

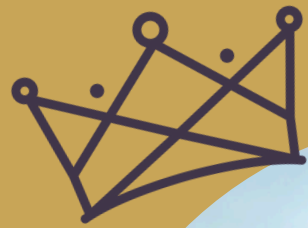
Marketing for the Modern Equestrian Industry

PRESENTED BY GSS, THE MARKETING AGENCY
& AVENUE EQUESTRIAN



Who We Are

GSS, THE MARKETING AGENCY



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The Importance of Marketing in the Equestrian Space

- Visibility and brand-awareness
- Ever-changing landscape of technology and media consumption
- Digital marketing is a priority
- One size does not fit all
- The equestrian space is unique and requires a specified plan which will shift and adapt as you go



THE GOAL

Discover and utilize the power of:

- A Strong Strategy
- Social Media Engagement Tactics
- Compelling Content Creation
- Impactful Activations
- Acting as a Leader in your Space

Why is Effective Marketing Important?

Your High-Level Goals, Addressed by Marketing



Making Sales



Solidifying your Brand



Building Brand Awareness



Maintaining Relevance



Identifying your Audience



Retaining Customers

Understanding the Equine Industry Landscape

POTENTIAL CHALLENGES

- **Niche Audience**
 - CON: limited interested audience
 - PRO: opportunity to introduce people to the sport & grow your following
- **Traditional Lack of Inclusivity**
 - CON: “gate keeps” & gives outsiders the wrong impression
 - PRO: opportunity to stand out amongst others in our community
- **Ever-changing Trends & Fast Paced Environment**
 - CON: you WILL be kept on your toes! By the time you learn, the industry will change
 - PRO: opportunity to be ahead of the curve
- **“Traditional Marketing” Mindset**
 - CON: “marketing is not a priority,” this takes some convincing
 - PRO: opportunity to share amazing results with simple efforts

The Foundation: Building a Strong Strategy

FIND YOUR GOAL POST

IDENTIFY OPPORTUNITIES FOR
GROWTH

WHO IS YOUR CURRENT
AUDIENCE?

OUTLINE YOUR APPROACH

BE REALISTIC WITH YOUR BUDGET





Maximize with Social Media

PROMOTE

ENGAGE

EDUCATE

GROW

Consolidating your Strategy into Goals

An example of big picture goals, translated into marketing goals

2023 Social Goals

Keep in mind, all 2023 ideas and tactics are designed to meet one of the four key goals outlined below.



01 PRIORITIZE
ENGAGEMENT ACROSS
KEY PLATFORMS

03 ENHANCE &
SHOWCASE THE DMTC
FAN EXPERIENCE

02 GENERATE
EXCITEMENT & CREATE
NEW RACING FANS

04 HIGHLIGHT THE
QUALITY RACING
PRODUCT

PLATFORMS & BEST PRACTICES

FACEBOOK



Facebook is a great place to develop community and drive engagement by offering exclusive content, live streaming events, features and behind-the-scenes access to racing and talent. Facebook has a user friendly “pay to play” element.

INSTAGRAM



Instagram is a critical brand building and influencer engagement platform. Your brand’s voice shines on this platform as a great place for audience engagement. Like Facebook, Instagram has a “pay to play” element and a generous algorithm.

X



X (previously Twitter) is a go-to for news and customer service. Content curation and a healthy mix of organic / socially driven content is key on this platform. X is also a great place for information sharing and conversational threads.

TIKTOK



TikTok is quickly becoming the most utilized social media platform for multiple reasons. The app is inviting to creators of all levels and uses an incredibly smart algorithm for delivering content. On TikTok, anyone has the ability to be seen and go viral.

PLATFORMS & BEST PRACTICES

YOUTUBE



YouTube is a fantastic platform for discovery. A key reason users go to YouTube is for "instructional or entertainment content". Youtube's recently launched "shorts" can share content with Instagram Reels and TikTok.

PINTEREST



Pinterest is a platform to discover, shop, plan, and visualize. Pinterest is a great place to market yourself as all posts can be used as website drivers. This is also a great place to advertise because the ads don't feel or look like ads!

LINKEDIN



LinkedIn is the place to share big business news and stay current in industry news. LinkedIn features advertising opportunities as well for increased visibility.

EMAIL MARKETING



Email marketing allows you to access your customers when ever you want and consistently has one of the highest ROIs. It is one of the most powerful forms of data to make informed decisions.

CONTENT IS KING

Take Advantage of Trends

AUDIO

TikTok and Reels prioritize trending audio. Do your homework and stay on top of the trends for increased visibility.

VISUAL

Prioritize quality over quantity on Facebook, Instagram, and Pinterest. Think of these platforms as your mood board.

FORMATTING

Not all content is served the same way. Ensure you are maintaining best practices by formatting your content the way the platform intends.

POP CULTURE

What's everyone talking about? Stay current with brand-appropriate memes, pop culture references, and industry news.

PLATFORMS

The platforms are constantly evolving. Make sure to utilize platform updates, you will be rewarded!

Leveraging Content What Goes Where?

Identify the audience, specify the platform



**Video
Content**



**Eye-Catching
Graphics**



**Beautiful
Visuals**

PROVEN *Results*
#WOODFORDEGE



HIP 4
Tapit - Laskarina | FILLY
Tapit has sired earners of over \$185 million on the racetrack for the most progeny earnings of any North American sire ever. This same cross (Tapit / Distorted Humor) produced G1SW winner Constitution.



