

Mark O'Shea

Steve Richo

Co-Founders, Noise New Media
Nashville, TN





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

PLEASE!



**Stop us if you
have a question!**

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



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



MEGA PRIZE
2 CHANCES TO WIN!

LUKE BRYAN
JULY 18, 2013, 7:30 PM
WITH SPECIAL GUEST
FLORIDA GEORGIA LINE

GRAND PRIZE: 2 PIT TICKETS + 2 MEET & GREETs
MUST ENTER A TICKET NUMBER OR TICKET ORDER CONFIRMATION NUMBER FOR ANY 2013 DELAWARE STATE FAIR CONCERT

FIRST PLACE PRIZE: 2 FRONT ROW TICKETS
NO PURCHASE REQUIRED

EMAIL ADDRESS *required

LIKE THIS PAGE!

ENTER TO WIN INSIDE

ZIP CODE

TICKET / ORDER CONFIRMATION NUMBER
* OPTIONAL - REQUIRED FOR GRAND PRIZE ENTRY

☐ I agree to the Contest Rules

Enter to Win

FACEBOOK CONTESTING

ENTER TO WIN!

WEDNESDAY, FEB 27. 6:45 P.M.



ALAN JACKSON

VALUE WEDNESDAY - ARMED FORCES APPRECIATION DAY



**GRAND PRIZE:
MERCH PACK + 2 TICKETS**
**2 RUNNER-UPS WILL WIN:
2 TICKETS**

RODEO HOUSTON

**JOIN THE MAILING LIST
FOR A CHANCE
TO WIN!**

Email Address

First Name

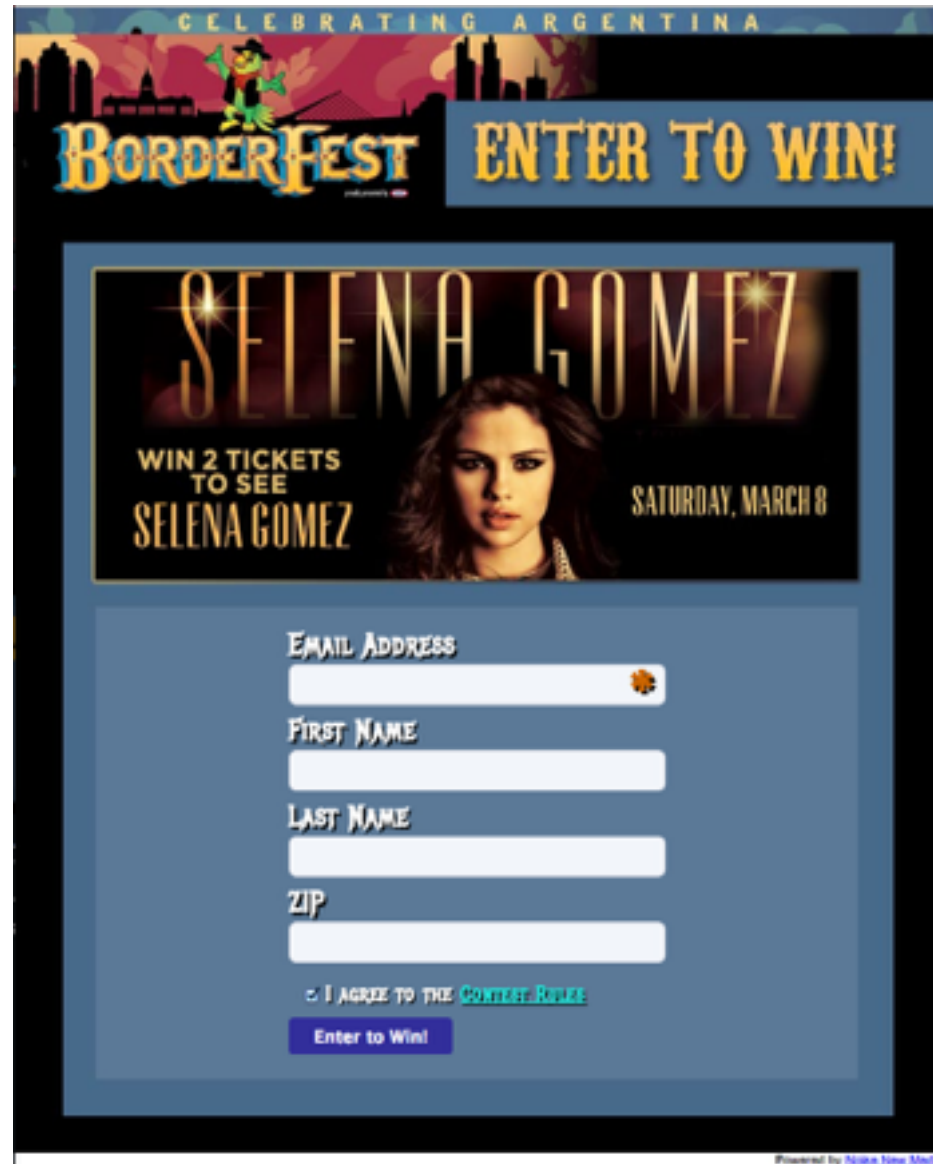
Last Name

ZIP

☐ I agree to the [Contest Rules](#)

Enter to Win!

