

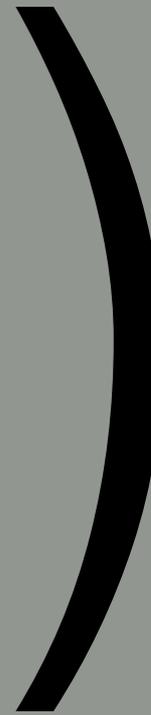


NTRA

What's Your [Marketing] Strategy?

John Della Volpe
Harvard University / SocialSphere, Inc.

12.08.10





**Remember what
The Who said ...**



**Meet the new boss
Same as the old boss**

- 
- ⊛ For at least 80% of the organizations in Thoroughbred racing, you should not be concerned with what's new;
 - ⊛ Be concerned with what's now considered old;
 - ⊛ And integrate the appropriate tools and platforms into your marketing plans and all other aspects of your organization.

5

The Social Network



Hu Jintao
Paramount Leader of
the People's Republic
of China

Population:
1,333,050,000



Dr. Manmohan Singh
Prime Minister of the
Republic of India

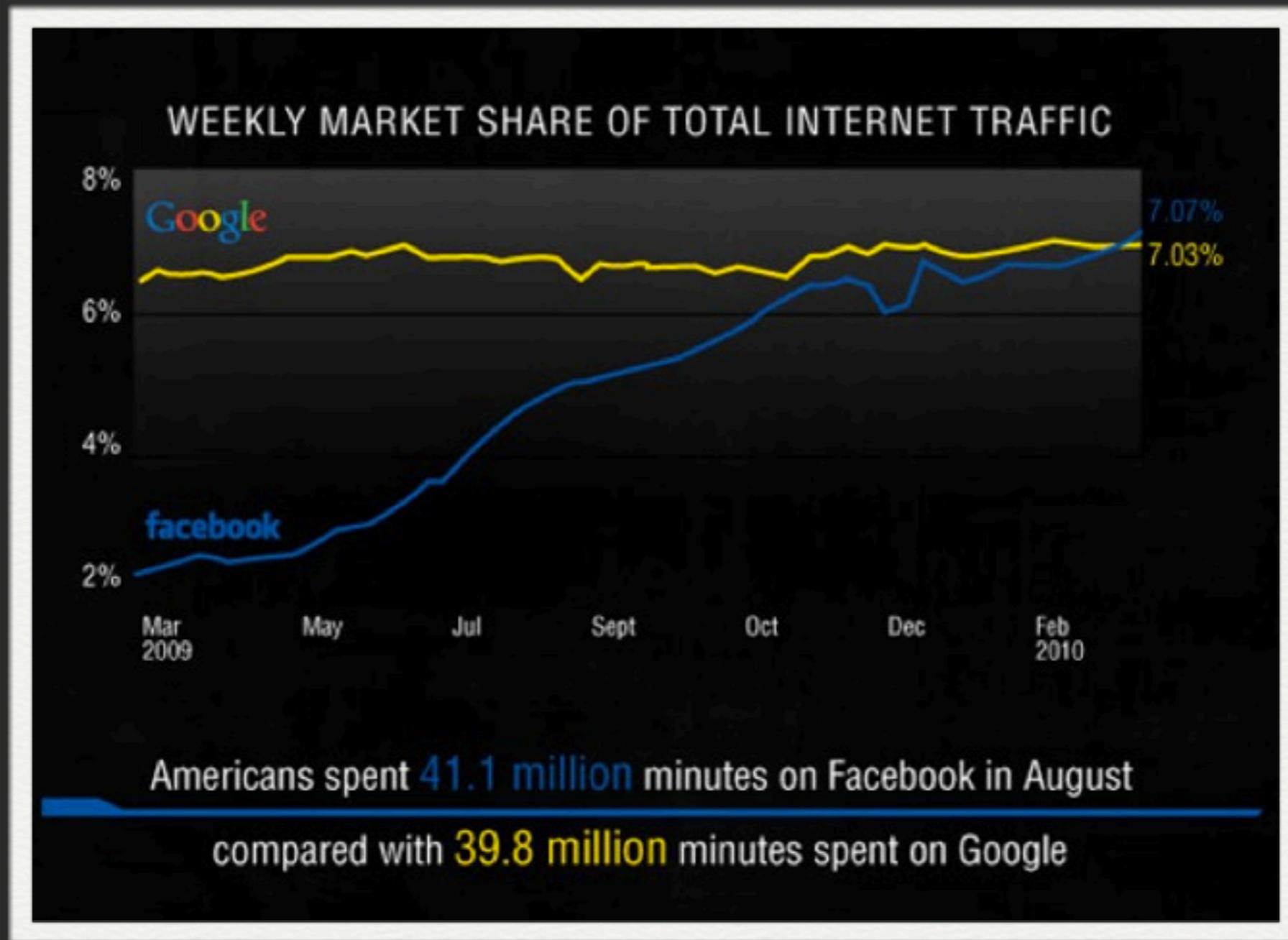
Population:
1,169,130,000



Mark Zuckerberg
Founder & CEO of
Facebook

Population:
500,000,000+

Facebook



All True.

