

# DIGITAL MARKETING EXECUTIVE



*September 2022*

# TASKS:

## **1- YouTube video plan**

Please produce a written and or visual plan on producing a YouTube video, educating leads on the benefits of faster broadband that could appeal to 25-35 year olds.

## **2- Email draft**

Please draft and source imagery for an email template, that is optimised for the highest open rate and click through rate, educating potential leads on why they need faster broadband speeds.

## **3- Social media post**

Please produce a graphic or tile for Facebook that could improve the engagement rate.

## **4- A blog post**

Please write and source imagery for a SEO blog on the topic, why full fibre is important.

## TASK 1- YouTube video plan

The advertisement concerns a challenge between mixed fibre and real fibre, intending to understand, in an easy and fun way, the differences and benefits of the latter!



**Environment:** This can be a track or road for racing, which may involve a race of people or cars/engines.



Among these, let's choose a racing track.

**Real fibre:** *Valentino Rossi* (a famous world-class motorcyclist who is widely loved by 25-40 years old people). A true speed talent!

**Mixed fibre:** anonymous



**County Broadband is the ultra-fast internet service that offers 100% fibre and not mixed fibre! ...**

During the race, the 2 bikers take opposing paths.



**... Why? ...**



At this moment, the mixed fibre gives the idea of being much slower...



Mixed Fibre

**... because the mixed fibre is interrupted by the cable, and from there to your place the data travels to the copper wire...  
... More slowly!...**

... unlike the real fibre, which runs to the end without interruptions and shows to be the fastest!



Real Fibre

**... County broadband, instead, runs ultra-fast to your home without interruptions!**



County  
Broadband

**GET REAL**  
**FIBRE**

**The runners' fibre!**



*Why it works:*

1. Moto GP is popular among **20-40 years old people**;
  2. **A practical explanation** of the difference between Real Fibre and Mixed Fibre is given **in less than 30 seconds**;
  3. It transmits **energy and speed**!
  4. The presence of a **known VIP**, loved by young people **will influence their choice**!
- *Valentino Rossi's choice is entirely random (albeit intentional as being myself a Valentino's fan!)*

# RESEARCH and METRICS: <https://rtrsports.com/en/blog/motogp-audience-fans/>

## The MotoGP Audience: who and where are the fans?

HOME » BLOG » THE MOTOGP AUDIENCE: WHO AND WHERE

By [Riccardo Tafà](#) Posted In [Motor Racing](#), [Sport Sponsorship](#)



### Some indications on the MotoGP target audience

Sponsoring the **MotoGP** championship or a **MotoGP** team or race offers a lot of benefits. One of these, and for many companies it is the main one, is the opportunity of reaching millions of people exposing their brand to their sight. But how many eyeballs are we talking about? And in which nations do they watch MotoGP?

The **MotoGP** championship is one of the most popular sports in the world, with 20 races across 16 countries in 4 continents. See the new [2022 calendar](#)

### MotoGP, TV and social networks

TV networks, due to the huge demand, broadcast the races and insights of great quality. In 2020, more than 200 Countries were receiving live tv signal, 22,208 total broadcast hours, 432M homes reached via cable satellite network . The TV target is mainly composed of 80% Men and 20% women. They follow the deeds of their champions by attending on the track (unfortunately not in the 2020 season due to the pandemic) and through the telly.

And what about the **MotoGP audience**? What is the **MotoGP audience demographics**?

The MotoGP Championship attracts a young audience: 60% of fans on MotoGP Social Media are under the age of 35, 43% have been following the sport two to five years, showing newcomers and younger viewers are growing in number. These factors are definitely a key to the Championship's appeal for sponsors and advertisers.

### Get in touch

More info  
becoming a sponsor

I'd like to become  
a sponsor

Ask a question

\* By clicking or typing

SEARCH ON RTR SPORTS

Search site

advertisers.

One of the most common question is usually **how many people watch MotoGP**: the most recent data we have say 338M cumulative audience, 92M live audience and 24.2M average audience. (source Nielsen Sport 2020)

70% watch [Grands Prix](#) on television alongside friends and family, this means that it is a shared experience for most viewers. Moreover, 75% of those who watch MotoGP on telly say they would tend to choose a brand because they associate it with the sport. This proven statistic is essential for MotoGP's commercial partners and potential **sponsors**.

### What about social media?

MotoGP fans can watch and enjoy contents thanks to the massive digital platform of MotoGP as well. MotoGP reached 30M fans across social media and digital platforms: 12.2 BN impressions, 3BN video views, 400M engagement, 2.5BN minutes viewed.

This is the global digital profile: 62% 18-34 years old, 28% 35-54 years old, 84% male and 16% female.

Facebook is the first social with 13,9M fans, then Instagram with 10.2M followers, 2.7M on Twitter, 3.7M subscribers on Youtube and 465K followers on Tik Tok. On top of these data we have to consider the personal social media of every single rider and those for the teams. MotoGP's fans are very loyal and affectionate and during the year they watch at least 15 of the 19 races. The total reach, referring to digital channels only, was 6.7 billion interactions last year.

### And on the Track?

Due to the Covid-19 pandemic, we can share with you the 2019 datas as the 2020 season was performed behind closed doors. We hope that will see all the spectators back on track this year, watching some great races while cheering and supporting their favourite riders.

