

Driving Measurable Influence on Emerging Social Platforms



@TechnologyBOOM



Session Outline:

Today we will be discussing the following:

1. The Social Economy

2. Reasons to make friends with Millennials

3. Understanding Data

4. Why Mobile

5. The Experiences

6. Strategies for Player Engagement

The Social Economy



This is a Social Economy and we are its exchange, our actions or inactions are our currency.



The influence economy

Interactions  Like   +1 = Currency

Networked people & content     = Assets

Social capital  55 = Goodwill

The Social Economy

Social capital  = **Goodwill**



You've scored a One-Day Pass to the Admirals Club® lounge.



Kred Measurable Influence



Influence is Big

620M+ Scored users

1M+ Klout Perks delivered

200TB Data ingested

12B Daily social signals

200K+ Businesses using Klout

48B API calls monthly

The Social Economy



Right now, there are more People on Facebook than were On the planet two hundred years ago.



By the end of 2015, there will be more mobile devices on Earth than people.



Reasons to Make Friends with Millennials



Why to make friends with Millennials..

- Millennials and young GenX'rs broke tradition and voted in 2008 – mobilized and galvanized by social media.



- By 2018 Millennials will be the largest voting block. They won't stay home. They know they can effect the outcome through social media and networks.

- By 2018 – it will be 43% - The largest work segment.



If you haven't already begun to introduce these group into our industry - you may be too late to get their attention.

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STEIN



UNDERSTANDING DATA



INFLUENCERS

18%
Trust Influencers
(source: Forrester Research Inc.)
INFLUENCERS

Typical Profile

Pundit
Blogger
Celebrity

INFLUENCERS

(Twitter followers, blog subscribers, etc.)

Size of Audience

INFLUENCERS



Influencers Vs. Advocates

ADVOCATES

Consumer Trust

92%
Trust Brand Advocates
(source: Nielsen)
BRAND ADVOCATES

Highly-Satisfied Customer

BRAND ADVOCATES

Defined By

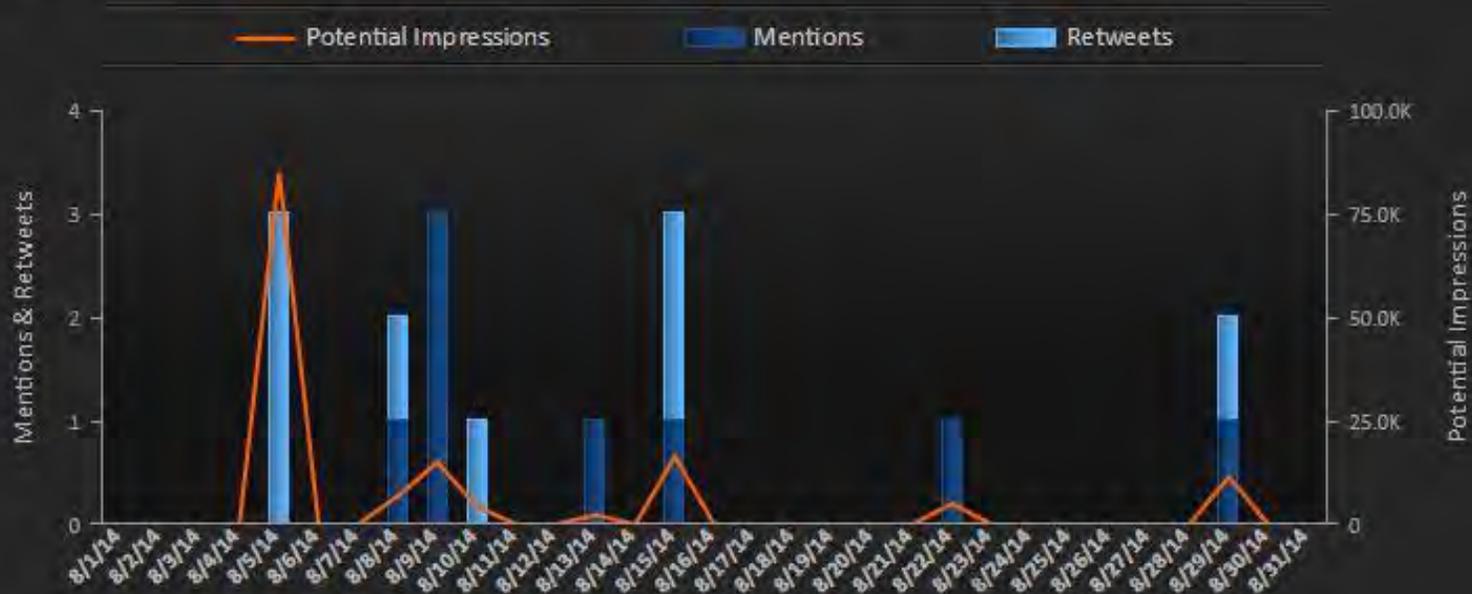
How likely they are to recommend the brand