FACEBOOK CONTESTING



CELEBRATING ARGENTINA

BORDERFEST ENTER TO WIN!

SELENA GOMEZ

WIN 2 TICKETS TO SEE SELENA GOMEZ SATURDAY, MARCH 8

EMAIL ADDRESS

FIRST NAME

LAST NAME

ZIP

☐ I AGREE TO THE [CONTEST RULES](#)

Enter to Win!

Powered by [Nathan News Media](#)

Offline to Online

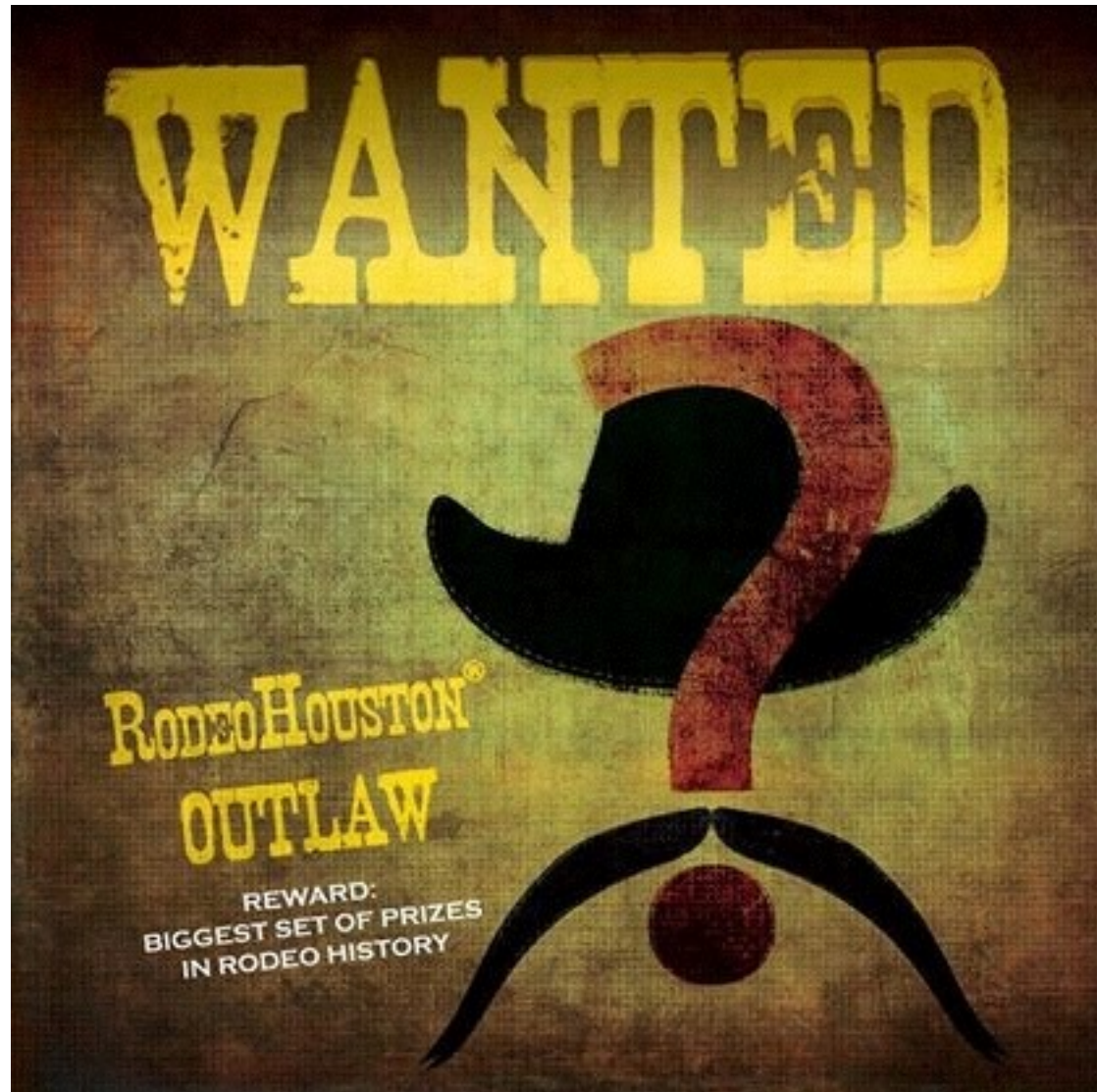
- Incorporating an online and or social component to otherwise generally offline campaigns
 - Examples:
 - Rodeo Rockstar
 - Social Media Hub
 - Photo Booth
 - Switching this up & taking online, offline!
 - Examples:
 - Twitter Scavenger Hunt

Twitter Scavenger Hunt

-  Clue 1: "Squash the H-H-H-E-E-E-Est." Be the first to find the 2 guys wearing blue @DelStateFair shirts and say "I Love The Fair" [Expand](#)
-  Delaware State Fair @DelStateFair 10 Jul
Clue 1: Sheer-ly you can count to 16? Be the first to find girl in pink @DelStateFair shirt & say I Love the Fair to win @LukeBryanOnline [Expand](#)
-  Delaware State Fair @DelStateFair 10 Jul
Clue 1: "Energy, Power, Danger." Be first to find girl in @DelStateFair pink shirt and say "I Luv the Fair" to win 2 @LukeBryanOnline Tsh [Expand](#)



Twitter Scavenger Hunt



Rodeo Rockstar

Online/Offline Youth Talent Competition

2013 RODEO ROCKSTAR FINALISTS

JUNIOR
AGES 6 TO 15

RODEO Rockstar

YOUTH
AGES 16 TO 21

THESE MUSICIANS WILL PERFORM LIVE ON STAGE AT THE FINAL ROUND, WEDNESDAY, MARCH 12, 2013, AT 5 P.M. ON THE KIDS COUNTRY STAGE.

