

GABRIELLELEMES.COM

Marketer- Triathlete- Master's student

Practical Social media guide for Sports Brands

Everything you need to know about creating content that attracts and converts.

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The Author



HELLO THERE! I'M GABRIELLE.

My name is Gabrielle Lemes, and I am a Brazilian triathlete, marketer, and master's student in Marketing at the University of Arizona. My journey in sport started early, and over the years I have competed at national and international levels while also building a strong presence in digital media. As both an athlete and a content creator, I learned how powerful social media can be for storytelling, community building, and brand visibility.

Working with Podium Racing and collaborating with several sports brands, I manage content strategy, digital campaigns, video creation, and analytics. I enjoy helping athletes and sports organizations communicate with authenticity and purpose, and I love using creativity and data together to create meaningful marketing outcomes.

This e-book reflects my passion for connecting people through sport and supporting small brands that work with passion and heart. My goal is to share practical strategies that make social media easier, clearer, and more effective for anyone in the sports world.

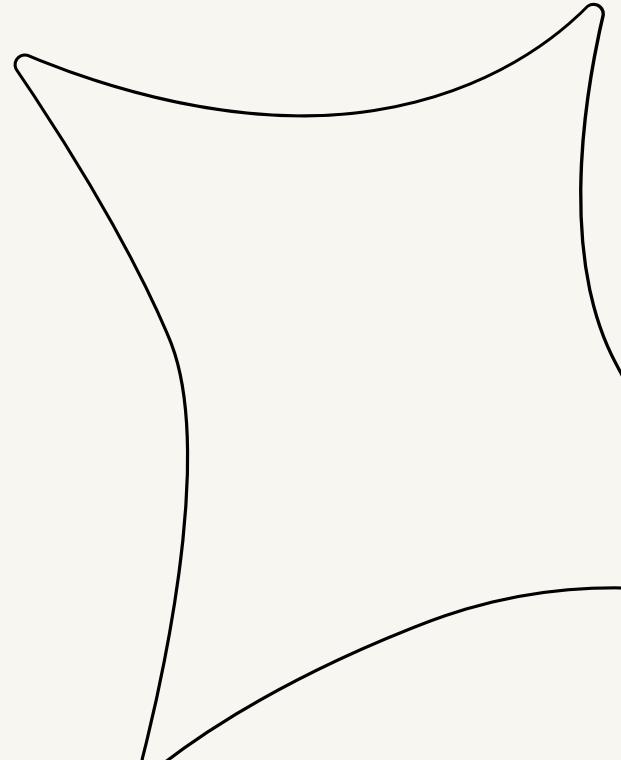


Introduction

Small sports brands often work with passion and purpose, but many struggle to translate that passion into a strong digital presence. This e-book was created to support personal trainers, gyms, community teams, and developing sports projects that want to grow online in a clear and strategic way. My background as a triathlete, marketer, and master's student has given me a blend of practical experience and academic knowledge, and this guide reflects the lessons I apply daily in real sports environments. Working with Podium Racing and other athletic initiatives has shown me how social media can create connection, credibility, and opportunities when used with intention and consistency.

This guide will walk you through simple strategies that do not require expensive tools or advanced skills.

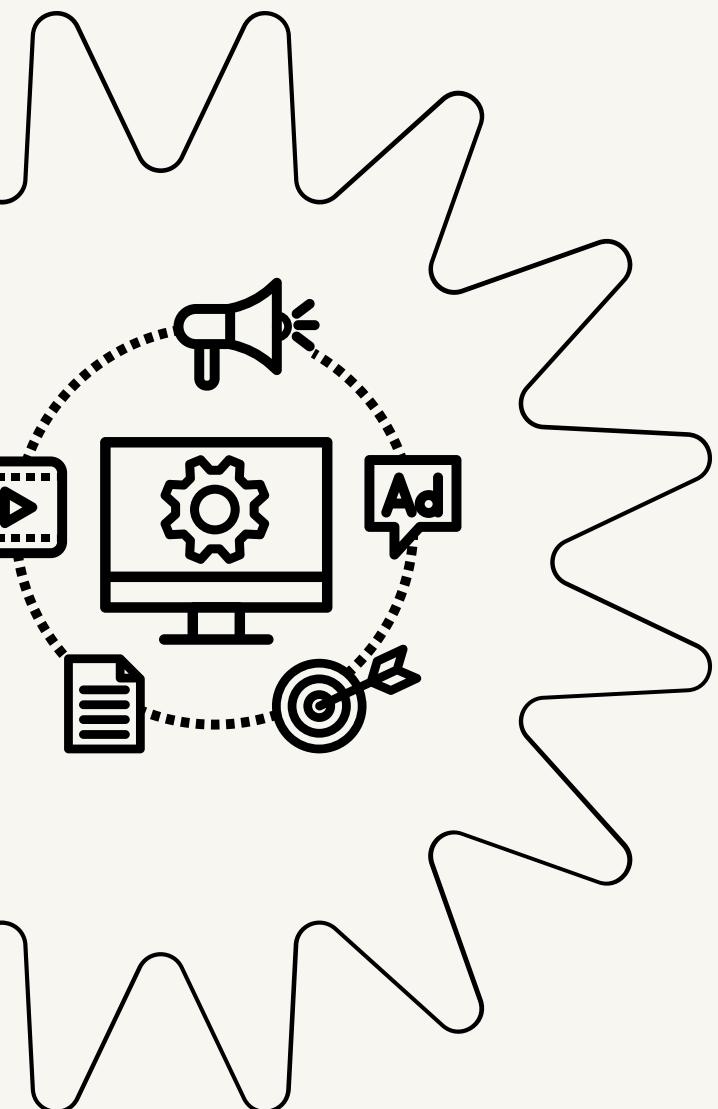
Instead, the focus is on understanding your brand, planning your content, posting with purpose, and learning from your performance. These are the foundations that help small sports brands stand out in a crowded digital space while staying true to their mission and community.



