

THE
Gist

**How a Female-Founded Sports Media
Brand Acquired 213K Newsletter
Subscribers in 4 Years**

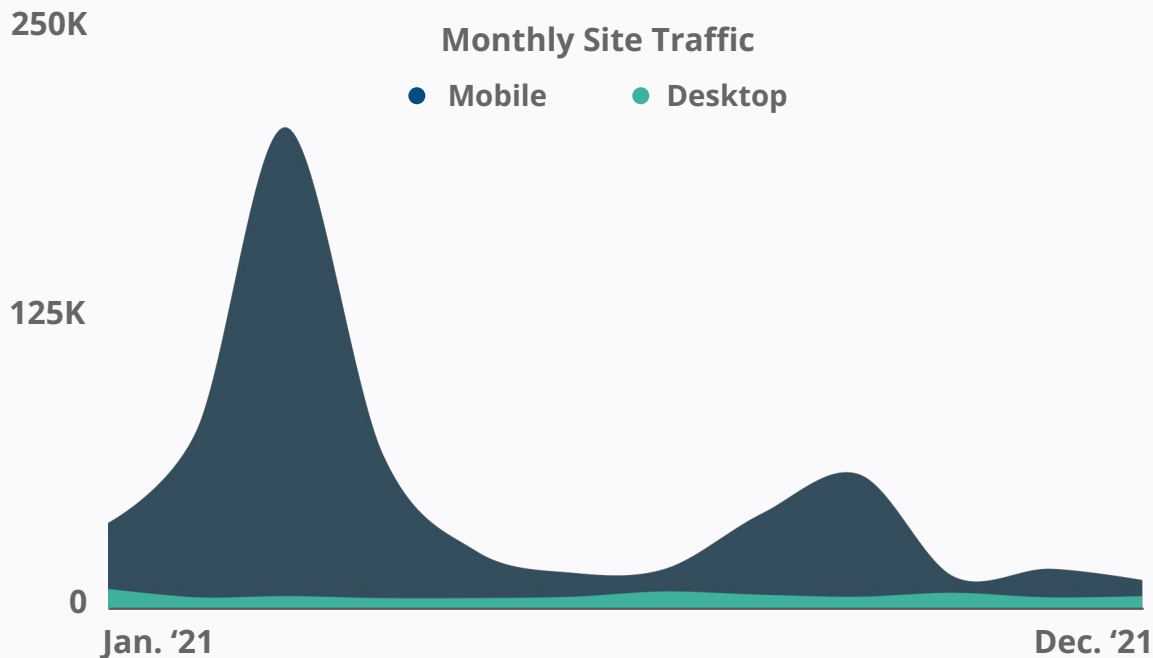
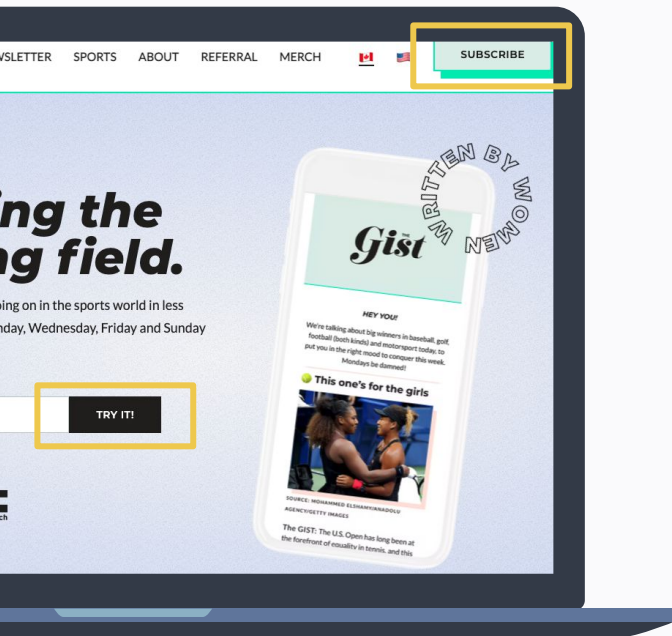
Sports



