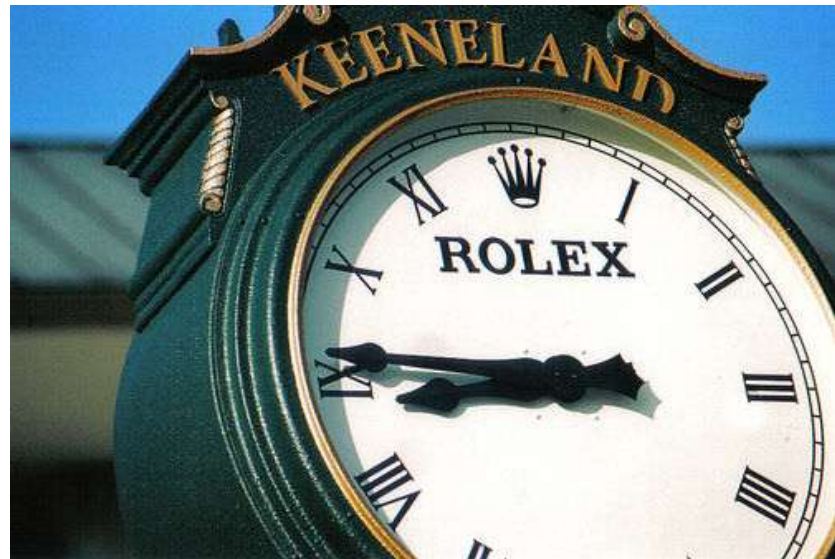


Christa Marrillia Keeneland Race Course



Demographics & Goals

- 19.8% 18-24 years
- 18.3% 25-34 years
- 14% First Time Visitors



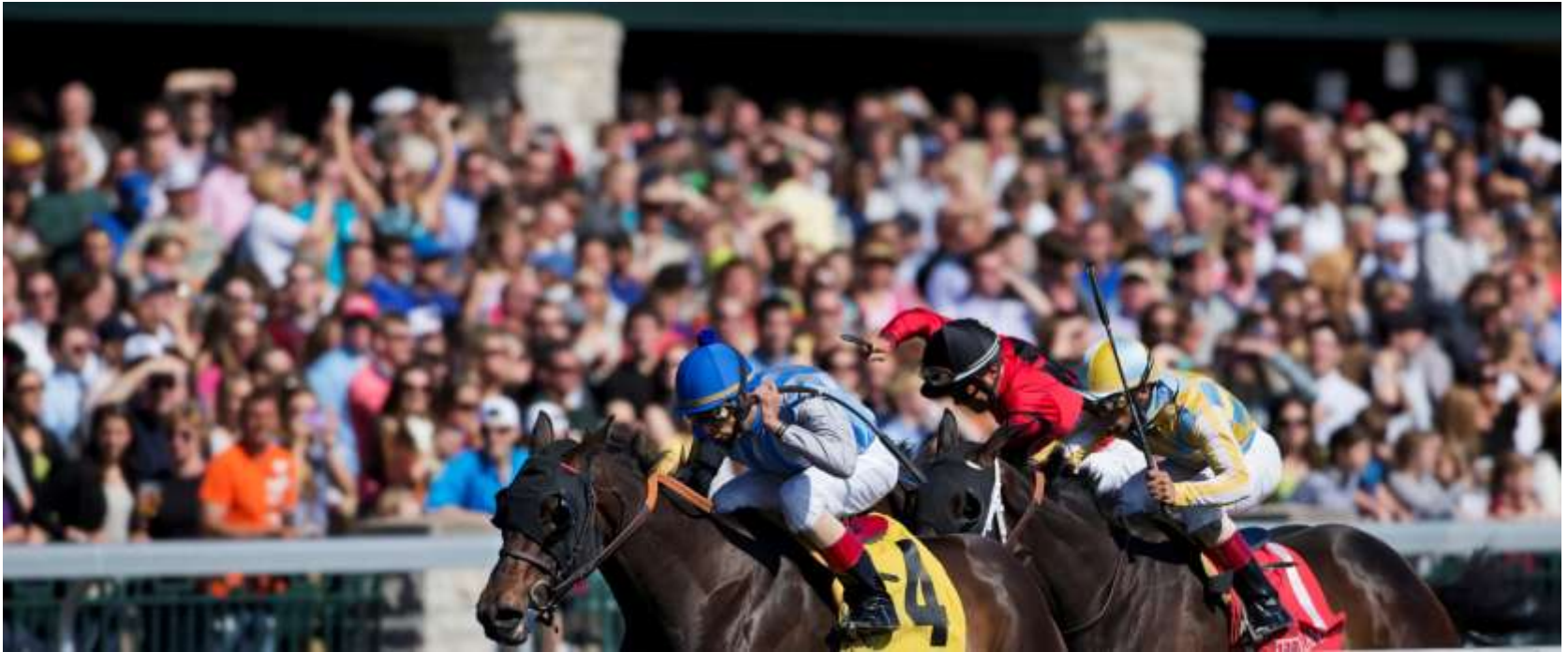
Enhance Fan Experience



Educate Customers



Engage current and new customers



Build Excitement and Entertain



College Scholarship Day

- Since 2002
- Attracts 3,000+ students
- Leverage partnerships to enhance experience
- [College Day Video](#)



Keeneland Ambassador Program

- Representatives selected from local colleges.
- Well networked, affinity towards Keeneland, desire for hands-on marketing experience.
- Promote Keeneland and College Day at campus activities, restaurant, bars, sporting events, etc.



Ambassadors take pride in the job

- Sense of ownership
- Built-in focus group
- Leverage their own social media networks
#keenelandcollegeday
- Reward them for good work



A little friendly competition...

- T-shirt Design Contest
- Attendance Challenge
- Greek Banner Competition





Young fans and the family experience

- Sunrise Trackside
- Keeneland Kids Club
- 5th Grade Field Trips





- Rebranded for Fall Meet
- Affordable, educational and fun
- Perfect for the first timers

There's something for everyone..

- Free kids activities
- Trackside commentary
- Paddock demonstrations
- Jockey Q & A
- Handicapping Seminar
- Free photos with hornblower, Bucky Sallee
- Free track tours



Keeneland Kids Club

- Launched in Spring of 2012
- 2,000 members and growing
- Introduce Keeneland to new generation of fans
- Enhance community presence year round through Kids Club good works



5th Grade Field Trips

- County-wide field trips for all 5th Grade Students
