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Batting 1.000
Baseball & Softball
Academy

Customer Spotlight



Over the last 3 seasons since switching to TeamPages, Batting 1.000 has been able to grow from 12 to 18 teams.

Batting 1.000 saw noticeable results immediately with TeamPages. Website traffic was way up as members were visiting the site more regularly and finding the information they needed faster.



Increased Web
Traffic



Academy
Growth



Smoother
Communication



Professional
Player Showcase

Project Details



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About Batting 1.000 Baseball & Softball Academy

Established in 2011, Batting 1.000 Baseball & Softball Academy is dedicated to providing top quality instruction and a professional workout environment for teams and the individual player. Located on Long Island, NY, Batting 1.000 is home to a number of travel teams whose goals range from learning the basics at the lower levels to helping players get stronger and faster in order to showcase their skills for a network of collegiate coaches.



The Challenges

Up until 2013, Batting 1.000 was using a combination of a home-grown website and email as their primary forms of communication and team organization. The executive was finding it difficult to keep everyone informed, especially when it came to making last minute updates to the schedule in case of a rainout or field change.

Another issue related to their website provider is that the technology wasn't staying current. Most notably, it wasn't mobile friendly, which was something parents were beginning to expect by 2013. If the academy was to grow, the management team agreed that they needed to update both the design of the site and the technology that powered it.

Finally, with part of their mandate dedicated to helping their players get to the next level, Batting 1.000 felt as though they weren't showcasing their players as well as they could be. Posting a video to youtube was a way for them to get a player's highlights online, but it wasn't a very convenient viewing experience for the college coaches they were connecting with.

The Solution



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The Solution

Having used TeamPages with another youth baseball team, Jim was already familiar with what it could offer the parents in his organization, however, it wasn't until he started a free trial of the club management software that he fully understood all of the tools available to administrators.



"It was so intuitive that I taught myself to use it. If I ever got hung up, I would just call technical support and have the answer right away."



- Jim Rullo, Website Manager
Batting 1000 Softball and
Baseball Academy

In addition to the friendly interface and dedicated customer service, TeamPages' software includes many of the time-saving tools that Jim and his members were seeking. Everything from calendar subscribing and automatic event reminders to easy messaging and attendance tracking tools. All available from the web and from the free TeamPages mobile app.

The Design

Understanding that functionality and ease of use were only part of the equation, Jim also reached out to the TeamPages support team to have the site designed.



"The entire process was so easy. I simply supplied them with our logo and a few photos and less than a week later, our site was ready to go for both the web and mobile."

- Jim Rullo, Website Manager -Batting 1000 Softball and Baseball Academy

The Results



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The Results

Once the new TeamPages site was up and running, Batting 1.000 saw noticeable results immediately. Website traffic was way up as members were visiting the site more regularly and finding the information they needed faster. Parents also began signing up to email and text alerts for events and announcements to ensure they were always in the loop about their child's team. This resulted in coaches and administrators fielding fewer calls about schedule changes and upcoming events because families were more informed.

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"Baseball in New York is a competitive market and without the help from TeamPages to communicate our services in a professional manner, we wouldn't have attracted the the dozens of new players we needed to grow as a program."



- Jim Rullo, Website Manager
Batting 1000 Softball and Baseball Academy

Get Started

Are you looking for an all-in-one communication tool for your league?



Easy Website Builder

Customize a website for your league and teams, no coding required.



Schedules & Reminders

Calendar syncing & automated event reminders sent to your members.



Online Registration

Create custom registration forms and collect payments online.



Got Questions?
Call Us!

Our support team is always happy to help.

1-800-500-7203



See it in Action,
Request a Demo

Let us show you what TeamPages has to offer in a live webinar.

[Request A Demo](#)



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