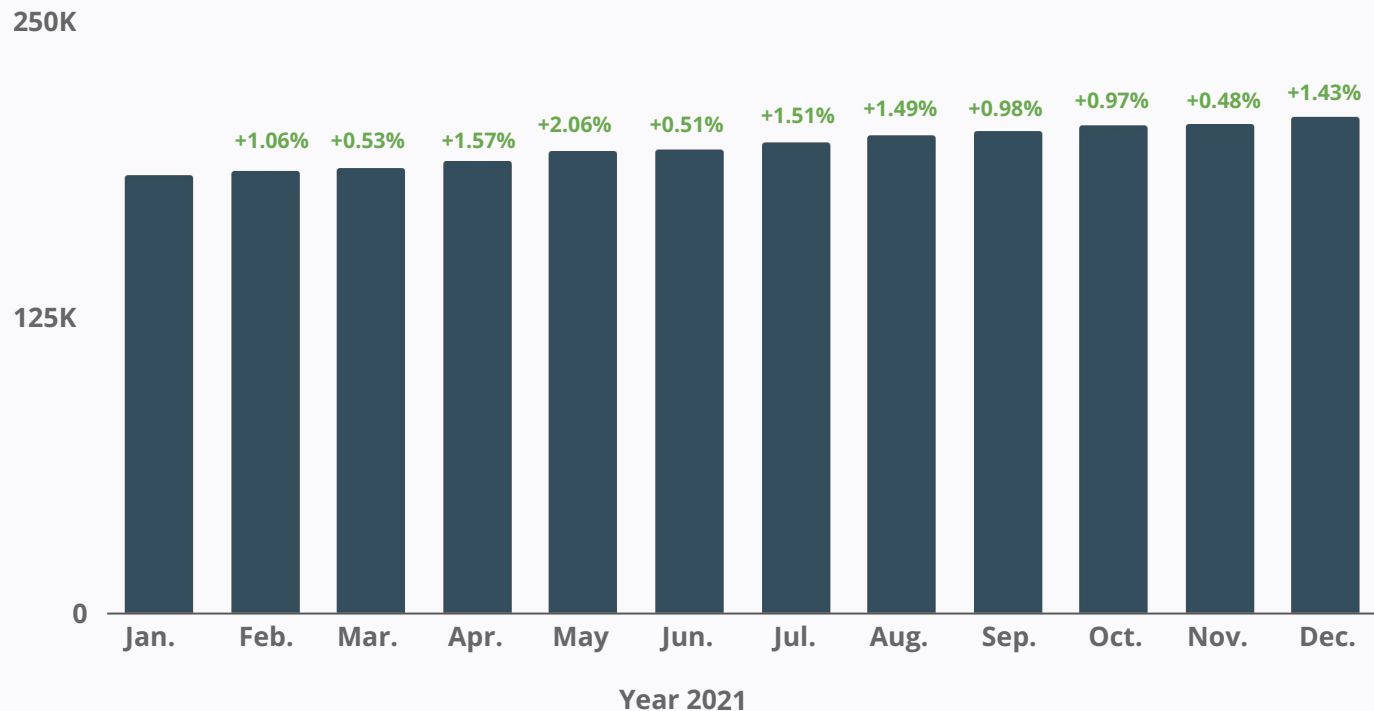
The [GIST](#) is a female-founded sports media brand launched in 2018 by three college friends. The GIST aims to produce sports content catered to women to change the male-dominated sports industry, where less than 4% of coverage is on female athletes.

On average, thegistsports.com generates 52K site visits per month. 77% of total site traffic is driven by mobile devices.

The main CTA on the homepage is to acquire newsletter subscribers with "Try It!" and "Subscribe" buttons.



As of December 2021, The GIST has 213K subscribers for their email newsletter, with an average growth rate of 1.2% MoM (+2.2K).



4 Ways The GIST Increases User Acquisition:

To acquire newsletter subscribers via their website, The GIST invests significantly in Facebook advertising.

01

FB & IG Advertising



To increase brand awareness and user acquisition, the brand regularly advertises on Facebook and Instagram

02

Paid Search Advertising



The GIST started advertising on paid search in December 2021, with a budget of \$14K.

03

Brand Partnerships



The GIST partners with brands such as Wilson to create branded merchandise for their followers.

