



# CASE STUDY: Roush Fenway Racing





FROM ZERO TO 3.5 MILLION

## How Roush Fenway Racing and CrushIQ Built the Largest Community on Google+

### Company Background

NASCAR's winningest racing team, has won 31 championships and more than 400 races in drag, sports car and stock car racing. Although the team boasts five championships in NASCAR's top three divisions and has established itself as a dominant force in the sport, their lack of an engaging social presence was having a negative effect on their ability to gain sponsors - a problem that needed to be addressed immediately.

### Objectives:

To redefine and expand the fan experience beyond the racetrack, engage directly with fans and bring them 'backstage' and interact with them day-to-day with the entire race team 7 days a week. Led by [CrushIQ](#), a strategy began to be drafted in September 2011 and was launched at the Daytona 500 in February 2012 using [Google+](#) as the main platform. The campaign had **specific objectives:**

- 1) RFR to be the first NASCAR team to build a significant footprint in this space, with the goal of being the first team to exceed one million fans on Google+, realizing this would have a positive affect on RFR's search results.
- 2) RFR to have a scalable platform to provide LIVE updates and additional endorsements from the drivers/team members *directly* to the fans.
- 3) Most importantly, this presence would offer sponsors a new and additional value add or promotional opportunity through "face-time" with the race fans (i.e. their customers) and the drivers they sponsor using the Google+ brand page.

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**Strategy:**

- Build and design team and driver Google+ brand pages with engaging, genuine interaction, including Hangouts, posts, personal videos and photos from the pit crew, team and drivers themselves

*This included creating a sizzle reel to build mass interest for RFR and Racing fans to come and join the action on Google+!* If you missed it, **click on the below image to watch:**



- Training of the RFR PR team, drivers and leadership on use of the Google+ product and how to maximize the use of Hangouts
- Strategic [press release](#) broadcast announcing relationship between Roush Fenway Racing and Google+
- Verify Google+ Pages of the Roush Fenway Racing Page as well as all driver pages
- Prior to the first race of 2012 season, map out execution of a series of Google+ Hangouts will be initiated, including:
  - [The first ever 5 Driver hangout](#)
  - Individual driver Hangouts, [behind-the-scenes video](#) , team updates
- Dramatically increase search results for Roush Fenway Racing

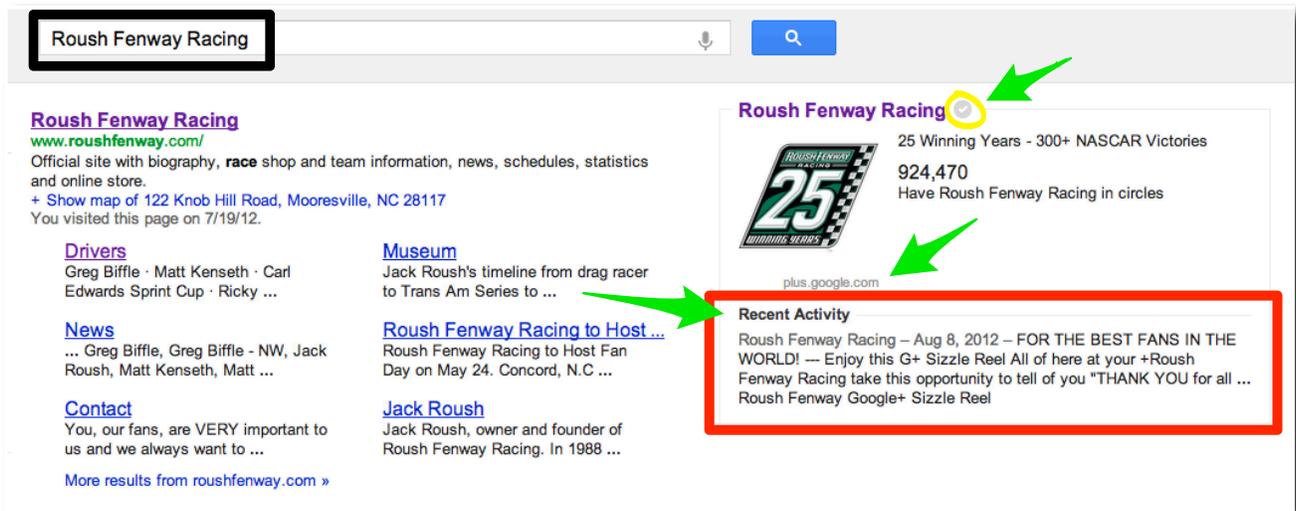
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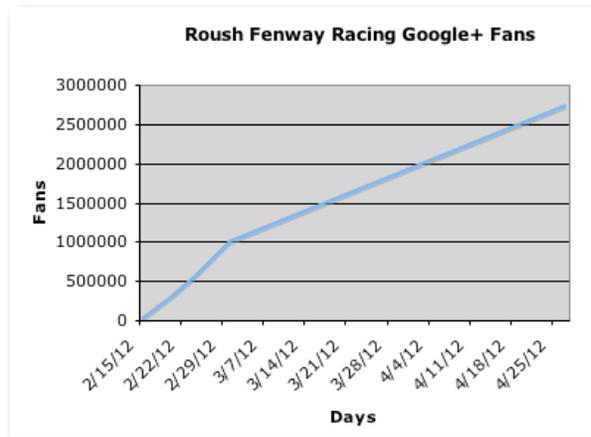
**RESULTS:**

- The RFR team was able to exceed their goal of one million fans in just 10 days, reached 2.9 million in 80 days, and as of this writing are surging to 5 million.
- RFR saw a huge upsurge in the [social search results](#) surrounding their brand as well as an increase in news coverage across the web.

**EXAMPLE: Search results show RFR Google+ activity prominently**



- Increased daily occurrences of social media mentions over other competitor teams.
- The [5 Driver Hangout](#) that was broadcasted LIVE to fans at Daytona, has gained over 26,000 views on YouTube. It is currently the most popular video on their channel with one of the highest viewership's ever for an RFR video.



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Did you get a chance to see the [5 Driver Hangout LIVE](#)? If not, **click on the below image to watch:**



LIVE from Daytona - Roush Fenway Racing

- The increased number of Hangouts has directly increased in the number of fans circling the drivers, 1,000's per day across the team pages.
- Brought the NASCAR racing fan base onto social media and the Google+ platform. Many people joining the hangouts had new profiles indicating that they may have joined Google+ simply to interact with the drivers.
- As of August 10, 2012, RFR's Google+ page has **924,740** fans, this is **more than 25 times that of its Facebook fans** - *a page that has been active and up for three and a half years.*
- RFR succeeded in being the fastest growing sports team in Google+ history.

RFR is now the most socially connected teams in all of NASCAR, with the largest fan base on Google+ and is being joined there by sponsors and partners to blend their influence together, such as [Ford Racing](#), [3M Racing](#), [Best Buy](#), [Aflac](#), [UPS](#), [Coca-Cola](#), [Freescale](#), and [Gatorade](#). Fan activation and sponsor engagement is the next phase of this initiative which was launched at the RFR Sponsor Summit in Boston in June 2012.



Implementation of the Roush Fenway Racing and CrushIQ **Digital Sponsor Assistance** alliance is underway – **the first** of it's kind in helping sports sponsors completely maximize their investment across all social and digital channels.

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## LET'S TALK!

Go ahead, give us a call or send us an email. We are standing by ready to talk about digital strategy, your company's social goals, thoughts about engagement or just chat about where the industry is going. We love what we do and what's even better, we're extremely good at it!

**Let's hear from you... and let's get started!**

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GETTING STARTED

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