

parx  
casino®



# Capitalizing on Digital Marketing

## Measuring your Social Media Results

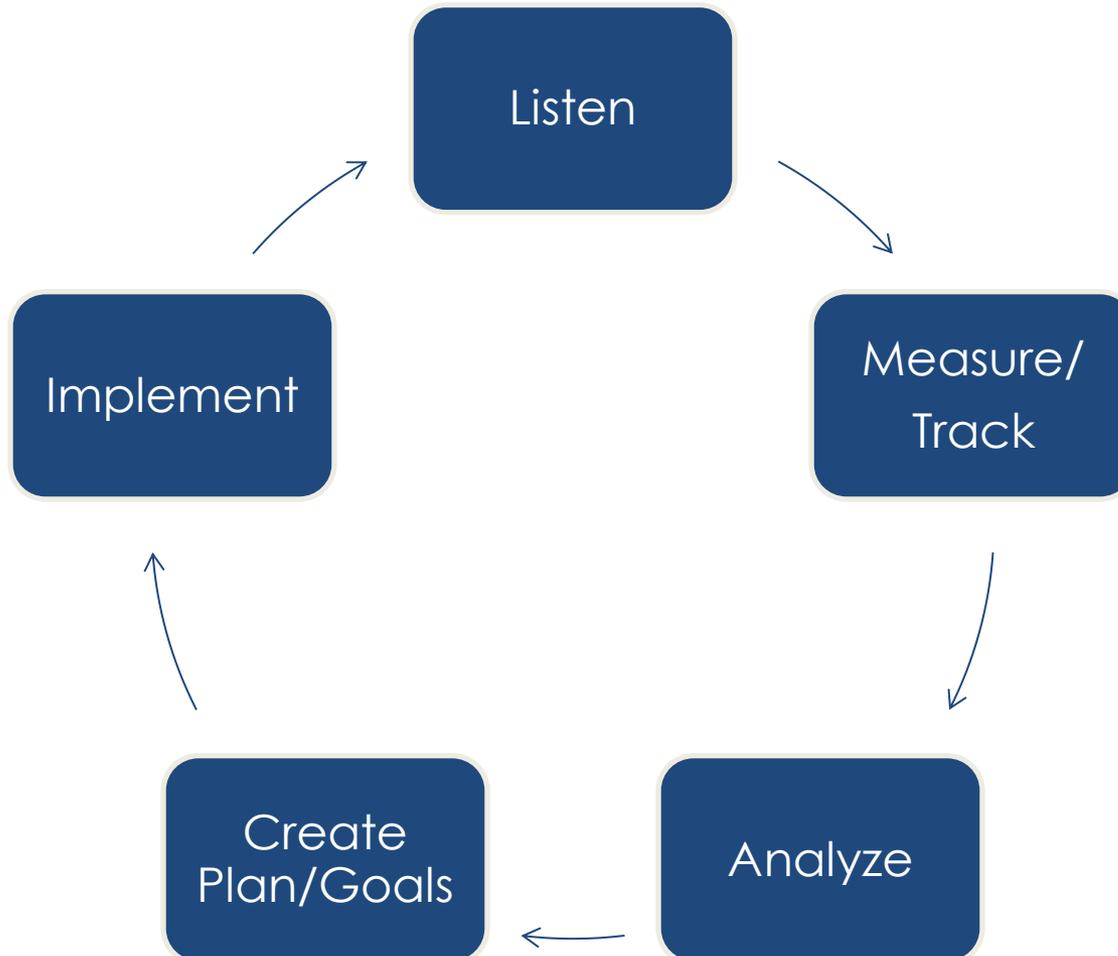
# Power is Shifting from Corporations to the Consumer

Word of mouth in social media can and will impact your bottom line. How do we sort through all the social media mentions, understand them, and learn from them?



# Social Media Strategy Model

You are already listening, now you need to organize this feedback. Tools are imperative. They sift through all the conversations and mentions out there and package this information into data that can help us marketers drive measureable results within our organizations.