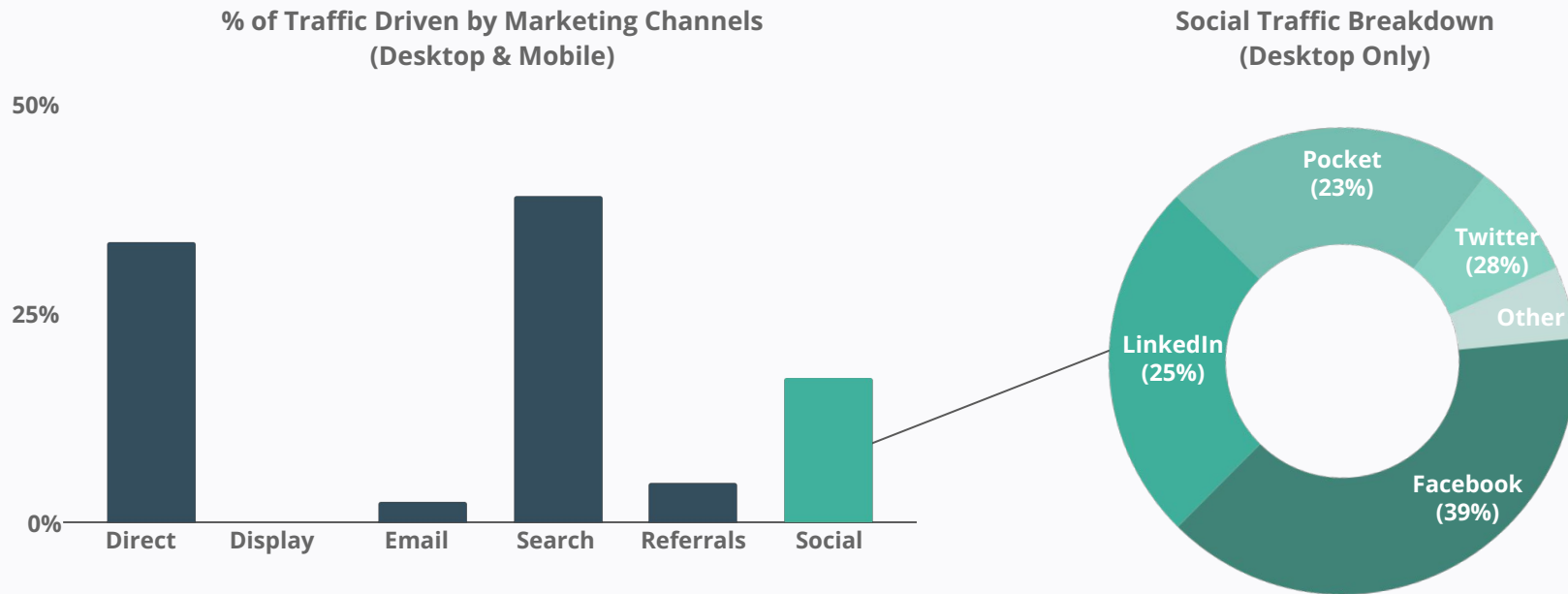
04

Content Marketing

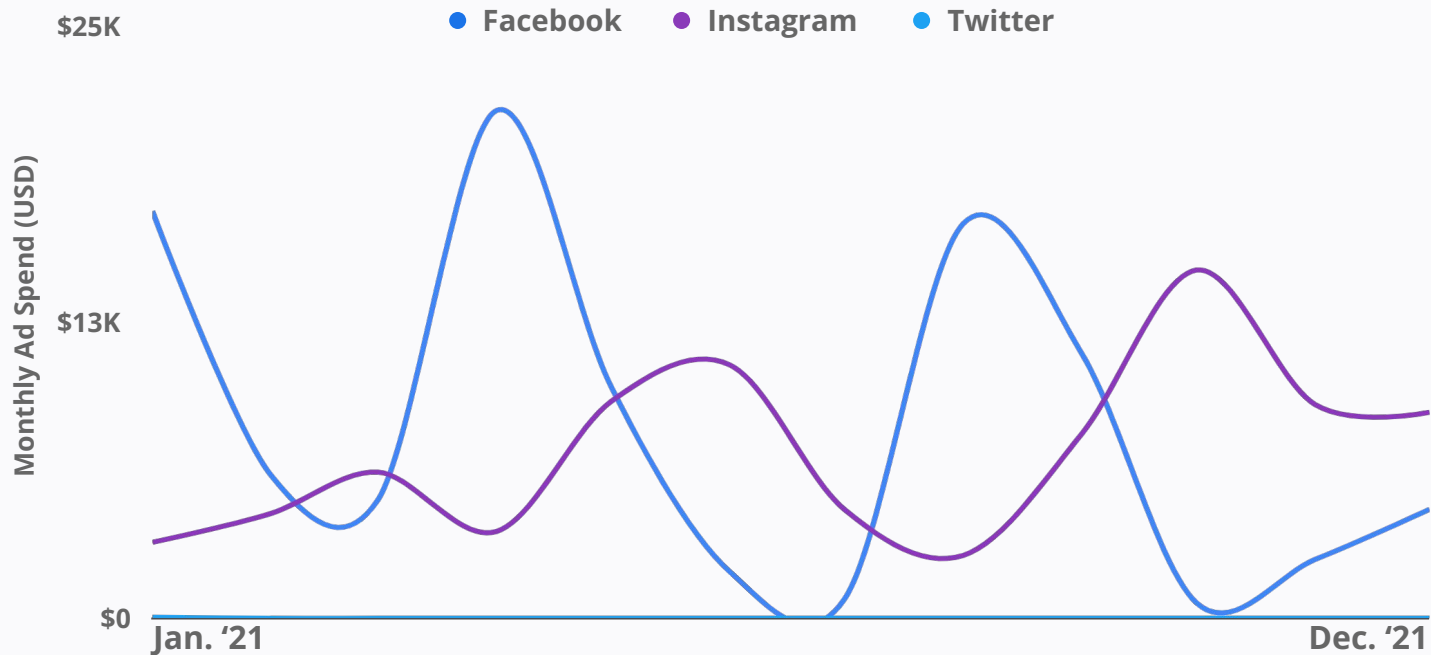


The GIST not only sends out a newsletter four times a week, they also share articles on their organic Instagram page and has a podcast titled "The GIST of It".

Outside of Direct and Search, Social Media is driving the most traffic to thegistsports.com. On average, 18% of traffic to the site is driven by Social Media with **Facebook** being the top traffic driver on desktop, generating 39% of total social media traffic.



The high volume of desktop traffic driven by Facebook may be attributed to the brand's significant investment in Facebook and Instagram ads. In 2021, The GIST spent \$101K in total on Facebook ads and \$87K on Instagram.



Spend is a directional approximation and does not include retargeting, or behavioural targeting. (USD Dollars)

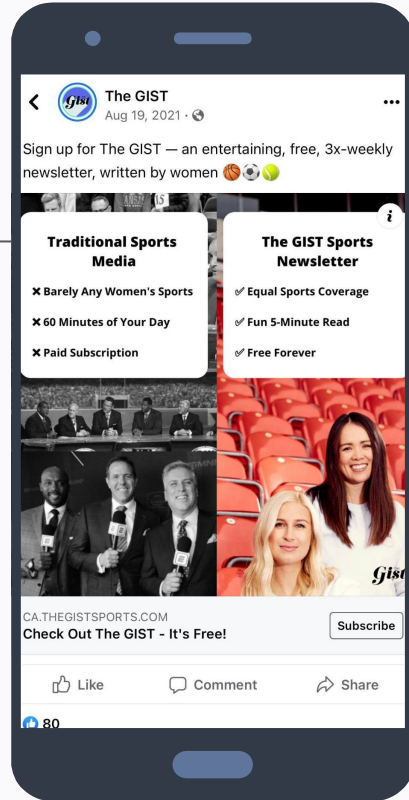
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On Facebook, the top ads compared traditional sports media to The GIST and outlined the main benefits of the newsletter such as 5-minute reads, and equal sports coverage.

