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COACHING





Meet the Team



Elizabeth Agazaryan

Strengths

Photo &
Creative Design



Sam Aguirre

Strengths

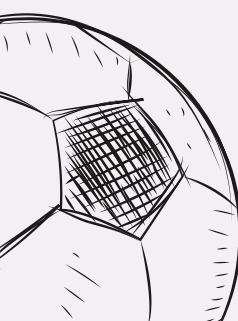
Analytics &
Reporting



Estela Anahi Jaramillo

Strengths

Video &
Research





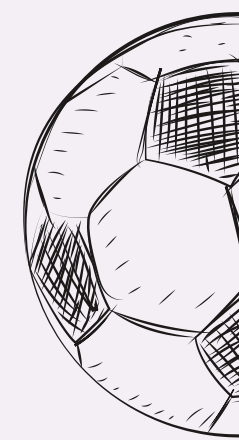
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Deb Marquez
Strengths
Girl Boss



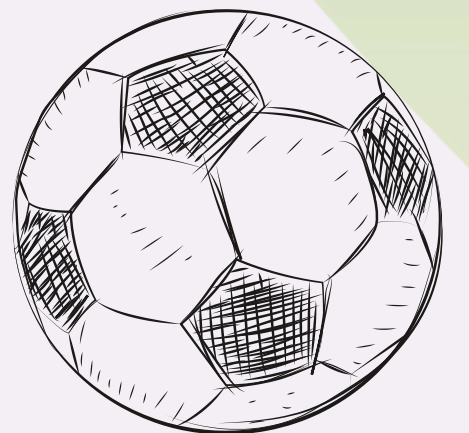
Lauren McGahie
Strengths
Social Media





Coerver Background

- Global soccer education
- Coerver Coaching method
- Founded in 1984
- 52 countries with over 1.5 million players
- 10th Anniversary



Competitor Review



**ARIZONA
SOCCER SKILLS
ACADEMY**



SMART Goals



GOAL 1

Acquire **280** Active Users to Tucson Summer Camp Page by **June 16**.



GOAL 2

Acquire **500** Active Users to the general Summer Camps page by **July 18**.

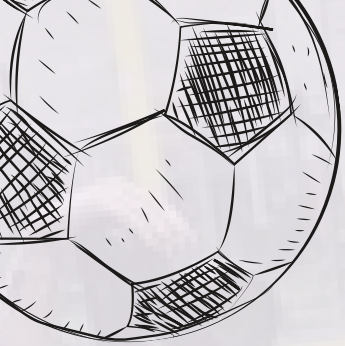


GOAL 3

Increase Instagram followers by **1.7% by July 18**.

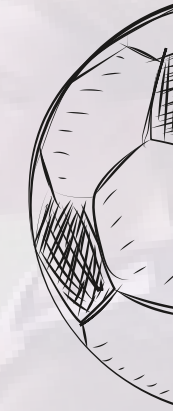
Content Gathering






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Tucson Summer Camp










coerverarizona
Sponsored


BOOST TECHNICAL SKILLS
MASTER CREATIVE MOVES
BUILD CONFIDENCE





Sign up >





coerverarizona Ready to level up your game? The world's #1 soccer skills teaching method is coming to Tucson. Explore our indoor summer camps happening this June for ages 7-14.

Tucson Ad 1

Ran from 06/04/2025 - 06/05/2025

\$16.63

Amount spent

4,234

Impressions

25

Link clicks

24

Active Users

A/B TEST

Ran from 06/09/2025 - 06/15/2025

Amount spent:
\$69.97

Impressions:
27,057

Link clicks:
156

Active Users:
90



vs

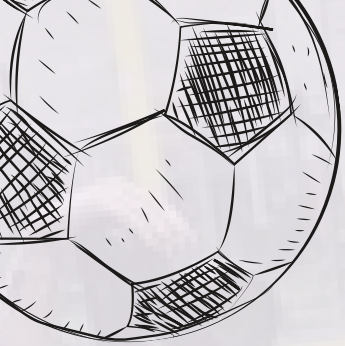


Amount spent:
\$69.94

Impressions:
29,528

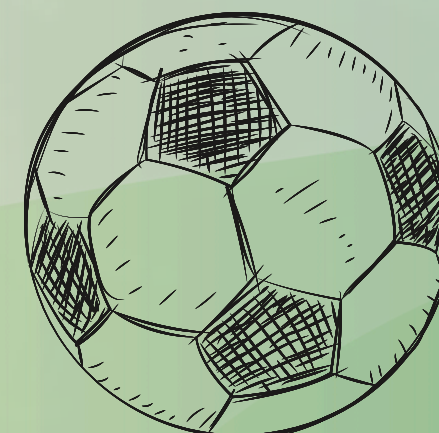
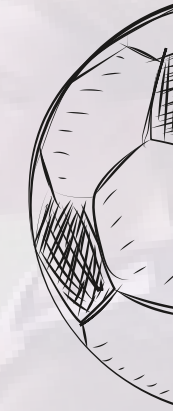
Link clicks:
166

