

CHARLES TOWN CLASSIC
SOCIAL MEDIA REPORT
2017 #CTCLASSIC

BIG PICTURE

On Charles Town Racing's biggest day of the year, all eyes are on the Charles Town Classic. To make the greatest impact, we developed three specific goals for social media success listed below.

The Goals

1. **REACH** new and existing fans

2. Encourage them to
ABSORB & ENGAGE

3. Inspire them to
SHARE & RECRUIT

The KPIs

Impressions

**Comments/
Likes/ Views**

Growth

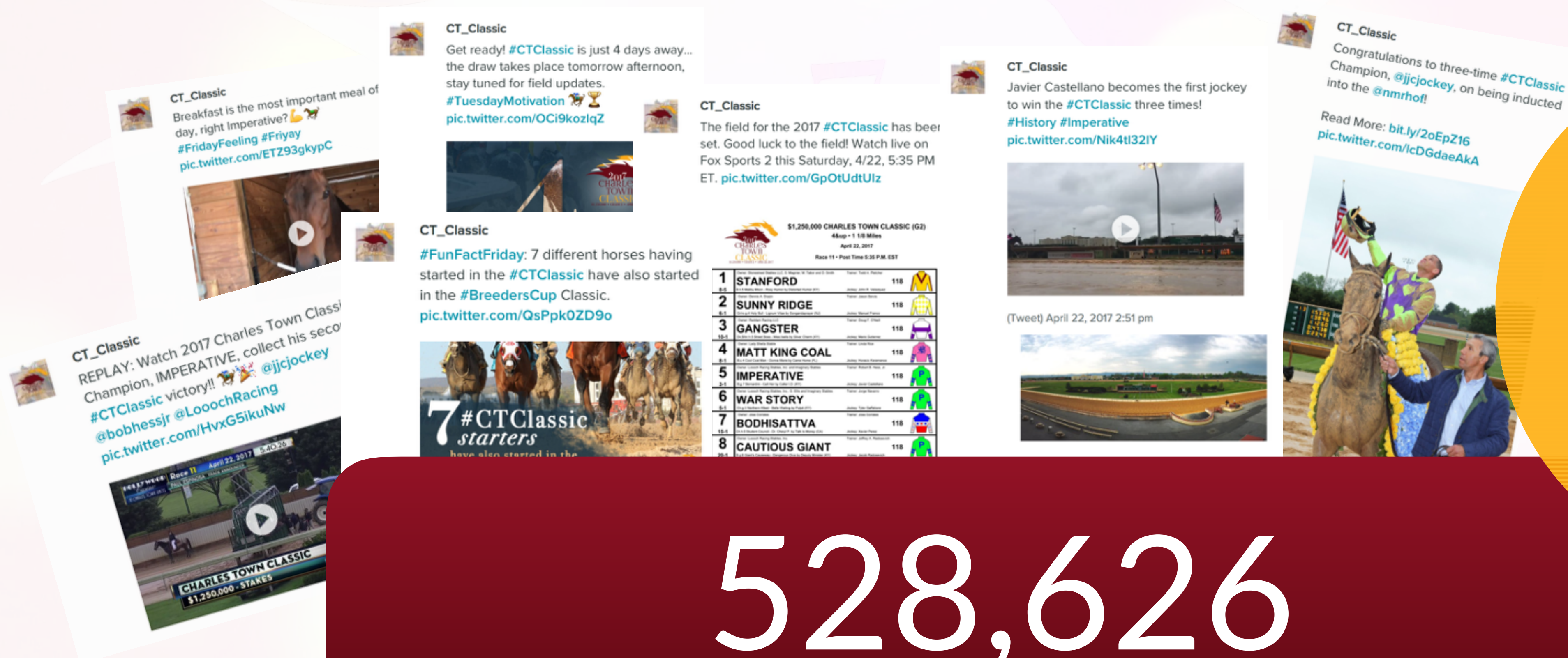


STEP 1: REACH

In the weeks leading up to #CTClassic, we found interested people by scanning conversations and trends 24/7. By searching relevant content, we found opportunities to engage in fun, relatable ways with new and existing fans in the horse racing industry.

