

PASSION PROJECT

PRESEASON TO NEW YEAR

VERTICAL CONTENT & GROWTH EXECUTION PLAN

A short form system designed to reach non-followers/non basketball fans, reward current fans with deeper access, and turn discovery into lasting fandom.



UNCOMMISSIONED CONCEPT

BUILDING A GROWTH SYSTEM

01

REACH

Expand beyond the current following and attract non-follower audiences.

02

CREATE

Set the visual and editorial standard for premium vertical content.

03

FRANCHISE

Launch repeatable formats that perform independent of team results.

04

CONVERT

Turn discovery into profile visits, follows and lasting supporters.

05

LEAD

Direct the vertical creator and game-day staff with clear standards.

06

EXPLAIN

Use data to show what scaled, why it scaled and what to do next.

SUCCESS = A CONTENT SYSTEM THAT MAKES THE NEXT CREATIVE DECISION FASTER.

TWO CONTENT LANES. ONE GROWTH LOOP.

Discovery earns attention. Depth turns attention into attachment.

LANE 01

DISCOVERY

Reach people through Miami culture, personality, useful explainers and trend-native formats.



Trend frameworks



Fan fashion & sneakers



Search-led explainers



Creator & fan collaboration

TEST
LEARN
SCALE

LANE 02

DEPTH

Reward fans with exclusive access and deeper basketball understanding they cannot get from a normal broadcast.



Behind-the-scenes access



Coach-led teaching



Player play breakdowns



Returning fan behavior

Instagram-first · adapted intentionally for TikTok, Shorts, Snapchat and supporting platforms

TWO AUDIENCES. FOUR DIFFERENT ENTRY POINTS.

Non-followers are not one audience, and current fans do not all want the same thing.

Discovery

01

TREND LED DISCOVERY

ENTRY POINT

Trending formats · sounds · memes ·
player personality

WATCH → SHARE → PROFILE

Fan Depth

02

CASUAL SPORTS VIEWERS

ENTRY POINT

Big moments · highlights

WATCH → UNDERSTAND → FOLLOW

03

CORE HEAT FANS

ENTRY POINT

Exclusive access · player routines ·
emotion · behind-the-scenes · team
traditions

RETURN → COMMENT → ADVOCATE

04

BASKETBALL STUDENTS

ENTRY POINT

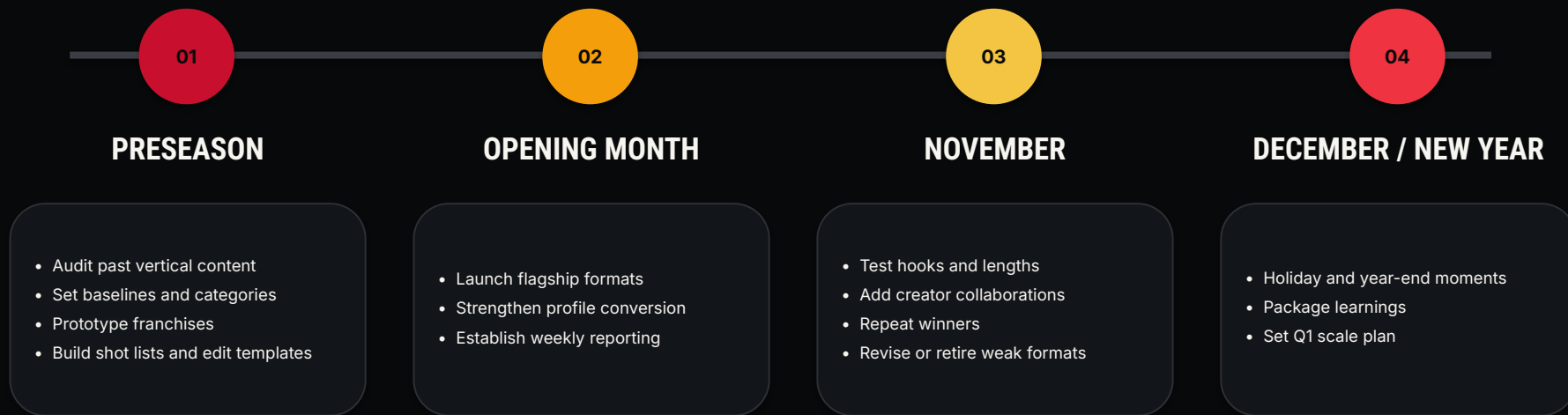
Coach insight · player reads · tactics
· film breakdown

SAVE → REPLAY → RETURN

The same game can generate different edits for different audience needs.

PRESEASON → OPENING MONTH → NEW YEAR

Build the system early, launch visibly, and use the first months to identify what deserves scale.



PHASE GATE: Do not scale a franchise until multiple episodes show consistent performance in reach, retention, engagement, and repeat audience interest.

