

# MONEYBALL



Rethinking Your  
Social Media  
Game to Score  
Consistent Wins

WORKSHOP

An integrated brand  
engagement engine

1/26 New York, NY | #WorkshopNYC

# WORKSHOP



## **Fully Integrated**

Workshop helps destinations cut through fragmented efforts, define their brands and integrate world-class campaigns.

## **Collaborative by Nature**

Collaboration lies at the heart of the Workshop experience. From strategy through execution, our team shares a passion for the big ideas.

## **Value Driven**

The big ideas and integrated campaigns are fun, but the measurable connections we drive between people and places are what truly make us sing!

# Your Turn

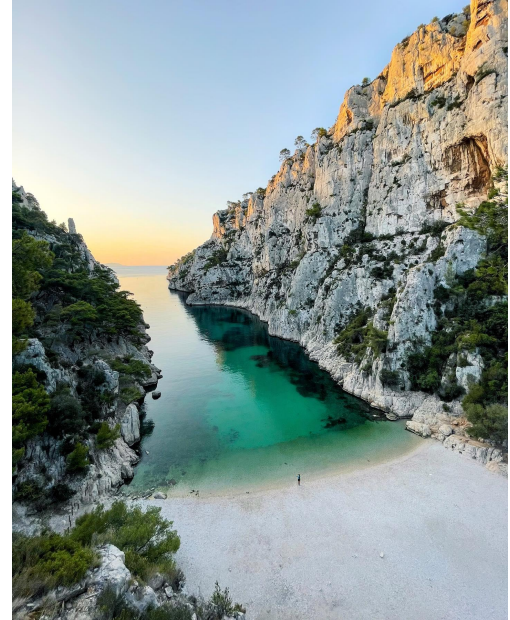
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**Scenario:** You're the social media manager for Explore France. You want to create a post promoting general summer travel in France. You have these two photo options. **Which do you choose?**



**OR**



# What is Moneyball?

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"It's unbelievable **how much you don't know** about the game you've been playing all of your life."

– **Mickey Mantle**

20x MLB All-Star

7x World Series Champion

3x AL Most Valuable Player

1974 Hall of Fame Inductee



We aren't ball players. None of us are Mickey Mantle. We play a different game.

But **we are professionals...**

What if we could **know a little bit more** about the game we play **everyday?**



**Moneyball (noun)** - a baseball operations strategy in which comprehensive performance analytics **uncover valuable insights** and **enhance decision-making**

**Ultimately driving optimal wins from limited resources.**



# What is Moneyball for Social Media?

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# The Playbook

How modern social media teams inspire actionable analytics in their efforts

## Philosophies of Workshop Moneyball

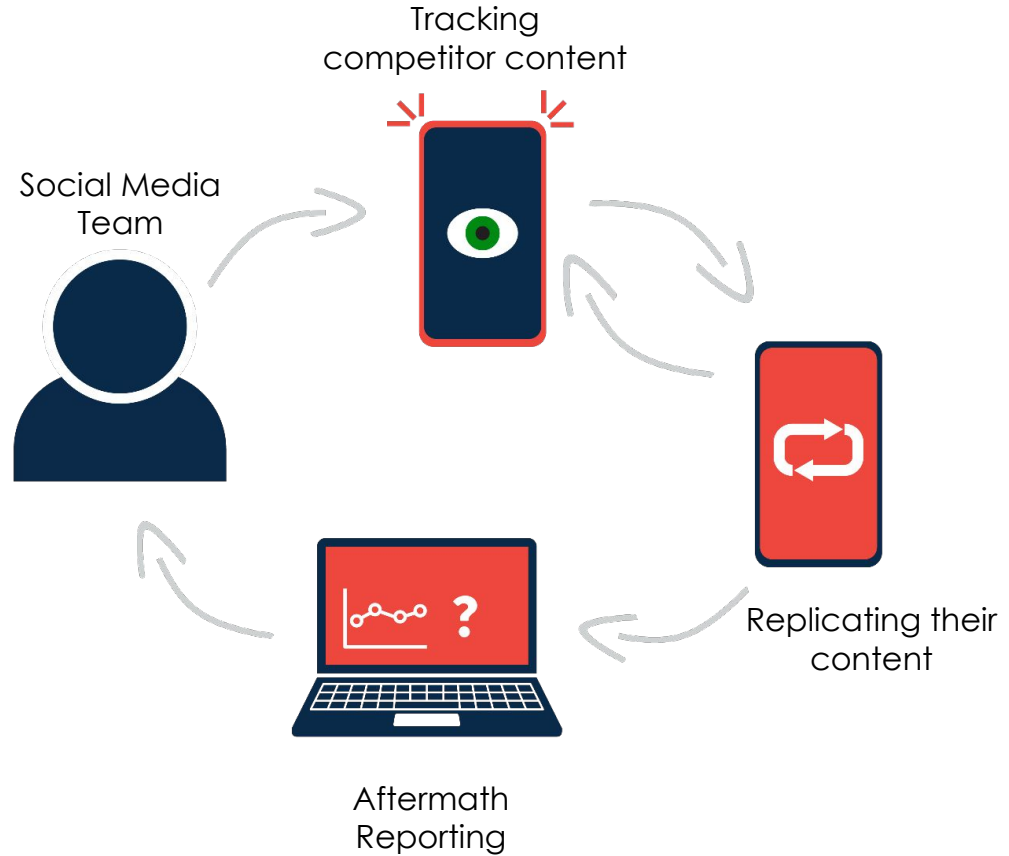
- + Self-Reflective
- + Prioritizing Performance
- + High Production
- + Adaptive Mindsets

