Leveraging Social Media to Grow Your Event

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Director of Social Media
Agenda

• What is Social Media?
• Tools of the Trade
• Developing a Social Media Strategy
• Building the Foundation
• Driving Interaction & Creating Buzz
• Tracking Results with Analytics
• Q & A
What is **Social Media**?

“Social media is a communications medium that relies on its audience to create, modify, or distribute the medium’s content.”

**Social Media Content Types**

- Forums
- Blogs/Micro-Blogs
- Wall Postings
- User Ratings & Reviews
- Social Bookmarking
- Pictures/Video
- Calendars/Events
- Wikis
- **Email**
- **Instant Messaging**
Where is Social Media?

Every month…

- 10 billion minutes spent
- 18 million new profiles created
- 850 million photos shared
- 5 million videos uploaded
- 24 million pieces of content shared
- 2 million events created

…on

alone
Best Uses for Social Media

• Active listening (customer feedback)
• Real-time support
• Branding
• Content distribution
• Direct marketing
• Viral marketing
• Lead generation
Real-time Support

Active.com is in hot water. They are charging my credit card without my permission and I can’t get anyone on the phone. Bad!!!(

mooney1
Arc Monts

Just had a pleasant conversation with Dierdre (?spell) from Active.com and she reversed the charge. Active.com is good again!

mooney1
Arc Monts

Name: Arc Monts
Location: Santa Barbara, CA
Web: http://arealityof...

331 269
following: followers

Been sitting on hold for 12+ min. The charge was $59.95 for Active Advantage. I must have missed an opt out box somewhere.

mooney1

Just had a pleasant conversation with Dierdre?? and I think I am squared away. Thank you for listening on Twitter!

mooney1

about 4 hours ago

about 4 hours ago

about 6 hours ago
Social Branding

All done. Thanks to @mallofamerica, sponsors, volunteers, and all participants. via @CamGross

Someone is stealin' our Sharpies. Can't blame 'em. But sheesh. via @CamGross

Special thanks to GoGurt, Aquafina and Kemps for great traets after today's Fun Run. My kids are all smiles. via @CamGross
Join us for live updates during the elite race tomorrow at 8:00 am.

9:49 PM May 1st from web

The Avia Wildflower Triathlons Digital Athlete Guide is now available at http://tinyurl.com/chwykq
5:15 PM Apr 17th from web

9:28 AM Mar 16th from web
Viral Marketing

**Skittles** wants you to stop throwing a sheep at your Facebook friends. Send a SKITTLES Crazy Cores gift instead. It won’t hurt your friend nor will it make the sheep feel so awkward. Click on the “gift” tab and get started on Monday.

Hey, have you made a mix yet? Why not? Click boxes and try it out.

**Fans**
6 of 997,722 fans

- Danielle Ferguson
- Schaefer Deese
- Blase Mayer
- Lindsey Shaver
- Nick Rosenow
- James Molley

**Skittles** is in training for the start of roller derby season.
May 18 at 12:39pm · Comment · Like

2,307 people like this.

View 263 comments

**Skittles** mixed up their contacts and is now seeing green where they should be seeing purple.
Lead Generation

Cooper River Bridge Run 2009

Host: Cooper River Bridge Run 2009
Type: Sports - Sporting Event
Network: Global
Date: Saturday, April 4, 2009
Time: 9:00am - 11:00am
Location: Charleston, SC

Description

The run April 4th, 2009.
2009 route is point to point. 10K is point to point. 5K is an out and back. For 2009, with the new route - pack or your running kit.
For more: http://www.cooperriverbridgerun.com/2009/

Confirmed Guests
The event has 546 confirmed guests

The Wall
Displaying 10 of 53 wall posts.

RSVP to the event to post

Ashley McDowell (Trident) wrote
at 10:40am on April 3rd, 2009
Haha! I haven't even started preparing! Don't worry!
Report
“Facebook tastes great, while Twitter is less filling.”
Seacrest @ Macresource.com
Facebook Basics

- Today’s largest social network
- Friends connecting with friends
- Enormous user base
- Messaging limited to friends
- Voice: Wedding or cocktail party
Twitter Basics

• Fastest growing **micro-blog**
• “What are you doing?”
• Reach far beyond your circle of friends
• Quick and easy messaging
• Voice: Trade show or expo
Facebook vs. Twitter

- 104M+ unique visitors
- 18+ billion PVs
- 10.4+ billion mins on site
- 38.6% total Internet reach
- 600K new registrations/day

- 19M+ unique visitors
- 384+ million PVs
- 281 million mins on site
- 9.7% total Internet reach
- 5-10K new registrations/day