MEGAN NEWMAN
"TWO BLACK CADILLACS"

Two Black Cadillacs (cover by Megan Newman)

TORI MCCLURE
"ME"

Tori McClure - Me (Original) - Rodeo Rockstar S...

STARFLIGHT ROCKS
"IT'S TIME"

STARFLIGHT - Cover of It's Time by Imagine Drag...

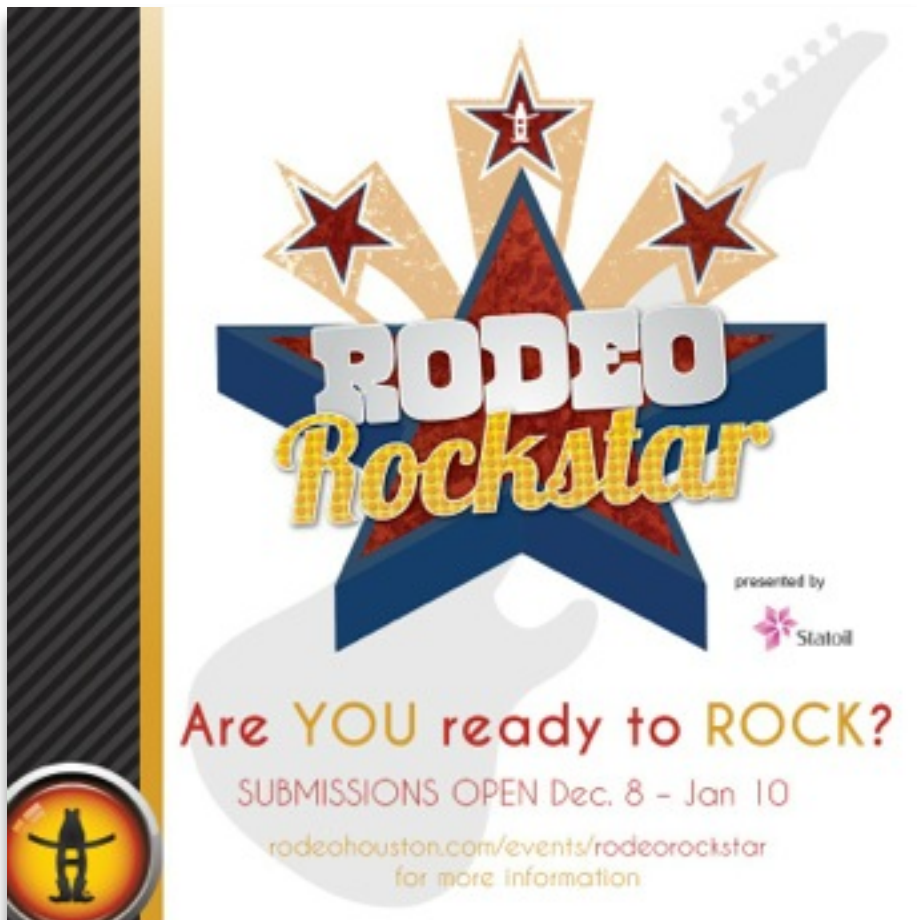
SHELBY THORNTON
"BLUE MOON OF KENTUCKY"

JON WESLEY HOPKINS
"EVEN IF IT BREAKS YOUR HEART"

CARLY WINSMANN
"GUNPOWDER & LEAD"



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



**Follow @TheBigEFair
on Instagram and LIKE this
image for a chance to win!**

NO EXCHANGES

Eastern States Exposition presents
DARIUS RUCKER
The Big E xfinity arena
Sunday, September 14, 2014 at 7:30 PM
Individual \$39.00 - Includes fair admission
Section: E Row: 7 Seat: 8

NO REFUND

Eastern States Exposition presents
DARIUS RUCKER
The Big E xfinity arena
Sunday, September 14, 2014 at 7:30 PM
Individual \$39.00 - Includes fair admission
Section: E Row: 7 Seat: 9



**DARIUS
RUCKER**
Sunday, Sept. 14, 2014
xfinity arena

**THE
BIG E**
Sept. 12 - 28
West Springfield, MA
TheBigE.Com

Mobile App Promotion

**WIN 2 BRANTLEY GILBERT
MEET & GREET PASSES!**



3 EASY STEPS TO WIN!

1. DOWNLOAD THE DELAWARE STATE FAIR MOBILE APP
2. USING THE **BG PROMO** PHOTO FILTER, TAKE A SELFIE "JUST AS YOU ARE."
3. SHARE THIS IMAGE & FOLLOW **@DELSTATEFAIR** ON INSTAGRAM & TWITTER

IT'S THAT EASY!
Winner selected **Monday, July 14.**
Enter as many times
as you like!

