

## National College of Ireland

### Project Submission Sheet

**Student Name:** Aaron Gregan

**Student ID:** x24440216

**Programme:** Marketing practice

**Year:**  
**2<sup>nd</sup> year**

**Module:** Digital Marketing

**Lecturer:** .....

**Submission Due**

**Date:** .....

**Project Title:** Misfits Boxing Fight your way campaign

**Word Count:** 3600

**I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.**

**ALL** internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

**Signature:** Aaron Gregan

**Date:** 21/11/2026

**PLEASE READ THE FOLLOWING INSTRUCTIONS:**

1. Please attach a completed copy of this sheet to each project (including multiple copies).
2. Projects should be submitted to your Programme Coordinator.
3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**
5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

<b>Office Use Only</b>	
Signature:	
Date:	
Penalty Applied (if applicable):	

## AI Acknowledgement Supplement

### Digital Marketing

# Misfits Boxing Fight your way campaign

Your Number	Name/Student Course	Date
Aaron Gregan x24440216	Marketing practice	21/11/2025

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

### AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
Chatgpt	Helped generate Keywords	Chatgpt.com

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## Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

### Exact prompt

“Help me conceptualise keywords for a proposed campaign “ called fight your way” which is a boxing style twist of the ultimate fighter your task is only to provide keywords in the same style as typical keywords in a marketing style.”

N/a

n/a

## Evidence of AI Usage

ChatGPT ▾

◆ Free offer ×

“Help me conceptualise keywords for a proposed campaign “ called fight your way” which is a boxing style twist of the ultimate fighter your task is only to provide keywords in the same style as typical keywords in a marketing style.”

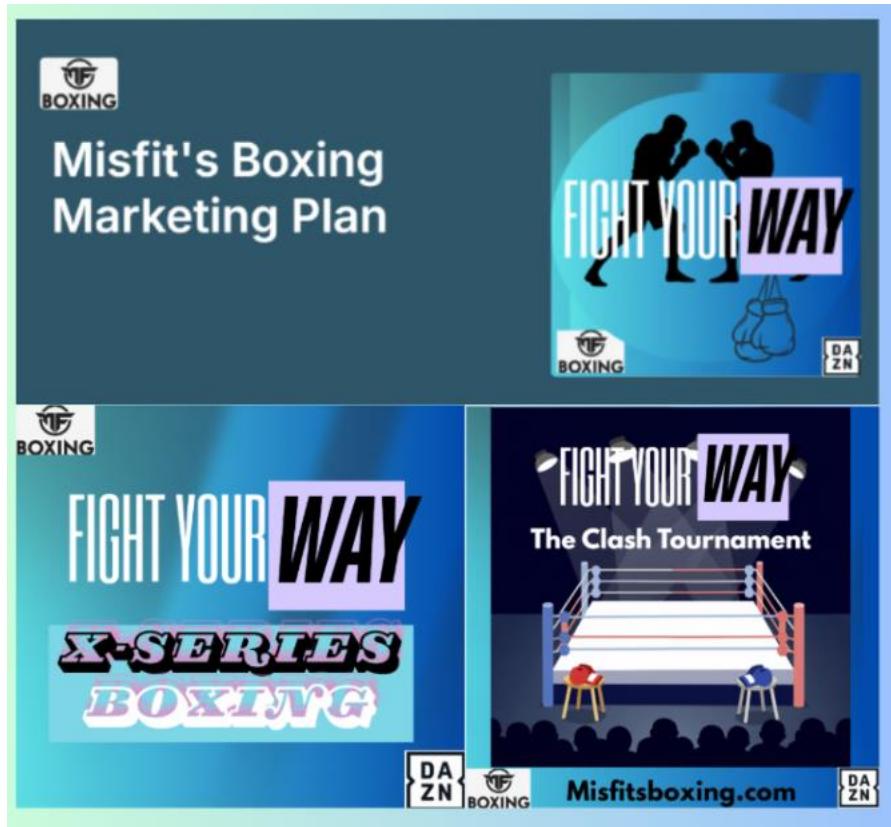
### Additional Evidence:

i want the keywords to help with seo not just be related to fighting they must be tailored towards the ultimate goal of improving seo for the proposed campaign surrounding the clash tournament the misfits challenger league & the fight your way campaign

### Additional Evidence:

n/a

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## Executive Summary

This project will provide a full analysis of misfits boxing as a company. In this project I will dissect the website & offer actionable suggestions & point out errors & offer up solutions. In the following project you will see a lot of the beliefs & ideas that I have offered up as suggestions for misfits to employ such as issues with their website url, dependencies & a very hard-sell as the first moment of truth on their website & the fact their website struggles even when explicitly searching for it. In this project I will be offering up my own campaign called “Fight your way” this campaign’s goal is to revitalise & further deepen misfit’s already grown roster by having a 32-man tournament in the same structure as the ultimate fighter. The ultimate fighter is a fighting competition & a tv show centered around 2 teams, 2 captains & the rival dynamics of fighters competing for a ufc contract. However, the ufc got lazy & ratings & viewership for the ultimate fighter have never been lower as it continued to lack quality entertainment. The goal of the fight your way campaign is to reinvent this idea & incorporate it into streaming culture.

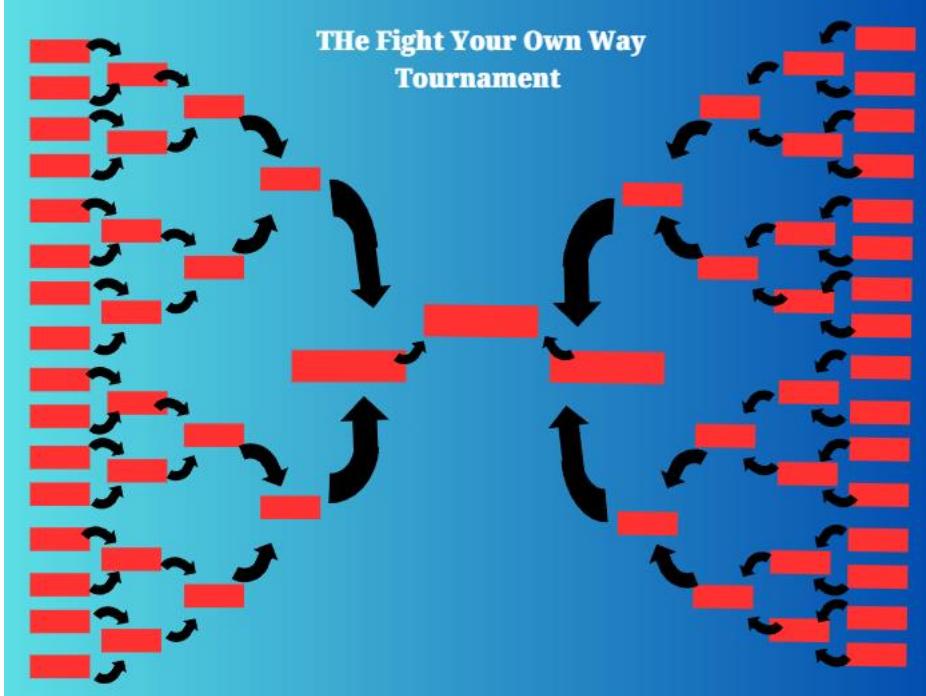
The digital marketing strategy for Misfits Boxing positions the brand as a fast-growing, digitally native entertainment-sport hybrid built for a Gen Z and young millennial audience.

The plan centres on a digital-first, always-on communications ecosystem that blends storytelling, fighter personalities, and interactive fan engagement. Long-form narrative content lives primarily on YouTube, while TikTok and Instagram Reels distribute high-velocity short-form clips designed for virality, reach, and sustained hype before, during, and after events.

Paid media supports targeted visibility, ensuring that both combat sports fans and influencer-driven audiences are consistently exposed to fighter journeys, announcements, and event build-ups. Community participation through live chats, polis, collaborations, and social conversation forms a core pillar, turning fans from passive viewers into active contributors within the Misfits culture.

Overall, the strategy ensures Misfits Boxing remains continuously present in the digital landscape through platform-specific content, high-frequency posting, cross-promotion with fighters, and a strong emphasis on personality-led narratives. This reinforces brand loyalty, amplifies event engagement, and positions Misfits as the leading voice

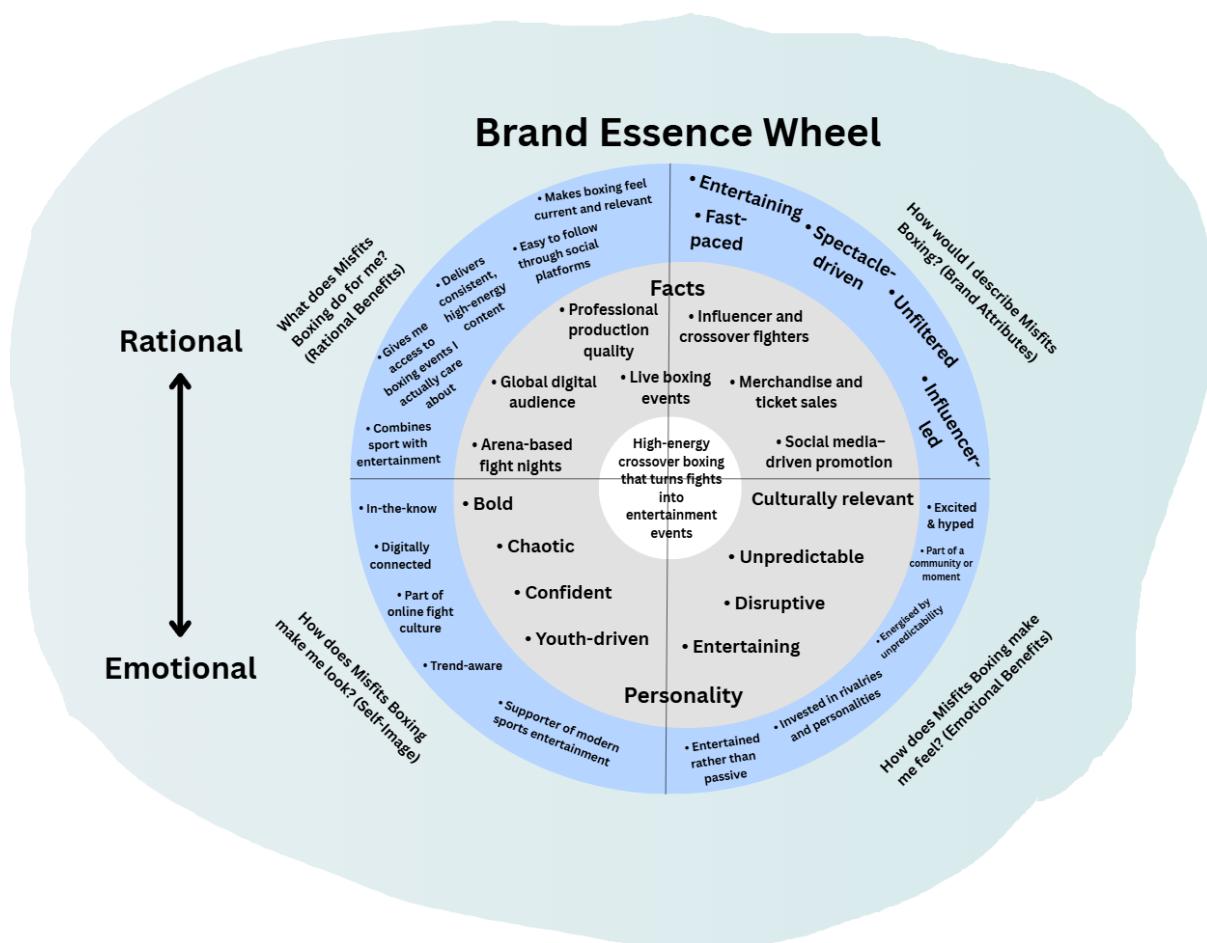
## 32 Fighters 2 teams & 2 team captains





## Situational Analysis

Misfits Boxing is a leader in the phenomenon of crossover boxing. It merges combat sports with influencer entertainment. This draws an audience that treats fighting as both spectacle and as a storyline. Since Misfits' inception in 2022, Misfits has become the dominant force in this niche, through its partnership with DAZN and the cultural reach of KSI and the wider influencer ecosystem. The organization's rise reflects broader success of misfits boxing. Misfits draw in the younger audiences that tend to consume entertainment in short-form content, personalities over institutions, and with interactive drama rather than passive broadcast sport.



## Internal Environment

The brand's internal strengths begin with scale. Misfits can tap into the combined social reach of its founders and fighters. Misfit's relies on the hype surrounding its viral moments like callouts, rivalry fights & influencer storylines that give Misfits the cultural virality that traditional boxing often struggles to generate. Because events are built around its creators who already know how to generate attention, Misfits can reduce conventional promotional costs and still achieve a sense of global visibility.

Misfits Boxing's buyer journey starts with awareness and consideration, using social media, short-form video, press coverage, and fighter-led storytelling to introduce events and build emotional connections with audiences.

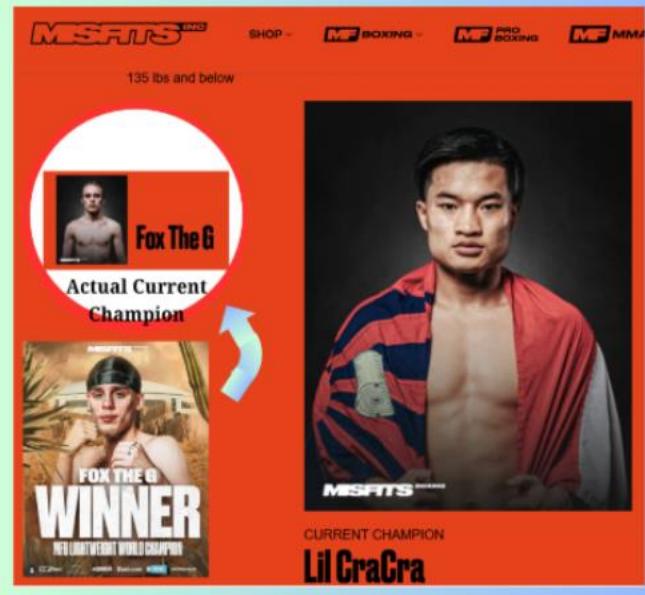
This then moves into intent and purchase, where trailers, highlights, PPC, retargeting, and email marketing drive fans toward PPV and ticket sales through clear calls to action.

Finally, support, loyalty, and advocacy are achieved through a high-quality live event experience, post-fight content, exclusives, and shareable moments that encourage repeat viewing and fan promotion.

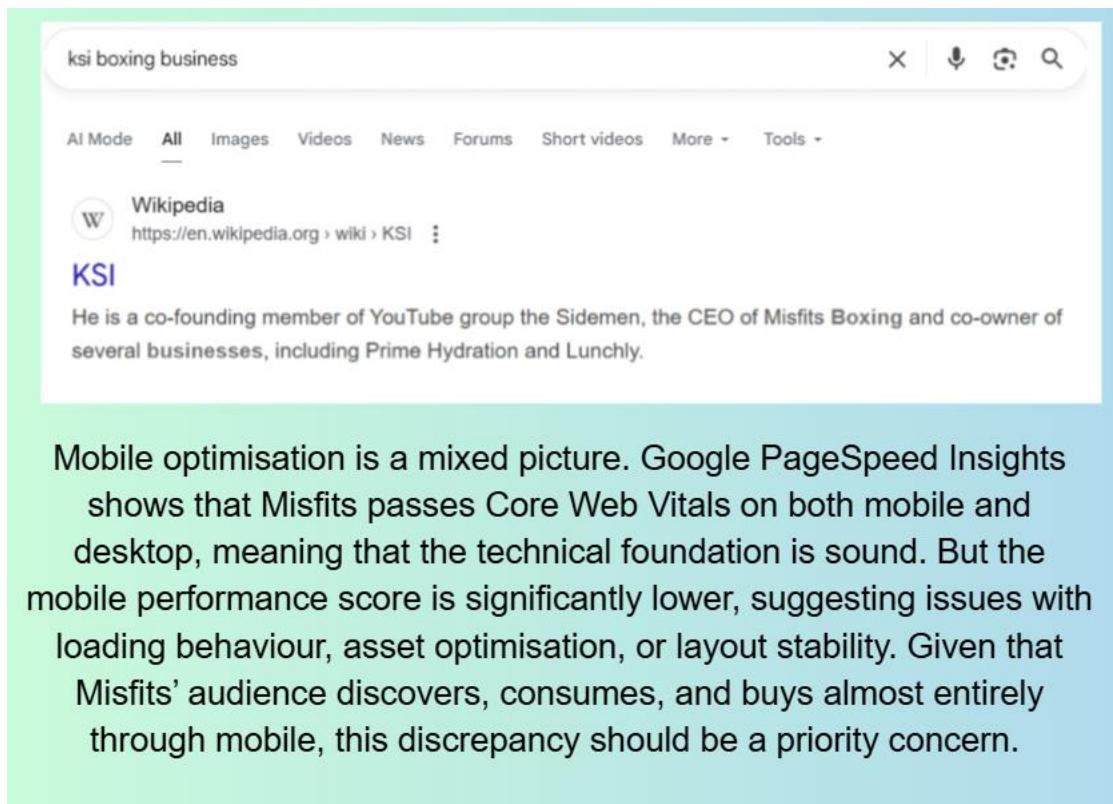


However, the organisation's internal weaknesses are structural. in evaluating the website it is functional in its purpose of being on the internet. but it lacks the operational features of Seo that modern websites require. Misfits has too large hero images that dominate their homepage that require series scrolling to get past & also lack persuasive calls-to-action.

misfits has no pathways to ticketing & no pathway to direct PPV access or to a dazn subscription for watching live events. But you can view very minimal outdated fighter profiles, event schedules are often hidden or inconsistently presented alongside its rankings having the wrong champion listed as lil cracra is the former champions fox the g beat him for the belt on Sunday November 9th. The journey from curiosity to conversion contains unnecessary friction, especially when ticketing redirects to external platforms like Ticketmaster rather than integrating cleanly through the Misfits site. A digital-native audience expects speed and clarity; confusion becomes abandonment very quickly.



