Mark O'Shea
Steve Richo

Co-Founders, Noise New Media
Nashville, TN

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Steve Richo

Speaker:
2011 PRCA Convention Keynote
2011 & 2014 NALSRMA Conference
2014 TAF&E Convention
IEBA 2010 & 2013
IAFE 2010, 2012 & 2014

Member: IAFE Young Professionals
Steering Committee, CMA

Mark O'Shea

THE HIDEOUT @ RODEOHOUSTON
March 2014

We love our clients!

Houston Livestock Show and Rodeo™
San Antonio Stock Show & Rodeo
Heart O' Texas Fair & Rodeo
Amarillo Tri-State Fair & Rodeo
BorderFest
Ak-Sar-Ben's River City Rodeo
Colorado State Fair
Eastern States Exposition
Wisconsin State Fair
Indiana State Fair
Delaware State Fair
Mighty Mississippi Music Festival

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PLEASE!

Stop us if you have a question!

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Noise New Media: Core Philosophy

- Provide an engaging experience

- Collect data from our interested audience

- Lead the audience to purchase

- Measure results and incentivize sharing

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Noise New Media: What have we learned?

- Always be prepared to prove that it is working

- Establish open communication with all departments

- Include a social call-to-action in all advertising and brand materials

- Involve the artist/performer as much as possible

Incentivize Users to Join Your List

- Contests
- Discounts
- Pre-Sale Opportunities
- Breaking News
- Getting Ticket Purchaser information from Ticket Provider