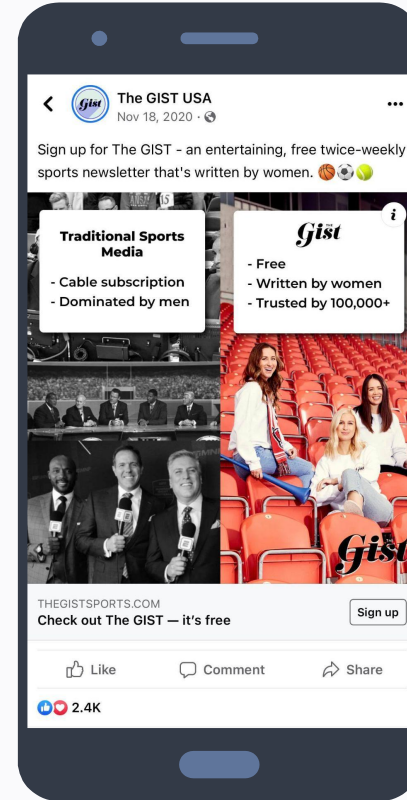
Ad Spend:
\$12.5K

Impressions:
2.4M

CPM:
\$5.18



[Click to view](#)



[Click to view](#)

Ad Spend:
\$16.7K

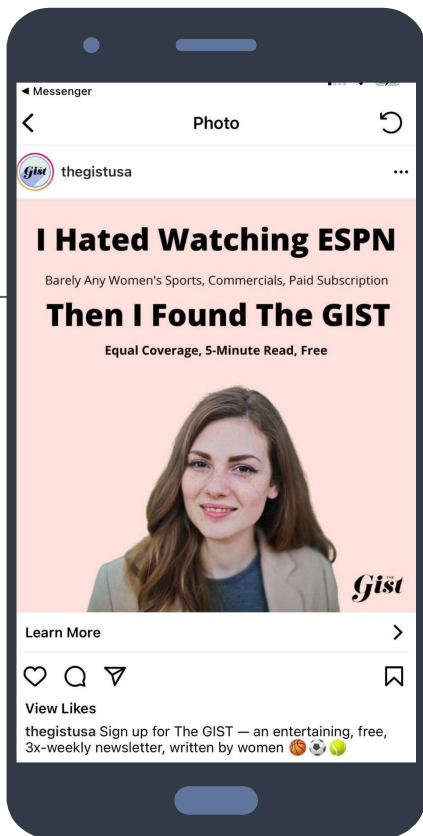
Impressions:
1.7M

CPM:
\$9.71

Ad Spend:
\$3.8K

Impressions:
427K

CPM:
\$8.89



[Click to view](#)

The top Instagram ad calls out one of their top competitors, ESPN, where the brand highlights how traditional sport media companies feature “barely any women’s sports” while The GIST has equal coverage of both genders.

4 Ways The GIST Increases User Acquisition:

The GIST recently began investing in paid search ads in December of 2021, where the brand spent \$14K in just one month.

01

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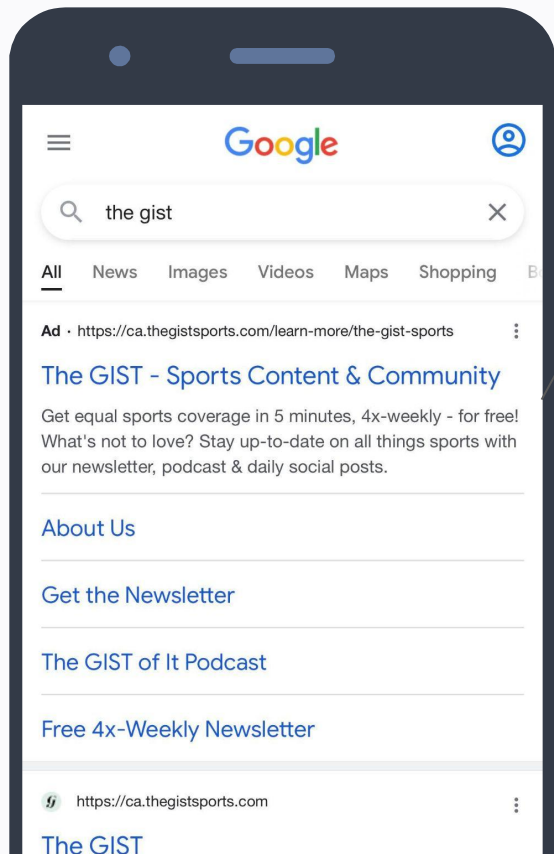
04

Content Marketing



The GIST not only sends out a newsletter four times a week, they also share articles on their organic Instagram page and has a podcast titled "The GIST of It".

Top paid search ads highlight the main three key value propositions for The GIST newsletter - **“equal sports coverage in 5 minutes, 4x weekly”**. All paid search ads directed readers to the [main subscribe page](#).



Top Paid Search Ads:

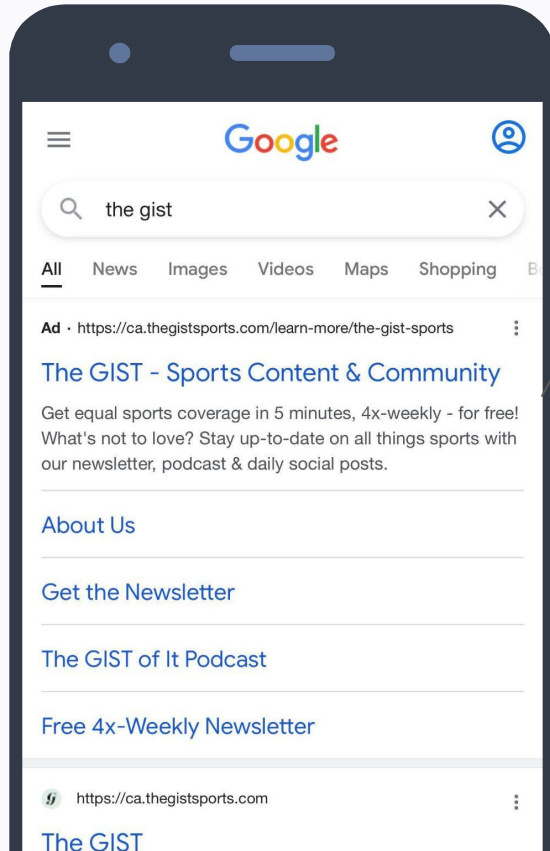
The GIST | Sports Content & CommunityAd-<https://www.thegistsports.com...>
[The GIST | Sports Content & Community](#)
Get equal sports coverage in 5 minutes, 4x-weekly - for free! What's not to love? Stay up-to-date on all things sports with our newsletter, podcast & daily social posts.