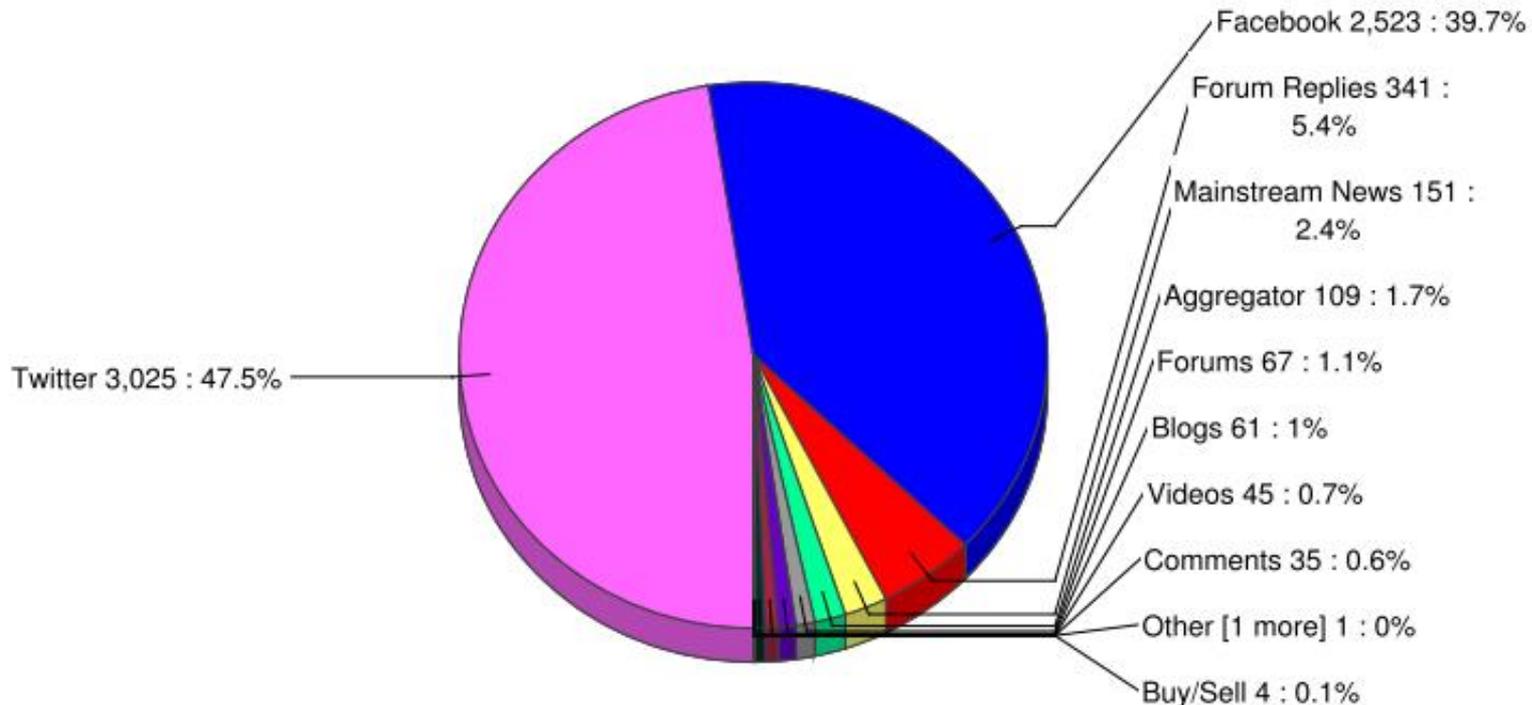
## What to Track:

- Where people are talking about you
- What people are saying about you
- Popular hashtags
- When you are trending
- Demographics
- Share of voice
- Facebook insights
- When your fans are online
- Channel growth
- Tools



## What to Track: Where People are Talking About You

**WHY:** Find out where your customer base is. Be active in the channels that people are talking about you in, or become active in channels that emerge.