FACEBOOK CONTESTING

FACEBOOK CONTESTING

FACEBOOK CONTESTING
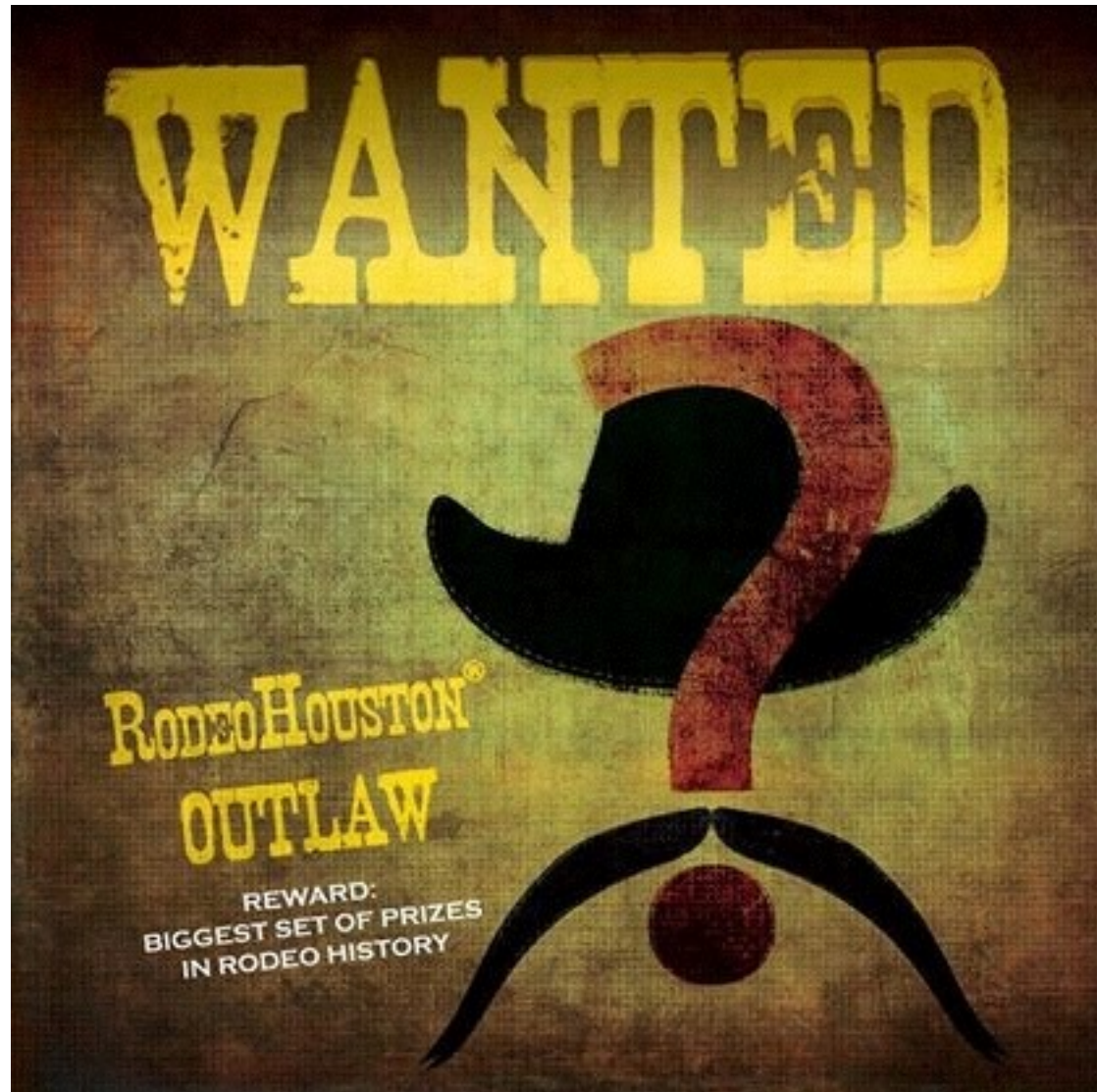
Offline to Online

- Incorporating an online and or social component to otherwise generally offline campaigns
    - Examples:
        - Rodeo Rockstar
        - Social Media Hub
        - Photo Booth
- Switching this up & taking online, offline!
    - Examples:
        - Twitter Scavenger Hunt

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Twitter Scavenger Hunt

Twitter Scavenger Hunt

Rodeo Rockstar
Online/Offline Youth Talent Competition

Sponsorship Integration
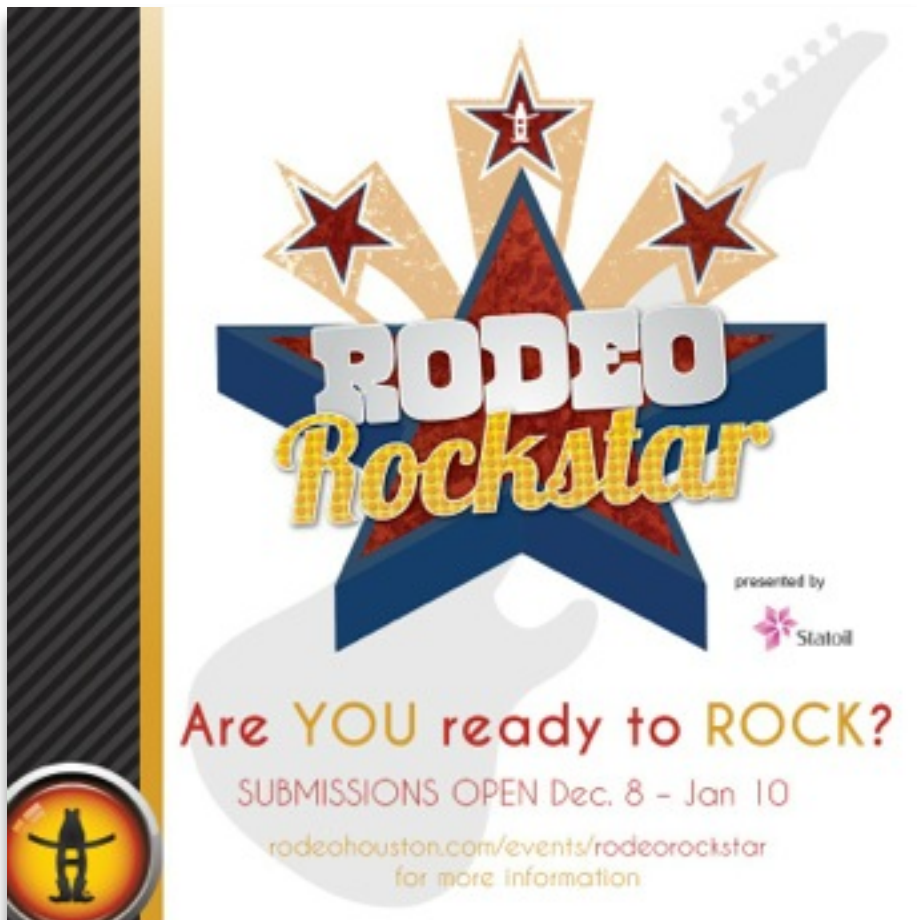
Social Station
Social Media Hub inside of Reliant Center

Social Station
Social Media Hub inside of Reliant Center

iPad with Live Contest Signup Form

Social Station

Social Media Photo Booth

Instagram Contest

Mobile App Promotion

#PuffLove Tattoo Campaign

**Wisconsin State Fair #PuffLove
Instagram & Twitter Campaign**

#PuffLove Tattoo Campaign

Wisconsin State Fair #PuffLove
Instagram & Twitter Campaign

Fan Interaction

Volunteers on this committee are responsible for greeting all livestock show exhibitors and assisting them in obtaining stall assignments and animal health clearances. Committee members assist exhibitors with traffic flow as well. Additionally, they maintain an information booth and assist in the organization, traffic control and operation of swine, lamb and poultry pre-judging.

Committee of the Month
Social Media Program

Importance of Great Visuals

George Strait - March 17, 2013
Attendance: 80,020

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Importance of Great Visuals

Mobile Marketing Initiatives

Social Media Signage
within Center Screen Arrays

Pre-Sale Opportunities

THE TRUTH ABOUT FACEBOOK EDGERANK

Only 1-15% of your Facebook Fans actually see your posts in their newsfeeds!