REACH

Over 500,000 impressions (up 52% from 2016)



IMPRESSIONS
+52%
INCREASE
FROM 2016

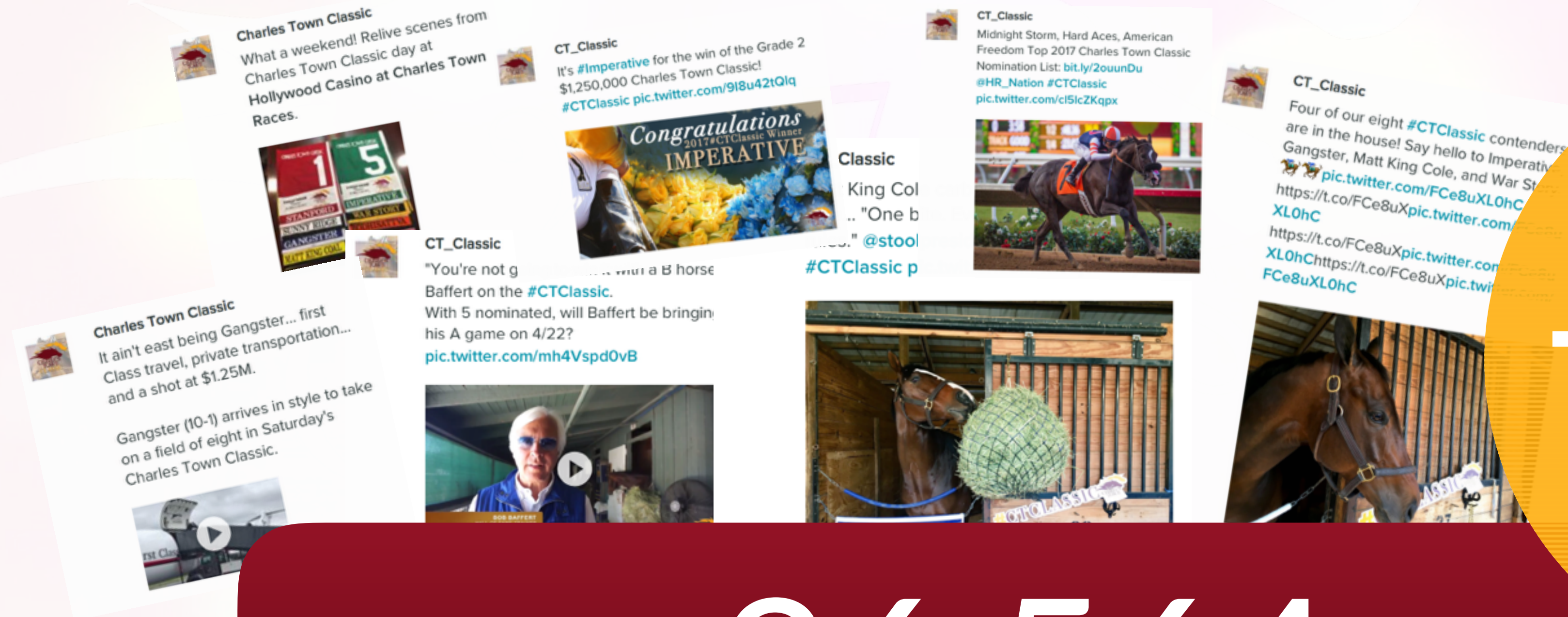
528,626
IMPRESSIONS

STEP 2: ABSORB & ENGAGE

After scanning relevant content and jumping into conversations, we inspired people to pay attention to our content and engage with the #CTClassic brand. We created content that was fun, unique, exclusive and timely.