Search-engine visibility is another major weakness. Misfits perform poorly for non-branded keywords and struggles even with branded ones. Essential optimisation metadata, keyword-rich headings, alt text, semantic structure is largely absent. The domain name (misfitsinc.shop) is both counterintuitive and lacks any reference to boxing, weakening their credibility and discoverability it should be Misfitsboxing.com. The brand is forced to lean almost exclusively on its social presence to due its lack of care in terms of its digital presence that isn't social media and with their DAZN partnership they don't care about organic search traffic. The person who commissioned the website certainly didn't understand what a website needs to be successful & the person who created the website clearly demonstrated their laziness in not completing misfit's website to an acceptable standard.



ksi boxing business

AI Mode All Images Videos News Forums Short videos More Tools

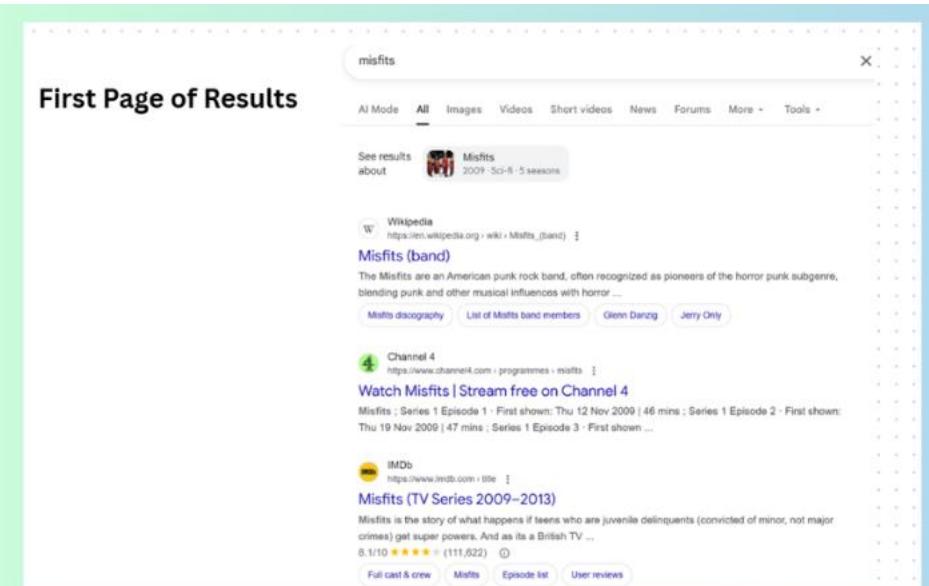
Wikipedia <https://en.wikipedia.org/wiki/KSI> ::

**KSI**

He is a co-founding member of YouTube group the Sidemen, the CEO of Misfits Boxing and co-owner of several businesses, including Prime Hydration and Lunchly.

Mobile optimisation is a mixed picture. Google PageSpeed Insights shows that Misfits passes Core Web Vitals on both mobile and desktop, meaning that the technical foundation is sound. But the mobile performance score is significantly lower, suggesting issues with loading behaviour, asset optimisation, or layout stability. Given that Misfits' audience discovers, consumes, and buys almost entirely through mobile, this discrepancy should be a priority concern.

## First Page of Results



misfits

AI Mode All Images Videos Short videos News Forums More Tools

See results about Misfits 2009-2019 - 5 seasons

W Wikipedia https://en.wikipedia.org/wiki/Misfits\_(band)

Misfits (band) The Misfits are an American punk rock band, often recognized as pioneers of the horror punk subgenre, blending punk and other musical influences with horror ...

Misfits discography List of Misfits band members Glenn Danzig Jerry Only

Channel 4 https://www.channel4.com/programmes/misfits

Watch Misfits | Stream free on Channel 4 Misfits ; Series 1 Episode 1 - First shown: Thu 12 Nov 2009 | 46 mins ; Series 1 Episode 2 - First shown: Thu 19 Nov 2009 | 47 mins ; Series 1 Episode 3 - First shown ...

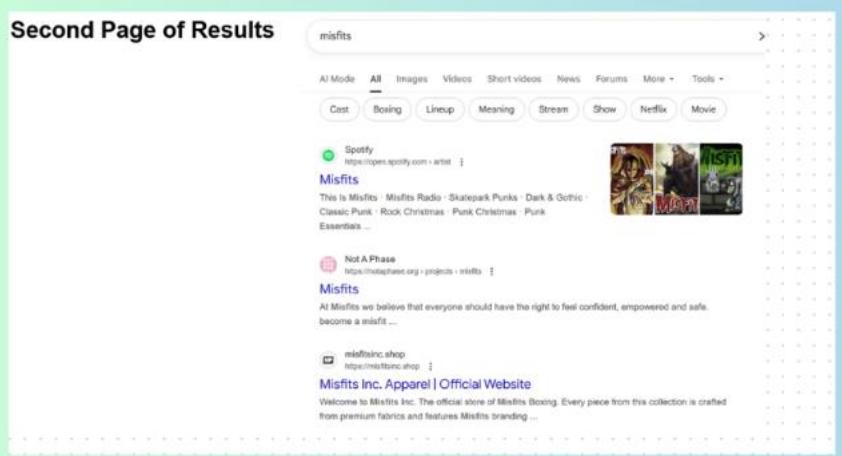
IMDb https://www.imdb.com/title/

Misfits (TV Series 2009–2013) Misfits is the story of what happens if teens who are juvenile delinquents (convicted of minor, not major crimes) get super powers. And as its a British TV ...

8.1/10 ★★★★★ (111,022) Full cast & crew Misfits Episode list User reviews

There is need for change in terms of misfit's boxing in terms of their seo optimisation as it remains underdeveloped on the website with a lack of true understanding of how Title tags, meta descriptions, H1/H2 hierarchies, image alt text, and keyword-focused content are meant to appear. On misfit's site they don't have their intended impact unless the intended impact is to appear very inconsistent or underutilised. The site functions as it was put into play by a unexperienced individual or individuals who didn't get someone to check their work & this is shown by misfit's boxing appearing on the second page of google search results. The Website is not Misfit's Boxing.com but instead it is misfitsinc.shop. They dropped the boxing aspect on their url & suffer because of it

## Second Page of Results



misfits

AI Mode All Images Videos Short videos News Forums More Tools

Cast Boxing Lineup Meaning Stream Show Netflix Movie

Spotify https://open.spotify.com/artist

Misfits This Is Misfits - Misfits Radio - Skatepark Punks - Dark & Gothic - Classic Punk - Rock Christmas - Punk Christmas - Punk Essentials ...

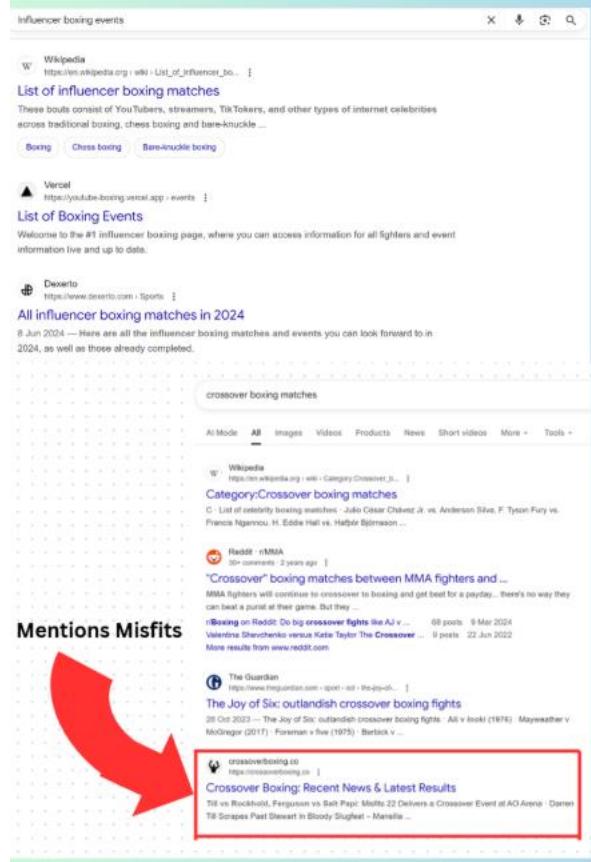
Not A Phase https://notaphase.org/projects/misfits

Misfits AI Misfits we believe that everyone should have the right to feel confident, empowered and safe. become a misfit ...

misfitsinc.shop https://misfitsinc.shop

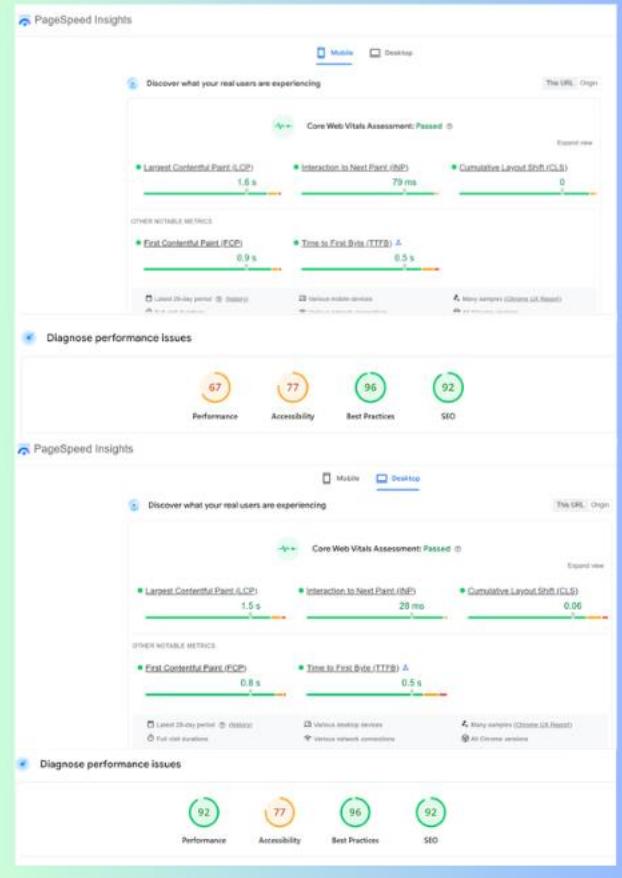
Misfits Inc. Apparel | Official Website Welcome to Misfits Inc. The official store of Misfits Boxing. Every piece from this collection is crafted from premium fabrics and features Misfits branding ...

Misfit's will struggle without a clear semblance of structured SEO & the site will continue to struggle to compete for non-branded search terms such as



The Wikipedia of misfits appears leaps & bounds ahead of misfit's boxing website

Their Core Web Vitals data from Google shows that while desktop performance is solid, mobile performance lags. Considering that Misfits' primary audience is Gen Z and young millennials users who live on mobile this gap is more than a technical inconvenience. It affects time-on-page, ticket conversions, and even brand trust. A slow or disjointed mobile experience signals a lack of polish, which clashes with Misfits' ambition to be the premier entertainment-combat franchise.

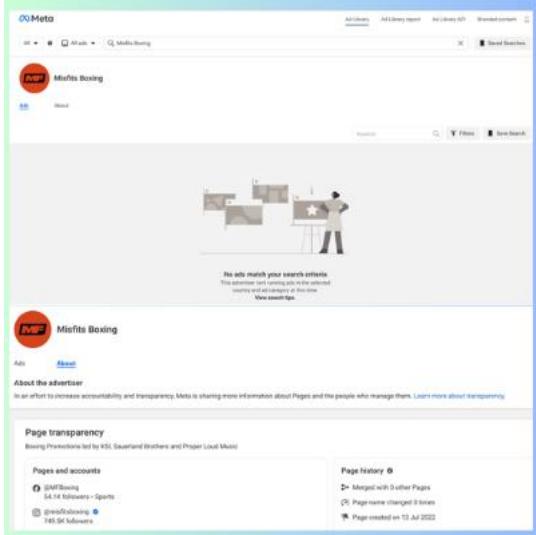


Paid media is another underdeveloped area. Transparency reports across suggest Misfits runs no paid advertising across Google or Meta. While the brand does benefit from its strong organic attention completely relying on virality creates extreme volatility for misfits as a brand in terms of their growth they are a making millions they can afford a couple of google ads to increase their reach or have a outside marketing & seo expert fix their website. while paid acquisition would allow them to retarget engaged users they need to stabilise their interest beyond the hype cycles and build a CRM strategy.

Misfits has no ad presence on google according to Google's ad transparency tool.



According to Meta's ad transparency tool has misfits as a registered advertiser on meta with a verified account but has no ad presence on meta. Which is a clear lack of initiative for community engagement.



Below is a comparison of both Misfits' website & a college students website as a comparison using good page speed insights to compare David to goliath. misfits is a large organisation with substantial revenue. Yet their website while scoring well in some areas underperforms in others especially accessibility. In the comparison below i compare a small student-built portfolio site to misfits & was surprised to find that it surpasses them on some key metrics. Misfits' need to rethink its digital infrastructure as it does not match its brand scale.

Diagnose performance issues



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49   ■ 50-89   ● 90-100



Diagnose performance issues



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

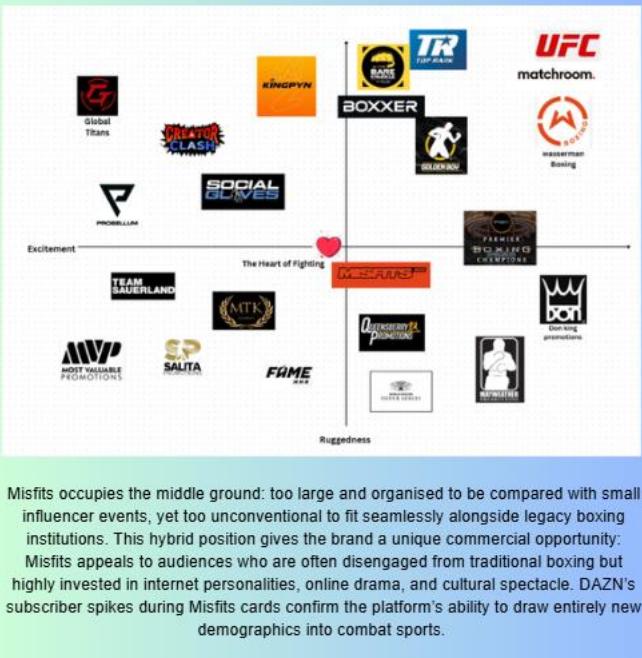
▲ 0-49   ■ 50-89   ● 90-100



## External Environment

Misfits navigates a complex competitive landscape defined by two extremes. On one side sit traditional promotions such as Queensberry, Matchroom and Top Rank, which are built on sporting heritage, ranking systems, and athlete development. On the other side are small creator-led promotions Kingpyn, Creator Clash, Social Gloves that generate bursts of attention but lack operational consistency, financial stability, or global reach.