Building a Strategic Content Calendar

A content calendar is one of the most important tools for a small sports brand. It helps you stay organized, maintain consistency, and communicate your message with clarity. To begin, identify your main goals. Some brands want to increase memberships, others want to highlight athletes, and some want to promote events or training programs. Once your goals are clear, you can build weekly or monthly themes that support them. Themes may include training moments, educational posts, athlete or client profiles, behind the scenes content, challenges, race weeks, or motivational stories.

Your content calendar should also reflect your environment. Sports audiences enjoy authenticity, and they want to see real progress, effort, and emotion. Plan moments that match your brand rhythm such as Monday motivation, technique tips on Tuesdays, longer training sessions midweek, or weekend highlights. A well-structured calendar reduces stress because you always know what you need to create and why it matters.



Content That Performs Best

Sports content performs best when it feels real and full of energy. Short workout clips, race moments, and simple training insights keep your audience engaged because they are easy to watch and often get saved or shared. Behind the scenes content also creates strong connection, showing the human side of your sport and the daily routine behind your results.

N.1 EDUCATIONAL TIPS

Quick lessons or advice that help your audience learn something useful.

N.2 COMMUNITY HIGHLIGHTS

Stories that celebrate your members or athletes and build connection.

N.3 PROGRESS AND TRANSFORMATION

Updates that show growth, achievements, and real results.

N.4 AUTHENTIC MOMENTS

Real, unedited clips that feel honest and often perform best.



Common Mistakes to Avoid

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Small sports brands often struggle because they post without direction. Without a clear message, identity, or plan, the content can feel random or disconnected. Another common mistake is inconsistent visuals. Your colors, tone, and style should feel unified so that people recognize your brand instantly. Posting only when you feel inspired can also hurt your growth. Consistency builds trust, and your audience expects to hear from you regularly.

Some brands forget to include simple calls to action. Inviting people to join a class, visit your website, comment on a post, or share their experience encourages interaction. Ignoring analytics is another frequent error. If you never review what works, it becomes difficult to improve. Tracking your results allows you to create more content that your audience actually enjoys.

