



Maximise Fan Engagement and Compete Online

Big Red Digital's Squad Management Platform will allow any team to have a fully functional and customisable website, with additional control of all aspects of their squad. The platform is a full-service online tool allowing clubs to have maximum fan engagement, whilst retaining control of fixtures, results and tables without paying any external subscription fees. It has the added value of monetising additional areas to generate revenue streams.

Platform Feature	Benefit To Clubs
Built Upon The Big Red Platform	A highly engaging web platform, that's easy to update and accurately represents the club on a potentially global stage.
Fully Device Responsive	Be accessible to all with desktop, tablet and mobile views to reach a wider audience.
Fully Integrated News Section	Ability to publish club and industry news to maximise fan engagement.
Edit/Add Pages Through the CMS System	Publish content and rich media (including video, sliders, feeds etc) through the user-friendly WYSIWYG administration menu to appeal to all users.
Integrated SEO	Optimise your site to Google's requirements for maximum online impact.
Present Content on Social Media	Ability to integrate social media feeds to ensure the website promotes fan interaction.
Squad Management (includes Multi-team Management, Fixtures and Competition Tables)	Manage and present your teams and personnel information, without expensive subscriptions or external feeds. A simple, efficient way to provide current information.
Ticketing Module	Control and manage your own ticketing system for matches and other events, without paying commission to external ticketing sites.
Sponsorship/Advertisement Areas	Monetise the website by creating revenue streams with rolling advertising banners.
Events Module	Promote club events or event-hire possibilities using your own booking system with no external fees.
E-Commerce Module	Create an online merchandise shop as an additional revenue stream to complement any off-line retail system.
Integrate with External Solutions Seamlessly	Easily link to stock/ERP systems, finance solutions or any other integrated functionality to ensure continuity.
Scope for Future Expansion	As the business expands, the solution is flexible to build bespoke modules to provide additional ROI.

A Powerful Management Platform For Your Club

The Squad Management System is a robust and long-term solution that lets you take full control. It empowers clubs to digitise and monetise new sources of revenue, whilst competing at the highest level online.

The solution is built upon the Big Red Business Platform, which is at its core an industry standard Microsoft based platform. What makes it even more valuable to existing clients is the support that Big Red Digital put behind it.



device responsive



list teams, players & stats



drives revenue online



supported & maintained

Client Feedback



Fully device responsive by design

Celtic FC Women

"Big Red Digital have shown real passion in creating a superb website for the Women's team that will showcase the players and the Academy. We look forward to working with Big Red Digital in the coming years to support the development and growth of this new platform and build on this fantastic resource for the Club and fans"

- Adrian Filby, Celtic FC
celticfcwomen.celticfc.net

Ready For A Demo?

Our Sales and Development team are available to discuss some possibilities with you. Contact us now to arrange an initial discussion and a platform demo.

Contact us: 0141 771 7242 or info@big-red-digital.com

Big Red Digital: 15 Lonmay Place, Glasgow G33 4ER. Tel: 0141 771 7242.
Email: info@big-red-digital.com. Website: www.big-red-digital.com.