

How games can be a powerful tool for recruiting new supporters

LOSC's customer story



qualifio &



Like most industries in the past year, the world of football has not been spared the repercussions of the sanitary crisis. With stadiums being closed and international championships being halted, the relationship between clubs and their fans has been all the more difficult to maintain. And sponsors have struggled in the same way, as they have lost a fair share of their visibility. Football clubs have had to adapt and be creative, reinforcing their online and social media presence. From competitions, to quizzes and email campaigns, there is a wide range of digital initiatives for clubs to choose from.



"Without supporters in the stadiums and with no ticket sales this season, we've had to reinvent ourselves. The marketing department has taken on a much bigger role by digitally maintaining our relationship with our fans. We asked them for example to film themselves announcing their dream team line-up or to send a video message encouraging the players. With these campaigns we were getting the supporters involved by showing their support to the team."

Rozenn David

Digital & CRM project leader @ LOSC



To avoid their relationship with their fans being negatively affected, **LOSC, the northern French football club based in Lille**, have relied heavily on their online presence and interactions, thanks partly to the Qualifio platform. The club have been using **Qualifio's interactive formats** since July 2019 to :



Engage with their community of fans



Bring their supporters closer together and to reinforce the feeling of belonging to the club



Recruit new supporters and increase newsletter opt-ins

Find out in this customer story how LOSC have used games and interactive campaigns throughout the year to reach their marketing goals.



"Qualifio has been an additional and important tool in reinforcing our relationship with our community during a period where social interaction was key."

Rozenn David

Digital & CRM project leader @ LOSC



When reactivity rimes with interactivity

Instant wins, team selectors, jackpots, polls and votes and **predictions** : these are just a few examples of the games created throughout the year by LOSC to engage with their supporters. The club has a commercial plan in place that determines when their email and interactive campaigns go out, and their campaigns are based around 2 main axes.