- ⊛ More than 500 million active users
- ⊛ 50% log on every day
- ⊛ People spend 700 billion minutes per month on Facebook
- ⊛ Average user created 90 pieces of content per month
- ⊛ More than 30 billion pieces of content shared each month
- ⊛ 70% of users are outside the US
- ⊛ Integrated with more than 1 million websites
- ⊛ 200 million users access site through mobile device

A Global Presence

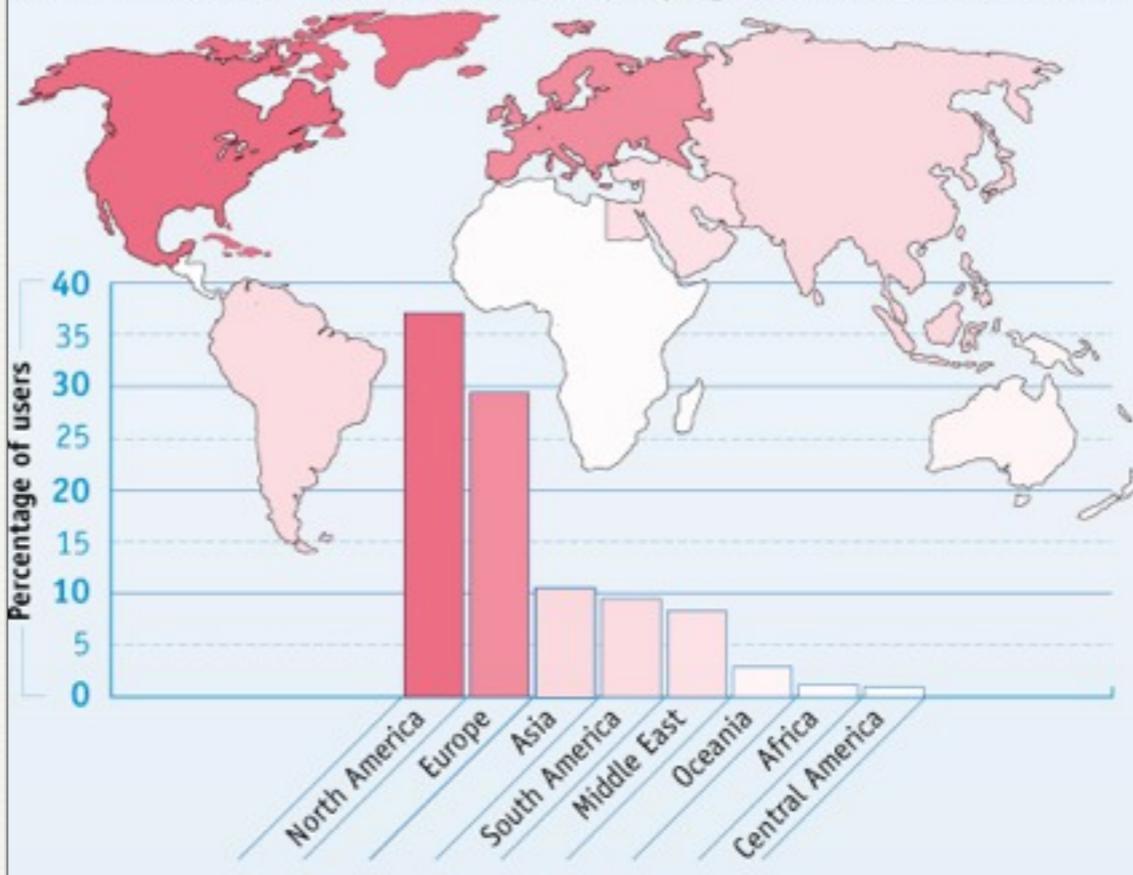
Facebook officially supports
 over ~~65~~ languages
 including

Afrikaans, Azeri*, Indonesian, Malay, Bosnian*, Catalan, Czech, Welsh, Danish, German, Estonian*, English (UK, US, 'Upside Down'), Spanish, Esperanto*, Basque*, Filipino, Faroese*, French (Canada, France), Irish*, Galician*, Korean, Croatian, Icelandic*, Italian, Georgian*, Swahili*, Latvian*, Lithuanian, Latin*, Hungarian, Dutch, Japanese, Norwegian (bokmal, nynorsk*), Polish, Portuguese (Brazil, Portugal), Romanian, Russian, Albanian*, Slovak, Slovenian, Finnish, Swedish, Thai, Vietnamese, Turkish, Chinese (China, Taiwan, Hong Kong), Greek, Bulgarian, Macedonian*, Serbian, Ukrainian*, Hebrew, Arabic, Persian*, Nepali*, Hindi, Bengali, Punjabi, Tamil, Telugu, Malayalam *beta languages



as of **August 2009**

Facebook's user distribution by geographic area looks like this:



The Supreme Court is adapting...



