



Social Media: Why It Works for the Horse Industry

Social media is changing the way the world communicates, rewriting the rules for how businesses market and brand themselves. Social media is now a necessary component in business marketing, but its results are not all equal. Some industries benefit more than others from a strong social presence. Let's explore which ones, and the answer behind why.

The #1 reason people go to their Facebook page is to escape reality for a feel-good moment. In fact, recent studies have discovered a strong connection between Facebook and the brain's reward center, called the [nucleus accumbens](#). This area processes rewarding feelings about things like food, sex, money, and social acceptance. Essentially, we love

Facebook because it taps into the brain's pleasure center. We look for content that makes us feel happy: a beautiful photo, an inspiring story, a sliver of comic relief, the smile of a friend, a motivational quote for our Monday morning.

You can likely see why this is an uphill task for brands or industries that are not intrinsically stimulating... think Mr. Bee's Appliances, H&R Block, General Electric, or Charmin.

However, it is a wonder tool in the marketing arsenal for lifestyle hobby industries that are fundamentally visual and emotive. At its very core, the Arabian horse is stimulating, both visually and emotionally.

Horse people, in turn, crave to be inspired and moved. They are known for often making emotionally-based decisions. They want to be taken on an emotive journey with you. They want you to make them *feel things*.

A powerful, poignant social media presence for Arabian horse businesses is essential. First and foremost, social media is a public relations function – meaning, its purpose is to increase brand awareness and loyalty. But it is so effective in its public relations role that it also becomes an effective marketing tool as well, converting your social media presence into revenue. ***And it regularly outperforms other promotional tools at a fraction of the price.***



Start Measuring By Thousands, Not Hundreds

Posts that reach 3,000-10,000 people a day. Videos that are viewed 15,000-50,000 people in your target audience within a week. Beautiful, moving Instagram posts that go viral. Page likes that increase by 10%-20% every month. And your audience craving more ... because your posts are the best part of their day. (We've heard this frequently.)

Not only are these stats possible, but they represent the median numbers – *the basic goal* – that Evielnc clients consistently experience on a daily basis.

Below is an overview of **actual** 2017 Facebook stats for the Evielnc client roster.

AVERAGE FACEBOOK REACH: 953,521

AVERAGE INCREASE IN PAGE LIKES: 43%

AVERAGE NUMBER OF NEW LIKES: 4,191

THE AVERAGE NUMBER OF PEOPLE WHO ENGAGED WITH CLIENT PAGES IN 2017: 201,584

THE AVERAGE NUMBER OF IMPRESSIONS WITH EACH EVIEINC FACEBOOK CLIENT IN 2015: 1,848,515

Overview of Services Provided

We are now living in "The Internet Century." How the equine industry markets and promotes has drastically changed. The core foundation to any promotional program should be centered on a sound social & digital marketing program, which you'll find to be more economical AND more effective than previous forms of advertising.

Together, we will build a strategy around your unique niches, services, and goals by daily exposure to the Arabian industry via social media, resulting in the creation of your own loyal audience who feel like they know you, trust you, have developed a daily relationship with you, and become the low-hanging fruit for revenue conversion. They are essentially your 'fan club.'

The primary social media platform the horse industry uses is Facebook. We will identify, launch and create other appropriate social media platforms like Instagram, Twitter, YouTube and Pinterest that complement your program goals, and then integrate all platforms together. Facebook will be our powerhouse platform, with daily meaningful posts meant to optimize shares and reach for maximum exposure through a variety of advanced methods and strategies. Email subscribers will be cultivated through a signup widget on your Facebook page.

Ideal Scenarios That Will Benefit from a Social Media Campaign

Although a targeted social media campaign will always provide extensive benefits, the following scenarios pair perfectly with the intrinsic benefits of social media exposure:

- Stallions at Stud
 - o Introduce a new breeding stallion to the world through a branding campaign
 - o Reintroduce a 'forgotten' older stallion to the world through a refreshed branding campaign
- Established Breeding Programs & Training Barns
- Branding an individual as an educator/leader
- Building the audience of followers for a farm/breeding program
- Raising awareness for fundraising campaigns or programs
- Building daily rapport with members of non-profit
- Promotion of a specific product for sale

A social media campaign will powerfully set these scenarios up to succeed where it matters most: Access to a targeted, loyal group of followers who have made an emotional investment in you, whom you can tap into when you need to convert assets into revenue.

Social Media Management Starting at \$700/Month

\$700/Month Option 1: SOCIAL MEDIA DAILY MANAGEMENT

****Includes a \$50/month Facebook advertising budget***

The core of every social media campaign is the two powerhouse platforms, Facebook & Twitter. With The Basic Foundation, you'll receive daily Facebook/Twitter posts & comments monitoring, the creation of an official hashtag, and two weeks of page setup and optimization.

You'll also receive a complimentary subscription to the top-rated email marketing service on the market, MyEmma.com, through the Evielnc Agency. You'll be equipped to start gathering your own email subscribers from your website and Facebook pages... a must for small business owners. (Includes a \$50/month Facebook advertising budget)

OPTIONAL ADD-ON'S ANYTIME

\$40/hour Facebook Video Commercials & Ads (Averages \$80-\$120 each)

Facebook commercials and video ads are the next big thing in the social media landscape. With a reach that is 10 times that of a photo, it is the most effective way to jump-start a campaign, promotion, or cause. It's a great option when you are in need of getting the word out quickly.

Additional services offered at \$40/hour

- Stallion / Farm / Event Promotional Videos
- Eblast Design
- Print Advertisement Design
- Website Design
- Newsletter Development
- Events Management
- Motivational Speaking
- Press Releases & Feature Articles
- Promotional Video Production
- Facebook LIVE Broadcasting
- Customized Market Development Plans

Branding: Print or Digital?

Certainly there is still value for print advertising, but its role has changed. Previously, it was used to drive entire branding campaigns; now, it is one spoke in a wheel. When managed effectively, social media becomes a profoundly powerful engine that creates loyal audiences through one-one-one web-based interactions. Print advertising still has you competing with all the other advertisers in the publication for the attention of the reader. For the same price as a print ad in an Arabian horse publication, you can now get *daily* interaction with hundreds– if not thousands– of people you are directly cultivating for your own program. It is the future of how to market in the horse industry.

Contact Info

Want to see more? Check out the following:

- For more on scope, work, success stories, and stats, visit www.EvieInc.net.
- For a running list of current client samples, visit www.Facebook.com/EvieInc

If you have any specific questions, feel free to contact either:

- **Evie Tubbs Sweeney**, *Owner/Founder*
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- **Beth Ellen Hunziker**, *Social Media Specialist*
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Looking forward to crafting your unique social media strategy together with you.



Evie Tubbs Sweeney

EvieInc.

Advanced Social Media for the Arabian Horse Industry.

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