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COMM 221
10 October, 2023

Content Strategy- Tread Athletics

Tread Athletics, a premiere remote coaching pitching program, designed for the pitcher that wants to be the best athlete that he or she can, but may not have the resources to make it happen. Tread Athletic's long term goal is to bridge the gap between these players' potential, and who they are as a pitcher today. Ultimately, Tread Athletics is on the way to changing the baseball industry as a whole in how you train. In the meantime some short term goals to help accomplish this include; finding more pro-level coaching to work with, continuing to build brand awareness about who they are and the process to how they do things, and one day coming out with their own app. Focusing on what is possible to accomplish today, I want to narrow in on building brand awareness and explaining the process of what Tread Athletics does. In order to do this, through much research and interviews, I have built some stereotypical audience and consumer personas that can help us map out our goals, content ideas to reach these people, and metrics for how to measure the success of the content.

Let's start with our first buyer persona, "Pro Ball Paul." One of the biggest consumer markets for Tread Athletics are professional baseball players. Whether they are in the Major leagues or Minor leagues much of their programs are not actually mapped out for them. Many pitchers are expected to get their own work in and do the plan that is best for them. This is where Tread steps in. With connections to every pro ball organization Tread offers much of the individual programing and attention that each player needs. "Pro Ball Paul" is a stereotype of one of these minor league players who is giving all he has with time and money to baseball but wants to make sure what he is doing is going to help him, and not get him hurt. Paul is all in on his career but struggles with the 500 dollars it takes per month to be a part of Tread. With a little more awareness as to what exactly Tread does, the data behind all that they do, and all that it has to offer for the individual athlete Paul may very well want to become a Tread Athlete himself.

Idea #1: A blog about how to meet and track your calories on a tight budget.

Paul doesn't make a lot of money but is actively trying to gain more muscle and weight, especially after all the calories he burns on the field. This blog could be something that peaks his interest and in turn if it is done well gives credibility and awareness to Tread. Subconsciously Tread exemplifies how they do the research and all the athlete has to do is listen to them. It gives a sneak peak into something a Tread coach would talk about with their athlete and gives more attention to who Tread Athletics are. Some metrics you could do to identify if this works is to measure subscribers to their blog after the post and clicks to the website from the blog itself.

Idea #2: An instagram slideshow post about how to take care of your body while on the road.

All professional baseball players spend much of their time on the road traveling for games. These athletes are always looking for ways to get better and showing different tips as to stretches, sleep patterns, or eating habits that can help them on the road may be of high interest. This would help get the word out about Tread and further brand awareness by players sharing the posts with their teammates or showing what they learned from Tread to each other. The passing of information and word of mouth is super valuable as it is how the athlete I interviewed heard about Tread before. One way to measure the success is just to track likes, shares, and comments on the instagram post once it is out there.

Idea #3: An article that myth busts a certain training habit that many pitchers have.

Paul is willing to grow and learn more but he, and many other professionals like him, are pretty stubborn with their routine. Professionals are still coachable but if there was a certain drill or practicing habit that many players have that can be broken down into something better this is something a professional would tune into. This would help brand awareness and hopefully direct clicks back to the Tread website where they can learn more about who they are. Ways to measure success would be to track website clicks coming from the article and how many times the article gets clicked on itself.

The next buyer persona to look at is a persona named, "College Athlete Allen." Many college players are taking baseball very seriously as they have dedicated so much time to it. Not only is time a sacrifice for baseball, but many college athletes choose their college based on where they wanted to play baseball alone. Unfortunately, many colleges can not hire many high level and high paying coaches. This leads to a lack of attention to the needs of their players. Allen, is a dedicated pitcher who wants to be the best he can for his team and maybe play professionally one day. In order to do this an outside coach and programs would benefit this person a lot. Allen loves hanging with his friends, spending time online, and talking baseball. Unfortunately, he is constantly worried about money as most of it is going to paying for college itself. The benefits are undeniable for Allen if presented to him, but his concerns include where he would get money for something like Tread and if his coaches would be okay with him working with them as well.

Idea #1: An article about the importance of a personalized plan.