This is where Misfits can compare to other fledgling promoters/boxing promotions in the fighting space. Using the brand Positioning Map I have mapped out all fighting promotions in the fighting atmosphere with their excitement & their ruggedness as pricing & quality are very comparable



Misfits occupies the middle ground: too large and organised to be compared with small influencer events, yet too unconventional to fit seamlessly alongside legacy boxing institutions. This hybrid position gives the brand a unique commercial opportunity: Misfits appeals to audiences who are often disengaged from traditional boxing but highly invested in internet personalities, online drama, and cultural spectacle. DAZN's subscriber spikes during Misfits cards confirm the platform's ability to draw entirely new demographics into combat sports.

At the same time, the external environment carries risk. The influencer economy is volatile by nature. Creator relevance can rise or collapse overnight, meaning fighter popularity swings significantly more than in conventional sport. Public controversies, content scandals, and interpersonal fallouts can instantly rewrite event narratives. Audience expectations are also constantly changing due to the high-budget competitors like Riyadh Season, whose events redefine what "premium" really looks like. But Misfits can compete with Saudi money; they just need to balance the entertainment of the sport with creative ideas for cards & campaigns to feel fresh & to continue growing.

# Misfitsinc.shop



**Bad website design & over dependence on selling merchandise. a complete fail in brand semblance**



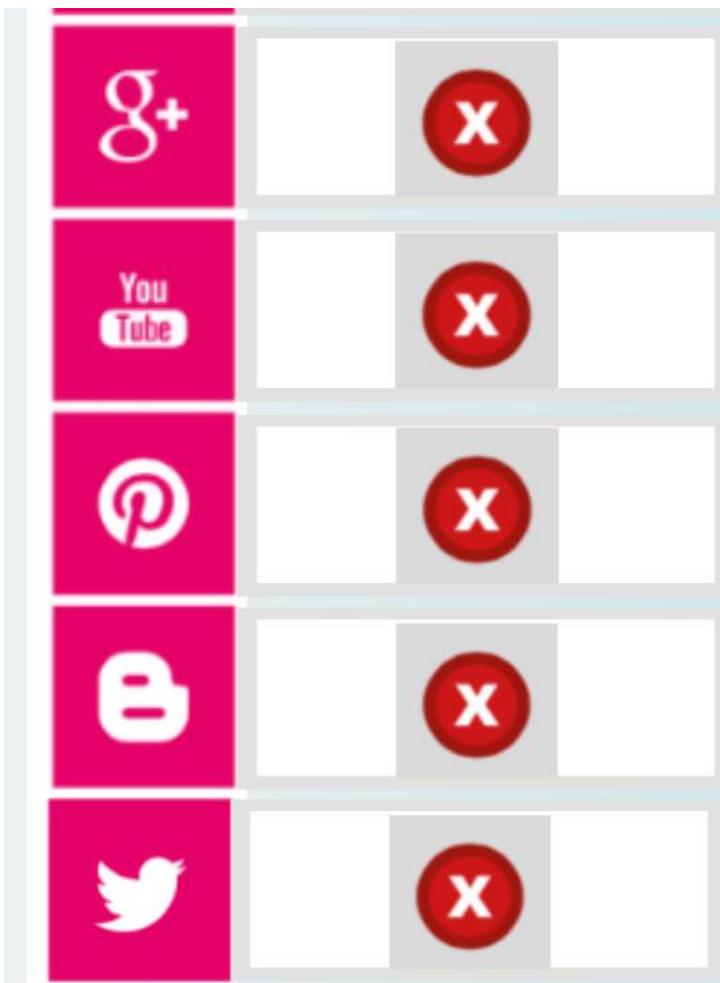
Misfits Boxing has around 1-1.3 million followers with moderate engagement driven mainly by event announcements, fight posters, and video highlights that prioritise reach over deep interaction.



With approximately 1.5-2 million followers, Misfits Boxing achieves high engagement through reels, fighter callouts, memes, and behind-the-scenes content that emphasise personality, conflict, and influencer culture.



Misfits Boxing maintains roughly 400k-600k followers and generates high engagement during fight nights and announcements by using real-time commentary, callouts, and controversy-led posts to drive conversation.



# Digital Presence Analysis

	Misfits Boxing	Queensberry Promotions	Matchroom Boxing
Dedicated Website	✓	✓	✓
Website UX	Poor	Functional	Decent Quality
Responsive Website	✓	✓	✓
Mobile Website	✓	✓	✓
Blog	✓	✓	✓
PPC	✓	✗	✓
Facebook	<p>✓</p> <ul style="list-style-type: none"> <li>Millions of followers</li> <li>Very high engagement</li> <li>Strong following</li> <li>Moderate engagement</li> <li>Large following</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>200-300k followers</li> <li>Recent engagement: 300-500 per day, below average for major events</li> <li>Fight weeks, which is a common period for boxing promotions</li> <li>Engagement rates significantly higher during major events</li> <li>Environment analysis and fight nights</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>-1.5M-2.2M followers</li> <li>Consistent engagement: 500-1000 followers</li> <li>Moderate engagement</li> </ul>
Twitter	<p>✓</p> <ul style="list-style-type: none"> <li>Extremely active</li> <li>High engagement during events</li> <li>Active</li> <li>Moderate engagement</li> <li>Very active</li> <li>High engagement</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>200k followers</li> <li>Engagement: Moderate, with interaction levels increasing significantly during major fight announcements and event weeks.</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>-1M-1.5M followers</li> <li>Extremely active</li> <li>Strong engagement during fight weeks</li> <li>2000-3000 followers</li> <li>Active</li> <li>Moderate engagement</li> </ul>
Youtube Channel	<p>✓</p> <ul style="list-style-type: none"> <li>High subscriber count</li> <li>Very active ✓</li> <li>Moderate subscribers</li> <li>Consistent uploads ✓</li> <li>Very high subscribers</li> <li>Extremely active</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>325,000</li> <li>Total channel views: ~32.7 million</li> <li>Engagement per video (likes/likes+dislikes): Moderate, suggesting a more interactive viewing audience compared to highly interactive channels.</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>-2M-3.2M subscribers</li> <li>High-quality Highlights, documentaries, press content</li> <li>-150k-250k subscribers</li> <li>Lower upload frequency</li> <li>Event &amp; promo content</li> </ul>
Instagram	<p>✓</p> <ul style="list-style-type: none"> <li>Very high engagement</li> <li>Influencer-led content</li> <li>Moderate engagement</li> <li>High engagement</li> <li>Professional content</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>415 K Followers</li> <li>Engagement rate: ~1.1%, which is above average for sports promotion accounts and indicates strong interaction relative to audience size.</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>-1.5M-2M followers</li> <li>High engagement</li> <li>Regular event, fighter &amp; promo content</li> <li>-350k-400k followers</li> <li>Moderate engagement</li> </ul>
Pinterest	✗	✗	✗
Google My Business	✓	✓	✓
LinkedIn	✗	✗	✓
Tiktok	<p>✓</p> <ul style="list-style-type: none"> <li>500 K to 600 K followers</li> <li>Engagement rate: 5%</li> </ul>	<p>✓</p> <ul style="list-style-type: none"> <li>500K-700K followers</li> <li>Growing short-form presence</li> <li>Limited / low activity</li> </ul>	<p>TikTok followers: 300 K to 400 K</p> <p>Engagement rate: 3%</p>

In terms of consumer behaviour trends it presents a mixed picture for misfits. As there is a desire for personality-driven entertainment which favours Misfits heavily with online audiences that love long-running feuds, redemption narratives, and dramatic match-ups. However, subscription fatigue across streaming platforms threatens DAZN-based events. Requiring fans to subscribe before purchasing PPVs adds friction, particularly for younger viewers who lean toward one-time purchases and accessible access models.



Paramount+ costs €7.99 per month in Ireland, matching DAZN's price but offering different entertainment content. but will be the home of ufc since they sold the streaming rights to paramount



ESPN's new U.S. standalone streaming service costs €27.90. per month



Netflix is a more expensive streaming service trying to break in the sports entertainment space with its membership priced at €10.99 (Basic), €16.99 (Standard), and €23.99 (Premium) in Ireland.

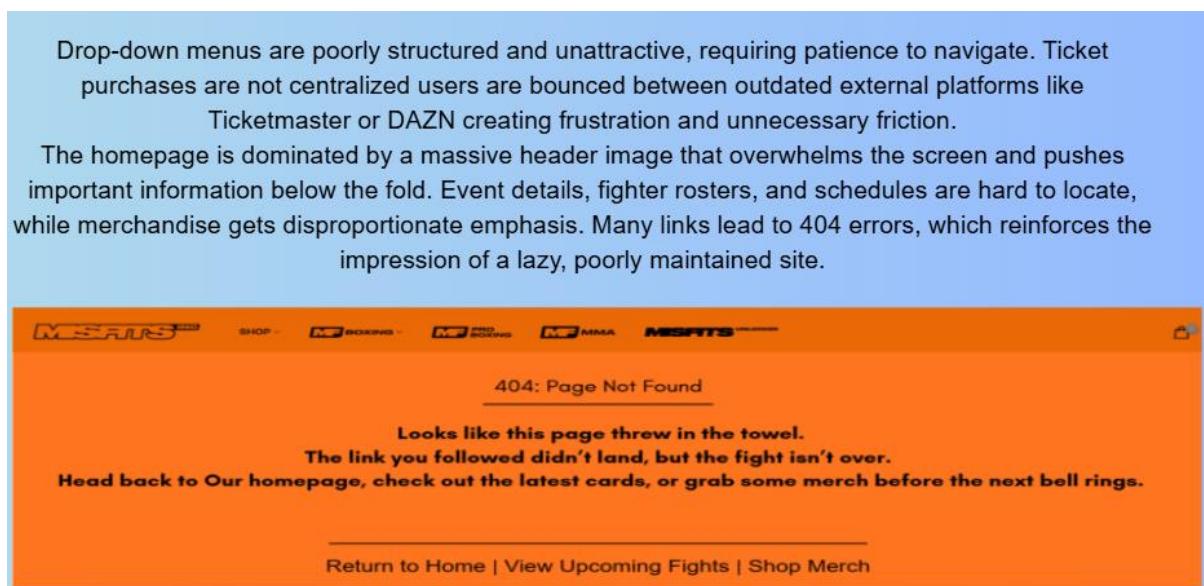


DAZN in Ireland costs €7.99 per month for its boxing focused streaming service although it also has darts , pool & snooker but still pails in comparison to the libraries that paramount & netflix have that can rival the legendary library of Alexandria

## Overall Assessment

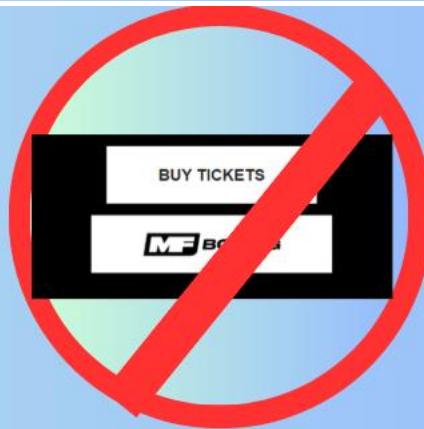
Misfits Boxing's strongest assets are cultural momentum, vast organic reach, and a digital-native audience whose consumption habits align perfectly with its brand identity. Its weaknesses fragmented ticketing, weak SEO, limited paid media, inconsistent UX, and an underutilised website are solvable structural issues rather than strategic failures. Addressing these weaknesses would allow Misfits to convert hype into long-term brand equity, stabilise revenue, and solidify its position as the leading global crossover boxing franchise.

## Website Analysis of misfits boxing

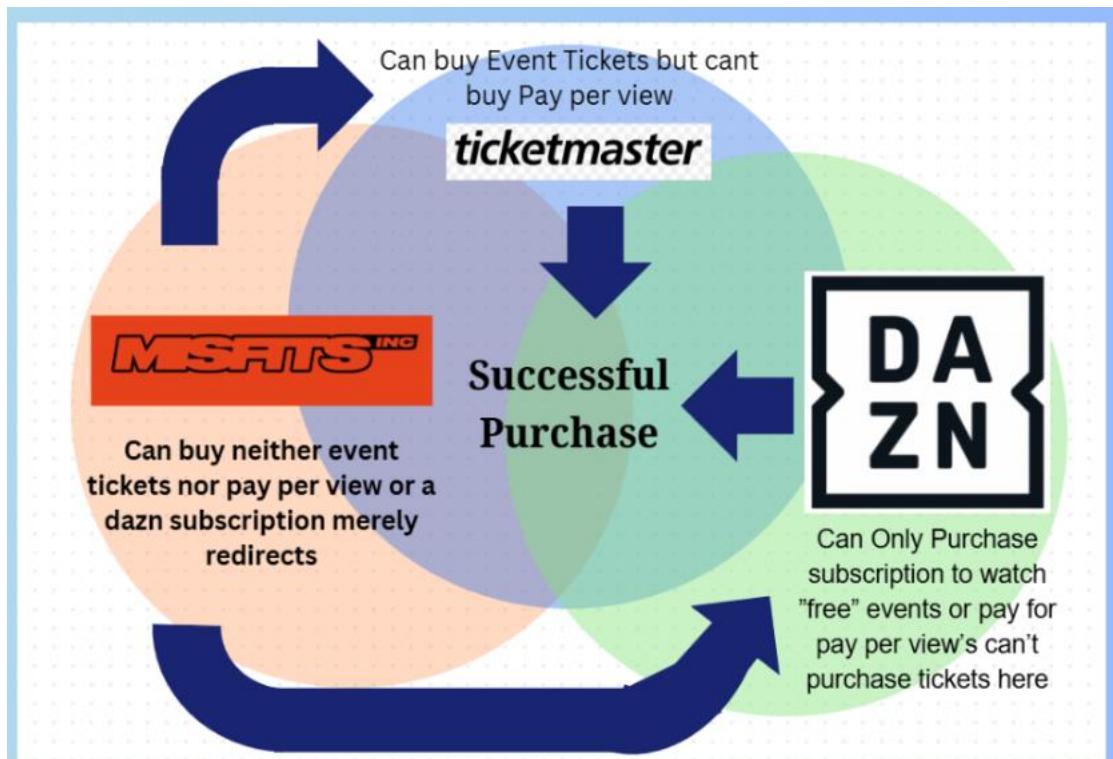
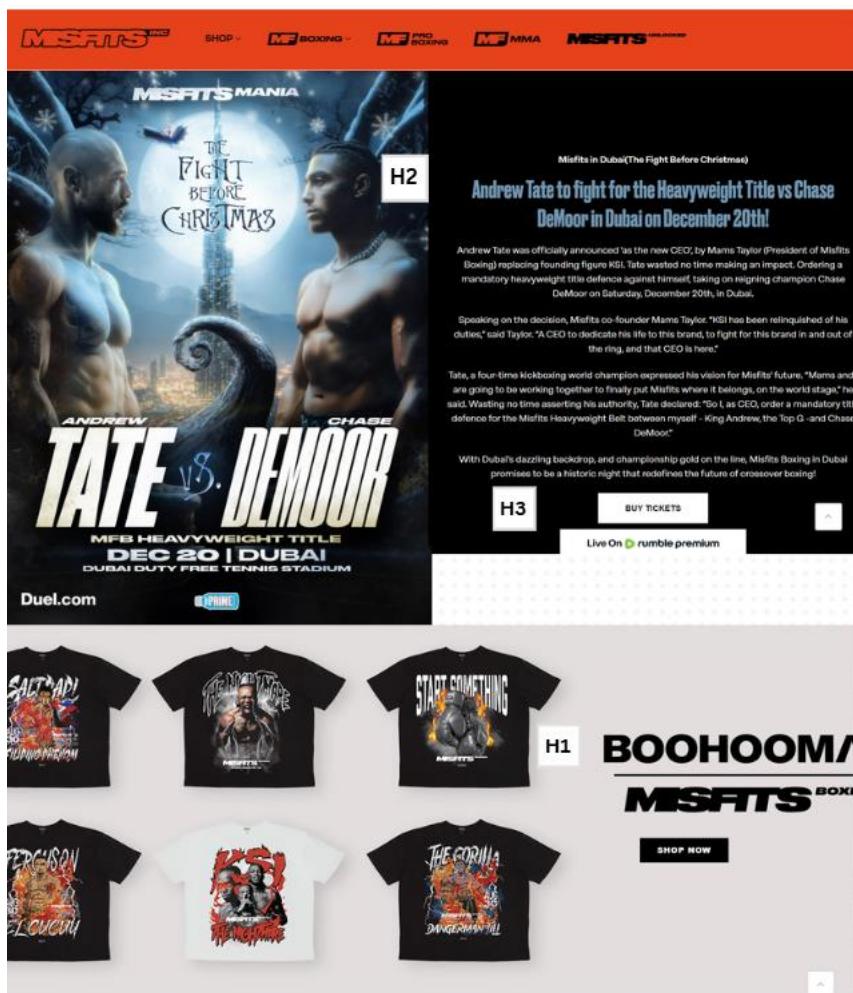


