

Leticia Cline

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Message



Leticia Cline

1 hrs 👤

In the bowels of a six story office, located between 5th and 6th on 23rd street in Manhattan, I would slave away, often times for sixteen hours straight, making sure the Fortune 500 company I worked for tweeted the perfect message to reach our audience.

You see, back in 2008 I became the Director of Marketing and PR for Marc Ecko; I was in WAY over my head. I didn't have formal training nor a degree in Marketing from a University. What I did have was a following and a working knowledge of the psychology of Social Media. Marc saw that after begging my way from a commission-only sales position and then three months later becoming the top sales rep for the brand, he thought I was ready for a new challenge. When he asked what title I wanted I decided to go all in and reach for the stars. I told him I want the highest one he could offer.

After accepting this new position I then spent the next several sleepless months researching social marketing and all that it entailed. What I have learned since is more than this article can hold and by no means am I considered an expert. With new apps and trends being born as fast as babies, it's impossible to stay on top of it all. What I do find interesting, though, is how it's changed media and turned the micro celebrity into a big business.

We are now producers, journalists and reporters telling real stories in real time through our phones. We can influence trends and shift markets with a single post. That kind of power is compelling, but it can also be devastating. More traditional forms of marketing [such as this magazine] have to have a lightning speed pace to keep up and not get lost in the social shuffle.

Let's break it down to something more specific, though. Motocross. Sure Social Media has rocked the boat in every industry, but how has it effected one that's based on two wheels with its athletes flying 70 feet through the air and going fast? How can you use its power to help your company or career in the industry?

First, let's start with a history lesson. Facebook launched only 10 years ago, the same year that all major motorcycle manufacturers began competing with four-stroke bikes. Soon after followed YouTube, blogs, Twitter, Foursquare, Vine,

Instagram, Google plus, Snapchat and a ton more. At the same pace came bigger bikes, faster tracks, extra race rounds, increased television coverage time slots, a slew of motocross magazines, more sponsors and even a few moto-specific smart phone apps. Some have failed to take off, but nonetheless, we have tried them all in hopes of riding the wave of the "next big thing."

Why is this important? Because it shows how engaging a social audience has grown our industry at NASCAR proportions and made it the highly publicized and televised sport it is today. Our athletes now are as famous as yesterday's rock stars, with their own television shows, international commercial deals and appearance fees.

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556 people like this.



Leticia Cline

Yesterday at 3:10pm 👤

Here's how it works and how you can use it for your benefit.

You are only as big as your social following. Brands want to reach a lot of people for as little work and money as possible. Ten years ago an ad would cost thousands and would reach only a few hundred, and not even that effectively. Today a company can pay a rider with a large following that same amount, reach more people with a very targeted audience and leave the creative work up to the posting rider. It just makes sense and it works.

While having a large following helps, you can still use it to your advantage if you have a small one. With social media, more racers are being discovered. A decade ago you either had to be scouted or bust your butt and go broke attending every race you could to get in front of the right people, make the right connections and land a contract. With outlets like YouTube and Instagram it makes it easier for sponsors to find you, and it's even easier for you to find them! Think about it, talking to the head of marketing at Honda seemed impossible a few years ago, but now you can find them on sites like LinkedIn and send them an email.

At the same time you can be more personal with your fan base. Platforms like Instagram and Snapchat give followers an instant and personal look into your lives. They feel like they are more connected with you and therefore become more loyal, almost family-like loyal. This is an advantage that "micro celebrities" have over the major ones. Micro stars engage better than major celebrities, therefore having more influence. Moreover, they are relatable and willing to use products and talk about them. Smart brands recognize this and will want to partner up with the people who speak to their audience most.



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762 people like this.