Facebook grows a Twitter's worth of new users every 8 days

Source: Compete, Comscore (April ’09)
Messaging Platforms

• While different in approach, both tools are essentially messaging platforms

• Faster response than Email

• Guaranteed opt-in; easy opt-out

• Aggregation of mailing lists

• 100% deliverability

• Higher frequency of messaging
Developing a Social Media Strategy

“What's the use of running if you are not on the right road?”
German Proverb

Without a solid strategy and plan of attack, you are wasting time and opportunity.
Developing a Social Media Strategy

- Perform a social media needs assessment
- Create a social media “division”
- Create a mission statement
- Establish your goals
- Identify metrics and set benchmarks
- Commit budget and resources
- Build your foundation
- Create a social marketing plan
- Follow through
Create a Social Media “Division”

- Sales, marketing, customer service… social media
- Dedication, focus and commitment to social media
- Doesn’t matter how big or how small your company
- FTE(s), PT, ¼ time, consultants or volunteers
- Division can be in-house or outsourced
- Division has it’s own goals and KPIs
Social Media Mission Statement

“To support Active’s family of consumer products and media properties by engaging our audience while leveraging social media to drive awareness and participation.”
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Social Media Goals

- Grow the distribution channel (the foundation)
- Drive visitors (clicks) from the social web
- Stoke the fire with fresh, relevant content
- Build brand awareness & loyalty
- Increase link popularity & SEO
- Create buzz
- Grow community
- Drive registrations
Identify **Metrics** and Set **Benchmarks**

- Distribution channel size & growth
- Number of clicks or visits from each SM account
- Number of content items posted on the social web
- Number of user interactions (viral mentions)
- Number of forum posts
- Number of new accounts
- Number of registrations
- Set starting benchmarks and review progress monthly
Commit **Budget and Resources**

- You get out of it what you put into it
- Needs dedicated owner & resource(s)
- Highly interactive medium requires daily attention
- Requires a commitment from management
- Not “set it and forget it”
- Outsourcing options available
Building **the Foundation**

“I told two friends and they told two friends and so on and so on.”

Fabergé Shampoo

In order to get viral, you must first build an audience base to stoke the fire with.
Developing Your **Presence**

- Establish your presence according to your needs assessment
- Brand pages to match your event’s look & feel
- Add features – make it interactive and fun
- Make it easy for users to find relevant information
- Optimize your social media channels for SEO
Social media marketing is about building ways that fans of a brand or company can promote it themselves in multiple online social media venues.
Building the Distribution Channel
Where is Active?
Content Distribution

Content:

• Articles
• Event related blog posts
• Featured user profiles
• Training plans
• Tips & drills
• Event updates
• Products & services
• Special sections
• Volunteer thanks
• Sponsor announcements
Ways to **Grow** your Distribution Channel

- Reach out to fans/followers daily
- Follow other events
- Promote heavily on your current homepage
- Blog about your social media channels
- Email participants and prospects
- Add social media placements in Email newsletters
- Promote in traditional media (newspaper, TV, radio, PR)
- Submit yourself to social media directories
- Run contests to drive users to social media channels
Generating **Interaction & Creating Buzz**

“If I tell my Facebook friends about your brand, it’s not because I like your brand, but rather because I like my friends.”

Mike Arauz, Advertising Lab

In the world of social media, timely, relevant and authentic content is key.
Content Distribution

- Be timely, relevant & authentic
- Encourage interactivity
- Don’t be afraid of negativity
- Show personality
- Be aware of the correct voice for the platform
- Keep things fresh
- Create an editorial calendar
Creating **Buzz**

- Be creative
- Give people a reason to visit
- Give people something they can’t get anywhere else
- Encourage sharing
Tracking Results with Analytics

“Marketing without analytics is like running a race without a timer.”

If you don’t measure results, how can you know if you are successful?
Tracking Results with Analytics

- Track **everything** you do
- Test, report, test, report, perfect
- Analytics available for Facebook, Twitter and through 3rd party reporting services
- Consolidated reporting is challenging
## Simple Analytics Example

<table>
<thead>
<tr>
<th>Facebook page fans:</th>
<th>8,240 fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average CTR/link posted:</td>
<td>2.08%</td>
</tr>
<tr>
<td>Number of links posted/month:</td>
<td>60</td>
</tr>
<tr>
<td>Expected number of visitors/month:</td>
<td>10,283</td>
</tr>
</tbody>
</table>

- Numbers grow month over month as your channels grow
- Should be able to project growth with good analytics
- Apply your conversion rates to get an idea of potential
How can **Active** help?

- Social media needs assessment
- Strategic planning
- Foundation building
- Distribution channel growth
- Ongoing consulting
- Social media analytics & reporting
Questions

If you have additional questions, please Email them to: ActiveEndurance@ActiveNetwork.com