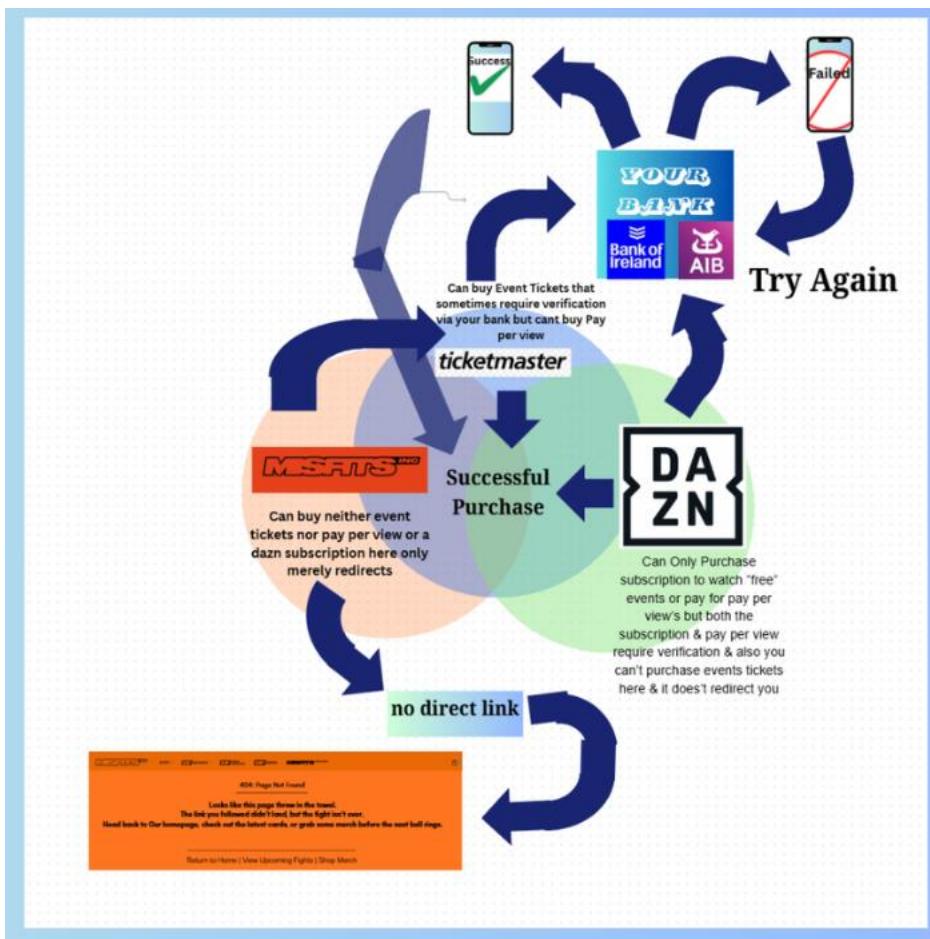
Content layout is cluttered, with long, unappealing blocks of text that are difficult to read and fail to engage the audience. Calls to action are sparse and inconsistent, and the website does nothing to guide the user toward buying tickets, signing up, or following fighters. SEO is virtually non-existent; there are no blogs, educational resources, or content that demonstrates expertise or authority in boxing.

Overall, the site does the bare minimum to “exist online.” It lacks cohesion, purpose, and polish. For a brand positioning itself as modern and high-energy, the website fails completely to reflect that image. The only positive is that it appears on Google search results beyond that, it is a lazy, ineffective digital presence that does little to support the brand or engage fans.



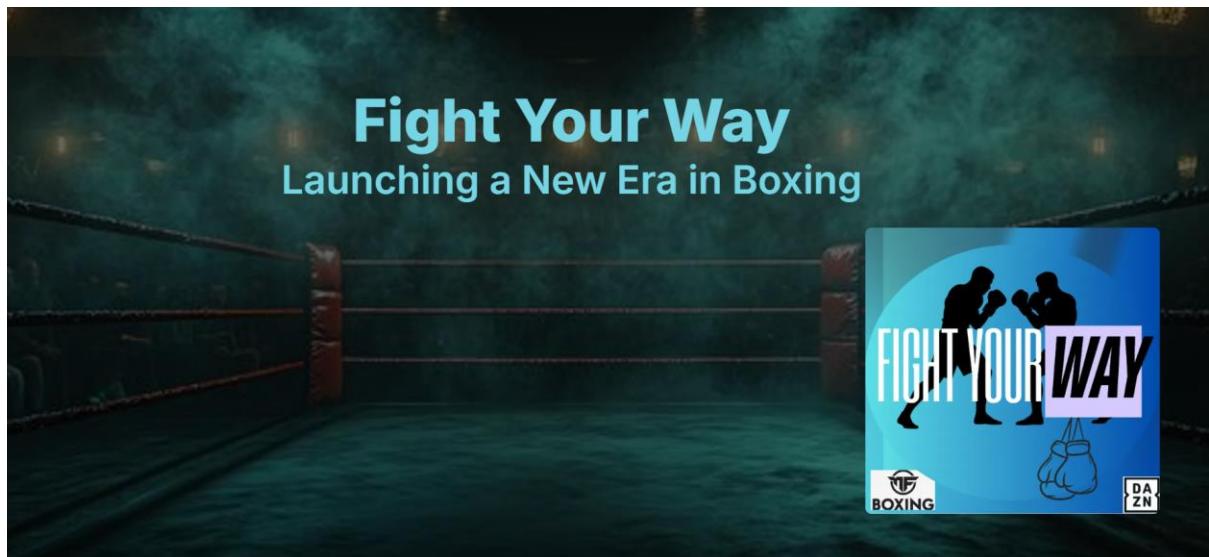
**Takes you to an outdated misfits event  
portal on Ticketmaster**







## Social Media Content Calendar



AD-GROUP: MISFITS BOXING / ENTERTAINMENT	AD-GROUP: TICKETS & VIEWING ACCESS
<a href="#">creator boxing personalities</a> <a href="#">sports entertainment celebrities</a> <a href="#">Darren Till fight</a> <a href="#">Carl Froch vs Darren Till</a> <a href="#">KSI vs Jake Paul</a> <a href="#">KSI fight</a> <a href="#">Online fight streaming</a> <a href="#">Tommy Fury vs KSI</a> <a href="#">Rising content creator fighters</a> <a href="#">Amir Khan Misfits Boxing</a>	<a href="#">watch boxing online</a> <a href="#">fight tickets online</a> <a href="#">live event tickets 2025</a> <a href="#">front row boxing tickets</a> <a href="#">ringside tickets</a> <a href="#">combat sports tickets</a> <a href="#">arena fight tickets</a> <a href="#">VIP fight tickets</a> <a href="#">buy fight tickets</a> <a href="#">sports event tickets</a> <a href="#">boxing tickets online</a> <a href="#">digital boxing experience</a> <a href="#">sports livestreaming 2025</a>
AD-GROUP: CORE BOXING & FIGHT SEARCHES	AD-GROUP: APPAREL & MERCH
<a href="#">Boxing</a> <a href="#">Boxing match</a> <a href="#">Ppv fight tonight</a> <a href="#">Boxing fight</a> <a href="#">Online fight coverage</a> <a href="#">Boxing card</a> <a href="#">Online fight streaming</a> <a href="#">Boxing event</a> <a href="#">Boxing ppv</a> <a href="#">Live combat sports</a> <a href="#">Boxing today</a> <a href="#">Boxing fight today</a> <a href="#">Watch fights online</a> <a href="#">Boxing matches tonight</a> <a href="#">Watch boxing events</a> <a href="#">Fight tonight</a> <a href="#">Live fight streaming</a> <a href="#">Fight night tonight</a> <a href="#">Boxing livestream</a> <a href="#">Fight night show</a> <a href="#">Boxing League</a> <a href="#">Combat league</a> <a href="#">Fight Tournament</a> <a href="#">New boxing league</a> <a href="#">Boxing tournament</a> <a href="#">Professional boxing event</a> <a href="#">Boxing fight schedule</a> <a href="#">Boxing championship event</a> <a href="#">Live boxing fights</a>	<a href="#">boxing clothing</a> <a href="#">boxing shirts</a> <a href="#">boxing t shirt</a> <a href="#">boxing apparel</a> <a href="#">boxing gear</a> <a href="#">combat sports apparel</a> <a href="#">Misfits apparel</a> <a href="#">Misfits shirt</a> <a href="#">Misfits tee</a> <a href="#">Misfits hoodie</a> <a href="#">Misfits official merchandise</a> <a href="#">sports gear online</a> <a href="#">influencer boxing apparel</a> <a href="#">mens t shirts</a> <a href="#">crossover boxing clothes</a> <a href="#">branded t shirt</a> <a href="#">crossover boxing pants</a> <a href="#">mens tees</a> <a href="#">crossover boxing shirts</a> <a href="#">tee shirts</a> <a href="#">crossover boxing jackets</a> <a href="#">t shirts for men</a> <a href="#">athlete training wear</a> <a href="#">official shirt</a> <a href="#">fan gear</a>

Remarketing List Name:

Misfits Boxing – Event Interest Remarketing

Show ads to users who viewed Misfits Boxing event, ticket, or PPV pages but did not complete a ticket or PPV purchase.

Visitors of a page that did not visit another page

People who visited a page with any of the following

URL: Misfitsboxing.com

URL: Misfitsinc.shop

But Didn't Visit another page with any of the following

Misfits Boxing.com or Misfitsinc.shop

URL contains  
/events  
/fight-night  
/tickets  
/ppv  
/watch-live  
/misfits-boxing

But didn't visit another page with any of the following

/checkout  
/payment-confirmation  
/thank-you  
/order-success  
/ticket-confirmed

Membership Duration

30 Days

**Include past users who match these rules** ?

Campaign Brand		
Ad-Group	Misfits Boxing	
Keywords	Exact Match	phrase match
	boxing fight boxing match boxing fight boxing card boxing event boxing show boxing night boxing today fight tonight fight tournament boxing tournament boxing league combat league boxing livestream boxing ppv Misfits Boxing Misfits merch sports merchandising sports news boxing clothing boxing apparel boxing gear combat sports apparel Misfits apparel Misfits shirt Misfits tee Misfits hoodie sports clothing website influencer boxing crossover boxing creator fighters sports event tickets fight tickets boxing tickets arena tickets ringside tickets boxing t shirt logo t shirt mens tees mens t shirts tee shirts mma fight mma news mma results	crossover boxing clothes crossover boxing pants crossover boxing jackets influencer boxing shirts influencer boxing jackets influencer boxing jumpers official shirt athlete fight training wear athlete training content sports action content Darren Till fight Carl Froch vs Darren Till KSI fight KSI vs Jake Paul Tommy Fury vs KSI Amir Khan Misfits Boxing creator boxing personalities rising content creator fighters sports entertainment celebrities boxing games boxing training mixed combat events battle sports league upcoming fighter matches fighting entertainment live t shirt heavyweight t shirt website t shirt shop t shirts for men t-shirts mens website apparel event merchandise VIP fight tickets front row boxing tickets boxing highlights fight replays fight night schedules upcoming fight events sports promotions combat sports promotions sports gear online fan gear event ticket sales sports entertainment events live fight events live boxing tickets online sports boxing event access online fight streaming PPV live stream watch boxing online

misfitsboxing.com/Fightyourway/misfitsfightingchampionship ▾  
**Misfits Boxing | The Clash Tournament | Fight your way show**  
 Discover the grit & watch as our fighters develop the truest form of passion as you see them rise the ranks of misfits becoming a international boxing sensation. See what is possible by paving your way through your competitors & compete for a chance of £50,000 & a misfits contract.

Misfits Boxing Challenger League      Fight your way  
 Misfits Middleweight Tournament      Misfitsboxing.com

misfitsboxing.com/Fightyourway/misfitsfightingchampionship ▾  
**See how fighters fight their way | Misfits middleweight Tournament | Misfits Boxing**  
 Discover the grit & watch as our fighters develop the truest form of passion as you see them rise the ranks of misfits becoming a international boxing sensation. See what is possible by paving your way through your competitors & compete for a chance of £50,000 & a misfits contract.

Misfits Boxing Challenger League      Fight your way  
 Misfits Middleweight Tournament      Misfitsboxing.com

misfitsboxing.com/Fightyourway/misfitsfightingchampionship ▾  
**Fight your way | Misfits Boxing | KSI's Boxing Tournament**  
 Follow the up to date stories surrounding fighters like Darren Till , ksi , fox the G , tony "el cucuy" ferguson & misfits many other great fighters Check out our Renovated website with up to date fighter profiles & check out our newsletter for exclusive updates regarding misfits fights.

Misfits Boxing Challenger League      Fight your way  
 Misfits Middleweight Tournament      Misfitsboxing.com



misfitsboxing.com/Fightyourway/misfitsfightingchampionship ▾  
**The Misfits Challenger League | Become the Next Champion | Misfits Boxing**  
 Make sure to check out our website to find more details about Fight your way a show surrounding 32 rising influencers in the middleweight division

Misfits Boxing Challenger League      Fight your way  
 Misfits Middleweight Tournament      Misfitsboxing.com

misfitsboxing.com/Fightyourway/misfitsfightingchampionship ▾  
**Become the Next Champion | The Misfits Challenger League | Misfits Boxing**  
 the misfits challenger league. Become the next boxing phenom & become the first ever champion of the clash tournament. Check out our website to see the benefits of competing in our middleweight tournament called

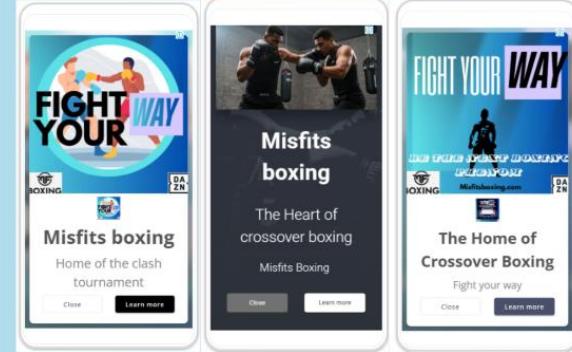
Misfits Boxing Challenger League      Fight your way  
 Misfits Middleweight Tournament      Misfitsboxing.com

**Ad · misfitsboxing.com/Fightyourway/...** ⓘ  
**Fight your way | Misfits Boxing | KSI's Boxing Tournament**  
 4 ★★★★☆ advertiser rating  
 Follow the up to date stories surrounding fighters like Darren till , ksi , fox the G , tony "el cucuy" ferguson & misfits many other great fighters Check out our Renovated website with up to date fighter profiles & check out our newsletter for exclusive updates regarding misfits fights.

Misfits Boxing Challenger League      Fight your way

## Headlines 5/15 ⓘ

Misfits Online Shop	Required	19 / 30
Check out our website	Required	21 / 30
Misfits Boxing Website	Required	21 / 30
t-shirts for me		22 / 30
Misfits Boxing		15 / 30
		14 / 30



Ad · www.misfitsinc.shop/ ⓘ

### Misfits Boxing | Misfits Boxing Website | Misfits Online Shop

Misfits Inc. Apparel | Official Website. Misfits boxing is breaking into the world of merchandise that relate to popular moments.