BRAND ADVOCATES



Understanding Data INFLUENCERS

Engagement & Reach of Influencers (Klout > 50)



Engagement Totals



Understanding Data

INFLUENCERS



Orange Leaf Yogurt @myorangeleaf · Oct 13

Results are in. @KDTrey5 picked this lucky kid to win #NBA2K15! Next challenge announced spoon. #KDPicMe

👤 Kelley Tackett



83



376



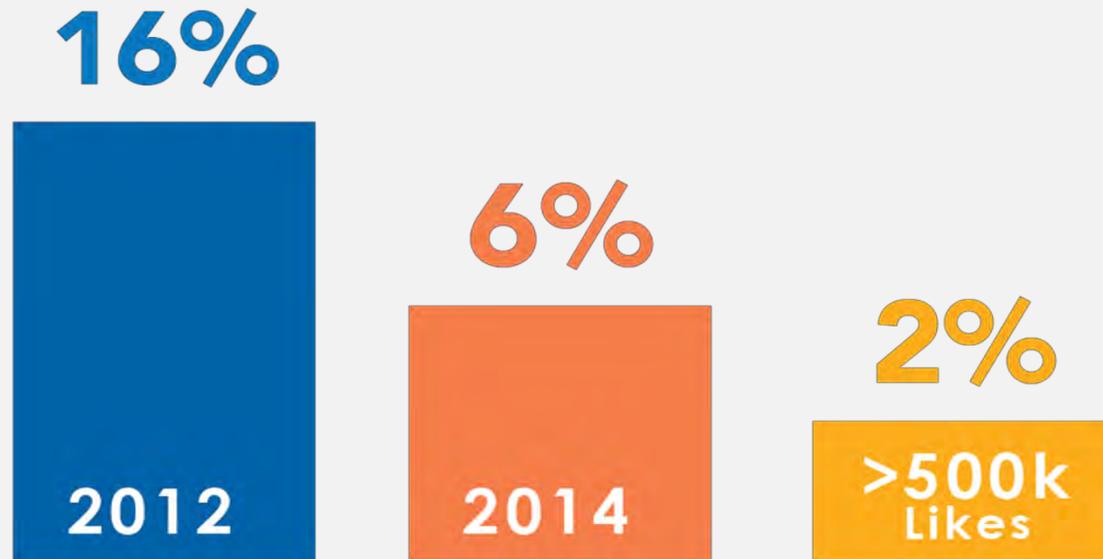
[View more photos and videos](#)

Best Ways to Collect Data

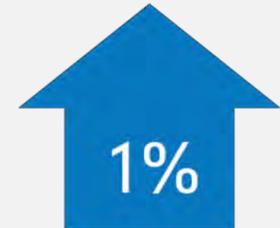


It's not ALL About your Brand Page, it's About your Brand Message

Organic Reach For Brand Pages



If your corporate page has 80,000 likes, you reach about 4,000 people who ALREADY like you



% of fans that actually engage with the brands they follow.

% of Facebook users that don't return to a fan page once they click Like.



Ticket Giveaways to events

Win Boxing Tickets for RUMBLE at Remington Park!

Win an evening at Remington Park that includes Boxing Tickets for two and Free Play for the casino! Remington Park will host Live Professional Boxing action Saturday, November 8, 2014, as Rumble at Remington battles take place at 8:00pm! Tickets are on sale at HDBoxing.net or by calling 405-473-5000. Winners will be announced Thursday, November 6, 2014.

Entrants must be 18 with valid Facebook



Enter this sweepstakes

Like Remington Park

Log In

Remington Park

Your Email Address

Birthdate

EVENT SOLD OUT!

