

2011
SHOWCASE
& AWARDS

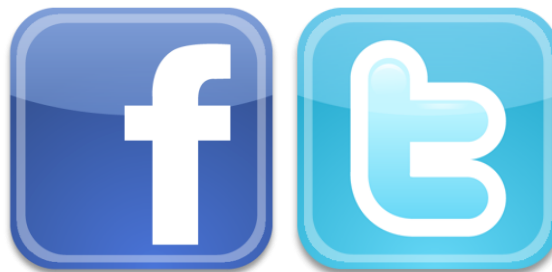
DONCASTER RACECOURSE Marketing

Sales Through Service - Social Media



Objectives

- To **engage, interact** and **maintain** our existing **social media audience**
- To **grow** our social media audience to bring us within the **top five UK racecourses** on Twitter¹
- To use social media outlets to **promote free race days** (specifically our Royal Wedding Raceday 29th April 2011)
- To make our campaign messaging **timely, friendly, fun, relevant, accessible, content driven** and **appealing** with a **subtle but effective sales approach**
- To adopt a **'virtual party planner'** style of interaction, and to generate sales through service
- To **integrate social media** into our mainstream **marketing communications plan**
- To specifically **engage our 'new to racing' audience** and **capitalise** on trends around our **live music artists**²
- To create a **Twitter identity** for our **Clerk of the Course** and introduce a unique way of speaking directly to the racing fraternity & consumer audiences with Going updates, course feedback, etc
- To seek **live race day interaction** with our social media audience, offering advice, encouraging fun and asking for feedback
- To give our audience a reason to believe in **reacting to our messaging**



Delivery

- Use of social media dashboards to search out mentions or references to our brand/products. We jump in on conversations and **offer expert advice**. Platforms monitored daily to ensure we are responsive
- Our social media activity is managed by one person so we have a **consistent tone of voice** and online 'personality'. We've developed **our own style guide** to ensure our way with words is consistent
- Our activity is **timely**. Messaging is at different times of day depending on subject/medium
- **Differentiated content** with introduction of personality spoken interviews using **Audioboo**. Focussing on the social side of racing, we interviewed local & national personalities (inc. John McCrirrick)
- Our Clerk of the Course gives **audio 'Going' updates** on each race day (beginning Ladbrokes St. Leger). We presented audio exclusively via social media. Examples [here](#) and [here](#).
- Social Media promo is **integrated into our print marketing**. We make sure guests know we're waiting for them on Facebook and Twitter. Doncaster was first UK racecourse to permanently integrate social media icons on to **each page of the race programme**
- We introduced a Twitter 'here to help' icon in our **Food and Drink section of the race programme** so that customers know they can ask us questions on-the-spot
- We **grew our social media audience** by incentivising referrals, tempting new audience with **competitions and giveaways** – and seeding references elsewhere in the social space
- Racing followed by live music was promoted with heavyweight **interactive competitions** amongst social media fan bases (McFly, The Wanted, etc)



If you have any questions about where to eat and drink, tweet us @DoncasterRaces

Keep in touch...
@DoncasterRaces #StLeger
/DoncasterRaces

Follow us on Twitter @DoncasterRaces
Like us on Facebook facebook.com/DoncasterRaces

Second Race

The Barrie Baily And Thornborrow Cards Stakes (Class 5)

NUMBER OF DECLARED RUNNERS 6
Blinkers worn by No. 1, 4. Eyeshields worn by No. 2. Sheepskin Cheek Pieces worn by No. 3. (EXACTA)

The Result

1st	2nd

We're just a few clicks away!

3

