



Blue Chip Farms Social Media Results

Pres. by Grand Slam Social



Blue Chip Farms Results

In 2018, Grand Slam Social was contracted by Blue Chip Farms for the third year in a row to continue leveraging social media to elevate the brand image and reach new buyers, breeders and on farm boarding clients.

Grand Slam Social developed a detailed social media strategy that focused on highlighting Blue Chip Stallion progeny, promoting standout farm facts and client testimonials, and showcasing Blue Chip stallions and yearling crop. Content programs leveraged a mixture of photography (capture by Grand Slam Social), video and graphics. The program leveraged paid and organic social media posts. To maximize organic efforts, GSS engaged with social trends, followed industry events and kept content in line with ever-changing best practices.

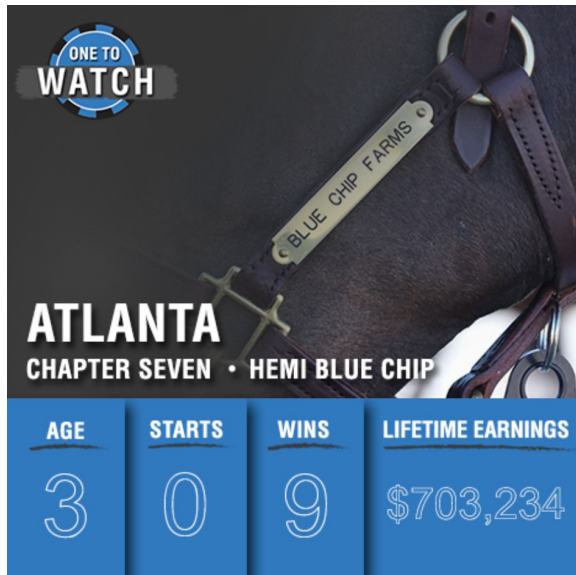
Results:

- Blue Chip Content reached over 1.7M people (Impressions) in 2018
- Engagements with the brand increased 39% year-over-year with over 56K interactions
- Engagements per post on Facebook jumped from 18 in 2017 to 120 in 2018
- Referral traffic from social to web increased 152% during yearling sale season and was up 10% overall year over year
- Blue Chip stallion and yearling videos gathered over **205,000** views across platforms from January through November
- On organic channels (Twitter, YouTube), video views were up 60% and 20% respectively.

Overall, Blue Chip Farms' digital footprint continues to expand and adapt, offering a solid platform to promote key announcements, new stallions, yearlings and more.

Creative Campaigns

Blue Chip "Ones to Watch"



ONE TO WATCH

ATLANTA
CHAPTER SEVEN • HEMI BLUE CHIP

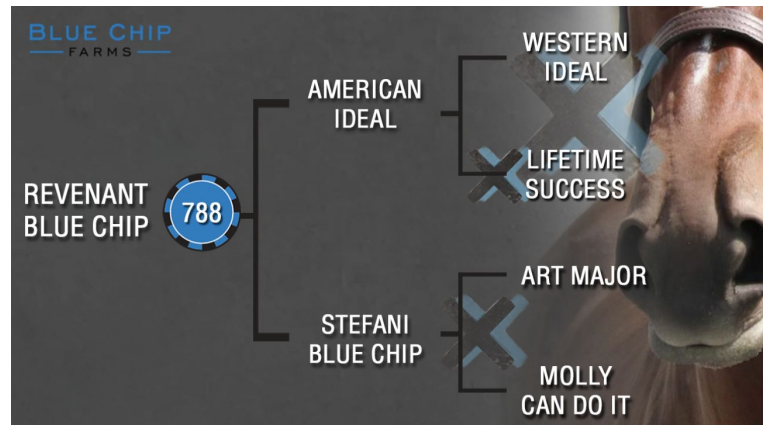
AGE	STARTS	WINS	LIFETIME EARNINGS
3	0	9	\$703,234

Stud Fee Announcement Graphics



CREDIT WINNER
AMERICAN WINNER • LAWN TENNIS

STUD FEE: \$9,500



BLUE CHIP FARMS

REVENANT BLUE CHIP 788

- AMERICAN IDEAL
 - WESTERN IDEAL
 - LIFETIME SUCCESS
- STEFANI BLUE CHIP
 - ART MAJOR
 - MOLLY CAN DO IT

Yearling Slates

Red Mile Sponsorship Video



BLUE CHIP 3YO & 4YO SALES
CROPS HAVE EARNED OVER \$11M

THE BLUE CHIP LEGACY CONTINUES

FIND YOUR NEXT CHAMPION AT THE
HARRISBURG AND LEXINGTON YEARLING SALES



**CURRENTLY, BLUE CHIP'S THREE- AND FOUR-YEAR-OLD
SALES CROPS ARE UP TO OVER \$10M IN EARNINGS ON TRACK.**

Please contact Operations Manager, Eddie Amezcua, at eamezcua@bluechipfarms.com or
call 845-629-5644 for more information or to set up a private viewing of any of our yearlings.