Active Users:
106



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General Summer Camp



Coerver Arizona



YOUTUBE

META

Amount spent:
\$129.92

Clicks:
1,080

Impressions:
61,395

Active Users:
688

Amount spent:
\$129.99

Link clicks:
263

Impressions:
20,133

Active Users:
149

Ran from 7/2 - 7/16



Raise Standards- July

Ran from 07/09/2025- 07/18/2025

\$79.99

Amount spent

17,238

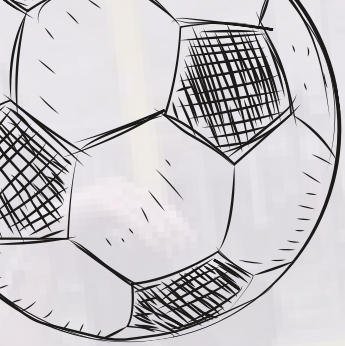
Impressions

226

Link clicks

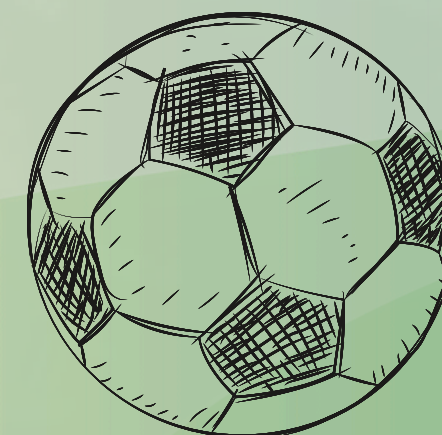
116

Active Users



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Trainer Thursday





Likes:
169

Shares:
13

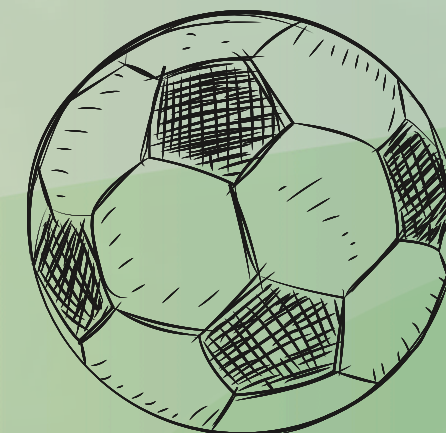
Comments:
10

Views:
13,264

As of 11 a.m. 07/21/2025



Other Organic Content



Get to Know Coerver



Likes:
182

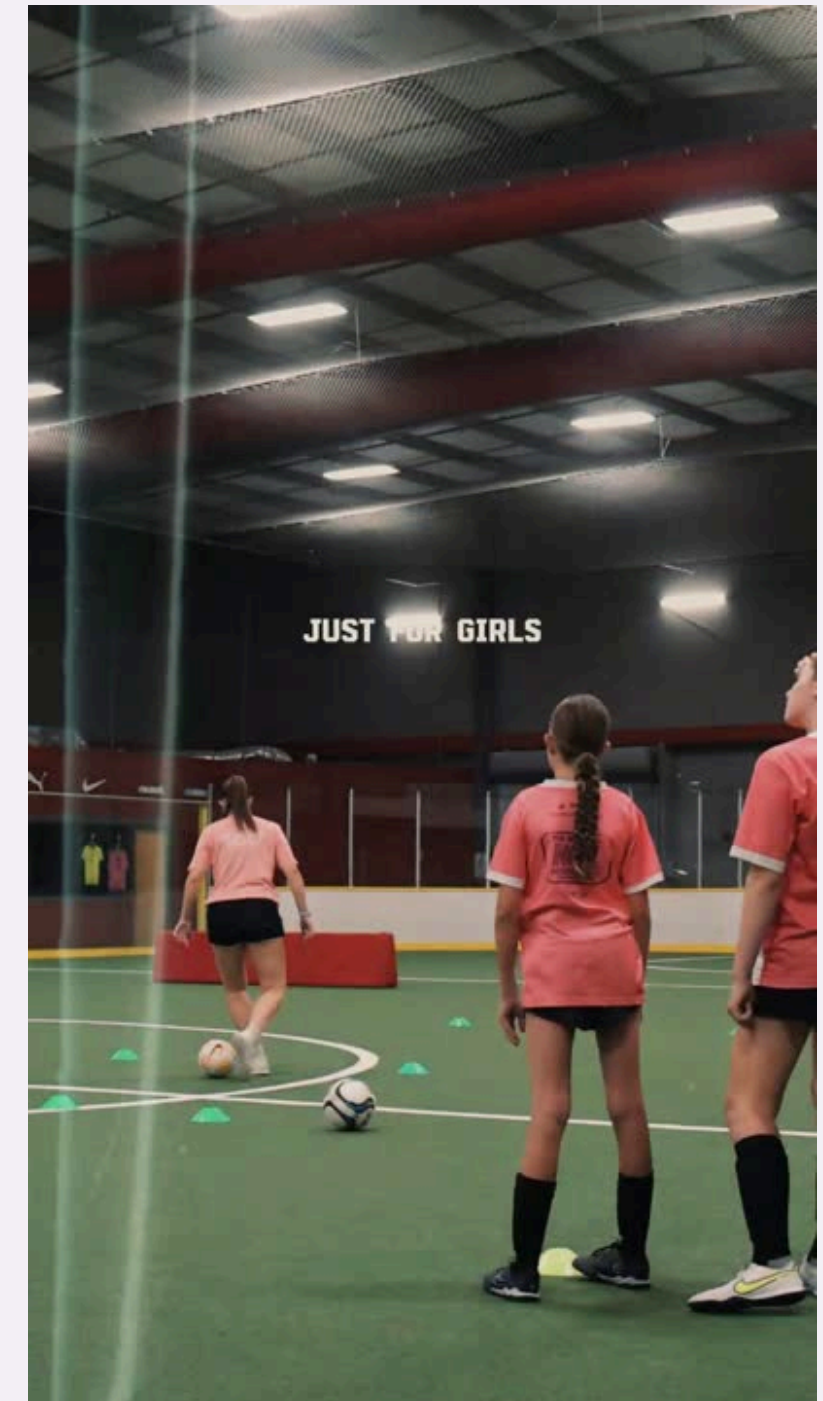
Shares:
18

Comments:
5

Views:
42,302

As of 11 a.m. 07/21/2025