The GIST - Newsletter, Pod & More - thegistsports.comAd-<https://ca.thegist...>
[The GIST - Newsletter, Pod & More - thegistsports.com](#)
Sports coverage doesn't have to be boring. Spice up your inbox with our free newsletter. Join over 250,000 sports fans who subscribe to The GIST. There's room for you too! Free Forever.

Sports Content & Community - The GIST - thegistsports.comAd-<https://ca.t...>
[Sports Content & Community - The GIST - thegistsports.com](#)
A quick, easy and fun way to stay up-to-date on sports news. Get 'the gist' of what's happening in sports straight to your inbox. Sign Up Today. As Seen in Forbes & Goop.

Ad Position:
1

The brand also advertises their podcast through paid search ads and highlights how The GIST already has over **250,000 members** in their community to provide social proof.



Top Paid Search Ads:

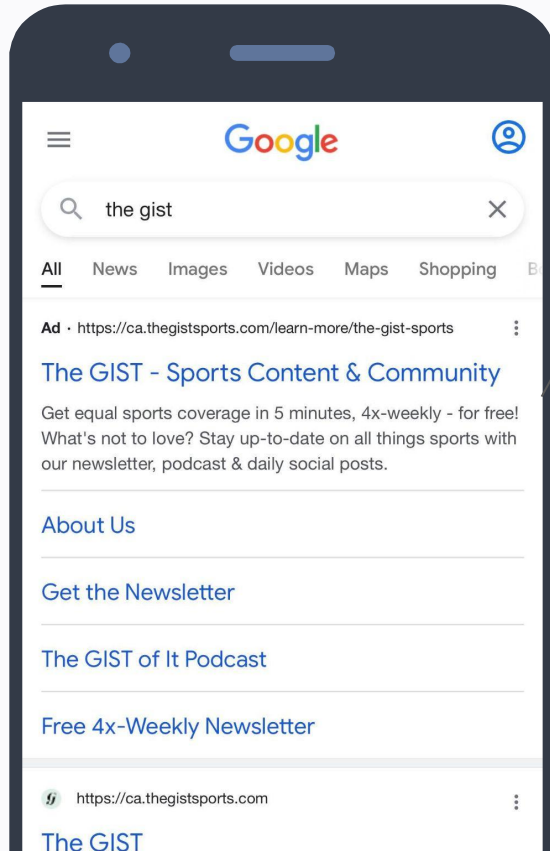
The GIST | Sports Content & CommunityAd-https://www.thegistsports.com...
[The GIST | Sports Content & Community](#)
Get equal sports coverage in 5 minutes, 4x-weekly - for free! What's not to love? Stay up-to-date on all things sports with our newsletter, podcast & daily social posts.

The GIST - Newsletter, Pod & More - thegistsports.comAd-https://ca.thegist...
[The GIST - Newsletter, Pod & More - thegistsports.com](#)
Sports coverage doesn't have to be boring. Spice up your inbox with our free newsletter. Join over 250,000 sports fans who subscribe to The GIST. There's room for you too! Free Forever.

Sports Content & Community - The GIST - thegistsports.comAd-https://ca.t...
[Sports Content & Community - The GIST - thegistsports.com](#)
A quick, easy and fun way to stay up-to-date on sports news. Get 'the gist' of what's happening in sports straight to your inbox. Sign Up Today. As Seen in Forbes & Goop.

Ad Position:
1

To further entice new users to subscribe, paid search ads highlight how The GIST has been featured on well-known media publications such as Forbes and Goop.



Top Paid Search Ads:

The GIST | Sports Content & CommunityAd-<https://www.thegistsports.com...>
[The GIST | Sports Content & Community](#)
Get equal sports coverage in 5 minutes, 4x-weekly - for free! What's not to love? Stay up-to-date on all things sports with our newsletter, podcast & daily social posts.

The GIST - Newsletter, Pod & More - thegistsports.comAd-<https://ca.thegist...>
[The GIST - Newsletter, Pod & More - thegistsports.com](#)
Sports coverage doesn't have to be boring. Spice up your inbox with our free newsletter. Join over 250,000 sports fans who subscribe to The GIST. There's room for you too! Free Forever.

Sports Content & Community - The GIST - thegistsports.comAd-<https://ca.t...>
[Sports Content & Community - The GIST - thegistsports.com](#)
A quick, easy and fun way to stay up-to-date on sports news. Get 'the gist' of what's happening in sports straight to your inbox. Sign Up Today. As Seen in Forbes & Goop.

Ad Position:
1

4 Ways The GIST Increases User Acquisition:

To incentivize readers to subscribe to The GIST, the brand regularly participates in brand partnerships to provide exclusive promotions or merchandise to their subscribers.