On a Facebook page with a moderate level of engagement

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FACEBOOK EDGERANK

Affinity
- **How connected you are to a person or brand**

Edge Weight
- **What kind of actions are taken & the frequency of those actions**

Time Decay
- **How recently a user has interacted with a brand's content**

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FACEBOOK EDGERANK

RODEOHOUSTON
February 24

Only 19 hrs and 45 minutes till RODEOHOUSTON begins!
LIKE if you're excited!

Like · Comment · Share   7,577   115   166

It's OK to occasionally ask for interaction

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FACEBOOK ADS
Past vs. Future

Traditional
Sidebar
Desktop Ad

FACEBOOK ADS
Newsfeed

Unpublished
Link Post Ad

RODEOHOUSTON
See Bruno Mars LIVE at RODEOHOUSTON!

Tickets are On Sale Now!
www.rodeohouston.com
The Houston Livestock Show and Rodeo™ would not be possible without the dedication and support of more than 28,000 volunteers. They are the lifeline of the organization, and make the "Show With a Heart" beat daily. "My fellow volunteers are some of the most amazing individuals you will ever come into contact with, and as a volunteer, I am proud to serve as the chairman of the board," said R.H. "Steve" Stevens Jr. "It is humbling to watch these 28,000 people give of their time and efforts so freely to ensure that the Show is able to provide millions of dollars to the youth of Texas."

Like · Comment · Share · 👍 0 🗨 0 📋 0 · 🔗 · Sponsored

FACEBOOK ADS
Mobile Display

Link Post Ad
in the Mobile
App Newsfeed

FACEBOOK ADS
New Right Column Ads

FACEBOOK ADS
Traditional vs. Newsfeed

Facebook Newsfeed Ads

- **49X Higher Click Through Rate**
  Over traditional Facebook sidebar ads

- **45% lower cost-per-action than Facebook's Sidebar Ads**

- **Raised total clicks from Facebook advertising by 62 percent**

Source: AdRoll

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Remarketing + Website Custom Audiences

- **How did they know I was looking for a Chris Young Ticket??**

Remarketing

- **How did they know I was looking for a Chris Young Ticket??**

Remarketing

... But, you can now do it yourself!

with Facebook Custom Audiences for Websites

Facebook Custom Audiences
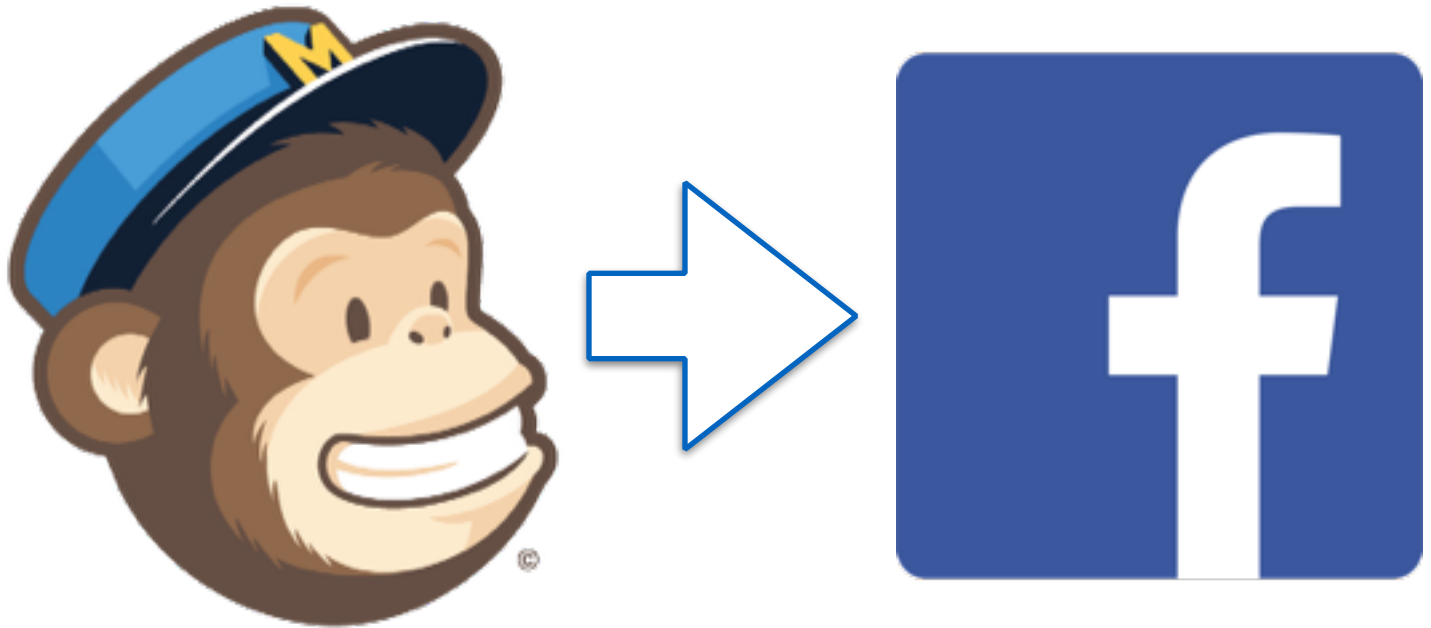
- Encrypt & upload a mailing list direct from Mailchimp or via CSV File
- Further target those users that Facebook identifies
- Create a "Look-A-Like" Audience

