From information to interaction

Toulouse Football Club's digital strategy

qualifio &

One year ago, **Toulouse Football Club's** (TFC) digital strategy was only made up of social media and engaging with their audience of one million. A year later and the French club has great ambitions, both on a sporting and business level, with a new strategy built around 3 major goals:

Reaffirming their local roots

by reconnecting with their community, both physically and digitally.

Innovating,

by accelerating their digital transformation to meet their fans' expectations.

Committing to their social and environmental responsibilities,

which is a key commitment for TFC, who have notably won the **"Prix Philippe Seguin"**, that rewards the most active professional sports clubs in the field of CSR.

We wanted to find out more about the club's digital strategy and their marketing goals, so we chatted to Sébastien Duhamel, Head of Marketing, Digital and Communication at TFC. Let's go!

From information to interaction

Over the years, the supporters' expectations have evolved. Today's football fan isn't only looking for news about their club and their games, they also want to create a relationship with them and have as many interactions with them as possible. This trend has increased throughout the pandemic and with games being played behind closed doors. For Toulouse Football Club, this was an opportunity to focus on interactivity with the Qualifio tool.

> *"When we were no longer able to meet our fans physically, we needed to create another way of maintaining our relationship with them, and in 2021, the best way to do that was digitally. What we like most about the Qualifio tool is the fact that it's a solution that's adapted to our level of development. Qualifio enables us to try out new things at a lower cost and to do so in a serene framework, with the resources that we have. That's why we didn't hesitate and went for it."*
>
> **Sébastien Duhamel**
> Head of Marketing, Digital and Communication @ TFC

The first campaign that the club launched with the Qualifio tool is proof that the supporters were looking for more original and interactive content from the club. This campaign, called "Which TFC player are you?", invited the fans to answer a few questions to discover which player matched their personality. **Over 5000 people** took part in the campaign, with a **completion rate* of 80%**, twice the average.

> "We'd never done anything like this before. We wanted to carry out a first test with a popular format, providing something different than the usual game-related content. And it worked! This first campaign showed us what the fans were expecting, and we weren't imagining things."
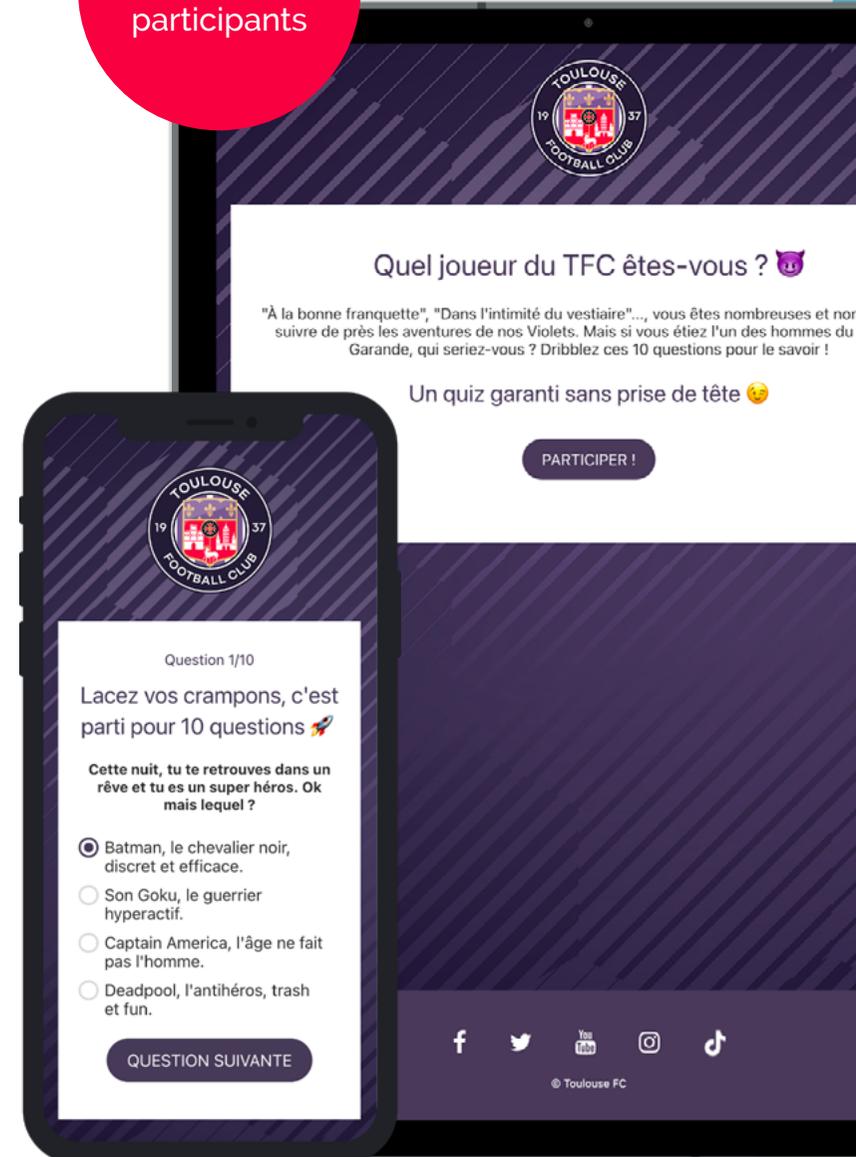
Sébastien Duhamel
Head of Marketing, Digital and Communication @ TFC

