

Andy Young

Sturgis Rally Social Media
Director



Social Media Objective

- ...Bring more people to the Rally!
- Two general concepts to make that happen
 - Generating and sharing great content
 - Creating “Meaningful Interactions”
 - Distributing organic content effectively



What Qualifies Great Content?

- Is it engaging?
- Is it relevant to the Rally?
- Does it speak to our audience?
- Does it represent our brand/event?
- Does it inspire action?



Great Content...cont.

- Personal (people)
- Influencers
- Attractions
 - Black Hills
 - Concerts
 - Tradition





Facebook's Meaningful Interactions

- Start a Conversation
- Interactions Ranked (according to Facebook)
 - Comments, Reactions, Replies, Sharing via Messenger, Engagement on Shares



Distributing Content Effectively

- Facebook (*>310k likes*)
 - Largest platform (our largest following)
 - Organic reach gets limited annually
- Tools used to overcome limitations in 2018
 - Facebook Events
 - Video / Live Video



Facebook Events

- Greater Reach
 - Send “interested” users notifications directly
 - More likes, shares, comments..etc



Facebook Stats

Sturgis Rally Facebook Following

- Oct. 2015 - 199,140
- Oct. 2016 - 221,045
- Oct. 2017 - 275,599
- **Oct. 2018 - 310,610**

78th Sturgis Rally
Facebook Following

Net gain of 8,468!

**During the 10 days of the 78th Rally*



B-1 Flyover Facebook Live

48,000+ Organic Views | 524 Shares



The video player shows a B-1 bomber flying through a cloudy sky. The video is paused, with a play button in the center. The progress bar at the bottom indicates the video is at -0:06.

Sturgis Motorcycle Rally was live.
about 2 months ago · 🌐

B-1 Flyover on Military Appreciation Day! #StayPlayRockRide

117,979	4,041	14,656
People Reached	Engagements	Clicks

[Boost Post](#)

👍❤️🔥 1.2K 524 Shares 48K Views

👍 Like 💬 Comment ➦ Share 🌐

Comments Up Next

Realtime Comments ▾

Barbara Billings · 1:29 Oh I see it!
Like · Reply · 8w 1

Les Coomer · 1:29 Roaring Thunder in the sky and on the ground
Like · Reply · 8w 1

Ramon Ahumada · 1:28
👍 1
Like · Reply · 8w


Hello 🤔 🤔 🤔 🤔 🤔 🤔 🤔 🤔



#StayPlayRockRide

272,000+ Views | 4,364 shares

Back



STAY PLAY

78th Sturgis Motorcycle Rally

Like Comment Share

Sturgis Motorcycle Rally

3.7K 428 Comments 4,364 Shares

272K Views · about 10 months ago

The Sturgis Motorcycle Rally. August 3-12. Stay + Play + Rock + Ride #sturgisrally

Chat (108)







AGENDA

7:30	Coffee, Donuts & Registration
8:00-8:10	Welcome – Sturgis City Manager, Daniel Ainslie
8:15-8:30	Review of 78th Rally -Jerry Cole
8:35-9:30	Social Media, Website, Digital – Home Slice
9:30	Break
9:45	Demographics of Attendees – Daniel Ainslie
10:30	Economic Impact of Attendees - Jerry Cole
11:00	Black Hills and Badlands - Michelle Thomson
11:45	Lunch (on your own)
1:15	State of South Dakota Department of Tourism
1:30	Marketing 2019 – Home Slice
2:30	Ideas for Getting your Rally On
3:30	Break – Round Table
3:45	SD Codified Law: Title 32 – Daniel Ainslie
4:15	Final Numbers – Daniel Ainslie
4:30	2019 Rally – Jerry Cole
5:30	Social @ Loud American (Hors D'Oeuvres & Cash Bar)

Brad Jurgensen

VP of Business Development





Website Stats

(Oct-Aug)

- 1.16 Million Sessions (Up 375k)
- 832k Users
- 58% Mobile (Up 8%) - 9% Tablet
- 86% from USA (down 4%)
- Top States:
 - CA, TX, IL, MN, CO, NE, SD, WI, OH





Media Calendar

- Dec-Feb: 5 Day Stay: TX, CA, AZ, OH, PA
 - Search, Contextual Display, Social Media, Remarketing, Video
- Feb-May: Day Drive / Home Base
 - 500 mile radius, 3-5 Day Stays
- Jun-Jul: Day Drive, Value Selling
 - Mid/2nd Weekend Push





