



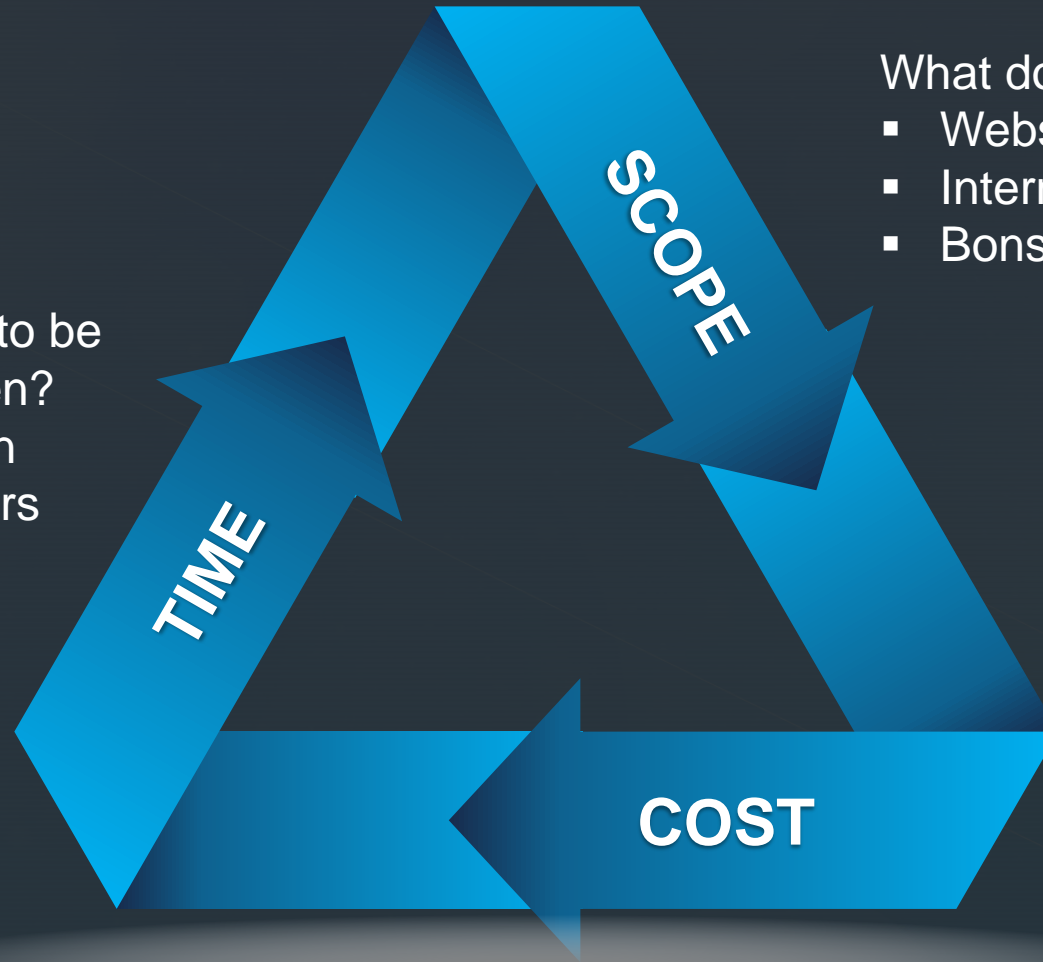
**Kristen Conrad**  
Charlotte Curling  
Association

Brought to you by Curler Outreach

# Marketing & Social Media

# Annual Marketing Program

What events need to be supported and when?  
How much time can marketing volunteers spend?



