



Vancouver  
Marathon

# Social Media and your Brand

Andrea Eby Vancouver International Marathon Society

AIMS Asia-Pacific Conference June 13 2015



# Social Media – you are already so good!



**f Penang Bridge International Marathon**

**AIMS Asia-Pacific Conference**  
12-13 JUNE 2015

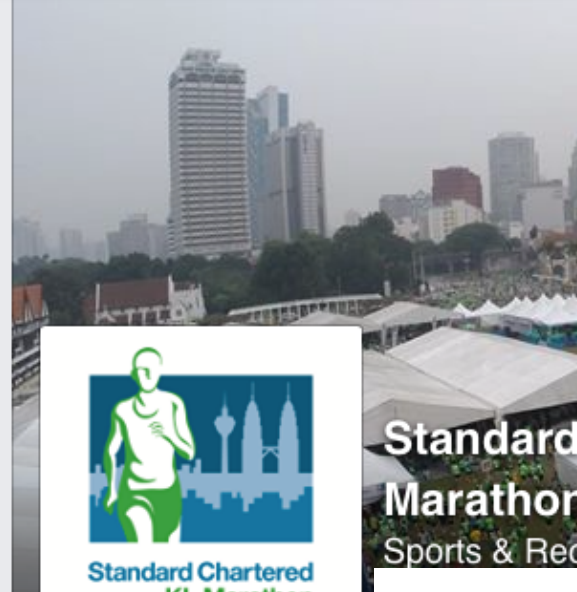


**Penang Bridge International Marathon**  
PENANG STATE TOURISM  
Bridge · Outdoor



**Timeline** Ab

52k people like this



**Standard Chartered KL Marathon 2015**


60k people like this



**Standard Chartered Marathon Singapore 2014**

Timeline

53k people like this



**Standard Chartered Hong Kong Marathon**

64,735 Likes

# We will talk about...

1. About Social media – its role/relevance
2. Social Media and Brand Building
  - Importance of Consumer
3. Resources



# 1. About Social Media



**Social Media Marketing is a component of digital marketing. It is the online means of communication, collaboration, and cultivation of interconnected communities of people, communities and organizations enhanced through technological capabilities and mobility**

**.....requires \$\$ + strategy.....**



# 1. Essential Platforms

Top 30 Web Properties from Desktop Computers in Malaysia

February 2015

Total Malaysia – Age 6+, Home and Work Locations

Source: [comScore MMX](#)

	Property	Unique Visitors (000)
1	Google Sites	12,193
2	Facebook	8,623
3	Yahoo Sites	6,415

## Comparing Social Media Networks—Global Users

facebook

Facebook

1.23 billion

You Tube

YouTube

1 billion

Google+

Google+

300 million

twitter

Twitter

243 million

LinkedIn

LinkedIn

227 million



Instagram

150 million

tumblr

Tumblr

108 million

Pinterest

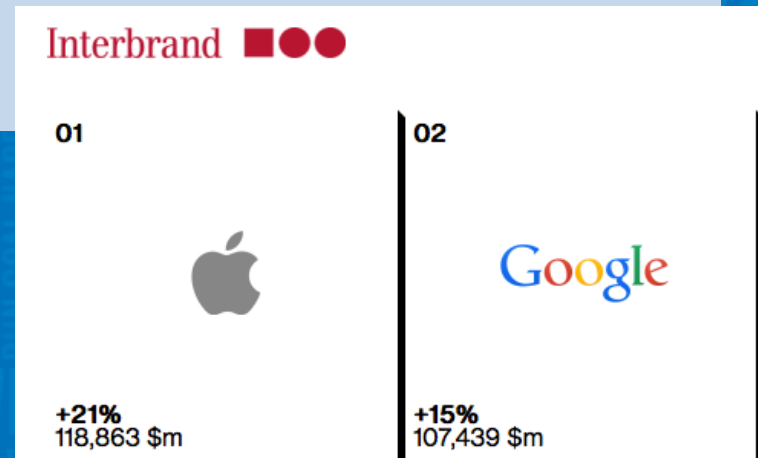
Pinterest

70 million

# 1. Relevance - Why is this Important?

*“social media has the power to significantly impact a firm's reputation, sales, and even survival”*

