

Premier Lacrosse League Scores with Social in Inaugural Season



Overview

The Premier Lacrosse League (PLL) is a professional lacrosse league founded in 2018 by professional lacrosse player Paul Rabil and his brother, PLL CEO Mike Rabil. With sports and entertainment options at an all-time high, the league knew it faced an uphill battle to win attention and gain fans in its inaugural season. Luckily, the league had over 160 of the world's best lacrosse players more than willing to contribute in any way they could to the league's growth and success.

Opportunity

The PLL was a player-first league from day one, focused on driving the league's success through the players and their massive collective social media following. But getting content to the players would be difficult when the process consisted of a combination of emails and texts, in addition to the challenge of trying to find the right image among thousands with the right specs to send to dozens and dozens of players to post on social. There had to be a better way.



Success Story | Sports

Partnership

The league engaged Greenfly at the start of the inaugural 2019 season. The goal? Help organize and route thousands of photos and videos from their digital asset management tool, Libris by Photoshelter, into the hands of their players to post on social media.

Through the Greenfly Connect tool, the league fully automated last-mile social workflows for the visual content its photographers and staff captured and uploaded to Libris throughout the season. The PLL instantly connected that content with its community of over 160 athletes via the Greenfly mobile app, where players could access galleries personalized with their individual photos and highlights.

Impact

With content at the ready, players posted substantially more, and generated over four million social engagements in their first six months with Greenfly. The PLL made the most of their powerful collective platform—engaging sponsors interested in activating across that engaged audience, distributing promo codes to fans for merchandise, and leveraging the fan bases of players' alma maters by providing relevant content to college athletics accounts to share—all with Greenfly.

The success keeps coming, with the league noting that player social engagements numbers increased over 300% after they got on Greenfly!

“Our players have posted more, their follower accounts have grown exponentially over the last month alone since we implemented Greenfly and Libris. When they're armed with content, they feel more empowered to be more active across social, too.”

Results

75k+

Assets routed automatically between Libris & Greenfly

+300%

Increase in player social interactions after joining

100

Players fulfilled holiday content request for social and NBC broadcast

Tyler Steinhardt

Manager of Content
Premier Lacrosse League

