

Blues team up with Digital Gearbox

Google Ads specialists come on board.



Wycombe Wanderers have teamed up with local digital marketing agency Digital Gearbox to help attract more local football fans to Adams Park on Chairboys matchdays.

Digital Gearbox will use their expertise, primarily in Google Ads, to target online users who have previously demonstrated an interest in the football club, as well as those who live within a local radius who have interests in sporting and/or family activities at weekends.

The partnership is the result of a collaboration between Wanderers' matchday on-field PA announcer Michael Kenny, who is a Strategic Partnerships Manager at Digital Gearbox, and the club's Head of Media Matt Cecil.

Michael Kenny said: "It's a really proud moment for me to combine my day job with my beloved football club and I really believe Digital Gearbox can help the club to reach out to more local people and encourage them to buy tickets to check out what Wycombe Wanderers are all about."

Digital Gearbox's Managing Director, Becky Hopkin is also excited about the new partnership: "We're a single-focus digital marketing agency which specialises in pay-per-click marketing, with a really dedicated team who work with a wide range of clients from our base in Bicester in Oxfordshire. Myself and the team at Digital Gearbox are thrilled to welcome Wycombe Wanderers on board as a new client and we're excited to get started."

Matt Cecil said: "Michael sits with us in the press box on matchdays and we've had countless discussions about what we can do to encourage more people to come to games. He has huge passion for the club and expertise in what he does, and we're really happy to have come to an arrangement which we feel is cost-effective and will allow us to track the success of the project by the number of ticket sales that it generates.

"The club is showing itself to be progressive in many ways on and off the pitch, and while we have relied strongly on the power of our own organic and free social media content to reach out to supporters, this development is another step in the right direction, and we thank Digital Gearbox for coming on board."

Visit digitalgearbox.co.uk to learn more about what they could do for you and your business.

Digital Gearbox will be our match sponsors for Saturday's game against Rochdale at Adams Park; book your place below!