Methodology:

3rd party app

**Facebook, Twitter
And Google+**

Promotional Period:

2 weeks

5 winners total

Results:

3,980,900 organic impressions

989 Unique emails

Demographics:

18-35 - 51%

35-45 - 39%

45 and plus - 10%

Cross Promotions

 Remington Park

Win a Getaway to Lone Star Park For Closing Day - Saturday, November 15th, 2014

You could win 1 day at the races at Lone Star Park, including: general admission for two, valet parking, one night stay at a hotel, up to \$100 to spend at Silks fine dining, \$50 in free bets, valet parking, and \$100 in gas cards to get you there and back! Drawing is Tuesday, November 11th, 2014!

Must be 18 or older to participate - No cash option -



Methodology:

3rd party app
Facebook, Twitter
And Google+

Promotional Period:

3 weeks
1 winner

Results:

3,350 Unique emails

Demographics:

18-35 – 40%
35-45 – 39%
45 and plus – 21%

YTD we're up 7% in all sources handle.

What's
next



EMAIL



REMINGTON PARK
RACING • CASINO

ONE REMINGTON PLACE, OKLAHOMA CITY, OK 73111 | 405-424-1000 | WWW.REMINGTONPARK.COM

Welcome to Club Remington!

WINNING WHEEL

As the newest member of our exclusive Club, you have the opportunity to win up to \$100 in Free Play! Click to spin the Winning Wheel below to play.

CLICK HERE TO PLAY!



This email was sent to you by Remington Park Racing Casino. To ensure delivery to your inbox (not bulk or junk folders), please add remingtonpark@mail.mriam.com to your address book. If you do not wish to receive future emails [click here](#) to opt-out. Please do not reply to this email.

Stay on track. Bet responsibly. Call 1-800-426-2537.
Must be at least 18 years of age to wager at race track or enter casino.

GAMIFICATION



REMINGTON PARK
RACING • CASINO

ONE REMINGTON PLACE, OKLAHOMA CITY, OK 73111 | 405-424-1000 | WWW.REMINGTONPARK.COM

CONGRATULATIONS!

Yenni Vance #00000

You've won:

\$10 IN FREE PLAY

\$100 IN FREE PLAY is on your Club Remington card!
Offer valid until 9/30/2014



Methodology:

Email

Target offer for new members

Time:

1 time per promotional Period.

September 2014

Results:

-320 emails to new Members

-245 Opened the email
201 members redeemed the offer.

\$39,723.60 coin in

KEY FOR A SUCCESSFUL EMAIL CAMPAIGN

1- TARGET OFFERS

2- PERSONALIZATION

**3- ANALYZE DATA BETWEEN
AND AFTER EVERY E-BLAST**



PUSH NOTIFICATIONS



Push Notification Strengths

- **Relevance and Timeliness**
- **Engagement and Impact**
- **Conversion Pathway**

Unlike email, push notifications can't be ignored. Users must act on them one way or another.

KEY FOR A SUCCESSFUL PUSH NOTIFICATION CAMPAIGN

1- Communicate the value of push notifications before asking your users for permission to send them.

2- Give users some control.

3- Mine your analytics to segment your audience and tailor your messages as much as you can.

4- Be considerate in terms of timing.

5- Deploy urgency carefully.



WHY MOBILE?



Mobile Marketing Stats 2014

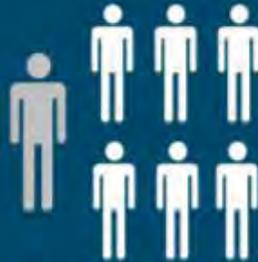
Mobile marketing is changing how we communicate as more and more consumers access the internet, social media and email through their mobile devices.



70%
of mobile searches lead to action on websites within 1 hour.



Americans spend on average,
2 Hours
a day on a mobile device.



of social media time is spent on a smartphone or tablet.



Learn more on how to take advantage of mobile trends:
<http://bootcampdigital.com/mobile101/>



**Are You Collecting
“Friends” OR “Customers”?**

THE EXPERIENCES.....

