

Boosting Your Profits with Social Media Marketing

Best
DIRTYMOUTH

DirtyMouth Communications

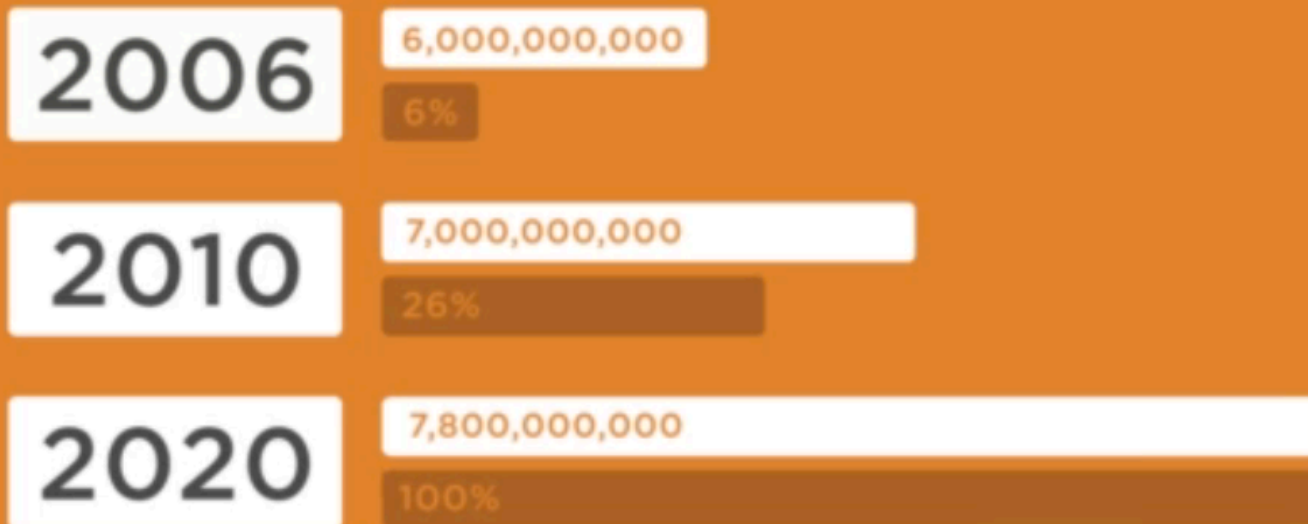


Kristin Swartzlander

DirtyMouth Communications

is a consulting and coaching practice designed to help racing properties get the most out of their marketing, from **social media** to **public relations**, **advertising** to **sponsorship**.

Internet Usage



What is Social Media Marketing?

Social media marketing is the use of social media platforms and websites to promote your business.

These platforms include:

- Facebook
- Twitter
- Instagram
- Snapchat
- Periscope
- LinkedIn
- YouTube
- Google+



John Stickley shared a photo to your timeline.

Yesterday at 4:10pm · 🧑🏻‍🤝‍🧑🏻



Rappin' on Racin'

Yesterday at 3:45pm · 🌐

✓ Liked ▾

Mel Swartzlander 1966

👍 Like

💬 Comment

➦ Share



New York Post

12 hrs ·

Like Page

Good news, everyone: [Bacon](#) isn't going to kill you.



5 reasons you don't really need to swear off [bacon](#)

Here's what you actually need to know about [bacon](#) and cancer.

NYP.ST

765 Likes 93 Comments 356 Shares



Like

Comment

Share

Here's the exact strategy for getting at least one new high value coaching client per week from Facebook Ads on a small budget.



Here's What Is Working Now For Attracting At Least One New Client A Week With FB Ads

If you are struggling to get more clients, here's a unique and simple strategy you can use that is working like crazy to attract high value coaching clients with FB...

WWW.SNOWBALLBIZ.COM

53 Likes 6 Comments 19 Shares





Kristin Swartzlander with Carl Bowser at [Pittsburgh's Pennsylvania Motor Speedway](#).

June 19 · Instagram ·

Will work for food, praise and trips to daycare.



Like

Comment

Share

Kristin Francoz Craig, Ricky Ray Dillon and 52 others

Why Social Media Marketing?

- Your customers are spending their time HERE:



Reach them where they *already spend their time!*

Marketing Objectives and Goals

- Build awareness for your brand, or a specific product or service
- Build buy-in and loyalty for your brand
- Deliver a better, more transparent customer-service experience
- Attract new customers
- Deepen the (purchasing) relationship with existing customers

So, Where Do You Start?

