

Retailer Spotlight: Wrigleyville Sports

Company Overview

Born in the shadows of one of America’s most iconic sports venues (Chicago’s Wrigley Field), Wrigleyville Sports is not your typical fan gear and sports collectibles retailer. Founded in 1990, Wrigleyville’s business model centers around establishing relationships with local sports fans by building brick and mortar locations near ballparks in markets like Chicago, Pittsburgh and Philadelphia, while offering fans a wider selection of merchandise than big-name national merchants both in stores and online.

Wrigleyville has taken that strong commitment to customer service and consumer feedback and made it a big part of both their online offerings and their social commerce presence, proving that niche retailers can find success in both arenas despite their often smaller size. We recently spoke with Eric Castellucci, Wrigleyville’s online marketing manager, about the company’s unique outlook and their goals for the future.

Wrigleyville Sports Facebook Store

SP: What market do you primarily cater to?

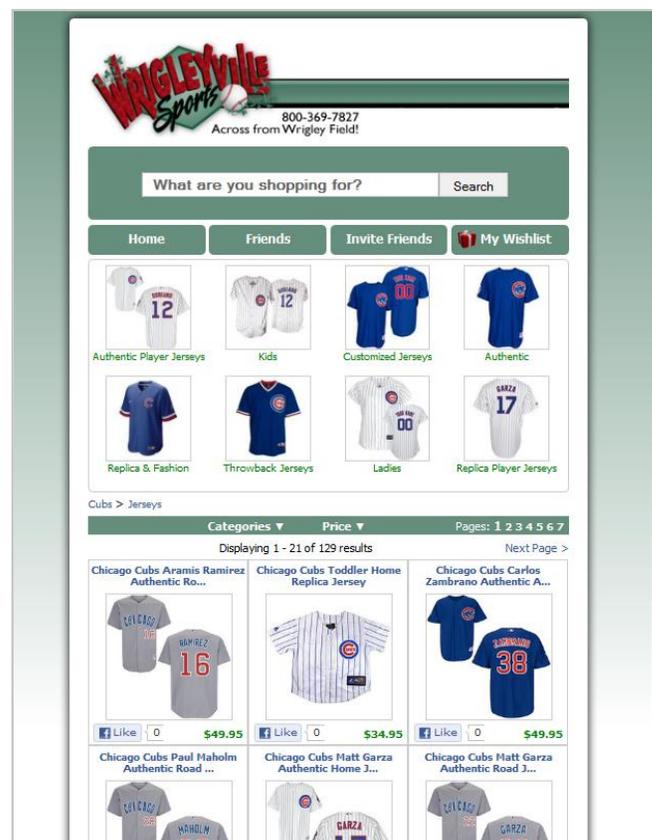
EC: Sports fans and collectors.

SP: What sets you apart from your competitors?

EC: For one, we pay a great deal of attention to customer service. We spend time getting to know the markets we’re in and the fan bases we’re serving in those markets so they will come to view us as a “local store” for their team and their first choice when they’re shopping for gear and collectibles. Our close proximity to the stadiums of the teams we sell merchandise for also makes us unique.

SP: What is your goal as a business and as a customer resource?

EC: To be the one stop shop for people looking for their favorite team's merchandise and a source for hard-to-find items that can rarely be found in the stores of bigger retailers who must cater to a wider selection of fans.



SP: What are some of your social media marketing goals?

EC: Our social commerce objective is quite simple: to grow a loyal fan base that is willing to interact with us without necessarily receiving a monetary incentive. We seek to build communities of die-hard fans that will interact with us and with each other and are in it for more than just a freebie or discount all of the time.

SP: How does Facebook fit into your marketing and sales strategy?

EC: It's our way of reaching out to current and new fans to promote products, sales, promotions, and contests. It's also a good way to gauge customer interest in certain products in order to get a handle on what's popular and what's not.

Facebook Store

SP: How has the SortPrice Facebook Store helped you achieve your social marketing goals?

EC: It's been a great addition and supplement to our other social media initiatives, such as our current Fanstravaganza promotion that we're running to increase our Facebook fan base and surpass 25,000 total fans by the end of the summer.

Wrigleyville Sports

"the SortPrice Facebook store can be very beneficial. It's a great tool and makes adding your products to Facebook extremely fast and simple."

Eric Castellucci of Wrigleyville Sports

SP: What kind of results have you seen since using the SortPrice Facebook Store?

EC: To be honest, we haven't seen much yet. That's partly because of the type of industry we are in, but mostly due to the fact that we've focused more on increasing our fan totals and developing a community through our social networks in the first few months since we added the SortPrice platform. We just haven't spent much, if any time, promoting the store application or using the engagement tools. That will change, however, in the future.

SP: Where do you expect to be a year from now with regard to your social commerce presence? How will the SortPrice platform play a role in that?

EC: We hope to have an even bigger community of fans on Facebook (Wrigleyville at the moment has roughly 22,000+ fans), particularly in light of the new storefront we're going to be opening in Philadelphia this fall. With more fans on board, we'll hopefully have an increase in our interactions with those individuals as well.

The Flash Sale feature, in particular, is probably the most intriguing of all of them to me. We certainly plan to find ways to incorporate it into our plans over the coming months to offer our fans a great deal while helping to move some excess/older inventory. It should be very effective in helping increase the ROI for our social campaigns.

The Contest feature is another tool we are looking forward to using in the near future. We have run many contests in the past, but SortPrice has provided us with this new application that will make the contest results better to track and easier for our fans to use. As mentioned

before, increasing interaction with our fans is one of our key goals moving forward, so we try to cater to them as much as possible.

We're looking forward to exploring all the opportunities available in our SortPrice account.

SP: What advice would you give to other retailers who are interested in expanding their social commerce efforts through SortPrice.com?

EC: Depending on the industry you are in, the SortPrice Facebook store can be very beneficial. It's a great tool and makes adding your products to Facebook extremely fast and simple. I can't say enough in regards to all the training and support we've been offered throughout this transition.