Breyer says justices must adapt to Facebook world
By ERIK SCHELZIG
The Associated Press
Tuesday, November 16, 2010; 7:12 PM

NASHVILLE, Tenn. -- Don't expect a Facebook friend request from Supreme Court Justice Stephen Breyer any time soon.

The 72-year-old justice said in a speech at Vanderbilt Law School on Tuesday that he was perplexed when he recently saw the film "The Social Network" about the origins of Facebook.

But Breyer said the film illustrates his argument that modern conditions - like the development of the social-networking site - should inform justices when interpreting a Constitution written in the 18th century.

"If I'm applying the First Amendment, I have to apply it to a world where there's an Internet, and there's Facebook, and there are movies like ... 'The Social Network,' which I couldn't even understand," he said.

Breyer said of the high court: "It's quite clear, we don't have a Facebook page."

Although Breyer was making a point about judicial philosophy, he also touched on the court's sometimes limited grasp of technological developments. For example, Chief Justice John Roberts in a



Supreme Court Justice Stephen Breyer, right, greets law students and invited guests after speaking at Vanderbilt University on Tuesday, Nov. 16, 2010, in Nashville, Tenn. Breyer's appearance at the school centered on his latest book, "Making Our Democracy Work: A Judge's View." (AP Photo/Mark Humphrey) (Mark Humphrey - AP)

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top Network News PROF.E

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TOOLBOX

[Resize](#) [Print](#)
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So is the Pope ...



Pope Benedict Launches Facebook and iPhone Apps

Tweet 2 | Share 141 | 202 Digg

Do you like this story?
Like 141 people like this. Be the first of your friends.

If Barack Obama is the YouTube President, then Pope Benedict XVI might just be the social media pontiff. The Pope [launched a YouTube channel](#) last year, and now, he's getting onto Facebook, with the launch of his own application, called [Pope2You](#).

Pope2You actually encompasses more than just a Facebook app. There's now a website that links followers to the existing YouTube Channel, the new Facebook application, and an iPhone app as well.



I've found the Facebook app a bit buggy in trying to test it out this morning, but the Vatican describes it like this:

"Pope2You for Facebook lets you receive the messages of Pope Benedict XVI through the most important social network of the world. So you can meet the Pope on Facebook, listen to his words, see his pictures, receive his messages of congratulations through "virtual postcards". The postcards can be sent to your "friends" on Facebook and the application can be shared with anyone."

Meanwhile, the [iPhone application](#) seems like an extension of the YouTube channel, used mostly as a broadcast medium for the Pope's messages:

"The [H2Onews](#) application for the iPhone and iPod Touch brings you timely, insightful news about the life of the Church in the world. In collaboration with the Vatican Television Center and Vatican Radio, H2Onews connects you with video and audio news from the Vatican."

