WHITE PAPER
Presented by
Partnership Group – Sponsorship Specialists ™

Sponsorship & Social/ Digital Media

Brent Barootes
May 28, 2013

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SPONSORSHIP AND SOCIAL / DIGITAL MEDIA

HOW THESE NEW MEDIUMS CAN MAXIMIZE BENEFIT FOR YOUR ORGANIZATION AND YOUR SPONSORS

BANFF COMPASS 2013

Tuesday May 28, 2013

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Mobile Devices

Staying connected in the session

Twitter: @partnershipgrp

#sponsorship@partnershipgrp

BANFF COMPASS 2013

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PRESENTER

BRENT BAROOTES

President and CEO

Phone: 403-255-5074

Fax: 888-486-3407

Toll Free: 888-588-9550

Email: **brent@partnershipgroup.ca**

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SPONSORSHIP AND SOCIAL MEDIA

The plan for this session

- ✓ Define social media and digital media and how it integrates into sponsorship
- ✓ Industry trending and social media
- ✓ What your role as a property is with these mediums
- ✓ How to maximize benefit for you and your sponsors

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SPONSORSHIP AND SOCIAL MEDIA

- ✓ Like every other aspect of your personal and business life, social media now is part of it
- ✓ Like anything else – do it right or don't do it
- ✓ We see way too may charities and non-profits (and for-profit businesses as well) engage in social and digital media and lose as a result

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SPONSORSHIP AND SOCIAL MEDIA

- ✓ There are over 1.3 billion social media networkers and new platforms coming all the time
- ✓ Facebook has over 650 million with on average 130 friends each and 1,000+ fans per page **(18 million Canadians on Facebook)**
- ✓ Wikipedia has over 17 million articles and 265+ million readers
- ✓ YouTube has 18 million or so Canadian viewers with an average of 292 minutes per month

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- ✓ Canadians are spending about 82% more time on social media than they did last year
- ✓ LinkedIn has over 105 million users
- ✓ Flickr is over 50 million users

So how are you using all these in your sponsorship programs?

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SPONSORSHIP AND SOCIAL MEDIA

How we spend our time:

43% TV
25% Internet
16% Radio
8% Mobile
5% Newspaper
3% Magazines

How business spends their media money:

49% TV
19% Internet
14% Radio
.5% Mobile
10.5% Newspaper
7% Magazines

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SPONSORSHIP AND SOCIAL MEDIA

- ✓ 53% of Canadian business engaged in social / digital media spaces (much higher – about 85% for non profits and charities) do not have full time people to support the effort
- ✓ CEO's #2 and #3 priorities are customer service and experience… advertising and promotion are #12 and #14…how can you deliver customer experience and service through digital and social media sponsorship?

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The culture is changing

- ✓ For years we delivered mass sponsorships… Gold / Silver / Bronze template packages that we mailed out, dropped off or event emails in mass quantities
- ✓ Now we custom design proposals to meet the needs, objectives and budgets of the prospect
- ✓ Today, through social media we can collaborate and custom design further

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SPONSORSHIP AND SOCIAL MEDIA

- ✓ Social media can change your event, programs, organization to create interaction with those that care about you
- ✓ Those that care about you have a higher tendency to support the brands that sponsor you
- ✓ 35% of Canadians said they pay more for brands that supported their arts and cultural organization, **57% said the same when the sponsorship is related to a cause** and only 32% would do so in regards to sports

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The Biggest Social Media Sins – Those That Hurt You and Your Sponsors

- ✓ Failure to listen – not responding to your community
- ✓ Lack of good and updated content
- ✓ Not being customer / constituent / fan focused
- ✓ Not having a passionate group
- ✓ Not being able to measure and track metrics

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The Measurement

- ✓ Most teenagers have at least one Facebook and Twitter Account and also text about 100 messages per day
- ✓ Syncapse – Toronto based online content measurement company places a value of $136.38 as the value per Facebook fan based on 4000 surveyed people and their buying habits
- ✓ Some companies measure ***WOM*** for increased brand awareness and purchase intent

