



Q3 2023

Competitor Snapshot Report™

## **Everything You Need to Know About Who's Winning in the D2C Pickleball Space**

OMNI CHANNEL

PAID CHANNELS

INSTAGRAM

SEARCH

PAID SEARCH

# Introduction

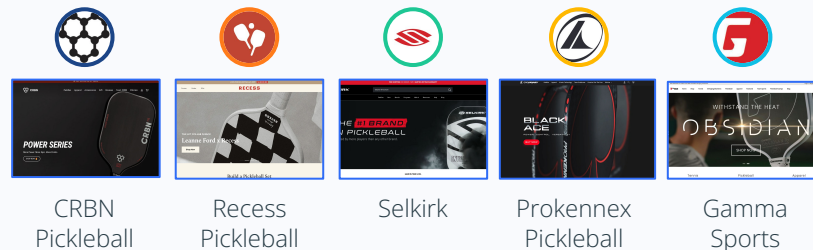
This report is a competitive digital analysis of 5 brands in the D2C pickleball space.

We'll highlight key metrics for each competitor across the digital landscape, then make a comparison to determine which brands are winning and lagging in each area.

Once the winners are determined, we'll dig into specifics on *why* they're winning. This will help us surface actionable insights.

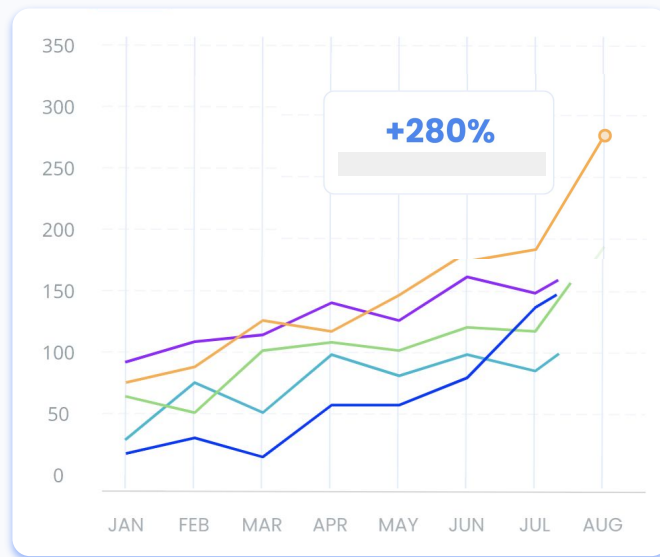
Finally, we'll highlight suggestions of further research that RightMetric could provide to uncover more specific opportunities to fuel digital growth for your brand.

## Competitors Analyzed



# Key Takeaways: Recommended Actions

In this section we summarize the most important key takeaways and actionable recommendations from the Competitor Snapshot Report™.



# Key Takeaways

## Insights

✓ All brands in the competitive set saw an average of **+194% YoY traffic growth**.

✓ Competitors are not reaching the **18-24 year olds (Gen Z)**, but they represent 18% of pickleball players in the US.

✓ Recess Pickleball spent the most on **digital ads** at \$385K followed by Selkirk (\$170K) and Gamma Sports (\$26K).

✓ Selkirk is leading in **Paid Search spend** at \$171K followed by Recess Pickleball (\$51K) and Gamma Sports (\$19K).

## Recommendations

Now is the perfect time to leverage the pickleball space as all competitors have captured significant growth regardless of their strategies.

(i) Encourage continued pickleball participation for younger audiences to capture the audience whitespace.

(ii) Focus on a family and friend approach. Pickleball is a great use of free time for younger people but also is an activity that can be played by all ages (a great family activity), but no one is pushing that narrative.

(i) There is a lower spend on average during July and August, leverage that as a summer period when the Gen Z audience isn't in school & needs things to do.

(ii) Consider advertising on TikTok and Snapchat, platforms that have little investment by competitors and strong reach to younger audiences.

(i) Use branded keywords for search ads and non-branded for product ads, rank for keywords that discuss things to do during the summer or ways to spend quality time with family & friends.

(ii) Younger audiences are family driven, use ad copy to introduce your brand pillars and differentiators (made in the USA, family-owned).

(iii) Speak directly to who you want to sell to in your ad copy (i.e. *advanced* pickleball paddles).

## Further Research

**Audience Profile™**. Learn everything you need to know about the Gen Z community that would have affinities towards pickleball & how they can be reached online.

**Ad Channel Scan™**. Identify the top tactics for competitor advertising that can be repurposed for the Gen Z community.

**Ad Funnel Teardown™**. Unpack Recess Pickleball's funnel to use as a blueprint to inform your own since they are the brand closest to working towards a younger audience.



# Key Takeaways

## Insights



Selkirk leverages a long-term **partnership** with pickleball publication "The Dink" while Recess Pickleball partners with **unrelated companies**.



Selkirk has the ultimate content strategy with **150K organic search visits** and **11M social media views**.



Selkirk is the only brand doing **email marketing**, generating 12K in traffic, making it a whitespace amongst competitors.

## Recommendations

(i) Sponsor young athletes or social creators as a lower barrier to entry to reach Gen Z, who might just be looking for something to do.

(i) Host giveaways and activations with partners that are popular with the Gen Z community, even if they aren't related to pickleball.

(ii) Implement a publicity strategy that works with media outlets setting trends for younger audiences in suggesting how they spend their time and what they should get into for the summer.

(i) For reach, prioritize Instagram and leverage the collaborative post feature. Work with creators to host content that explores their journey with pickleball and have it posted on both their page and yours.

(ii) Brands haven't mastered TikTok yet, raise awareness on the platform with consistent posts.

(i) Provide value in a way that is holistic for the Gen Z community. Offer resources on how to become a better pickleball player but also consider creating "ideal day" schedules and examples of activities younger people can spend their day doing (ie. pickleball in the morning, then brunch).

(ii) Figure out what the Gen Z community wants from pickleball products, from them. Use emails to ask the audience directly what they want and offer entry into a giveaway in return.

## Further Research

**Influence Identifier™.** Identify potential creators who currently play pickleball leisurely as well as brands who have a high capture of the Gen Z community.

**Social Channel Scan™.** Identify the top social media creators making pickleball content and break down key tactics & themes.

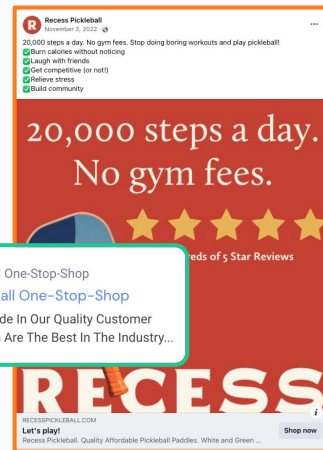
**Email Channel Scan™.** Identify pickleball or adjacent brands killing it in email marketing to dive into their strategies.

# Key Takeaways: Winning Positioning & Gaps

## What are the main ways winning competitors are positioning themselves in the pickleball world?

This section takes our high-level learnings of cross-brand strategies and pulls together key tactics that are reaching specific audiences and potential personas while identifying any gaps that aren't being addressed.

Ad • Selkirk Pickleball Paddles - Your Pickleball One-Stop-Shop  
[Selkirk Pickleball Paddles - Your Pickleball One-Stop-Shop](#)  
Selkirk Sport is Family-Owned And We Take Pride In Our Quality Customer Service. Shop Now! Selkirk's Pickleball Paddles Are The Best In The Industry...



# Positioning

here's what top-performing competitors are doing...

...and here's the gap

## Strategy

### Lower Barrier to Entry

### Full Coverage

### For the Youth

## What is it?

Promoting & recruiting new players of the sport in order to increase demand.

Being the one-stop-shop for pickleball players from media to full range product lines.

Pushing the Gen Z community (18-24 year olds) to embrace the sport and participate.

## Tone & approach?

- ✓ Benefits of the sport
- ✓ Broad & unique partnerships
- ✓ Easy switch from another sport

- ✓ Streaming competitive pickleball
- ✓ Providing robust learning guides
- ✓ Product for beginners & professionals

- ✓ Healthy year-round activity
- ✓ Way to spend time with family or friends
- ✓ Unique and aesthetic gear

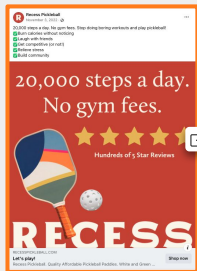
## Best platforms?

- ✓ [Meta Ads](#)
- ✓ [Product Collabs](#)
- ✓ [Press & Visibility](#)

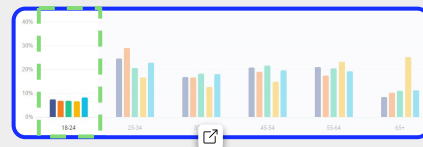
- ✓ [Paid Search](#)
- ✓ [Organic Search](#) & [Content](#)
- ✓ [Email Marketing](#)

- ✓ [Indoor Pickleball Partnerships](#)
- ✓ [TikTok Ads](#)
- ✓ [Organic TikTok Videos](#)

## Examples



Ad - Selkirk Pickleball Paddles - Your Pickleball One-Stop-Shop  
[Selkirk Pickleball Paddles - Your Pickleball One-Stop-Shop](#)  
 Selkirk Sport Is Family-Owned And We Take Pride In Our Quality Customer Service. Shop Now! Selkirk's Pickleball Paddles Are The Best In The Industry...