To Be Successful with Social Media Marketing...

You need to be in the right place, at the right time with the right types of content.

The 80/20 Rule

If you want to get 80% of the results for 20% of your time, effort and money...

Spend it on FACEBOOK.



Facebook Usage


1.71 BILLION Active Facebook Users*

- 91% of ages 15-34 'still' use Facebook
- 31% of senior citizens are on Facebook
- 42% male
- 66% use it daily

*As of August 2016

What About Racers, Specifically?

Audience Definition



Your audience is defined.


Specific Broad

Audience Details:

- Location:
 - United States: Indiana (+50 mi)
Pennsylvania
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Dirt track racing, World of Outlaws Late Model Series, World of Outlaws, Lucas Oil Late Model Dirt Series, Dirt Late Models, Dirt Late Model Racing, OneDirt.com, IMCA Racing, Dirt track racing in the United States, Lernerville Speedway, Eldora Speedway, IMCA Modified, Late Model Illustrated, Dirt Modifieds, Stock car racing, Dirt Track Racing Drivers and Fans, Late model, Th...
- Placements:
 - Facebook Feeds, Facebook Right Column and Instagram

Potential Reach: 48,000 people

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- Placements:
 - Facebook Feeds, Facebook Right Column and Instagram

Potential Reach: 100,000 people

The Big Problem?

Facebook has changed. Businesses need to learn to adapt to the *new* Facebook.

The State of Facebook

Average Post Reach:

6.52% of total page likes

Average Post Engagement:

4.58% of those reached

*Study of 5,000 pages in August 2016 via Locowise.com

This Means...

Roughly .3% of the people who like your page - **3 out of every 1,000!** - engage with your content on average.

But why so few??

Remember.

Getting people to spend as much time as possible on the platform is critical to Facebook.

facebook®

edge rank

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e - affinity score between viewing user and edge creator

w_e - weight for this edge type (create, comment, like, tag, etc.)

d_e - time decay factor based on how long ago the edge was created



Busy Beaver - Home Improvement Centers

@BusyBeaverHomeImprovement

Home

About

Events

Photos

Newsletter Signup

Likes

Posts

Create a Page



Like Message Save More

Sign Up

Status Photo / Video

Write something on this Page...

Upcoming Events

See All



Home Improvement

Open Now

Search for posts on this Page

7,859 people like this
Jessica Carey Williamson and 6 other friends

Open Now · 7:30AM - 9:00PM
Get additional info

Invite friends to like this Page

ABOUT

16 total locations in PA, WV & OH Save

(412) 828-2323

4 1 Comment
Like Comment Share

KevinandBrandy Schaeffer is interested in this event.

Busy Beaver - Home Improvement Centers
Sponsored ·

Join us on Saturday, Oct. 22 from 11-3 for the family-friendly Grand -RE-Opening of the freshly-remodeled Kittanning location! Gift card giveaways, FREE kids activities, community groups, master gardeners, Y108 & more! Check out the event details, RSVP and share with friends!



OCT 22 **Kittanning Grand -RE- Opening!**
Sat 11 AM · Busy Beaver - Home Improvement Ce... ★ Interested
170 people interested · 42 people going

209 18 Comments 163 Shares 15K Views
Like Comment Share

Katie Schroeder-Campbell with Jeremy Campbell.
2 hrs · Goddard, KS ·

My heart is so full!



SPONSORED Create Ad



\$332.23 at Amazon
amazon.com
Mickey Thompson ET Street Rad II Racing Radial
Tire - P295/50R16 - \$332.23



Let customers pay with PayPal Credit.
www.paypal.com
Giving your customers more time to pay never goes out of style.

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices · Cookies · More -

Over 100,000 Different Indicators of Importance!

- How popular (liked, commented on, shared, clicked) are the page's past posts overall?
- How popular is this post with everyone who has already seen it?
- How popular have past posts been with the viewer?
- Does the type of post (text, photo, video, link) match what types have been popular with the viewer in the past?
- How recently was the post published?
- How 'close' are the viewer and the poster?

facebook®

edge rank

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e - affinity score between viewing user and edge creator

w_e - weight for this edge type (create, comment, like, tag, etc.)

d_e - time decay factor based on how long ago the edge was created

Again: To Be Successful with Social Media Marketing...

