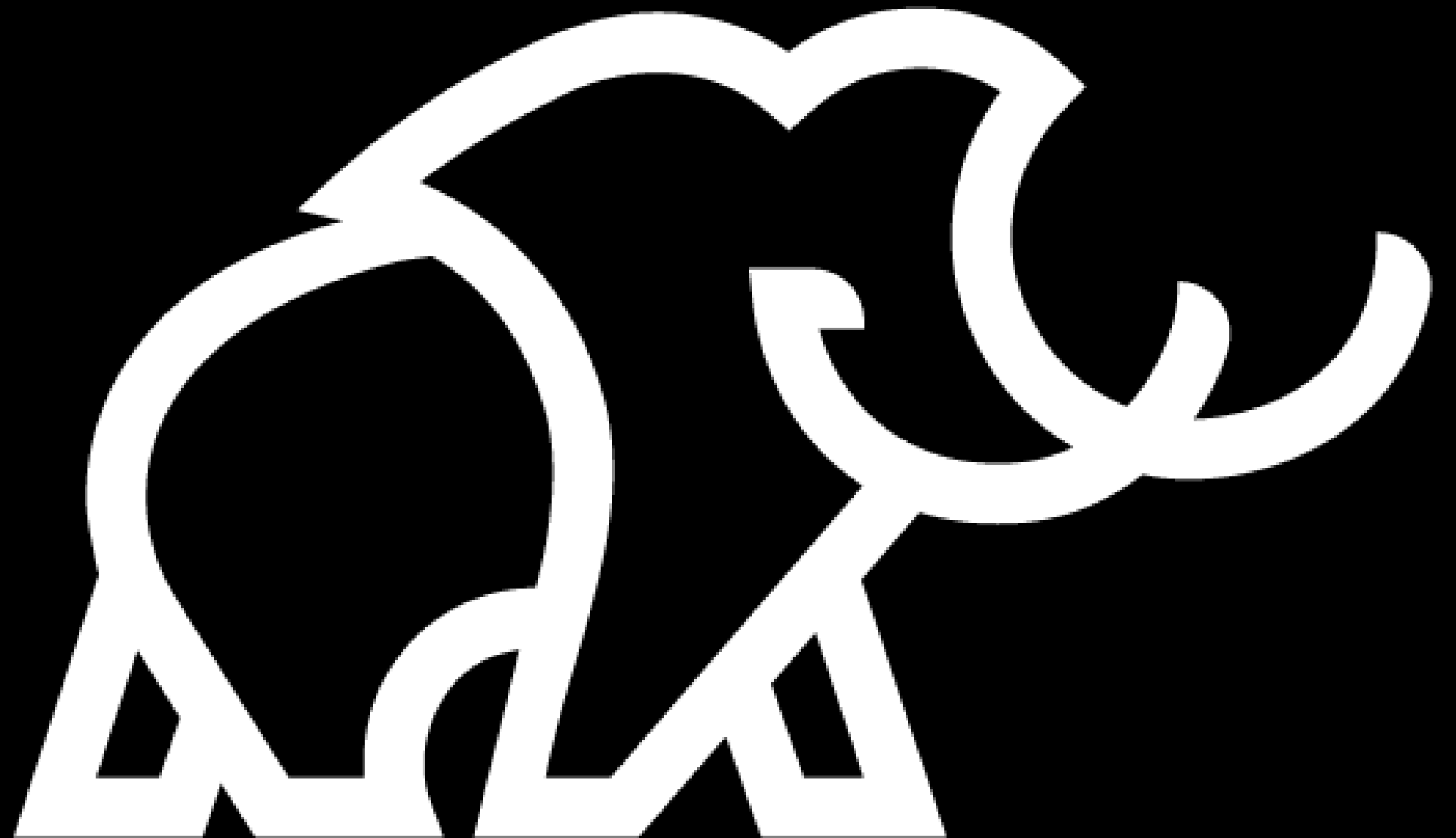


# MAMMOTH



**ANNUAL REPORT  
FISCAL YEAR 2023**

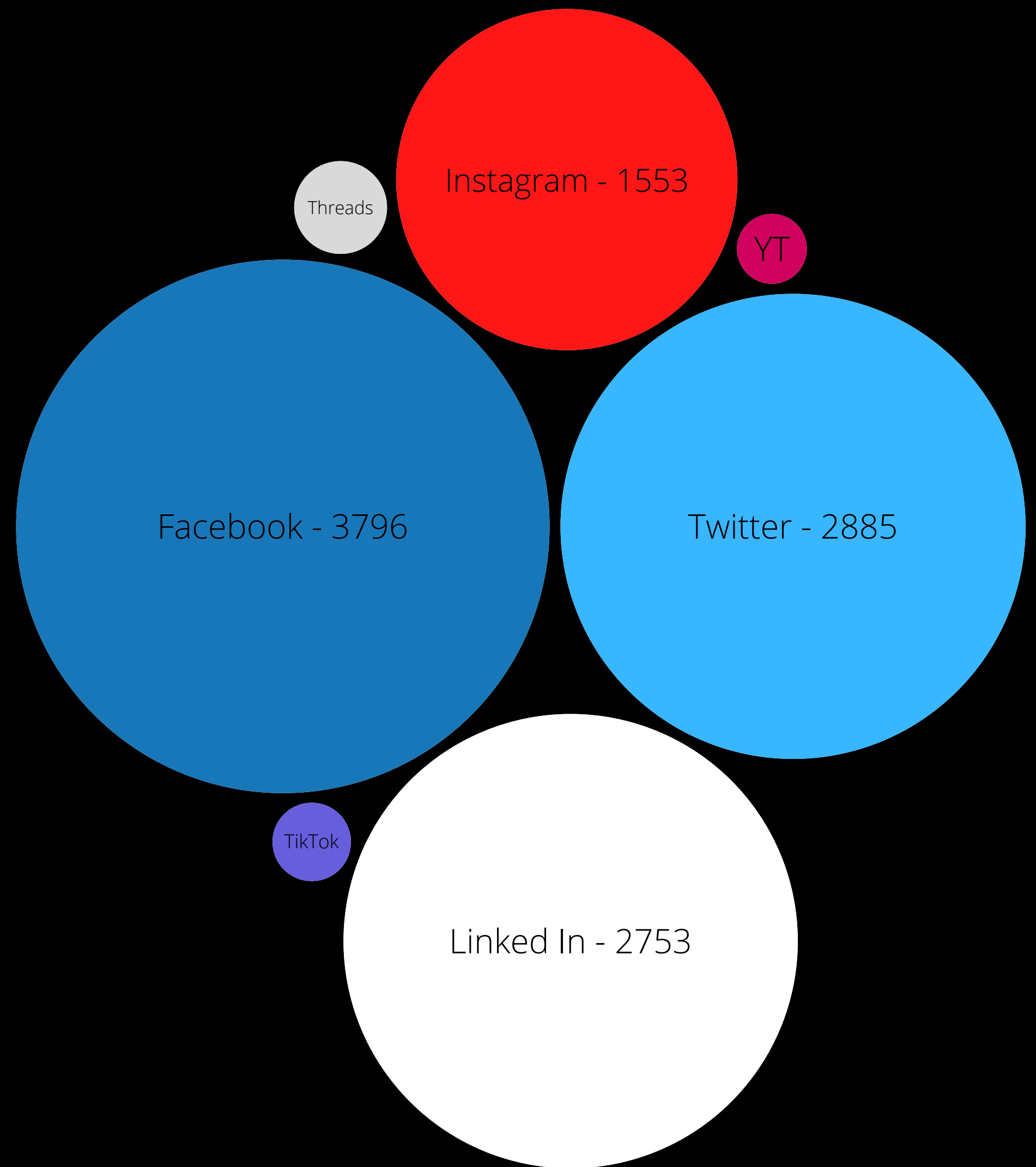


# AUDIENCE SIZE

Largest Audience: Facebook