But the Pope has nothing on Keeneland

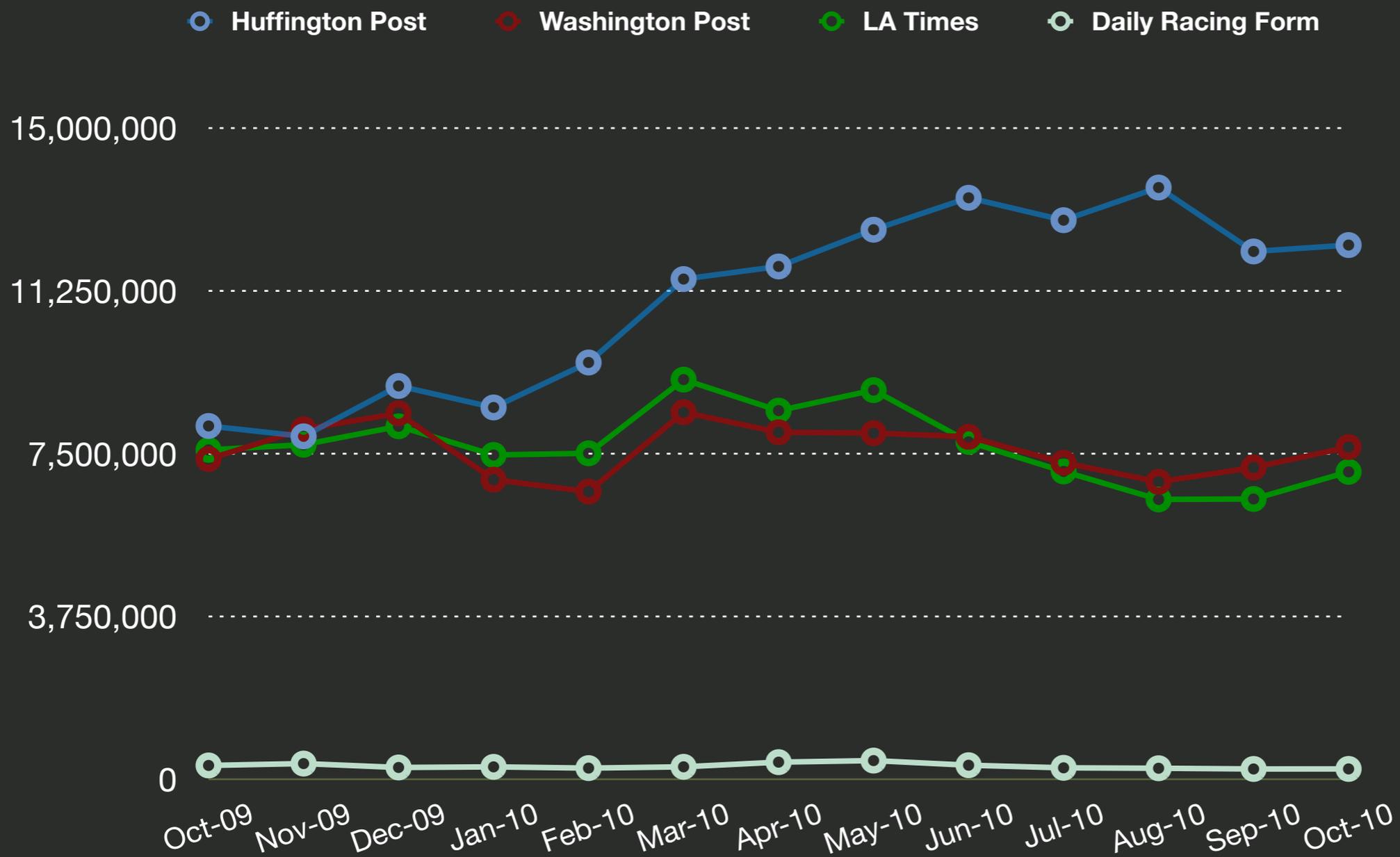
The screenshot shows the Facebook page for Keeneland. At the top, there's a navigation bar with 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. The main header features the Keeneland logo and a post: 'Keeneland Best of luck to the players in today's DRF/NTRA Handicapping Challenge at Keeneland. The top six players earn berths to the national handicapping contest in Las Vegas next month. 9 hours ago'. Below this are tabs for 'Wall', 'Info', 'Keeneland', 'Email', 'YouTube', and 'Photos'. The 'Wall' tab is active, showing a post from Keeneland: 'Public invited to See Champion Zenyatta at Keeneland Monday, December 6 www.keeneland.com'. This post has 55 likes and several comments. Comments include: 'Michael Madigan Remember to recycle all your "Girl Power" signs, we don't want them clogging up the landfills.', 'Christy Tackett My "Girl Power" signs are in my boutique window in Midway, KY. Welcome to Woodford County, Zenyatta! I know, she won't be here till Monday but, we a paying tribute to a great horse!', 'Susan Lynn Capogreca Hoerauf Ohhh, how can we get Girl Power signs for Monday???? Anyone selling? Too late for Ebay :(', 'Sarah Pieratt Hurst We'll be there to welcome her to Kentucky!', 'Michael Madigan Suh Bye. Moss will probably breed her to Giacomo and the foal will run backwards.', 'Michael Madigan Of course he could breed her to Blame. Blame has already nailed her once.', 'Doni Biggs Might have to just be there. Flu & all. Heroes and Heroines are so few and far between.', 'Sandra Harris Frey I'll be there! I think A.P. Indy will be her boyfriend next year. Michael, shame on you. Blame may have won and I respect that fact. However, Zenyatta came from dead last to miss winning by a nose. I was there watching at the finish line. I was amazed even with the loss.', and 'Michael Madigan She always comes from dead last, that's her running style.' On the left sidebar, there's a description of the page as 'The Official Facebook page of The Keeneland Association - the world's largest Thoroughbred auction company and a world-class Thoroughbred race course located in Lexington, Ky.' and a list of 11 friends who like the page, including Steve Roop, Sam Houston Race Park, Jessica Chapel, Bill Knauf, Tim Turrell, and JP Stilz. At the bottom of the sidebar, it says '74,303 People Like This'. On the right sidebar, there are ads for 'Create an Ad' and 'Connect With More Friends'.

Yes, that's 74,301 "fans"