You need to be in the right place, at the right time with the right types of content.

The Right Time

Ask Yourself: When are your customers searching for and/or consuming the types of content you're putting out there?

Common Times: Lunch and Dinner, Post-Dinner on Weekdays

The Right Types of Content

First, what types of content are there?

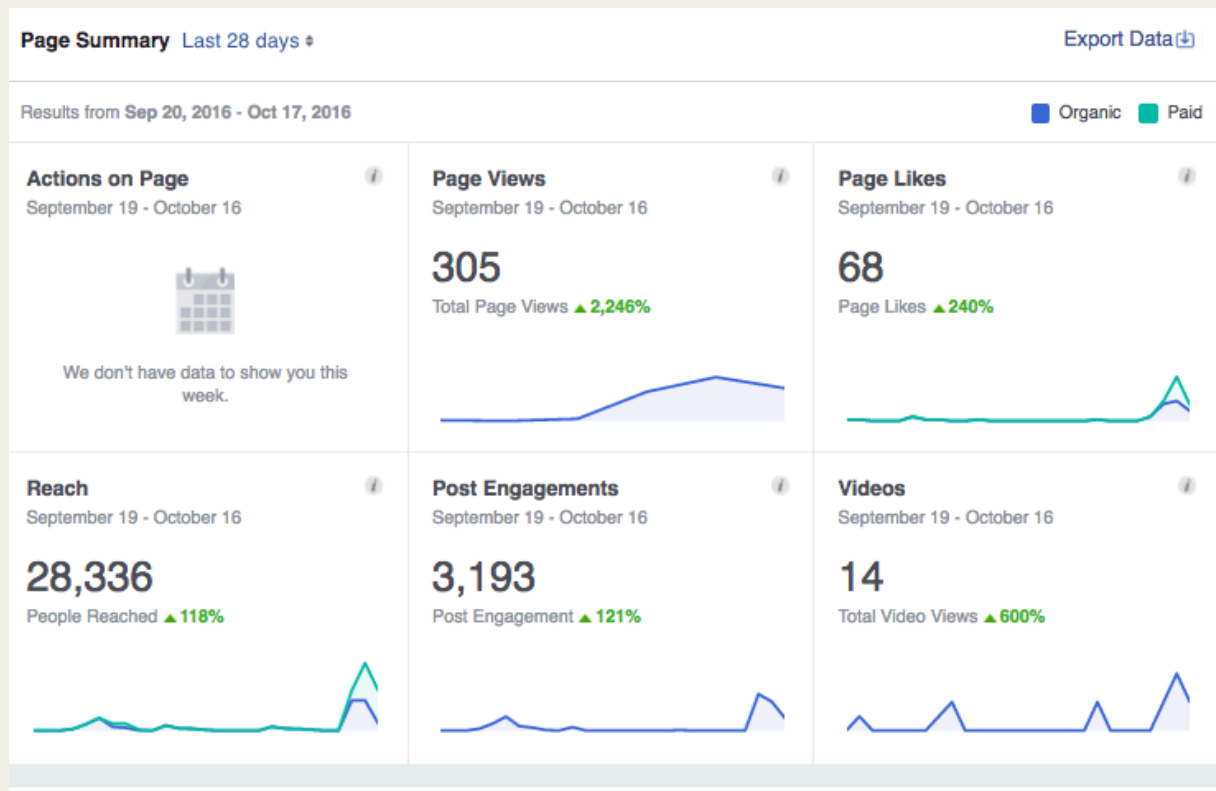
- Text
- Link
- Photo
- Video

What Is Your Audience Engaging With?

- Photos and videos are king.
- Short videos are better than long videos unless they're highly-produced pieces.
- Content that's meant to be in the form that you're presenting it in.

Already on Facebook?
























































- Use your analytics to see what's worked before.



All Posts Published

Search...

