



Social Media & Registration

RaceTime's Race Director Seminar

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Online Registration, Payment Transaction and Database Management

Social Media Broad Thoughts

Social Media True Insight

Social Media By the Numbers

Why Facebook?

Facebook Strategy

Facebook Promo Ideas

Facebook & Registration

Conclusion Key Take-Aways

- **Misunderstood** What to use, how to use, incorrect expectations
- **Community Building** Create awareness & goodwill, buzz, fans organic growth
- **Wider Reach¹** No limit on who you exposed to
- **Low Cost** Minimal cost to market via Social Media
- **Multiple Strategies²** Different ways to attract consumers
- **Targeted Traffic³** Content based, bring back to site or form
- **CEO Benefits⁴** Draws high traffic, boosts search rankings

- Ryan Heisler, Social Media Manager and Online Registration Guru
Maine Running Company; proprietor & producer of multiple races per year
- You're providing content that can be liked, retweeted, pinned, and commented on. Social media provides you the way to create not a customer, but a raving fan; one who is ready to sing your praises at every whim."⁵
- "Social media allows you to connect with your audience, to make your raving fans a part of your event. It's a lot like word-of-mouth advertising except you receive actual data about how many people you engaged."⁶
- "Understanding how to engage your customer is a way to have them invested in your brand. People want to feel like they belong to something; make them feel like they belong to your group of raving fans."⁷

Top 10 Social Media Websites, week ending February 1, 2014⁸

Websites	Total Visits	Visits Share	Rank 01/25	Rank 01/18	Rank 01/11
Facebook	2,304,651,333	57.90%	1	1	1
YouTube	991,458,879	24.91%	2	2	2
Twitter	84,329,850	2.12%	3	3	3
Google+	57,281,631	1.44%	4	4	4
Yahoo! Answers	45,158,511	1.13%	5	5	5
Pinterest	37,529,339	0.94%	6	6	6
Linkedin	32,540,443	0.82%	7	7	7
Instagram	22,336,047	0.56%	8	8	8
Tumblr	21,527,845	0.54%	9	9	9
Reddit	15,610,030	0.39%	11	11	11

Source: Hitwise US

WHY FACEBOOK?

- 58% of the market
- Largest social channel
- Social platform, races by nature are social; other channels for other goals
- Best for SEO and Google analytics
- Can integrate other channels, i.e. YouTube
- Does anyone have the time or budget to manage more than one channel?



Cart (Facebook page) before Horse (Facebook strategy)⁹

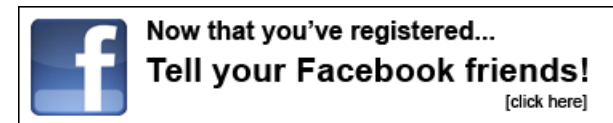
- **Your Audience?**¹⁰ Who, affiliations, charity, who targeting
- **Your Theme?** What is it, your narrative, consistent in your marketing plan, ad spends, collateral, etc.
- **Your Brand?**¹¹ Logo, feel has to transition to Facebook
- **Your Environment?** Light, fun, airy, timely and relevant
- **Your Rules?**¹² Content rules, message boundaries, who posts, manages

Facebook is a tool, a part of your overall marketing strategy.

- **Human Int. Stories**¹³ Connect with inspirational/emotional stories
- **Free Stuff**¹⁴ Love free stuff, coupon code reg. discounts, etc.
- **Shareable Video**¹⁵ Show what makes race special (YouTube post)
- **Medals, Bibs, Shirts**¹⁶ Show them off, highly likeable, excitement
- **FB Social Plug Ins** Like button, Share button, FB Offers, Activity Feed, etc.
- **FB Insights** Demographics, who interacting, for targeted posts
- **Registration** Share registration, incentive referrals, reward entry

- Super important
- Many registration platforms offer Facebook integration
- Connect to allow people to **share** their registration on Facebook
- Connect to **incentivize** your participant to get others to register thru Facebook
- Connect to **reward** consumers for registering from Facebook
- Creates buzz, leverages Facebook reach, only real call to action to put bodies in race

- Technology to allow one to share their registration on Facebook
- Using **Customized Facebook Connect**
- Clickable logo - branded to your race or default
- Auto posts to their FB page
 - “I’m in” message & link to online form, website
- Exposure to FB community of friends
- Capitalize on their excitement, call to action



- Viral marketing program to offer an incentive to get friends to register when one shares (using Facebook Connect Tool) their registration over Facebook

- Called **Friend-get-Friend**



- Race can offer an incentive to get friends to register for the race
- Auto deploys with Facebook Connect registration link
- Auto tracks referral registrations, furnishes reporting
- Auto distributes awards
 - A discount entry refund to card or delivery of redeemable coupon, etc.

- Furnishing a reward for registering online with a **Promotional Code** offer on Facebook redeemable for a discount into the race as an incentive

*“This week only, use the **Promo Code 1a2b3c** and save \$3.00 on your entry!
Click here to register www.signmeup.com/12345 and save!”*

- Offer is a Facebook post, resides on Facebook only to create buzz, viral marketing
- Direct consumers to Facebook page for offer from Website, in broadcast email, etc.
- Promotional Codes can be used by multiple registrants or can be single use and can be created & inserted into the online form from your Admin Tools
- Promotional Codes are entered in the online form at the time of Check Out auto reducing the entry cost by your desired reward amount

Integrating Online Registration with Facebook is very important

The only way to get action in the form of a monetary & participation commitment from your consumers

Using Facebook's broad reach, appeal, and timely & targeted message delivery to deploy online registration into your race

Opens up a world of possibilities around your brand, theme and marketing strategy

- ✓ **Manage Expectations** Creating a fan and actionable community
- ✓ **Be Where They Are** Facebook = 57.9% of market, 1.4B users, its Social
- ✓ **Strategy First** Have a strategy, then have the page
- ✓ **Commitment** Must be able to manage; engage other platforms in time
- ✓ **SEO Optimization** Boosts rankings BUT if no want in search, do not post
- ✓ **Employ Tools** Social Plug-Ins, Insights, Google Analytics, etc.
- ✓ **Registration** A key component to virally market, put bodies in race

THANKS



Q & A

Discussion

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