Allen would enjoy this article because it is something professional that he can show his coaches and parents who may want to help him in his journey with affording Tread. With data and an explanation of what Tread really does this can help parents and coaches visualize what the benefits of Tread can be. Not only Allen but many people would likely be interested in this article and it will bring more attention to Tread and an explanation for its need. You can track how the article does by looking at the clicks to Treads website it generates and even by asking where Allen heard of Tread when he signs up.

Idea #2: Tik-Tok of a remote college athlete, "Day in the life."

Many college students spend hours on Tik-Tok a day. These quick popular videos can get viral fast and can reach target audiences with very little work. With a well made Tik-Tok this can spread brand awareness and explain a better look at what it means to be a Tread athlete in a fun way. Tik-Tok makes it easy to track popularity as you can see how many people share it with others, likes, and comments.

Idea #3: Pitch calling basic breakdown video on Youtube.

Youtube is also very popular among college students. In these longer videos you can spend more time explaining different concepts. This is a chance to show detail and research behind what Tread does and the detail they take in their preparation for information. This benefits the awareness of Tread along with a detail of the kind of information they give to their athletes. Many of these college pitchers will want to watch videos like this and even share with their catcher to talk about the best pitches to throw and when. You can track the metrics of this video by its likes and comments along with the people who are referred to the website by the link in the video description.

One last persona that we meet is a persona called, "High School Henry." Tread's target audience according to performance coach Austin Roark is "Any individual or any level, mostly high school and up, around 14+. When you get serious about baseball is when we know we can step in." Henry has lots of talent but hasn't tapped into his full potential yet. He is trying to

decide if he is good enough for the next level of baseball and what kind of time it will take. Henry doesn't pay for much if anything so the main convincing for him just comes from telling his parents if he is really serious about baseball or not. So in order to reach Henry it will take information that parents not as involved in baseball can understand along with full dedication from Henry that Tread is the right thing for him.

Idea #1: An article about what it takes to be a college baseball player and the numbers you need to hit to play at each level.

This article will include information as to what kind of time it takes to play in college and the differences in preparation in all the different levels. The second part of the article will include more numbers for what you need to throw or the talent it will take to play in college. This can give good realization to Allen as to if he has what it takes and how far he has to go to make it in college. Much of the recruiting process is blurry and Tread can showcase their connections to show an athlete what it will take for them to reach their dream school. This article is a good way to tell high schoolers like Allen the dedication it takes to play at the next level and how an extra coach with programs like Tread can really benefit him. Again, we can use clicks to the website from the article to track how useful the article was for people like Allen.

Idea #2: Instagram link to insert numbers to see how you stack up against other athletes and one quick piece of advice generated based on their numbers.

High schoolers are very competitive and if they see that they aren't as great as they might think they are, this can create a spark in them to work harder. Alternatively, if they see that they score high in some areas as far as weight, speed, or strength this may give them encouragement to grow even more. The last piece of advice will be something that they can cling to and want more of from a coach. This helps Allen and similar high schoolers desire to become even better. We can track its metrics by seeing how many people participate in the link and insert their information. This is also a place you could grab an email to send future information.

Idea #3: Infographic showing the difference it can make if you take baseball seriously from a younger age.

Instilling some more motivation to high schoolers to work hard is an important piece for Tread to their high school athletes. Infographics could work very well because it's not too wordy and it's easy to read for low attention span Allen. If a student chooses to work with Tread it could make a big difference to where they end up for school which could really change their life. This is a very important time for many baseball players and shouldn't be taken lightly. That importance can be illustrated through statistics and quotes in a well made infographic. Metrics can be identified through its likes, shares, and comments as well.

Tread Athletics has many different unique markets but most of them overlap with players who want to take baseball seriously and find ways to get better. Much of the information that will be distributed to these specific audiences and personas can be beneficial to all audiences and personas for whom might be interested in Tread. As exemplified Tread Athletics can meet some of their short term goals of brand recognition and explanation of the process in what they do in many different fun and professional ways.