ENGAGEMENT

Over 25,000 engagements, up 106% from 2016

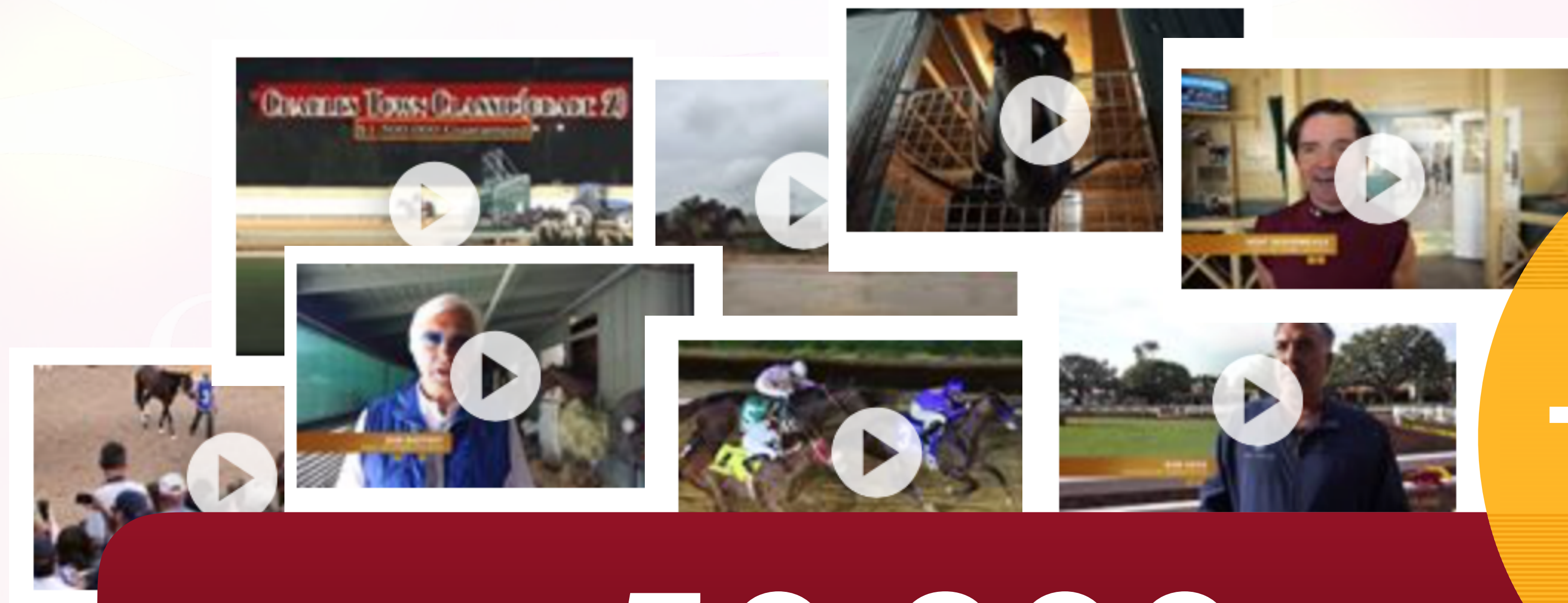


ENGAGEMENT
+106%
INCREASE
FROM 2016

26,564
ENGAGEMENTS

ENGAGEMENT

Over 25,000 engagements, up 106% from 2016



VIDEO VIEWS
+225%
INCREASE
FROM 2016

50,800
VIDEO VIEWS

STEP 3: SHARE & RECRUIT

Exciting content inspired fans to share with their network, encouraging new audiences to join the #CTClassic community and become new fans.