## Characteristics of Workshop Content

- + High Engagement Rates
- + Consistent Ability to Publish
- + Scalable Insights

# The Challenge

The simplest way to do social media is benchmarking against competitors, mimicking and tracking overall results





**Chris Parsons** 4:20 PM  
i have a math problem :-)



**Allie** 4:20 PM  
yessir



**Chris Parsons** 4:21 PM  
so  
my. memory is failing me



**Allie** 4:21 PM  
the answer to that is age



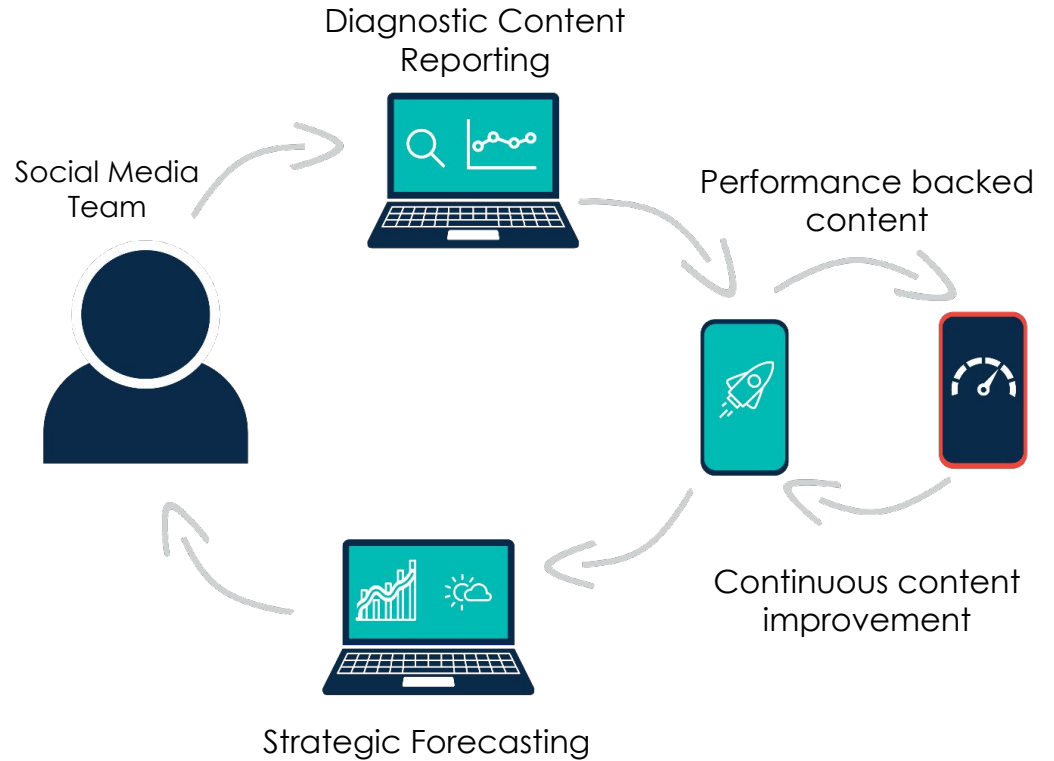
**Chris Parsons** 4:21 PM  
hahahaaha

I want organic social to have a better day-to-day "ruler" for quick social performance analysis  
in other words, I dont want us to just see a post and say "oh this went well" or this "seems to be underperforming"  
I'd like something more numerical to ground our week to week content choices based on recent performance  
How would I calculate a standard deviation range of expected performance (e.g. likes) for accounts? (edited)  
the ability for us to say a typical post should get us this many likes