EARN ATTENTION BEFORE ASKING FOR FANDOM

Use trends, familiar formats and timely conversations as the entry point, then let HEAT players, personality and basketball provide the payoff.



POV / REVEAL

Use recognizable POVs, reveals and visual hooks to make HEAT moments instantly understandable and scroll-stopping.



TRENDS

Adapt formats already gaining attention across TikTok, Reels and Shorts to HEAT players, moments and personalities.



SOCIAL PARTICIPATION

Actively participate in conversations beyond the HEAT's own posts through timely comments, replies and reactive content that put the brand naturally into relevant moments.



QUICK LIST

Package HEAT moments into fast, familiar formats like rankings, "3 things you missed," comparisons and rapid recaps.



CREATOR COLLAB

Partner with relevant creators whose audiences, formats or personalities can introduce the HEAT to new viewers.



MEME / REACTION

React quickly to recognizable memes, moments and conversations while they are still culturally relevant.

TREND FILTER

UNDERSTANDABLE WITHOUT FOLLOWING THE TEAM · CLEAR IN THE FIRST SECOND · BRAND-SAFE · SHAREABLE · REPEATABLE

SHOW WHAT THE BROADCAST MISSES.

Access should feel earned, immediate and specific—not staged for the sake of posting.

01

Approved scrimmage & practice

02

Player arrivals & tunnel movement

03

Full pregame rituals & warmups

04

Approved locker-room moments

05

Staff, equipment & arena preparation

06

Bench, sideline & teammate personality

07

Player-to-fan moments

08

Postgame emotion beyond the box score

BEFORE THE BUZZER

Everything before the broadcast begins.

WHAT THE BROADCAST MISSED

One unseen moment with one emotional payoff.

GAME NIGHT, UNFILTERED

Raw, sequential Stories and Snapchat access.

INSTAGRAM FIRST. PLATFORM NATIVE EVERYWHERE.

One idea can travel, but each cut should respect the behavior of the platform.



CAPTURE THE MOMENT BEFORE IT DISAPPEARS.

The workflow must stay clear under real-time game-night pressure.

01

BEFORE DOORS

- Assign priority moments
- Scan trends and comments
- Set access windows
- Load edit templates

02

LIVE

- Direct vertical creator and staff
- Separate immediate vs premium edits
- Route moments by platform
- Watch audience signals

03

POSTGAME

- Publish emotional payoff
- Review first 24-hour performance
- Tag and archive assets
- Plan follow-up posts

MANAGER: STRATEGY + DIRECTION · VERTICAL CREATOR: PRIMARY EXECUTION · GAME STAFF: MOMENT CAPTURE · STRATEGY COORDINATOR: TRACKING

MAKE THE STANDARD EASY TO REPEAT.

Leadership is the system that helps every creator capture better footage and make faster decisions.

01

TREND HUDDLE

Review platform behavior, search topics and adaptable formats.

02

GAME-DAY BRIEF

One-page priorities, access windows, platform needs and owners.

03

SHOT STANDARDS

Framing, movement, sound and safe-area examples for vertical capture.

04

EDIT TEMPLATE LIBRARY

Repeatable openers, captions, covers, franchise cards and end frames.

05

FAST APPROVAL PATH

Clarify who approves what so real-time content can move.

06

FEEDBACK LOOP

Turn post performance into specific creative coaching.

A GOOD SYSTEM RAISES THE FLOOR FOR EVERYONE – AND GIVES THE BEST CREATIVE ROOM TO RAISE THE CEILING.

TEST → LEARN → SCALE

Change one variable at a time. Choose the winner based on the job the content was meant to do.

HOOK A

"The game starts before the game."

HOOK B

"What television never shows you."

HOOK C

"Twenty minutes before Miami arrives."

1

HOLD CONSTANT

- Footage
- Length
- Caption
- CTA

2

COMPARE

- Non-follower reach
- Opening retention
- Watch time
- Shares

3

DECIDE

- Scale winner
- Document why
- Retest next variable
- Update playbook

Instagram Trial Reels can be shown to non-followers first, with key engagement metrics available after roughly 24 hours. [1]

MEASURE THE JOB EACH SERIES WAS BUILT TO DO.

A high-view post can still fail if it reaches the wrong audience or never creates a next action.

1

DISCOVERY

- Non-follower reach %
- Unique new viewers
- Opening retention
- Average watch %
- Shares per reach
- Profile visits

2

ACCESS

- Returning viewers
- Follower reach
- Watch time
- Story completion / exits
- Replies and comments
- Repeat episode viewers

3

BASKETBALL IQ

- Saves
- Replays
- Completion rate
- Search traffic
- Questions / comments
- Return behavior

4

CONVERSION

- Follows per post
- Profile visit rate
- Follow conversion
- Destination clicks
- Ticket / app / store traffic
- Retargetable audience

LOOK FOR REPEATABILITY, NOT ONE VIRAL OUTLIER.