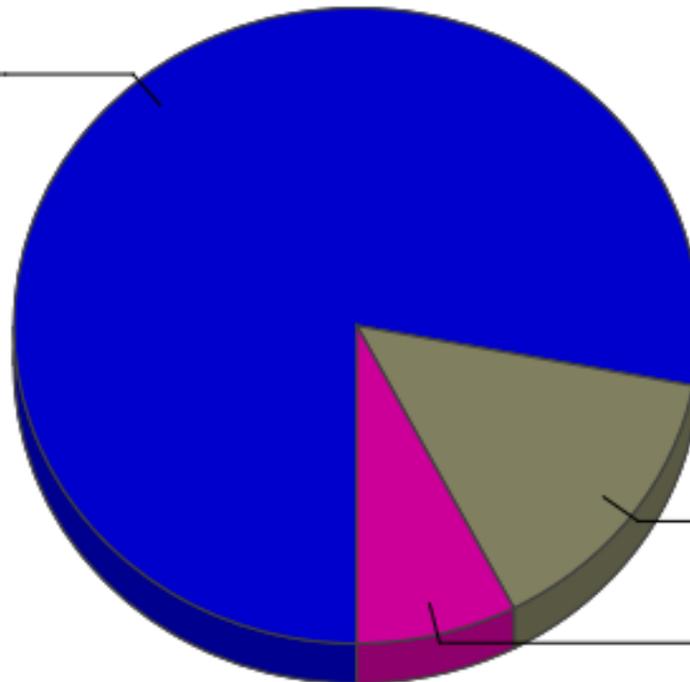




## What to Track: Where People are Talking About You

**WHY:** Find out where your customer base is. Be active in the channels that people are talking about you in, or become active in channels that emerge.