Remarketing + Website Custom Audiences

Audiences

Create Audience ▾

Audience Name	Source	People	Time Created	Availability	Advertise
Trace Adkins DSF 2008 2008 Ticket buyers of Trace Adkins	Data File Custom Audience	1,200	Not Available	Ready Last updated 05/07/2013	Create Ad
Young Professionals Initiative	MailChimp Custom Audience	200	06/27/2014 1:14pm	Ready Last updated 06/27/2014	Create Ad
Lookalike (US, 2%) - People who like Wisconsin State Fair	Lookalike	4,117,300	06/18/2014 3:54pm	Ready Last updated 07/09/2014	Create Ad
Lookalike (US, 1%) - WSF Eblast List	Lookalike	1,923,800	06/11/2014 11:14am	Ready Last updated 07/09/2014	Create Ad
WSF Eblast List	Data File Custom Audience	16,200	06/11/2014 11:11am	Ready Last updated 06/11/2014	Create Ad
2014 Wisconsin State Fair Fair Deals pages	Website Custom Audience	13,600	05/02/2014 3:06pm	Ready Last updated 07/10/2014	Create Ad
2014 Wisconsin State Fair Ticket Pages	Website Custom Audience	24,200	04/29/2014 3:16pm	Ready Last updated 07/10/2014	Create Ad

YouTube TrueView Ads aka Pre-Roll Ads

"You can skip video after 5 seconds"
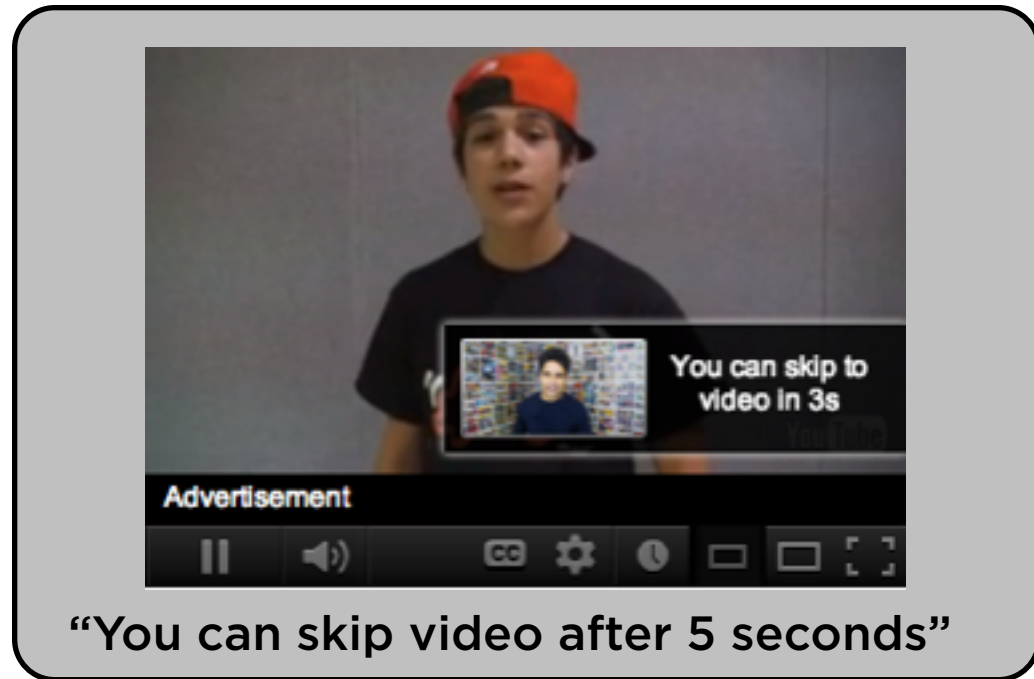
• Advertiser isn't charged unless entire video or 30 seconds is watched
• Same targeting capabilities as most Google Adwords campaigns

YouTube True View Ads aka Pre-Roll Ads

Usage Ideas

TV Commercial
• Interest / Demographic / Geographic Targeting

Artist Video Greetings
• Keyword targeted to users watching the artist's or similar artists' videos
•Demi Lovato, Selena Gomez Music Videos
•Justin Bieber Believe
• Managed Placements
• Bid to display video in front of Austin's videos

Social Media Crisis Plan

Definition of Crisis:

A situation impacting negatively on the brand, volunteers or staff which is, or has the potential to go viral.

- Quick Pointers
  - Confront situation head on, do not ignore it
  - Respond asap. Always within 24hrs.
    - Even if response is simply: "We have just learned of the incident and we will respond shortly. Thank you for your understanding and patience."
  - Show compassion, sympathy and transparency

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Social Media Crisis Plan

- Explain how we are solving the problem, if possible

- Detail what measures we are putting in place to prevent the problem from occurring again.