Pickleball is a rare example of a sport that can be played across a broad range of ages. We haven't seen any competitors position themselves as **a family-fun sport.**

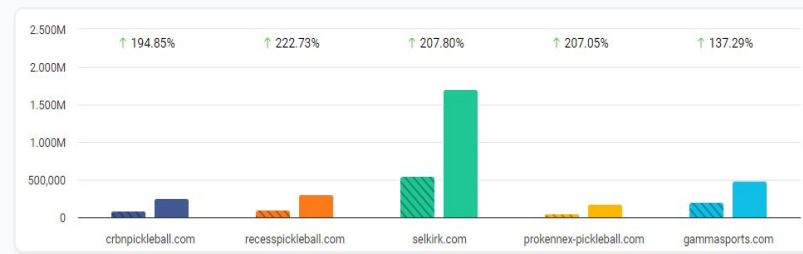
## Positioning Whitespace

- (i) There's audience whitespace with Gen Z that isn't being targeted as much by competitors, yet demonstrate demand for pickleball.
- (ii) Prioritize messaging that intrigues younger audiences to take up the sport as a leisurely activity, and provide resources to help improve performance but also show how it can be part of a bigger lifestyle routine.

# Traffic

## When analyzing competitor traffic, we look for growth spikes.

Once we detect a brand significantly outpacing competitors' growth, that's our clue to dig into all that brand's digital activities to determine which strategies and tactics fuelled the growth. Then distill that into repeatable learnings for you to apply to your brand.

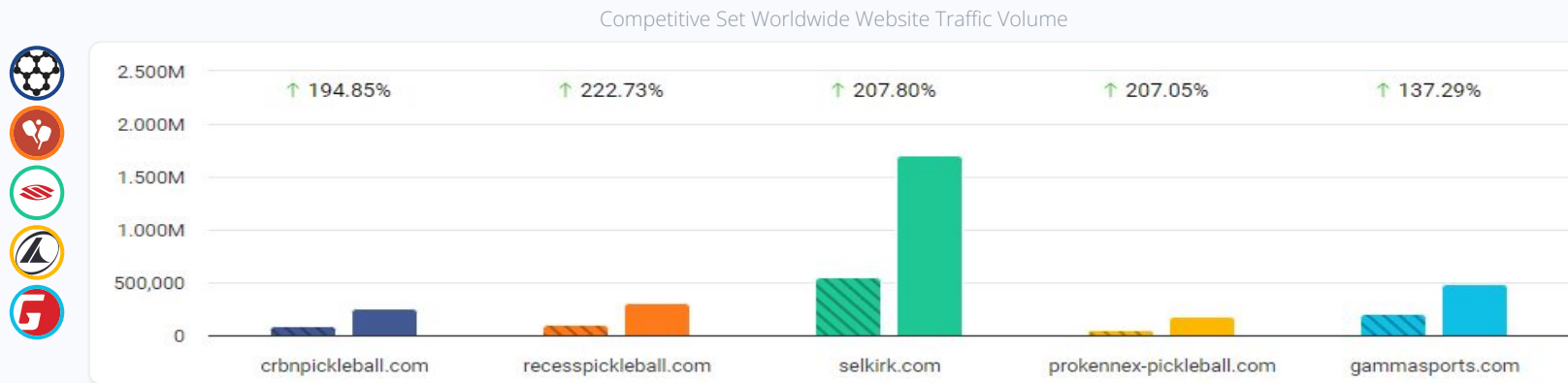


# Traffic Growth

**Selkirk leads in traffic volume but all brands have been growing at an average of 194% YoY.**

**Selkirk** is the clear winner from this competitive set in terms of traffic volume, with 1.7M visits in the past 12 months and 208% YoY traffic growth. However, **Recess Pickleball** saw the largest growth. They've grown traffic by 223% over the past twelve months, increasing from 96K yearly visits to 311K yearly visits.

**Gamma Sports**, **CRBN Pickleball** and **Prokennex** have generated 486K, 260K and 174K respectively from July 2022 to June 2023.



# Seasonal Trends

**Incentivize pickleball playing year-round. Only a few brands have seen spikes in traffic starting in September into the winter.**

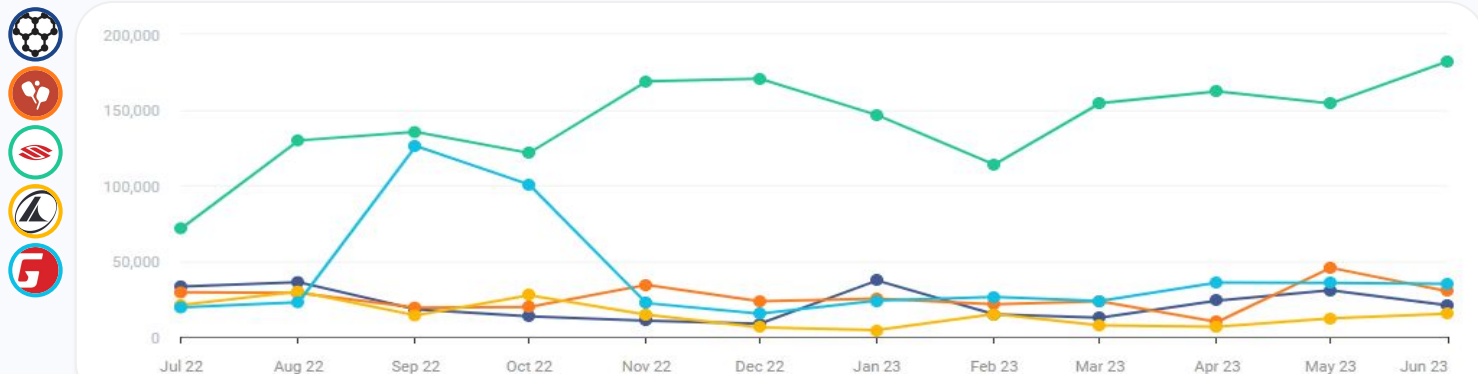
As a whole, the competitive set naturally sees elevated website traffic during the Spring and Summer months.

**Selkirk** and **Gamma Sports** both saw an increase in traffic in September 2022. **Selkirk** was able to leverage the growth into the wintertime.



**Explore collaboration opportunities with indoor pickleball courts in different regions to push year-round playing.**

Competitive Set Website Traffic Worldwide | July 2022 to June 2023



# Digital Advertising

**When analyzing advertising data, we look at absolute spend volumes to identify winners. Then, we narrow down to each brand and examine spikes in advertising spend and social traffic.**

Once we identify which brands are investing significantly in advertising, we look at which platforms they are focusing their efforts on and the top-performing creatives on each platform. Analyzing top-performing creatives allow us to extract effective advertising tactics that are being utilized by your competitors.



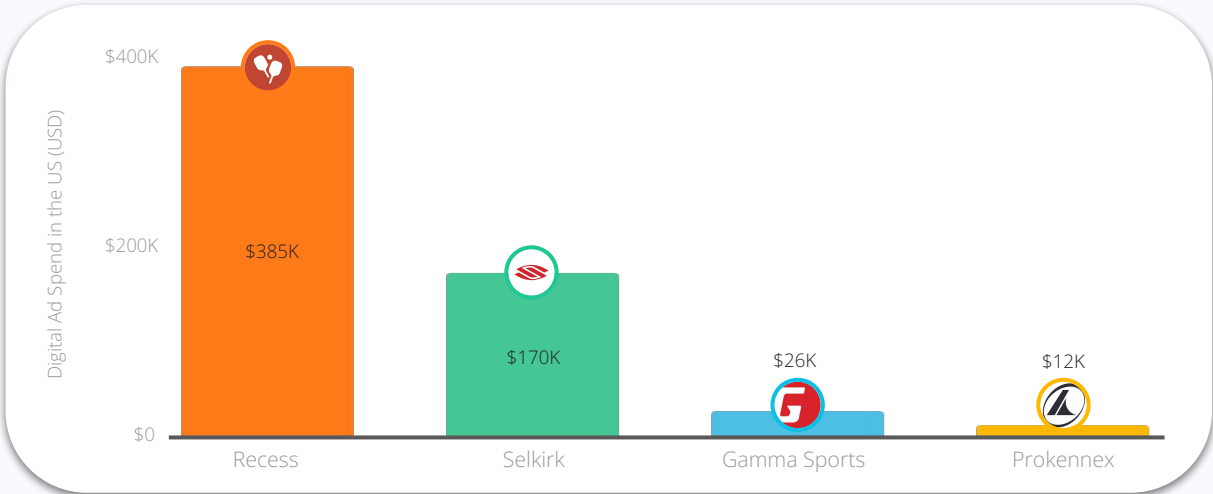


# Advertising Spend (United States)

**Recess Pickleball is the leading spender compared to the rest of the competitive set\*.**

Over the past year, **Recess Pickleball** has spent the most in the competitive set at \$385K, followed by **Selkirk** at \$170K. The remainder of the competitive set spends an average of \$19K.

Competitive Set Digital Ad Spend in the US | July 2022 - June 2023



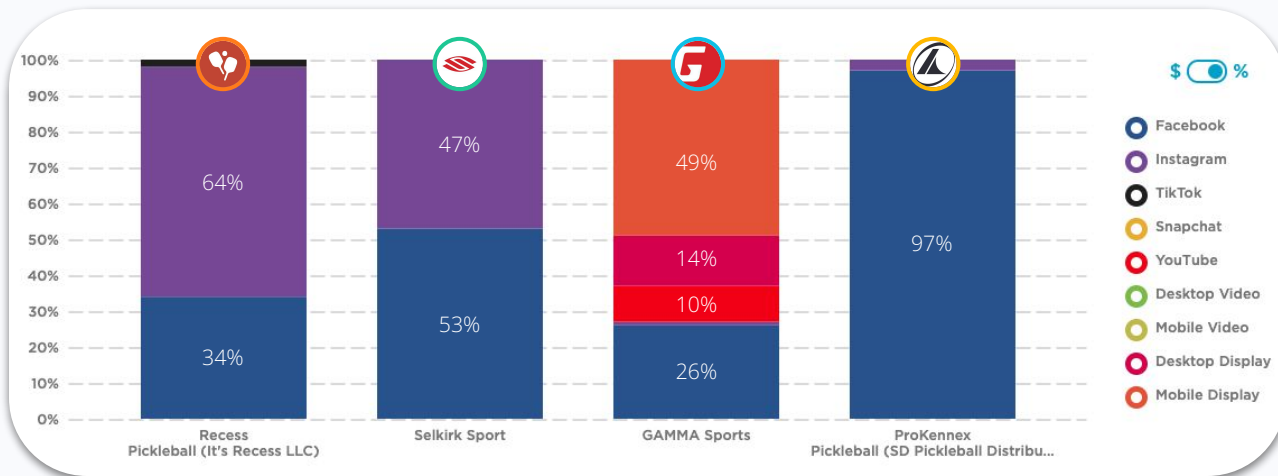
\*Advertising Spend (US) data for CRBN Pickleball is currently unavailable.

