



## **Bret Saberhagen Launches #AskSabes Campaign To Connect With Fans**

**KANSAS CITY, Mo. - July 2, 2015 - [PRLog](#)** -- Former World Series MVP and two-time Cy Young Winner Bret Saberhagen has added a new social component in his effort to connect with fans.

Saberhagen, with the help of sports marketing firm Sports Marketing Partners (SMP), has implemented a video Q&A segment called #AskSabes. Fans can ask Saberhagen burning baseball questions through his social media platforms using the hashtag #AskSabes, and Saberhagen chooses one question each week to answer.

The questions range from current Kansas City Royals topics to questions regarding Saberhagen's playing days.

Saberhagen has posted five segments so far, which can be found on his Facebook, Twitter and YouTube accounts.

- Facebook: [www.facebook.com/BretWilliamSaberhagen](http://www.facebook.com/BretWilliamSaberhagen)
- Twitter under the account @BretSabes
- Instagram under the account @BretSaberhagen

Saberhagen recognized the value of connecting with fans on video early on by utilizing the video platform Spreecast to respond to fan questions. Video is currently the hottest content on Facebook. The platform recently reported the number of videos posted to the social site per person in the U.S. has increased by 94% over the last year, and that 50% of Americans who use Facebook on a daily basis also watch at least 1 video on the platform every day.

The #AskSabes segments are produced and published with the help of Sports Marketing Partners, a sports marketing firm based out of Seattle.

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Source	Sports Marketing Partners
City/Town	Kansas City
State/Province	Missouri
Country	United States
Industry	<a href="#">Marketing, Sports</a>
Tags	<a href="#">Bret Saberhagen</a> , <a href="#">Sports</a> , <a href="#">Social Media</a> , <a href="#">Marketing</a> , <a href="#">Video</a>
Link	<a href="https://prlog.org/12470825">https://prlog.org/12470825</a>



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