Reflection Assignment

During the research process many things helped build the strategy towards ways to accomplish specific short term goals with the long term goals in mind. One of the main things that helped me was really taking the next step towards who my target audience is. Many people would assume the age range and gender of who I am targeting but digging deeper to see real needs or who would be paying for it changes what content I should deliver. I think the most helpful research was of course the interview with the Tread Athletics coach so I had a better full understanding of goals, especially when I assumed wrong in some cases. Along with that reading comments as to what were concern points for people when it comes to Tread made a difference in my strategy as well. If I had more time I would want to know more about exactly what are the numbers behind the amount of high schoolers versus college athletes or professionals. This would help narrow down what the bigger audience we already have at Tread versus who to pursue.

Some of the in-class assignments already line up with some of my proposed ideas so that makes it easy going into the future. Although, if there is an idea that I do really like, maybe there will be a way to incorporate it into an article or infographic instead. These articles and infographics will merge audiences' needs to organizational wants first by hearing about what Tread is so that they can participate, plus learning more about the detail Tread has to offer so that they can be fully bought in. Then the organization's needs will be met by wanting to get brand recognition out there, plus a detailed explanation of what they do to their audience. The middle ground will be met through the articles and infographics as explained in detail in the content strategy.

Supporting Materials:

Persona Name #1: Pro Ball Paul

Age	24
Location	Middle of nowhere Iowa
Life stage	Young Adult
Job title (if they have one)	Professional minor league baseball player and restaurant waiter in off-season
Average income	\$30,000 a year
Buying behavior	Consumes lots of caffeine and protein. Cheap groceries. Doesn't like to spend much on clothes or extra things. Is willing to buy baseball items if it will help him. He wants to save money for the future but just making enough to get by.
Interests & activities	Baseball takes priority in time. Wants to go on dates but doesn't know many girls. Goes out into the town with his teammates a lot. He loves watching sports. He likes to play golf, fish, and hunt.

Values	Cares about his career and body almost more than anything. He thinks he has a real shot to make it to MLB if he works hard enough.
What media they engage	Twitter, Instagram, Tik tok, Youtube

Pain points and goals

Customer pain point	Customer goal	How your business / product can help?
<i>[Example: I want to buy clothes from an ethical business, but they're often really expensive.]</i>	<i>[Example: I want sustainable clothing doesn't break the bank.]</i>	<i>[Example: Our products are affordable and timeless. What's more, we have regular sales.]</i>
Pain point #2 He wants to have access to something like Tread but it's just so much money.	Goal #2 For Tread to have cheaper prices so that he could participate.	Your solution #2 To show the importance of what Tread is offering and that it is not a cheap product or plan.
Pain point #3 He thinks Tread would help but he already has some coaches he can talk to.	Goal #3 To have Tread work with his coaches and get extra detailed planning	Your solution #3 Get quotes and examples of coaches and Tread working together. To show how that process works smoothly.

<p>Pain point #4 By now he thinks he knows what he needs to do to get better.</p>	<p>Goal #4 He wants to see if Tread has anything else to offer but doesn't want to sign up for the 12 month immediately.</p>	<p>Your solution #4 Show how there is no guessing with Tread and how there is very little risk to their data.</p>
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Persona Name: College Athlete Allen

Age	20
Location	Tiny Town in Kansas
Life stage	College student athlete
Job title (if they have one)	Student
Average income	1,500\$ a year
Buying behavior	Rarely eats out. He wants to do fun things with friends but won't spend more than 10 dollars to do it. Parents pay for groceries but he pays for gas. He has to pay a little for college.

Interests & activities	Allen loves watching football on the weekends and typically spends too much time on tik tok. He spends most of his time with his friends and they talk about whatever is new is trending in sports. He likes food, frisbee golf, and video games
Values	Wants to be the best he can at baseball but doesn't have a lot of time to sacrifice. He hates school but it still comes before baseball. He is stressed about not having enough money for college.
What media they engage	Instagram, Tik Tok, Twitter, snapchat, and youtube

Pain points and goals

Customer pain point	Customer goal	How your business / product can help?
<i>[Example: I want to buy clothes from an ethical business, but they're often really expensive.]</i>	<i>[Example: I want sustainable clothing doesn't break the bank.]</i>	<i>[Example: Our products are affordable and timeless. What's more, we have regular sales.]</i>
Pain point #2 Would love to be a part of Tread but doesn't have the money he thinks.	Goal #2 To be able to pay for Tread and College.	Your solution #2 Explain how Tread makes it worth it because of getting the most out of your body and potential.