# Advertising Spend (United States)

**Focus on Facebook and Instagram while experimenting elsewhere.**

**Recess Pickleball**, **Selkirk** and **Prokennex** have all focused their digital advertising spends on Instagram and Facebook. **Recess Pickleball** is the only brand experimenting on TikTok.

**Gamma Sports** has the most diversified strategy focusing on Facebook, Mobile & Desktop Display and YouTube ads.



\*Advertising Spend (US) data for CRBN Pickleball is currently unavailable.



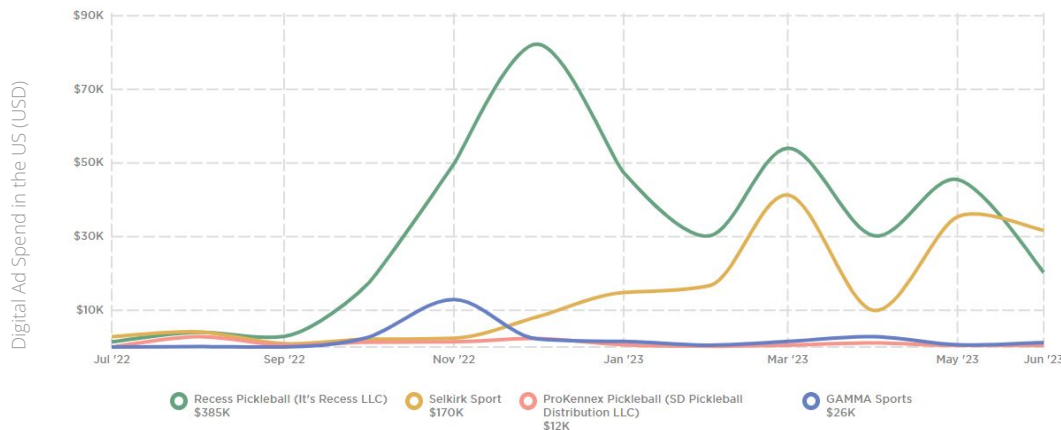
**Demographic data** shows that this competitive set is missing out on 18-24 year old audience members, this could be due to a lack of visibility on younger platforms like TikTok and Snapchat.

# Seasonal Trends (United States)

**No one is leveraging the end of the Summer period from July to August. December, March and May are spend increase periods for brands.**

**Recess Pickleball** saw a major spike in ad spend in December 2022, their top spend in this period focused on this [Facebook ad](#) incentivizing viewers to get into playing Pickleball. **Selkirk** has been gradually increasing their advertising spend since November 2022, with spikes in March and May 2023.

Competitive Set Digital Ad Spend in the US | July 2022 - June 2023



\*Seasonal Trend (US) data for CRBN Pickleball is currently unavailable.



**Continue to incentivize year-round playing by upping ad spend at the end of summer periods.**

# Advertising Creative



**Recess Pickleball**  
Feb 16 · 🌐

Save puppy lives. Play pickleball.

A portion of proceeds from each limited-edition... See more

About this website

**RECESS**

Save puppy lives.  
Play pickleball.

recesspickleball.com  
Grab a Rover! Let's play!

Shop now

1.2K 257 comments 258 shares

Spend **\$20K** | Impressions **2.7M** | CPM **\$7.3**

## Give people a reason to play pickleball.

**Recess Pickleball** ran a Facebook ad with the message of supporting a dog charity with the purchase of a pickleball paddle.

The main message masks the purchase of a Recess paddle with the intention of trying to convince viewers to start playing the game.



**Mix a social cause with messaging to reach people with similar values.**



Proudly designed in Austin, TX

**Shop Now**

**RECESS PICKLEBALL**

Spend **\$17.6K** | Impressions **2.4M** | CPM **\$7.5**

## Get editorial.

**Recess Pickleball** runs more editorial-type ads that feature posted models holding their product on a court.

The images are clean with complementary colours.

The description boasts how the paddles are designed in Austin.

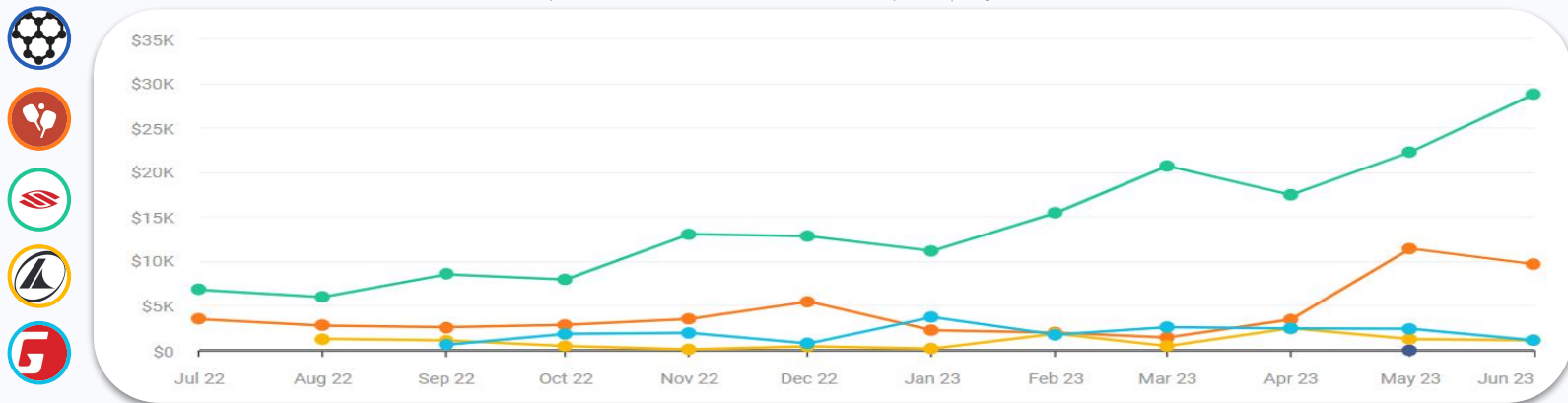
# Paid Search Spend (Global)

**There's an opportunity to compete on Paid Search, Selkirk is the only competitor spending significantly.**

**Selkirk** is spending the most on paid search, with a total spend of \$171K in the past years. Paid Search follows a similar seasonal pattern as the [other digital advertising platforms](#), with spikes in spend around December, March and May.

**Recess Pickleball** is spending \$51K. **Gamma Sports** and **Prokennex** spend \$19K and \$11K respectively, while **CRBN Pickleball** does not invest in this platform.

Competitive Set Worldwide Paid Search Spend | July 2022 - June 2023



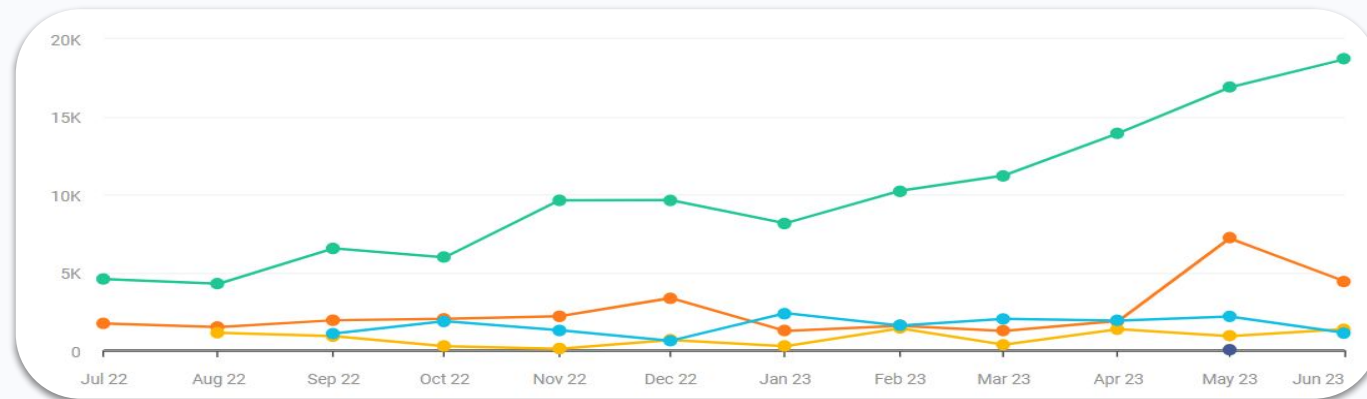
# Paid Search Traffic

**Selkirk's search strategy translated into 120K in Paid Search traffic, maintaining them as a leader in this department.**

While it seems like **Recess Pickleball** has a stronger strategy than **Gamma Sports**, they spent 165% more than **Gamma Sports** but only generated 88% more traffic.

**Recess Pickleball** generated 30K in Paid Search traffic, roughly \$1.7 CPC, while **Gamma Sports** generated 16K in Paid Search traffic, roughly \$1.2 CPC.