#### Misfits Boxing

misfits boxing site  
Crossover boxing events

#### New Arrivals

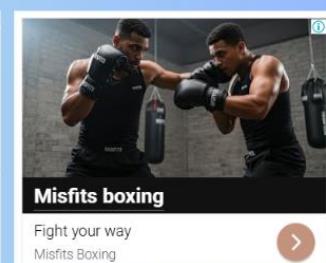
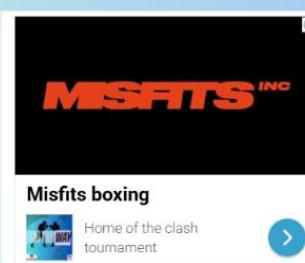
Fresh gear and new releases.  
Latest drops added weekly

#### Read The FAQs

Quick answers to common questions  
Find help fast in our FAQ center

#### Headwear Collection

boxing clothing accessories  
Influencer boxing headwear



# Social Media Content Calendar



## Introduction – Social Media Content Calendar

This content calendar is designed to guide and structure the digital promotion of Misfits Boxing's "Fight Your Way" campaign, the Clash Tournament, and the Misfits Challenger League. Its purpose is to ensure consistent, engaging, and strategic content across all social media platforms, driving awareness, participation, and fan interaction. By mapping out posts, campaigns, and interactive opportunities, the calendar aligns with Misfits' broader digital marketing strategy, helping to grow the audience, promote fighters, and maximize engagement. The calendar serves as a living document, allowing the marketing team to plan, implement, measure, and optimize content on a weekly basis. Each day is focused on specific objectives such as building excitement for upcoming fights, highlighting fighters' journeys, encouraging fan participation through polls and challenges, and driving traffic to the website, streaming platforms, and ticketing. By following this calendar, Misfits can ensure that all digital channels – from Instagram and TikTok to YouTube, Twitter/X, Facebook, and email – work in harmony to reinforce the brand identity, deliver measurable results, and maintain momentum throughout the campaign.

Date											
Fri 25 Mar	Sat 26 Mar	Sun 27 Mar	Mon 28 Mar	Tue 29 Mar	Wed 30 Mar	Thu 31 Mar	Fri 01 Apr	Sat 02 Apr	Sun 03 Apr	Mon 04 Apr	Tue 05 Apr
	Why Misfits Boxing Succeeded Where Boxing Struggles With Gen Z		The Business Model Behind Misfits Boxing: PPV, Merch, and Creator Power		The Role of Controversy and Personality in Driving Misfits Boxing Engagement	From YouTube to the Ring: The Role of Crossover Athletes in Misfits Boxing	Entertainment vs Sports: Misfits Boxing & the Future of Boxing?		Inside Fight Night: How Misfits Boxing Builds hype Through Digital Storytelling		How Misfits Boxing Is Redefining Combat Sports for the Influencer Era
	Media Release of misfits redemption	Introduction to fight your way & the update of the date and announcement									What Misfits Boxing Reveals About the Future of Sports Entertainment
	March 22nd Misfits Redemption Who do you believe Darren Till vs Hasim Rahman Jr. Drop your prediction below		Salt Papi Vs King Kenny 2 who is taking the win this time	Fight Night is coming. Two creators. One ring. No excuses.	Watch As Fox the G Takes on the legendary El Cucuy Ferguson	Warren the mechanic spencer takes on slim the hitman in a soon to be war of a fight	Watch as Lil Cracra takes on pretty boy taylor in a professional boxing fight in the misfits pro division		Watch the great & the fight of the end As John Starks on The former Lightweight champion Dean the great		
	Fighter Face-Off Clash Tournament stats & predictions for upcoming fighters and their records and the fight date on screen	Exclusive Pre-Fight Showdown stats & highlights of a key punch with cross edition layered underneath.	Creator Tamed Fighter - Quicks look exploring a fighter's background and why they stepped into the Misfits ring.	Training Camp POV Fan-on-cam as a fighter's training intensifies, sparring, and shadow boxing with on-screen text: "Fight night this Saturday"		Nest Fight Tease Tease video, photo, teaser revealing silhouettes, glove, and odds to hint at the next matchup		Watch on Memoria Best reactions, favorite and intensity from the fighters who edited her peace and overall	Fight Night Kit Check - Show fighters' walkout outfits with captions reading the drip.		
	Behind the Scenes Clash Unfiltered: Knockouts, spills from walkouts, cameras, and post-fight interviews.		Trash Talk Countdown - Countdown to fight quotes from both fighters leading up to fight night.				Crowd Reaction Cam - Raise audience reactions immediately after a big moment or knockout		Before or After Fight Sheets - Interview with a fighter before the fight or immediately after the fight to highlight the transformation.		
	Press Conference Highlights & Q&A Full press conference with creative exchanges that highlight the best moments.		Creator to Complain Profile-a-que video series featuring a journey from content creation to professional boxing.	Full Fight Breakdown & Analysis Post-fight interviews analyzing key moments, analysis, and points using slow-motion and expert commentary		Behind the Scenes Fight Night Coverage Exclusive coverage under the ring, backstage, and reactions not seen on the broadcast.	Round by Round Misfits Boxing Analysis - A detailed breakdown of each round, including fighters' performance, strategy, and reactions.		Top 10 Misfits Boxing Moments - Create a highlight video showcasing the most iconic moments, commercial fails, and user-generated reactions.		

## Channels

### Content Strategy Engaging Fans Across Platforms



#### Interactive Content

In order to boost fan engagement for the 'Fight Your Way' campaign, we will incorporate interactive elements like polls and quizzes across our social media platforms. These features will not only invite fans to share their opinions on upcoming matchups, including the highly anticipated bout between Darren Till and Hasim Rahman Jr which will be a real test for till against a high quality fighter with a legacy in boxing. this test will also allow them to test their knowledge about fighting & boxing at a high level of boxing quality. This Matchup could Engage the fans in a manner that can create a sense of community and the excitement around the Clash Tournament and the Misfits Challenger League, ultimately enhancing their overall experience. We will schedule these interactive sessions strategically to align with key campaign milestones, ensuring maximum participation and buzz.

#### Platform-Specific Approaches

To effectively promote the 'Fight Your Way' campaign and the upcoming boxing event of Misfits Redemption Featuring stars like featuring Darren Till and Tony "El Cucuy" Ferguson , Deji , Salt Papi & King Kenny. it's crucial to curate very platform-specific content strategies. For Instagram we need visually engaging posts and stories that are featuring fighter training clips, behind-the-scenes footage, and countdowns to the fight will capture attention. TikTok can leverage fun challenges and viral trends to engage younger audiences, while Facebook will serve as a hub for detailed event information and community interaction. X/Twitter can be used for real-time updates, fighter interactions, and media releases to maintain excitement leading up to the Misfits Redemption event on March 22nd.

#### Consistent Messaging

To effectively launch the 'Fight Your Way' campaign & the made for Netflix edited show alongside the uncut footage released at a later date. it is crucial for misfits to maintain consistent messaging across all social media platforms. This approach will not only reinforce the Misfits Boxing brand identity but also align with the campaign's objectives of engaging a diverse audience. By integrating highlights from the upcoming boxing match between Deji vs Wasabi & Darren Till and Hasim Rahman Jr alongside the Clash Tournament and Misfits Challenger League, we can create content that resonates with fans. Regular updates about fighter announcements, tournament rounds, and media releases will keep the momentum going and foster a community around the events.

Channels	Digital Goals	Kpi's
<b>Website</b>	Increase website traffic Increase average session duration Increase pages per session Reduce bounce rate Increase online conversions (PPV, tickets, merchandise)	Monthly sessions: +30% Average session duration: ≥3:00 minutes Pages per session: ≥5.0 Bounce rate: -20% Conversion rate: ≥3.5% Online revenue: £50,000 increase per campaign
<b>PPC</b>	Increase click-through rate (CTR) Reduce cost per click (CPC) Improve Quality Score Increase paid conversions	CTR: Increase from 0.9% to 2% Average CPC: -30% Quality Score: 7/10 Conversion rate (paid traffic): +25%
<b>Google Display Ads</b>	Increase brand awareness Drive website traffic Re-engage users through remarketing	CTR: ≥0.19% Impressions: +40% Website sessions from display: +50% Returning visitor rate (remarketing): +20%
<b>SEO</b>	Increase organic visibility Increase organic traffic Improve rankings for event-related keywords	Event-related keywords in Top 5 SERP positions Organic sessions: +30% Organic CTR: ≥3% Percentage of traffic from organic search: +10%
<b>Meta/ Facebook</b>	Grow social media audience Increase engagement Increase content shares Drive traffic to the website	New followers: +60% annually Engagement rate: +10% Post shares: +10% CTR on Meta ads: ≥5%
<b>Twitter/X</b>	Increase followers Increase audience interaction during events Increase reach of fight-related content	New followers: +1,000 per year Posting frequency: ≥1 post per day Retweets & mentions: +25% during fight weeks Engagement rate: +10%
<b>Blogging</b>	Increase content output Increase organic traffic through content Increase time on site Support SEO performance	Blog posts published: ≥1 per week Organic traffic to blog content: +25% Average time on blog pages: ≥3 minutes Blog-assisted conversions: +15%
<b>Email Marketing</b>	Grow email subscriber list Increase email engagement Drive conversions from email campaigns	New subscribers: +50% Unsubscribe rate: -25% Open rate: ≥15% Click-through rate (CTR): ≥4% Email-driven conversions: +20%

The Misfit's redemption card is centred around the hype surrounding Deji vs Wasabi 2. Deji has fought wasabi before & lost & ever since his return to boxing & his win against fousey aka Yusef "the white wolf".

There has been hype surrounding Deji & his fights despite the calibre of opponent. While the co main events are packed with Darren Till vs Rahman jr in a cruiserweight fight as middle ground for those different fighters. while the fight of Papi vs Kenny gets turned back around as salt Papi is coming of a loss to tony "el cucuy" Ferguson & Kenny is coming of a loss to Papi.

# MISFITS REDEMPTION



## Co Main Events

Co Main Event

The Rematch



**Salt Papi vs King  
Kenny**

A True Test



**Darren Till Vs Hasim  
Rahman JR**

Ferguson will be taking on fox the G who is the newly appointed champion of the lightweight division of misfits. while the recently deposed former champion of the lightweight division faces a tough test against Anthony pretty boy” Taylor. As warren “the mechanic” spencer takes on Slim “the hitman” returns is coming back from a loss against aneson 7-figure Gibber.

## Featured Bouts

### A Step Up



Fox the G vs Tony Ferguson

### The Return of Kings



Anthony “pretty boy” Taylor vs Lil Cracra

### Back In the Ring

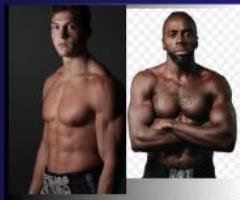


Warren “The Mechanic” spencer vs Slim “ the hitman”

# Undercard



**Dean the Great vs  
Jarvis**



**Josh Brueckner vs  
Ashley Rak Su**



**Benson Henderson  
vs  
Taylor Holder**



**Argeninan king vs  
Bdave**



**Aaron "the plumber" Vs Wade  
Plemons**

## Engagement Boost

To enhance engagement for the 'Fight Your Way' campaign, it's essential to leverage thematic content that resonates with fans and encourages their participation. This includes interactive polls, behind-the-scenes footage, and fighter spotlights leading up to the boxing match between Hasim Rahman Jr on March 22nd 2026. By inviting their fans to share their predictions and thoughts on social media platforms like Instagram, TikTok, Facebook, and X/Twitter, we can create a vibrant dialogue that amplifies excitement and fosters a sense of community around the event. Engaging content not only builds anticipation but also strengthens the connection between fighters and their supporters.

## Content Variety

To effectively engage audiences during the 'Fight Your Way' campaign, it's essential to incorporate a diverse array of content types across platforms like Instagram, TikTok, Facebook, and X/Twitter. This should include behind-the-scenes footage of fighters preparing for the upcoming match between Till & Hasim Rahman Jr, interactive polls, and live AMA sessions. By showcasing the personalities and stories of each fighter, as well as updates on the Clash Tournament and the Misfits Challenger League, we can maintain viewer interest while catering to various audience preferences. This strategic approach not only boosts engagement but also builds anticipation for the main event of the misfits Redemption card on March 22nd.

## Feedback Integration

Incorporating audience feedback into our weekly themes is essential for crafting a vibrant and engaging campaign. By actively listening to our followers on social media platforms like Instagram, TikTok, Facebook, and X/Twitter, we can tailor our content to resonate with their interests. This approach not only builds a stronger connection with our audience but also fosters a sense of community around the 'Fight Your Way' campaign, enhancing overall participation in the Clash Tournament and Misfits Challenger League. Regularly updating our content based on this feedback will ensure that we remain relevant and responsive throughout the 12–16 week campaign timeline.

## Theme Highlights

To keep the audience engaged throughout the 'Fight Your Way' campaign, we will emphasize key themes on social media each week. For instance, the first week will focus on the excitement surrounding the boxing match between Darren Till and Hasim Rahman Jr that is highlighting their backgrounds and the significance of their clash on March 22nd. Subsequent weeks that will delve into the Clash Tournament, showcasing fighter profiles, match predictions, and exclusive training snippets to build anticipation. As we approach the Misfits Challenger League, we'll introduce interactive content, encouraging followers to share their predictions and engage with the fighters, ultimately creating a vibrant community around the events.

## Media Releases & PR

### Building Hype and Anticipation



#### Strategic Releases

To maximize the impact of the 'Fight Your Way' campaign, it's essential to plan strategic media releases that align with key milestones, such as fighter announcements and tournament rounds. These releases should coincide with the buildup to the main event featuring Deji & Alex wasabi For the misfits revenge card. Darren Till will be a key factor for ensuring that fans are engaged and informed as he is the best for promoting fights that he is in. By utilizing platforms like Instagram, TikTok, Facebook, and X/Twitter, we can effectively reach diverse audiences and generate excitement leading up to the boxing matches. Consistent and well-timed content will not only enhance visibility but also encourage participation in the Misfits Challenger League and Clash Tournament.

#### Fan Polls

Engaging fans through interactive polls is a great way to generate excitement and gather insights about upcoming events like the boxing match between Darren Till and Hasim Rahman Jr. These polls can focus on match predictions, fighter performances, and fan favorites, encouraging discussions across platforms like Instagram, TikTok, Facebook, and X/Twitter. By actively involving the audience, you not only enhance their connection to the event but also create buzz that can help elevate the profile of the 'Fight Your Way' campaign and other initiatives like the Clash Tournament and Misfits Challenger League.

#### Prediction Contests

To foster fan engagement and excitement around the upcoming boxing match between Darren Till & Hasim Rahman Jr., we will host prediction contests across our social media platforms. Fans will have the opportunity to predict the winner, the method of victory, and the round in which the fight will end. Participants who make accurate forecasts will be rewarded with exclusive merchandise and tickets to future Misfits Boxing events, enhancing their connection to the sport. This initiative not only boosts engagement but also amplifies the anticipation surrounding the "Fight Your Way" campaign, ensuring that fans are actively involved in the build-up to this thrilling matchup.



#### Social Media Engagement

For the 'Fight Your Way' campaign and the upcoming Clash Tournament, it's essential to leverage social media platforms like Instagram, TikTok, Facebook, and X/Twitter to maximize fan engagement. Create interactive content, such as polls and Q&A sessions with fighters like Darren Till and Hasim Rahman Jr., to foster community interaction. Additionally, share behind-the-scenes footage of training sessions, promotional events, and fighter interviews to build anticipation for the May 16 boxing match. This strategy not only enhances fan involvement but also encourages sharing, ultimately broadening the reach and visibility of the Misfits Boxing brand.

## Aligning Content with Goals

### Ticket Sales & Streaming

#### Sales-Driven Content

To effectively drive ticket sales for the upcoming Misfits Boxing events, it's crucial to create content that highlights the excitement and exclusivity surrounding the 'Fight Your Way' campaign, the Clash Tournament, and the Misfits Challenger League. Utilize engaging visuals and behind-the-scenes footage of fighters like Darren Till and Hasim Rahman Jr. at Cruisenweight.

\*The parties agree to an eight-round, three-minute-per-round professional boxing contest to be held at cruiserweight. Darren Till shall weigh in at no less than 90.7 kg (200 lbs). Hasim Rahman Jr. shall be restricted to a maximum weigh-in limit of 92–94 kg (203–207 lbs) and shall not exceed 96–97 kg (212–214 lbs) on fight day under the agreed rehydration clause. Gloves shall be set at 10 oz for Darren Till and 12 oz for Hasim Rahman Jr.\*

as they prepare for their highly anticipated match on March 22nd. Incorporate countdowns to key dates, such as fighter announcements and tournament rounds, to build anticipation across platforms like Instagram, TikTok, Facebook, and X/Twitter. This approach not only informs fans but also fosters a sense of urgency and community, encouraging them to secure their tickets and be part of these thrilling events.

## Platform-Specific Content

### Tailoring Strategies for Each Channel



#### Channel Optimization

To effectively promote the 'Fight Your Way' campaign, it's essential to optimise content delivery across all platforms, including Instagram, TikTok, Facebook, and X/Twitter. Each channel should feature tailored content that resonates with its unique audience, such as behind-the-scenes footage, fighter interviews, and highlights from the Misfits Challenger League. For instance, Instagram can showcase visually engaging graphics and stories, while TikTok can utilize short, entertaining clips to capture younger audiences. By strategically timing posts around fighter announcements, tournament rounds, and media releases, we can maximize impact and encourage greater engagement with fans leading up to the event.

