

## **Sports Marketing Partners Chooses Offerpop to Power Social Media Engagement Campaigns**

*Sports Marketing Partners, LLC (SMP) has partnered with Offerpop to power social engagement promotions through the end of the 2014 NFL season.*

Seattle, WA ([PRWEB](#)) October 28, 2014 -- Sports Marketing Partners, LLC (SMP) has partnered with Offerpop to power social engagement promotions through the end of the 2014 NFL season.

SMP is sports marketing and consulting company with expertise in player endorsements, digital and social marketing and community and public relations.

Offerpop is a leading digital marketing software-as-a-service company that empowers brand and agency marketers to create engaging digital experiences and make smarter marketing decisions with rich consumer data.

SMP, which helps professional athletes build brand value, will utilize Offerpop's campaigns solution to generate unique social media engagement opportunities for clients like Doug Baldwin and Bret Saberhagen.

"We're excited to use Offerpop's digital marketing platform to help our professional athletes engage with their fans in a fun and unique way," SMP Principal and Founder Steve Schwartz said. "Sports fans consume athletes' content at a high rate. Utilizing Offerpop's campaigns will help our clients differentiate their social media brands from other players."

SMP is confident that Offerpop's campaigns will boost what they already are doing with their clients.

"We look forward to working with SMP as they take their clients' digital brands to the next level," said Josh McBride, SVP Sales at Offerpop. "We're confident they'll deliver highly shareable, results-driven marketing campaigns."

You can learn more about Sports Marketing Partners on the company's LinkedIn page:

<http://www.linkedin.com/company/sports-marketing-partners>.

Information on Offerpop's digital marketing platform can be found at [www.offerpop.com](http://www.offerpop.com).



**Contact Information**

**Allen Levin**  
561-926-4525

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).