#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

Importance of Great Visuals



Mobile Marketing Initiatives



Social Media Signage
within Center Screen Arrays



Pre-Sale Opportunities

CONCERT ANNOUNCEMENT!



BRANTLEY GILBERT
SATURDAY, AUGUST 30, 2014



**Colorado's
State Fair**

Aug 22 - Sept 1 • Pueblo

**SIGNUP TO GET YOUR PRESALE CODE
BY EMAIL FOR ALL CONCERTS
[FACEBOOK.COM/COLOSTATEFAIR](https://www.facebook.com/colostatefair)**

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**

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

FACEBOOK EDGERANK



It's OK to occasionally ask for interaction

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

The screenshot displays a Facebook interface with a dark blue header. The search bar at the top contains the text "Search for people, places and things". The user's name, "Andy", and the "Home" button are visible on the right. The left sidebar shows the user's profile "Andy Chung" and a list of navigation options: "News Feed", "Messages", "Events", "GROUPS" (including "Lunch Crew", "Science 101", "Mystic Camping", and "Create Group..."), and "FRIENDS" (including "Close Friends").

The main news feed area shows a post by "Vivian Wang" with the caption "Colorful day on the boardwalk!". The post features a photograph of a large, ornate Ferris wheel with colorful gondolas. Below the photo are the options "Like · Comment · Share" and a comment input field with the placeholder text "Write a comment...".

On the right side, there is a "TRENDING" section with the heading "Alex Ristevski and 1 other" and "2 events this week". Below this, a "SPONSORED" advertisement for "Jasper's Market" is displayed. The ad includes a photograph of fresh produce (broccoli, asparagus, and mushrooms) and the text: "Jasper's Market is now open! jaspers-market.com. Jasper's Market is now open everyday from 9am - 9pm. Visit our website for special deals." At the bottom right, there are links for "English (US)", "Privacy", "Terms", "Cookies", and "More", along with the copyright notice "Facebook © 2014".

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



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??

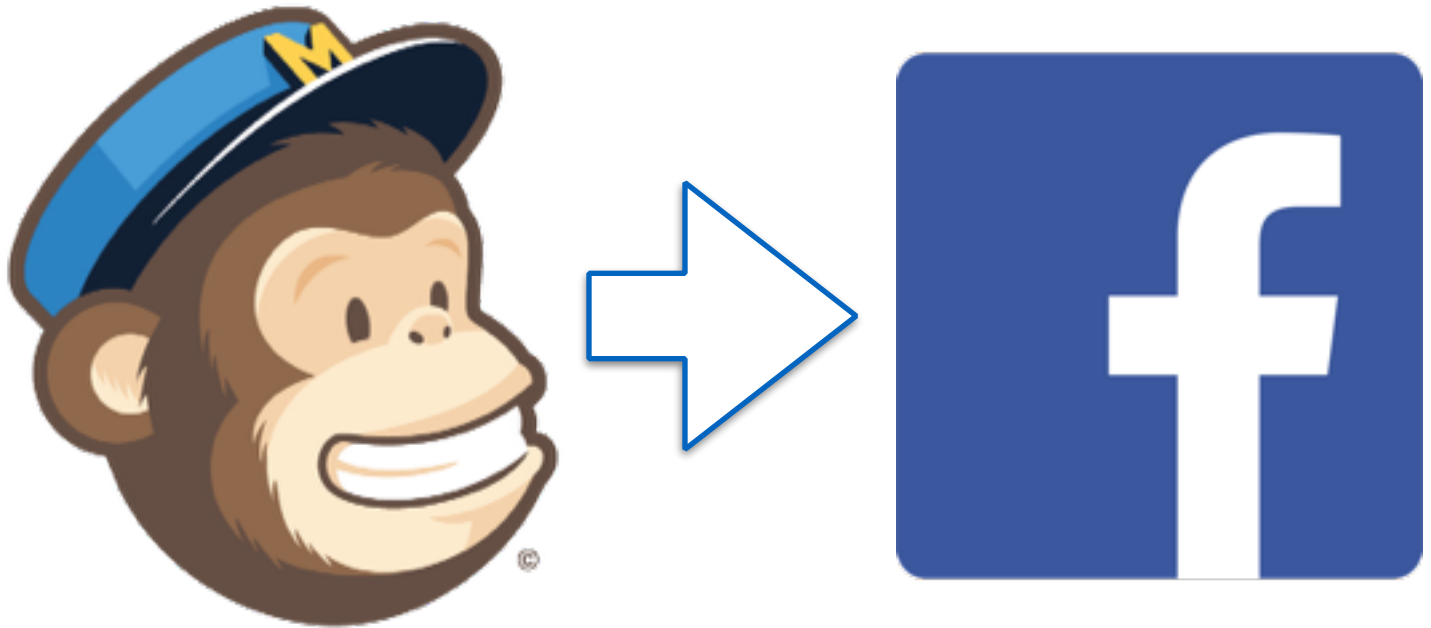
The screenshot shows the The Weather Channel website interface. At the top, there's a navigation bar with the logo and links for FORECASTS, MAPS, VIDEO, PHOTOS, NEWS, and TV. A search bar is present with the text "Search Zip, City, or Place (Disney World)". A "Tickets on sale" banner for Chris Young is visible. Below the navigation bar, there's a "PHOTO CONTEST" banner with the text "ENTER FOR A CHANCE TO WIN \$15K". The main content area is titled "San Antonio, TX (78201) Weather". On the left, there's a sidebar with a "Local Pollen Alert" and a "Forecast for Today" section. The "Forecast for Today" section shows the current temperature as 74°F, with a high of 88°F and a low of 69°F. The weather is described as "Cloudy". On the right, there's a "Seasonal Forecasts" section. A large advertisement for Chris Young tickets is prominently displayed on the right side of the page, featuring the text "Tickets on sale" and "Chris Young MARCH 8" along with the website "rodeohouston.com".