Competitive Set Worldwide Paid Search Traffic | July 2022 - June 2023



# Paid Search Creatives: Selkirk

## Selkirk's paid search strategy leads with a patriotic, family-run narrative.

Top paid search ads for **Selkirk** in June 2023 use the following tactics:

- ✓ Highlight **USA manufacturing** as a top benefit
- ✓ Emphasize being a **family-owned company** focused on customer service
- ✓ Advertise a pickleball **"one-stop-shop"**, easing the process for newcomers

Top performing search ads for June feature a **fully-branded keyword strategy**.

**Landing pages** for these ads either directed to a paddle collection landing page or the homepage.

### Keywords

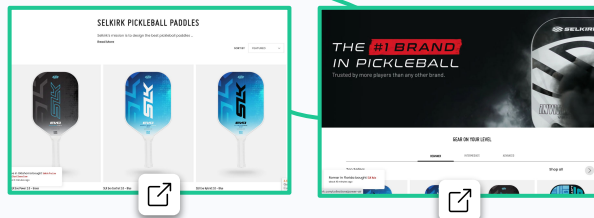
selkirk paddles

selkirk pickleball paddle

selkirk paddle

selkirk labs

### Landing Pages



\*Campaign pulled from Selkirk's top spending month, June 2023.

## Top Performing Ads

Ad • Selkirk Sporthttps://www.selkirk.com › pickleball › paddles  
[Selkirk Pickleball Paddles – Proudly Made In The USA](#)  
Selkirk Sport Is Family-Owned And We Take Pride In Our Quality Customer Service. Shop Now! Selkirk's Pickleball Paddles Are The Best In The Industry...

Traffic Share **14%**

Ad • Selkirk Pickleball Paddles - Your Pickleball One-Stop-Shop  
[Selkirk Pickleball Paddles – Your Pickleball One-Stop-Shop](#)  
Selkirk Sport Is Family-Owned And We Take Pride In Our Quality Customer Service. Shop Now! Selkirk's Pickleball Paddles Are The Best In The Industry...

Traffic Share **12%**

Ad • Selkirk Pickleball Paddles - Proudly Made In The USA  
[Selkirk Pickleball Paddles – Proudly Made In The USA](#)  
Selkirk Provides Only The Highest-Quality Pickleball Paddles To Improve Your Game! Selkirk's Pickleball Paddles Are The Best In The Industry. Browse Our...

Traffic Share **10%**

# Paid Search Creatives: Selkirk

## Focus on higher price-point paddles for product search ads.







- ✓ **Selkirk's** top product search ads **focus on their \$200-250 paddle offerings** over their \$100-150 offerings.
- ✓ **Go heavy on the keyword strategy** for product ads, the top three ads see about 100-300 ranking keywords.
- ✓ **Target searchers with informational and educational intent.** These ads rank for people doing broad searches for "best paddles".

A ton of athletes from other disciplines are taking up pickleball— use keywords to these target niches.

### Keywords

pickleball paddles	best pickleball paddles 2022	pickleball rackets amazon
pickleball rackets	just paddles	best pb paddle for tennis player
best pickleball paddles	top rated pb paddle	selkirk paddle
selkirk pickleball paddles	best pickleball paddle for spin	selkirk labs

### Top Ranking Ads

	<b>\$250.00</b> Selkirk Vanguard Power Air Invikta Pickleb... Selkirk Sport	
Keywords <b>299</b>		
	<b>\$200.00</b> Selkirk Vanguard 2.0 S2 Midweight Pickle... Selkirk Sport	
Keywords <b>109</b>		
	<b>\$250.00</b> Selkirk Vanguard Power Air Invikta Pickleb... Selkirk Sport	
Keywords <b>100</b>		

July 2022 - June 2023



# Paid Search Creatives: Gamma Sports

## Gamma Sports is targeting advanced pickleball players with Paid Search.

- ✓ **Interchange between “pro” and “advanced” pickleball players.** It leaves room for players to connect with different words they use to describe themselves.
- ✓ **Use the description to broaden your audience base,** while targeting pros in the title, they use the description to highlight their brand is for “For first time players and professional players alike”.
- ✓ Some ads offer an open-ended **“Get a pickleball gift”** and some offer **“Free shipping over \$90”**.

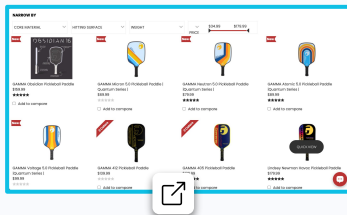
### Keywords

gamma pickleball paddles



Gamma Sports **only targets one branded keyword** on these top ads.

### Landing Page



Focus on generating traffic to **one main product display page.**

## Top Performing Ads

Ad • <https://www.gammasports.com/>

**GAMMA Sports Pickleball – Advanced Pickleball Paddles**

For first time players and professional players alike, GAMMA has the paddle for you. Find everything you need to get out and play, from paddles to grips and more. Get a Pickleball Gift. Unleash Your Champion. Paddles for All...

Traffic Share **14%**

Ad • <https://www.gammasports.com/>

**GAMMA Sports Pickleball – Pro Pickleball Paddles**

For first time players and professional players alike, GAMMA has the paddle for you. Find everything you need to get out and play, from paddles to grips and more.

Traffic Share **12%**

Ad • <https://www.gammasports.com/>

**Pro Pickleball Paddles – GAMMA Sports Pickleball**

For first time players and professional players alike, GAMMA has the paddle for you. Find everything you need to get out and play, from paddles to grips and more. Best-Selling Paddles. Free Shipping Over \$90. Unleash Your...

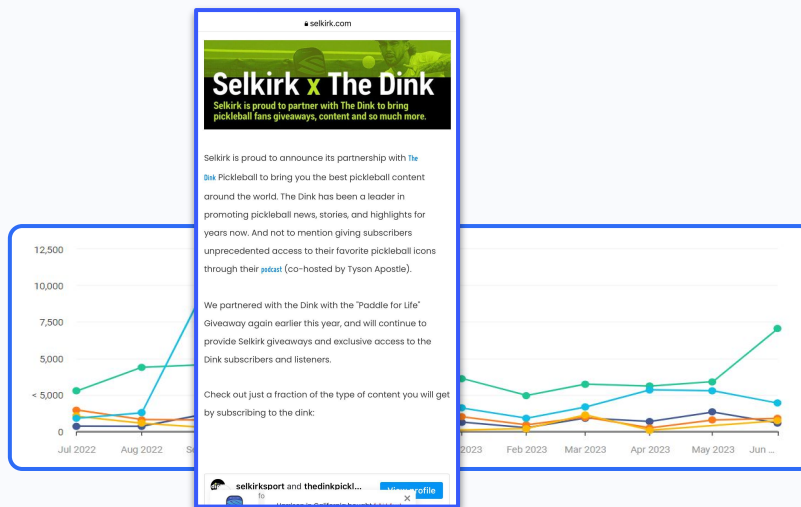
Traffic Share **10%**

\*Campaign pulled from Gamma Sport's top spending month, February 2023.

# Referrals

Analyze competitor referral traffic to identify the key drivers behind their visits and uncover potential opportunities.

Identify the press and media entities that have the most influence over your target audience, and pinpoint the optimal websites for affiliate marketing partnerships and display ad placements.



# Referrals

**Selkirk is leading the referral traffic segment, with 48K website visits.**

**Gamma Sport** followed with 26K referral website visits and experienced a major referral traffic spike in September 2022 which may be due to the inclusion of Gamma Sports in this [pickleball paddle review](#).

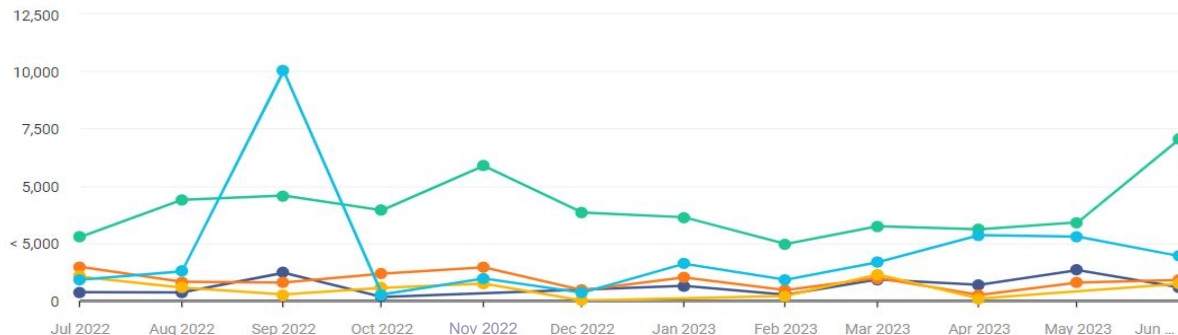
Top referring websites include: [forbes.com](#) (12%), [pickleballeffect.com](#) (11%) and [pickleballtournaments.com](#) (8%).