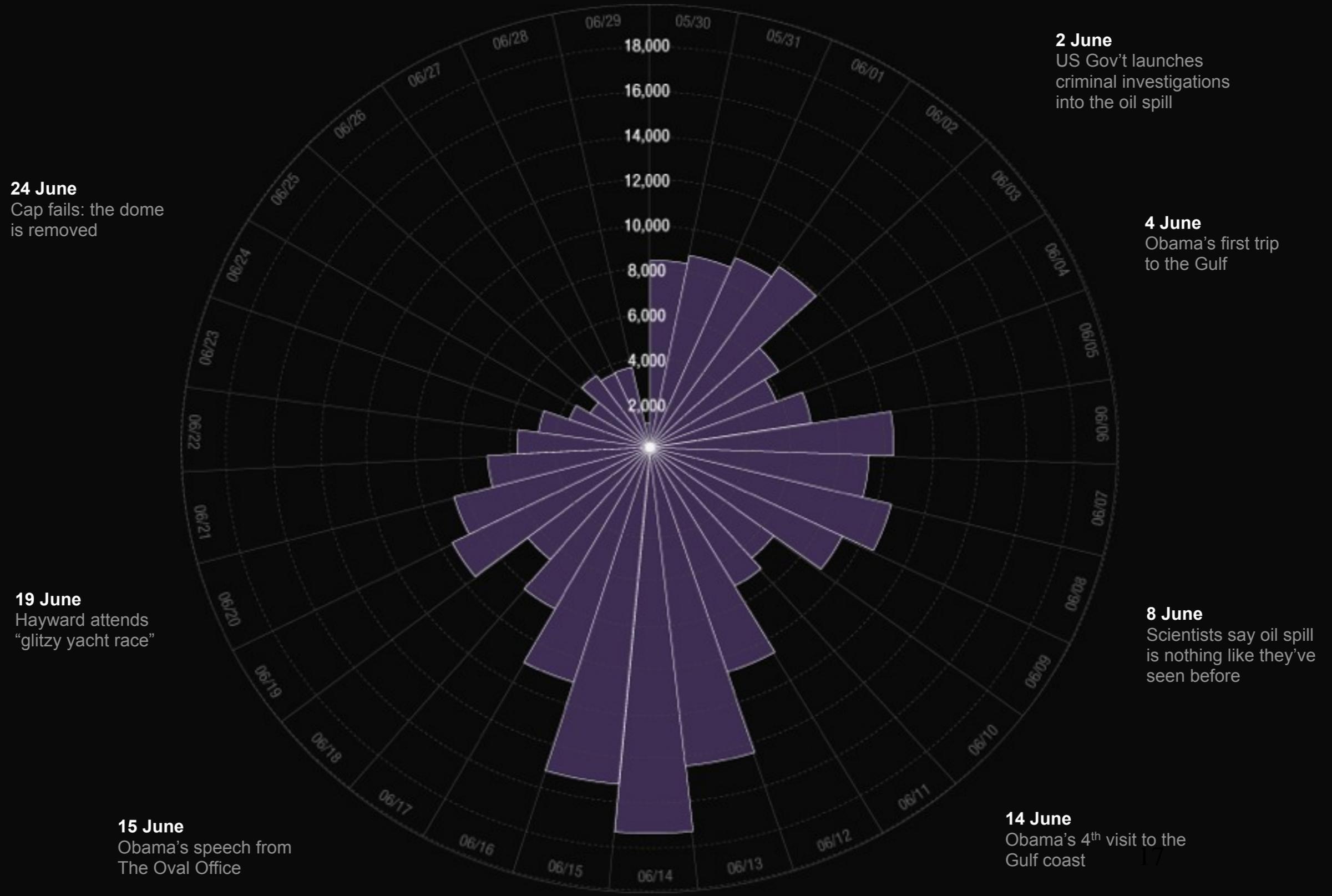


The Internet Newspaper

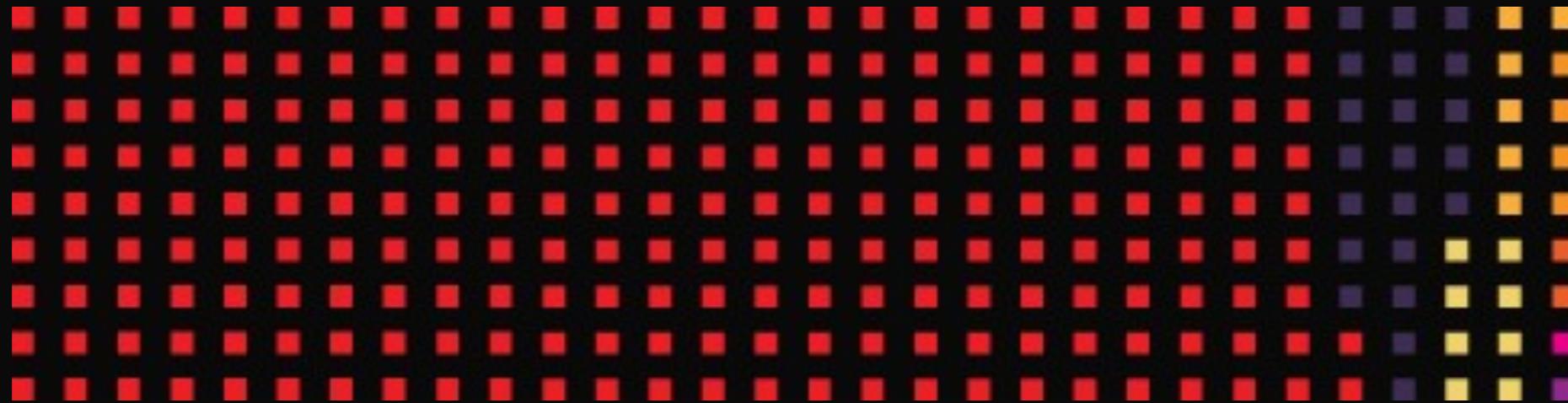
The "Fifth" Estate?