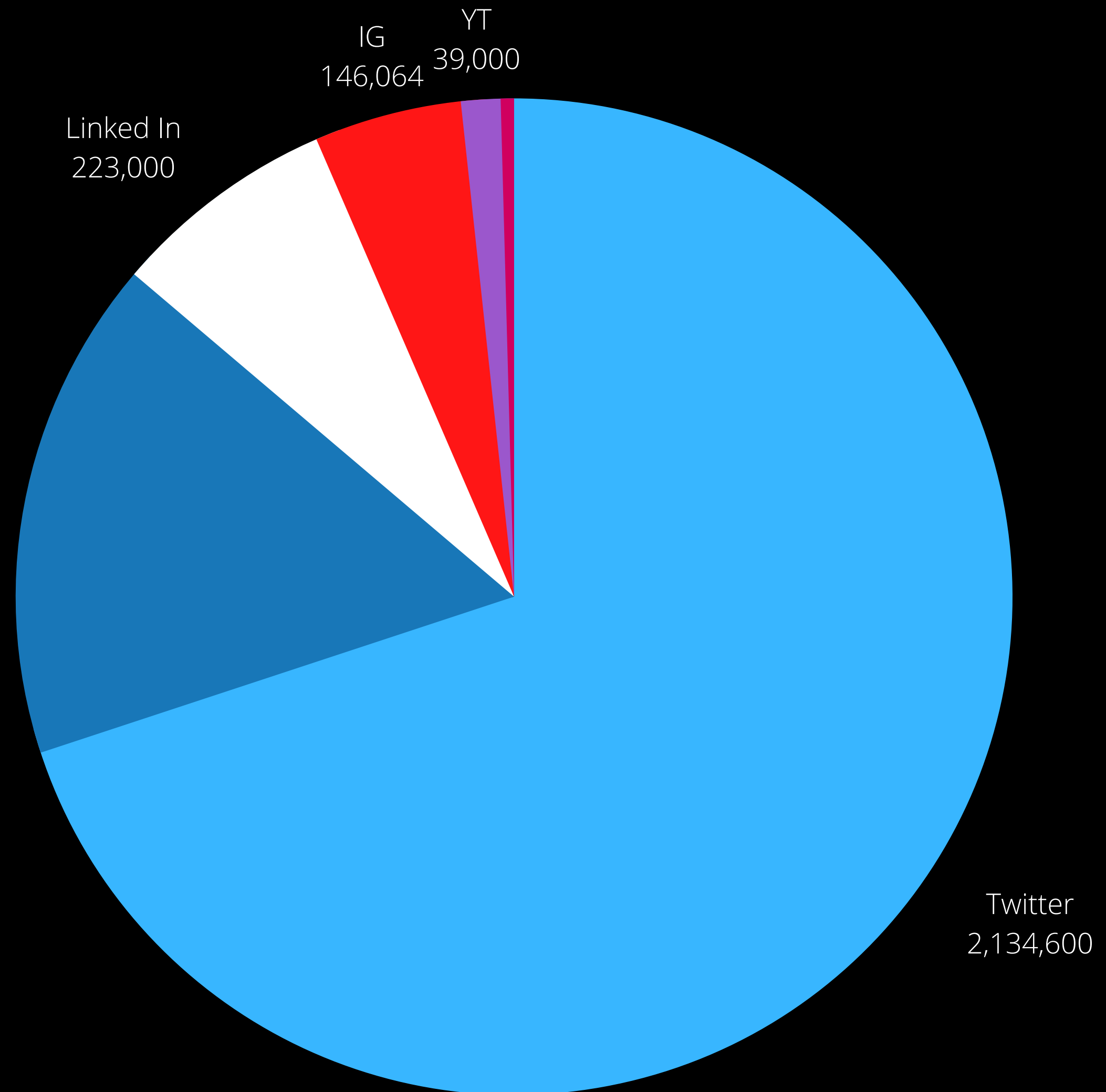
Most engaged audience: Twitter

Most growth potential: Instagram



# 2023 TOTAL REACH

~3,052,299