**Partner with Pickleball publications and media companies that build list content around gifts to buy or activities to do.**

**Incentivizing the public to play pickleball is just as much part of the marketing effort as promoting the brand.**

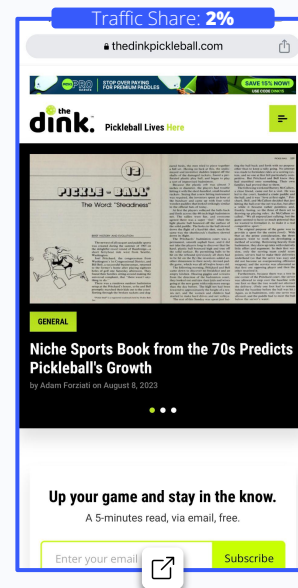
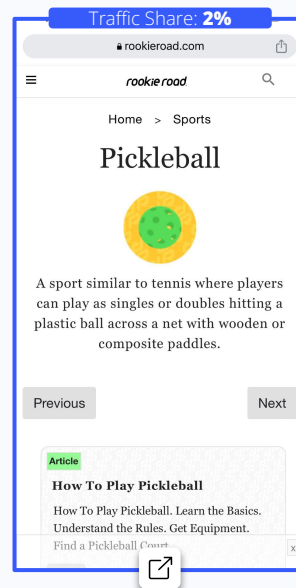
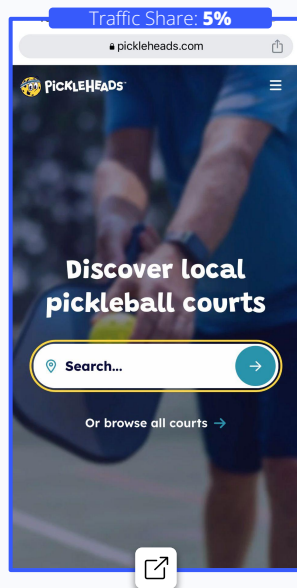
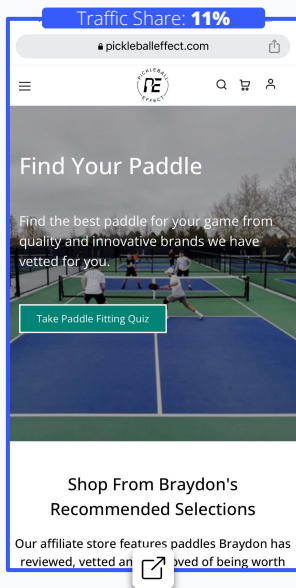
Referral Website Traffic | July 2022 to June 2023



# Referrals

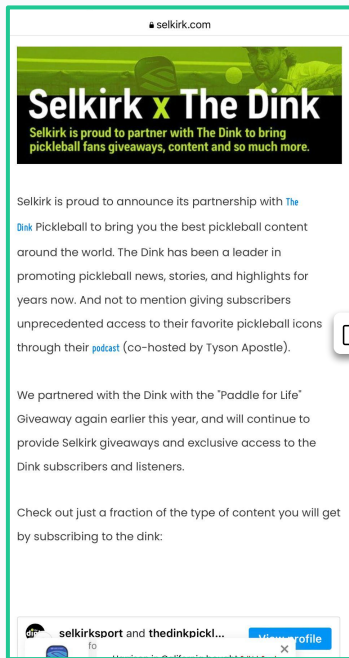
## Leverage the multitude of pickleball content sites.

As interest in pickleball is rising, there are a plethora of existing content and pickleball information pages online. From [review sites](#) to [newsletters](#), there are many backlinks and referral opportunities.



# Referrals

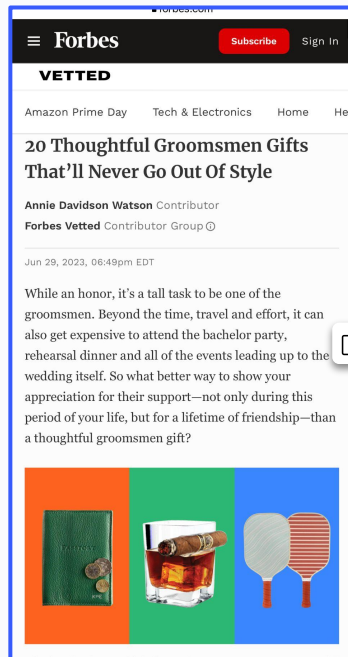
**Partnerships:** In a solidified partnership with [The Dink](#), **Selkirk** offers an expansive referral program hosting giveaways, podcasts and other content with the brand.



**Leverage trusted pickleball outlets and create solid partnerships with them.**

**In July 2022, the brands hosted a [giveaway](#) where three winners would secure Selkirk paddles "for life".**

**Visibility:** Forbes is a major supporter of Pickleball with over 30 posts made on the sport in 2023 alone. From event coverage to lists, find partners willing to share your product with a new perspective.



**Expand beyond traditional sports media outlets and review sites for product coverage.**

**This Forbes article positions pickleball paddles as a "thoughtful groomsmen gift that'll never go out of style".**

# Organic Search

**As we dissect organic search data, we keep an eye on spikes in competitor traffic and keyword trends.**

When a brand outperforms others in organic search, we delve into its best-performing web pages to understand what captivates the audience. By identifying the most impactful keywords, we can decode prevailing content themes and formats, leading us to web content opportunities that truly resonate with the audience.



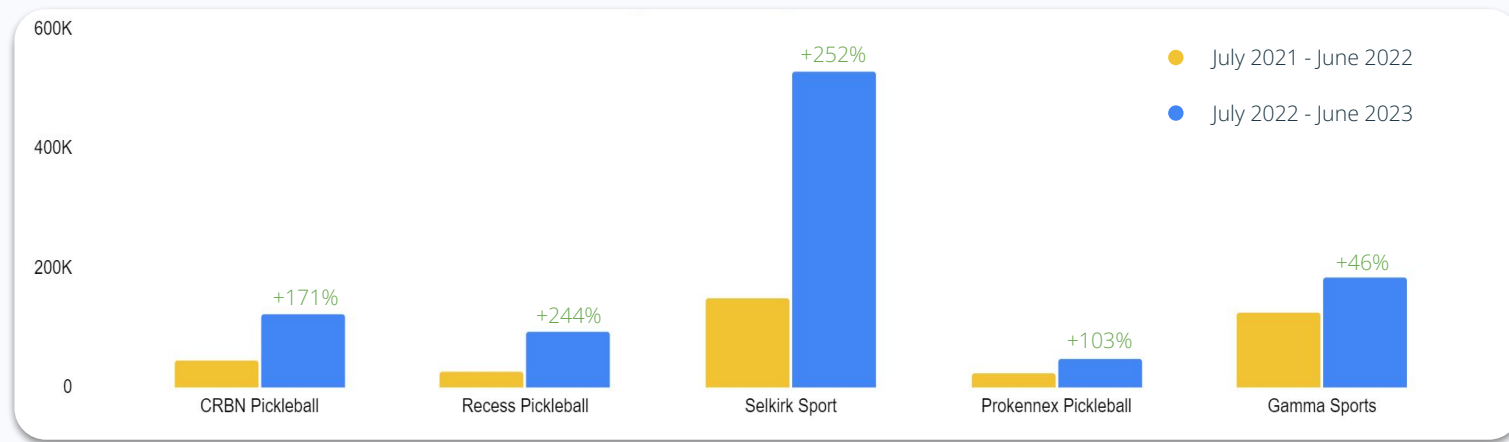
# Organic Traffic

## Selkirk is leading the pack in Organic Search traffic growth YoY.

**Selkirk** saw the most organic search traffic growth, increasing from 150K visits (July 2021-June 2022) to 528K visits (July 2022-June 2023) — a 252% YoY growth. **Recess Pickleball** saw the second-highest growth at 244% YoY.

**All brands saw an average of 164% YoY organic traffic growth.**

Organic Search Worldwide Website Traffic | July 2021 - June 2023



# Organic Traffic Growth

**Maximize brand awareness by being *the* point of contact in the pickleball world.**

**Selkirk** predominantly ranks for branded keywords like “selkirk paddles” but they also have a strong non-branded keyword strategy that is helping position them as the overall pickleball provider. Here are some organic **non-branded** keywords they’re ranking for:

selkirk tv

best pickleball paddle

pickleball grip size

matt stodola

pickleball illegal serve

Selkirk's Overall Search Traffic

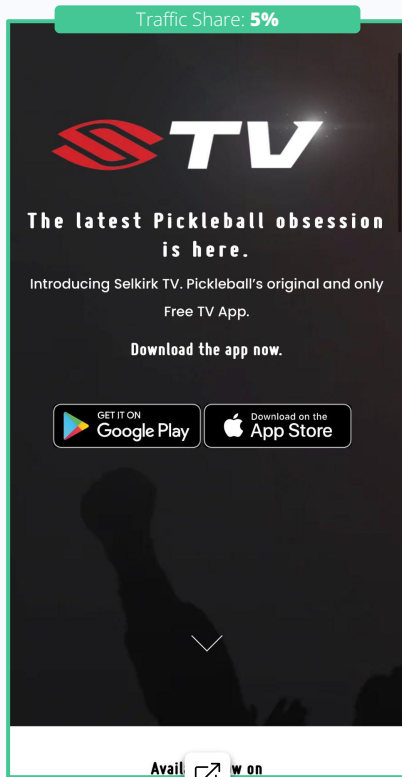


**Make sure each sponsored athlete has a respective organic page on your site so you rank when people search for them.**



# Organic Page Traffic


Traffic Share: **5%**



Available on

Traffic Share: **3%**

### The Best Pickleball Paddles for Beginners



With Pickleball's meteoric rise in popularity, *new* players are looking to [learn about the sport](#), and purchase a paddle. And we are here to help!

#### How Do I Choose a Beginner Pickleball Paddle?

Beginner players should start with a paddle with a large sweet spot, a paddle that has a thick core (easy to control), and an affordable paddle with a great warranty and/or hassle free return policy.

	The SLK Latitude SLK was	

## Think about content production's role in your branding.

Some of **Selkirk's** top organic pages are ranking because of content provided away from a product focus.

They've created **a TV app** that can be added to devices or smart TVs (Apple TV, Roku...) where fans can engage in the pickleball league and other video content.

They also post regular **blog posts** about pickleball [guides](#), [rules](#) and [gear sizing](#).