GROUP CONVERSATIONS

Like all of the riders in our industry, the riders that are competing in the 2015 Rockstar Energy Drink Motocross Nationals are also competing in the Social Media arena. During their race weekends we sometimes get an inside look at what the life is like as a pro rider on the Canadian circuit, and sometimes during the week they give us a glimpse of what their lives are like during the week. The best thing about Social Media is that we can just follow our favourite riders and instantly we're connected. When used correctly, Social Media can not only inform us about what the riders had for dinner the night before a big race, but it can also provide us with knowledge of some really intense training they did during the week or a cool place they visited. Here are some of the Instagram addresses of a few of your favourite riders racing in Canada this summer. Give them a follow and watch their journey throughout the summer.



Brett Metcalfe
@bmetty24



Matt Goerke
@mattgoerke



Colton Facciotti
@coltonfacciotti



Cole Thompson
@Colethompson



Tyler Medaglia
@t_medaglia



Kyle Keast
@kylekeastracing



Kaven Benoit
@kavenbenoit26



Jimmy Decotis
@jimmydecotis



Jeremy Medaglia
@jeremymedaglia



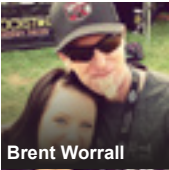
Shawn Maffenbeier
@shawn_maff



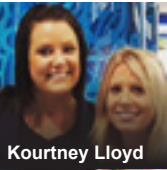
Dylan Wright
@dylanwright539



FRIENDS · 9 Mutual



Brent Worrall



Kourtney Lloyd



Jeff Williams



Ron Joynt

PHOTOS · 308



NOTES · 22

Ryan Villopoto Retires!

By MXP · 9 days ago

After one of the most successful racing careers in recent memories, and one that will most certainly land him in the Hall Of Fame. Ryan Villopoto has announced today that he is retiring from racing at the age of 27.

👍 9 💬 45

MXP Chatter With Brett Metcalfe

By MXP · 40 days ago

Heading into Round 5 at Gopher Dunes, all of the talk was surrounding two things. First, everyone wondered just how rough and challenging the conditions were going to be on Sunday, and second, everyone was anticipating the battle that might take place in the MX1 class between Brett Metcalfe and Matt Goerke.

👍 357 💬 223

INSTAGRAM



Leticia Cline

July 4 at 12:00pm



As with everything there is always a bad side, and social media is no different.

Back in the day people were getting hired solely on talent, however in today's time, talent plays only a tiny part compared to how many followers a person has. Before you start taking that statement wrong, let me clarify. I'm not stating that the riders are talentless; you have to have a lot of riding ability to be able to even compete. What I'm saying really relates to how many sponsors you have and how much money you get from them.

It's called being a "social media influencer" or SMI and it comes with a price. We already discussed how companies used to have to pay a lot of money on traditional forms of marketing, but now they can pay one person with a large following and reach more people faster. What has happened as a result of that is people are being paid more because they have a larger audience than the person who has more talent, but with a much smaller reach. Our resumes and press kits now have to include how many followers we have. The races now have their own designated hashtags for fans to use and every rider has their Instagram handle watermarked on every photo blasted on the Jumbotron. Xgames uses tweet counts in the vote of who wins gold. The more following you have the more negating power you have when it comes time to renew your contract and apparently win metals.



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👍 338 people like this.



Write a comment...



GROUP CONVERSATIONS

So while it's easier to be found, it's not so easy to get a contract.

Social media may have watered down the industry a bit but it has also played a major role in the growth, preservation and security of motorcycle racing. Television brought racing into our homes; social media brings it into our hands. While some think that we are disconnected being on our devices, we are actually more connected than ever, just in a different way. Social media has made the world small town again and allowed us to be more informed from the people we choose and can relate to. Moto has recognized that and embraced it, and it's the people that get in it from the beginning that win the race, which is evident in the over 4.5 million total following that motocross and supercross outlets have. #heretostay

The world as we know it is definitely changing. While Social Media and the Web World are growing almost on an hourly basis, savvy print magazines are trying to find a niche with their readership. Although it's been an uphill battle, through the advancements in graphic design and the creative people still involved in print, a great ad or a feature magazine story still has a way of captivating an audience like nothing else. I believe there's room for both in our industry and each offers something different. Now, excuse me while I go and share this story through my Instagram @leticiacline **MXP**