Apple (Twitter)  
14,812,005 : 78%



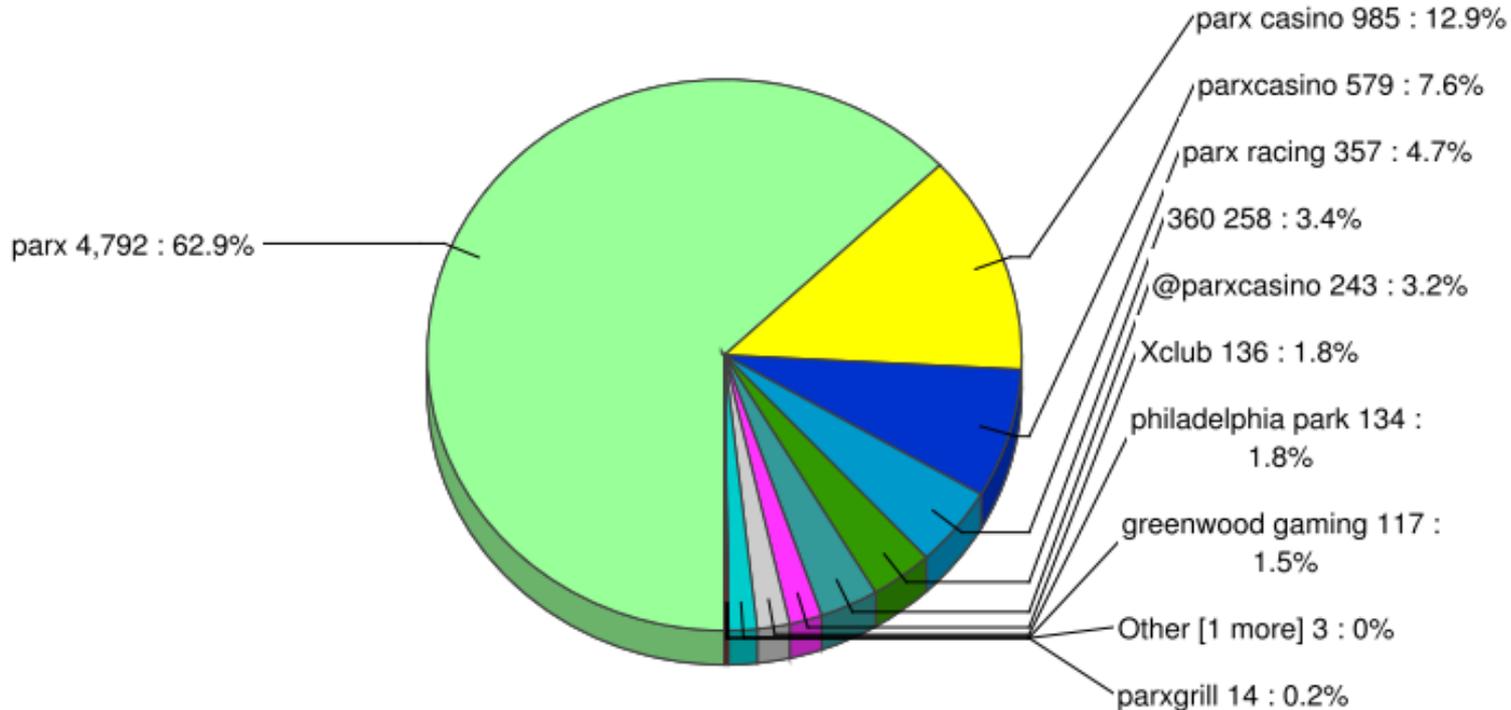
Apple (Facebook)  
2,735,059 : 14.4%

Apple(Other) 1,438,625 :  
7.6%



## What to Track: What People are Saying About You

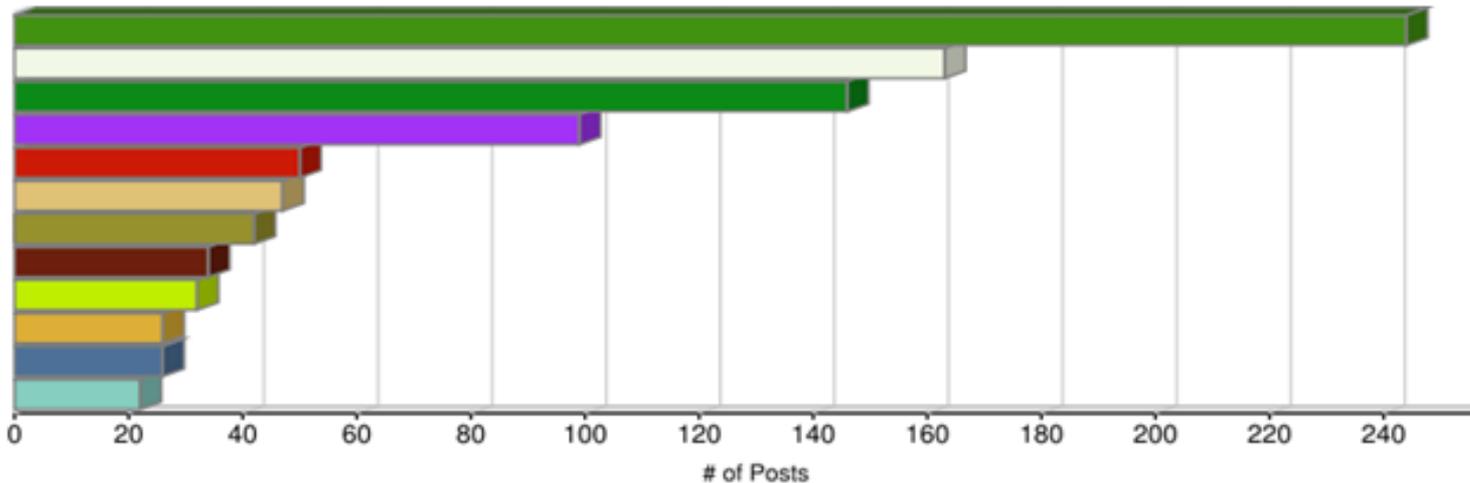
**WHY:** You need to be aware of the topics of discussion in order to start, stoke or put out fires.





## What to track: Popular Hashtags

**WHY:** Identify topics important to your followers and jump in or drive conversation. Hashtags can also help to build brand recognition or gain visits. Try joining in on trending topics, but be careful of spamming.