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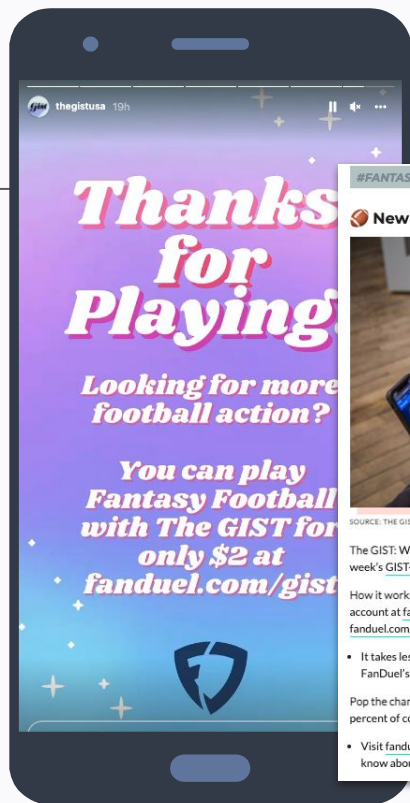
Content Marketing



The GIST not only sends out a newsletter four times a week, they also share articles on their organic Instagram page and has a podcast titled "The GIST of It".

The GIST partnered up with FanDuel (Fantasy Sports company) to host [an exclusive NFL fantasy contest](#) with over \$5,000 in cash prizes. The brand promoted this campaign on their social channels, email and the website.


On IG story the brand posted an interactive “[This or That?](#)” NFL game and links to the partnership on their [link tree](#).



The site states that 20% of competing GISTers score big each week

#FANTASYFOOTBALL

New year, same winning



SOURCE: THE GIST

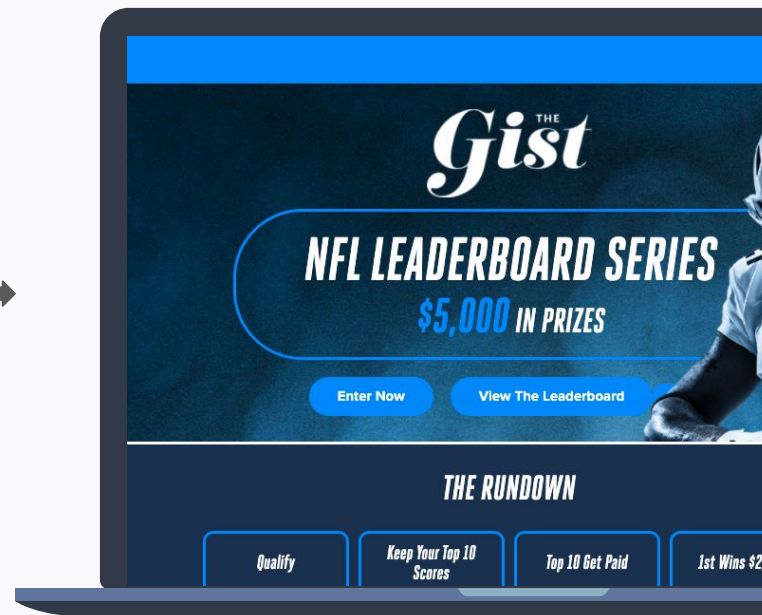
The GIST: While you wait for the ball to drop, don't drop the ball on entering this week's GIST-exclusive NFL fantasy contest, the first contest of 2022!

How it works: Unlike navigating the Suez Canal, it's easy to play. Sign up for an account at fanduel.com/gist, pay the \$2 entry fee and then return to fanduel.com/gist to assemble your team.

- It takes less than five minutes to choose your squad, and even less if you use FanDuel's "Guru Suggestions" tool. Easy peasy.

Pop the champagne: What's on the line? Oh, just over \$250 in cash prizes. Twenty percent of competing GISTers are scoring big each week, and you could be next.

- Visit fanduel.com/gist to pick your team before Sunday at 1 p.m. ET. We don't know about you, but we're feeling '22.



[Click to view](#)

The GIST created branded merchandise in collaboration with [Wilson](#), which was featured on shop.thegistsports.com, which generated 32K total site visits so far as of December 2021.



The GIST x Wilson Black Joggers

\$58.00

SIZE

S

QUANTITY

1

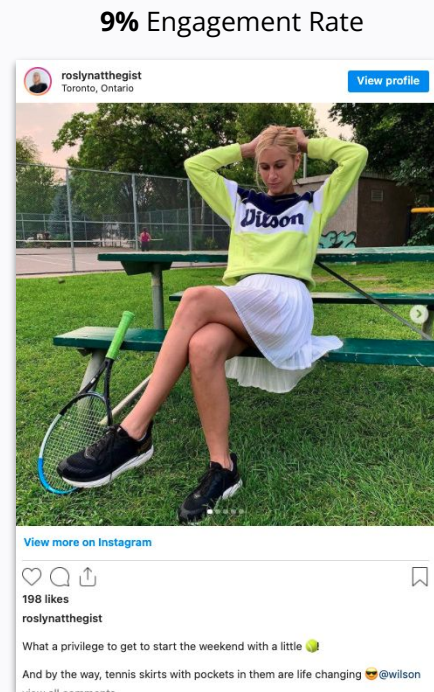
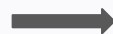
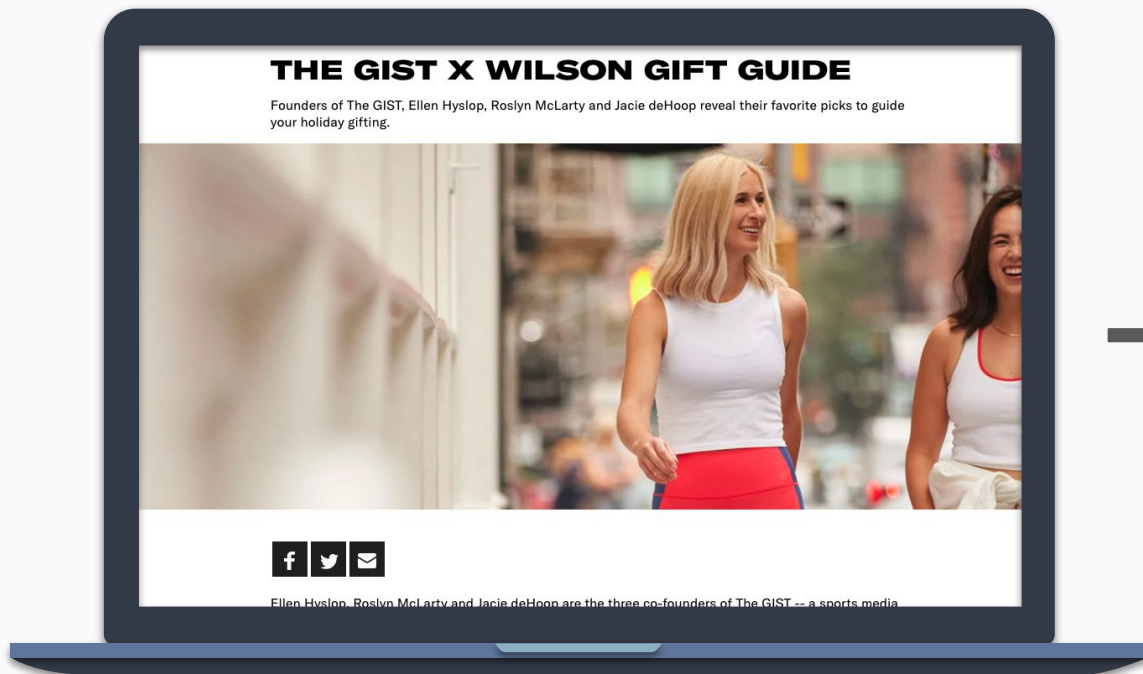
ADD TO CART