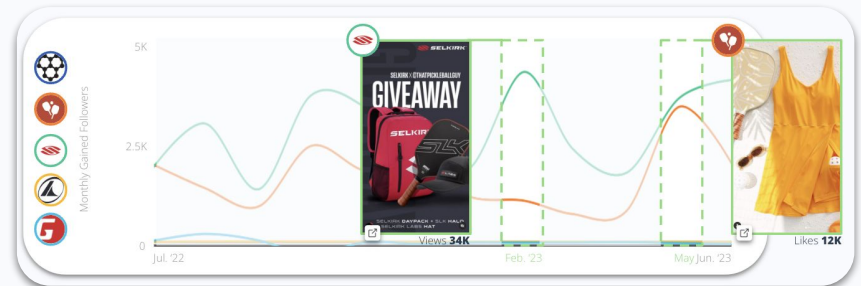


**So much of pickleball marketing is also creating an inclusive space that lowers barriers to entry for new players. Maximize on that while supporting more seasoned picklerballers.**

# Social Media

**Analyzing competitors' social metrics reveals untapped platforms with high audience engagement and minimal competition.**

It helps identify the platforms that drive web traffic and indicates where to focus your social strategy for maximum reach, engagement, and follower growth. By benchmarking competitors' social media efforts and performance across platforms, you can identify top-performing areas and gain insights to enhance your own social strategy.

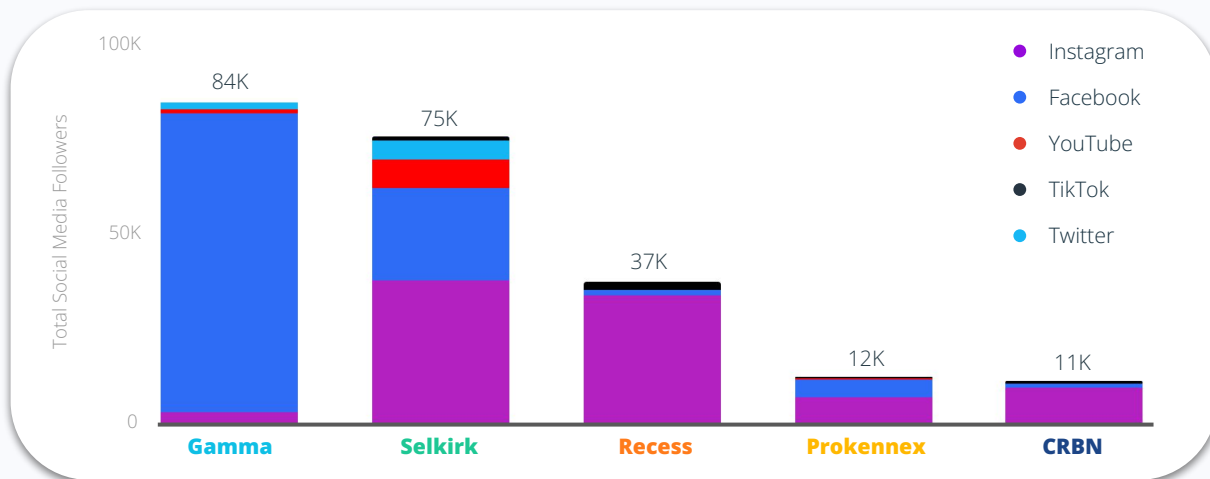


# Followers

## Gamma Sports is leading in total followers across social media.

**Gamma Sports** is the dominant player in the competitive set with a social media following of 84K, followed by **Selkirk** at 75K. The remaining brands have an average of 20K followers each.

Instagram has generated the most followers for the competitive set at 84K, followed by Facebook at 73K. Only **Gamma Sports** and **Selkirk** are activating on YouTube while **Selkirk**, **Recess Pickleball** and **CRBN Pickleball** are experimenting with TikTok.



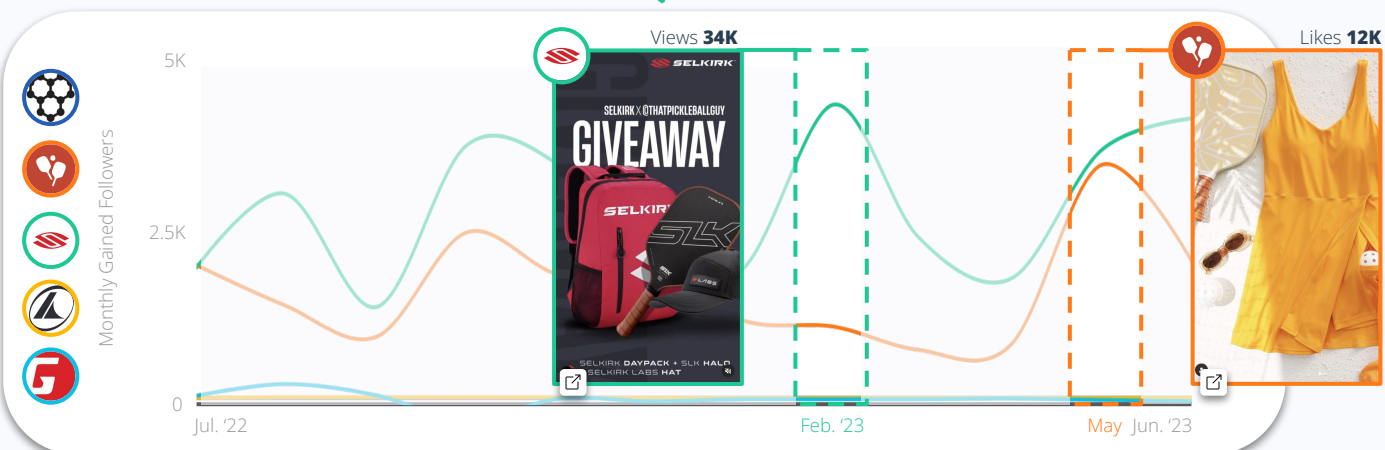
**Not many brands are winning in the YouTube or TikTok space— focus there.**

# Follower Growth

**Only two pickleball brands are really growing on socials from the competitive set.**

**Selkirk** saw the largest growth gaining 34K new followers, followed by **Recess Pickleball** at 20K new followers across social media channels.

**Selkirk** has an aggressive social media strategy, posting 116 times in February 2023, when they experienced their top growth month on Instagram with 2.8K new followers.



**Recess Pickleball** takes a partnership approach, with three collaborative posts made in their top growth period of May 2023, when they gained 3.4K new followers.

\*Historical follower growth data for CRBN Pickleball on all platforms is currently unavailable

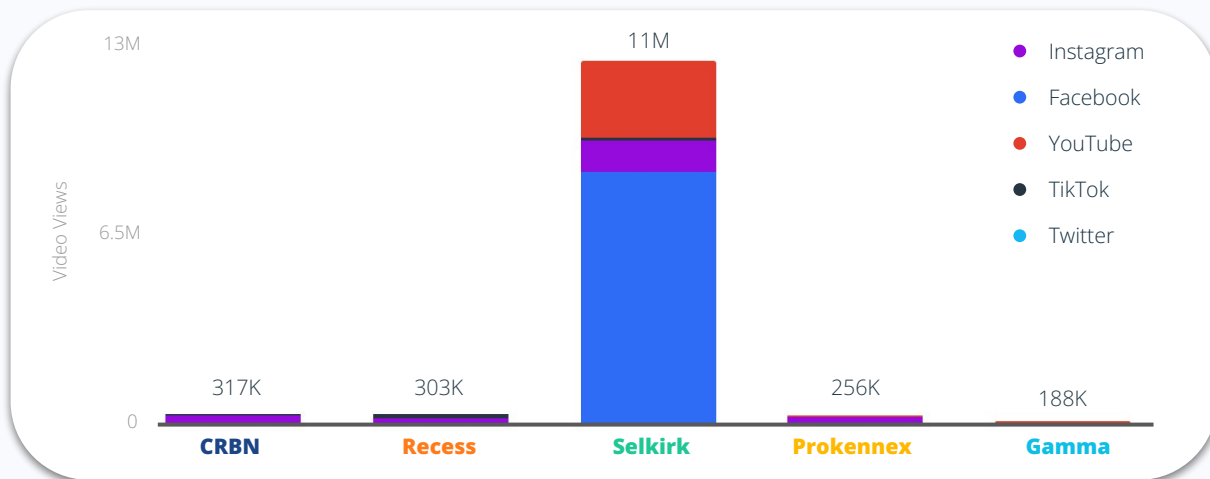
# Video Views

## Selkirk is the only competitor leveraging video content.

**Selkirk** is significantly outpacing competitors when it comes to video content, generating 11M views. The other brands generated an average of 249K views each predominantly from Instagram or YouTube.

**Selkirk** differs from competitors with a majority of video views generated on Facebook, followed by YouTube.

Competitor Social Media Video Views | July 2022 - June 2023

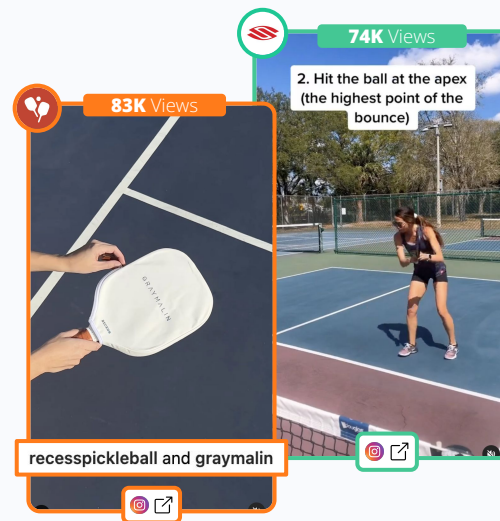


**Build competitor research to identify the top players in the TikTok game for pickleball and digest what their top-performing content is to take over the platform.**

# Content & Messaging

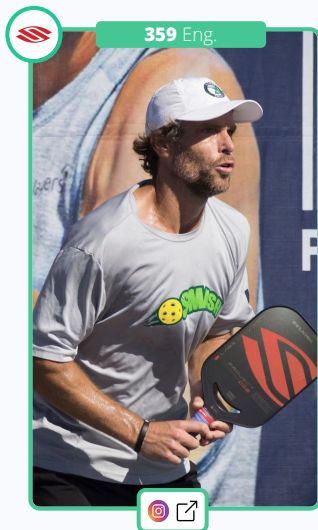
**By analyzing the competitors' content, we can discover unique opportunities, pinpoint successful production elements and techniques for replication, and identify underperforming themes to sidestep.**

This will guide an effective content strategy for the Pickleball audience.