#### Audience Insights

To maximize the impact of the 'Fight Your Way' campaign, it's essential to leverage audience insights effectively. By analyzing demographic data, engagement metrics, and platform-specific preferences, we can refine our content strategies to ensure that each post resonates with users across Instagram, TikTok, Facebook, and X/Twitter. For instance, highlighting the boxing match between Darren Till and Darren Stewart, along with the exciting elements of the Clash Tournament and the Misfits Challenger League, can engage diverse audiences. This targeted approach will not only enhance viewership but also foster a vibrant community around Misfits Boxing events.

## Engagement Activities

### Driving Interaction and Growth

#### Key Engagement Activities

0 out of 3 items completed

- Fan Challenges
- Live Q&A Sessions
- Content Contests

#### Growth Metrics

To effectively measure the success of the 'Fight Your Way' campaign and associated events like the Clash Tournament and the Misfits Challenger League, it's essential to monitor and analyze growth metrics across all social media platforms. This includes tracking engagement rates, follower growth, and content reach on Instagram, TikTok, Facebook, and X/Twitter. By assessing these metrics, we can evaluate the impact of our engagement activities, allowing us to refine our strategies and enhance audience interaction. Continuous analysis will ensure that we stay aligned with our goals and adapt to the preferences of our growing fanbase.

## Conclusion

### Measuring Success and Future Directions

you@youremail.com Submit Feedback

## CONTACT INFO

### Customer Care Helpline

✉ Misfitsboxing.com ☎ Manchester Uk ,  
📞 +44 (0) 207 6648-627

customercare@misfitsinc.com , care@misfitsinc.shop

## Could be the model of misfits with minimal changes



## Current model of misfits



Lies

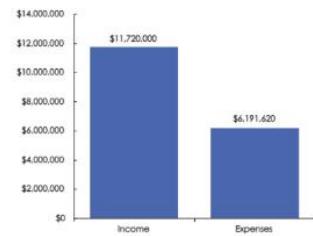


Takes you to an outdated misfits event portal  
on Ticketmaster



## Misfits Boxing Financial report

SUMMARY	
Total monthly income	\$11,720,000
Total monthly expenses	\$6,191,620
<b>BALANCE</b>	<b>\$5,528,380</b>
PERCENTAGE OF INCOME SPENT	53%

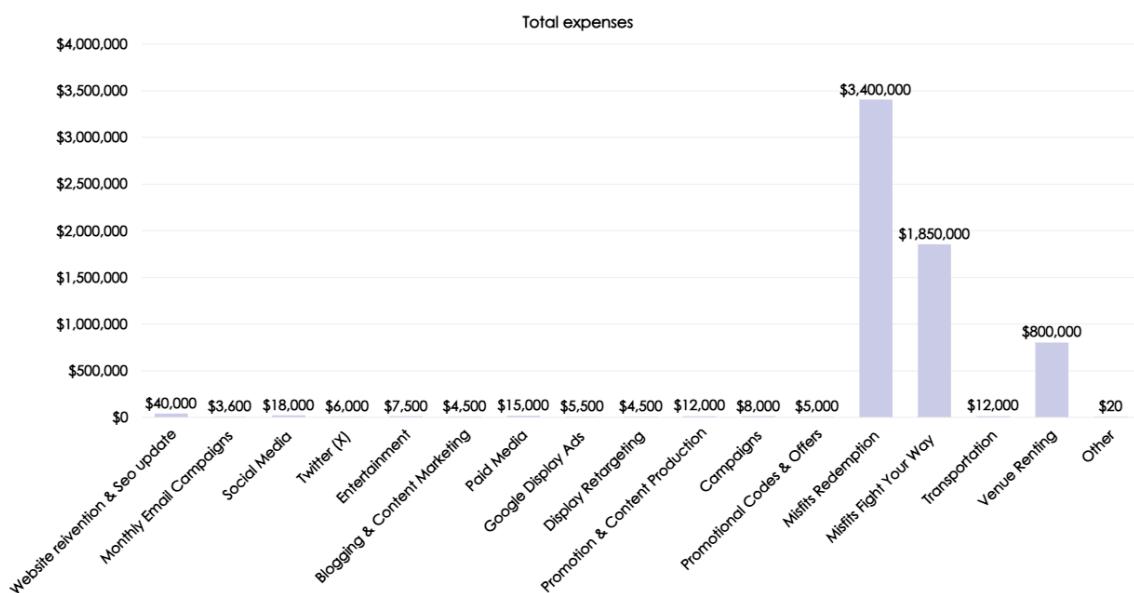
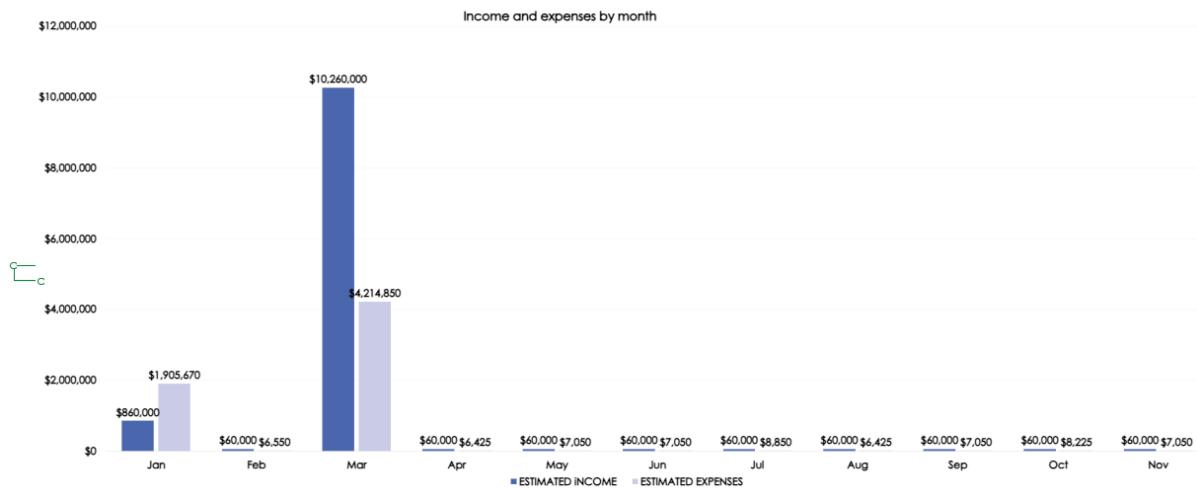


### ESTIMATED INCOME

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Sponsorships			3400000										\$3,400,000	\$3,400,000
Event Tickets	\$800,000		4000000										\$4,800,000	\$2,400,000
Pay per view			2800000										\$2,800,000	\$2,800,000
Dazn Subscription Payout	\$60,000	60000	60000	60000	60000	60000	60000	60000	60000	60000	60000	60000	\$720,000	\$60,000
<b>Total</b>	<b>\$860,000</b>	<b>\$60,000</b>	<b>\$10,260,000</b>	<b>\$60,000</b>	<b>\$11,720,000</b>	<b>\$2,165,000</b>								

### ESTIMATED EXPENSES

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Website revention & Seo update	\$40,000												\$40,000	\$40,000
Monthly Email Campaigns	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600	\$300
Social Media	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000	\$1,500
Twitter (X)	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$500
Entertainment	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$625	\$7,500	\$625
Blogging & Content Marketing	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$4,500	\$375
Paid Media	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000	\$1,250
Google Display Ads	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$5,500	\$500
Display Retargeting	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$4,500	\$375
Promotion & Content Production	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$1,000
Campaigns	\$2,600		\$1,800					\$1,800					\$8,000	\$2,000
Promotional Codes & Offers	\$625	\$625	\$625		\$625	\$625			\$625				\$5,000	\$625
Misfits Redemption			\$3,400,000										\$3,400,000	\$3,400,000
Misfits Fight Your Way	\$1,850,000												\$1,850,000	\$1,850,000
Transportation	\$6,000		\$6,000										\$12,000	\$6,000
Venue Renting			\$800,000										\$800,000	\$800,000
Other	\$20												\$20	\$20
<b>Total</b>	<b>\$1,905,670</b>	<b>\$6,550</b>	<b>\$4,214,850</b>	<b>\$6,425</b>	<b>\$7,050</b>	<b>\$7,050</b>	<b>\$8,850</b>	<b>\$6,425</b>	<b>\$7,050</b>	<b>\$8,225</b>	<b>\$7,050</b>	<b>\$6,425</b>	<b>\$6,191,620</b>	<b>\$359,122</b>



# The Race Framework & how it can work for misfits

Misfit's needs to employ the elements the RACE framework this framework is based on Reach, Act, Convert, Engage. The purpose is to provide a structured approach for the digital marketing approaches of misfits boxing. The RACE model provides a clear pathway for guiding fans and participants along the engagement funnel that shifts the focus from the initial awareness to active involvement and long-term loyalty of the audience.



the Race model with an additional planning stage allows for additional freedom in the staging of a campaign to raise a sense of awareness for the “Fight Your Way” campaign and the Misfits Challenger League which aims to generate hype for misfits & improve their brand equity by making the path to purchase easier. The race model now is more of a Prace model with planning , reach , action , conversion & engagement. This is achieved through social media channels like TikTok, Instagram, and Twitter/X, as well as paid digital advertising on Google & its display networks. By leveraging a healthy mix of organic & the paid strategies. Misfits try to ensure the potential participants of the show so that the fans can discover the campaign and its events. By maximizing their exposure among misfit's target demographic of 16–35-year-old males. they can also be appealing for a broader crossover audience.

## Digital Goals

	OBJECTIVES	GOALS	CHANNELS	KPIs
R E A C H	<ul style="list-style-type: none"> <li>• Improve brand awareness</li> <li>• Optimize social media performance</li> </ul>	<ul style="list-style-type: none"> <li>• Increase website traffic</li> <li>• Increase email subscription</li> <li>• Grow social media audience</li> </ul>	<ul style="list-style-type: none"> <li>• SEO</li> <li>• PPC</li> <li>• Google My Business</li> <li>• Display Ads</li> <li>• Email</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• # new website visitors</li> <li>• # returning website visitors</li> <li>• % of website traffic origin</li> <li>• % of social media followers growth</li> <li>• Increase email database</li> <li>• SER ranking position</li> <li>• CTR on Display Ads</li> </ul>
A C T	<ul style="list-style-type: none"> <li>• Create engaging content</li> </ul>	<ul style="list-style-type: none"> <li>• Increase time spent on website and number of visited pages</li> <li>• Reduce bounce rate</li> <li>• Improve engagement performance of social media content (like, comments and share)</li> </ul>	<ul style="list-style-type: none"> <li>• Website and Blog content</li> <li>• Website design effectiveness</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• Increase of the average length of time spent on site</li> <li>• # of opened pages per visitor</li> <li>• # of likes, shares and comments</li> <li>• Reduction of bouncing rate</li> </ul>
	<ul style="list-style-type: none"> <li>• Change perception</li> </ul>	<ul style="list-style-type: none"> <li>• Educate audience on organic benefits and authenticity procedures in an engaging way</li> </ul>	<ul style="list-style-type: none"> <li>• Website and Blog content</li> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• # of likes, shares and comments on related content</li> </ul>
C O N V E R T	<ul style="list-style-type: none"> <li>• Increase Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of sales per day</li> </ul>	<ul style="list-style-type: none"> <li>• Website design effectiveness</li> <li>• PPC</li> <li>• Google My Business</li> <li>• Email marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Conversion rate</li> <li>• % of revenue from each channel</li> <li>• CTR from PPC and Email marketing</li> <li>• Revenue total</li> </ul>
E N G A G E	<ul style="list-style-type: none"> <li>• Increase customer satisfaction</li> <li>• Increase customer retention</li> </ul>	<ul style="list-style-type: none"> <li>• Increase frequency and volume of regular customers purchases</li> <li>• Increase referral on social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter and promotional emails</li> <li>• Remarketing lists</li> <li>• Facebook</li> <li>• Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• # of returning visitors</li> <li>• # of new visitors</li> <li>• # of profile mentions</li> <li>• # of views on videos</li> </ul>

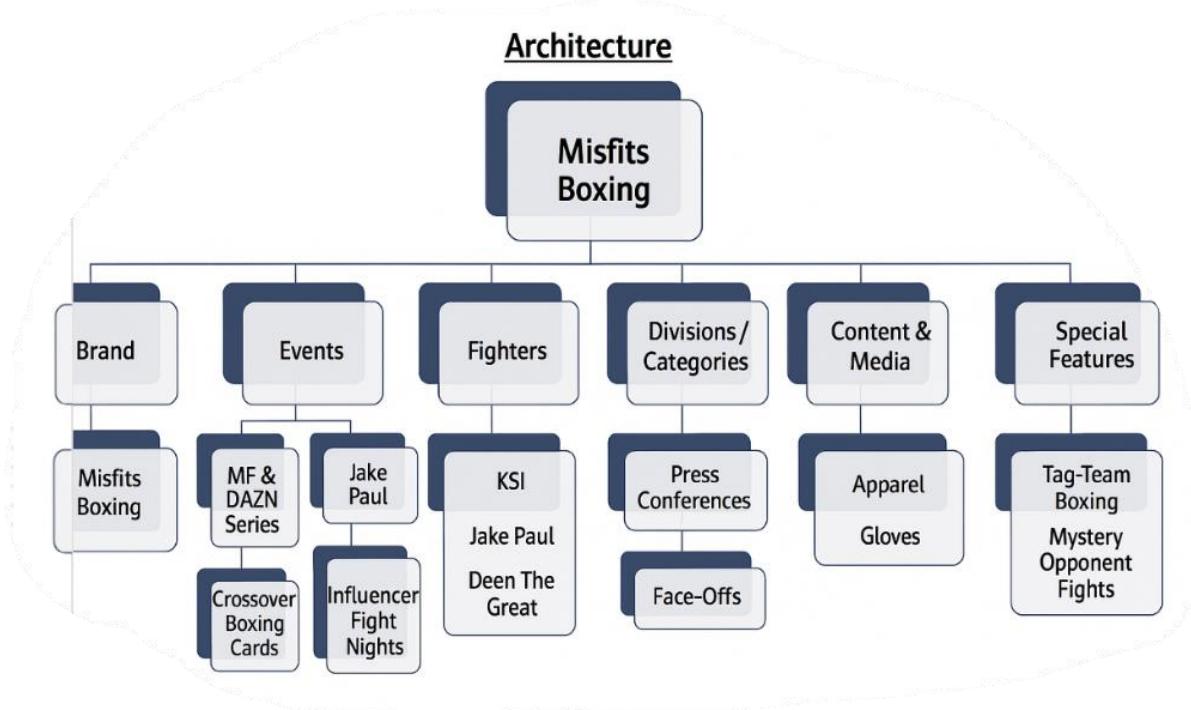
Misfits need to try to convert the focus on changing & driving tangible outcomes. These tangible outcomes can be anything like tournament applications, ticket purchases, or subscriptions to the Side Plus service or dazn subscription for their boxing events. Each channel of their channels are carefully selected based on its ability to facilitate the conversion of sales., ensuring that traffic generated during the Reach and Act phases results in measurable business results.

they need to engage in building lasting relationships with fans and participants & creating brand fans of misfits. Misfits can increase the loyalty of their audience can be done through email newsletters



## Business Objectives, Digital Goals, and KPIs

Misfits Boxing's overarching business objective is to strengthen its position as the leading global crossover boxing brand. The organisation operates at the junction of combat sports and creator-driven entertainment, giving it access to two distinct but overlapping audiences while traditional fight fans and digitally native younger viewers.

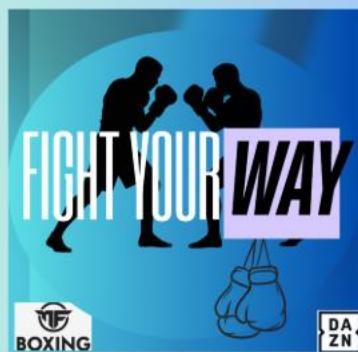


in order to support this objective Misfits must seek to increase their PPV revenue by driving in new and returning DAZN subscriptions.