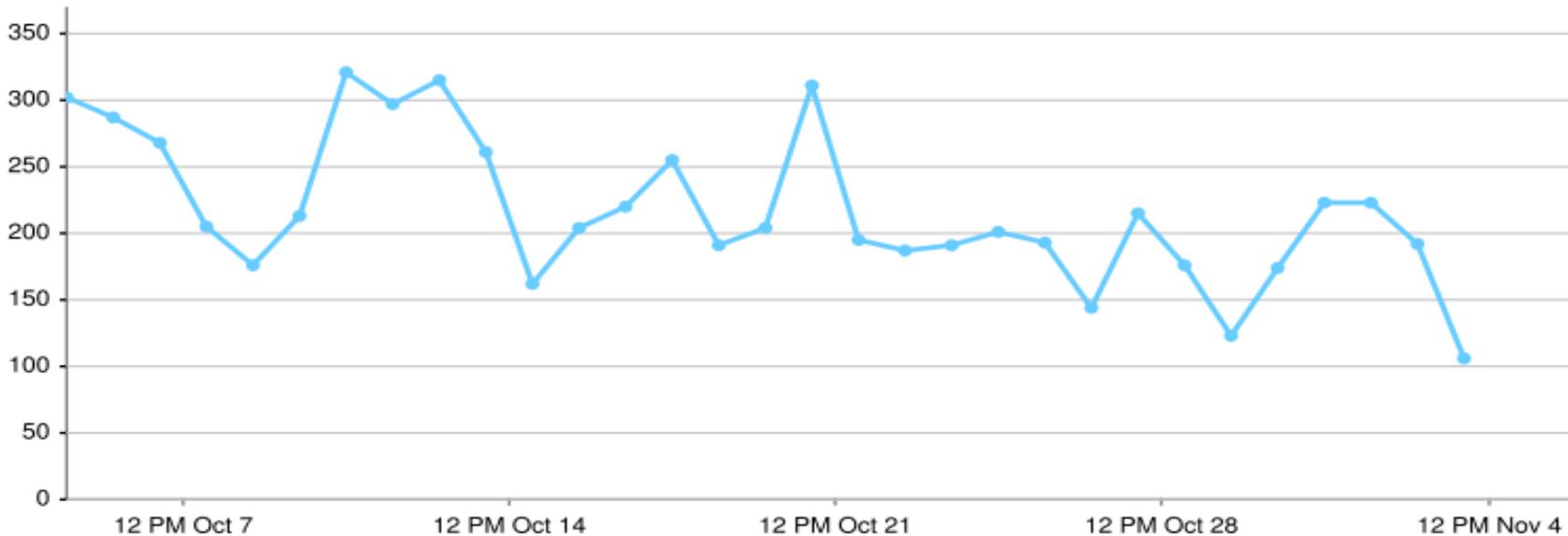


- #parxbigstax
- #parxcasino
- #parxracing
- #parx
- #econference
- #buckscounty
- #phillycyclingclassic
- #entertainment
- #poker
- #miss
- #philly
- #realheroes



## What to Track: When You are Trending

**WHY:** Find and understand your brand's peaks and valleys. Why was chatter high on one day and low on another? Drill into posts and make connections. Being aware of trends will also help you prepare for recurring events.





## What to Track: Demographics

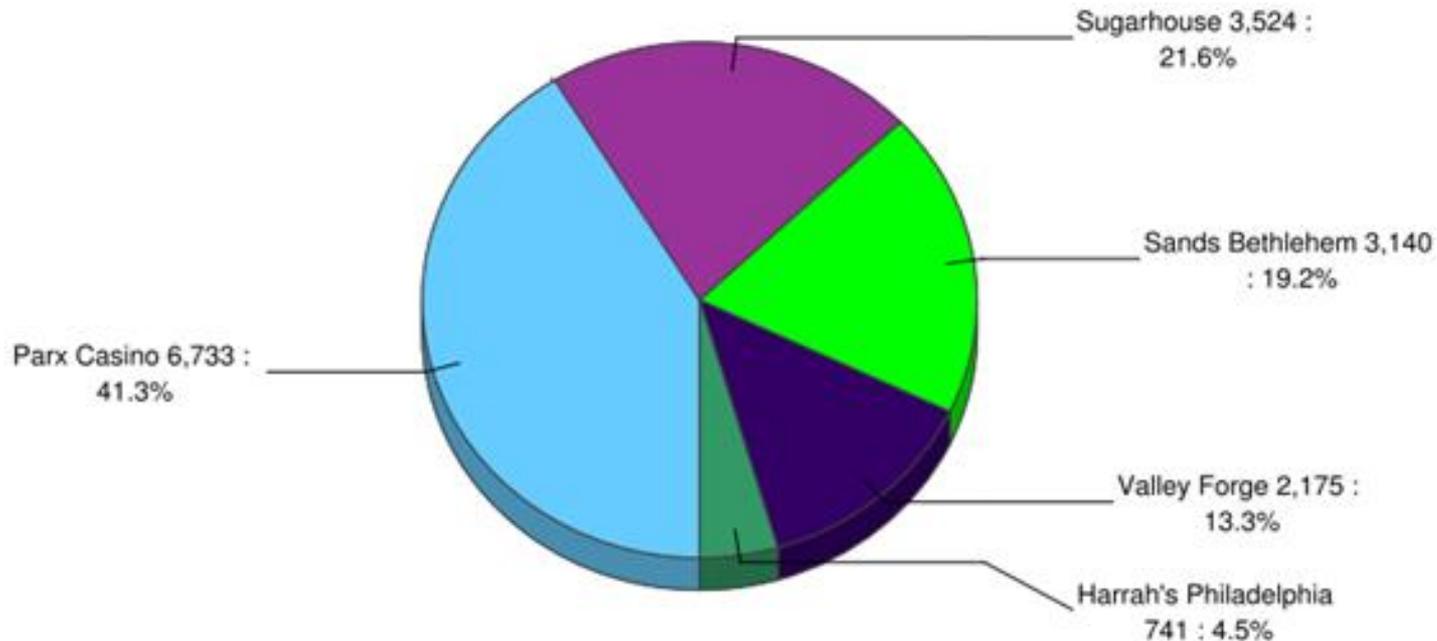
**WHY:** To understand your audience. Understanding your audience will help you develop a brand voice that resonates with the customer and it will help you develop a better social strategy.