# Content & Messaging: Selkirk

**Selkirk has a high post cadence, low-effort strategy.** In a top growth period\*, 43% of posts are collaborative, made by athletes.



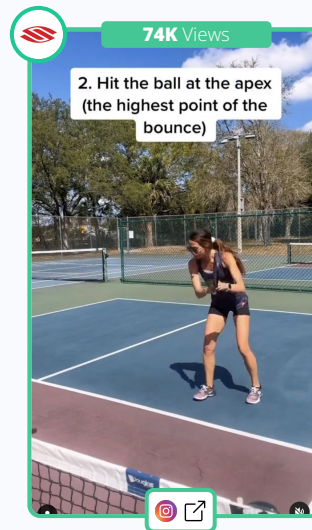
Athlete Posts (46%)  
Sharing images and celebrations of sponsored athletes.



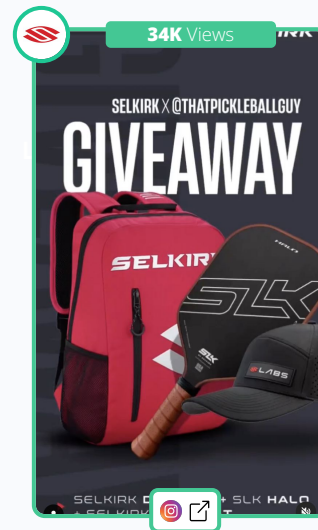
Product Posts (25%)  
Getting detailed with specific product highlights.



Misc. Posts (15%)  
A random mix of social cause and trend posts.



Tip Posts (9%)  
Athletes sharing their tips and tricks in the pickleball world.



Giveaway Posts (4%)  
Partnered giveaway posts for paddles and other products.

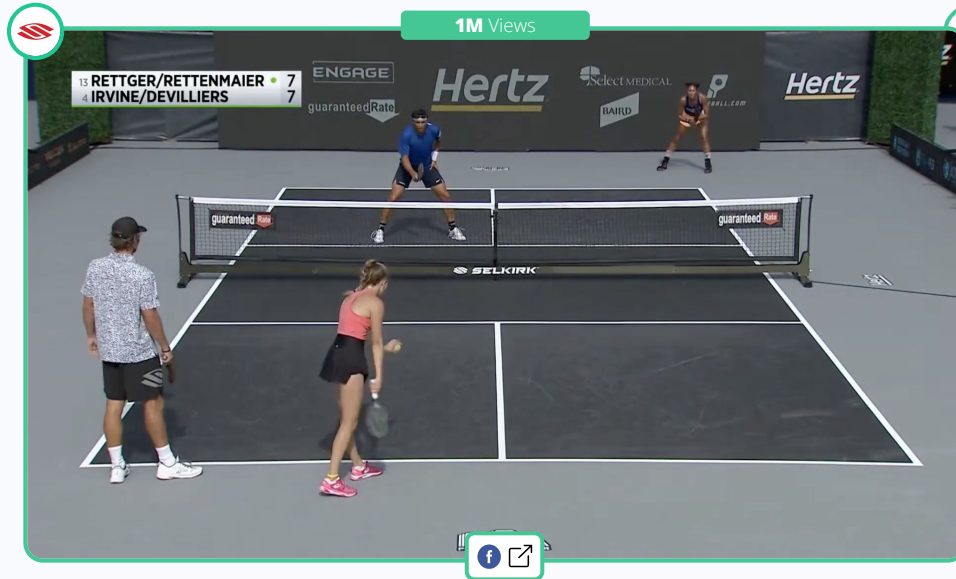
\*February 2023



# Content & Messaging: Selkirk

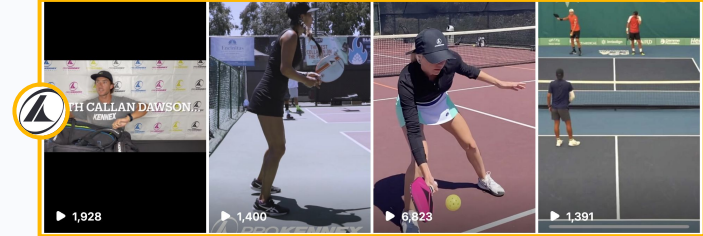
## Use Facebook as a competition highlight reel.

Especially for the top of funnel prospects looking to get into pickleball, distill the top moments from games. [This](#) is **Selkirk's** top-performing video content on Facebook.

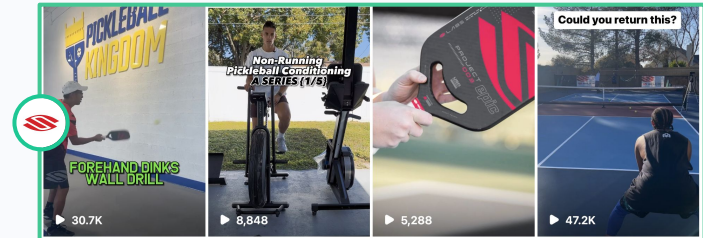


### Video Content Assessment

Brands like Gamma Sports and Prokennex also post similar video content online, why isn't it working out as well for them?

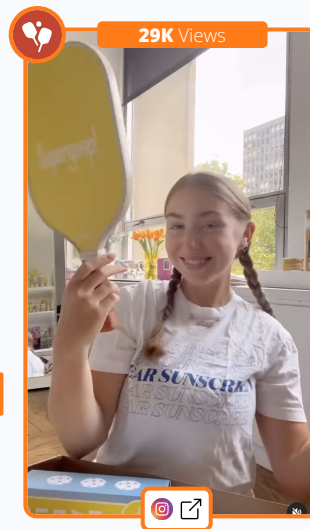


They are not optimizing for their respective video platforms. See the use of text on the screen and intentional shots as video covers.





# Collaboration Posts: Recess Pickleball



In July 2023, [Recess](#) and [Supergoop](#) launched a collaboration that is only available on [Supergoop's website](#).

Supergoop is a sunscreen & skin care company that partnered with Recess to build a pickleball starter kit with two paddles, sunscreen, three balls and a bag, retailing for \$225.

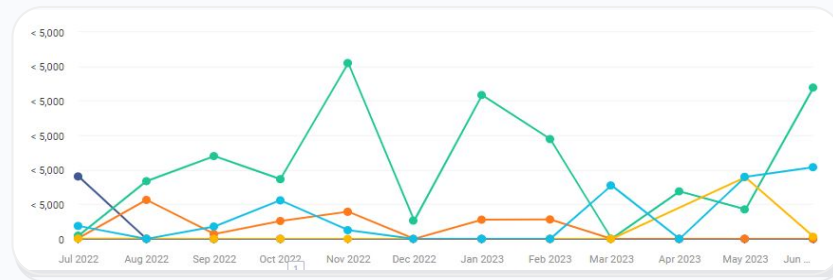
## Expand reach with like-minded brands.

**Recess Pickleball** is expanding the sport by working with brands not traditionally present in the pickleball world, like clothing brand [Aerie](#) or furniture brand [The Inside](#). Partnering with brands like these opens the conversation about pickleball to audiences that may not have traditionally considered it.

# Email Marketing

**When analyzing email marketing, we look for growth spikes in email list size, email traffic and send volumes.**

Once we detect a brand significantly outpacing competitors' growth, that's our clue to dig into all that brand's email campaigns to determine which strategies and tactics fuelled the growth. Areas we analyze include optimal send times, top-performing creatives, subject line tactics, and traffic generation.



# Email Traffic

**Selkirk is the only brand really focusing on email marketing, creating space to leverage the channel.**

**Selkirk** generated 12K website visits from email marketing from July 2022 to June 2023. All other brands are generating less than 5K in traffic from emails in a year.

At the end of October 2022, a giveaway ran in an email that may have pushed email traffic to the site in November as readers opened the email over time.

In January 2023 and June 2023, Selkirk sent out emails packed with Pickleball tips and tricks.



# Email Creative

**Practice 3rd Shot Drops Down The Line & Cross Court with This Pickleball Drill From Wes Gabrielson** 📺

**Practice 3rd Shot Drops Down The Line & Cross Court with This Pickleball Drill From Wes Gabrielson**

**Gabrielson**

Knowing WHERE to aim your shot is an important skill to master in pickleball. Use this drill from pro player Wes Gabrielson to master the 3rd Shot Drop!



Share Highlight

Share Highlight

Forward Highlight

Additional Lesson Videos

- [This Pickleball Strategy Will Exponentially Improve Your 3rd Shot Drop](#) - Winning w/ Wes Pickleball
- [Travis talks about...](#) inspired by J.W.



Read Rate: **42%**  
Send Volume: **72K**

**Practice RETURN OF SERVE to Keep The Advantage** 🔥 - Selkirk TV Weekly 📺

**Selkirk Labs' Project 005 & 006** 📺  
**#WeArePickleball**

Witness the evolution of pickleball paddle technology and get excited about how close we are to this game-changing reality! Discover how Projects 005 & 006 are about to redefine the game



Watch Now on the Selkirk Youtube Channel

**Practice RETURN OF SERVE to Keep The Advantage | Lights, Camera, Pickleball Ep. 10**

Practicing the return of serve will prevent your from



Read Rate: **21%**  
Send Volume: **125K**

**Beginner Dinking Drills in Pickleball To "Level Up" in No Time** 📺

**We Want YOUR OPINION!**

All participants will be entered to win a prize pack with three paddles and a daypack backpack! 📺



We want to know what YOU have to say! Selkirk and Selkirk TV are constantly looking to improve, and we want your opinions in order to do that!

