement chart	<a href="https://www.dropbox.com/s/fj0mbibvve1h1ei/Monarc%20Website%20Audit%20Document.pdf?dl=0">https://www.dropbox.com/s/fj0mbibvve1h1ei/Monarc%20Website%20Audit%20Document.pdf?dl=0</a>
2			

# BLOG ASSET TRACKER

	A	B	C	D
	<b>Blog post title</b>	<b>Message</b>	<b>Link to document</b>	<b>Image assest</b>
1	"How The Seeker's AI Technology Will Future-Proof Your College Football Programs"	Blog post explaining the rise of AI technology in sports, disclose the AI technology Monarc uses, explain how Monarc is committed to improving its technology. Emphazies how the Seeker works to future-proof the success of teams.	[finalized blog dropbox link]	[finalized header image dropbox link]
2	"3 Ways The Seeker Perfected Marvin Harrison Jr.'s Gameplay"	Blog post highlighting partnership between Marvin Harrison Jr., Ohio State and Monarc. Breaks down the three ways that the Seeker helps Harrison as a wide receiver. Explains the subscription service works and how a partnership with Monarc operates.	[finalized blog dropbox link]	[finalized header image dropbox link]
3	"Arizona State Announces Partnership with Monarc"	Introduce that the Arizona State University football program will be partnering with Monarc come March 27, 2023. Include the quote from Jean Boydthat highlights his excitement for the gift. Expand on the sentiment regarding how the cutting-edge technology has been a a return on investment. Explain what the partnership includes for Arizona State and the history of how ASU is joining one of 25 major college football leagues that use the Seeker.	[finalized blog dropbox link]	[finalized header image dropbox link]
4				

# NEXT STEPS

N°1

Update website navigation. Regularly implement blog posts through the updated website. Hyper-boost blog posts via LinkedIn and Twitter.

N°2

Check monthly to see SEO Keyword changes for the website and update accordingly to optimize website effectiveness.

N°3

Use Twitter and LinkedIn's boost features to carry-out campaigns and target admin audience – go as specific as job titles.

## FUTURE RECOMMENDATIONS



Hire a website designer to reconstruct the Monarc website (accounted for in the budget)



Aim for 1 to 2 blog posts a month



Use high-quality cameras or professional photographers for product photography and gathering on-field assets