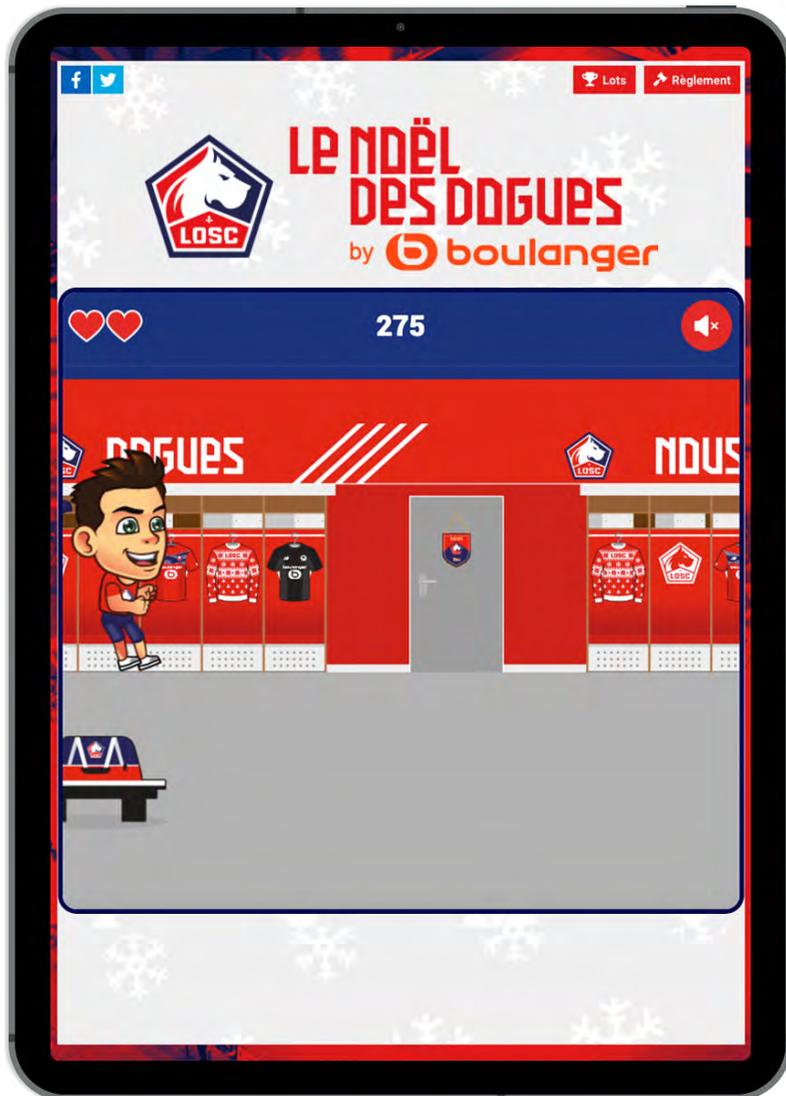


1. Key events throughout the year



The club makes the most of events like Christmas, Valentine's Day and Blue Monday to launch original interactive campaigns. On Friday 13th for example, LOSC gave their fans the chance for one of them to win a team shirt worth 80€. To take part in the prize draw, their online community had to find behind which cup a football was hidden, and then validate their participation by filling out a form with their details. This game proved to be a great hit with the LOSC supporters and was one of the most successful of the season!





At Christmas the club launched a sponsored **runner game** and challenged their supporters to rank as high as possible on the leaderboard to be in with a chance of winning a PS5 and a range of prizes from the game's sponsor Boulanger. Participants had to catch as many balls as possible and avoid all the obstacles. This campaign was one of the most popular campaigns that they launched this year, in terms of the number of participants.



"The wide range of games available in the Qualifio catalog allows us to vary our campaigns. We're then able to follow the evolution of a campaign in real-time so that we can react and adapt a campaign if necessary, thanks to the statistics provided by the tool."

Rozenn David

Digital & CRM project leader @ LOSC



2. Matches and LOSC news



With over 19 games played at home in a normal season, LOSC's campaigns would usually be centered around these games. In light of the sanitary crisis and games being cancelled or held behind closed doors, the club adapted their planning and focused on footballing news instead. For example, after their victory in the Northern derby against RC Lens, LOSC gave their fans the chance to win Burak Yilmaz, the goalscorer of the game's shirt with an Instant Win campaign. To win the shirt, fans had to fill out a form and would find out instantly if they'd won or not.

Post-victory games have proven highly popular with supporters. The completion rate of these games, so the number of participants who reach the form stage, has exceeded the club's expectations.



"What we appreciate the most about the Qualifio platform is the short time it takes to set up games, as this allows us to be reactive."

Rozenn David

Digital & CRM project leader @ LOSC



Mass recruitment

Rozenn, LOSC's digital & CRM project leader explained to us that *"the marketing department and everything that surrounds the CRM have recently taken on a lot more importance."* Especially given the rules imposed by GDPR and **the imminent end of third party cookies**. For the past 3 years, Rozenn has been organising LOSC's marketing activities, sending emails to their supporters and setting up competitions and games, all with one main goal in mind : to generate leads.

The football club considers a lead to be someone who signs up for their newsletter. With their campaigns, LOSC offer several types of opt-ins :



Commercial and ticketing opt-in



Club merchandising opt-in



Club news opt-in



Partners opt-in



In order to reach supporters outside of their database, LOSC promotes their campaigns exclusively on their social media channels : Twitter, Facebook and Instagram stories. Opt-in rates and the cost of an opt-in are their main performance indicators.



The games that were launched after LOSC's victories over RC Lens with an Instant Win, or against PSG with a Jackpot, performed extremely well and allowed the club to gain a significant number of opt-ins.