Just for Girls Highlights



SMART Goals



GOAL 1

Acquire **280** Active Users to Tucson Summer Camp Page by **June 16**.



GOAL 2

Acquire **500** Active Users to the general Summer Camps page by **July 18**.



GOAL 3

Increase Instagram followers by **1.7% by July 18**.

Semester Totals

Ad

Total Link clicks:

1,916

Total Impressions:

159,585

Organic

Total Likes:

344

Total Views:

55,566

Conclusion



GOAL 1

By June 16 we acquired **220** Active Users to the Tucson Summer Camp Page.



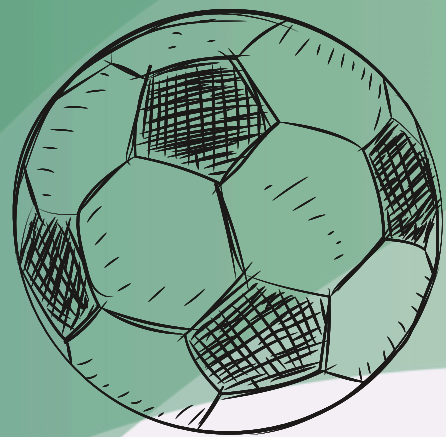
GOAL 2

By July 18 we acquired over **950** Active Users to the general Summer Camps Page.



GOAL 3

By July 18 the Instagram following increased by over **4.5%**.

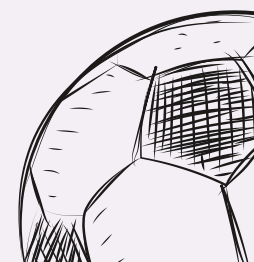


Recommendations

01 SOCIAL MEDIA PLAN-
SUMMER

02 SOCIAL MEDIA PLAN-
AUGUST-MAY

03 RETURN TO YOUTUBE





THANK YOU



QUESTIONS?