Wilson black joggers, embroidered with "The GIST" on the top right-hand side. Has draw strings, zippered pockets and zipper on the inside seam of the bottom of the pant. We recommend that you size up if you prefer a looser fit.



Site Visits:
32K

As part of the collaboration, Wilson.com launched a [gift guide](#) featuring the founders of The GIST who picked out their favourite Wilson products.



The founders also shared their favourite Wilson products on their [Instagram page](#).

4 Ways The GIST Increases User Acquisition:

The GIST aims to provide equal coverage in the sports industry through a weekly newsletter, podcast, and social media posts.

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The GIST's newsletter is easily digestible as the email is broken up into bite-sized pieces, usually starting with the key takeaway of each article.

Every section of the newsletter starts off with a brief summary of the key takeaways of the article called "The GIST"


 **A shocker down under**

SOURCE: THE INDEPENDENT

The GIST: The Novak Djokovic–Australian Open saga took a stunning turn yesterday when the Australian government’s initial decision to cancel his visa was reversed, granting the men’s world No. 1 entry into the country. WTF, mate?

A refresher: In November 2021, Australian Open organizers implemented a vaccine mandate for the tournament, but Djokovic — who is (*probably*) unvaccinated — received a last-minute medical exemption to compete. However, when he arrived in Australia last week, the Joker was denied entry after failing to provide the appropriate documents.

- Djokovic filed an appeal and spent the weekend in immigration detention (aka a *refugee hotel*) awaiting the court’s final decision.
- The *latest example* of a high profile, anti-vax athlete trying to bend the rules in their favor, the story quickly captivated an already polarized world.

 **Quick hits**

SOURCE: BRETT HEMMINGS/GETTY IMAGES

ATP Cup: History was made yesterday as Félix Auger-Aliassime and Denis Shapovalov led Canada to its first-ever ATP Cup title. Despite losing their first four matches, Canada bounced back with wins over Spain. The cup goes well with a [Canadian flag](#).

Figure skating: The Canadian figure skating team for Beijing 2022 is officially set, following the close of the national championships on Saturday. Some familiar faces include noted nice guy Keegan Messing and blossoming ice dancers Piper Gilles and Paul Poirier.

- But there’s controversy in the pairs world. While Kirsten Moore-Towers and Michael Marinaro won the gold and the first Olympic pairs spot, Eric Radford (who [recently came out of retirement](#)) and Vanessa James claimed the [final pairs spot despite withdrawing](#) from nationals after their short program (due to lingering COVID-19 effects). **sips tea**

NBA: After over three years, the Toronto Raptors were finally able to show [ex-teammate](#) Jonas Valanciunas what he’s been missing, as they claimed a 105–101 victory over Valanciunas’ New Orleans Pelicans last night. [What’s next?](#) A match against the Phoenix Suns tomorrow at 7:30 p.m. ET.

The newsletter has a section called “Quick Hits” where they give a quick update on each major sport, easily read in under 3 minutes

Scattered throughout the newsletter are incentives for subscribers to refer friends for a chance to win prizes such as sport jerseys, branded merchandise or a MacBook Pro.

SHARE THE GIST, WIN FREE STUFF

We know (okay hope) you love The GIST and want to share it with all of the people in your life. And, we want to reward you for it. Here's how to share:

Step 1: Check out the sweet GIST rewards [here](#)

Step 2: Click the "Share" button or use your unique referral link below to start sharing

Step 3: Share The GIST with people like your friends, co-workers and family

Step 4: Join the community, get hooked up with swag, and repeat



WHAT TO SHARE:

The GIST, of course. Throughout the month of January, for every person you refer to the GIST, you'll receive one entry to win a MacBook Pro. What's more, every person you refer will be entered to win an iPad. Winners will be chosen February 1st — go ahead and spread the word.

YOUR UNIQUE REFERRAL CODE IS

<https://ca.thegistsports.com/subscribe?referralCode=iZ0drDc&refSource=copy>

SHARE

Subscribers can even earn a Peloton Bike by referring 1000 friends:

Refer your friends to The GIST to unlock rewards like swag and exclusive community access.