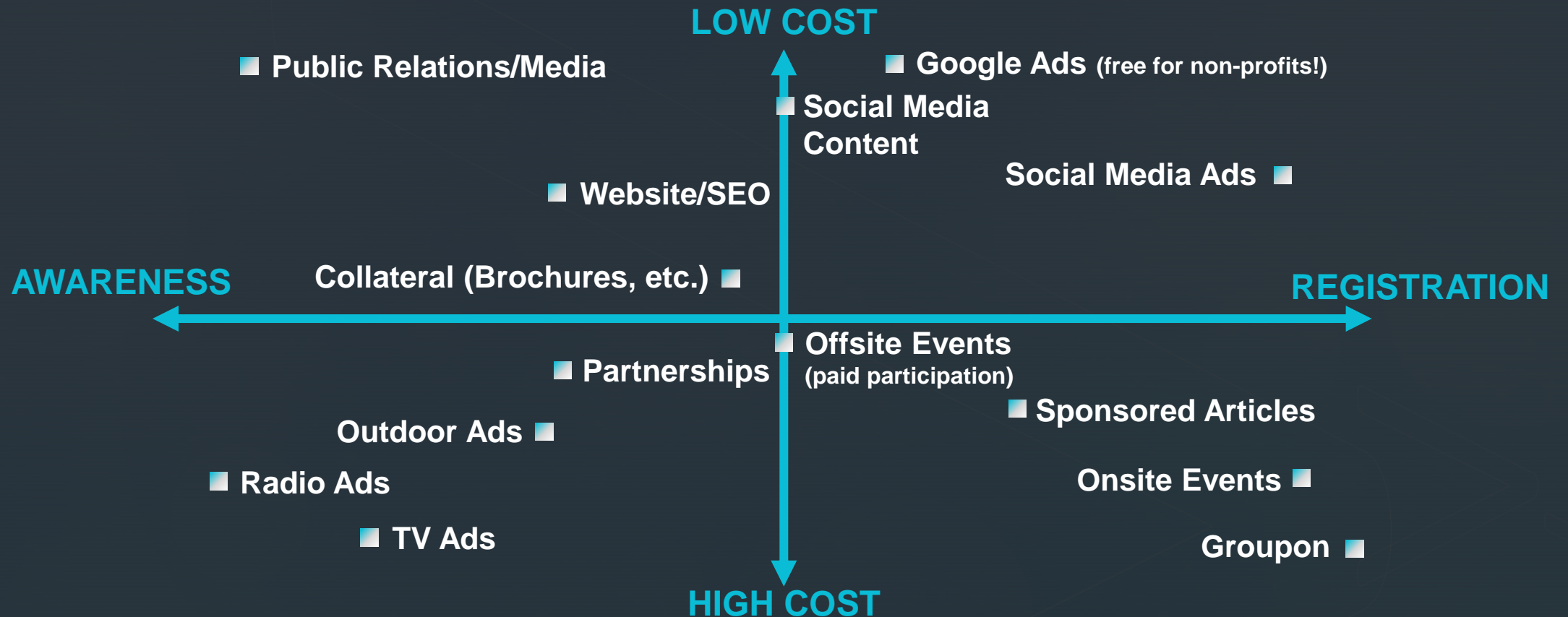
What does Marketing include?

- Website?
- Internal Communications?
- Botspiel Promotion?

What is your budget?  
If building a target, what costs should be included?

# Building a Marketing Budget

- What **can/should** we afford? What **local options** are available?



# Building a Marketing Budget

- How do we **prioritize**? What does our club need most **this season**?

	2014-2015	2017-2018	2018-2019	2020-2021
Branding/Collateral	\$ 2,042	\$ 1,450	\$ 400	\$ 99
Internal Events (including PR)	\$ 3,395	\$ 1,790	\$ 600	-
External Events (parades, sponsorship)	\$ 562	\$ -	\$ -	-
Partnerships	\$ 2,000	\$ 500	\$ -	-
Social Media Advertising	\$ 400	\$ 1,650	\$ 1,190	\$ 290
Outdoor Advertising	\$ -	\$ 1,500	\$ 1,500	\$ 1,500
Other Advertising/Sponsored Content	\$ 1,820	\$ 5,250	\$ -	\$ -
Website	\$ 406	\$ 505	\$ 505	\$ 505
<b>TOTAL BUDGET</b>	<b>\$ 10,625</b>	<b>\$ 12,645</b>	<b>\$ 4,195</b>	<b>\$ 2,394</b>

Key:  Critical  Important  Nice to Have  Unnecessary

Grand  
Opening

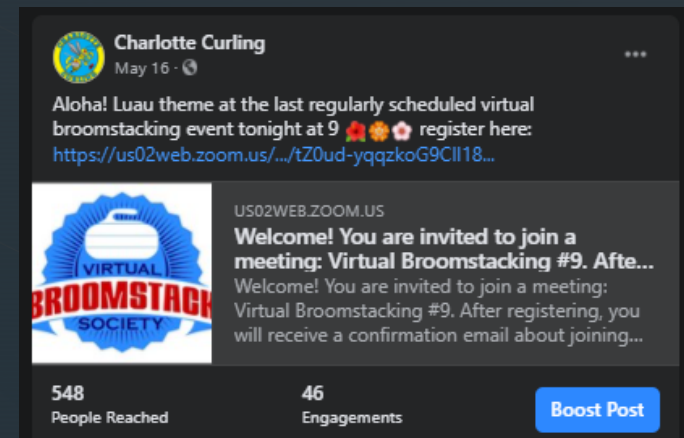
2018  
Olympics

“Normal”  
Year

COVID-19

# Social Media: Audience and Voice

- Who is my **target audience** for this promotion?
- Does this audience change frequently **throughout the season**?
- What do all of my audiences have **in common**?
- How will they **relate to our club**?
- If our club **was a person**, what would their personality and communication style be?
- How do we want to **portray our club**?



