

After leaving a promising journalism career, Jeremy Sampson used what he learned to create the pro soccer team Lansing Ignite from scratch.

Lansing Ignite was announced on August 5th, 2018 making it the newest addition to USL league one, with Sampson as general manager. From its start it flourished, experiencing rapid success. Yet what it took to get it off and running was the more complicated aspect.

A key component of its initiation lies in the intricate web of networking. Sampson and his organization began networking by simply involving himself in the community.

“One of the things we pride ourselves on was giving back to the community, we did anything and everything we could,” Sampson said. The team’s service ranged from hosting a blood drive with the Red Cross to partnering with the Women's Working Wonders foundation.

By doing this, it essentially spread word regarding the team, and gradually grew its followers and fanbase.

Another powerful way of networking, was through the realm of social media.

This facet of Sampson’s rise was an exceptionally intriguing for Nathan Peyonar, a high school student at MIPA’s summer workshop.

“I thought when he mentioned social media in journalism it was eye-opening. It can shorten the time to form an influential business from five years to a few months,” Peyonar said. Considering it has been a mere year since the Ignite were introduced, it’s safe to say this philosophy is true.

Moreover, Sampson said, “My marketing budget was zero,” which shows how vital social media was. The economical and relationship boost social media provides, especially at no cost is not replicated in any other sort of platform.

“[Journalism] is the most fun, hard-working career you could ever have,” Sampson said. Utilizing networking and social media undoubtedly made that hard work much easier.