■ Reach: Organic / Paid
 ▼
■ Post Clicks
 ■ Reactions, Comments & Shares
 ▼

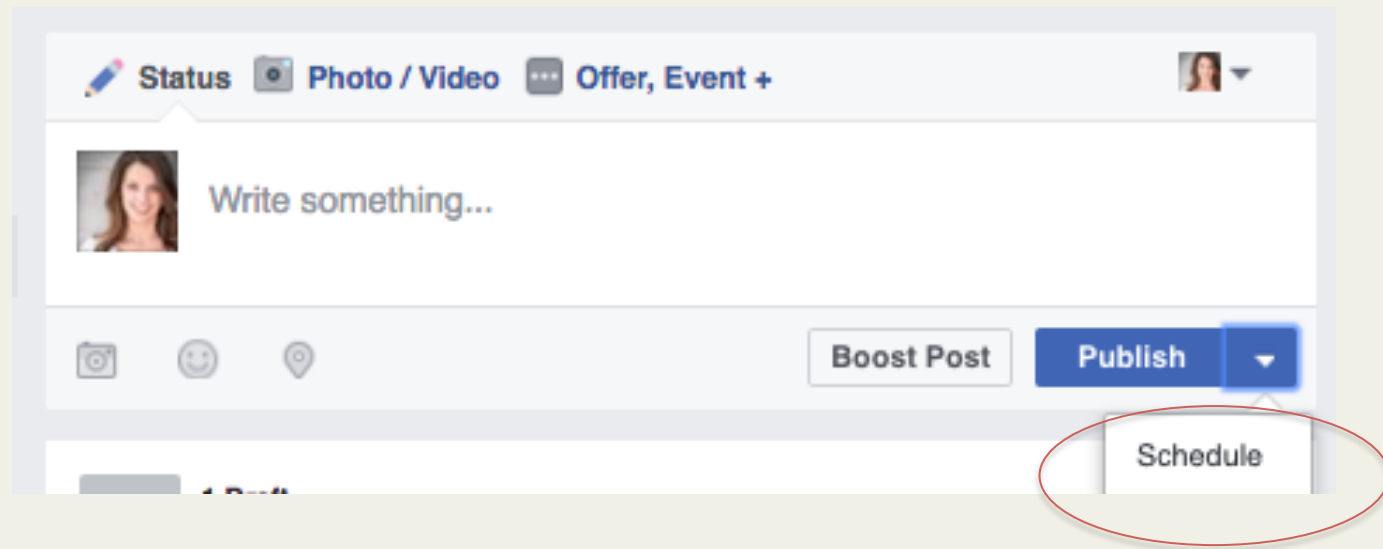
Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
10/14/2016 3:58 pm	 Proud and honored to announce that I will be piloting the Chiappe			17.8K 	1.4K 651 	Boost Post
10/08/2016 11:41 am	 Don't mind the weather...hanging out with WDVE at the new Adv			866 	15 0 	Boost Post
09/30/2016 9:30 am	 Doing the ribbon cutting today at the new Advance Auto Parts in			1K 	35 60 	Boost Post
09/25/2016 12:15 am	 Got our first top ten with the World of Outlaws Craftsman Sprint			2.9K 	303 231 	View Results Boosted: \$2.00
09/24/2016 5:50 pm	 I'll be driving the two-seater for the Kenny Wallace Dirt Racing E			1K 	46 40 	Boost Post
09/24/2016 11:15 am	 Raceday with the World of Outlaws Craftsman Sprint Car Series			291 	5 27 	Boost Post
09/23/2016 10:48 am	 Only one day away from the World of Outlaws Craftsman Sprint			252 	14 15 	Boost Post
09/14/2016 11:36 am	 Thanks for the honor!! Blessed to be able to take part in things li			436 	68 18 	Boost Post
09/11/2016 4:24 pm	 One of the coolest things I get to do every year is support Childre			1K 	25 57 	Boost Post
09/05/2016 7:02 pm	 Had a good run going today at Port Royal Speedway. Started 18t			2.3K 	104 74 	Boost Post
09/04/2016 10:56 pm	 Good run tonight after some issues in the heat. 22nd to 14th in th			4.1K 	245 162 	Boost Post

Content Checklist

- What do I want this content to accomplish?
- Does it tell a compelling story to the person I want to reach?
- Is it the way they would like to receive it?
- Do they want to see it when I'm posting it?
- Does it lead them to take the action I want them to?

Let's Make It Easier.
And More Effective.

Make It Easy: Scheduling



Make It Easy: Templates

- Canva.com
- Examples:

TRACK SCHEDULE
Where we'll be this week!

