

Boosting Your Profits with Social Media Marketing

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Slides Are Available at:

DirtyMouthCommunications.com/WARPA2016

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In 2015...we talked about:

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Facebook's Latest Algorithm

$$\left\{ \sum u_e w_e d_e \right\}$$



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Here's what still stands out of that:

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

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The State of Facebook

Average Post Reach:
9.75% of total page likes

Average Post Engagement:
4.37% of those reached

This is the lowest engagement we've seen since they began collecting data.

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

The logo for Dirty Mouth features the word "Dirty" in a blue, handwritten-style font, positioned above the word "MOUTH" which is in a bold, black, sans-serif font.

So what do we do as marketers?

- Employ an 'autopilot' strategy.
- Focus on effective, quality content and engagement.
 - Utilize Facebook ads.
- Start adding new channels and tactics.

Social Media 'Auto Pilot' Strategy

Batch consistent content that your audience will come to expect.

THEN, you can spend your efforts on more time-consuming or higher-quality content like video or new platforms.



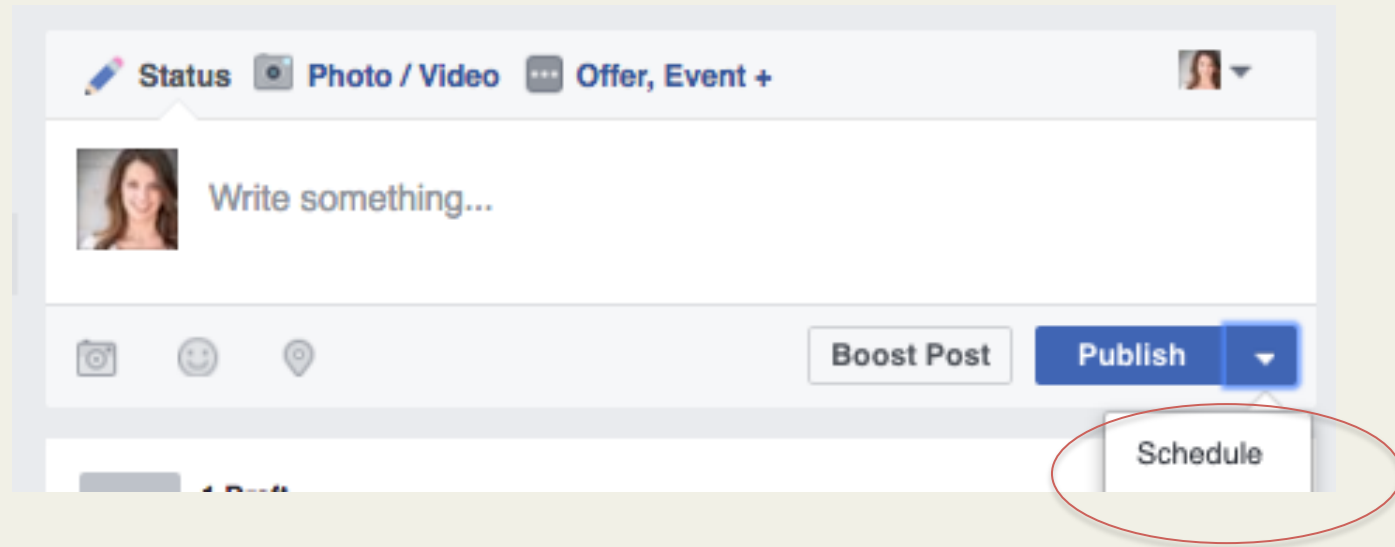
Social Media 'Auto Pilot' Tips

- Two posts per week.
 - Our tests show Mondays and race days to be the two most effective days to post.
- Utilize event postings.
- Consider themed content.
- TIP: Do not post promotions without advertising. Train Facebook to recognize your organic content as non-sales content.

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Auto Pilot: Scheduling



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Auto Pilot: Create Templates

- Free tool: Canva.com



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What about types of content?

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Reach and Engagement by Post Type

Average Post Reach:

Photo: 11.08% of the audience

Video: 9.45%

Link: 6.22%

Status update: 4.23%

Average Post Engagement:

