

G2 Esports Streamlines Social Content Operations to Boost Productivity and Sponsor Value

Overview

The G2 Esports team understood that having a passionate, global fanbase of digital-native gamers meant social media was their industry’s lifeblood. With the majority of tournaments taking place through online streaming platforms, such as Twitch, creating entertaining social content and amplifying it fast was critical for creating deeper fan connections and promoting broadcasts and tournaments. It was also critical for increasing brand value to sponsors and building merchandising revenue and continued business growth.

G2 collected a ton of content during every match and already had built a robust, worldwide army of team game players as brand advocates to share those assets on social and create even more. Greenfly’s content exchange platform vastly improved media asset workflows between G2 and the players to maximize the impact of their social influence and reach.

Opportunity

G2 gamers, like other athletes, want to showcase their skills and success on their personal social media profiles and build a fanbase. Many of these G2 advocates have large social followings — particularly on Twitter — eager for the latest updates.

The G2 social media team recognized they were doing too much manual work in supplying these individuals with media — fielding requests via text and email, hunting for media, and organizing, sending and tracking all of this content for timely sharing.

The social team’s asset workflow analysis showed it cost about a day per game team each month in lost productivity — a surprisingly large amount of time that they could have spent on higher priority tasks. And with more success, the problem would only continue to grow. G2 made it a priority to reduce the social content and player management bottlenecks with automation, so the team could manage their time more efficiently and focus on meeting the club’s business goals, supporting partners, and driving merchandise sales.



G2 Esports is one of the world’s premier esports clubs. The European organization develops the most entertaining esports content, bringing together many of the world’s best competitive players and most popular gaming personalities. G2 teams compete and consistently rank among the top teams in many of the largest games, including *League of Legends* and *Counter-Strike: Global Offensive*.

Success Story | Esports

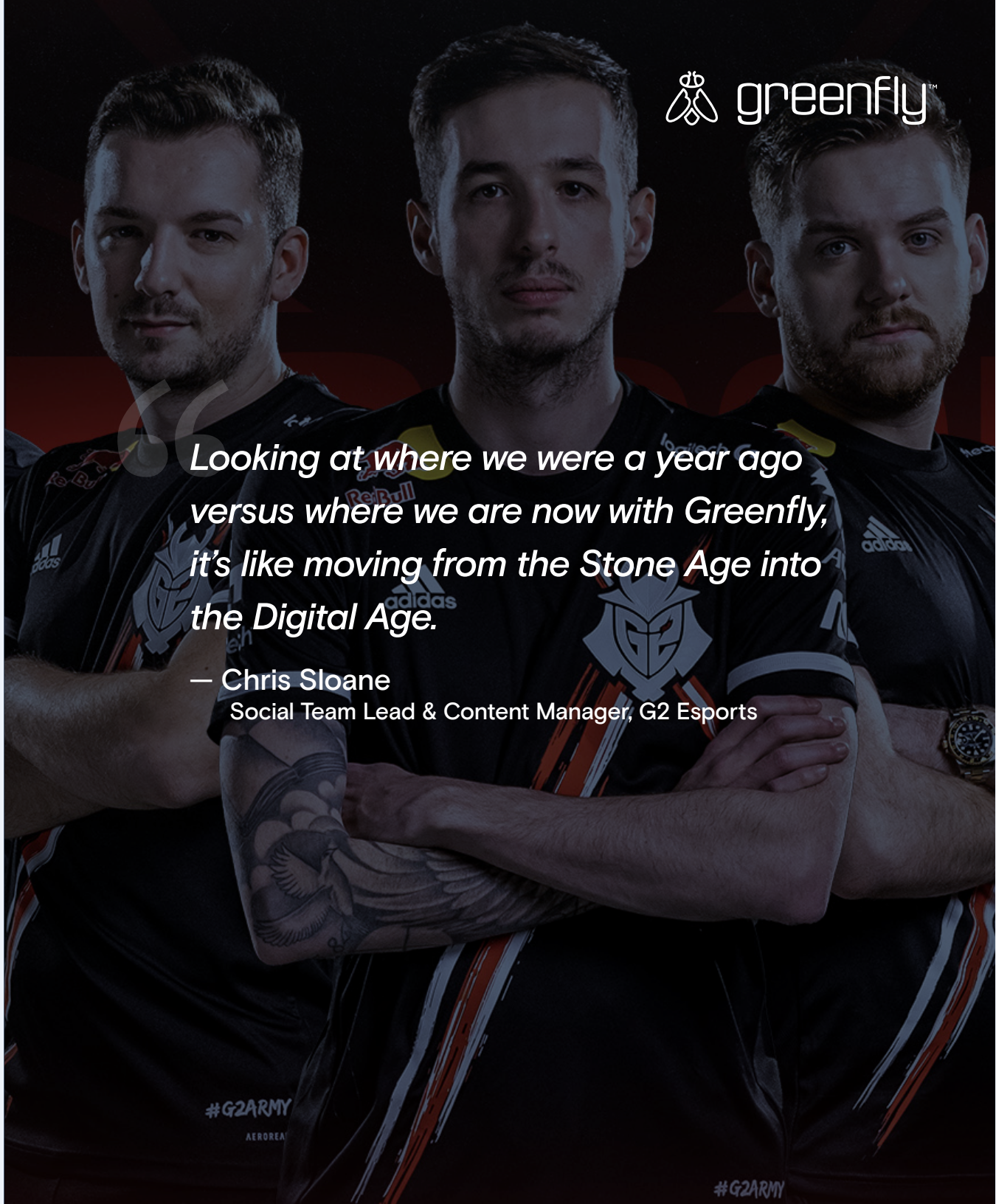
Partnership

The G2 social team engaged Greenfly to provide a centralized system for managing their content workflows and promptly deliver assets to (and from) the players. The platform's ability to reduce the social team's workload and eliminate frequent manual reminders was a critical factor in evaluation. Greenfly provided training to help the social marketers easily onboard G2 department heads, the team managers, and the players themselves.