WHERE THE SIGNALS LIVE.

The exact enterprise platform may vary; native analytics remain the source of truth for platform-specific behavior.

01

META / INSTAGRAM

Reel reach · accounts reached · interactions · follower trends · Trial Reels.

02

TIKTOK STUDIO

Watch behavior · search topics · content gaps · comment themes · post analytics.

03

YOUTUBE STUDIO

Shorts discovery · engaged views · traffic sources · audience and subscriber behavior.

04

SNAPCHAT INSIGHTS

Spotlight viewers · followers gained · shares · screenshots · view time and rate.

05

ENTERPRISE SOCIAL

Scheduling · approvals · tagging · cross-platform reporting · team accountability.

06

GOOGLE ANALYTICS 4

UTM attribution · ticket, app, store and website actions after social clicks.

07

POWER BI / LOOKER

Combined dashboards · franchise comparisons · trend reporting · leadership summaries.

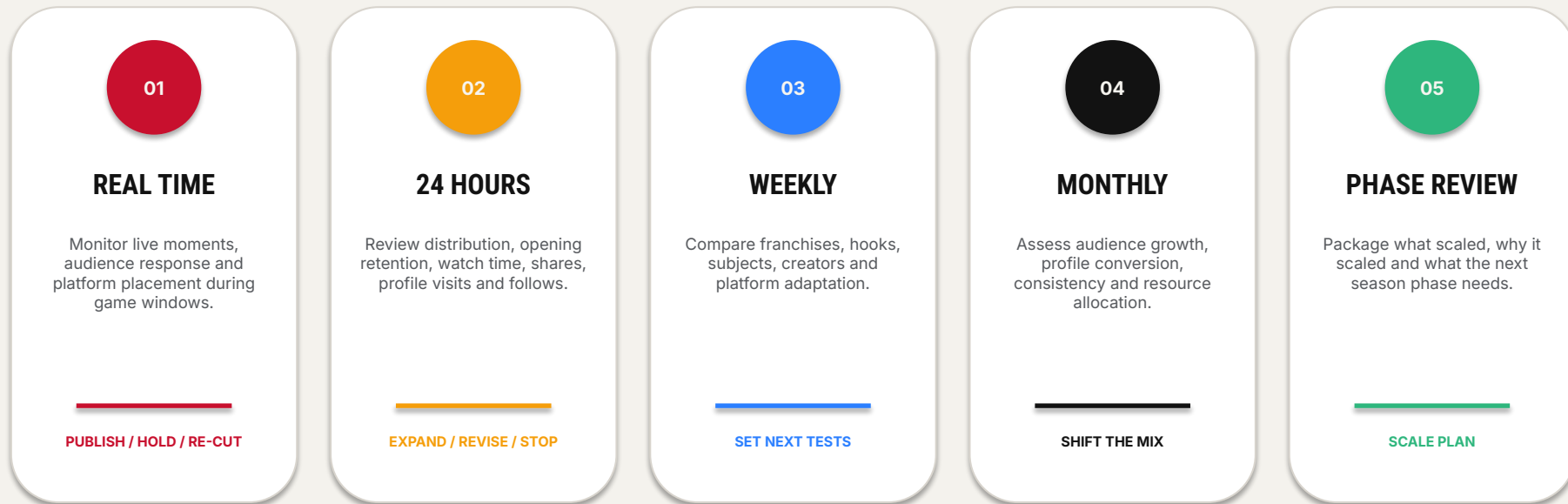
08

EXCEL / SHEETS

Master content ledger · tests · taxonomy · QA · custom calculations.

EVERY REPORT ENDS WITH A CREATIVE DECISION.

The dashboard is only useful when it changes what the team captures, edits or publishes next.



REPORTING QUESTION: What should we repeat, revise or retire?

BY NEW YEAR, THE TEAM SHOULD OWN A SYSTEM.

The output is not only more content. It is clearer creative judgment and repeatable infrastructure.

01 4 NAMED FRANCHISES

Consistent identities, production structures and audience promises.

02 GAME-DAY PLAYBOOK

Shot priorities, roles, approval paths and platform placement.

03 TEST LIBRARY

Winning hooks, lengths, covers and lessons from failed variations.

04 TAGGED CONTENT DATABASE

Searchable assets and post history tied to performance.

05 CROSS-PLATFORM DASHBOARD

Discovery, depth, basketball IQ and conversion signals.

06 PROFILE CONVERSION PATH

Pinned content, series covers, CTAs and retargeting handoff.

07 Q1 SCALE PLAN

Prioritized formats, resources and next experiments.

A SYSTEM THAT REACHES NEW PEOPLE, REWARDS FANS AND MAKES THE NEXT CREATIVE DECISION FASTER.