The digital goals translate these ambitions into measurable performance indicators. Misfits aims to grow their cross-platform engagement by increasing their social reach. Misfits need to improve their visibility to search and have recommendation algorithms. Misfits need to be strengthening their website's role as a conversion hub through clearer ticket pathways, improved SEO, and integrated CTAs supports higher ticket sales, merchandise interest, and PPV purchases. To their evaluate progress, KPIs focus on three layers: reach, engagement, and conversion & in a broader sense the kpi's for misfits & the fight your way campaign needs to centred around

Audience Growth & Reach      Engagement & Community Interaction      Conversion & Participation Metrics  
Revenue & Profitability Metrics      Brand Perception & Long-Term Equity      Talent Pipeline & Content Output

Some of the key reach metrics include the live viewership figures the growth of the **DAZN** subscribers. Misfit's need to have engagement KPIs that include both dazn activity & the proposed Fight your way Campaign . Misfits other kpis need to integrate their comment activity, shares/reposts of content, & the average median session duration on blogs or fighter pages, and returning-audience rates. Conversion should include KPIs that cover the dazn paid subscriptions the event ticket purchases & the multi-touch attribution for omnichannel campaigns. Misfits need to prioritise lead generation from their website CTAs the current state of their cta's are not up to scratch. Their cross-channel conversion rates can reveal how different platforms contribute to final actions.



Together, these objectives, goals, and KPIs create a measurable and scalable digital growth system tailored to Misfits' hybrid entertainment-sport audience.

# Strategy – Communications Strategy, Persona Definition and Value Proposition



## Misfit's Boxing Value Proposition Canvas

### Analysis

The website's current structure emphasises merchandise over the core product, the fight events, creating friction for users seeking event information or ticket purchases. Navigation is cluttered and unintuitive, which can frustrate users and reduce engagement. While functional, the platform has opportunities to improve accessibility, mobile optimisation, and SEO to better align with audience needs and maximise conversions.

Customer		Product	
Pain Points	Needs & Desires	Benefits	Uniqueness
<p>Ticketing Experience: Difficulty in finding and purchasing tickets due to reliance on third-party platforms and lack of a centralised, intuitive booking system.</p>	<p>Entertainment &amp; Spectacle – Desire for high-energy, dramatic, and engaging fight events that combine sports with influencer culture.</p>	<p>Unique Entertainment Experience – Misfits blends influencer culture with boxing, delivering highly engaging, spectacle-driven events that satisfy fans' desire for entertainment and excitement.</p>	<p>Influencer-Driven Matchups – Misfits integrates popular internet personalities into its events, creating crossover appeal that traditional boxing promotions cannot replicate.</p>
<p>Navigation &amp; Information Overload – Cluttered, unintuitive website navigation makes it hard for users to locate fight cards, schedules, and event details quickly.</p>	<p>Community &amp; Belonging – Passion for connecting with fellow fans, following favourite personalities, and participating in fan-driven conversations online.</p>	<p>Community Engagement – Through social media, interactive content, and fan-driven narratives, Misfits fosters a sense of belonging and connection among its audience.</p>	<p>Digital-First, Viral Strategy – The brand leverages TikTok, YouTube, and Instagram for rapid, shareable content, making every fight an online spectacle beyond the live event.</p>
<p>Mobile &amp; Accessibility Limitations – The site's mobile performance and accessibility are suboptimal, which hinders engagement for a predominantly mobile-first, digitally savvy audience.</p>	<p>Convenience &amp; Instant Access – Need for fast, easy, and seamless access to tickets, event information, and streaming content across digital platforms.</p>	<p>Digital First Convenience – Online ticketing, pay-per-view streaming, and mobile-friendly content provide easy, immediate access, meeting the audience's need for seamless participation and engagement.</p>	<p>Entertainment-Centric Brand Identity – Misfits prioritises fun, drama, and storytelling over conventional sporting norms, appealing to a younger, experience-focused audience.</p>

**For**

Gen Z & Millennial fight fans

Misfits Boxing's target audience is likely predominantly young, with a strong concentration in the 16–30 age range. Globally, 29% of boxing fans are aged 16–29, and surveys indicate that 39% of 18–29-year-olds identify as boxing fans (International Boxing Association, 2023; UMass Lowell, 2023). Gender-wise, while boxing traditionally skews male, around 24% of men and 15% of women follow boxing, and global data shows that approximately 49% of boxing fans are female, suggesting that Misfits' audience may be majority male but with a notable female segment (Center for the Digital Future, 2023; International Boxing Association, 2023). This indicates that the brand's digital content and influencer-driven campaigns likely appeal most strongly to males aged 16–30, but engagement strategies could also capture interest from younger female fans.

**Who**

Lack Of Entertainment they are in fact not entertained

Misfits' target audience struggles with a confusing and inconsistent path to event information and ticket purchases, creating unnecessary friction for a demographic that expects instant, mobile-first access which presents a major opportunity in order to streamline the user journey and strengthen long-term engagement.

**Our**

Misfit's Boxing

Misfits Boxing is a crossover boxing promotion that delivers influencer-driven live events, digital content, and entertainment experiences to a global youth audience.

**Is**

a boxing promoter/event organiser

Misfits Boxing is a boxing promotion and event organiser, focusing on influencer-led and crossover boxing events that combine traditional sport with entertainment and digital culture.

**That**

Misfits Boxing delivers high-energy, entertainment-driven boxing events that combine celebrity and influencer appeal with live and digital fan engagement, offering audiences a unique, interactive sports experience.

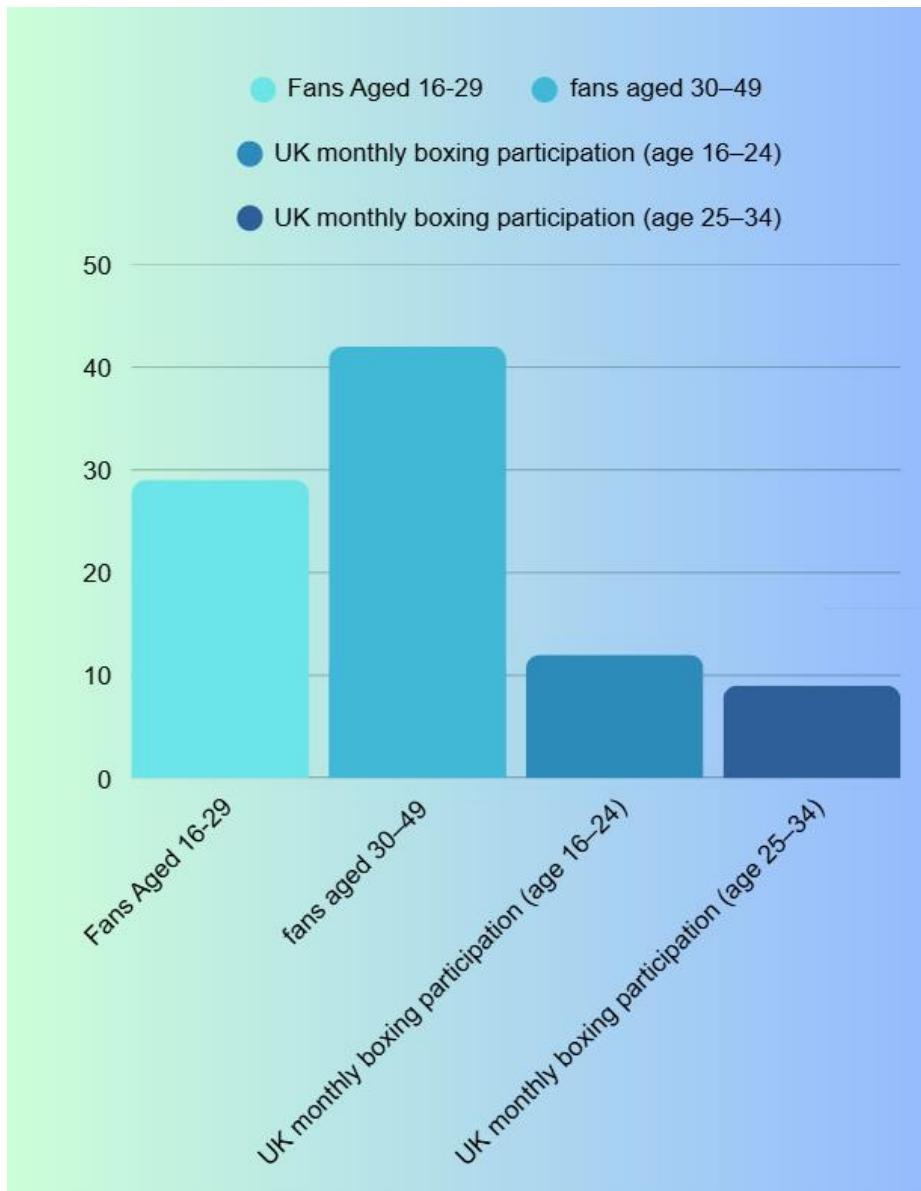
## Value Proposition

Misfits Boxing tries to deliver unique sense of value by combining the elements of excitement of the competitive combat sports world along with the increasing appeal of influencer-driven entertainment. Beyond promoting the matches and cards Misfits creates a distinct platform for fan engagement by fostering community, inspiration, and the entertainment across digital and live formats. While in the high-profile crossover fights there can be a complex compelling narrative between fighters.

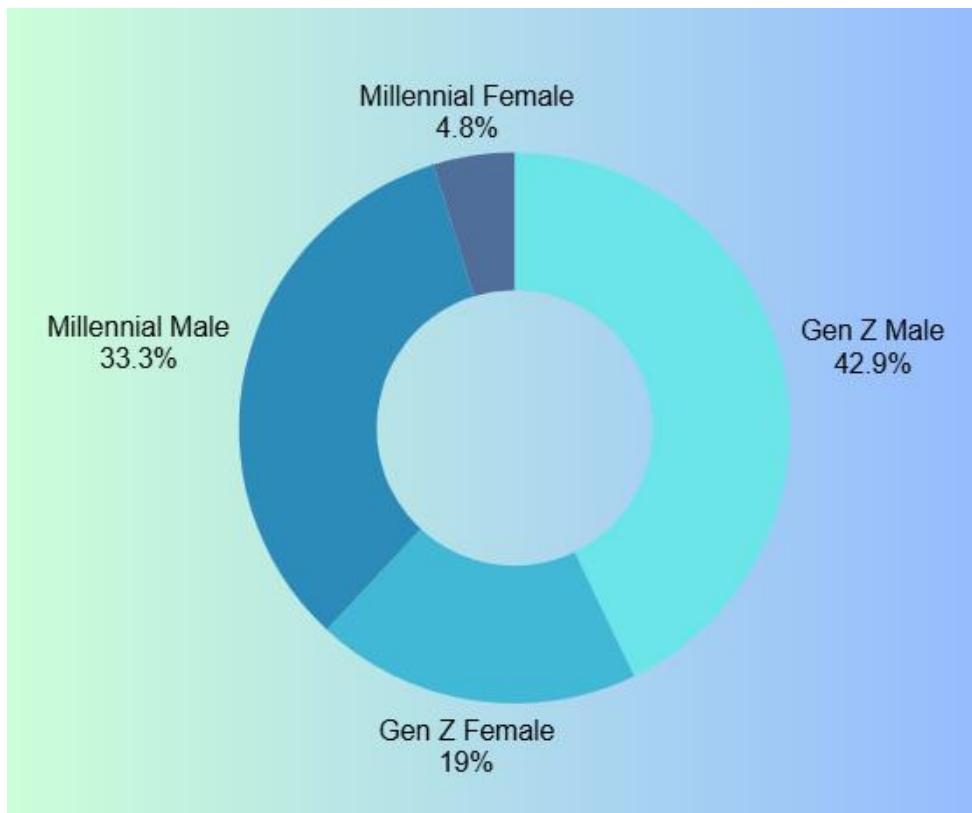
Misfits tries to extend their reach across its multiple channels this includes both DAZN's live events and their high sense of engagement in regards to their social media platforms such as YouTube, TikTok, and Instagram. Misfits tends to prioritise the short-form content. they are adapted to a digital social-first content. This method of content is unique as it is ingrained into the modern culture of sharing short form content which was popularised by TikTok , & Instagram reels & can be used to engage in a format that appeals to their primary audience who are digitally-native audiences. While traditional broadcasts tend cater to viewers valuing technical skill and long-form coverage. Misfits emphasises entertainment first prioritising the accessibility, virality, and immersive storytelling of misfits to meet the expectation of the standard of Gen Z and millennial fans.

## Persona Definition

Misfits' audience can be identified & segmented using Segmentation Theory, considering demographics, psychographics, behaviours, and media usage concerning their 3 most prominent demographics for misfits that concerns male & female gen z fight fans & millennial male fight fans.



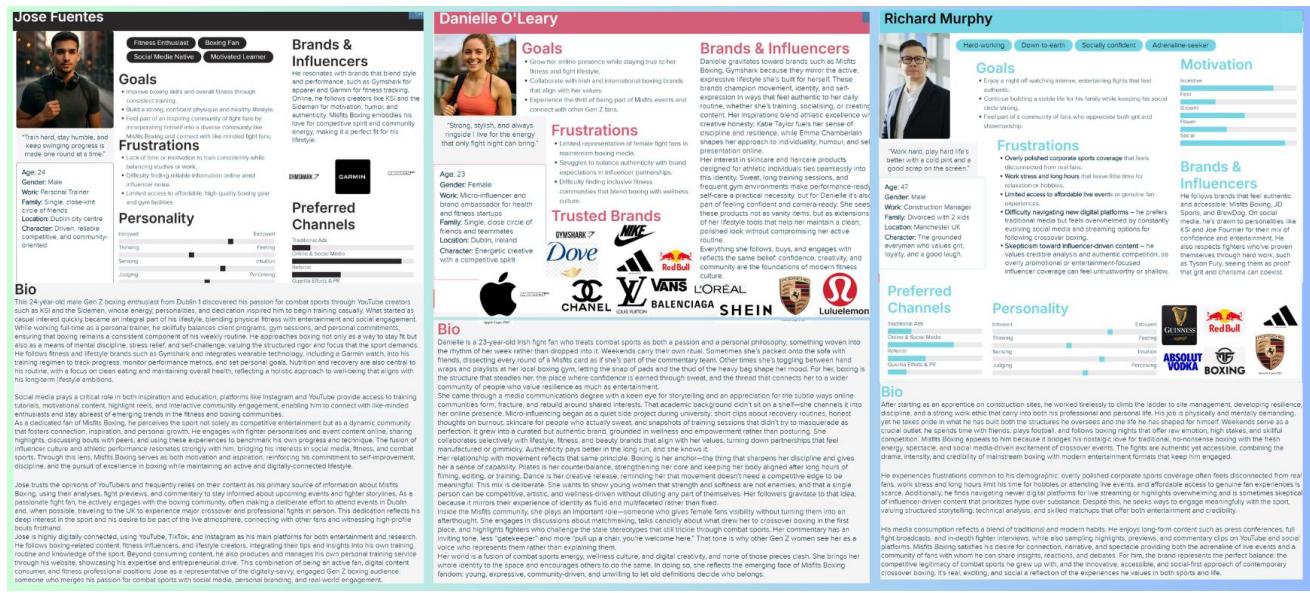
these Three core personas emerge: Male Gen Z fight fan ("Jose") are mostly motivated by their social identity and by self-improvement, he actively selects content via YouTube, TikTok, and Instagram, seeking short-form breakdowns, commentary, and training insights. Uses & Gratifications Theory explains his choice-driven media consumption and preference for participatory engagement.



Female Gen Z wellness-and-lifestyle fan (“Danielle”) – Interested in community-building, self-expression, and inclusive spaces, she values personality-driven engagement and empowerment narratives. Psychographic and social identity theories explain her preference for Misfits’ female divisions and hybrid fan experiences.

Male millennial fans (Richard) that are Loyal to traditional combat sports yet open to crossover formats, he consumes long-form events, press conferences, and technical analyses. they tend to adapt the strategy of audience adoption theory that indicates how the older demographics can require clear functional and rational benefits before engaging with new entertainment formats.

These personas illustrate Misfits’ hybrid entertainment-sport positioning, with distinct motivational drivers that motivate the growth of identity-building, empowerment, entertainment, and legitimacy while sharing overlapping digital behaviours across platforms.



## Communications Strategy

By using these personas Misfits can be confident in addressing the wants & needs of its audience ' communications strategy emphasizes authenticity for Gen Z, community-building for female fans, and credibility for millennials. These approaches ensures that content remains targeted in its delivery, optimized engagement, and coherent storytelling across digital channels. By aligning value propositions with audience motivations, Misfits strengthens its fan loyalty, that enhances misfits' brand equity & reinforces its position as a digital-first entertainment-first combat sports brand.