AMERICAN RACER

Thursday

CAROLINA SPEEDWAY
Weekly Divisions Include Late Models, Hornets, Street Stocks

Friday

CLARKVILLE SPEEDWAY
Weekly Divisions Include Late Models, Hornets, Street Stocks

Saturday

BEAR RIDGE SPEEDWAY
Weekly Divisions Include Late Models, Hornets, Street Stocks

Saturday

MERIDIAN SPEEDWAY
Weekly Divisions Include Late Models, Hornets, Street Stocks

AmericanRacerOnline.com

Make It Effective: Good Images



Make It Effective: Consistency

- Show up regularly.
- Post at least 2 times per week to get started.
- More is *not always* better. Post what's relevant.

Advertising

Facebook Advertising

Social media ads are very reasonably-priced for marketing your most important content.

Facebook ads can be used for:

- Increasing engagement with existing fans
- Increasing reach to new fans
- Generating sales leads
- Generating actual sales

Ads Targeting

- Age, Gender, Relationship Status
- Location (Home and Traveling)
- Activities and Interests
- Page Likes
- Behavior History
- *Advanced:* Pixel Targeting, Custom Audiences, Etc.



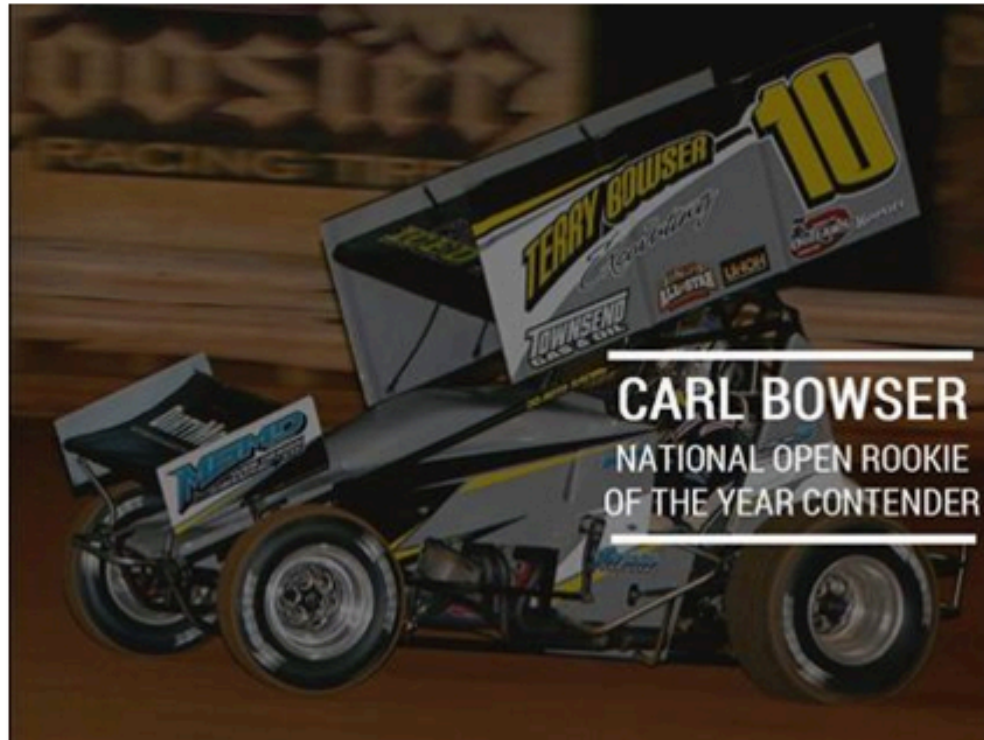
Carl Bowser Racing

Published by Carl Bowser [?] · September 29 ·

After Friday at Williams Grove Speedway, we were really hoping to be able to run for the Beer Hill Gang National Open Rookie of the Year award. If you'd like to see that happen, please read on.

Unfortunately, after hitting the wall at Lincoln Speedway Saturday night and blowing an injector in our truck on the tow home, we are not able to take our own equipment out this week. So I put my marketing brain, DirtyMouth on it and here's what Kristin came up with:

"If anyone is able... [See More](#)



12,136 people reached

[View Results](#)