<p>Pain point #3</p> <p>Would his college coach be upset that he is seeking coaching outside of him?</p>	<p>Goal #3</p> <p>For his college coach to work with Tread and him at the same time.</p>	<p>Your solution #3</p> <p>Explain how Tread has many connections with coaches and helps the coaches bridge the gap to help their players.</p>
<p>Pain point #4</p> <p>Doesn't have to time to do extra things outside of his own team practice.</p>	<p>Goal #4</p> <p>To have a disciplined schedule that is able to accomplish all his class work, free time, and all baseball work he needs to do.</p>	<p>Your solution #4</p> <p>Show how Tread maps out exactly what you should do everyday.</p>

Persona Name: High School Henry

Age	17
Location	Nashville, TN
Life stage	High Schooler
Job title (if they have one)	Student
Average income	0\$

Buying behavior	Parents pay for everything. He loves food but mostly eats at home.
Interests & activities	Loves hanging with friends and his girlfriend takes a lot of his time. Enjoys baseball and is wondering what it might take to play at the next level. He likes working out, playing pickup basketball, and dates with his girlfriend.
Values	Family is super important to him. Also his relationships with his friends he cares about a lot. Goes to church every Sunday but mostly for friends.
What media they engage	Instagram, tik tok, snap chat

Pain points and goals

Customer pain point	Customer goal	How your business / product can help?
<i>[Example: I want to buy clothes from an ethical business, but they're often really expensive.]</i>	<i>[Example: I want sustainable clothing doesn't break the bank.]</i>	<i>[Example: Our products are affordable and timeless. What's more, we have regular sales.]</i>

<p>Pain point #2</p> <p>Not sure if he wants to spend the money because it is going to be all from his parents.</p>	<p>Goal #2</p> <p>Ideally his parents let him, but it will take convincing from the parents.</p>	<p>Your solution #2</p> <p>Answer the parents' questions and make the programs super easy to read so you know what you get.</p>
<p>Pain point #3</p> <p>If he signs up for Tread that basically means he needs to start taking baseball seriously.</p>	<p>Goal #3</p> <p>To make sure he wants to be great at baseball he wants to know what he could become and how good he could be.</p>	<p>Your solution #3</p> <p>Shows the potential of what a kid could be in the program.</p>
<p>Pain point #4</p> <p>He has a strict high school lifting and throwing program already.</p>	<p>Goal #4</p> <p>To be able to do what is best for him but his coaches are in on it as well.</p>	<p>Your solution #4</p> <p>To not overpower the high school coaches but to show that their program can still help even if some areas aren't able to budge.</p>

Long Term Goal - To bridge the gap for players that want to be the best that they can but may not have the resources to do it.
 Short Term Goal - To further explain the online training process to athletes and parents, along with more brand recognition for Tread Athletics.

Audience Persona	Content	Further short term goal	Metrics for Measurement
Pro ball Paul	1. Blog about how to count your calories on a tight budget	→ Conceptual: Something interesting that furthers brand recognition and credibility → Practical: A link to learn more about recipes and what foods would be good for them	→ Track new subscribers to blog. Clicks to website from the blog
	2. Instagram tips slideshow for how to take care of your body while on the road	→ Conceptual: Something interesting that furthers brand recognition and credibility → Practical: They can share with their teammates on Instagram and through word of mouth that they got it from Tread	→ Track Instagram Shares, likes, and comments
	3. Article and breakdown about a recent study that myth busts how you train for baseball	→ Conceptual: Something interesting that furthers brand recognition and credibility → Practical: Show how Tread trains differently than others	→ Track website links from article to website

Long Term Goal - To bridge the gap for players that want to be the best that they can but may not have the resources to do it.
 Short Term Goal - To further explain the online training process to athletes and parents, along with more brand recognition for Tread Athletics.

