Sports Marketing & Social Media Strategies

By Casey Conrad
SMM Defined

Social media marketing is using social networking mediums to create TOMA and establish relationships with current and prospective customers.
Why SMM?

- Increased brand awareness & loyalty.
- Consumers & prospects demand it.
- Identify target audience!
- Increase website traffic & SEO.
- Increase organic referrals.
- Generate higher converting leads.
- Targeted advertising.
- Less expensive advertising.
Remember . . .

- SMM is NOT a magic bullet.
- SMM is not instantaneous.
- SMM is not a replacement.
- SMM is part of a comprehensive, well thought out, marketing plan.
4 Steps to SMM

1. Identify your platforms

2. Optimize set-up for objectives

3. Content creation

4. Manage by the #’s
1. Identify Your Platforms

- Who is your customer?
  - Why do they use social media?
- What social platform/s are they using?
  - What are they using them for?
- Do your social homework!
2. Optimize Set-Up

- Be on brand!
- Photo’s, Logo, Font, etc.
- Custom URL’s.
- CTA’s.
3. Content Creation

- Know what to post; education, inspiration, motivation. No politics, religion, insensitive humor.

- Content is king. 😊

- 80/20 rule!

- Know when & how often to post.

- Respond to comments.
3. Content Creation

- Create engagement with survey’s & testimonials.
- Do not “bait” post.
- CTA’s appropriate to goals.
4. Mange by the #’s

- Follow key metrics.
- Each platform has dashboard with relevant information.
- Are you obtaining the responses you want?
- Measure, tweak, repeat . . .
Facebook Live

- Live gets 6x’s the amount of engagement and 10x’s # of comments.
- Can save video to your timeline.
- Fans/Followers are notified when you go live.
- Consistency & interactivity are key.
- Q/A, How-To, New stuff, Demo’s, etc.
Facebook Stories (Instagram)

- Photo & video collections that disappear after 24 hours.
- Show up at the top of your feed!
- Helps to counter decrease in organic reach.
- Creativity using filters and effects.
- Users can directly message while viewing.
Facebook Messenger/What’s APP

- Open rates on Messenger high, although dropping a bit.
- Click thru rates 8x’s higher.
- Opt-in has no forms, just accept.
- Mobile optimized.
- More personal feel.
Facebook Ads

- 65 Million business pages on FB.  5% advertise.
- 3 Step Funnel process:
  - 1. Brand Awareness to target audience.
  - 2. Capture with re-targeting/pixel to drive to website, blog, capture mech.
  - 3. Close on call, visit, purchase.
Chatbots

- A computer program designed to simulate conversation with human users, especially over the Internet.
- Customizable.
- Can be utilized in Twitter and FB!
- Can be used with your ad campaigns to expedite interaction.
Summary

- Know your target market and THE primary SMM channel they prefer.
- Develop a foundational strategy and be consistent; try one new thing at a time.
- Take an online specialty course; things change SO FAST.
- Learn the lessons and be in it for the long haul.
Thank You!

CaseysHealthClubTraining@Yahoo.com

www.CaseyConrad.com