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

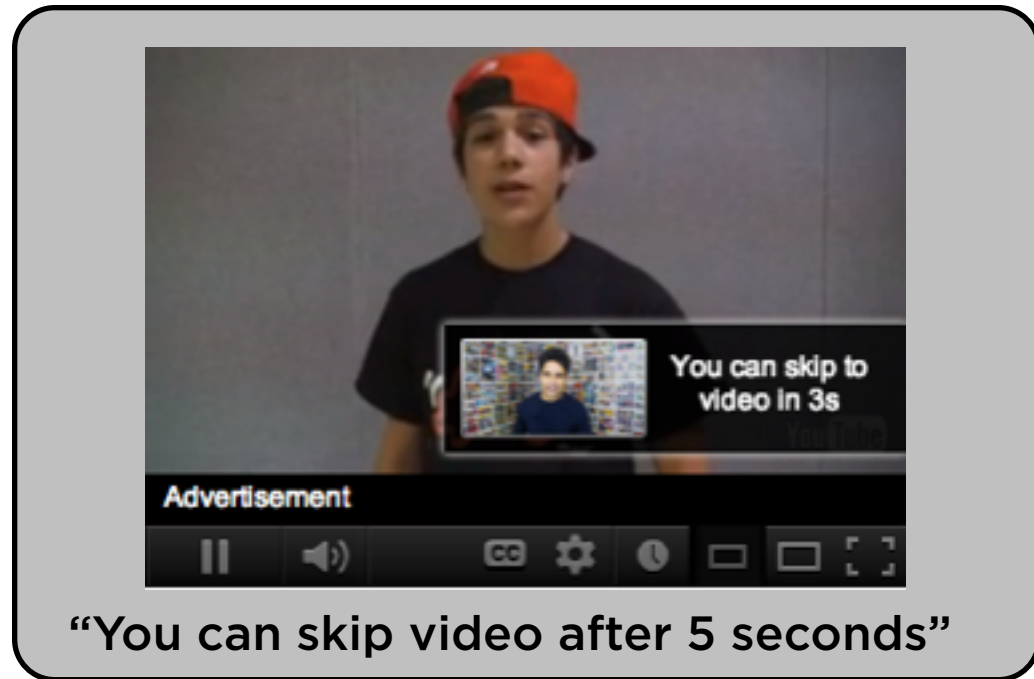
Remarketing + Website Custom Audiences

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



- **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

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.

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

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)**

Ticketmaster **CameFrom Codes**

Unique Link Example:

[http://www.ticketmaster.com/event/
05004C96A6BCDBF6?
brand=indianasf&camefrom=CFC_ISF_Facebook](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!