# The Opportunity

By understanding your social media performance first, destinations can enable continuously improving content and better forecasting

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# How to Continuously Improve Your Content

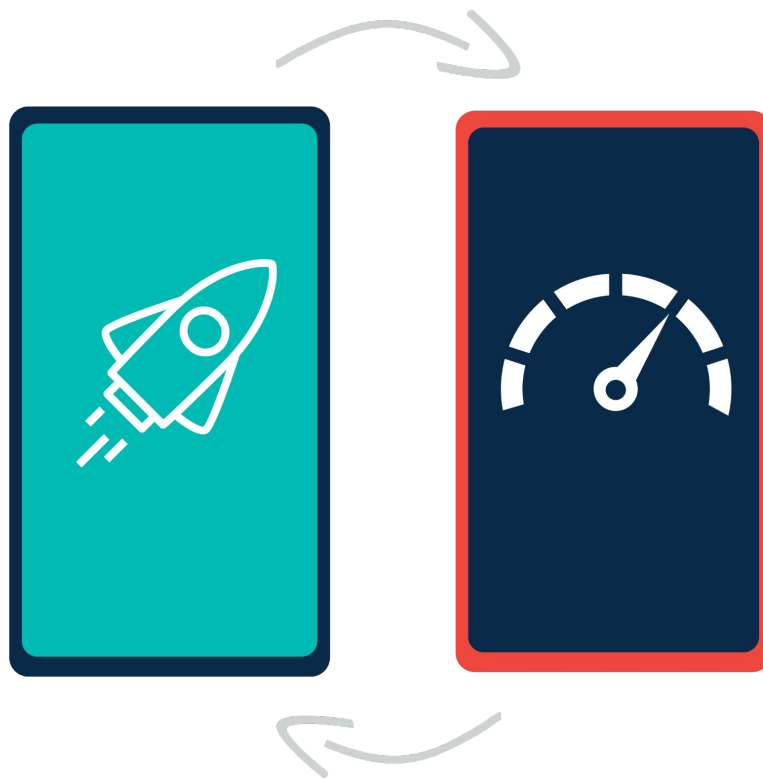
Benefit from a clear and actionable ruler to rapidly judge the effectiveness of specific content in your social media mix

## Step 1: Build Your Speedometer

1. Pull your recent post performance
2. Identify your core KPI
3. Define “content zones” by performance spread & variance

## Step 2: How to Use Your Speedometer

1. Keep it handy (seriously!)
2. Identify & test impactful factors
3. Use clear learnings to adapt your content drafting, planning and strategies



# The Culture

How modern social media teams talk about their goals

## What Undisciplined Social Media Teams Say:

**We really like our competitor's posts.  
We need to go viral like them and  
be the brand everyone loves.**

## What Moneyball Social Media Teams Say:

**We need to publish a statistically driven mix of content that consistently adds value, so that we can, over time, engage more audiences.**

# Moneyball in Action

*Follow the  
Money* →





### Post-Moneyball Client: 2022 vs 2023

AVG. REACTIONS  
**+8.6%**

CONTENT OUTPUT  
**+64%**

PERFORMANCE  
VARIANCE  
**-15%**

AVG. BOTTOM  
PERF. REACTIONS  
**+87%**

TOTAL RECEIVED  
MESSAGES  
**+74%**

ORG. SOCIAL  
WEB SESSIONS  
**+268%**

NET AUDIENCE  
GROWTH  
**+127%**

Beginning in 2022, Workshop reinvigorated this destination's social media game by putting analytics first, improving underlying performance and scoring consistent wins on a limited budget.

***We call that a home run!***

# Big Picture

*Follow the  
Money* →

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Follow the Money →



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