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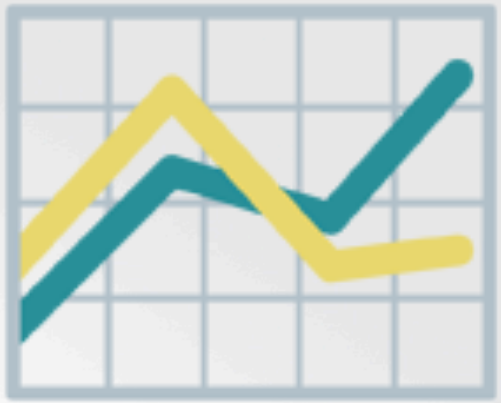
The Measurement

- ✓ But the Facebook Fan Accelerator program which allocates a value by product reviewers values each shared review at $15.72 based on over 50% of all reviews shared by Facebook users are re-shared



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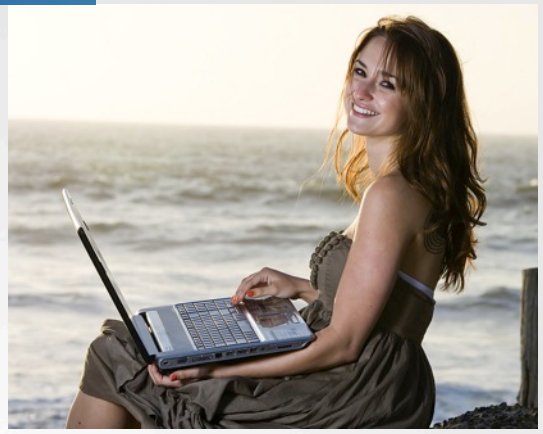
The Measurement

- ✓ A recent UWO Ivey School of Business research study for Loyalty One (AirMiles) showed that AirMiles collectors who engaged in social media activity around AirMiles increased their purchases by 15-30% with AirMiles partners



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The Measurement

- ✓ McDonalds saw a huge incremental push to their restaurants and the free coffee program when they got the "buzz" and WOM going through social media about the promotion

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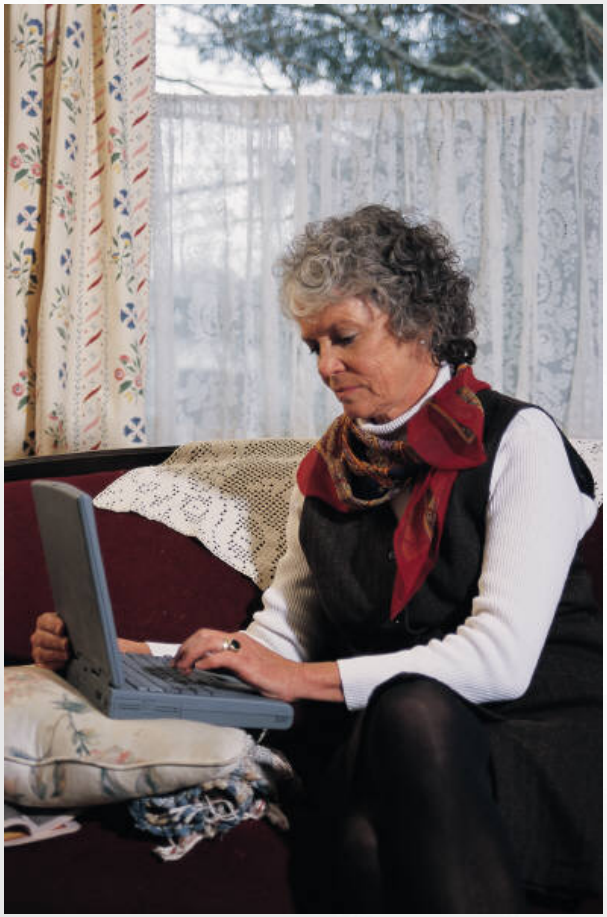