Interbrand

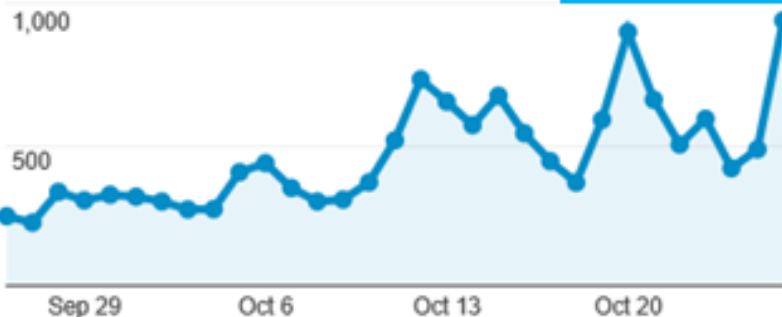


**2014 TOP RISERS: Facebook (#29, +86%), Audi (#45, +27%), Amazon (#15, +25%), Volkswagen (#31, +23%), and Nissan (#56, +23%)**

**Facebook (#29, +86%):** The world's largest social network, Facebook

## New Users

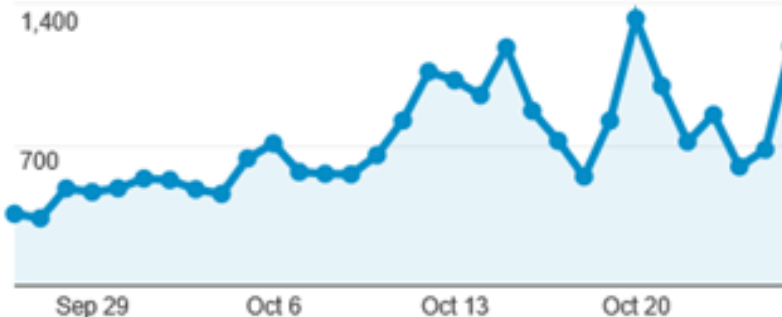
● New Users



## Website

## Users

● Users



# How it relates..

BMO Vancouver Marathon  
Posted by Alexandra Forward (7) - October 11 14

Tag a friend you want to challenge! #bmovm #runvan



CANADA'S TOP DESTINATION RACE  
RACE DAY MAY 3, 2015

REGISTRATION OPENS  
**OCTOBER 15**



Like · Comment · Share

32 Shares

94 people like this.

Top Comments ·

## Facebook

BMO Vancouver Marathon  
Posted by Alexandra Forward (7) - October 22 -

The Marathon is now 25% sold out - in the first week of registration. Don't miss out, secure your spot in Vancouver's only marathon  
<http://www.bmovanmarathon.ca/register-now/>



Like · Comment · Share

25 Shares

304 people like this.

Top Comments ·

## Twitter

Vancouver Marathon @BMOVanMarathon  
TWEETS 7,148 FOLLOWING 2,938 FOLLOWERS 6,068 FAVORITES 504 LISTS 5

Vancouver Marathon @BMOVanMarathon · Oct 15  
Registration is now open! [ow.ly/COSCC](http://ow.ly/COSCC) RT if you'll be running in 2015 #bmovm #runvan

CANADA'S TOP DESTINATION RACE  
RACE DAY MAY 3, 2015  
42.2KM 21.1KM 8KM KIDS EXPO

**REGISTER NOW**



View more photos and videos

UN CHINATOWN  
UN ENGLISH B  
UN CAMBIE  
UN TOWN  
UN PARK



***Brands need to be seen as a trusted source of information on all platforms and they need to use social media to connect.***



# 2. Building your Brand

Relationship



Response



Meaning



Identity

**BMO Vancouver Marathon**  
Posted by Steve Kojima (?) · May 2 at 10:40pm · 🌐

What a great sunset. Race day is next! #bmovm #RunVan

## Top Facebook Post 2015

*People Reached: 22,584*  
*Likes, Comments & Shares: 1,034*  
*Total Likes: 881*  
*Likes on Post: 624*  
*Likes on Shares: 257*  
*Comments: 84*  
*Comments on Post: 15*  
*Comments on Shares: 69*  
*Shares: 69*