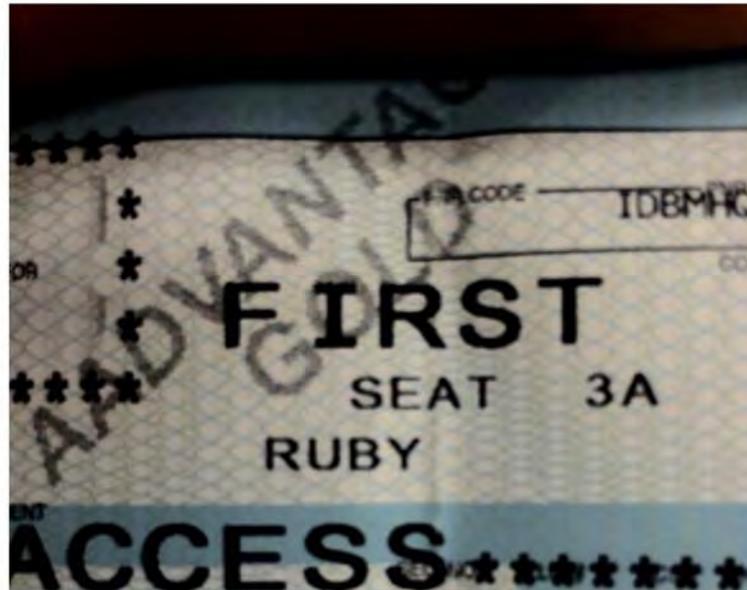


THE EXPERIENCES.....



Yenni Vance
@TechnologyBOOM

Thank YOU @AmericanAir ❤️ I think I love YOU ✈️



American Airlines ✓
@AmericanAir

@technologyboom Wow, that's great! We love you too, Yenni. Enjoy your flight.

10/30/14, 9:01 AM

1 RETWEET 1 FAVORITE



Our job is to create WINNING EXPERIENCES

We need to seek new ways to enhance the fan experience and reward fan loyalty



As a result, relationship economics can yield real-world business results:



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

Strategies for Player Engagement

SOCIAL REWARDS



SOCIAL REWARD PROGRAMS

My Remington APP

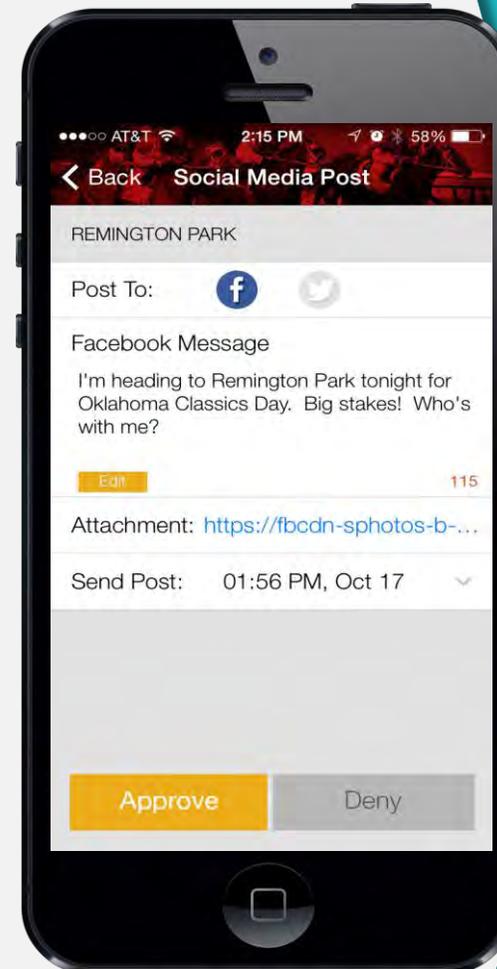
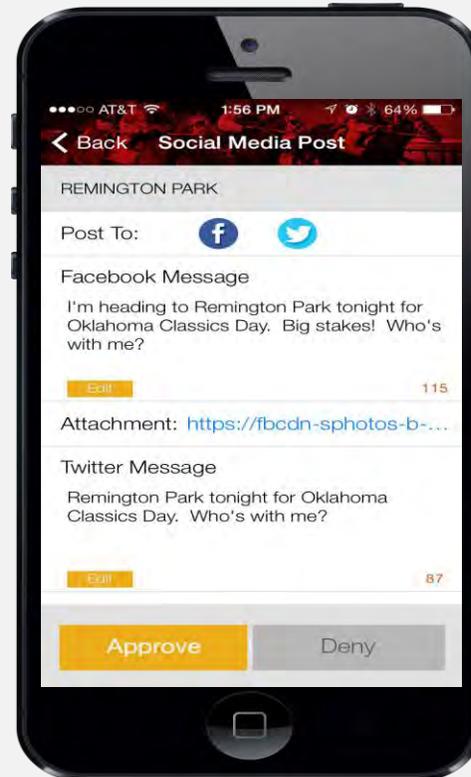


Make it EASY for Your Influencers and advocates to Spread the Good Word about your brand.