The Measurement

- ✓ We need to look at how to measure success or value for your social media programs within your property so you can deliver value and ROI to sponsors

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The Measurement

- ✓ What channels are you using?
- ✓ How are you posting – Hootsuite?
- ✓ Are you using Klout scores and what are the advantages and issues?
- ✓ Do you use Google Analytics?
- ✓ Focus on connecting and engaging people with social media not “selling to them”

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The Measurement

- ✓ Email marketing is alive and well and easily measured when you use a system like Chimp Mail or Constant Contact
- ✓ Video online engages and is trackable
- ✓ Average Canadian spends 40 hours per month online… are you engaging them here for your sponsors?

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The Measurements

- ✓ 48% of Canadians had smart phones in 2012 – up from 33% in 2011
- ✓ Most popular with Canadians 18-34 at 69% up from 48% in 2011
- ✓ 24% of 55+ using smart phones, up from 17% in 2011

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The Measurements

- ✓ 27% of Canadian businesses said that their biggest issue with social media is measuring or determining ROI – if you can do this for them, you are helping them – **The #1 issue**

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Trending and Impact

- 96% measured a brand's effectiveness by number of fans or followers
- 89% measured effectiveness of their social media program by traffic to the web
- Only 16% are using social media CRM systems **– that is scary!**
- **For sponsorship there is way more definitive values and ROI metrics available**

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Trending and Impact

- Digital media and social media and assets continue to grow and become a focus

- Sponsors are now questioning the value of the property social media offerings

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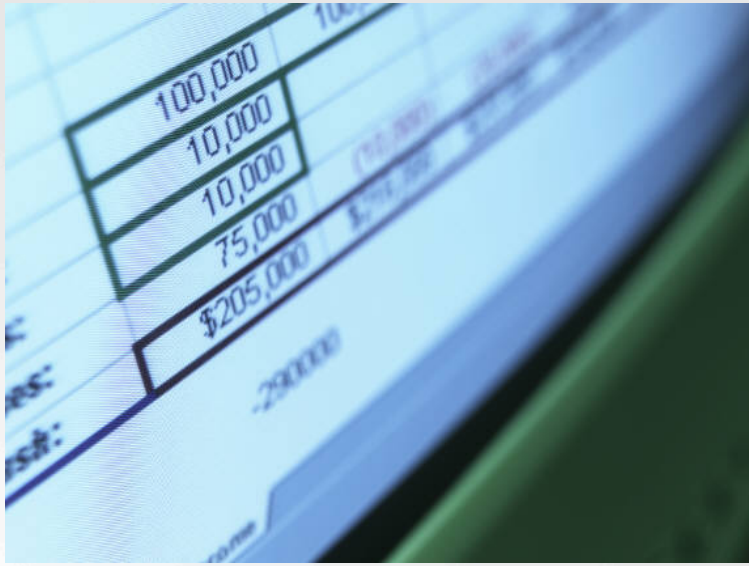
Trending and Impact

•Properties are undertaking IAV work specifically for digital and social media for their sponsorship programs

•This is a critical step into the future for properties and brands and must be undertaken



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Trending and Impact

• The average person spends more time in front of a PC than they do on a Smartphone or tablet – computers are not dead yet and don't neglect this audience

• Mobile is growing fast, but 91.8% of all connected traffic last year came from PCs and only 5.2% from Smartphone and 2.5 from tablets. (Commstat 2012)

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Trending and Impact

• Digital media and social media and assets continue to grow and become a focus

•Both properties and brands looking to confirm values and understand how to measure success, activate and leverage

• Shift to sponsorship agencies working in conjunction with digital agencies

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Social Media and Your Organization

- ✓ You need to determine what you have to sell in social media and what it is worth to a sponsor to be aligned with it
- ✓ First determine what channels are you using:

✓Facebook
✓YouTube
✓LinkedIn
✓Twitter
✓Instagram
✓Pinterest
✓Foursquare
✓Flickr
✓Tumblr

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Social Media and Your Organization

- ✓ Once you have determined what you are using, look for the gaps – what are you missing?
- ✓ Determine what you need to be "in"
- ✓ Determine how you can integrate sponsors
- ✓ Then determine value

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Social Media and Your Organization

- ✓ Measuring Value – how do you determine this?
- ✓ It is integrated and not just a number
- ✓ About fans and interaction and engagement, not just "numbers"
- ✓ Let's look at Partnership Group – Sponsorship Specialists industry accepted metrics

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Social Media and Your Organization

- ✓ Branded content / editorial in social media or web or email ($0.13 to $0.50 / unique user)
- ✓ Logo inclusion on web (about 1/3 of a cent)
- ✓ Internal and external blog posts ($0.25-$0.50 per blog posted by property about the sponsor
- ✓ Email data base size and open rate ($0.00325 - $0.065/ number of average opens rate per year)

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Social Media and Your Organization – How It Works

- ✓ Like any other data base, with a **mobile data base** (which many charities have) what is the value of each phone number understanding that open ratio for texts is very high, like 90% open rate ($0.20 to $1 per listing)

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Social Media and Your Organization – How It Works

- ✓ **Twitter** - Value per follower, range level to be determined by Klout score ($0.00325 - $0.065/ number of followers)
- ✓ **Re-Tweet** - Value per follower, range level to be determined by Klout score (0.065- $1.30/ number of re-tweets on average per year)

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Social Media and Your Organization – How It Works

- ✓ Value of a **FaceBook** wall posting, broadcast message, like, video posting, logo inclusion or an ad: $0.00325 - $0.065/number of followers x posts/ messages, / likes etc.
- ✓ Value of a **FaceBook** ongoing interactions with friends, viewing or forwarding of a video posting, ($0.65 - $1.25/number of friends or likes who interact on the FaceBook page per year on average)

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Social Media and Your Organization – How It Works

Pinterest

- ✓ **Pinterest**: Value of a positive mention/posting about your company ($0.05 - $0.35 / posting)

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Social Media and Your Organization – How It Works

- ✓ **Google and Community** - $0.00325 - $0.065/number of followers
- ✓ **Google and Community**: $0.75 - $1.75/number of comments on status updates on the Google community per year on average

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Social Media and Your Organization – How It Works

- ✓ How do you manage all this?
- ✓ What can you do to track, determine value etc?

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Social Media and Your Organization – How It Works

Link measurement system :

- ✓ This is an overall social media measurement system that we use (when the property client or brand client has purchased this software) to measure social media activity overall.

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Social Media and Your Organization – How It Works

HootSuite

- ✓ Hootsuite is a website and online brand management service, which publishes to websites such as Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress. It is also a Twitter client – meaning users can solely use Hootsuite to view tweets and post Tweets, totally avoiding the use of the Twitter application, but still able to publish and consume information on Twitter – but in a more efficient way.

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Social Media and Your Organization – How It Works

Klout Score

- ✓ A Klout Score is the measurement of someone's (a property or brand) overall online influence. The score ranges from 1 to 100 (the higher the score, the better). Klout measures True Reach, Amplification Probability, and Network Score to represent ones sphere of influence.

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Social Media and Your Organization – How It Works

Klout Score

- ✓ Some people like Klout and others question how Klout Scores people. Klout is currently one of the only services that tries to give online persona's and organizations a score on how influential they believe them to be.

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Five Take Aways

1. Figure out if you can “afford” to be in social media
2. Determine which platforms you should be in
3. Determine what you have of value within the platforms and where the gaps are
4. Determine the value of your assets (social media and otherwise)
5. Determine how you can engage and activate for your sponsors

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