Blue Chip Farms, 807 Hoagerburgh Road, Wallkill, NY 12589

Red Mile Sponsorship Ad

BLUE CHIP
FARMS

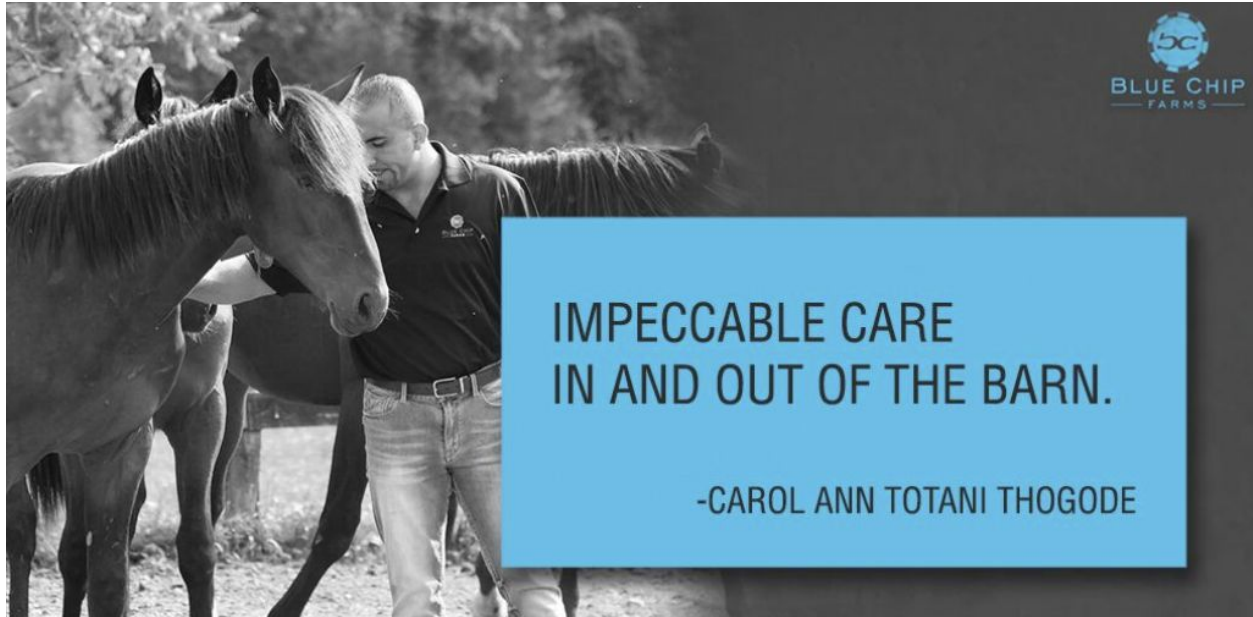
**GOOD LUCK
FROM BLUE CHIP FARMS**

RACE 6 - NYSS Final 3YO Fillies (Trot)
Yonkers Raceway - September 22, 2018
Purse: \$225,000

Lima Novelty by Chapter Seven (Blue Chip sired)
Plunge Blue Chip by Muscle Mass (Blue Chip bred, raised and sold)
Ciao Dolce by Credit Winner (Blue Chip sired)
Natalie Hanover by Chapter Seven (Blue Chip sired)
Tribute To Seven by Chapter Seven (Blue Chip sired)
Repentance by Chapter Seven (Blue Chip sired)



Good Luck Graphic



Quote Graphic

Print Advertising

A print advertisement for Blue Chip Farms. It features a close-up of a brown horse's head on the right side. The background is dark with white text. The text reads: "BLUE CHIP FARMS" at the top left, "\$264,591 IN NY BREEDERS AWARDS WERE GIVEN OUT TO 2YO TROTTERS IN 2017" in large letters, "55% WENT TO BLUE CHIP STALLIONS" in a blue box, and "E L TITAN • DEVIOUS MAN • CREDIT WINNER" at the bottom. A call to action says "BOOK YOUR TROTting MARE TODAY: WWW.BLUECHIPFARMS.COM".


BLUE CHIP FARMS


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Stud Fee Announcement Email





Stallion Name	Parents	Stud Fee
CHAPTER SEVEN	WINDSONG'S LEGACY • LA RIVIERA LINDY	\$20,000
E L TITAN	MUSCLE HILL • COURTNEY HALL	\$6,000
DEVIOUS MAN	CREDIT WINNER • MISS GARLAND	\$4,000
CREDIT WINNER	AMERICAN WINNER • LAWN TENNIS	\$9,500

CHAPTER SEVEN HEADLINES 2019 BLUE CHIP STALLION ROSTER

Find Your Next Champion at Blue Chip Farms

Blue Chip Farms Sets 2019 Stud Fees

Blue Chip Farms in Walkill, NY is pleased to announce the 2019 stud fees for its trotting stallions.

E L Titan will stand for \$6,000. His first crop debuted in Canada in 2018 with an impressive 73% of his 33 foals starting (52% stakes winners or stakes placed). Now resident in a very favorable NY market, it is a great time to take advantage