- Use social language and not official legal speak.

- Humanize official response - CEO / President releasing a video statement? Do we have systems in place for this?

- Where possible, move negative conversations offline. Provide phone numbers to call and email address.

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Social Media Crisis Plan

- Ensure accounts have multiple admins in case one administrator is out of action.

- Turn off any scheduled posts and advertising

- Respond to every question

  - Don't post a third reply (That becomes an argument, not an answer)

Social Media Crisis Plan

- Identify Roles:

  - Who's responding to questions?

  - Who's writing official statement?

  - Who's looking for legal culpability?

- Arm and inform all employees, volunteers and exhibitors with factual response. They assist us proliferating our response.

Customer Service

- Immediacy - FB inbox, Tweets, etc
- Use appropriate tone and language for platform
- Move off socials where appropriate

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E-Commerce Conversion Tracking

- Know where your online sales leads are coming from!

- E-Commerce Tracking Systems
  - Ticketmaster "Came From Codes" & TM 360
- Google Analytics E-Commerce

- Use a custom link for each medium (Email, Website, Facebook, Twitter, etc)

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Ticketmaster
CameFrom Codes

Unique Link Example:
http://www.ticketmaster.com/event/05004C96A6BCDBF6?brand=indianasf&camefrom=CFC_ISF_Facebook

eTix calls these
Partner ID's

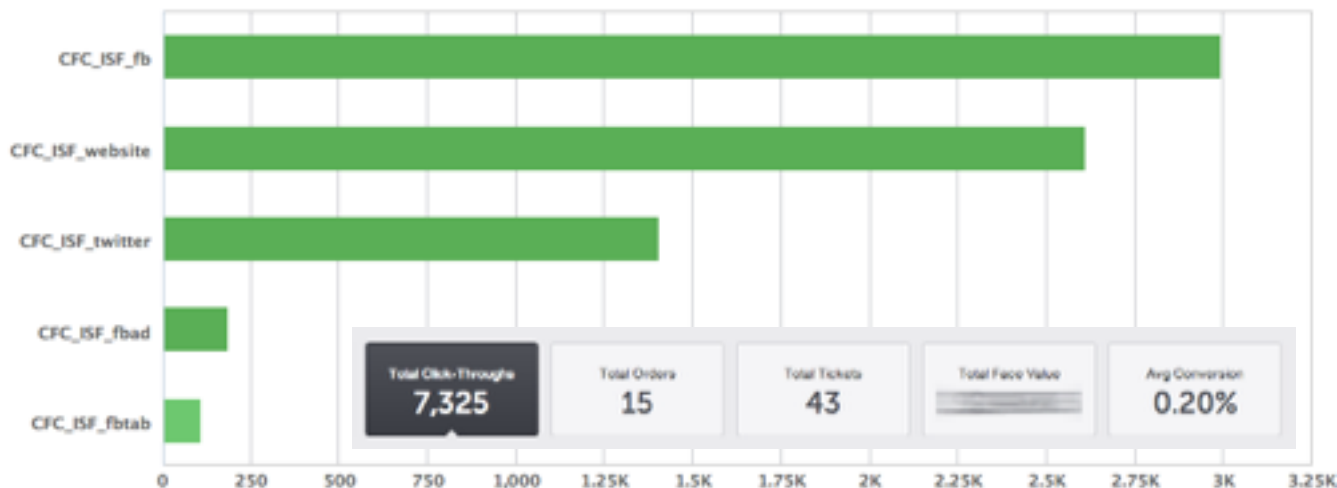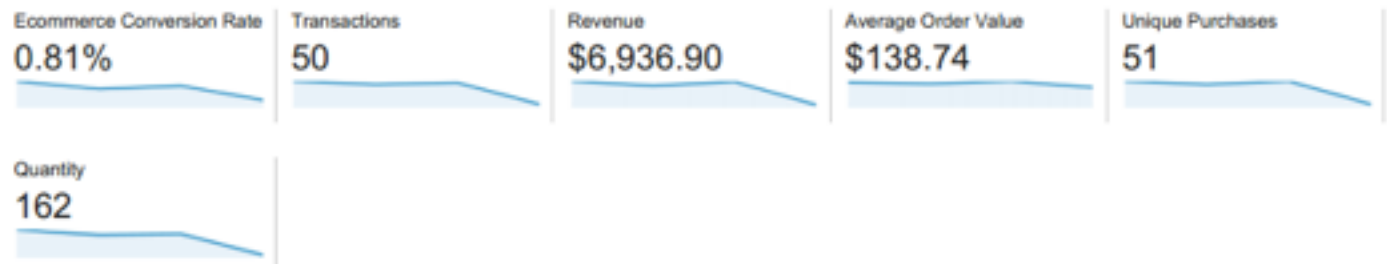Call your ticketing rep and ask for this!