Twitter accounted for 70% of our reach.

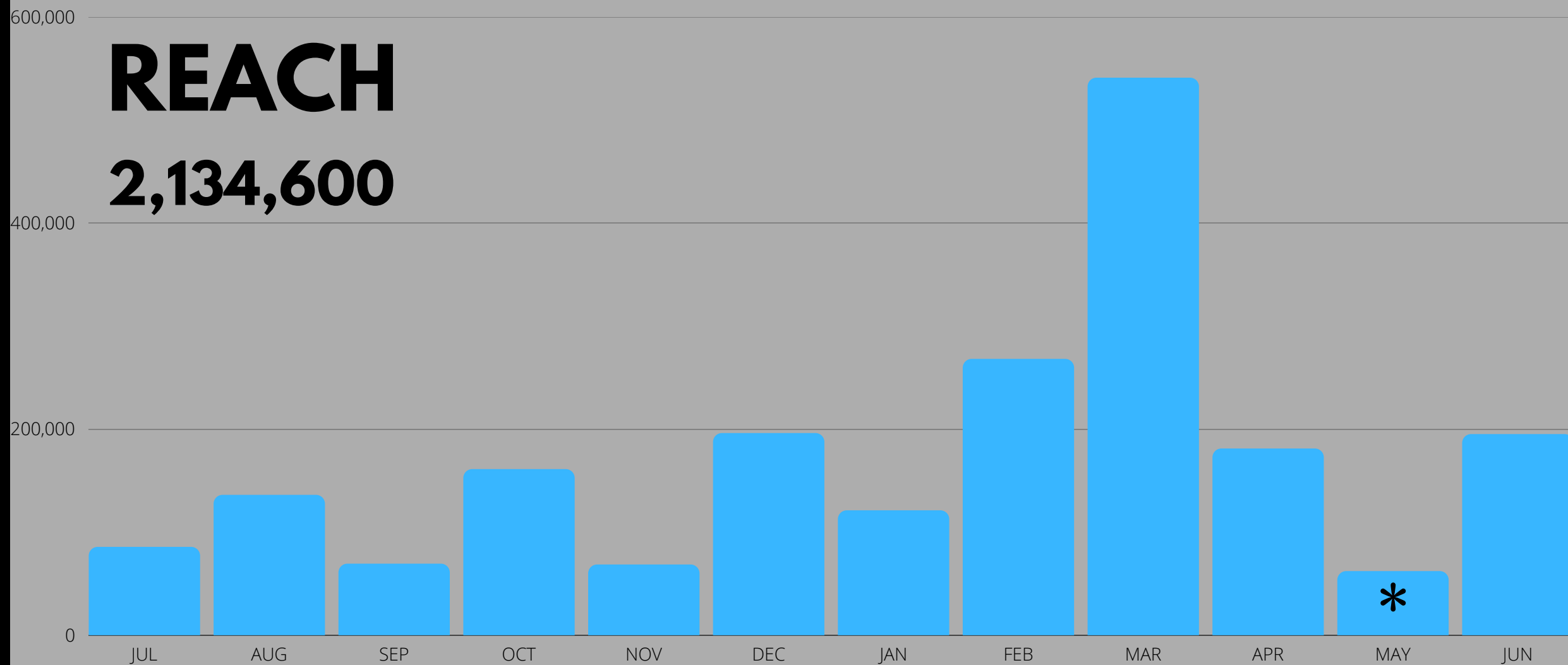
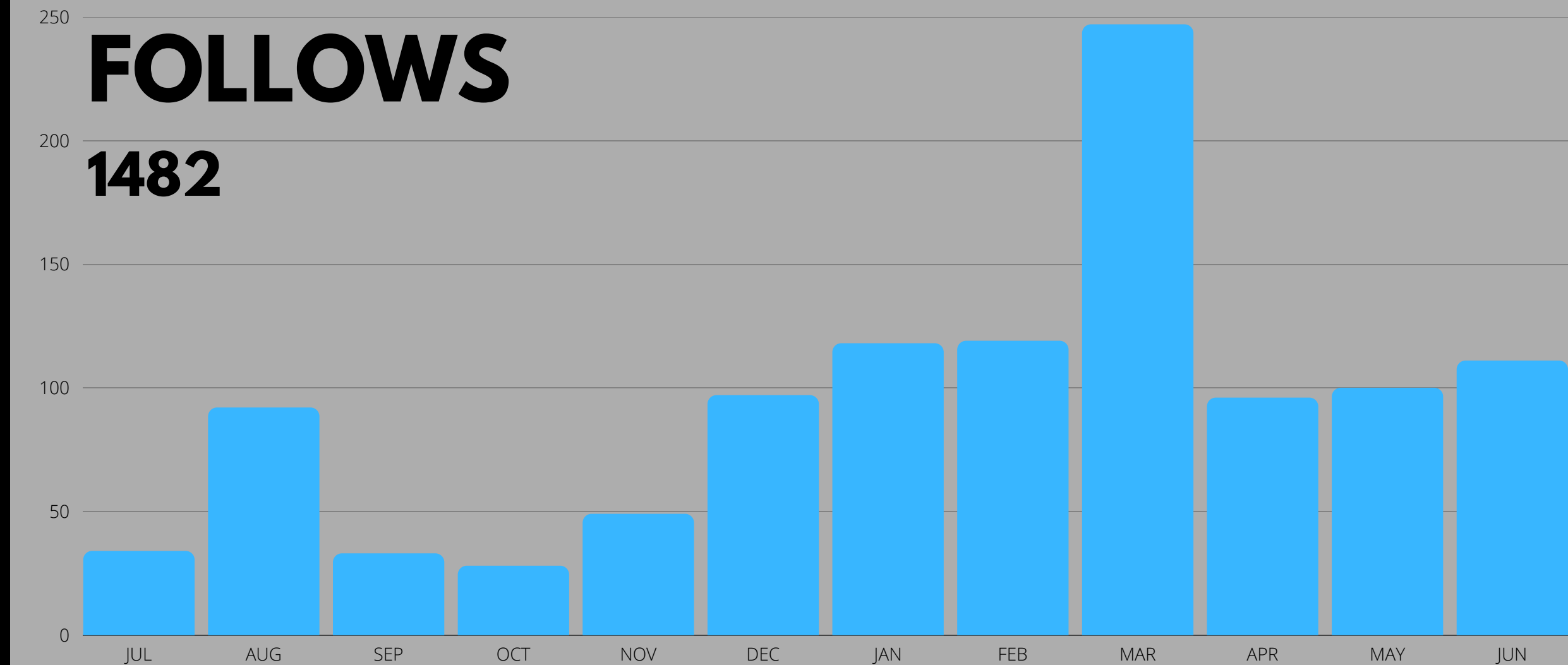
Our Royals content accounted for 16% of our reach.