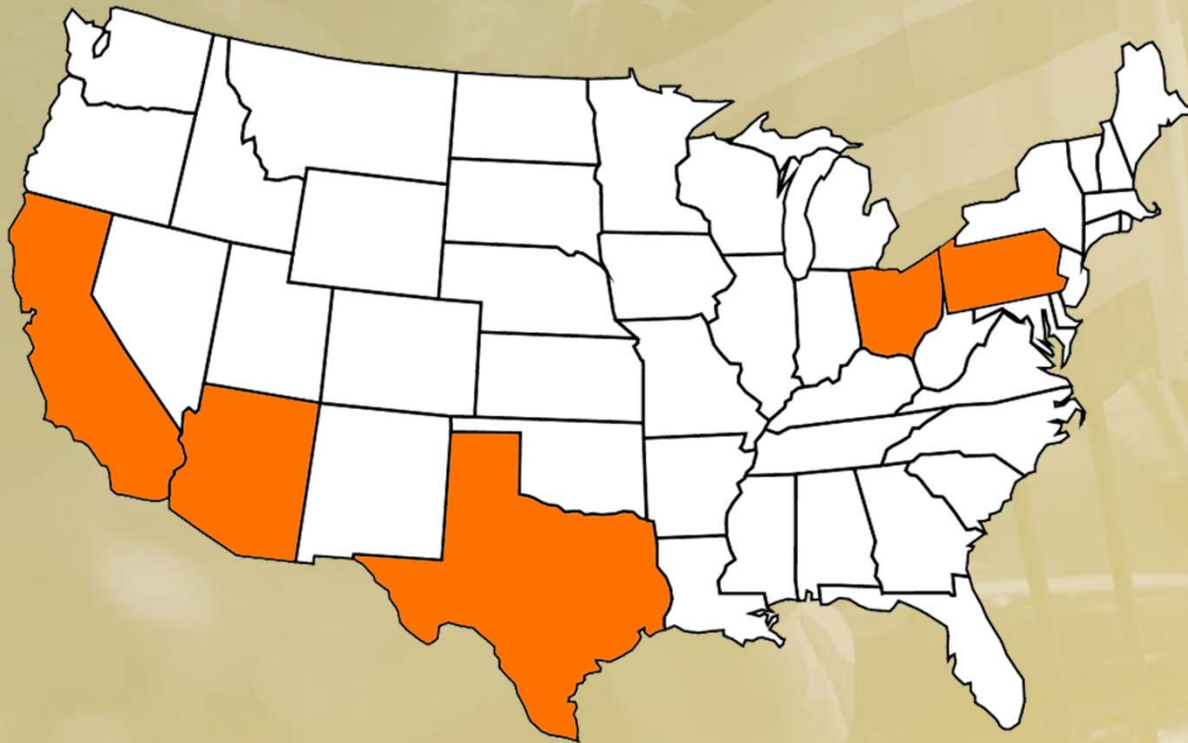
Digital Mix

- Search
- Targeted Display
- Contextual Display
- Video Ad Network
- Remarketing: (Google Network + Social)