108 Likes 20 Comments 61 Shares

12,136 People Reached

284 Likes, Comments & Shares

190 Likes | 108 On Post | 82 On Shares

31 Comments | 29 On Post | 2 On Shares

63 Shares | 61 On Post | 2 On Shares

1,821 Post Clicks

285 Photo Views | 2 Link Clicks | 1,534 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post | 1 Hide All Posts

0 Report as Spam | 0 Unlike Page

Facebook Ads in Real Numbers

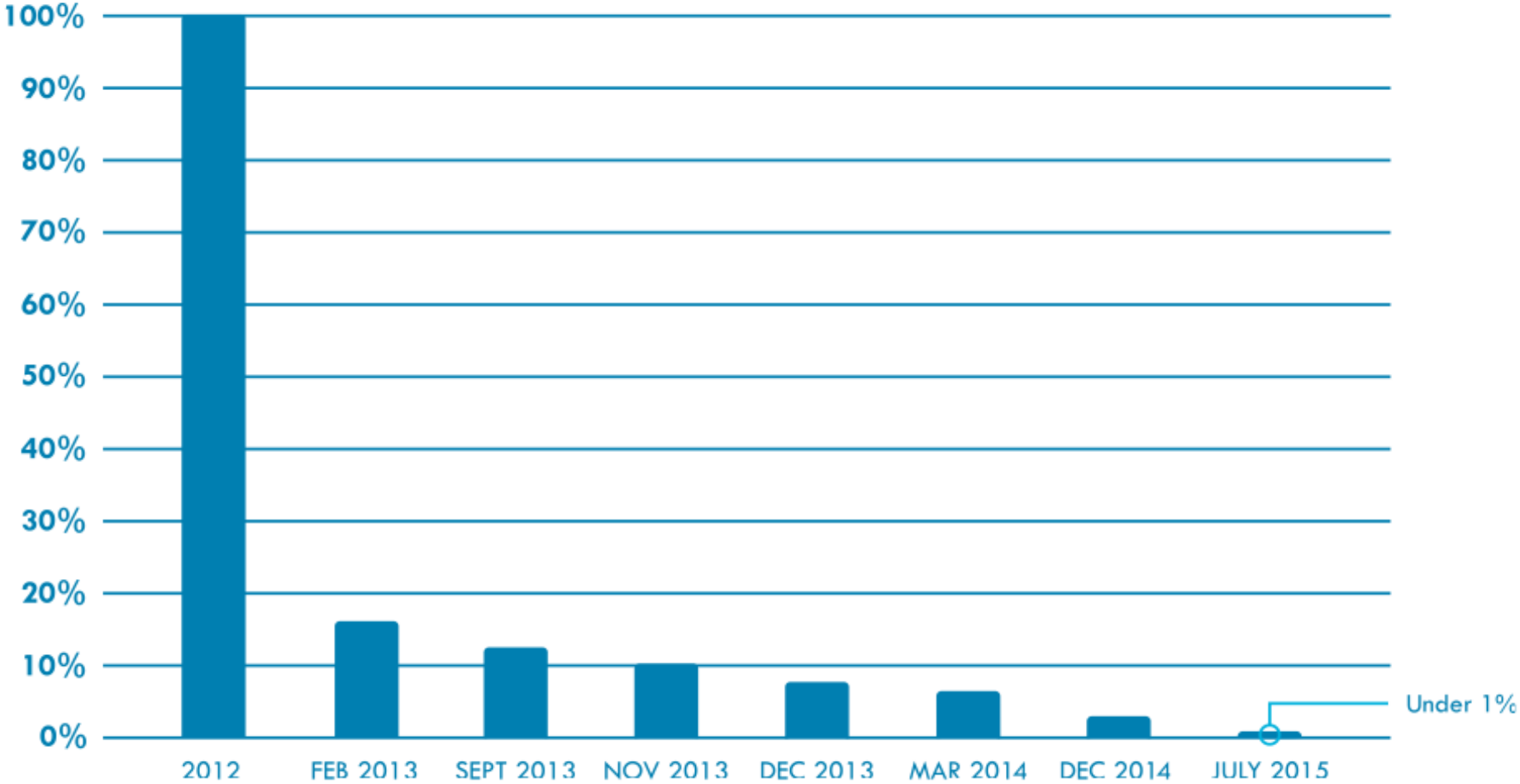
- **Spend: \$7.79**
- **Reach: 12,100**
- **Paid Reach: 2,085**
- **Average Reach per Post: 779**
- **Page Likes:**

10x Normal Reach for FREE

-> **The Power of Good Content +
Marketing Dollars <-**

ORGANIC REACH PER FAN

FEB 2012 - JULY 2015



SOURCE: TECHCRUNCH.COM

Utilize Best Practices + Ads to GROW

- Our clients saw an average of 34% growth in 2015 by using these tactics, with one seeing 223% growth.
- Average page growth across Facebook = .21% month over month.

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