The biggest contributor to follows is engagement.

The biggest contributor to reach is volume of content.

\* Some Twitter stats failed to track in May.



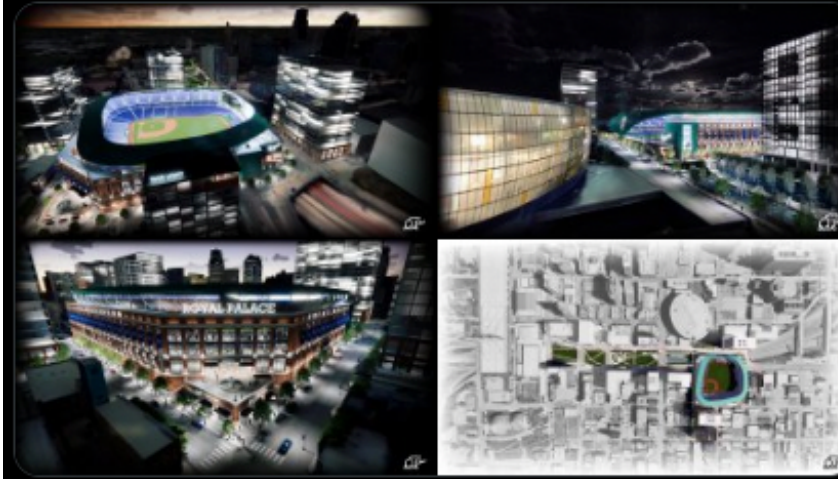
# TOP TWEETS



## IMPRESSIONS - 316,000

For Mammoth Design Director David Folsom, creating a new stadium for the Kansas City Royals was a passion project, dream come true, and homage to baseball's rich history all at once.

The @Royals have initial plans in place to bring the hometown team [youtu.be/K3TmSNg9ffE...](https://youtu.be/K3TmSNg9ffE...) [Show more](#)



126 227 909 322.7K

## IMPRESSIONS - 72,953

K-State knows how to build on success.

Two things that have a huge impact on recruiting: Winning, and cutting-edge facilities. K-State takes care of the first. We helped with the second. 😊

- Football ✓
  - Practice fields ✓
  - Baseball ✓
- #DoSomethingBIG  
#KState



K-State Athletics and 3 others

Last edited 11:01 AM · Jun 23, 2023 · 73.8K Views

# DO SOMETHING BIG

## IMPRESSIONS - 45,125

**BREAKING:** Mammoth and Santa Claus agree to terms on an NIL deal ahead of signature event on Christmas Eve. Ready to #DoSomethingBig with the Big Man himself!



12:00 PM · Dec 21, 2022 · 50.4K Views

## IMPRESSIONS - 43,711

What a journey it's been!