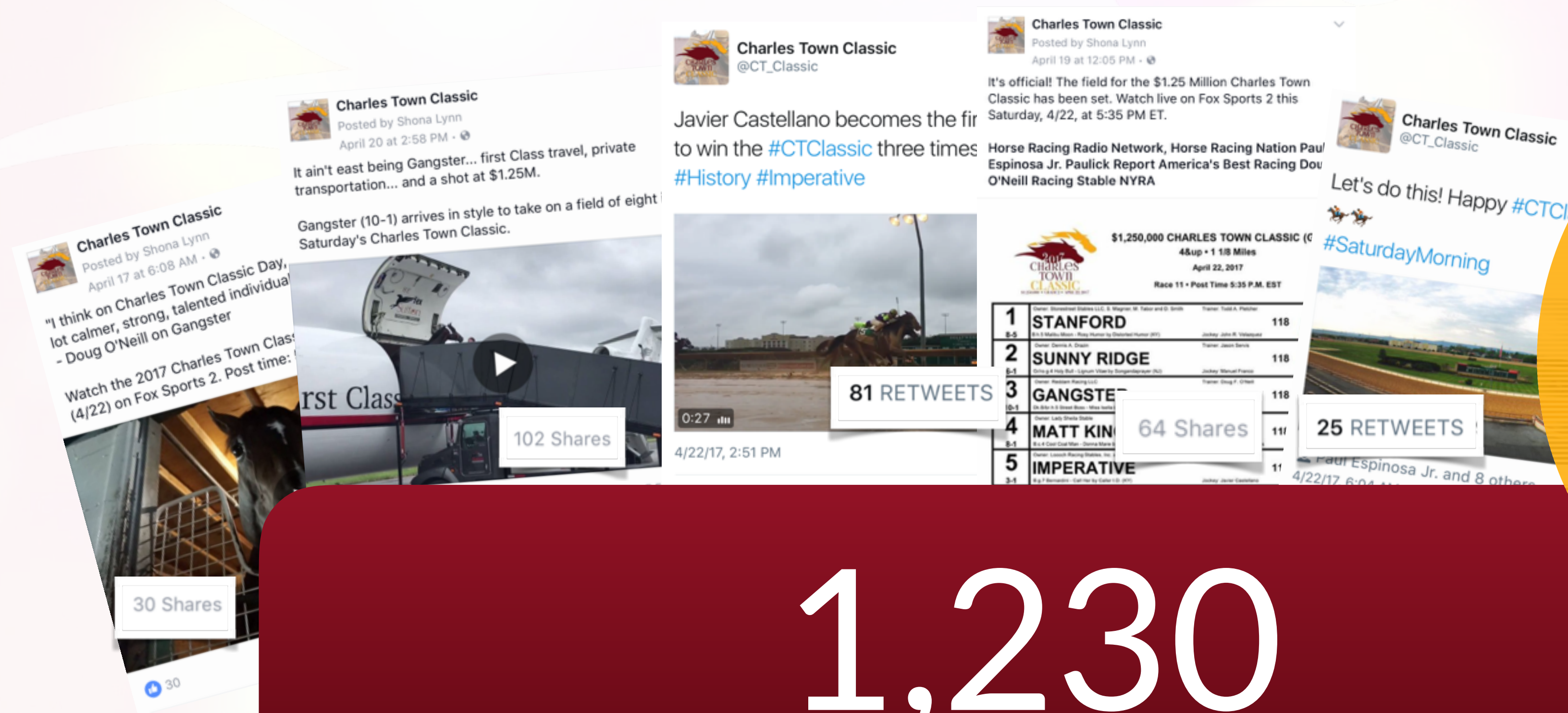


SHARE & RECRUIT

Charles Town Classic content was shared over 1,200 times (up 40% from last year).

ENGAGEMENT
+40%
INCREASE
FROM 2016

1,230
SHARES



PAID SOCIAL

To support organic results and catapult reach, we developed a strategic paid approach that boosted reach and increased followers.

PAID SOCIAL RESULTS

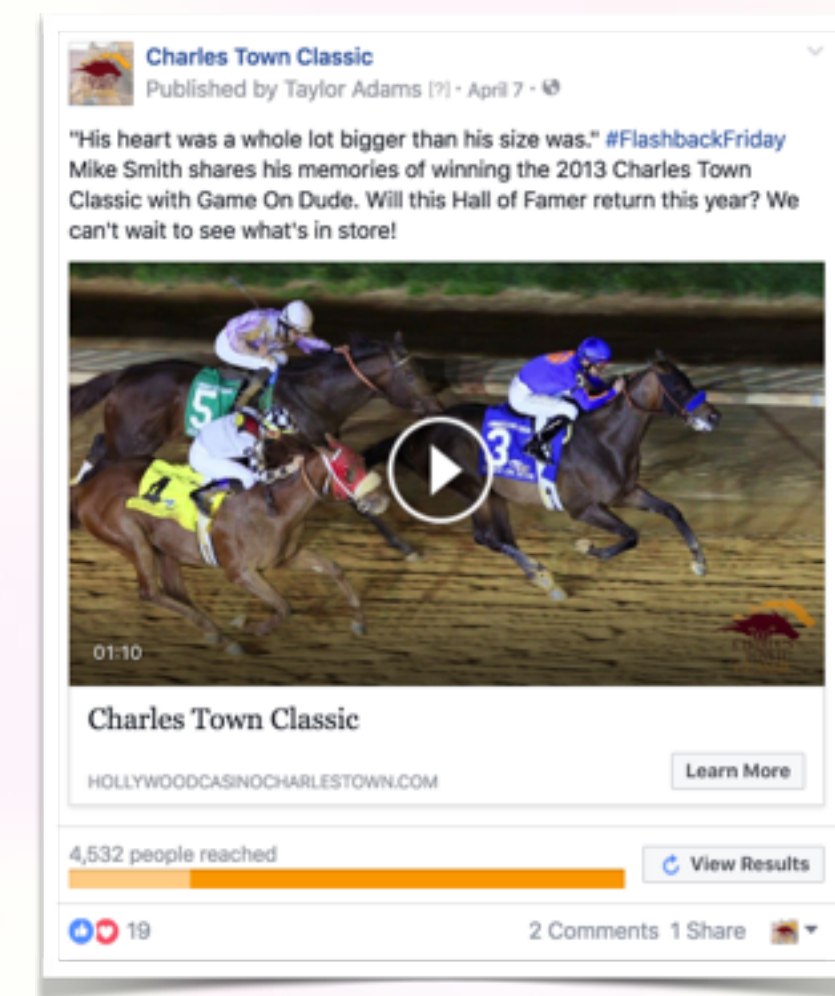


Average cost per results was .09% (well below industry average). For just \$500, we were able to significantly increase reach, engagement and following.