- Integrates equine industry into curriculum
- Over 5,000 participants in last two years.
- Building new fans



Technology and Fan Education

- Maximize technology while maintaining tradition.



Fast Bet and Mobile Betting Technology

- Fast Bet and mobile betting technology
- Keeneland Tailgating Experience



Fan Education: Wagering Central and Racing 101



CRM Program and Fan Rewards

- Launching fan rewards in Spring 2013



Leveraging Social Media

facebook



Instagram

foursquare

twitter 

Pinterest

Social Media

- 56% Adults have a Facebook, Twitter, Linked in or other social profile.
- Social Media is the #1 online destination.
- Pinterest has experienced a 4,377% growth from May 2011 to May 2012.
- Keeneland leverages social media to not just talk *TO our fans but to talk WITH our fans.*

1. Arbitron and Edison Research " The Infinite Dial 2012: Navigating Digital Platforms"
2. ComScore Media Metrix U.S.
3. Nielson Social Media Report

facebook

- Keeneland Facebook page over 132,000 fans
- Engage with good content. Lifestyle and viral posts, less “newsy.”
- Fan engagement is highest with posts of questions, photos and video.
- Add value to fan experience – Wed/Thurs coupons, fan of the week, drawings and prizes.



- Good vehicle for frequent posts
- Engage jockeys, trainers, race track personalities to post frequently and use Keeneland hashtags.
- Integrate hashtags into traditional advertising, other social media platforms, press releases, barn notes, etc.
- Leverage twitter for handicapping tips, latest news.



Instagram

- Instagram is cool
- Fan photo contest



Pinterest

- Heavy Female following
- Very lifestyle and entertainment driven
- “Pin” yourself at Keeneland
- Keeneland Style



Thank you