HIP 89
Quality Road - Stainless | RIDGLING
Stainless is graded stakes placed daughter of Flatter. This same cross has produced G1SW Emblem Road, G1SW Dunbar Road, and G1SW Bellafina.



HIP 128
Into Mischief - Anythingyoucando | COLT
Out of stakes winning daughter of Curlin, this same cross has produced G1SWs: Authentic, Life is Good, Goldencents and Practical Joke.

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DISCOVER THE #WOODFORDEGE AT SARATOGA | BARN 8



WOODFORD THOROUGHBREDS

**Educational
Elements**

Impactful Content Creation

An Example of Content Buckets & Programming

The Del Mar Audience

In order to cater to our diverse audience, we need to focus on where they live and the content they crave. Curating content by audience instead of by platform will increase engagement per post not per platform.

1

The Horse Lover

Where do they live?

- Instagram/Reels
- TikTok
- Facebook

What do they want?

- Engaging/Trendy horse content
- Beautiful photos/videos
- Behind the scenes content

2

The Handicapper

Where do they live?

- Twitter
- Youtube
- Podcast

What do they want?

- Tips, tricks, and insights
- Real time contender content
- Live track updates

3

The Scene Chaser

Where do they live?

- Instagram/Reels
- TikTok
- Youtube

What do they want?

- Scenic photos/videos
- Event invites & coverage
- Contests
- Engaging/Trendy content

4

The TB Insider

Where do they live?

- Instagram/Reels
- TikTok
- Twitter
- Facebook

What do they want?

- Racing updates and insights
- Thoroughbred news
- Engaging horse content
- Real time track & contender updates

Incorporating a Paid Media Strategy

BUDGET:

Any strong social plan supports itself with a smartly used paid budget in order to help maximize performance. Plan to budget out 10% of your monthly marketing spend.

IMPRESSIONS:

To be noticed, you must first be seen. Ensure our carefully curated posts have ample exposure by targeting your paid efforts towards impressions.

ENGAGEMENTS:

Support organic social posts with paid dollars to maximize the opportunity for followers to see and engage with you over social media.

VIDEO VIEWS:

Support well-performing and important videos to ensure they are as visible on social as possible.



Event Coverage:
Maximize Visibility



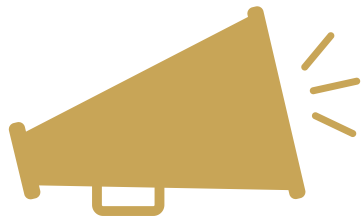
Utilize Live Streams



Engage in Real-Time



Collaborate with Influencers & Sponsors



Be the First to Break the News



Activate All Platforms



Create Special Content Programming

Make your Event Unforgettable



@USEFeventing



@tetonridgeperformancehorses



@kentuckyderby

Have a Plan

Set Yourself Up for Marketing Success

RUN OF SHOW

PARTNER WITH
SPONSORS

SCHEDULE YOUR
MANPOWER

GATHER AND ORGANIZE
CREATIVE ASSETS,
CONTENT, & AUDIOS

Opening Weekend ROS 2023 ▾

🏠 Main Table Table Table Table Table +

New item ▾ 🔍 Search 👤 Person 🗑️ Filter ▾ ⬆️⬆️ Sort 👁️ Hide ⋮

▾ July 22, Saturday

<input type="checkbox"/>	Item		Person	Post Date	Time	Platform	Content Type
<input type="checkbox"/>	Good Morning post	+		Jul 22, 2023	8am	IG Story	Photo/Video
<input type="checkbox"/>	Good Morning post	+		Jul 22, 2023	8am	Twitter	Photo/Video
<input type="checkbox"/>	Opening Day Recap video	+		Jul 22, 2023	10:30am	Reel	Video
<input type="checkbox"/>	So about yesterday...	1		Jul 22, 2023	11:30am	Twitter/Facebo...	Carousel
<input type="checkbox"/>	Gates Open	+		Jul 22, 2023	12pm	For Reference	Event
<input type="checkbox"/>	Ray Watch Quote Graphic	+		Jul 22, 2023	12:30pm	Twitter	Graphic
<input type="checkbox"/>	So about yesterday... IG Stories	+		Jul 22, 2023	12:30pm	IG Story	Repost
<input type="checkbox"/>	Stakes Contender	+		Jul 22, 2023	12:45pm	IG Story	Photo
<input type="checkbox"/>	Cheers to day 2	+		Jul 22, 2023	1pm	IG Story	Video
<input type="checkbox"/>	Start Simulcast	+		Jul 22, 2023	1:02pm	Twitter	Live
<input type="checkbox"/>	Rider's Up for Race 1	+		Jul 22, 2023	1:45pm	TW / IGS	Video
<input type="checkbox"/>	Race 1	+		Jul 22, 2023	2pm	For Reference	Race Day
<input type="checkbox"/>	Race 2	+		Jul 22, 2023	2:30pm	For Reference	Race Day
<input type="checkbox"/>	New Del Mar cups with paddock in the background	+		Jul 22, 2023	2:50pm	IG Story	Photo

Monday.com



*“IMPACTFUL MARKETING THAT
INSPIRES EMOTION & DRIVES RESULTS”*

Q&A

Thank You!

GSS, THE MARKETING AGENCY

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