

How to Align Your Brand With Facebook's Top 3 Priorities

NBC Sports and Olympics



The Social Shake-Up
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www.socialshakeupshow.com

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Video First Marketing Approach

Questions to ask yourself when producing content for Facebook

- Does this video help achieve my goals?
- Does this video captivate and engage my audience within the first few seconds?
- Is it optimized for maximum organic exposure?
- Is this video performing efficiently with the paid?

Rio Olympics Case Study

Goals:

- Raise awareness of the Rio Olympics leading into the Games
- Sustain Olympics buzz and interest throughout the Olympics
- Activate a younger audience (18-34 demo)
- Increase traffic to live streaming
- Achieve key benchmarks

Rio Olympics Case Study

Tactics:

- Activate various content creators for broad reach pre-Games & distribution
- Pair high-impact native video with business goals
- Focus video on the athletes and story lines
- Customize for Facebook



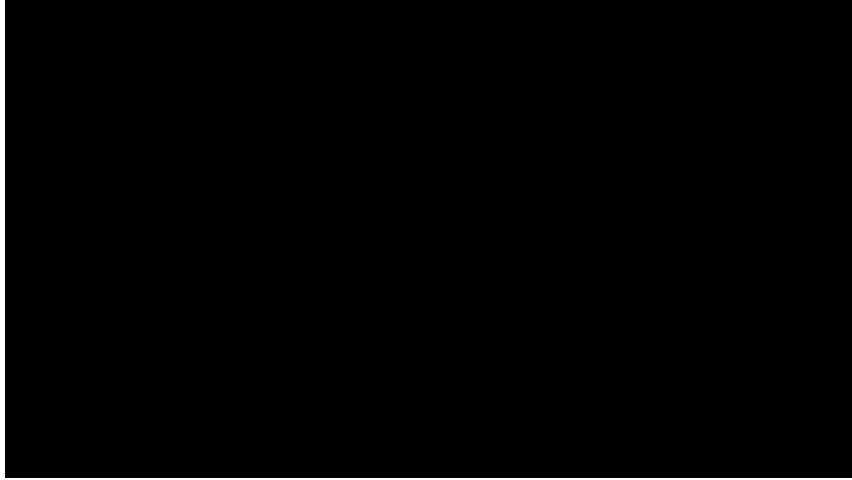
Rio Olympics Results

- Pre-games social activity had **200 million** impressions (just the week leading into the Games)
- 100m uniques (**+22%**) & 222m visits (**+44%**) of live streaming
 - More than half of those streaming NBC Olympics content were under the age of 35
- Reached aggressive benchmarks in all key metrics in first week of the Games
- On Facebook
 - NBC Olympics content reached **160 million unique US users**, nearly 70 million 18-34 on Over **600 million video views** across 2 weeks of the Games
 - Nearly 160 Facebook Lives with **39 hours of programming** & 3.5 million live viewers
 - Of the 2000 posts, over 900 were video

Sunday Night Football Case Study

Goals:

- Continue success of SNF as #1 Show in Primetime
- Drive awareness of NBC as the new home of TNF
- Increase social sponsorship dollars
- Most shares on Facebook of any NFL broadcaster
- Achieve key benchmarks



Sunday Night Football Case Study

Tactics:

- Create content-specific to teams and fans
- Maximize tent pole events along with consistent season long drumbeat
- Give fans behind the scenes look at NBC & talent
- Customize video for Facebook

Sunday Night Football Results

Sunday Night Football on NBC is the **#1 show in primetime** for the sixth year in a row

Increased social sponsorship dollars YOY

SNF on NBC led all NFL competitors in **total public interactions (likes, comments, reactions) and shares**

There were over **89M total video views** on SNF on NBC on Facebook, **+126% YOY**

- The page exceeded the aggressive benchmark (through Super Bowl) by 14%.

There were **157M total engagements** on SNF posts through Super Bowl weekend, **97% YOY**.

- The page beat the aggressive benchmark (through Super Bowl) for total engagements by **18%**.

Takeaways

- **Define your goals and objectives**
- **Create video content with a purpose**
- **Customize and tweak to what makes sense for your Facebook audience**
- **Look for themes outside of your business for inspiration**
- **Don't be afraid to change up your strategy in real-time**
- **Have fun! If you aren't, your fans & followers won't either.**