## Top media Tweet earned 10.5K impressions

Congrats to Stephen Sanderson for completing the #bmovm in firefighter gear to raise awareness for Muscular Dystrophy  
[pic.twitter.com/e1ZD6PIwsG](http://pic.twitter.com/e1ZD6PIwsG)



👤 5 🔄 48 ★ 92

## Engagement:

*Impressions: 10, 641*  
*Embedded media clicks: 440*  
*Detail expands: 106*  
*Favourites: 92*  
*Link clicks: 21*  
*Retweets: 48*



# Identity

## Consistency of all:

- platforms +
- consumer touch points

The website header features the BMO logo and the Vancouver Marathon logo. Navigation links include RACES / EVENTS, RUN4HOPE CHARITIES, COMMUNITY, VISITORS, RESULTS, and REGISTRATION. A sidebar on the right lists SPONSORS, HOTELS, VOLUNTEER, FAQS, and ABOUT US. A 'RUN:VAN' banner shows a timer at 328:05:32:46 and a 'THANK YOU FOR A GREAT 2015!' message. Below the navigation are six event categories: RUN 42.2 KM, RUN 21.1 KM, RUN 8KM, RUN KIDS, RUN RELAY, and THE EXPO.

The news section features a blue background with the text 'GET THE LATEST NEWS FROM US!'. It includes a search bar for 'Email' and 'First Name', a 'SUBSCRIBE' button, and social media icons for Facebook and Twitter. Below this is a large photo of a marathon finish line with a digital clock showing 4:13:5.

The navigation bar includes links for Home, Notifications (9), Messages, and a Search Twitter field.

The Twitter profile features a header image with the text 'BEAUTIFUL ALWAYS' and 'RUN VAN'. The profile picture is the BMO Vancouver Marathon logo. The bio is 'Vancouver Marathon'. The statistics are: TWEETS 8,337, FOLLOWING 3,142, FOLLOWERS 6,956, FAVORITES 1,778, and LISTS 6.

The Facebook page header shows the BMO Vancouver Marathon profile picture, a search bar, and the name 'Andr'.

The main content area features a large photo of a marathon race. Below the photo is the BMO Vancouver Marathon logo and the text 'BMO Vancouver Marathon Sports Event'. There is a 'Sign Up' button and a 'Like' button.

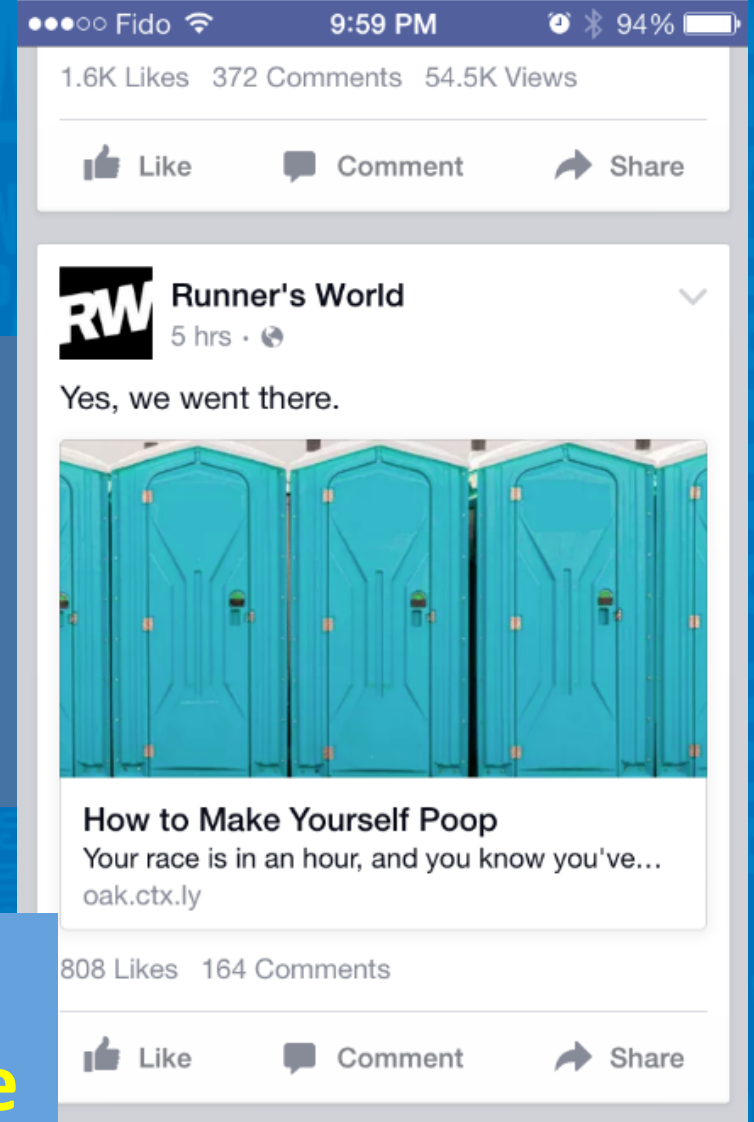
The navigation area includes 'Timeline', 'About', 'Photos', 'Events', and 'More'. Below this is a section for '15k people like this' with 'Post' and 'Photo / Video' options.