From a dream and vision, to one of the most expansive and modern sports facilities in the midwest. Thrilled to see the dedication and teamwork of so many people pay off. #DoSomethingBig @sanford\_complex



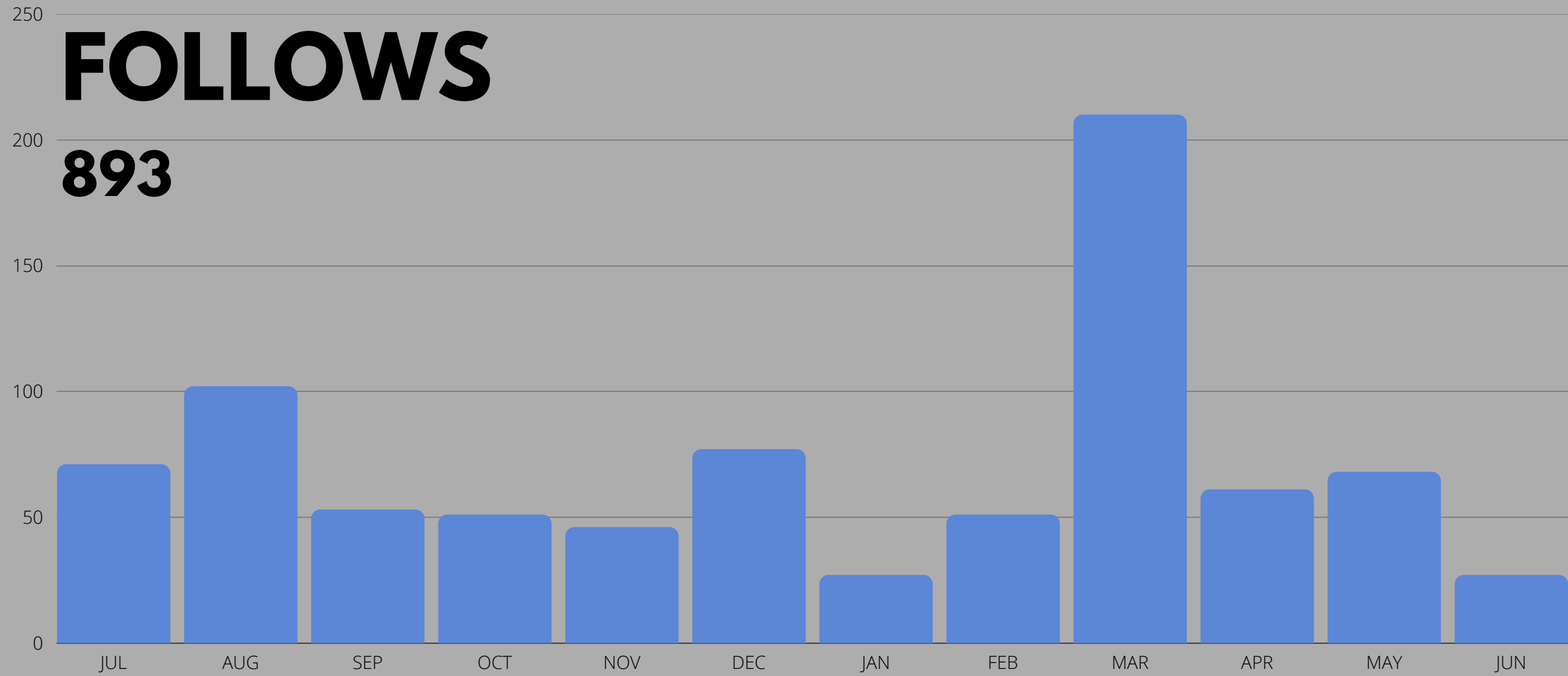
2:34



Our Facebook audience responds to local and/or personal content.

