

## **Enhancing Sponsorship ROI: Using New Technologies to Connect Your Audiences and Sponsors**

### **Presentation Outline**

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- I. Introduction
- II. What do we mean by “digital activation?” (See glossary for other terms)
  - A. Digital Activation: Employing digital resources from websites to social media to mobile platforms around which promotions can be developed to better achieve the objectives and ROI for the sponsor in association with a sponsorship property.
- III. Plugged in, tuned in and turned on...A changing consumer marketplace
  - A. Your audience is connected! – Snapshot of digital use by general population
    - 1. Percentage of general public using:
      - a. Internet
        - 1) 78.6% of N. America uses the internet, a 153.3% growth from 2000
        - 2) The average US internet users spends 32 hours online/month
      - b. Email
        - 1) 90% of adults subscribe to emails from brands
      - c. Social Media
        - 1) Social media use has increased 356% in the US since 2006
        - 2) 62% adults worldwide use social media
      - d. Smart phones
        - 1) Accounts for 10% internet use world wide
        - 2) 1.08 world’s 4 billion mobile phones are smartphones
    - 2. Global Profile of Facebook user:
      - a. Use:
        - 1) 67% of Internet users are on Facebook
        - 2) 16% use Twitter
      - b. Gender:
        - 1) 71% of female users are on Facebook
        - 2) 62% of male users are on Facebook
      - c. Age:
        - 1) 83% of users between 18-29 are on Facebook
        - 2) 77% of users between 30-49 are on Facebook
        - 3) 52% of users between 50-64 are on Facebook

#### IV. Why digital promotion is appealing to sponsors?

- A. Increases overall impressions
- B. Reaches targeted demo
- C. Expands sponsorship reach beyond live attendees
- D. Immediate
- E. Measurable
- F. Sharable (viral)
- G. Engages consumer
- H. Give sponsorship “legs”
- I. Cost efficient (but *not* free)

#### V. Strategies for successful activation – A quick review

- A. Organic – Coming from and being related to the activity or character of the sponsorship property- “endemic”
- B. Relevant – Your presence at the sponsored event must “make sense” to the attendee or spectator and relate to their life and interests
- C. Interactive – Create an experience that appeals to, engages and emotionally impacts your target customer
  - 1. Capture the emotion of the moment
  - 2. Enhance their experience
  - 3. Engage and involvement them with what is going on (moving from spectator to participant)
  - 4. Provide “unbuyable” experiences
- D. Measurable – Provides metrics to determine whether key objectives are being fulfilled
- E. “Wow” Factor – Your activation is so cool and interesting that event guests are talking about it, others are being driven to your location, (whether onsite or virtual) becoming a property “asset” in and of itself.

#### VI. Four keys to effective digital engagement

- A. Create a plan & work it!
  - 1. Objectives
  - 2. Desired deliverables
  - 3. Measurement metrics
  - 4. Strategies
  - 5. Tactics
  - 6. Timetable
  - 7. Budget
  - 8. Management & Oversight

- B. Target your audience
  - 1. Who is the desired target?
  - 2. Geo-target, gender, lifestyle, interests, others
  - 3. Remarketing / Retargeting Cookies (based upon key words)
  
- C. Don't underestimate your followers
  - 1. Authentic communication
  - 2. They know you are marketing to them
    - a. 51% of consumers expect marketing from brand
  - 3. Engaging, interesting dialogue
  - 4. Empower and engage your followers - Keep it 2-way
  - 5. Consumers have the power (negative v. positive engagement)
  
- D. Avoid becoming "noise"
  - 1. 80/20 rule
    - a. 44% of Facebook users who "unlike" a brand do so because of too frequent of posts
  - 2. Relevant, content-rich communications
  - 3. Special "club" offers
    - a. 40% "liked" on FB to receive special discounts

## VII. Digital platforms for sponsorship engagement

- A. Passive Platforms (Information consumer needs to "discover")
  - 1. Website
  - 2. Static blogs
  - 3. YouTube postings
  
- B. Push Platforms (Proactive communication being pushed out to consumer)
  - 1. Social Media platforms
    - a. Facebook
      - 1) 93% of US adult Internet users are on Facebook
      - 2) 137.6 million unique visitors per month in US alone
      - 3) 7:45:49 = time spent/person per month
    - b. Twitter
      - 1) 18-29 age group is more represented (29%)
      - 2) +50% of active Twitter users follow companies, brands, products
      - 3) 79% more likely to recommend followed brands, 67% of more likely to purchase
    - c. Actively Marketed Blogs
      - 1) Companies that blog have 55% more website visitors
    - d. Pinterest, Instagram
  - 2. Blasts
    - a. e-newsletters
    - b. Special offers e-blasts

3. SMS “text” Mobile Clubs
  - a. Carry a 97% open rate
  
- C. E-Collateral (Information provided in digital formats in lieu of print)
  1. Guidebook
  2. Virtual Goodie Bags
  3. Podcast
  
- D. Digital Promotions (Sponsor activations created expressly for digital implementation)
  1. Face-to-face engagement utilizing digital tools (e.g. tablet)
  2. Online contest
  3. Facebook promotions
  4. Others

#### VIII. Measuring ROI

- A. Set Metrics
  1. Sponsorship Metrics v. Event Goals
  
- B. Success Factors
  1. Key Performance Indicators (KPI)
    - a. Reach
    - b. Retweet Rates
    - c. Engagement
  2. ROI
    - a. Media Equivalent Value
    - b. Unique URL
    - c. Social Clicks

#### IX. Examples of Effective Digital Programs

- A. Denver Zoo – “What Animal Are You the Most Like?”
  
- B. Vail Resorts - Epic Mix
  
- C. Denver Century Ride – “Ask the Expert”
  
- D. Cherry Creek Arts Festival – “Guidebook”
  
- E. Tri for the Cure – Virtual Goodie Bag

X. Conclusions

- A. Employing digital activations is effective, measureable and will extend your event to new audiences and beyond the confines of your event site and dates
- B. Sponsors are seeking these types of engagements with your attendee, so you had better be prepared to provide it
- C. Digital promotions can be complex! You need to find people who understand digital platforms to help you develop, manage and maintain your electronic assets and platforms

XI. Thank You!

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## **Addendum: Glossary**

**Cookie:** A small amount of data generated by a website and saved by your web browser. Its purpose is to remember information about you, similar to a preference file

**Facebook:** A social networking website that allows users to create and customize their own profiles with photos, videos, and information about themselves

**Follow:** The ability for Facebook users to “subscribe” to an organization’s posting from a Fan Page

**Hashtag:** A symbol (#) used to label keywords in a tweet

**Instagram:** An online photo-sharing and social networking service that enables users to take pictures, apply digital filters to them and share them

**LinkedIn:** A social networking website for business professionals

**Pinterest:** A social networking site that allows you to organize and share ideas with others

**Reach:** The estimated number of individuals in the audience that is reached at least once during a specific period of time

**Retweet:** Abbreviated as RT, Retweet is used on Twitter to show content that has been re-posted by another user

**Share:** The action of distributing posts/information on social media sites

**Tweet:** An online posting created by a Twitter user

**Twitter:** An online service that allows users to share short updates with other users