Ticketmaster
CameFrom Codes

Google Analytics
E-Commerce Tracking

● Ecommerce Conversion Rate

1.20%

0.60%

J...   Jul 8   Jul 9

Ecommerce Conversion Rate	Transactions	Revenue	Average Order Value	Unique Purchases
0.81%	50	$6,936.90	$138.74	51

Quantity
162

	Source / Medium	Revenue	% Revenue
1.	thebige.com / referral	$5,281.00	76.13%
2.	dariusrucker.com / referral	$533.00	7.68%
3.	(direct) / (none)	$328.00	4.73%
4.	rock102.com / referral	$306.00	4.41%
5.	bing / organic	$287.00	4.14%
6.	2014worldpercheroncongress.com / referral	$201.90	2.91%

Customer Service & Social Listening

- Measure the volume of chatter about a specific topic related to your event

- For example, the scope of the conversation surrounding one of your entertainers

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Customer Service & Social Listening

Utilize a social listening tool to measure volume and sentiment
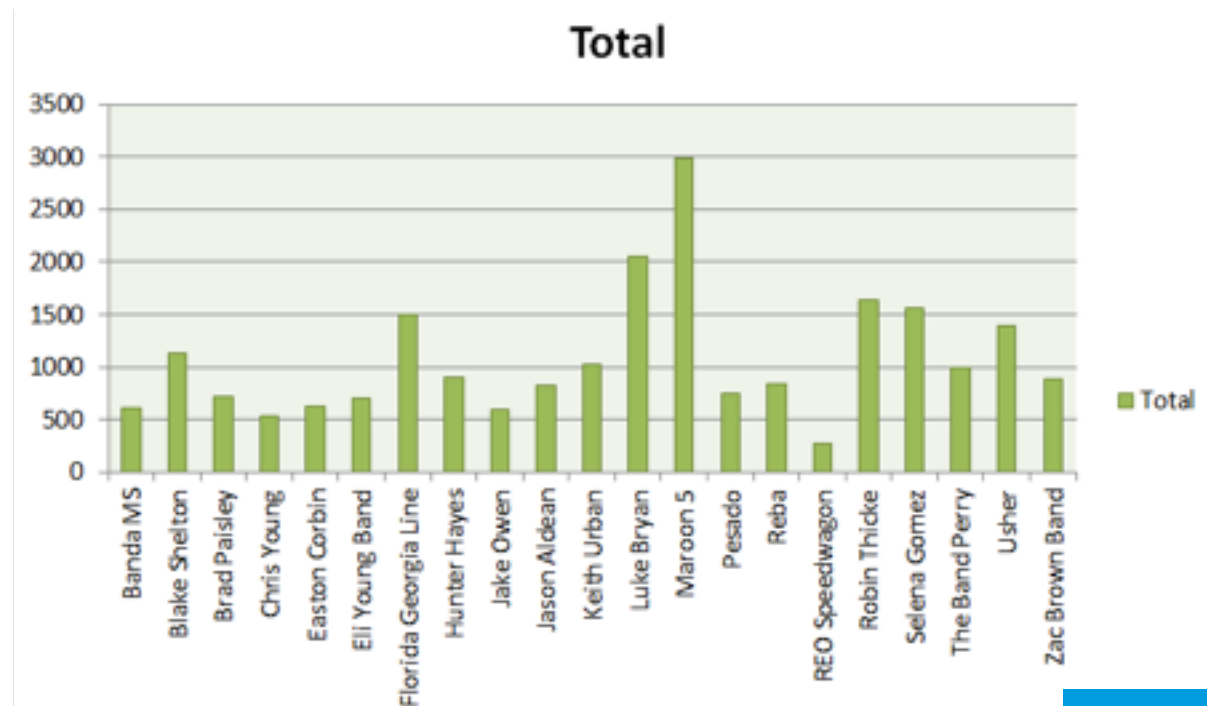
Professional Grade:

Entry Level:

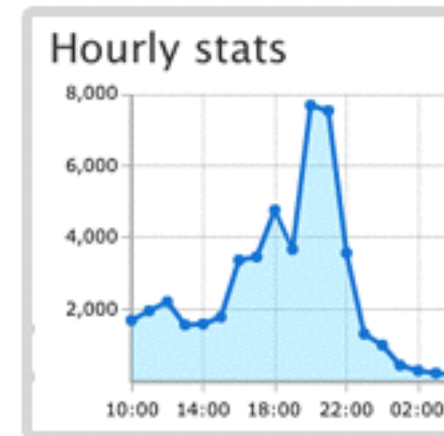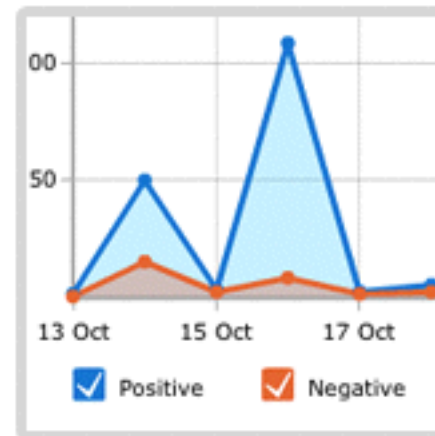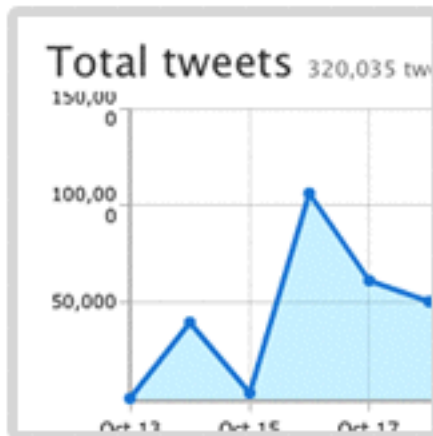### TwitterCounter, Tweetonomy