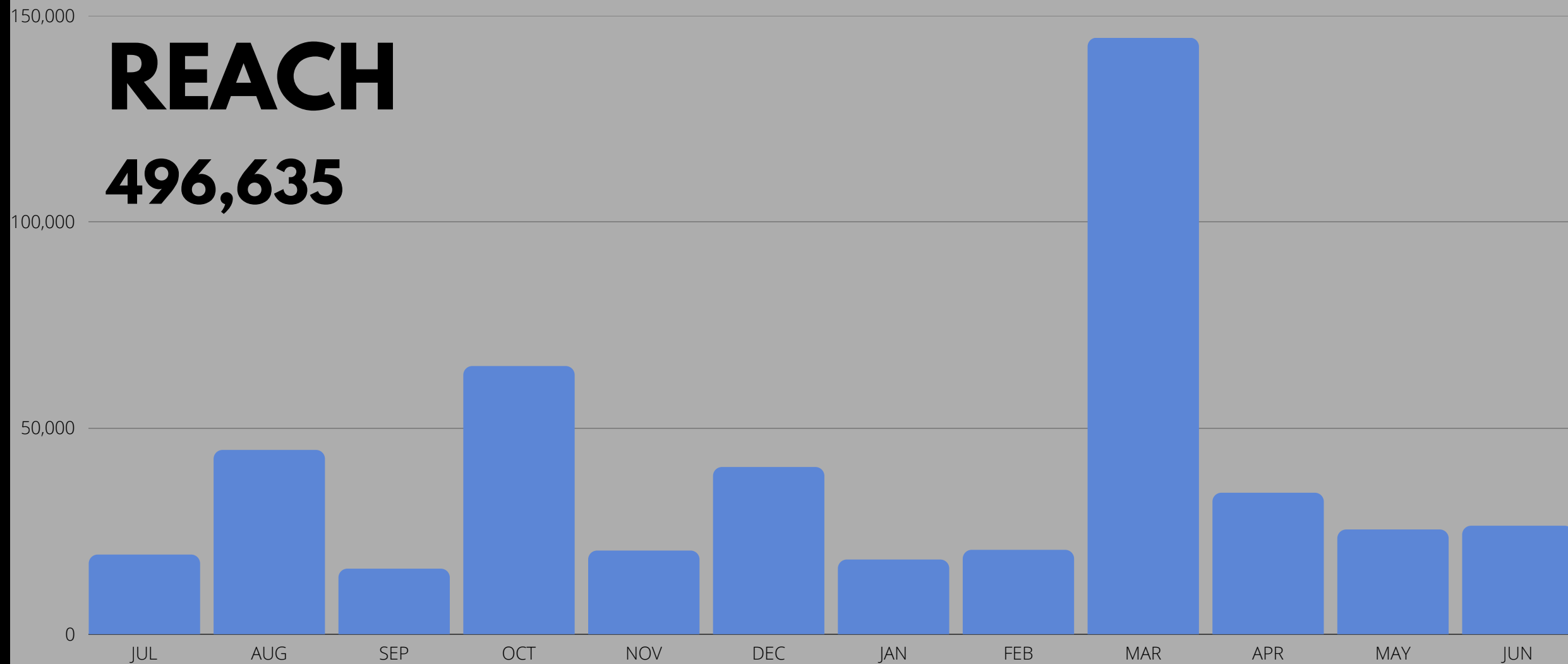
# FOLLOWS

893



# REACH

496,635



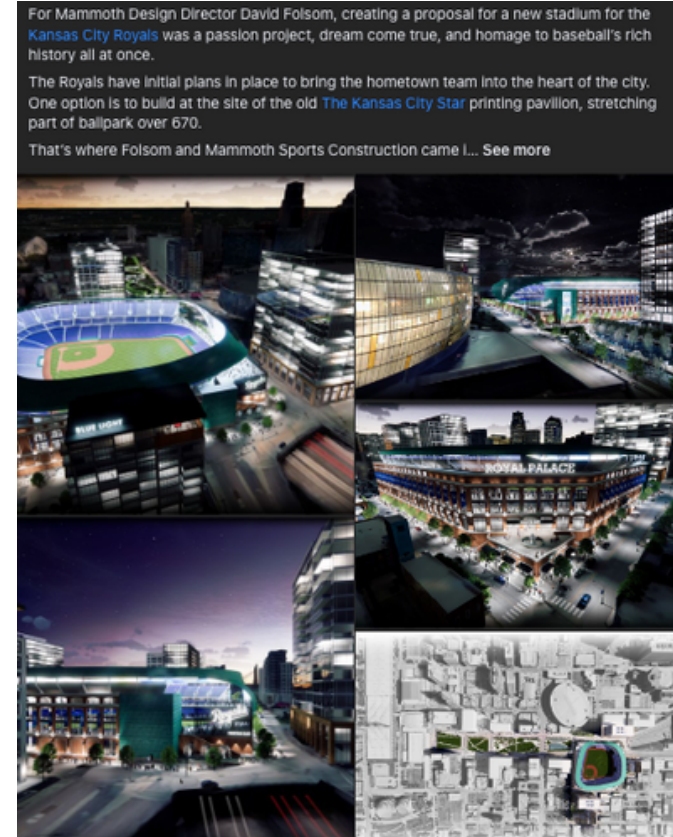
# TOP POSTS



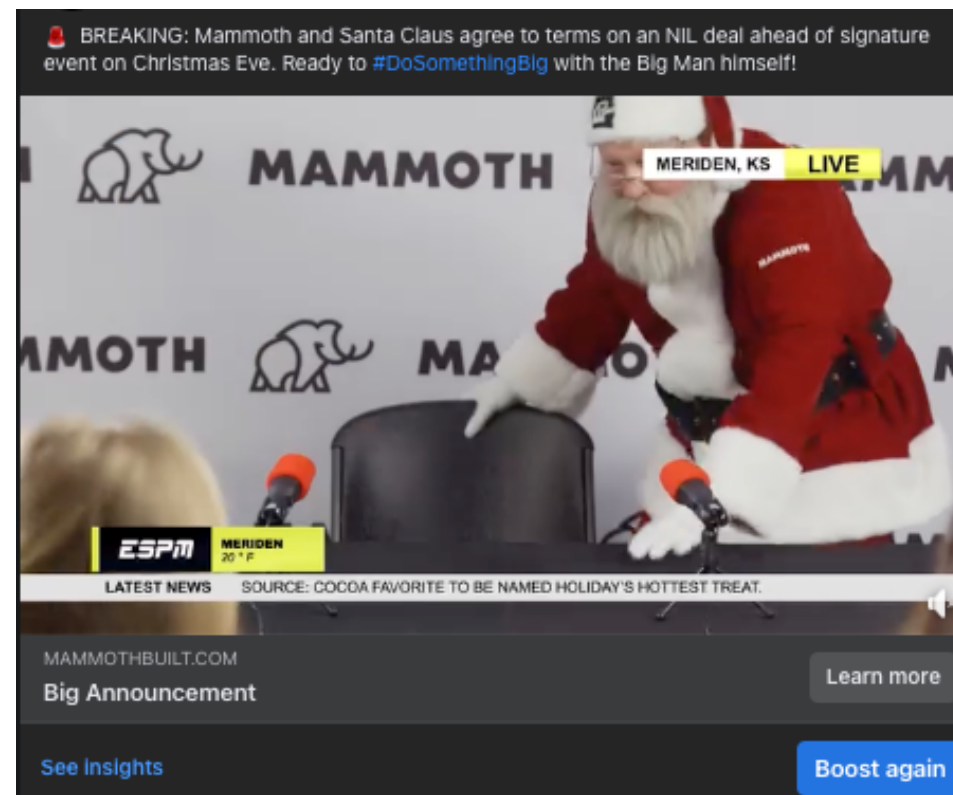
This is the only platform where the Keller post made the top posts list.