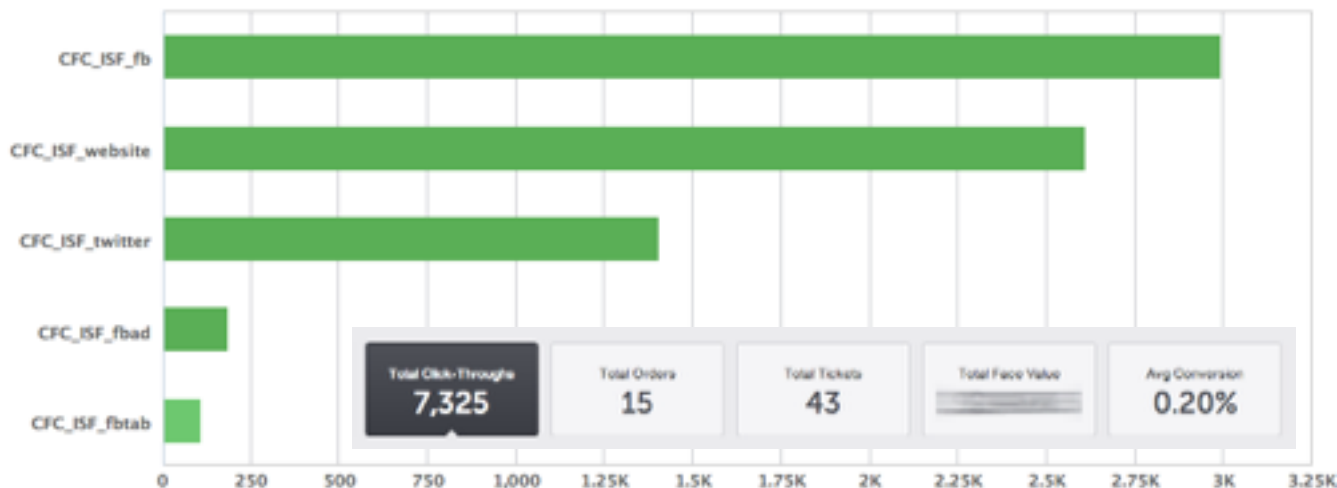
Ticketmaster

CameFrom Codes

CFC_ISF_fbtabs

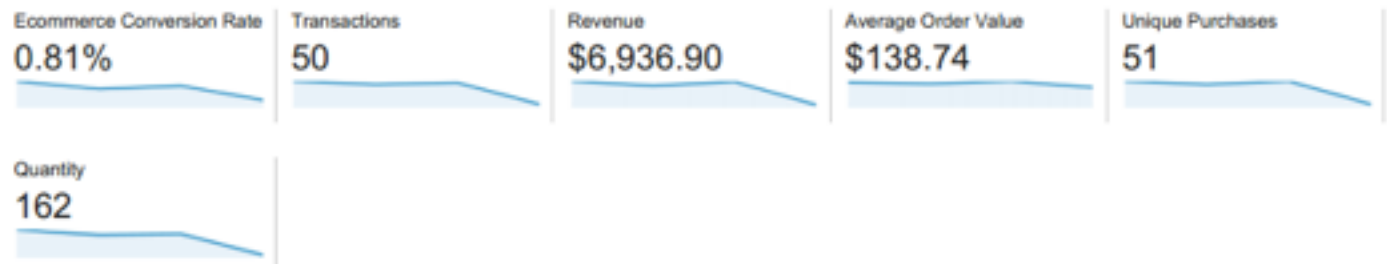
[What is This?](#)

Total Click-Throughs 107 Total Orders 0 Total Tickets 0 Total Face Value \$0.00 Avg Conversion 0%



Came From Code	Date	Click-Throughs	EDP Visits	Orders	Tickets	Avg Conv	Face Value
CFC_ISF_website		2,610	315	14	41	0.54%	
CFC_ISF_fbads		184	190	1	2	0.54%	
CFC_ISF_fb		2,992	9	0	0	0%	
CFC_ISF_FBAD		5	5	0	0	0%	
CFC_ISF_fbtabs		107	3	0	0	0%	
CFC_ISF_TWITTER		23	1	0	0	0%	
CFC_ISF_twitter		1,404	0	0	0	0%	

Google Analytics E-Commerce Tracking



Source / Medium	Revenue	% Revenue
1. thebigc.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

Customer Service & Social Listening

Utilize a social listening tool to measure volume and sentiment

Professional Grade:

webtrends™



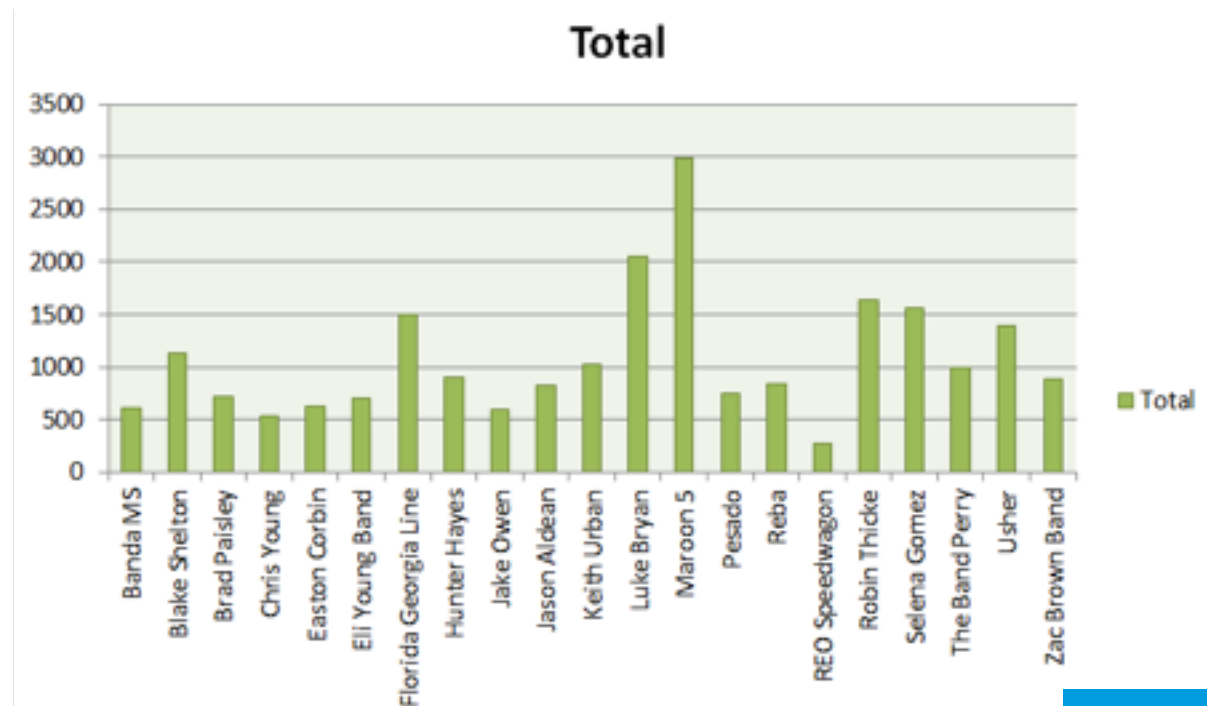
Entry Level:

TwitterCounter, Tweetonomy



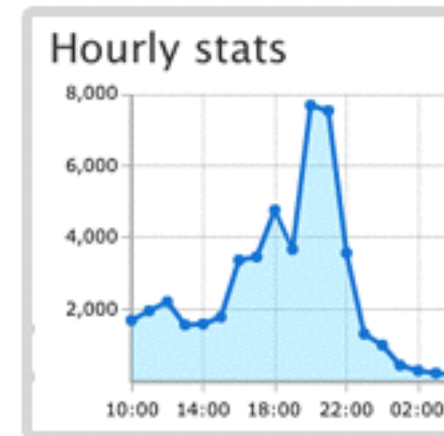
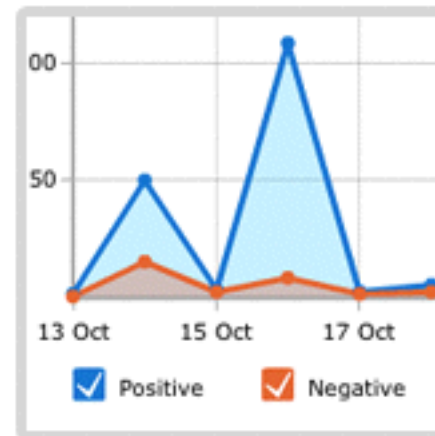
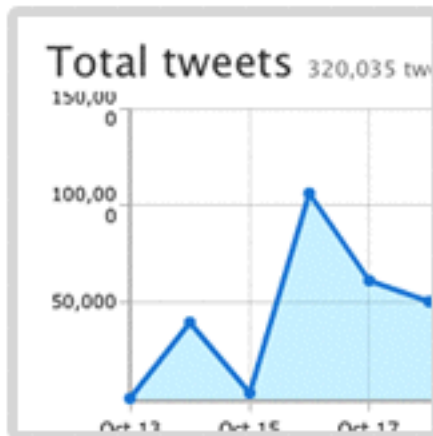
Customer Service & Social Listening

Artist conversation volume on
RODEOHOUSTON Announce Day



Customer Service & Social Listening

Example of Sentiment Measurement
[TWITTERCOUNTER.COM](https://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	