Daily Mentions of the BP Oil Spill



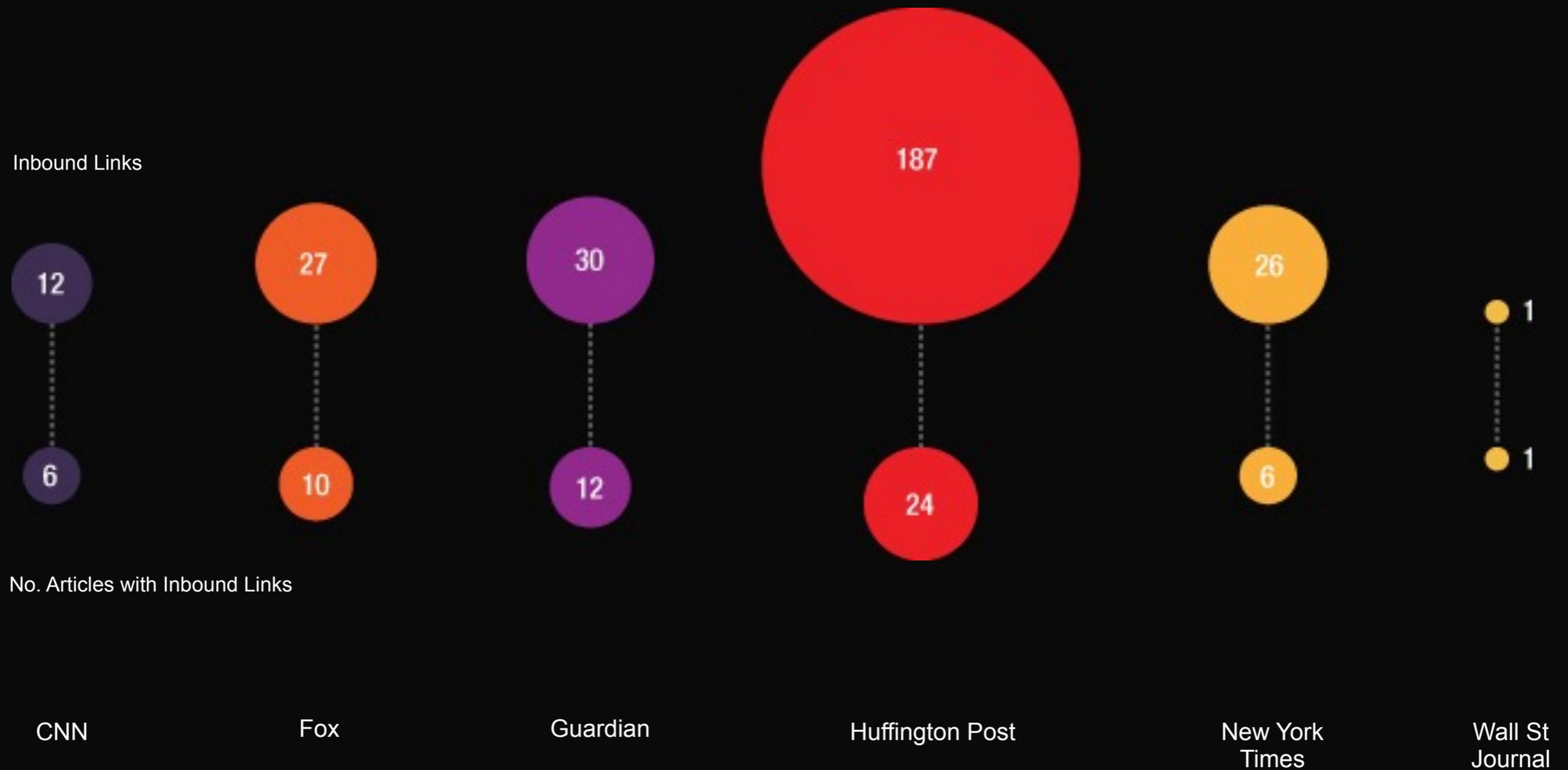
Comment Volume of Key Sources (Peak Period)



Total Number of Comments: **270,817**

	227,530	Huffington Post
	21,080	CNN
	8,002	USA Today
	6,234	Wall St Journal
	4,012	New York Times
	2,520	Fox News
	1,130	Washington Post
	309	The Guardian

Inbound Links of Key Sources (Peak Period)



Horse Racing on HuffPo

The screenshot shows the Huffington Post website with a focus on horse racing. At the top, there is a navigation bar with categories like 'BIG NEWS: NBA', 'College Basketball', 'Golf', 'MLB', and 'Energy Debates'. A prominent advertisement for Kaspersky Internet Security offers '\$20 off & 6 months FREE for a friend'. The main header features 'THE HUFFINGTON POST' logo and 'HORSE RACING' with the tagline 'SOME NEWS IS SO BIG IT NEEDS ITS OWN PAGE'. A secondary navigation bar lists various news categories, and a search bar is visible. The main content area includes several articles:

- Kentucky Derby Winners: 11 WEIRDEST Names To Win The Derby (PHOTOS)** - Quick Read | Comments (39)
- Tony Sachs: Forget About Horses: A Bourbon Picking Guide for Derby Day, and Every Day** - Quick Read | Comments (148)
- Kentucky Derby Food: How To Eat Like A Horse (RECIPES, TIPS, PHOTOS)** - Quick Read | Comments (18)

Below these are sections for 'If you have something to say... Say it on the Huffington Post' featuring a blog post 'Zenyatta Is Ready to Run' by Liz O'Connell, and 'Zenyatta Retiring' with a photo of the horse. A Shell advertisement is also present with the slogan 'LET'S MAKE WE'VE GO GO FURTHER LET'S GO.'.

Overlaid on the right side of the screenshot is a detailed article titled 'Not all Race Horses Have a Hollywood Ending' by Wayne Pacelle, President and CEO of The Humane Society of the United States. The article is dated October 18, 2010. It discusses the life of Secretariat, a famous Thoroughbred racehorse, and the issue of horse slaughter. The article includes social media sharing options (Facebook, Twitter, LinkedIn, etc.) and a 'What's Your Reaction?' section with buttons for 'Inspiring', 'Motivating', 'Moving', 'Scary', 'Outrageous', 'Amazing', 'Innovative', and 'Helpful'. The text of the article reads: 'The life of Secretariat, as depicted in the uplifting Disney film of the same name, is a great American story: an underdog beats the odds, defies the skeptics, and rides to glory. The movie opened in theaters across the nation last week, and it is dramatic and engaging even though we all know the outcome. Secretariat spent his life under the watchful eye of a fierce and determined owner, Penny Chenery, played beautifully by Diane Lane. After Secretariat's unparalleled successes on the track, he had a chance at a second career. In Secretariat's case, that meant a long life as a breeding sire. For most retired racers, a second career might involve pleasure riding, competitive show jumping, or competitive dressage. Regardless of the chosen discipline, the hallmark of the Thoroughbred breed is a desire to compete and win. Secretariat may have been the textbook example of those qualities, but they live and thrive in just about every horse who retires from racing. Sadly, too many retired race horses are never given a chance to prove themselves off the track. As long as horse slaughter remains legal in the United States, ...'

