

HARTFORD YARD GOATS

Case Study by Emily Alves



OVERVIEW

As part of a graduate-level media campaign course, I developed a comprehensive digital strategy for the Hartford Yard Goats, a Minor League Baseball team. The campaign focused on increasing fan engagement, game attendance, and merchandise sales through creative copy and social-first content.

OBJECTIVES

Increase fan engagement, grow brand awareness, and drive ticket/merchandise sales through new media channels.

TARGET AUDIENCE

Gen Z and millennial fans in the Hartford area (ages 18–34), as well as families looking for affordable, local entertainment.

CREATIVE THEME

Theme: “Unleash the Fun with the Yard Goats!”

Aimed to highlight the quirky, high-energy atmosphere of Yard Goats games and connect fans to behind-the-scenes content, gameday experiences, and community stories.

CONTENT STRATEGY

- TikTok & Snapchat: Behind-the-scenes videos, player challenges, and interactive fan content
- Instagram: Game promos, food highlights, influencer collaborations
- Email & Mobile: Timely reminders and promotions to drive conversions

KEY CAMPAIGN ELEMENTS

- Influencer Strategy: Pitch included partnering with local food creators like SisterSnacking to promote ballpark eats.
- Platform Focus: TikTok, Snapchat, Instagram (to appeal to younger fans).
- Fan Engagement: Interactive challenges, behind-the-scenes content, fan stories.

SUCCESS METRICS

- Engagement: Likes, comments, shares, hashtag use
- Reach: Follower growth, impressions
- ROI: Increases in ticket and merchandise sales
- Qualitative Feedback: Fan comments and campaign survey results



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Weekly Planner

Hartford Yard Goats: "Unleash the Fun" Campaign

WEEK 1: PRE-SEASON HYPE

MONDAY: TEAM ANNOUNCEMENT

- Platform: Instagram Feed + Stories
- Content: Player spotlight featuring new roster additions
- Caption: "New faces, same energy! Meet our newest Yard Goat ready to bring the heat this season 🌞"
- Hashtags: #UnleashTheFun #NewSeason #MeetTheTeam #HartfordYardGoats
- CTA: Swipe to see full roster

TUESDAY: BEHIND-THE-SCENES

- Platform: TikTok + Instagram Reels
- Content: "Day in the life of Chompers & Chew Chew" mascot prep video
- Caption: "POV: You're getting ready for baseball season with Hartford's favorite goats 🐐"
- Hashtags: #BehindTheScenes #MascotLife #YardGoatsAfterDark #BaseballReady
- CTA: Comment your favorite mascot moment

WEDNESDAY: FAN ENGAGEMENT

- Platform: Instagram Stories + TikTok
- Content: "Guess the Stadium Snack" interactive quiz
- Caption: "Think you know our ballpark eats? Take the quiz and tag a friend who needs to try these 🍔"
- Hashtags: #StadiumEats #QuizTime #UnleashTheFun #FoodieAlert
- CTA: Story poll for answers

THURSDAY: COMMUNITY CONNECTION

- Platform: Instagram Feed + LinkedIn
- Content: Local business spotlight (food truck partnership)
- Caption: "Teaming up with [Local Business] to bring you the best gameday experience! Support local, cheer loud 🙌"
- Hashtags: #CommunityFirst #LocalPartners #SupportLocal #GamedayEats
- CTA: Visit their stand at Section 12

FRIDAY: GAME DAY HYPE

- Platform: All platforms + Email
- Content: Game preview with fireworks announcement
- Caption: "Friday Night Lights are back! Tonight's forecast: 100% chance of fireworks after we win 🎆"
- Hashtags: #FridayNightLights #FireworksNight #GamePreview #YardGoatsAfterDark
- CTA: Last-minute tickets link in bio

SATURDAY: LIVE GAME COVERAGE

- Platform: Instagram Stories + Snapchat
- Content: Real-time game highlights and fan reactions
- Caption: Story series showing crowd energy, key plays, concession favorites
- Hashtags: #LiveAction #GameNight #FanZone #UnleashTheFun
- CTA: Share your game photos with #YardGoatsMemories