5 Day / Long Lead

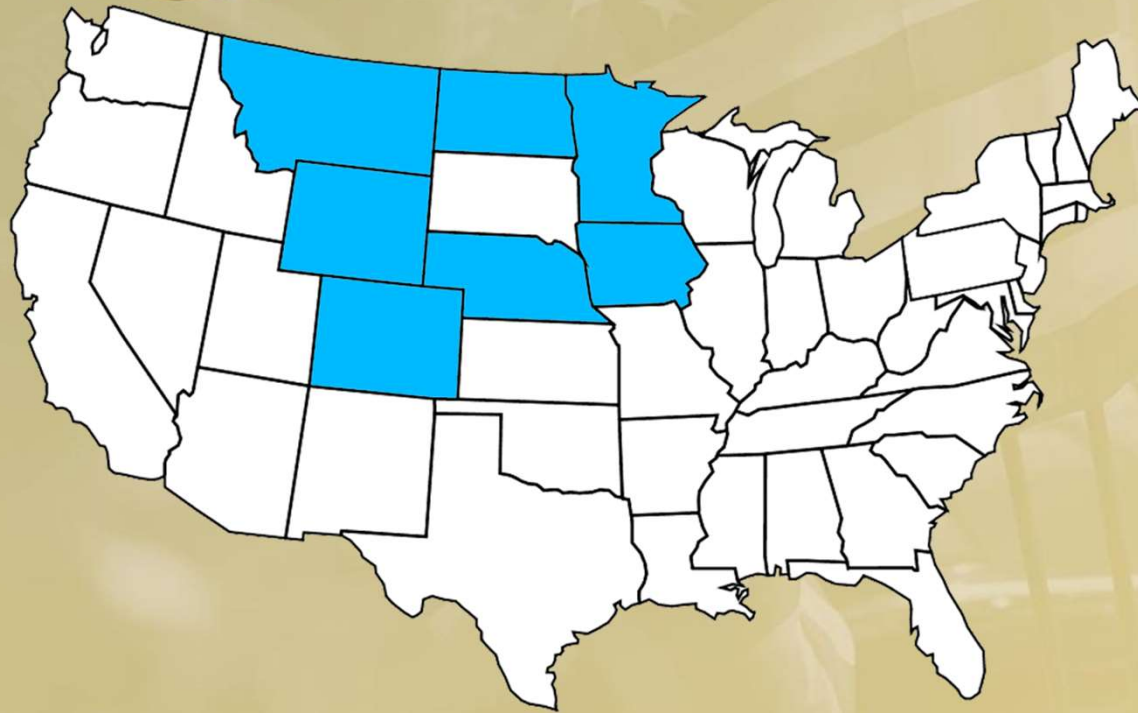


- 3 M Impressions
- Pushing Longer Stays
- Video Increase vs 2017
- +Music / Festival
- -Food/Foody





I Will Walk (500 Miles)

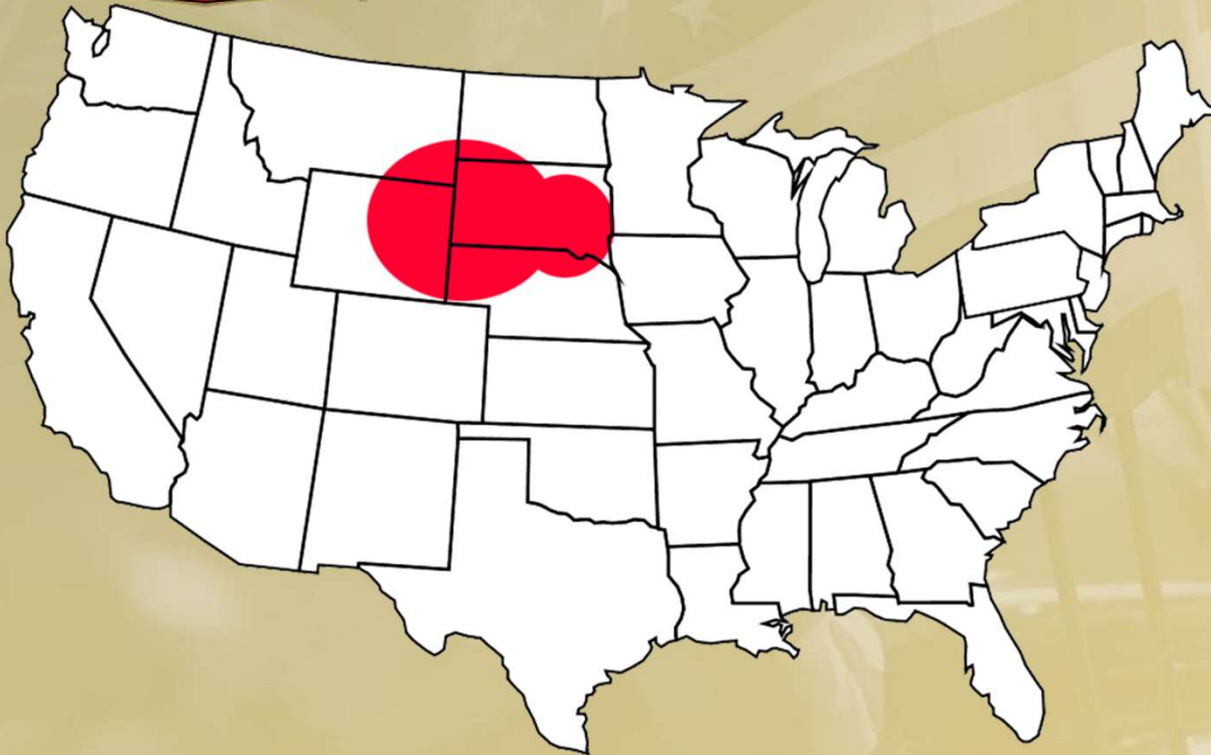


- 6 M Impressions
- Pushing 3-5 Day Stay
- Video Increase vs 2017
- +Music / Festival
- -Food/Foody
- +Remarketing





Day Drive / Value



- 2 M Impressions
- 2nd Weekend
- Value Focused
- +Music / Festival
- +Video/Lifestyle





Notable Stats

- Video Engagement dramatically increased attribution and interaction
- + Increase in Canadian Interest
- Artist and Event ads + CTR
- 50% Engagement Increase 500 Miles out