Integration

Monmouth Park

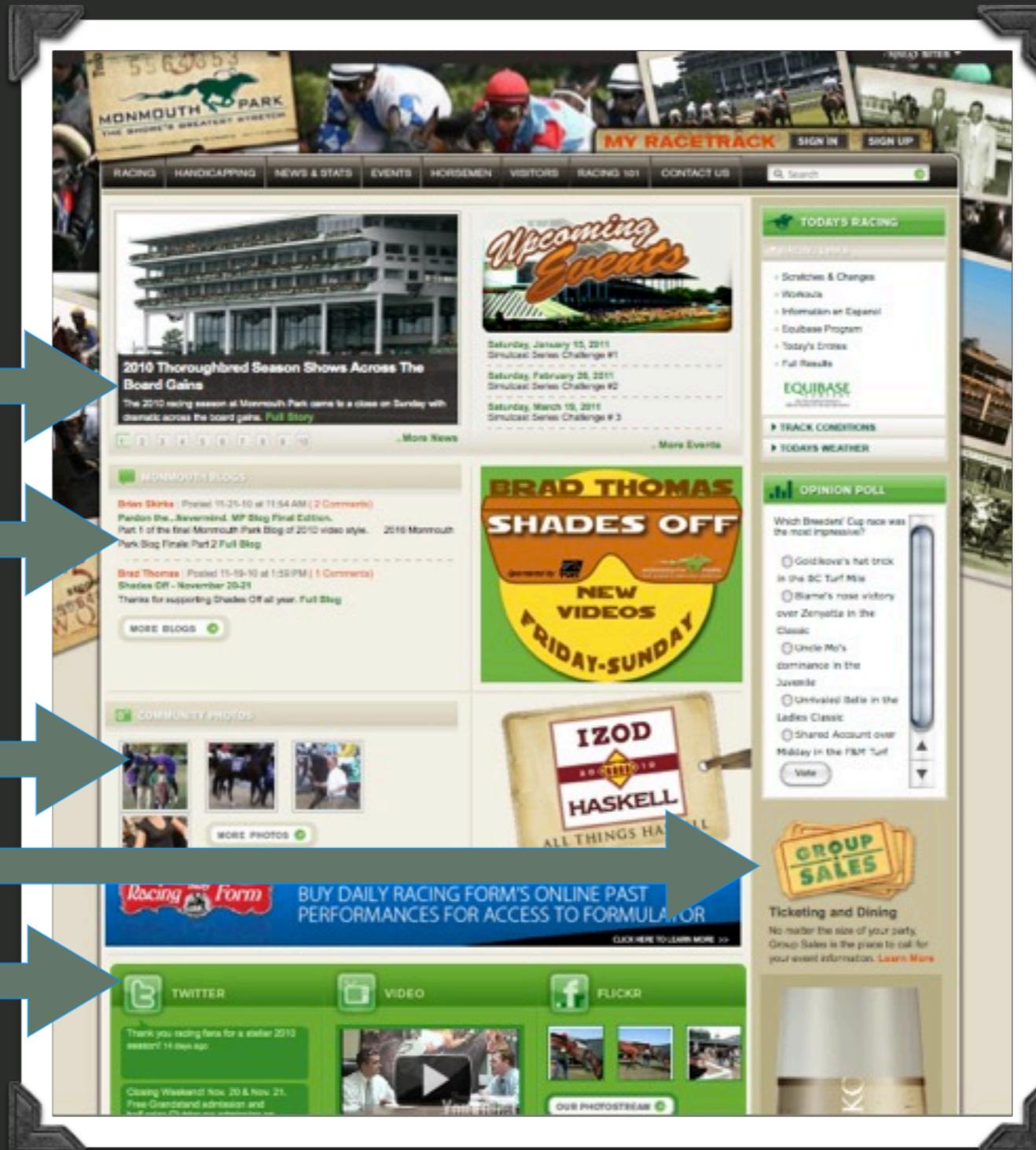
News

Blogs

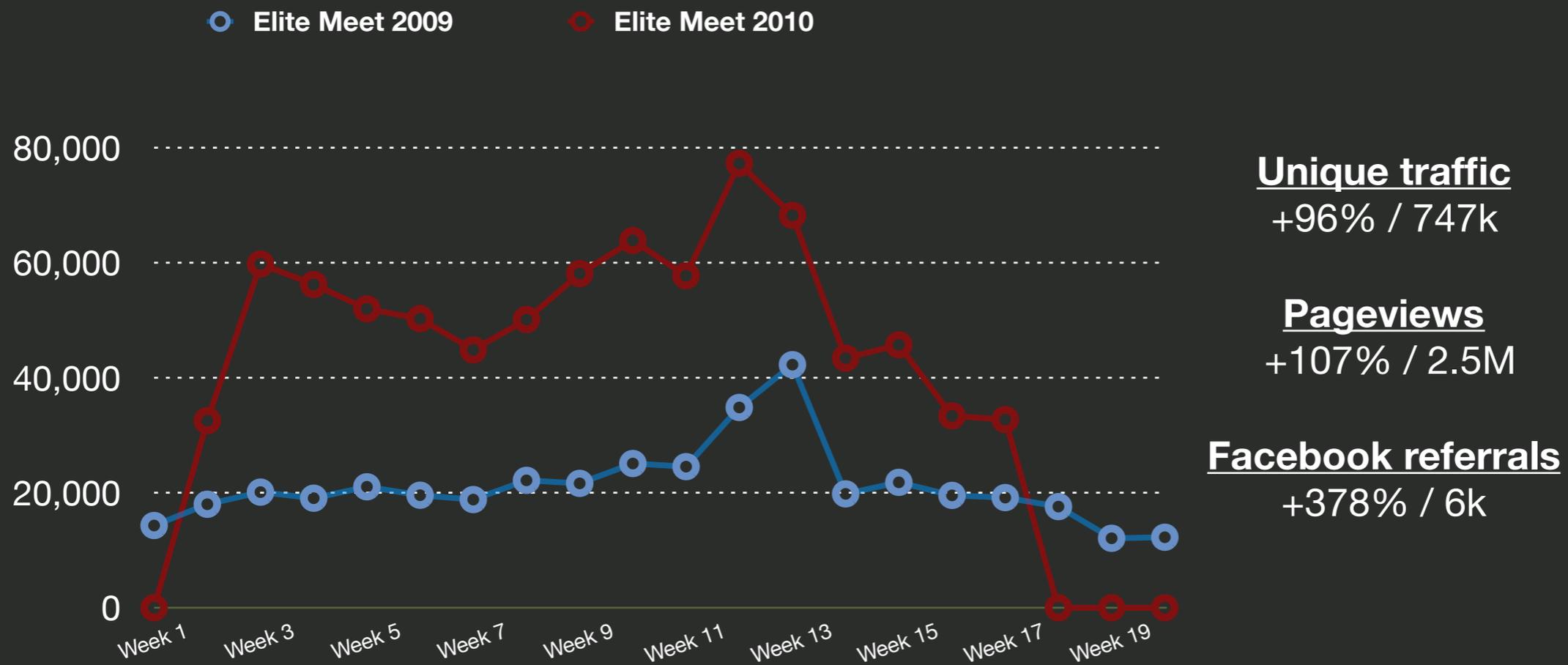
Photos

Commerce

Social



MonmouthPark.com Unique Visitors



**So, what's your
strategy?**

Thank you.
John Della Volpe
john@socialsphere.com