Take the Survey and Enter to Win!



Read Rate: **25%**  
Send Volume: **104K**

**Provide tangible value in email marketing communications.**

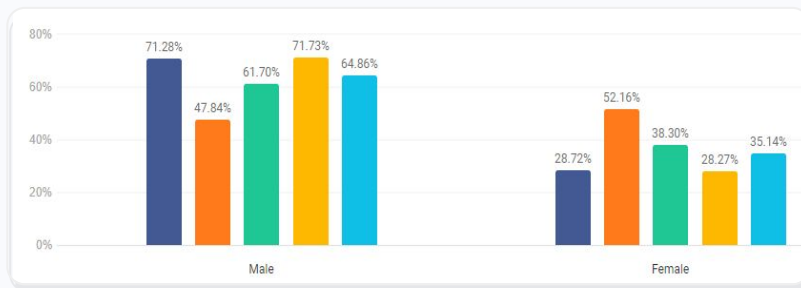
Selkirk's top-performing emails are tailored, value-based content that actually aims to help readers become better pickleball players.

- ✓ **Use subject lines to feature at least one drill** that readers will take away from the newsletter to try themselves.
- ✓ The main content should feature a **short headline, description and link** to a video to learn more.
- ✓ **Include additional learning resources** hyperlinked in bullet points.
- ✓ **Conduct customer surveys** and enter participants into giveaways in return.

# Demographics

**When looking at demographics, we analyze site visitors and social media followers.**

We analyze the demographics of all brands in the competitive set to determine the average audience demographics and identify any anomalies in the data. This helps us to identify if any brand is attracting an audience that is not being captured by others.



# Website Demo (Gender)

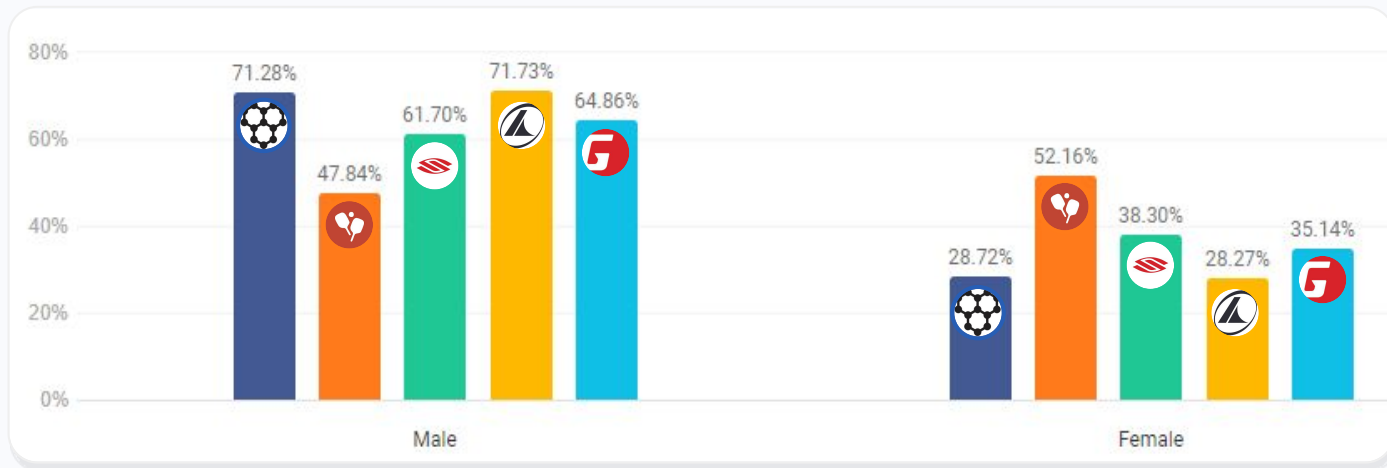
**All brands except Recess Pickleball see a majority of male audiences.**

**Recess Pickleball** is the only brand seeing slightly more females in their audience than males, at 52%. The remaining brands have an average male audience of 68% and an average female audience of 32%.



**Is there an opportunity for someone to even out the playing field and lean more towards female-focused marketing like Recess Pickleball?**

Share of Audience by Gender



# Website Demo (Age)

**18-24 year olds represent less than 10% of the audience for all brands in the competitive set.**

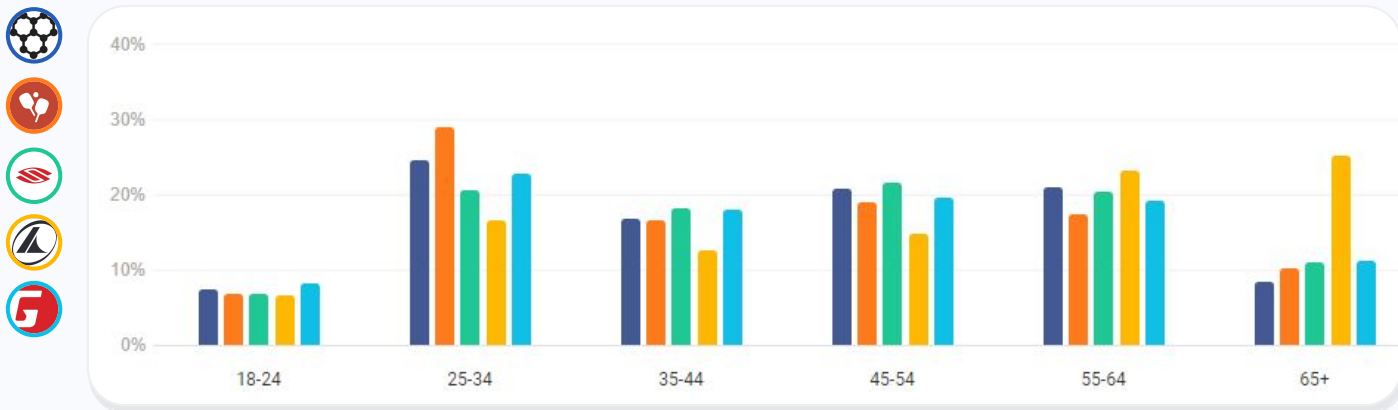
25-34 year olds are the most saturated market at an average of 23%, followed by 55-64 year olds at an average of 20% across competitors.

People 35-44 years old and 65+ see less share for competitors at 17% and 13% on average. Interestingly, **Prokennex** is heavily reaching people over the age of 65.



**No one is leveraging the youngest audience, which reportedly represents 18% of Pickleball players in the USA alone, based on [research](#) conducted by the APP ([Association of Pickleball Players](#)) as of April 2023.**

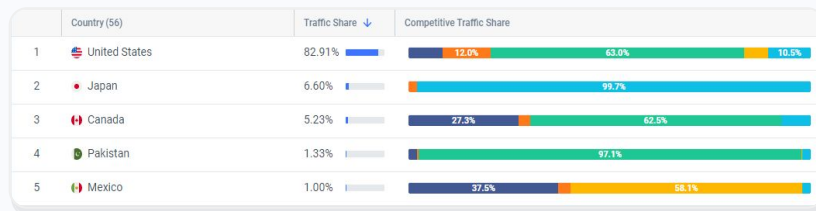
Share of Audience by Age



# Geographies

## When looking at geographics, we analyze site visitors.

We analyze which regions are generating the highest volumes of site traffic for each brand in the competitive set, and see if there is any growth in certain markets. Combining geographics with demographic data allows us to create a robust audience profile for the competitive set.





# Website Geographics

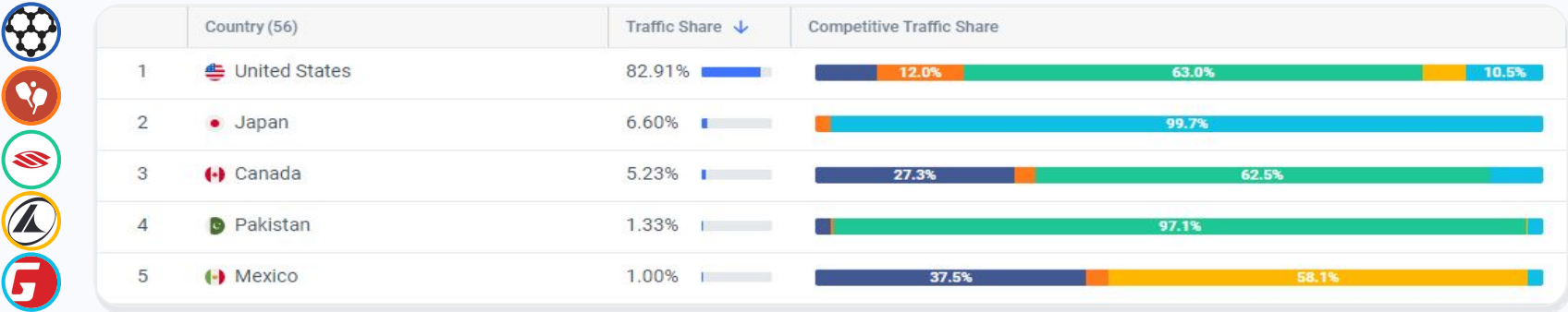
## The United States is dominating for competitors.

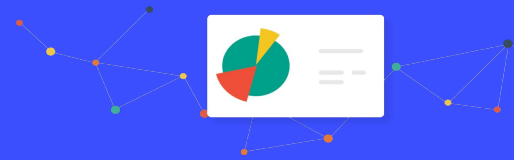
The United States represents 83% of incoming traffic for competitors, where **Selkirk** has the top presence (63%). They also have majority share in smaller regions like Canada (5%) and Pakistan (1%).

Japan follows with 7% of incoming traffic, which is completely leveraged by **Gamma Sports**.

Mexico is the fifth largest region for competitors, with **Prokennex** and **CRBN Pickleball** fighting for audience share there.

Share of Audience by Region





**Insights that fuel digital growth**

