



2017 Social Shake-Up

Paid Social Strategies To Make The C-Suite Sing Your Praises

Josh Rawitch, Sr. Vice President, Content & Communications

@JoshRawitch

jrawitch@dbacks.com



Four Bases – Our Primary Goals

- Sell tickets
- Generate excitement for the team, players, sponsors
- Create content that tricks the algorithms
- Don't overmessage



Selling Tickets

- Core function of the team at odds with social approach
 - Every sales post hurts our engagement numbers & reporting
- Our budgets are just like yours



\$206.5 million deal

\$40,000

Annual paid social budget



Hispanic Heritage Day

- Content concept was first key – attention grabbing
- Paid Liga Pacifico to boost our ad in their followers' feed
- 1,500 likes vs. 67 (and communicated up)

LOS D-BACKS
DÍA DE LA HERENCIA HISPANA
presentado por **BUD LIGHT**

9 DE SEPTIEMBRE
CHASE FIELD

D-BACKS FIESTA ANTES DEL JUEGO 2-5PM
BOBBLEHEAD DE CALAVERA DE AZÚCAR
primeros 20,000 fanáticos
cortesía de Pepsi

LIGA MEXICANA DEL PACÍFICO

losdbacks.com/hhd

GILA RIVER

Los D-backs
Page Liked · September 5 ·

¡Celebra en grande la cultura Latina este sábado 9 de septiembre con #LosDbacks y LMP - Liga Mexicana del Pacífico!

Aquí está lo que te espera...
-Festival gratis afuera del estadio de 2-5pm
-Bobblehead de la "Calavera de Azúcar" de Los D-backs... See More
See Translation

Like Comment Share

1.5K

269 Shares 141 Comments

View previous comments

Steve DJmiket Lopez Good way to get all the Mexicans in one place, then Sheriff Joe & President Trump can Deport them all. 🤔 F- the Dwacks! 🙄
Like · Reply · September 8 at 8:05pm

Steve DJmiket Lopez Love it 🙄

GAMEDAY

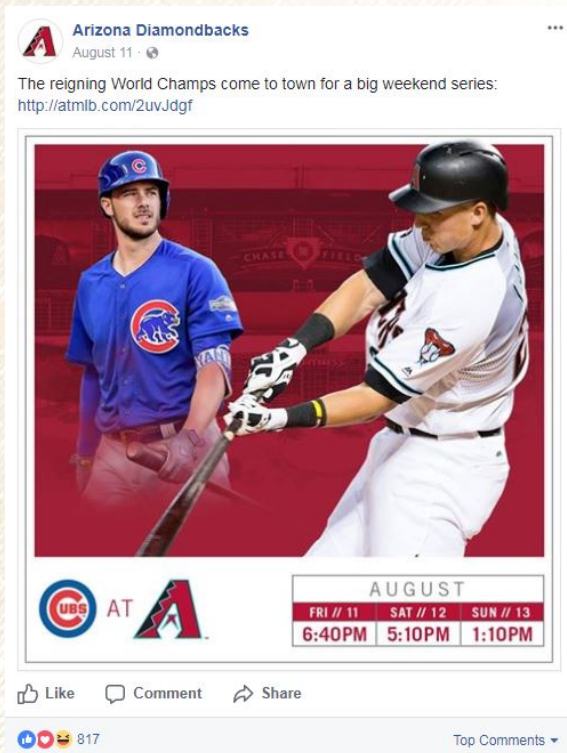
	SD	ARI	Top 9: 0-1, 1 out	
LIVE	BOX	PLAYS	FEED	FIELD

Write a comment...




Sponsored Posts

- Specifically targeted (Cubs fans, dog owners, churches)
- Spend \$500-\$2,000/flight; Return on ad buy (10/15 to 1)
- We tend not to boost and sponsor at the same time



Arizona Diamondbacks
August 11 · 🌐

The reigning World Champs come to town for a big weekend series:
<http://atmlb.com/2uvJdgf>



CUBS AT A

AUGUST		
FRI // 11	SAT // 12	SUN // 13
6:40PM	5:10PM	1:10PM

Like Comment Share

817 Top Comments ▾



dbacks.com/barkatthepark

SD AT A

BARK AT THE PARK

PRESENTED BY AVODERM NATURAL PET FOODS AND NYLABONE

SEPTEMBER 10TH



Arizona Diamondbacks
Page Liked · August 26 · 🌐

Happy #NationalDogDay!