Our audience loved that we put a big spotlight on something personal as well as local.

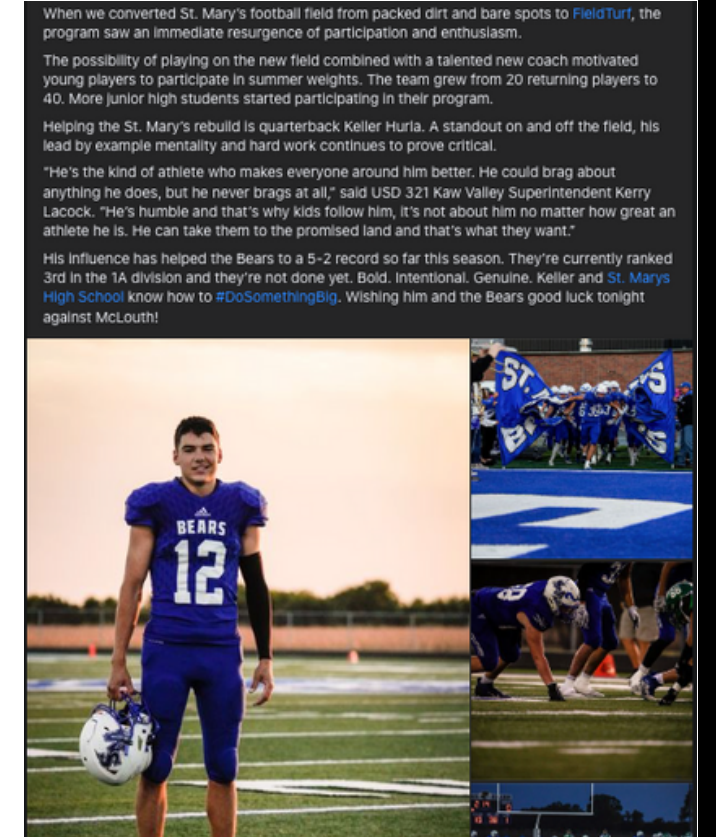
REACH - 136,559



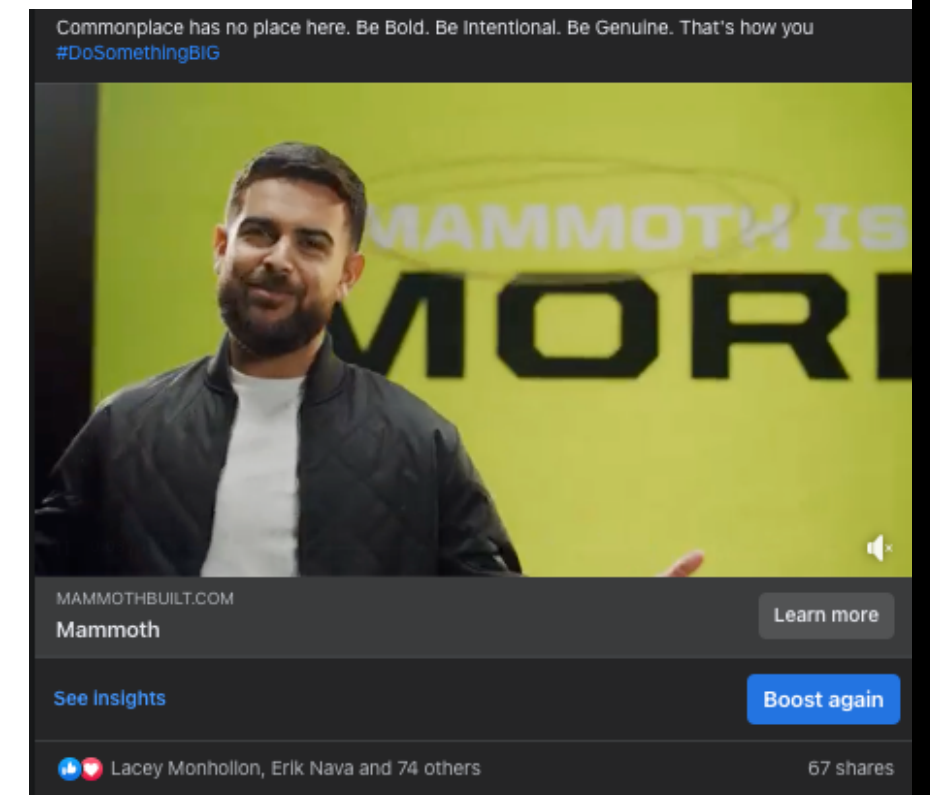
REACH - 27,831



REACH - 33,508



REACH - 20,796