The team managers now have media at their fingertips, organized into team and player galleries. Every time media is available, players receive notifications in the Greenfly mobile app. Players can then immediately download or post shared content to their social profiles — from anywhere, at any time, and in just a few taps.

In addition to automating day-to-day media distribution, managers now have an approval workflow and can track player request fulfillment. The team also often asks players to reshare G2's social content, vastly expanding the brand's social reach. All of this activity helps the players build both the club brand and their own personal brands. Additionally, with Greenfly, team managers can now request that the players create specific content that G2 can use for promotions. After receiving a guided media brief, team managers can 'remotely direct' players to capture videos that fit their needs. Players can submit this content through the Greenfly app.

Greenfly also helps to ensure the club's seamless execution of timely, high-quality partner campaigns to deliver upon their commitments consistently. Greenfly's media automation has been particularly beneficial during pandemic-related league production shifts. Distributed G2 teams and players can easily communicate and collaborate to craft and share content even outside of regular match play — without missing a beat.

A photograph of three male G2 Esports players standing side-by-side, wearing their team's black jerseys with red and white accents. The jerseys feature logos for Adidas, Red Bull, and G2. The player on the left has a large tattoo on his right arm. The player in the middle has a watch on his left wrist. The player on the right has a watch on his left wrist. The background is dark and out of focus.

*Looking at where we were a year ago
versus where we are now with Greenfly,
it's like moving from the Stone Age into
the Digital Age.*

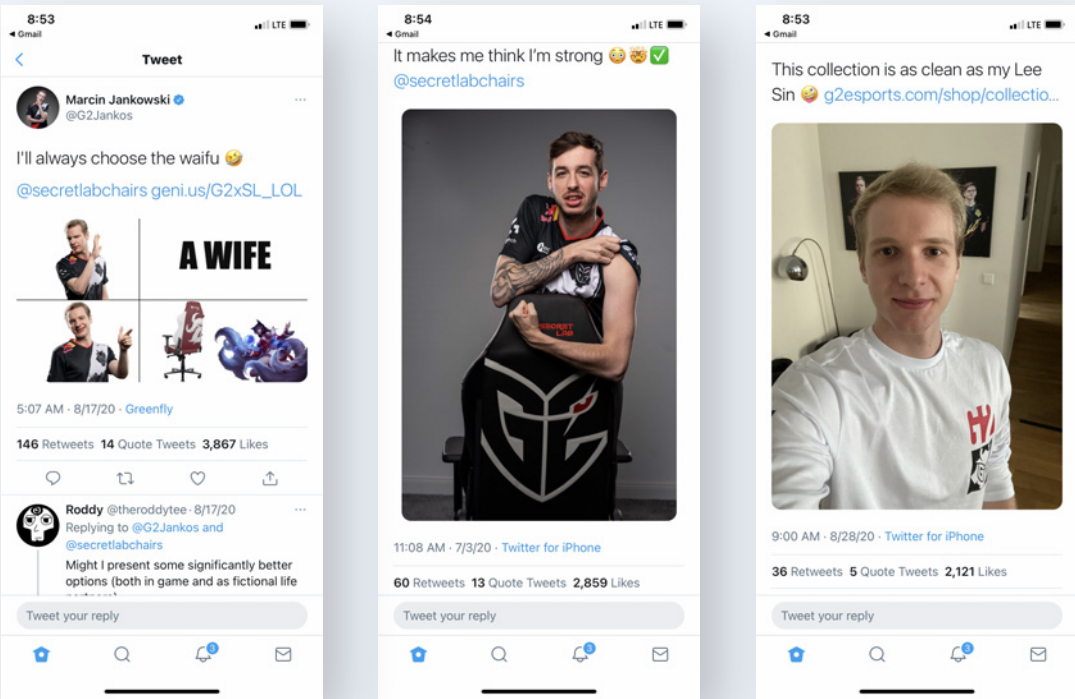
— Chris Sloane
Social Team Lead & Content Manager, G2 Esports

Impact

Greenfly has become part of the G2 social team’s daily life and integral to how they exchange content with players. They are thrilled that they can devote fewer resources to making this happen; in fact, Greenfly has helped them reclaim the one day per game team they lost each month doing this work.

The G2 team is now able to send assets and bulk requests to their team players around the world, so content distribution is done on a more massive scale than they were able to do previously. Over 50 players now regularly share, create and retweet G2 content through Greenfly, getting it in front of their nearly 26 million combined followers. This wider reach beyond G2 social channels has helped the club get their partner messages and merchandise promotions more quickly to a larger audience of more deeply engaged fans, building value all around.

Looking ahead, the G2 team plans to build upon their learnings and make continued content strides as a global leader and innovator in the world of esports.



Results

50+

esports players

900+

media assets shared to social

270k+

social engagements* from player content shares

Greenfly’ brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.

Source: Greenfly, *not including video views