Next step : Loyalty



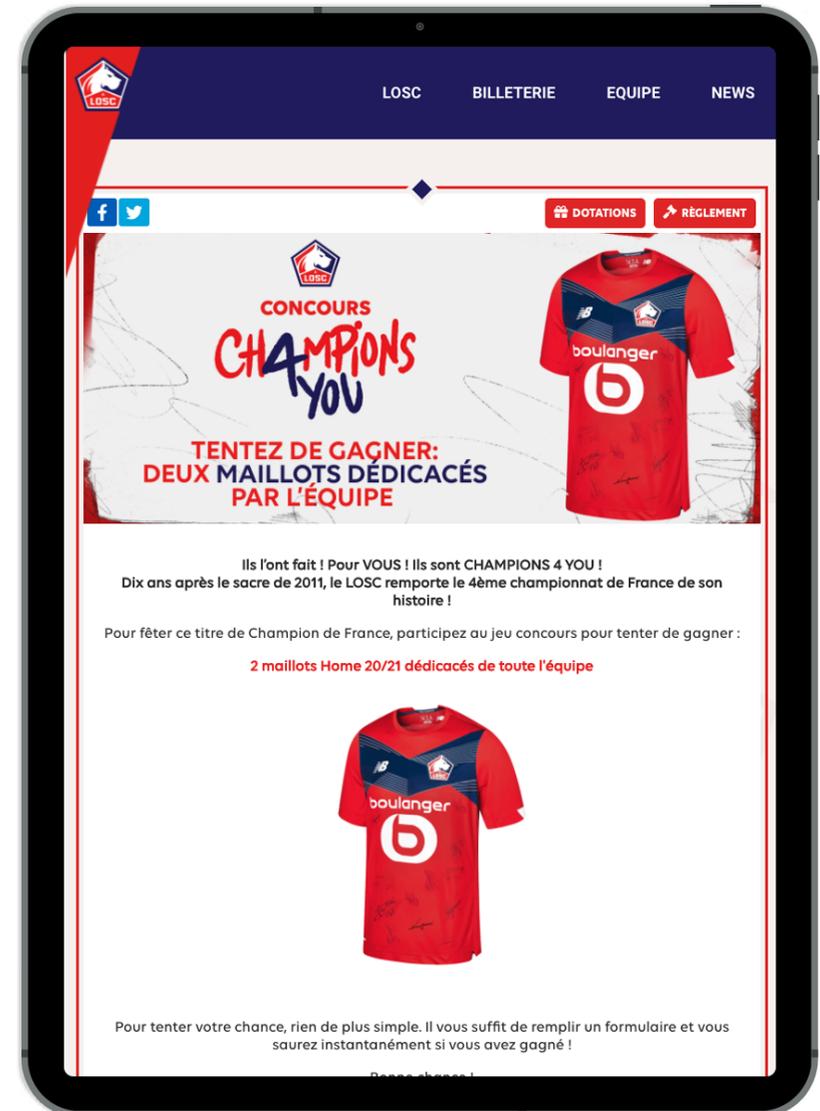
"Our objective is to continue to recruit new fans, to enrich our database, to retain this base and to increase their loyalty, by launching a wide range of innovative games and digital activations."

Rozenn David

Digital & CRM project leader @ LOSC



LOSC were crowned champions of Ligue 1 this season, meaning that they have qualified for the UEFA Champions Leagues for the 2021-2022 season, and they intend to surf on the wave of football news that this will entail to reach their marketing objectives. The club has also launched a game to celebrate their title, based on an Instant Win that encourages participants to sign up for their newsletter and gives them the chance to win 2 shirts, signed by the whole team.



Want to discover other stories like this one? Discover PSG' success story!



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

[Read now](#)

Beyond the football club, Paris Saint-Germain has become an international sports brand that has relied on online engagement to conquer even more fans. A real entertainment brand followed by more than 33,9 million Facebook fans PSG animates through apps, videos and interactive and viral content.

Discover how the football club managed to get a 47% opt-in rate to its newsletter thanks to an original and interactive action!

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

REQUEST A DEMO



What is Qualifo?

Qualifo 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.)

