

# What is the correlation between social media marketing engagement and profit generated by different NFL teams?

- Find the most effective social media marketing strategies for NFL teams
- Determine how the market and area of a team affects its related to social media engagement
- How does social media marketing drive fan loyalty and to what extent

## Relevance:

- Social media is one of the most useful and powerful marketing tools in current day
- The NFL market is very large causing successful marketing strategies to allow for significant revenue increases

## Data - Quantitative and Qualitative

- Qualitative data to represent fan loyalty and marketing techniques
- Quantitative data to represent social media interaction and profit generated