# Meaning

How well does this brand provide basic functions of the product or service category?

**Also Canadian  
Running Magazine  
Top Tweet**



# Response

*All types of consumer responses are possible, ultimately what matters is how positive they are*



**BMO Vancouver Marathon** added 127 new photos to the album: 2015 BMO Vancouver Marathon — with Kevin O'Connor and 8 others.

June 6 at 8:03am · 🌐

Photos from the 44th BMO Vancouver Marathon. Tag, Like and Share!



Facebook	2014	2015	% Change vs STLY
Total Likes	10,000	15,642	50%
Impressions	4,622,274	4,735,842	2.5%
Engagements	19,698	28,081	42.6%

# Relationship

May 1, 2015

By Associated Press

May 1, 2015 | 4:27pm

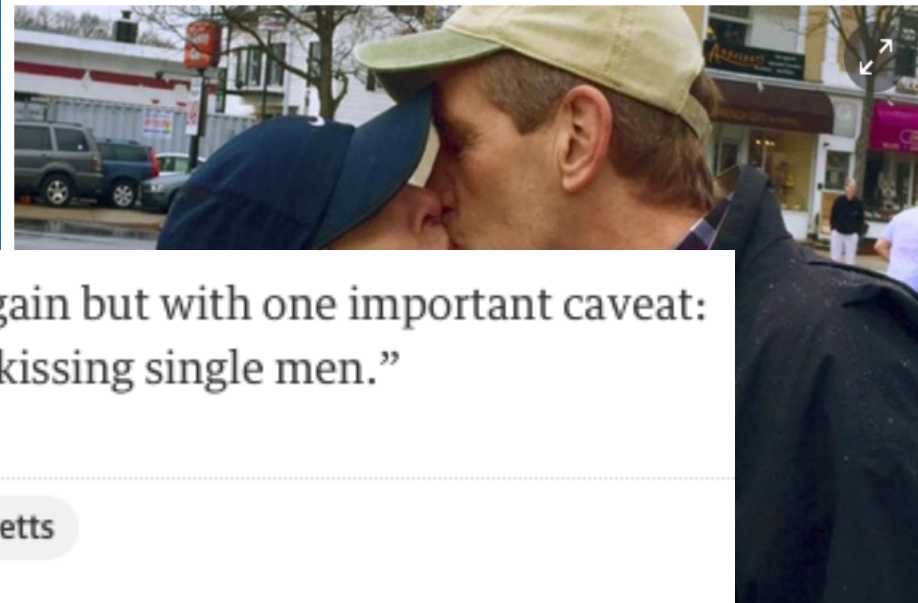


Boston

May 15, 2015

## Boston Marathon runner searches for man she kissed ... and finds his wife

- Barbara Tatge's daughter dared her to kiss spectator as a Wellesley tradition
- Man's wife replies to missed connection campaign with good-humored letter



She also hopes to run the Boston Marathon again but with one important caveat: "Moving forward, I'm going to revert to only kissing single men."