Easily create and instantly notify to our influencers and advocates of fresh content to share. They can review, edit and approve/deny each suggested post.

**KEY FOR SUCCESS:
Use links to blogs, interesting articles, videos, photos, etc. to keep great content flowing.**

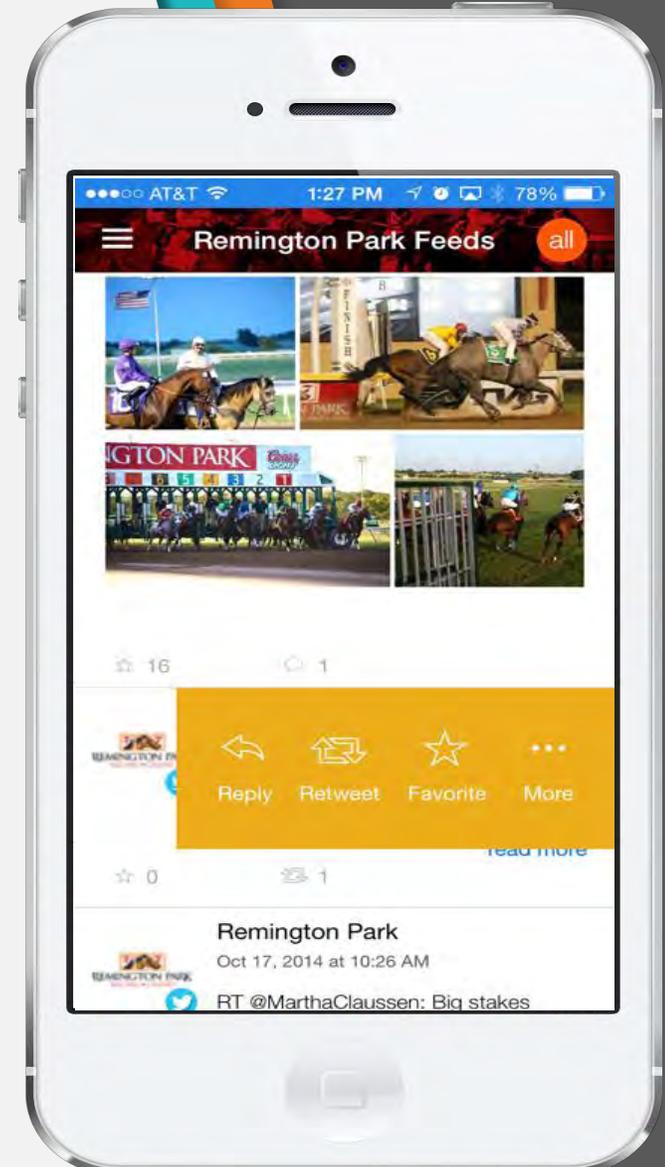
CONTENT IS KING!



Keep influencers and Advocates up to date with your social media activity in one place

A hub of your social media feeds all centralized into one location for our influencers and advocates to interact.

- Facebook
- Twitter
- YouTube
- Instagram



KEY FOR A SUCCESSFUL MOBILE LOYALTY REWARD PROGRAM

TARGETED OFFERS

Proactively identify
at-risk accounts and
offer targeted
incentives

UPSELL

Enable customers to
share experiences with
social connections.

OFFERS

Personalized deals based on
transactions, fans profiles, and
interaction flow.