Video: 5.54%

Status: 4.51%

Link: 4.45%

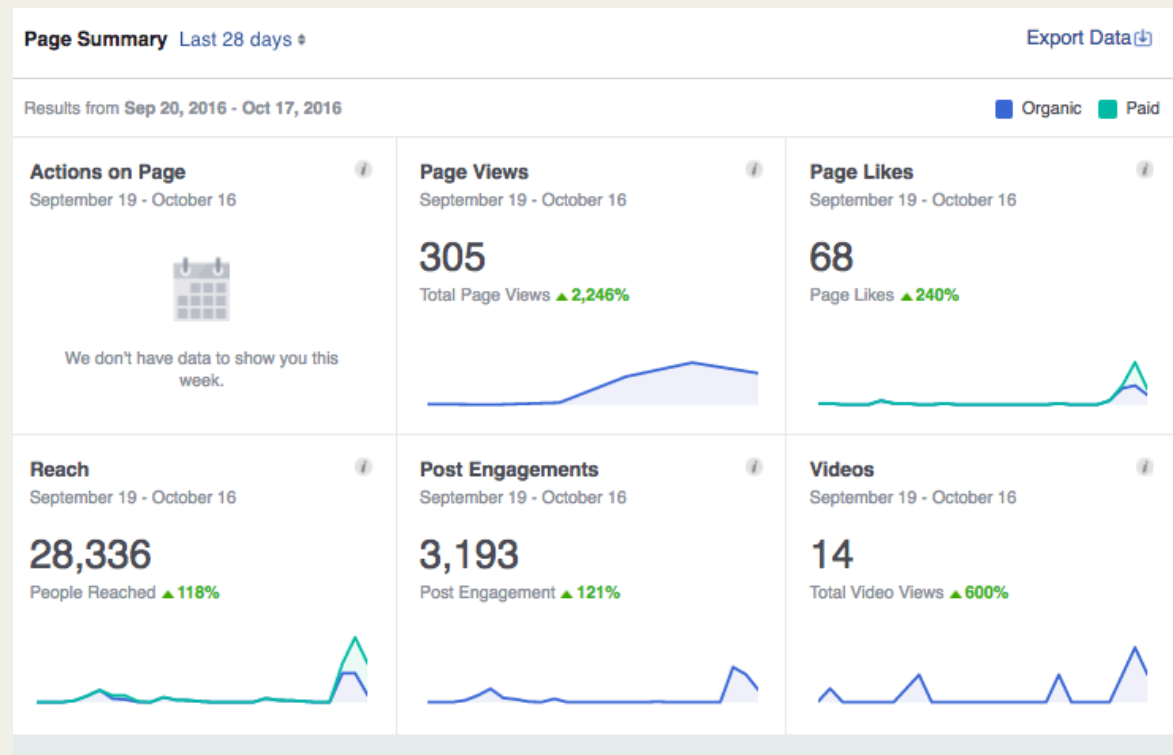
Photo: 4.16%

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


























































Make It Effective: Use Your Analytics

See what's worked before and consider what's working across the platform.



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All Posts Published

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

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Make It Effective: Good Images



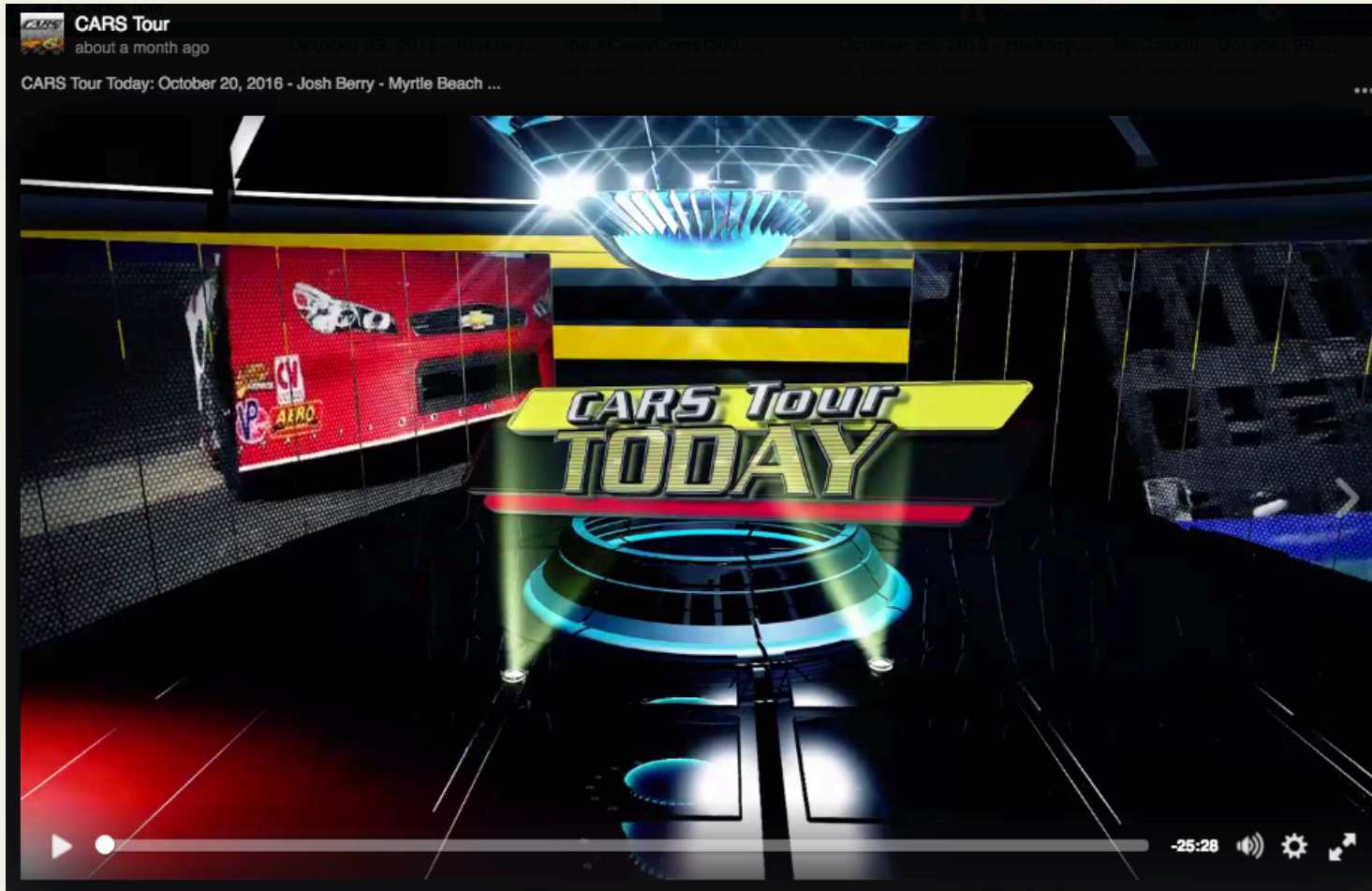
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Make It Effective: Create Video to Engage Fans and Drivers