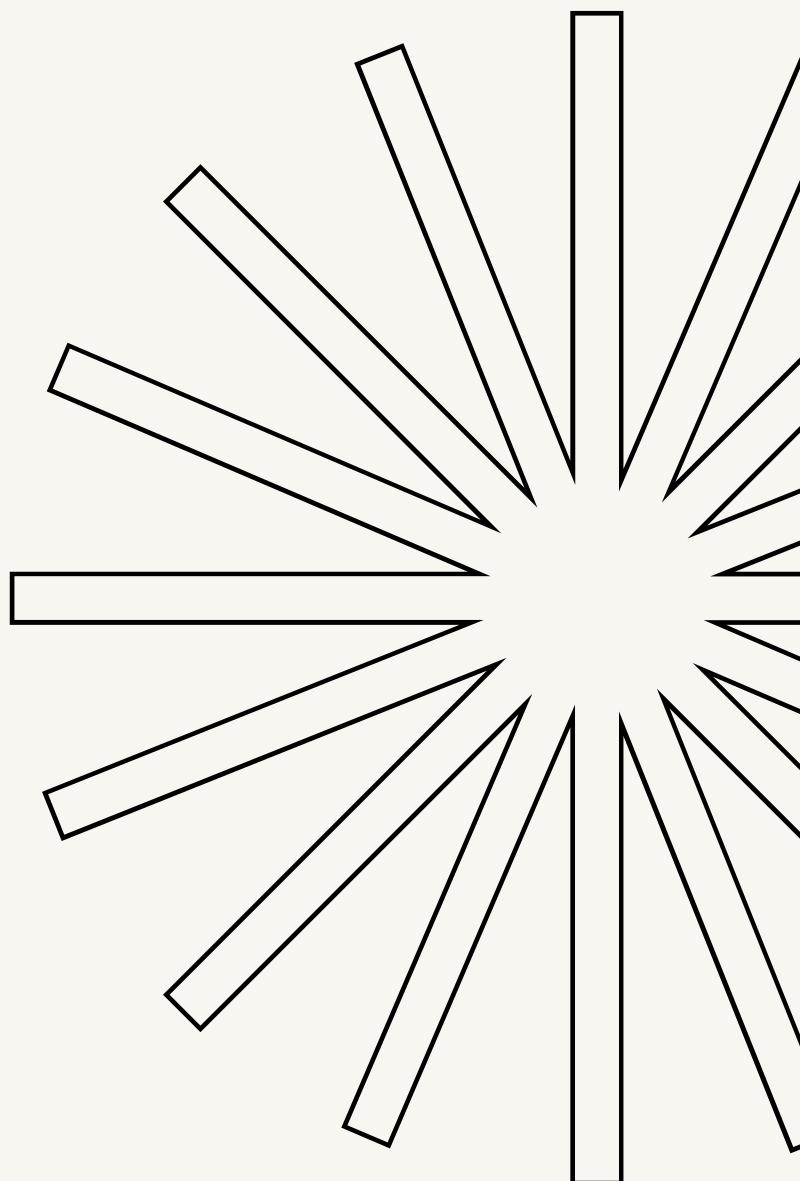
Metrics That Matter

WHY YOUR NUMBERS MATTER

Understanding your metrics is essential for long term growth. Reach shows how many people saw your content and helps you understand your visibility. Engagement rate reflects how strongly people interact with your posts. Video retention tells you how much of your content people actually watch. Saves and shares reveal real value because people only save what they want to return to. Link clicks show genuine interest in your services or programs.

TRACK, LEARN, AND GROW

Reviewing these metrics weekly or monthly helps you identify patterns. You can adjust your content, repeat what performs well, and refine your digital strategy in a natural, sustainable way. Consistency and awareness turn data into growth.

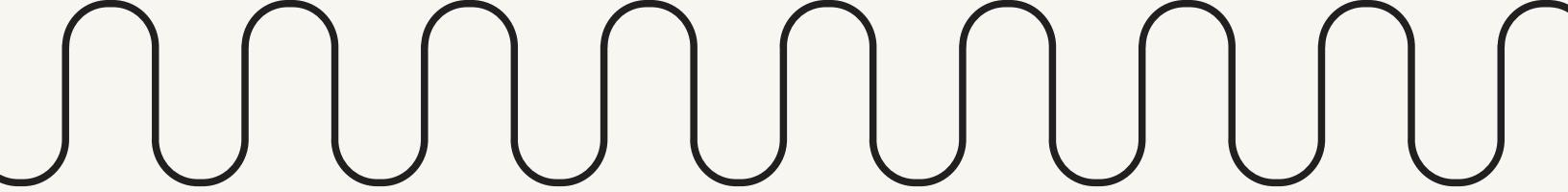


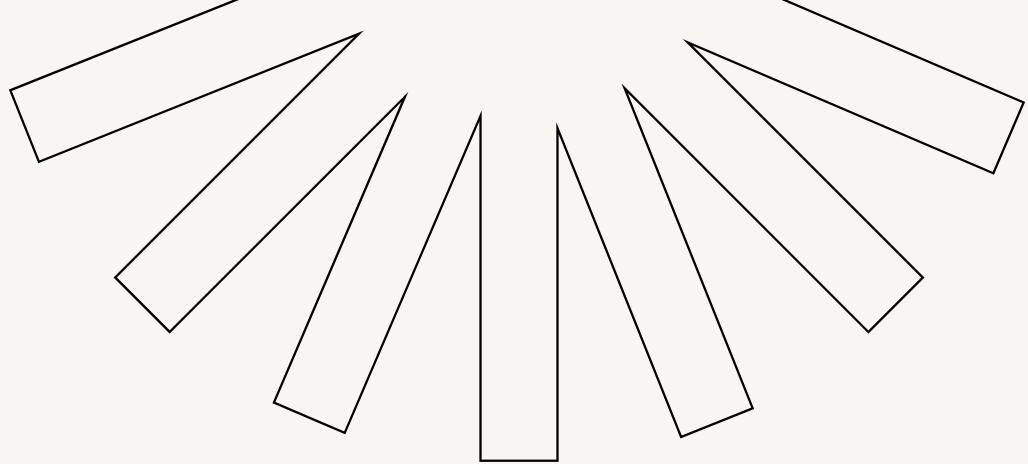
Final Thoughts

COMBINING PASSION AND EXPERTISE TO HELP YOU MOVE FORWARD.

Social media is a powerful tool for small sports brands that want to grow, inspire, and build strong communities. With clear goals, a simple calendar, meaningful content, and consistent tracking, any small sports business can create a professional and engaging presence online. This guide represents the combination of my experience as a triathlete, marketer, and master's student, and I hope it supports your journey as you continue building your brand.

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Want more insights like this?

VISIT MY WEBSITE

Discover free resources, insights, and strategies I use as a triathlete and marketer to build strong, authentic sports brands.

Learn more, and take your content to the next level.

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TALK TO US

gabrielle.lemes@hotmail.com

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