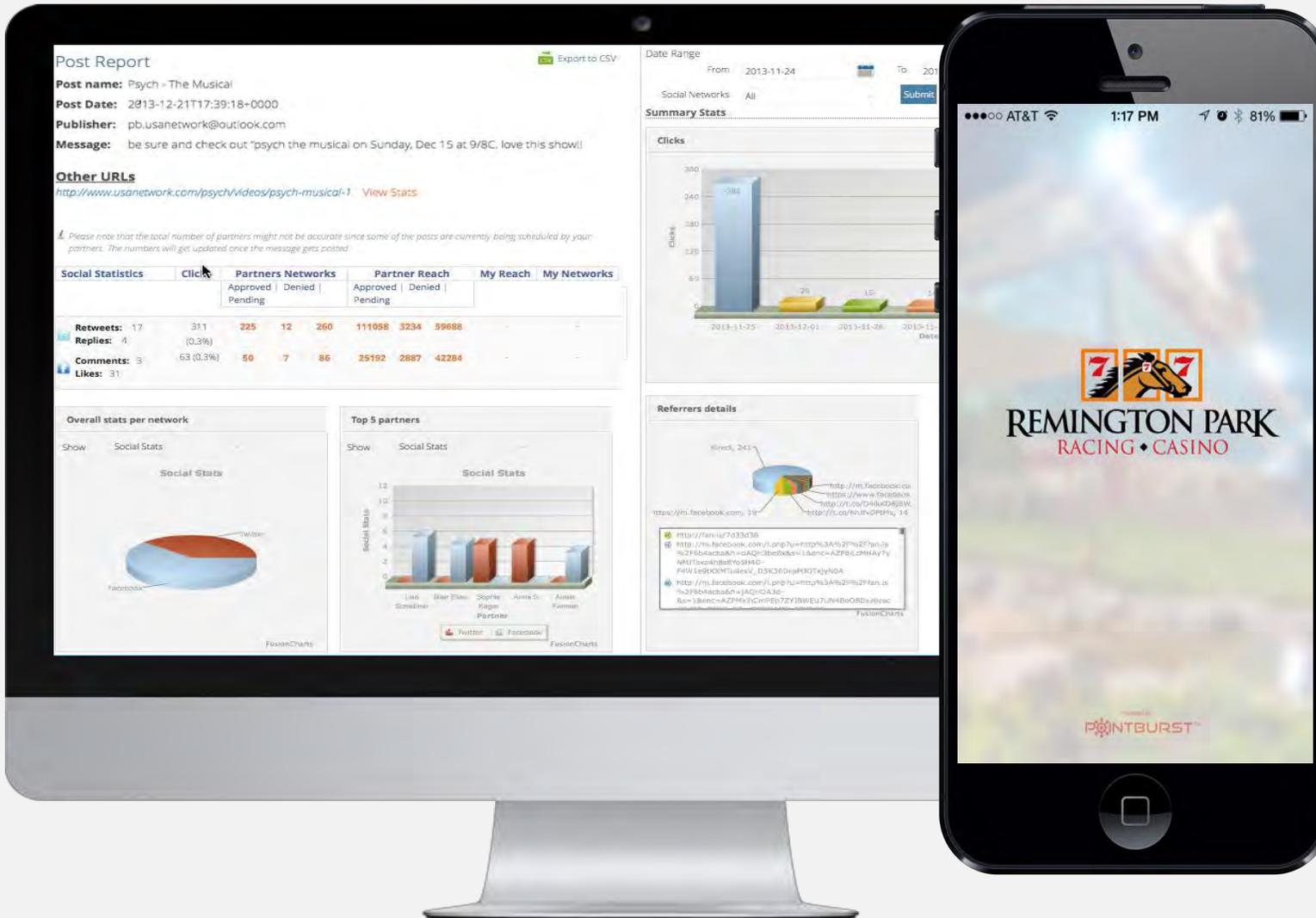
Acquisition > Engagement > Retention

DATA = Measure and Identify

Monitor and Improve our Social Performance through Influencers/Advocates with Powerful Analytics

For each post through, we track:

- ▶ reach
- ▶ clicks
- ▶ social stats
- ▶ top influencers and advocates
- ▶ detailed influencers and advocates profile information



KPI's to Measure the Success of Social Reward Programs

- ✓ **Influencer / Advocate Sharing Behavior**
- ✓ **Positive Sentiment**
- ✓ **Social Referrals**
- ✓ **Conversion and Monetization**

**“If you want something new,
you have to stop doing something old”**

Peter Drucker