*The completion rate is the number of participants who reached the end of a campaign.

+5 000
participants

Quel joueur du TFC êtes-vous ? 😈

"À la bonne franquette", "Dans l'intimité du vestiaire"..., vous êtes nombreuses et nom suivre de près les aventures de nos Violets. Mais si vous étiez l'un des hommes du Garande, qui seriez-vous ? Dribblez ces 10 questions pour le savoir !

Un quiz garanti sans prise de tête 😉

PARTICIPER !

Question 1/10

Lacez vos crampons, c'est parti pour 10 questions 🚀

Cette nuit, tu te retrouves dans un rêve et tu es un super héros. Ok mais lequel ?

○ Batman, le chevalier noir, discret et efficace.
○ Son Goku, le guerrier hyperactif.
○ Captain America, l'âge ne fait pas l'homme.
○ Deadpool, l'antihéros, trash et fun.

QUESTION SUIVANTE

© Toulouse FC

Picking your battles

> "We're living in complicated times for football clubs. So rather than wanting to do it all, I think we need to be clear about what is actually going to make a difference, from a communication, marketing and ROI point of view. Our battle, as a Ligue 2 club where it's already more complicated to sell more tickets than for a Ligue 1 club, is to concentrate on what already exists, so in our case our fans. We need to find a way of addressing them, talking to them, engaging with them in different and creative ways, to meet their expectations."
>
> **Sébastien Duhamel**
> Head of Marketing, Digital and Communication @ TFC

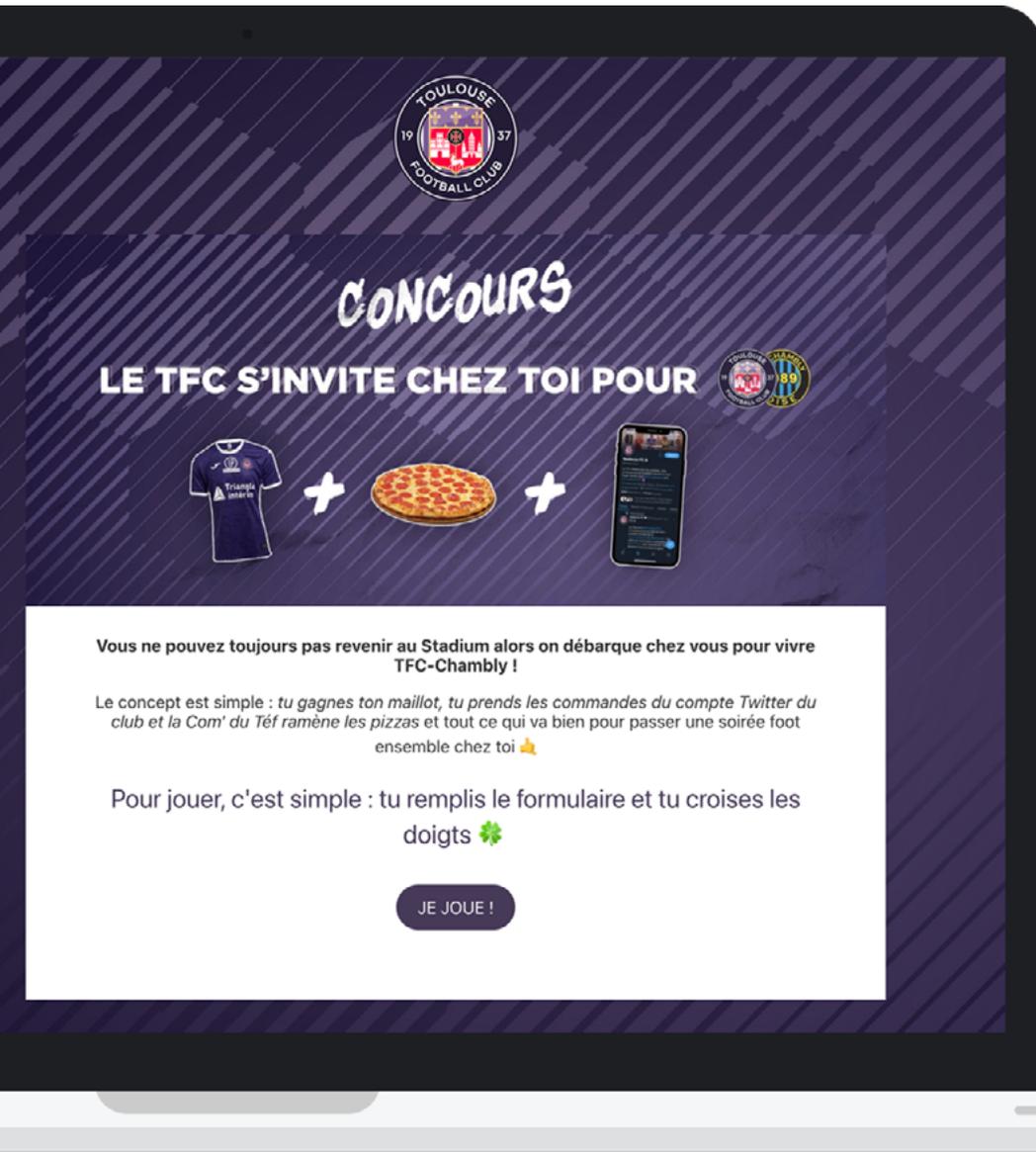By focusing on interactivity, the Toulouse club wants to reach three marketing goals:

Engaging and entertaining their community of fans

Increasing their fan base

Collecting data for personalisation and segmentation purposes

A great example of a different and original campaign launched by TFC when the stadiums were closed, was "TFC is coming round to your house to watch TFC-Chambly". The club stood out by offering a unique experience that they promoted on their social media channels. Fans could win a shirt and pizzas delivered to their home during the game. But that wasn't all! The winner would also commentate on the match on the team's official Twitter account, alongside the club's community manager.

1 105 participants

52% opt-in rate to the TFC newsletter

An additional selling point for partners

> "We're no longer talking about basic partnership formats. We're currently in discussions with our partners that no longer just focus on stadium display spaces, we're now talking about the digital impact that we can bring to them. And with Qualifio we're able to set up co-branded activities. Ideally in a not too distant future we'd like to be able to include Qualifio campaigns in the agreements we have with our official partners."
>
> **Sébastien Duhamel**
> Head of Marketing, Digital and Communication @ TFC

partners

qualifio

TFC is trying to find the right balance between data collection campaigns, engagement campaigns and co-branded campaigns so that they can reach their marketing goals. For their 84th anniversary, the club launched a "true or false" quiz about their history, with 84 copies of an exclusive collector poster up for grabs. In order to boost participation, and to increase their visibility, the club gave out additional points if fans shared the campaign on their social media channels.

2 900

participants

31%

opt-in rate to partner newsletters

44%

opt-in rate to the TFC newsletter

What's next?

The data collected thanks to Toulouse's interactive campaigns are shared with the email platform that the club uses, Salesforce Marketing Cloud. TFC' Head of CRM then analyses for each action the number of new participants and their capacity to reach new supporters in the club's main target age-group: youth. TFC's second objective is then to implement an increasingly fine segmentation, with clearly defined personas so that the club knows how they want to be interacted with.
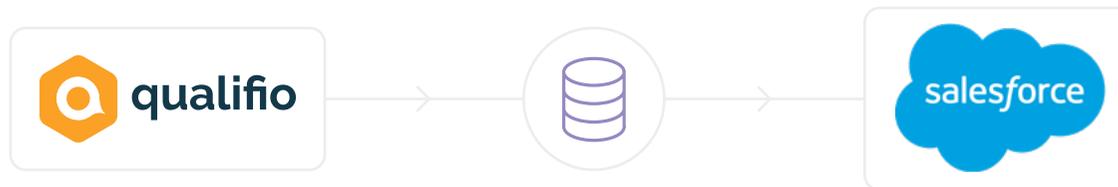
> "
> "With Qualifio, we are able to set up a branded campaign in only an hour. The campaigns hold up both in terms of content and form, and they bring us results. We're reaching all our goals: offering original content, creating interaction and collecting data that we're then able to use afterwards."
>
> **Sébastien Duhamel**
> Head of Marketing, Digital and Communication @ TFC

Be inspired by other clubs

Do you want to read more inspiring customer success stories like this Toulouse Football Club one?
Why not explore the cases from PSG and LOSC, Ligue 1 champions!

How Paris Saint-Germain relied on digital animation to conquer even more fans

Read now

Discover how games can be a powerful tool for recruiting new supporters

Read now

qualifio

Request a demo and see how to quickly create and launch your upcoming campaigns

REQUEST A DEMO

qualifio

What is Qualifio?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?

CREATE

Choose your interactive campaign and customise it without any extra development

PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite

COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features

GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time

SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)

qualifio