- Driver interviews
- Race highlights
- Live streaming
- Victory lane speeches
- Behind-the-scenes content

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Cars Late Model Tour Weekly Show



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More Video Tips

- Upload natively to Facebook.
- Plug your videos on other channels.
- Fill out your YouTube profile – it's a search engine, too!
- Encourage YouTube subscribers within your content.

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?

The Big Opportunities

- Video
- Influencer Marketing
- Facebook Ads

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Influencer Marketing

Influencer marketing = leveraging other influencer's platforms to reach their audience with your messaging.

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Your Drivers Are Influencers

- Your drivers should have their own platforms to leverage. Help them to promote your shows for you.
- If they don't have their own platforms, encourage them to get them! What helps drivers grow a fan base helps grow your fan base.
- Give them the tools and platform to do so:
 - access to training,
 - logos,
 - custom images,
 - video content,
 - podcast,
 - television show, etc.
- Create promotions specifically around your influencers:
 - Have fans select a car or pit crew member to wear a GoPro for the night and then publish the footage on Monday.
- Other influencers include media members, retired drivers, etc.

The logo consists of the word "DIRTYMOUTH" in a bold, black, sans-serif font. Above the letter "D" is a small, blue, stylized tag that says "Best".

Influencer Takeovers

- Encourage their audience to come to your platform.
 - Provide instructions and some ideas for what the team can/is expected to do.
 - Make an announcement on your channel with what the fans can expect.

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turnerspremiumt

Following

25 likes

17w

turnerspremiumt @carlbrowse is taking over our IG Page TOMORROW (7/19) All Day as he preps for and races w/ @woosprint at @lernerville. Follow for some rad behind the scenes stuff all day. #FueledByTurners #IGTakeover



Add a comment...



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Facebook Advertising

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

87% of social marketers are using Facebook ads vs. 18% of Twitter ads. Marketers plan on increasing their use of Facebook ads (57%).

Facebook ads can be used for:

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



Maximum Ad Load

- Facebook is approaching the maximum ad load per user in the news feed. They should reach that point by mid-2017.
- This means that they won't be able to increase the number of ads they show in the news feed, unless they decide to start showing more ads than organic content.

What will happen?

- They are looking for new ways to deliver ads.
- They are testing ad placements in Facebook groups, which they are expected to rollout.
- When demand exceeds output, the price goes up.

Now is the Time

- If your competitors – movie theaters, concert venues, theme parks and restaurants – are using Facebook ads and you're not, how can you compete?
- If they aren't, you can grab market share.
- Start before the prices (and learning curve) go up.

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What's New and Working with Facebook Ads

- Test different ads against each other to the same audience
 - Images
 - Headlines
 - With and without link
 - Copy
- Test ads in phases
 - Facebook determines a 'winner' too early
- Use different forms of content
 - Try using photo, video and link versions of your ad

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Other Advertising Tips

- Don't use the boost post button. Improve your ads management skills.
- Event ads are still really expensive.
- Page like ads are not recommended.
- Video ads are only 20% of ad buys.
- Link your Instagram account and utilize those placements. They are currently inexpensive ads.
- Use Custom Audiences.
 - Email lists
 - Conversion pixel targeting



Adding New Platforms

- Only 6% of marketers actively adopt new social platforms.
- Look to Instagram and/or Snapchat for millennial fan growth.
- Instagram Now Has 500M Total Users & 300M Daily Active Users
 - Instagram: 20 minutes per day.
 - Facebook: 45 minutes per day
 - Snapchat: 19 minutes per day.



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**.

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