**Marketing Strategy – Misfits Boxing: Fight Your Way Campaign**

**Unique Value Proposition (UVP):**

Misfits Boxing provides a platform where rising boxing talent can showcase their skills and personalities, compete for a professional contract and prize money, and connect with a digitally engaged fanbase. The campaign blends entertainment, sport, and influencer culture to create a highly shareable and interactive experience for fans and participants alike.

**Why This Strategy Was Chosen:**

This strategy leverages Misfits Boxing's existing strengths in digital engagement, influencer partnerships, and crossover entertainment. By focusing on fan interaction, short-form content, and personality-driven storytelling, the campaign maximizes visibility and virality among Gen Z and young millennial audiences. The combination of a tournament format, behind-the-scenes content, and interactive polls ensures high engagement and sustained interest across multiple digital touchpoints.

#### Marketing Mix (4Ps):

- **Product:**
  - The “Fight Your Way” tournament and Misfits Challenger League, featuring rising boxing talent.
  - Exclusive content including behind-the-scenes access, fighter profiles, and event recaps.
- **Place:**
  - Digital-first distribution via Misfits Boxing website, TikTok, Instagram, YouTube, and Side Plus subscription service.
  - Live event attendance for select tournaments and PPV streams.
- **Price:**
  - Free-to-access highlights and social content.
  - PPV or subscription-based content for full fight episodes, exclusive BTS, and educational tutorials.
- **Promotion:**
  - Social media campaigns with short-form clips, challenges, and interactive polls.
  - Paid advertising across Meta, Google, and display networks targeting combat sports fans.
  - Email newsletters, content blogs, and community-driven engagement initiatives.

#### Key Elements:

- Focus on rising stars and fighter personalities to create viral content.
- Fan interactivity through polls, predictions, and challenges.
- Cross-channel integration to drive website traffic, applications, and subscriptions.
- Measurement of engagement through KPIs like follower growth, video completion, CTR, and conversion rates.

## Digital Marketing Tactical Elements

The tactical elements define how Misfits Boxing will implement its digital marketing strategy to achieve measurable objectives. This includes content scheduling, channel-specific actions, audience engagement tactics, and cross-platform integration to promote both the “Fight Your Way” campaign and the Misfits Challenger League: Clash Tournament.

## Objectives – Misfits Boxing “Fight Your Way” Campaign & Clash Tournament

### Core Marketing Goals:

- Discover and promote rising boxing talent.
- Engage and grow a digitally active fanbase.
- Increase subscriptions, event attendance, and PPV purchases.
- Build brand awareness and cultural relevance for Misfits Boxing.

### SMART Goals

#### 1. Short-Term Objectives (Campaign Launch & Tournament Duration – 6 months)

##### Increase Social Media Engagement

- **Specific:** Achieve active participation across TikTok, Instagram, and Twitter/X through polls, challenges, and short-form videos.
- **Measurable:** Target 25% increase in likes, shares, and comments compared to the previous 6 months.
- **Achievable:** Leverage fighter personalities and fan-driven content.
- **Realistic:** Engagement is measurable via platform analytics.
- **Timely:** Within the first 3 months of campaign launch.

##### Drive Tournament Applications

- **Specific:** Encourage 32+ rising boxers to apply for the “Fight Your Way” tournament.
- **Measurable:** Minimum of 50 verified applications submitted through the website portal.
- **Achievable:** Promotion via social media, email newsletters, and influencer amplification.
- **Realistic:** Based on Misfits’ past reach and audience size.
- **Timely:** Complete application process within 8 weeks before tournament start.

##### Increase Website Traffic and Subscriptions

- **Specific:** Boost visits to misfitsboxing.com and Side Plus subscriptions for full-fight access.
- **Measurable:** Achieve 30% increase in website sessions and 15% growth in subscriptions.
- **Achievable:** Through integrated social media content, paid campaigns, and email marketing.
- **Realistic:** Past metrics indicate achievable growth within audience segment.
- **Timely:** Measured over the first 4 months of campaign rollout.

##### Maximize Fan Interaction with Tournament Content

- **Specific:** Encourage fan participation through polls, predictions, and engagement in weekly content.
- **Measurable:** 40% of active fans participate in at least one interactive activity per week.
- **Achievable:** Interactive features are built into social and website platforms.
- **Realistic:** Based on previous interactive campaigns and community behavior.
- **Timely:** Weekly tracking during the tournament.

## Social Media

misfit's need to have Interactive mechanics that involve their engagement tactics with Polls like “Who will win this week?” “how will the fight end” or voting on weekly challenges.

Gamification: Leaderboards for predictions, fan quizzes, or engagement contests.

Influencer amplification: Collaboration with crossover celebrities and fighters’ personal channels to increase organic reach.

Metrics focus need to continue their trend of high engagement rate & keeping the rate of follower growth, video completion, poll participation.

### Paid Media Execution

Misfits are company a founded in may 2022 & my belief is that misfits subscribed to the belief that use of proper seo , optimisation , google & meta ads are outdated which is a thought that is entirely wrong. They wanted to display their nature as a fresh , modern brand they have very decent socials but everything apart from that is nowhere near the standard in the industry. Misfits need to be utilising search advertising on Google PPC targeting keywords such as “boxing tournaments near me,” “enter boxing competitions,” and “fight competitions.”

They need to use their positive presence on social media via social media ads: while sponsored posts and story ads on Instagram, TikTok, and Facebook are focused on targeting boxing enthusiasts & crossover culture fans.

Misfits needs to have Display advertising they need have banner ads on sports, entertainment, & the lifestyle of their site. They need to focus on retargeting users who have visited the page before its shift in quality & eventual update in content & scope of the site so that they can reengage individuals that did not complete any applications or ticket purchases.

Misfits Metrics focus: CTR, CPC, ROAS, reach, and impressions. They also need to focus on their

## 2. Long-Term Objectives (Post-Campaign / Annual Goals)

### Build Brand Loyalty and Retention

- **Specific:** Maintain ongoing fan engagement beyond a single tournament through newsletters, Side Plus content, and follow-up events.
- **Measurable:** 20% increase in returning users and repeat subscribers within 12 months.
- **Achievable:** By continuously offering exclusive content and gamified experiences.
- **Realistic:** Consistent with prior digital engagement trends.
- **Timely:** Monitored over the 12 months following campaign launch.

### Establish Misfits Boxing as a Talent Incubator

- **Specific:** Create a clear pathway for fighters to join the main roster after participating in the Clash Tournament.
- **Measurable:** Minimum 3 fighters per tournament promoted to main roster or featured events within a year.
- **Achievable:** Structured tournament format with team leaders and performance-based selection.
- **Realistic:** Aligns with Misfits' current brand expansion strategy.
- **Timely:** By the end of the calendar year.

### Generate Revenue from Tickets, Merchandise, and PPV Content

- **Specific:** Monetize the campaign and tournament through multi-channel revenue streams.
- **Measurable:** Achieve a 25% increase in merchandise sales, 20% increase in PPV purchases, and sell out 80% of live event tickets.
- **Achievable:** Through integrated marketing, exclusive content, and influencer amplification.
- **Realistic:** Matches audience engagement and prior sales trends.
- **Timely:** Measured over the 6 months of campaign activity and 3 months post-event.

Misfits Boxing fight your way targeted  
keywords

“rising boxing stars,”

“Misfits Boxing tournament,”

“online boxing competition,”

"Misfits fight your way", "fight your way", "

misfits clash tournament ", " clash

tournament ", " Misfits contender league" etc

## 5. Email & CRM Tactics

in terms of the segmentation misfits need to separate the campaigns for fighters vs. fans. such as the advertising for the show itself & advertising for contestants to sign up. Misfits need to have automation channels surrounding their event reminders, fighter updates, exclusive behind-the-scenes content, and leader board notifications. Misfits need to have Personalisation that can highlight a “fighter of the week” or provide early access to pay-per-view content. Metrics need to focus on open rate, click-through rate,

conversion to applications/tickets, subscriber growth.



## 6. Omnichannel Integration

Ensure all channels reinforce each other & the social traffic to the website. While their Paid ads retarget engaged users & their email nurtures prospective fighters and fans.

Content marketing builds the long-term authority of the brand and effects the engagement.

## Conclusion

These tactical elements need to provide a clear, actionable roadmap for the “Fight Your Way” campaign and the Clash Tournament. By combining consistent content delivery, interactive fan engagement, targeted paid media, and integrated digital channels, Misfits Boxing can maximise participation, expand its fan base, and elevate brand awareness while providing measurable outcomes for campaign evaluation.

# Digital Channel Strategy & Content Ideas

## Misfits Boxing – “Fight Your Way” Campaign

The “Fight Your Way” campaign is an integrated digital initiative designed to identify, develop, and elevate emerging middleweight prospects into recognisable personalities under the Misfits Boxing brand. The campaign positions Misfits not only as a boxing promotion but as a modern talent accelerator where rising fighters shape their skills, their public identity, and their digital presence in real time. The fight your way campaign aims to use livestreamed content with short-form storytelling, and aspects of interactive fan participation. The “Fight Your Way” campaign also has a plan for decreasing the length of these longform streams edited into show episodes centred around the 32 man tournament & the journey to a misfits contract 50,000 grand in the bank. Misfits aims to revitalise & replenish the roster of middleweight fighters who are both competitive athletes and digital-first entertainers & also are the easiest division fighters to move up or down a weight class due to the difference in weight between the divisions. Super Welterweight that range from 66.7 kg up to 69.9 kg (which is roughly 147 lbs up to 154 lbs) Middleweight that range from 69.9 kg up to 72.6 kg (which is roughly 154 lbs up to 160 lbs) Super Middleweight that range from 72.6 kg up to 76.2 kg (which is roughly 160 lbs up to 168 lbs)

The core idea is simple: to have every participant fighting their way into the Misfits middleweight division & while doing so gaining notoriety & increase their fame while they are fighting their way into the spotlight, and fighting their way into a career. This concept becomes the thematic backbone for all digital channels.

Headlines 5/15 ②

Misfits Online Shop	19 / 30
Required	
Check out our website	21 / 30
Required	
Misfits Boxing Website	22 / 30
Required	
t-shirts for me	15 / 30
Required	
Misfits Boxing	14 / 30
Required	

Ad · www.misfitsinc.shop/ ②

[Misfits Boxing](#) | [Misfits Boxing Website](#) | [Misfits Online Shop](#)

Misfits Inc. Apparel | Official Website. Misfits boxing is breaking into the world of merchandise that relate to popular moments.

<p><b>Misfits Boxing</b> misfits boxing site Crossover boxing events</p> <p><b>New Arrivals</b> Fresh gear and new releases. Latest drops added weekly</p>	<p><a href="#">Read The FAQs</a> Quick answers to common questions Find help fast in our FAQ center</p> <p><a href="#">Headwear Collection</a> boxing clothing accessories Influencer boxing headwear</p>
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## 1. Social Media Strategy

Social channels serve to initiate the engagement, and the narrative development of the build up of events & rivalries & fights overall. Misfits Boxing's audience is 42.9% Gen z Males & Gen z Females is 19% who are young and digitally native while other members of misfits audience are millennial males (33.3%) & millennial females (4.8%) .The fight your way campaign will require use of multi-format storytelling and to have constant community interaction with our fighters & our campaign.

TikTok & Instagram Short-form video carries the majority of campaign visibility. Content includes fighter introductions, training clips, transformation updates, call-outs, house dynamics, and emotionally driven micro-documentaries. Each video should be structured in a consistent style that entertains & incentivises returning with the use of hooks , rivalries & cliff-hangers. This needs to be framed within the “Fight Your Way” identity to reinforcing the ideas of progress, ambition, and rising talent that the campaign is centred around.

TikTok content prioritises 2 aspects which are authenticity and volatility. This content would be any form of content from sparring footage, raw reactions, challenge results or to day-in-the-life clips. Instagram tends to use branded templates like fight-week graphics, stat cards, and structured reels that highlight fighter arcs over time or announcing the wins of any particular fighter on any particular card.

YouTube functions as the long-form storytelling hub. Each week, a 10–25 minute episode documents fighter training, conditioning, rivalries, challenges, and personal

motivations. These episodes emulate the appeal of reality competition formats but with Misfits' distinct entertainment tone. Live sparring sessions and breakdowns are also archived to create bingeable depth.

X (Twitter) X provides real-time conversation. It hosts polls ("Who fought their way to the top this week?"), live commentary during stream events, GIF recaps, memes, and on-the-spot reactions that drive virality. The fast-moving nature of X positions it as the emotional pulse of the campaign.

Facebook supports community building and ticketing support. Older segments of the Misfits audience families, local communities, and regional sports fans receive event information, livestream links, and paid targeting that promotes interest in the tournament's live finale.

## 2. Website Strategy

The Misfits Boxing website operates as the "Fight Your Way" headquarters, serving both fighter applicants and fans. Every funnel point—from social clicks to paid search—ultimately leads here.

**Application Portal** A redesigned portal lets aspiring fighters apply quickly with video submissions, experience notes, and social links. Progress bars, automated confirmations, and integrated sign-in reduce friction.

**Fighter Directory** Once selected, each participant receives a profile page with stats, bios, training footage, and episodic updates. These pages encourage parasocial connection and provide media-ready material for fans and journalists.

**Content Hub** All long-form content, blogs, highlights, behind-the-scenes articles, and training analysis are centralised here. The hub strengthens SEO while presenting Misfits as an authority on rising talent.

**SEO Content** is optimised with keywords such as "Misfits middleweight," "rising boxing prospects," and "Fight Your Way tournament." while we try to improve the visibility for event dates, fighter names, and livestream drop times.

## 3. Paid form of Media: Search, Display & Social Advertising

Paid media amplifies the reach of campaigns & ensures its conversion across key touchpoints.

**Search Advertising (PPC)** while google Ads tend to target the audience intent-driven queries like "boxing tournaments UK," "how to enter Misfits Boxing," "Misfits rising stars," and "boxing trials." Retargeting ensures that users who visit the website but

don't apply are influenced/nudged repeatedly by misfits with information in regard to deadline reminders, benefits of participating & motivational messaging.

Paid Social Instagram and TikTok ads showcase fighter highlights, training struggles, competitive moments, and application prompts. Lookalike audiences are built from Misfits fans, combat sports interests, and viewers who interact with previous episodes.

Display Ads Banners on sports blogs, YouTube pre-rolls, and partner websites carry bold identity lines such as "Watch the next wave fight their way into Misfits history." Retargeting sequences encourage fans to watch new episodes or buy tickets for the finale.

#### 4. Email & CRM Strategy

Email supports personalised engagement throughout the campaign cycle.

Prospective fighters receive automated sequences after signup deadlines, preparation advice, video upload reminders, and schedule updates. Fans receive weekly "Fight Your Way Progress Reports" summarising episode outcomes, upcoming challenges, rankings, quotes, and exclusive clips.

Before major fight nights, email campaigns push PPV links, ticketing options, and fighter spotlights. After each event, recap emails sustain momentum and drive viewers to the next stream.

KPIs include opens, CTR, subscriber growth, and conversion to ticket purchases or episode views.

#### 5. Blog & Content Marketing

Editorial content strengthens credibility and deepens fan investment. Fighter profiles, technical breakdowns, psychological features, nutrition and conditioning articles, and data-driven analysis expand Misfits beyond spectacle into expertise. These articles improve SEO, offer substance for fans who care about skill, and provide material for social repurposing.

#### 6. Omnichannel Integration

"Fight Your Way" works because every channel reinforces every other channel:

Social drives traffic to the website portal. The website supplies long-form content for social repurposing. – Paid media retargets users who interact with social or web content. Email nurtures both fighters and fans between episodes. Blogs and YouTube deepen narrative investment and increase search visibility.

## 7. Audience Personas

The campaign addresses three groups:

Aspiring Fighters (18–30) – motivated by exposure and opportunity. Boxing Fans (16–40) – digitally active and drawn to personalities. Casual Viewers (15–35) – prefer entertainment formats and viral moments.



Each channel's content is shaped to meet the motivations of these personas.

## Conclusion

“Fight Your Way” positions Misfits Boxing as the home of future middleweight stars and digital-native fighters. Misfits needs to find a way through a fully integrated digital strategy that spans both social, website development, paid search and display, email, and the eventual editorial content. while the campaign builds a scalable system for discovering talent, growing fan investment, and expanding the brand equity of Misfits . Every channel contributes to a cohesive ecosystem where rising fighters develop their skills, their identity, and their audience under the Misfits banner.

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