SUNDAY: POST-GAME WRAP

- Platform: Instagram Feed + TikTok
- Content: Game recap with fan celebration montage
- Caption: "What a night! Your energy made all the difference. Next home game Tuesday - who's coming? 🙌"
- Hashtags: #GameRecap #FanAppreciation #ThankYou #SeeYouTuesday
- CTA: Tag friends for Tuesday's game

PRIORITIES

Plan: Mid-Season Momentum

TO DO LIST

NOTES

Peak Posting Times:

- Instagram: 11 AM - 1 PM, 7 PM - 9 PM
- TikTok: 6 AM - 10 AM, 7 PM - 9 PM
- Facebook: 1 PM - 3 PM

Engagement Tactics:

- User-generated content featuring fan photos/videos
- Interactive polls and quizzes in Stories
- Cross-platform challenges with branded hashtags
- Real-time game coverage with fan takeovers

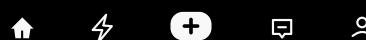
Brand Voice Consistency:

- Energetic but family-friendly
- Locally-focused with community pride
- Playful references to goat mascots
- Inclusive and welcoming tone



Caption: Batter up, Hartford! Fridays just got wild. Fireworks, food trucks, and fun at every Yard Goats home game.

#UnleashTheFun #YardGoatsAfterDark



Caption: Looking for a Friday night plan the whole family will love?

We've got fireworks, snacks, and two furry friends named Chompers & Chew Chew 🐐

Let the kids run wild — we'll handle the memories.

#HartfordYardGoats #UnleashTheFun

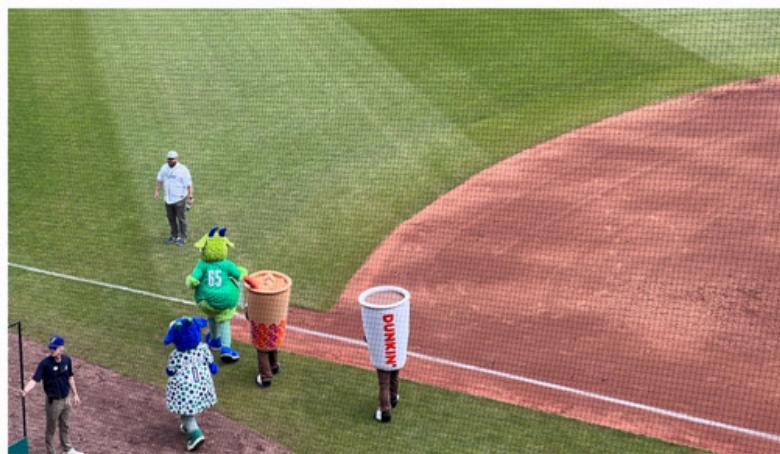


Hartford Yard Goats @hartforyardgoats

Spotted: The GOATs of game day 🐐✨

Drop a ❤️ if you've taken a selfie with Chompers or Chew Chew this season!

#YardGoats #MascotGoals #HartfordVibes



hartforyardgoats.com

Chompers and Chew Chew are ready for game day — are you?



↗ Promoted

Email Sample Layout for Yard Goats Campaign

⌚ Friday Night Lights + Fireworks = Perfect Game Plan

Bring your crew and your Yard Goat gear—our Friday night home games are packed with energy, entertainment, and post-game fireworks!



Get your game face on! The Yard Goats are back at Dunkin' Park this weekend, and we've saved your seat.

- Family-friendly fun
- ☀️ Fireworks after every Friday home game
- 🍔 Quirky stadium snacks you'll want to post about
- 💰 Tickets start at just \$12

Whether you're here for the baseball or the goat mascots (we get it), we promise a night you won't forget.

👉 “Buy Tickets” or “See Game Schedule”

Follow us on Instagram @hartforyardgoats

#UnleashTheFun | #YardGoatsAfterDark