GISTfluencer Community
3



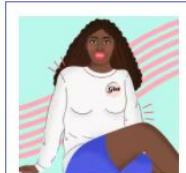
GIST Sticker
5



GIST Tote
10



GIST T-Shirt
15



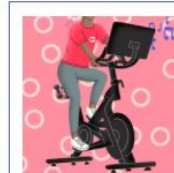
GIST Crewneck
25



GIST Hoodie
50



Sports Jersey of Your Choice
100



A Peloton Bike
1000

Each subscriber is given their own unique referral code.

Top performing content buckets on Instagram contain easily digestible headlines and captions that cover the entire story in under 5 minutes.

Twitter Quotes



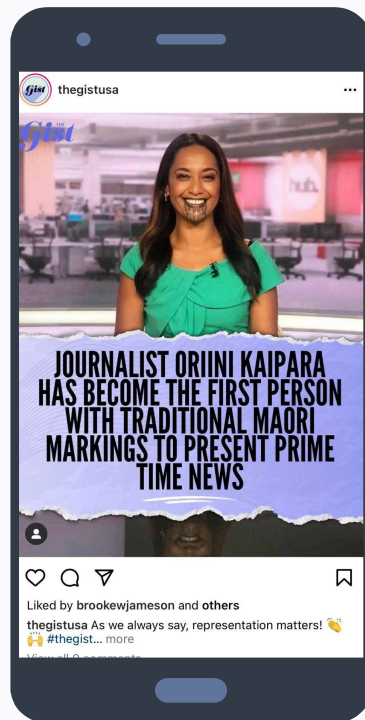
[Click to view](#)

Inspirational Videos



[Click to view](#)

Women in Sports Headlines



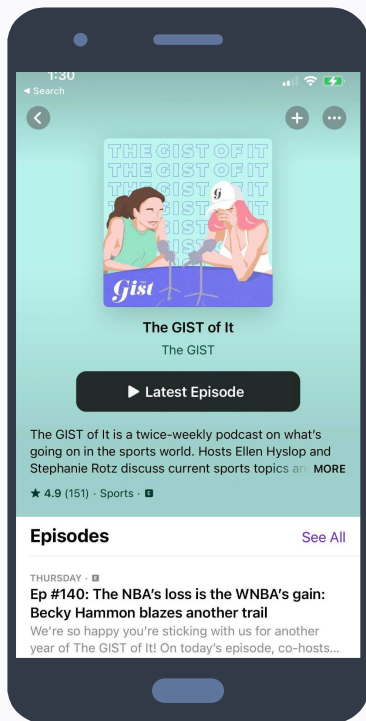
[Click to view](#)

Humorous Videos ft. Women in Sports



[Click to view](#)

The GIST has a twice-weekly podcast where the hosts Ellen Hyslop and Stephanie Rotz provide a female perspective on the world of sports. All episodes are less than 30 minutes.



The podcast covers a wide variety of topics such as....

DEC. 21, 2021

Ep #137: The latest on COVID-19 in sports and tennis star Peng Shuai >

Co-hosts Ellen and Steph are continuing their discussion on how COVID-19 is impacting sports and the bleak midwinter we see ahead. Every day seems to bring new cases, new postponements and new norms. After the break, we'll be shedding light on some troubling new updates concerning women's...

[▶ PLAY](#) 22 min

NOV. 25, 2021

Ep #130: Coaching drama in the NFL and feuds on the golf course >

Gobble gobble! On today's special Thanksgiving episode of The GIST of It, co-hosts Ellen and Steph and today have a feast of dramatic sports news from you. From their wild holiday food hot takes to the NFL coach that could be fired before the day is out to the spicy feud hitting the golf course, today's...

[▶ PLAY](#) 24 min

NOV. 11, 2021

Ep #126: Violence and sabotage in sports: Attack on PSG Féminine... >

Co-hosts Ellen Hyslop and Steph Rotz have everything you need to know about the trouble brewing in Paris St. Germain. We have you covered on this deeply concerning story involving PSG's Aminata Diallo and Kheira Hamraoui. After discussing the drama, El and Steph share their thoughts on...

[▶ PLAY](#) 30 min

COVID-19's Impact on Sports

The Latest in Sport News

Violence in Sports

Key Takeaways

As of December 2021, The GIST has 213K email newsletter subscribers and generates 52K site visits per month. To acquire newsletter subscribers, the brand invests in FB & IG advertising, paid search, brand partnerships and content marketing.

- **Facebook & Instagram Ads:** In 2021, The GIST spent \$101K in total on Facebook ads and \$87K on Instagram, resulting in 18% of site traffic being driven by social media. Top ads on Facebook compared traditional sports media to The GIST and outlined the main benefits of the newsletter such as 5-minute reads, and equal sports coverage.
- **Paid Search:** The GIST started advertising on paid search in December 2021, with a monthly budget of \$14K. Top paid search ads provided social proof by highlighting how they already have 250K members in their community and were featured in well-known media publications such as Forbes and Goop.
- **Brand Partnerships:** The GIST partnered up with FanDuel to host an NFL fantasy football contest where GIST subscribers could win up to \$5,000 in cash prizes. The campaign was promoted on social media, email as well as the main website.
- **Content Marketing:** The brand sends out a newsletter four times a week along with sharing articles on Instagram and a podcast titled “The GIST of it”. Scattered throughout the newsletter are incentives for subscribers to refer friends for a chance to win prizes such as sport jerseys, branded merchandise or a MacBook Pro. Each subscriber is given their own unique referral code.