Celebrate with your pup at Bark at the Park:
<http://atmlb.com/2ixlBm1>

Like Comment Share

👍👍👍 Dave Myslinski and 626 others · Top Comments ▾

60 Shares 65 Comments

Neil Thomas Orvis Katie Herman
Like · Reply · 1 · August 26 at 4:40pm

Erin Kloberdanz Brody Burk: shall we bring Pongo?
Like · Reply · 1 · August 26 at 12:57pm
↳ 4 Replies

Brian Raben We had this at Coors field a couple weeks ago over 1000 dogs showed it was awesome
Like · Reply · 2 · August 26 at 12:50pm

Jared West Antasia Mingo Babe? We could bring Steeler 🐾❤️🐾🐾
Like · Reply · August 27 at 6:11pm
↳ 1 Reply

Lisa Mendivil Agresta Annshka Orocco u might want to consider changing teams. Ha ha... 🤔
Like · Reply · 1 · August 26 at 1:03pm
↳ 1 Reply

Kristyn Hayes Michelle Begley-Wiley
#barkbusterswestvalley
Canv. Viterum

Write a comment... 🗨️ 😊



Direct Facebook advertising via emails

- Used more to target direct fans (i.e. renew S.T. holders)
- Time consuming but worth it on larger purchases
 - May not necessarily be following our team



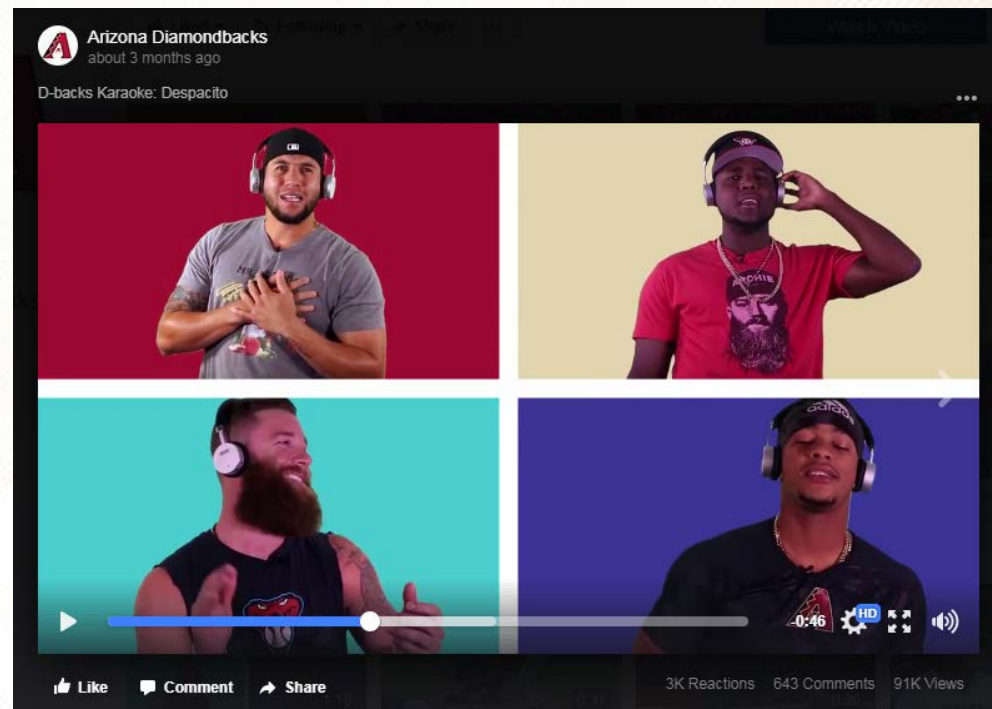
Generating excitement for the brand

- We have not spent on this to date but will in 2018
- Aren't afraid of risks



Generating excitement for the brand

- Can we lean on a partner to amplify our brand & theirs?
- What is hot in the moment?



Can you trick the algorithm?

- Probably not, but how can you get around being an ad?





Don't Overmessage

- 5 messages at any given time
 - Ticketing, Community, Corporate Partner, Branding, Baseball
- Schedule made months in advance with flexibility
 - We try not to overlap paid messages/competing with ourselves



About that C-Suite singing...

- How do they best respond?
 - Numbers or anecdotes?
 - Email, text, shared tweet or pop-in?

- Who do they hear?
 - Are there other communications channels in your company?
 - Who else do they listen to?
 - When are they actually listening?



Key Takeaways

- Creative content still tops spending
 - Find the creative people in your world and tap into them
- Shorter is better
 - Even in postseason, fans/customers average just 30 seconds
- The time is now to spend on non-direct sales messages
- Avoid overmessaging and competing with yourself
- Nothing beats a well-timed message to your boss