+335 Followers

196 Link Clicks

12,000+ Video Views



39,133
PEOPLE REACHED



ORIGINAL CONTENT
CREATED FOR #CTCLASSIC

PRE - EVENT HIGHLIGHTS



Fun Facts

Countdown Graphics

Contender Features

Greatest Moments

Social Cover Photos



#CTCLASSIC

EVENT DAY HIGHLIGHTS

Contender Rundown

Facebook LIVE

Periscope LIVE

Maddie's Inside Scoop

Jock Tales

Influencer Betting Picks

Charles Town Classic
@CT_Classic

Good luck, Stud. #CTClassic #AMESTud

War Dancer @WarDancerStud
Getting in on this \$100k Guaranteed Pick 4 @CT_Classic... because, you know, I can't get enough ACTION. 🍀 #ctclassic 🍀🍀🍀



Charles Town Classic
@CT_Classic

Straight from the brain of @DanonymousMan... Don't miss your own shot at today's \$100K Guaranteed Pick 4. #CTClassic #GetHot

153 LIVE VIEWERS 844 REPLAY VIEWERS

Time Watched 23h 27m

Charles Town Classic was live.
Posted by Molly McGill
April 22 at 11:59 AM · 🌐

Catching up with Hall of Fame jockey Johnny Velazquez as he prepares to ride in the Charles Town Classic aboard Stanford. Watch live on Fox Sports 2 at 5:35 PM ET.

Charles Town Classic was live.
Posted by Molly McGill
April 22 at 2:14 PM · 🌐

Walk with the 2017 Charles Town Classic field as they prepare for the \$1.25M #CTClassic!

POST EVENT HIGHLIGHTS

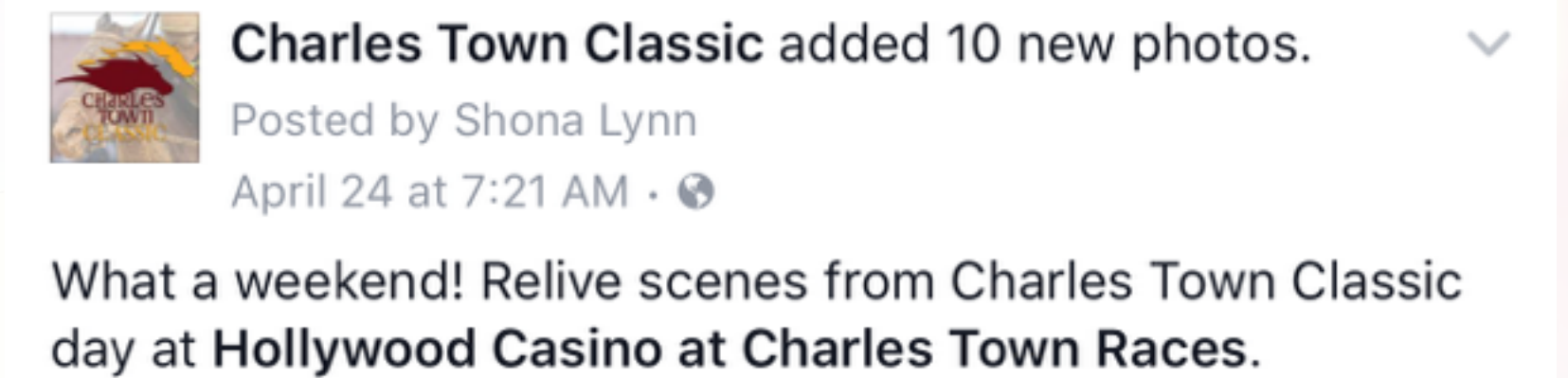


Social Cover Photos

Replay Video

Wrap Up Video

Photo Album



#CTCLASSIC

TAKEAWAYS

2017 SOCIAL TAKEAWAYS



- By tuning into trending conversations, Charles Town was able to leverage events like the Dubai World Cup (Bob Baffert, Arrogate) to recruit new fans
- 360 degree coverage of the event was a hit with fans —>
- Leveraging track announcer, Paul Espinosa Jr, for social content was a huge success, providing compelling contender features on race day
- Sharing influencer betting tips helped drive betting conversations and promote the #CTClassic day pick 4



GOALS REACHED

As compared to last year, we...

- ✓ Increased Impressions by 52%
- ✓ Increased Engagements by 106%
- ✓ Increased video views by 225%
- ✓ Increased shares by 40%
- ✓ Added +651 followers



THANK YOU

www.grandslamsocial.com - info@grandslamsocial.com

