

In conclusion . . .

Planning, establishing objectives, and measuring results are important aspects of a social media marketing effort.

An example of the San Francisco Giants using social media to their advantage . . .
In 2018, the Giants wanted to sell more tickets to all of their games and better connect with their fans.

For a specific game, approximately 2 million tickets were sold.

Almost a month before the game, the Giants started prices at \$70 and used Facebook and Twitter to promote the discount.

While all fans, the remaining tickets were sold out.

The team's "social" media pages during their promotion



Also consider your key performance indicators



Measurement Tools



Discussion Question

Assume that your team's objectives for next season include increasing registered users on the fan website, growing ticket sales, and exploring an opportunity with a new sponsor.

How would you do it?

Your team could join with a social media and customer relationship management company that would help you develop an online strategy, such as a contest.



Once the contest is developed, you would begin marketing it on social media, your main website, and via email alerts.

You could also find a sponsor to help promote the contest, providing more exposure.

Relay Foods: Media Mix1



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x1



A successful social media program involves time, money, and resources.

However, data has shown that sport fans who follow athletes on social media are 55% more likely to purchase a brand if the athlete endorses it on social media.

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Werner, Catalyst fan engagement study.

POST Method for Social Media

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*POST stands for four
key components of
social media strategy:*

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People
Objectives
Strategy
Technology

Be sure your strategy is supported by targets and tactics.

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Targets include using your company's objectives to specifically define the success you want to achieve.

Tactics involve outlining the methods of executing your strategy and reaching your targets.

An example of targets and tactics in action

EXHIBIT 9.2 Combining objectives, targets, strategy, and tactics.

Objective: Increase ticket sales.

Target: Sell tickets to 100 first-time buyers in the next three months.

Strategy: Reach new ticket buyers through current Facebook fans and Twitter followers, and empower current followers to share team-related content and offers.

Tactics: Reward the first 20 Twitter followers who retweet designated content each week with two discounts on tickets—one discount that they can use and one that they can share with a friend. Promote "Bring a Facebook Friend Nights" on Facebook page and let people enter a sweepstakes to win free tickets to give their friends.

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Measuring Results

*An important aspect of measuring results is
your ROI: return on investment*

There are two types of ROI:

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Direct ROI

Correlated ROI

performance

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Key performance indicators are correlated ROI factors that include your company's sales and revenue, community size, customer engagement, and website metrics.

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