The number of participants on the track has been rising over the last decade: by 2019, it was 2.863.113 million fans who saw another incredible season of [racing live at the track](#).

16 races exceeding 100,000 spectators, some races went sold out and even the Vip Village hospitalities in 2019 were often completely full months in advance.

SOCIAL MEDIA



MOST RECENT POSTS



Formula 1 in  
What's behind  
popularity?



Formula E  
have evolved  
unique



Formula E  
new host co  
Gen3 ready



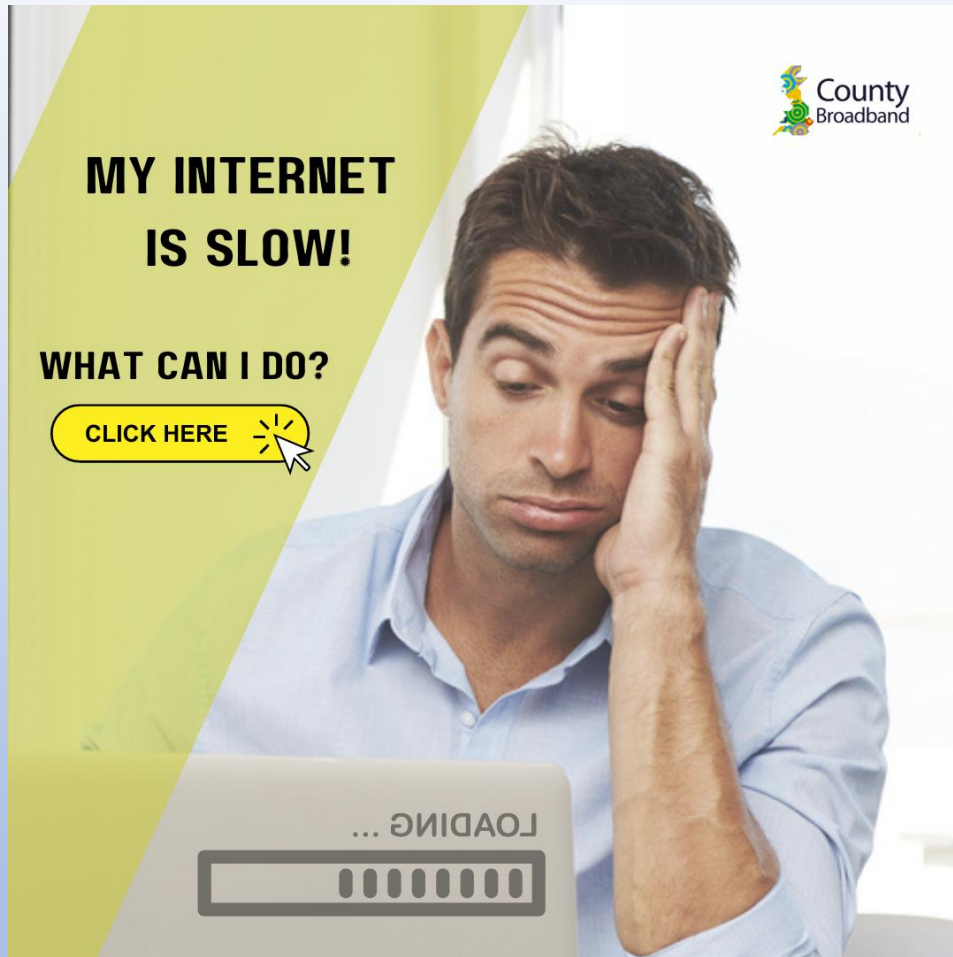
Formula 1 c  
news, rumo  
officialdom



Formula E:  
with Formul  
reasons to s



## TASK 2- Email draft



Internet is now an integral part of the world community; we can no longer live without it, both at work and in daily life! It happens to everyone to wait more than necessary to download work material, folders, images, programs, games, or apps. Waiting can be very stressful and even unsustainable.

*\*They can be both used as a Banner*

In this message, **we offer a solution**, and the audience - whether interested or not in changing their broadband - may be interested *in understanding how and what to do to speed up their internet!*

Reading the email will convince the audience to know more about it and maybe choose the real fibre as a good (time) investment!





## SPOT THE DIFFERENCE



### TASK 3- Social media post

#### Spot the difference:

At first impact it is a quick, simple and effective post. Energy and Speed are in the foreground! Pun, and the message arrives "fast" (as it should be!)

## TASK 3- Social media post

### Feel the difference

Very similar to the first post, to convey the clear difference in speed between the 2 fibres. The message arrives more slowly and differently (more suitable for an audience that wants to change their broadband)







## TASK 3- Social media post

**County Broadband:  
The soul of every business**

It highlights the importance  
of a fast connection in  
today's business world!



## TASK 4 - A blog post

FIND OUT HOW A FAST CONNECTION  
CAN IMPROVE YOUR BUSINESS



### SEO BLOG writing: Why full fibre is important:

Find out how a *faster connection* allows you to *improve your business*. *Future, innovation, speed, safety, and control. Ultra-fast fibre broadband* is what you *need*. *Stop waiting. Time is money, do not waste it. Invest it.*

*Thank you!*

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