Customer Service & Social Listening

Artist conversation volume on RODEOHOUSTON Announce Day

Customer Service & Social Listening

Example of Sentiment Measurement
TWITTERCOUNTER.COM

Module 5:
Cool Tools

SMARTURL.IT
ADVANCED LINK SHORTENING TOOL

smarturl.it/RH_Merch 📱 ➡ 🏠

1. Default URL
smartURL will send traffic to this URL if the visitor is from an unspecified device.

http://www.facebook.com/RODEOHOUSTON/app_150024708482419

2. Device Destinations (Optional)
smartURL will override the default URL, and forward the visitor to a device-specific destination.

Remove All ⊖

| Device	URL	
iPhone	http://sprout.noisenewmedia.com/hlsr/wintix/fb_page_s.php	⊖
iPad	http://sprout.noisenewmedia.com/hlsr/wintix/fb_page_s.php	⊖
Android	http://sprout.noisenewmedia.com/hlsr/wintix/fb_page_s.php	⊖
BlackBerry	http://sprout.noisenewmedia.com/hlsr/wintix/fb_page_s.php	⊖
Windows Phone	http://sprout.noisenewmedia.com/hlsr/wintix/fb_page_s.php	⊖

Pixlr

PIXLR.COM - Web-based Layered Photo Editor
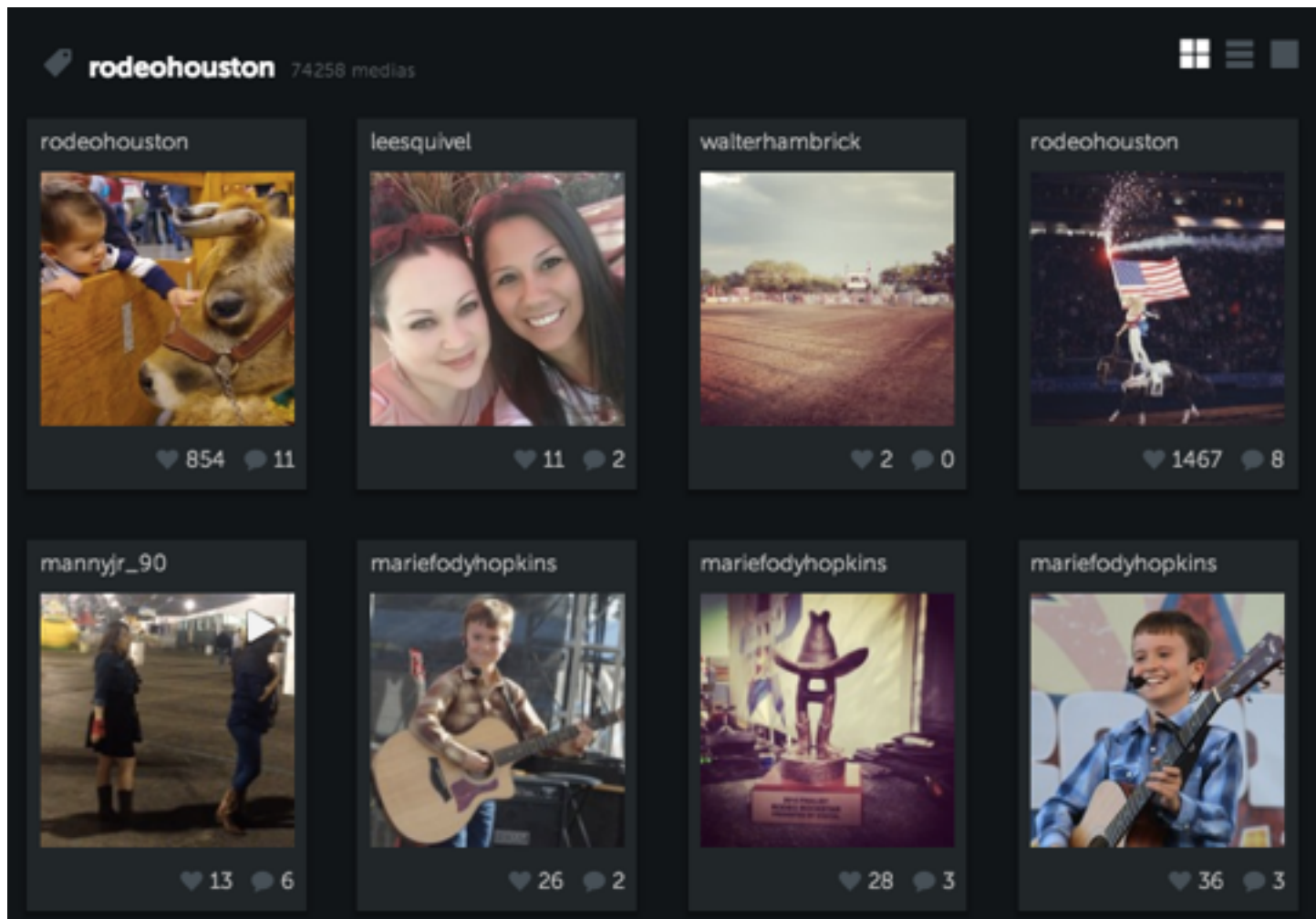
Google Apps