More news

Topics

Boston

Tennessee

Massachusetts

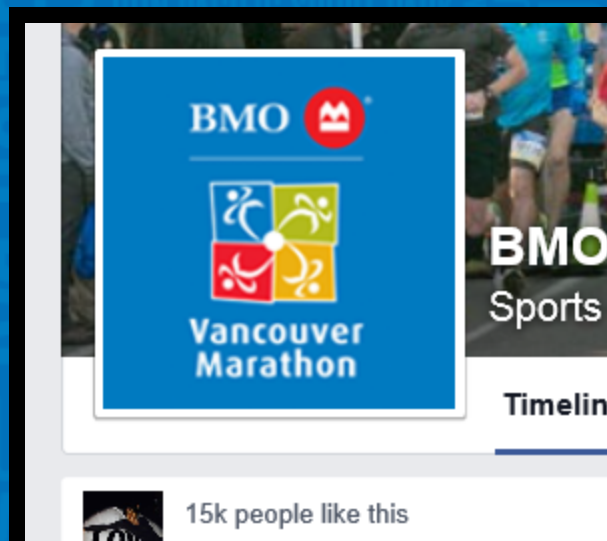
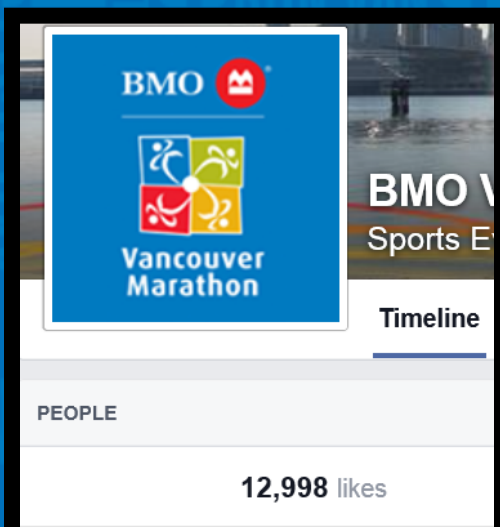


oston Marathon. The

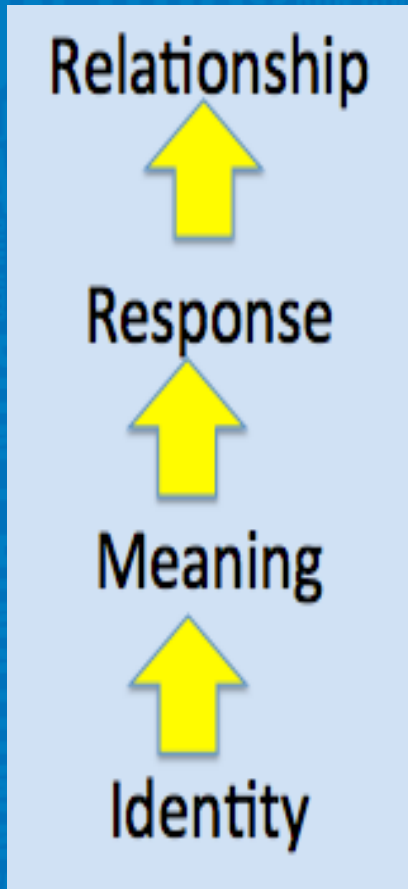


# Implications

- Customers own brands – Build resonance
- Don't take shortcuts – 5 years?
- Provides important focus - strategy



# Summary



***The customer is not  
an idiot, she is your  
boss***

*David Ogilvy*

# Thank you

## Questions?

[www.Linkdin.com](http://www.Linkdin.com)

[@Andreaeby1](#)

[andrea@runvan.org](mailto:andrea@runvan.org)





# References

## Texts

- Kerin, ., & Hartley, . (2015). *The core* (4thded.). N.p.: mcgraw-hill
- Keller Tuten, ., & Solomon, . (2014). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Fourth Edition by Strategic Brand Management*. Pearson

## Web

[Interbrand.com](#)

[Comscore.com](#)

[Bmovanmarathon.ca](#)

[Facebook](#)

[twitter](#)

## Agencies

- Tribal Worldwide, Vancouver

# Resources

## Digital Platforms

- <https://www.facebook.com>
- <https://twitter.com>
- <http://instagram.com>
- <https://plus.google.com>

## Listening and Monitoring

- Hootsuite – Social media management/scheduling
- Google alerts – email updates on queries
- SproutSocial – monitor social profiles
- Twitter/Facebook search

## Productivity Tools

- Dropbox – cloud data storage
- Google docs – document sharing (careful edits not recorded)

## Eblasts

- Mailchimp