



Rob Phinisee Marketing Strategies

INTRODUCTION

Who is Rob Phinisee?

- Junior at Indiana University
- Starting PG since Freshman Season
- Raised in West Lafayette, IN
 - Verified on Instagram
- 14.5K Instagram Followers & 12.7K Twitter Followers
- 2020-21 Team Captain
- 2018 Game Winning Buzzer Beater has over 25K views on Youtube



"Though just 5'11" and 160 pounds, Phinisee is a fast, dynamic and explosive point guard who excels at pushing the pace and getting his teammates involved."

- Bleacher Report

SCOUTING REPORT

ACOMPLISHMENTS

- 4 Star Recruit

- Led IU in asists as Freshman & Sophomore

- Started 29/32 games as a Freshman

- Game winning buzzer beater vs Butler in 2018

- 2018 First Team All-State

- Scored career high 17 Pts vs B1G rival Illinois

- 2020-21 Team Captain as Junior



POTENTIAL BRANDS

1. The Players Trunk

The Players Trunk is an organization that partners with recently graduated collegiate athletes to auction off their game worn and team issued gear. They have done partnerships with athletes with a lot less fan following than Phinisee and have had success

2. Collector's Den

Collector's Den is Indiana's most popular sports memorabilia store. They have done partnerships with many Indiana collegiate athletes after graduation.

COLLECTOR'S
Den

3. Buffa Louie's

Buffa Louie's is one of Bloomington's longest tenured and most popular game day eateries. Phinisee has been seen going to Buffa Louie's multiple times throughout his time in Bloomington.



Buffa Louie's
Established 1987

THE PLAYERS TRUNK



STRATEGIES

1. Social Media Presence

Phinisee's last Instagram post was on June 4th and he has a total of only 3 posts in 2020. Yet he still has a great following. If he starts to post more he will gain more followers.

2. Social Media Interaction

Respond, Respond, Respond! The more times Phinisee responds to comments or quote tweets somebody the more fans will remember his name. This will make his social media value stronger than ever.

3. Fan Interaction

After each game at Assembly Hall, many fans go onto the court to take pictures and even wait for players to come out. This would be a great way for Phinisee to gain fans from his fellow IU students and young IU fans.