# Social Media: Content Guidance

## The Golden Ratio for SOCIAL MEDIA SHARING

**30%**  
*owned*



**10%**  
*promotional*



**60%**  
*curated*



# Social Media: Platforms



<b>Audience(s)</b>	External – other clubs, brands, celebrity curlers and teams	Internal & External – members, local potential curlers, other clubs	Internal & External – members, local potential curlers, media, other clubs and their members
<b>Demographics</b>	18-49, skewed heavily male	18-49, skewed female	18-64, skewed lightly female
<b>Great for</b>	Promoting bonspiels, building relationships with top curlers/teams and brands	Building brand and awareness, light communication, contests, driving awareness of events (registration using ads)	Building brand, communication with audience, contests, ads, promotions (including detail), event sharing, driving registration
<b>NOT Great for</b>	Driving LTC registration, details, reaching members	Reaching members, detailed promotions, bonspiel registrations	Paid advertising targeting curlers outside local area (e.g. bonspiels)
<b>Tactics</b>	Retweeting, #, @	#, @, Images, Video, Ads	Sharing, @, Events, Ads, Images, Video, Messaging

▸ So you're saying I should sometimes put one message in 3+ different places?

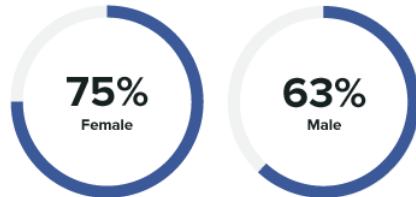
- Yes. Yes I am.
- <https://hootsuite.com/>





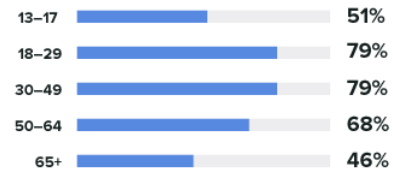
## Facebook usage among key demographics

### Gender

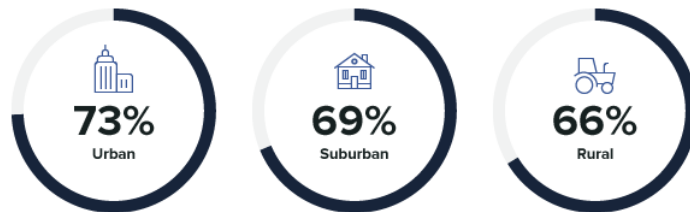


This study doesn't currently include data on non-binary people.

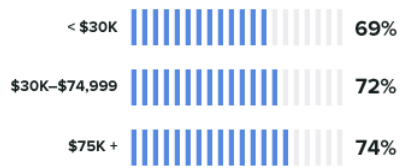
### Age



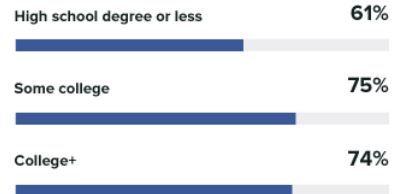
### Location



### Income



### Education



# Facebook Focus

- Average of **double the audience** of any other platform across all adults (except YouTube)
  - Used by **68%+** of people 18-64
- Best platform for **direct and detailed interaction** with audiences
- Ability to **promote and share events** and track interest
- Widely-used **direct messaging**
- **Highly effective and targeted ads!**

# Facebook Ad – Charlotte (Dec 2019)

## Performance

\$200.00 spent over 16 days.

Link Clicks

375

Reach

18,256

Cost Per Link Click

\$0.53

## Activity

Post Engagement

470

Link Clicks

375

Post Reactions

47

Post Shares

28

A unique, on-ice experience might be that ideal Christmas gift you've been seeking!



## Audience

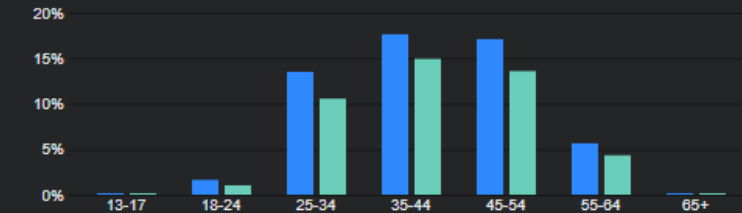
This ad reached 18,256 people in your audience.

People

Placements

Locations

55.5% Women 44.5% Men



## Audience Details

Location

United States: Latitude 35.31 Longitude -80.83 Charlotte (+25 mi) North Carolina

Age

24 - 58

People Who Match

Interests: Adventure travel, Outdoors, Corporate Events, Vacations, Hockey, Volleyball, Major League Soccer, Olympic sports, Outdoor recreation, Carolina Hurricanes, 2014 Winter Olympics, Pool (cue sports), Carolina Panthers, Brewery, Travel + Leisure, Boating, Outdoor enthusiast, Team sport, Chess, Athletics (sport), Escape Games, Local food, Sports, Physical fitness, Yoga, Winter sport, Skiing, Olympic Games, Dogs, Craft Beer Lovers, Ice rink, Camping,



# Q&A