Cloud-based Office Applications and Collaborative Environment
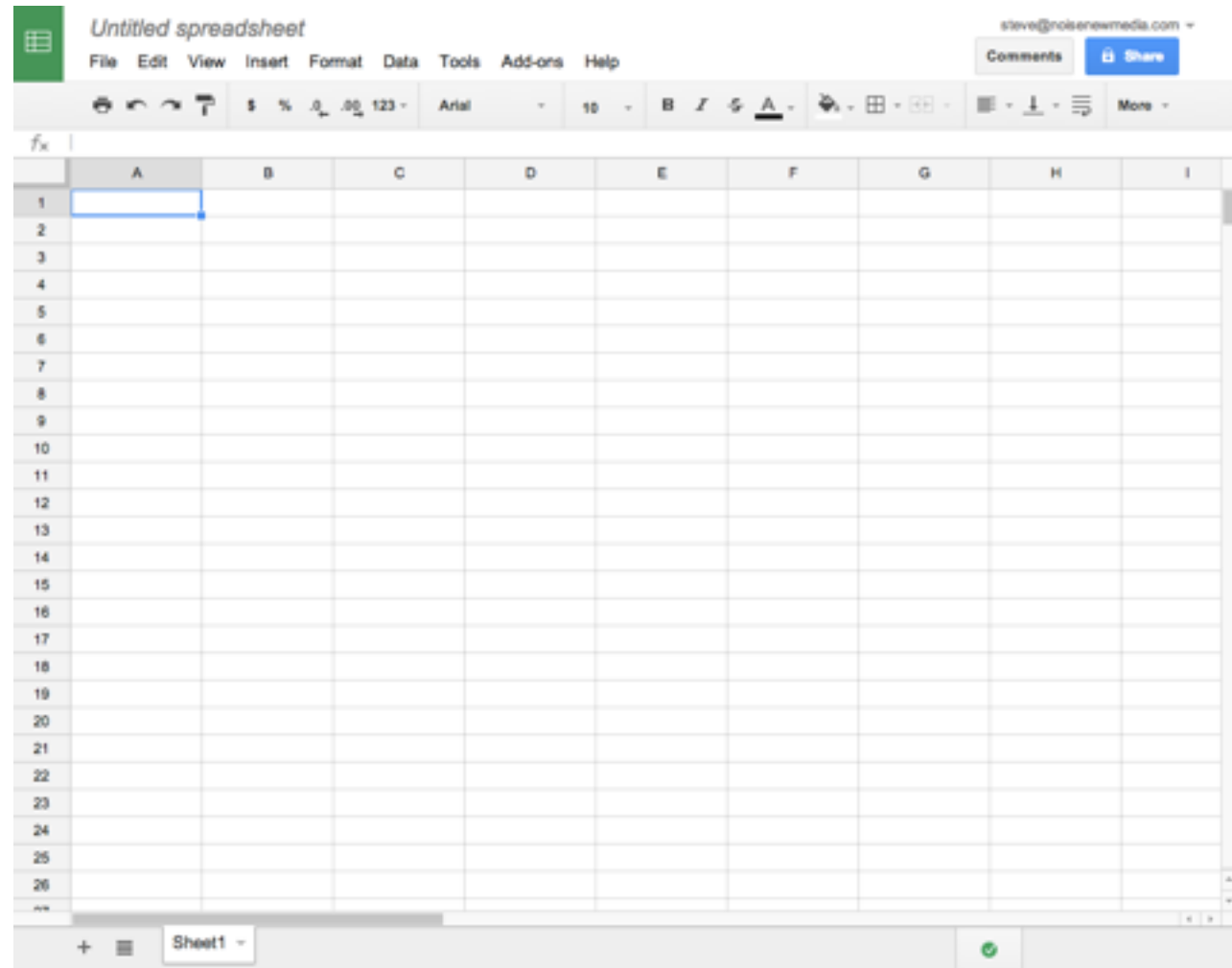
IconoSquare.com

Third-Party Instagram Catalog tool

Thank You!

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