- Age
- Gender
- Location



## What to Track: Share of Voice

**WHY:** You need to understand how your brand's reach measures up against the competition...what's your piece of the pie? Tracking this will also help you identify the root of unusual spikes or dips in activity.





## What to Track: Facebook Insights

**WHY:** You need to see what is working and what isn't in order to keep your current fan base engaged, while continuing to gain new ones. You can also track what the competition is doing to learn from their successes or mistakes.

- Brand Likes
- Post Reach
- Post Engagement: Likes, Comments, Shares and Clicks
- PTAT
- Pages to Watch



**Parx Casino**  
August 19 · 🌟

We have NOT been challenged as a group for this BUT Parx Casino decided as an entire company that we wanted to participate in the #ALSIceBucketChallenge. Not only are we going to pour ice water on our heads, but we are also donating \$10,000 to The ALS Association Greater Philadelphia Chapter!

We are now challenging SugarHouse Casino, Harrah's Philadelphia, Valley Forge Casino Resort, Maryland Live! Casino and Chickie's & Pete's! You all have 24 hours to complete the challenge or donate to the ALS foundation...or both! <http://bit.ly/1plrAze>



**Parx Casino® ALS Ice Bucket Challenge**  
<http://www.parcasino.com> We have NOT been challenged as a group for this BUT Parx Casino® decided as an entire company that we wanted to participate in the ...  
YOUTUBE.COM

<b>148,224</b> People Reached		
<b>3,501</b> Likes, Comments & Shares		
<b>2,753</b> Likes	<b>2,280</b> On Post	<b>473</b> On Shares
<b>275</b> Comments	<b>148</b> On Post	<b>127</b> On Shares
<b>473</b> Shares	<b>422</b> On Post	<b>51</b> On Shares
<b>4,301</b> Post Clicks		
<b>0</b> Photo Views	<b>2,994</b> Link Clicks	<b>1,307</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>50</b> Hide Post	<b>7</b> Hide All Posts	
<b>0</b> Report as Spam	<b>1</b> Unlike Page	



## What to Track: When Your Fans are Online

**WHY:** Gives you insight on when to post and helps you find the sweetest spot for captivating your audience to increase engagement.

DAYS



TIMES





## What to Track: Channel Growth

**WHY:** The ultimate test of seeing if your strategies are working. If you aren't growing it's time to reevaluate your strategy.

- Track how many, as well as what, social channels you and your competitors are in. Is your competition in a channel you aren't? Consider jumping in and win loyalty.
- Track overall brand likes/follower/view counts for each social channel you and your competitors are in. Then track the growth percentage.



## Use Tools That are out There to Assist Online Marketers

**WHY:** Tools help us sift through all the conversations and mentions that pertain to the brand and package the information with the goal of driving measureable results. There are tools that are free, as well as tools that charge for access.

- **Radian 6 or Sysomos:** Track, monitor and engage with your audience. Learn more about your competitors and generate deep reports on various KPIs.
- **Hootsuite or Buffer:** Manage multiple social media accounts and schedule posts. Produce performance reports.
- **Bitly:** Shorten your links and add tracking to them so that you can capture data pertaining to your audience. Know who you are reaching.



## Use Tools That are out There to Assist Online Marketers

**WHY:** Tools help us sift through all the conversations and mentions that pertain to the brand and package the information with the goal of driving measureable results. There are tools that are free, as well as tools that charge for access.

- **Tweepi:** Find out who you are following that isn't following you back. Follow people your competition follows.
- **Tweriod:** Provides you with analysis on the best times time tweet.
- **LikeAlyzer:** Analyzes your Facebook page and provide tips for optimization.

# Facebook Free Play



# Spin to Win

**Listen:** Broader range of compatible devices

**Implement:**  
Spin to Win

**Measure/Track:**  
KPIs for reach, share of voice, sharing

**Create Plan/Goals:** Add game element, responsive design

**Analyze:** Wanted to go more viral / interactive

parx  
casino®



**Tw:** @jenoherrick  
**E:** jenoherrick@gmail.com