Audience Persona	Content	Further short term goal	Metrics for Measurement
College Athlete Allen	1. An article about the importance of a personalized training plan	→ Conceptual: Explains the process of a training program remotely → Practical: Helps convince parents by strong writing and data to sign up	→ Clicks from article to website. Ask when they sign up where they heard of Tread from.
	2. Tik-Tok of a remote college athlete "Day in the life"	→ Conceptual: Spreads awareness to kids on something they spend hours on → Practical: Spreads brand awareness and maps out how Tread works in a fun way	→ Measure shares, likes, and comments
	3. Pitch calling basic breakdown video on Youtube	→ Conceptual: Something interesting that spreads awareness and credibility → Practical: Friends and teammates share with each other and talk about it	→ Measure shares, likes, and comments

Long Term Goal - To bridge the gap for players that want to be the best that they can but may not have the resources to do it.
 Short Term Goal - To further explain the online training process to athletes and parents, along with more brand recognition for Tread Athletics.

Audience Persona	Content	Further short term goal	Metrics for Measurement
High School Henry	1. An article about what it really takes to play in college and the numbers it takes for each level	→ Conceptual: Boosts brand credibility and shares of Tread data → Practical: High Schoolers see the need for something like Tread	→ Measure shares, website clicks from article
	2. Instagram link to see how you stack up against other athletes and a quick piece of advice	→ Conceptual: Interesting, everyone cares about themselves and wants to be the best, peaks interest → Practical: Kids see they aren't at where they need to be and brings awareness to need for Tread	→ Measure clicks, likes, shares, and comments
	3. Infographic about taking baseball seriously from a younger age	→ Conceptual: Stresses importance to get to work to achieve your dreams → Practical: Helps convince kids to sign up for Tread	→ Measure likes, shares, and comments

Interview Guides and answers:

Business Interview- Performance Coach Austin Roark

What is an upcoming event or announcement that Tread Athletics has?

They just partnered with a breast cancer program called Carolina Breast Friends.

What are the overall goals of Tread Athletics?

Normal coaching and college coaches have a lot on their plate and there's a huge gap for the individual who isn't a top prospect. In response to this, Tread's long term goals include the understanding that they can bridge the gap between the guys who want to be the best that they can and getting that help. Also, to complement the situation that they are in not taking over their coaching, and ultimately change the baseball industry in how you train.

Organizations Audience/ buyers- who is the target audience?

Any individual or any level, mostly high school and up 14+. When you get serious about baseball is when they know they can step in. They want dedication in return from their athletes. Targeting the athlete who is lost or stuck, and to help them along in their journey.

Values- What does Tread care about and what makes them different?

How Tread goes about, leaving no stone unturned. Not just lifting or throwing or anything company. Tread is a swiss army knife trying to take care of all avenues of your program for an individual.

What are some short term goals related to communication and marketing?

The next step for Tread is definitely to bring in more coaches and get more higher level coaches, maybe from pro baseball and so on. For the athletes it is showing more of the individual process that isn't just in house and mostly remote. Tread wants to explain what Tread is better and answer the "parent question." They are eventually coming out with an app and actively trying to get another in house training facility.

Audience Interview- Jack Lindsay. 20 year old college baseball player, not a Tread athlete currently.

Have you ever heard of Tread Athletics before, and if so from where?

Heard about it from a teammate because of a teammate sharing his program with him.

What kind of social media are you on?

He is on Instagram, Twitter, Snapchat- Uses Twitter the most

What other pitching programs have you heard of and do you know the difference between them and Tread?

Driveline, has heard that they are good at building velocity because they have mastered the weighted ball plyos and many pros go there in the offseason. Most of his pitching programs have come from travel ball and so on.

Assuming that it is a fixed price for 12 months minimum, what price range would you be willing to pay for something like Tread?

Would pay around 500-600 a month if he had the ability to.

What would you be interested in seeing from Tread Athletics in the future?

Always interested in video breakdowns. Also off field tips. Pre game routines, eating habits or foods to watch out for, mental tips pre and post throwing.