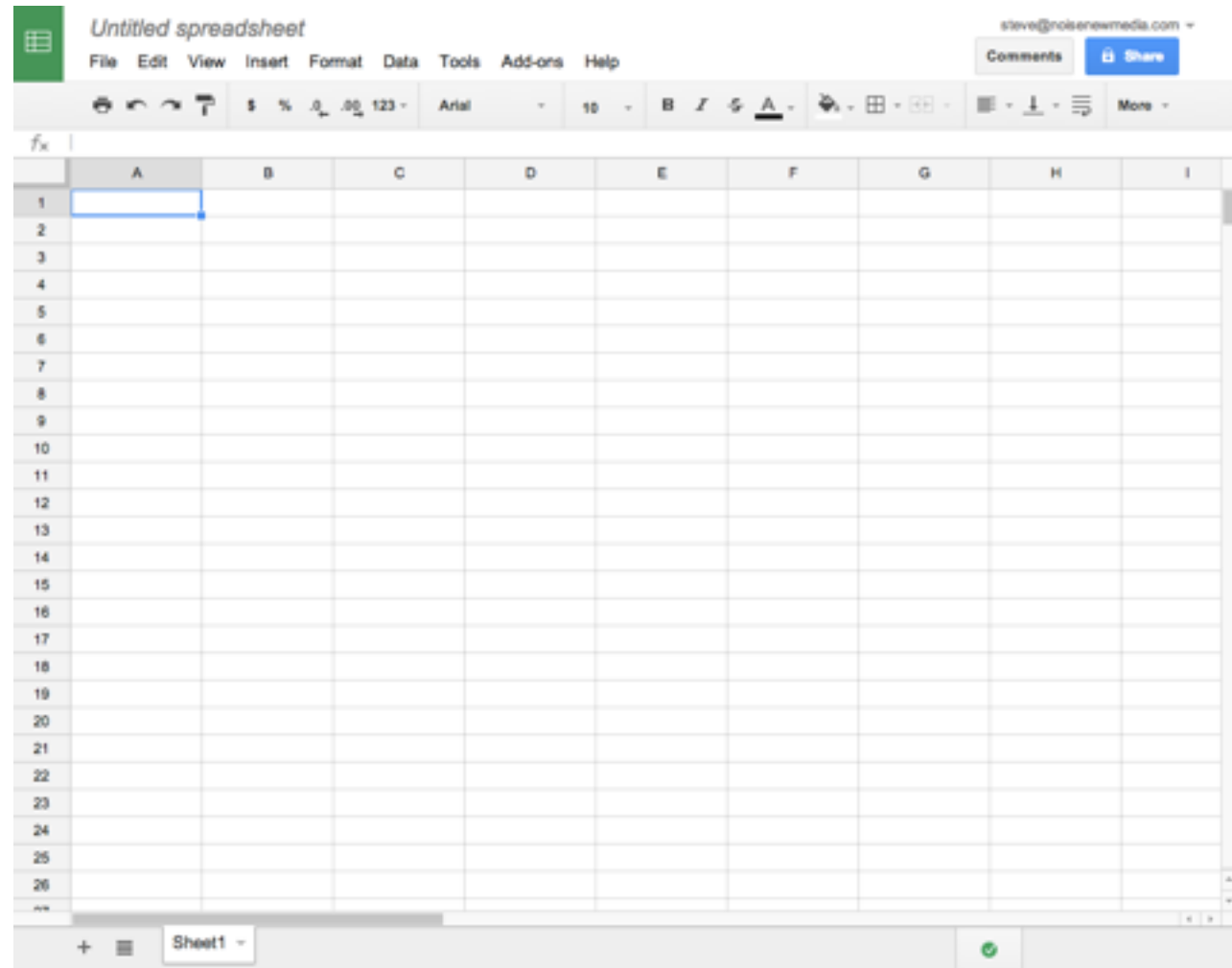
Pixlr

PIXLR.COM - Web-based Layered Photo Editor



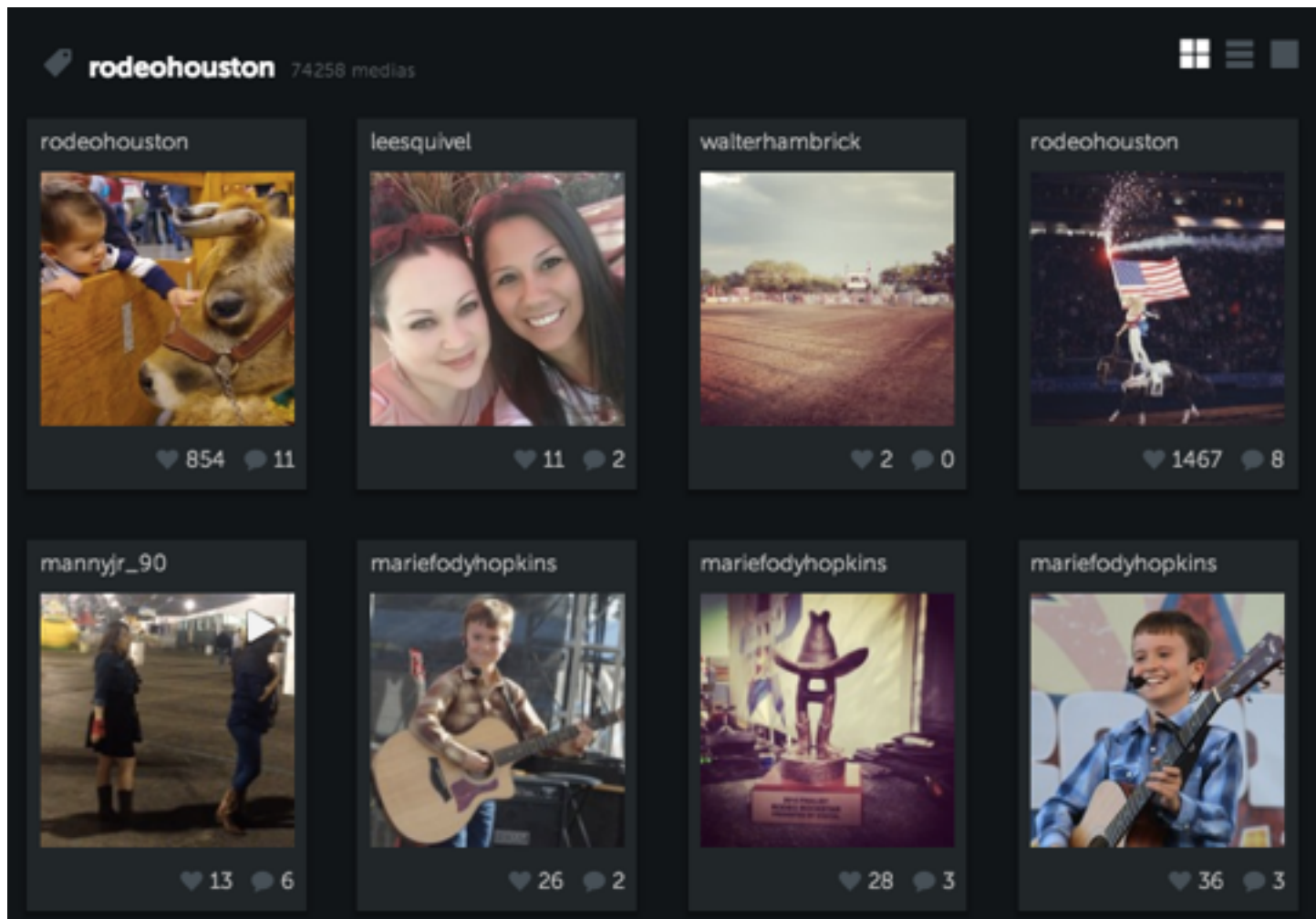
Google Apps

Cloud-based Office Applications and Collaborative Environment



IconoSquare.com

Third-Party Instagram Catalog tool



Thank You!

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