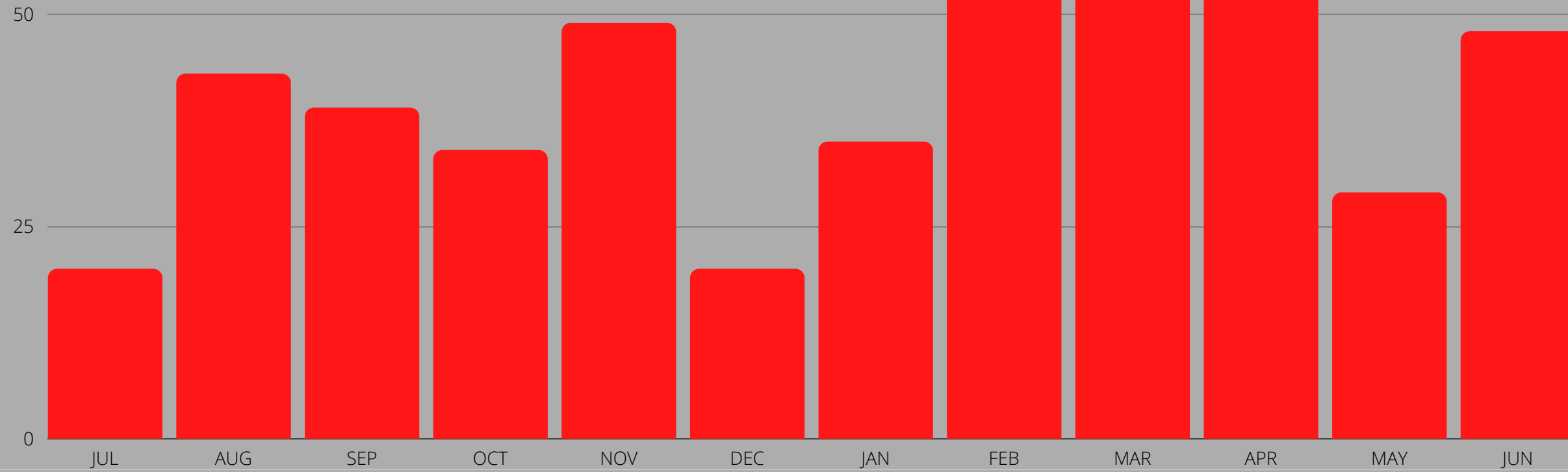




Quantity of Reels posted in a month is our #1 factor in reach.

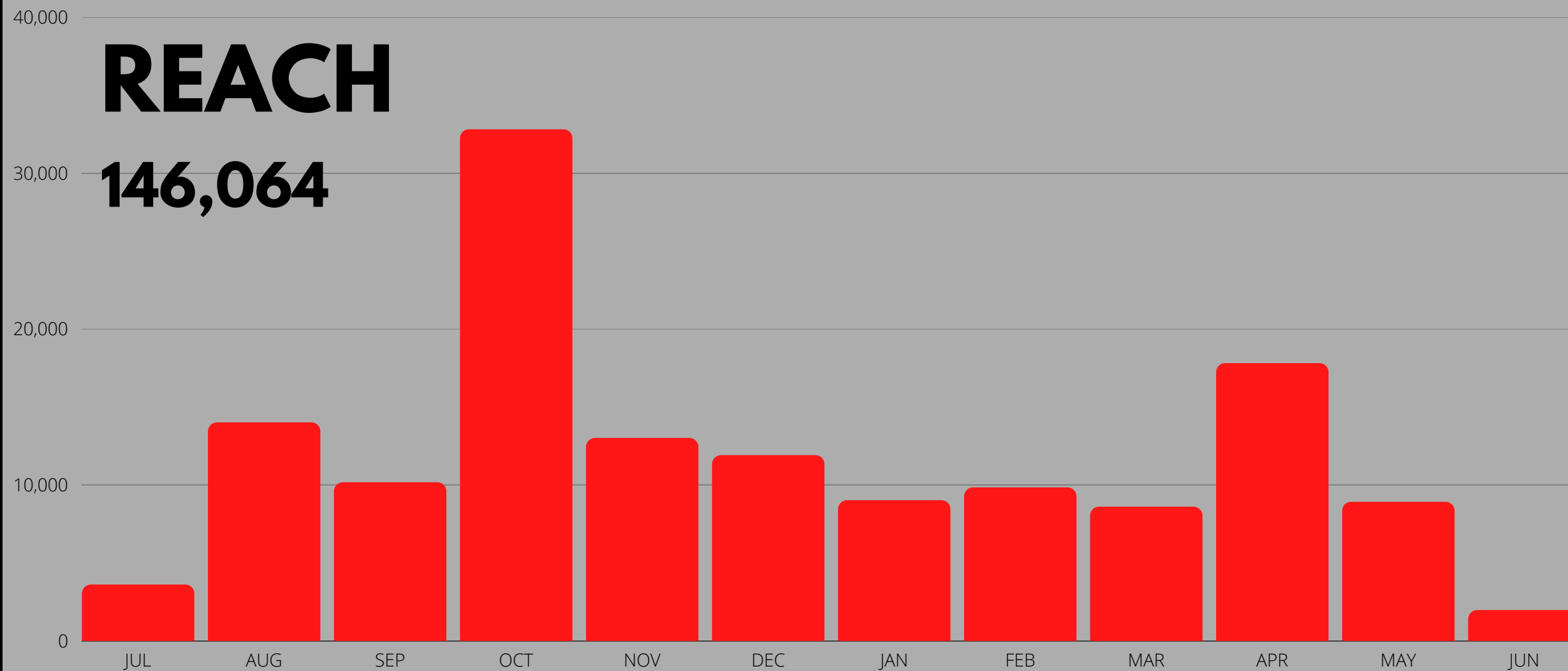
# FOLLOWS

543



# REACH

146,064





# TOP POSTS



All these posts are reels.

SIK All-State post was a collaboration post.

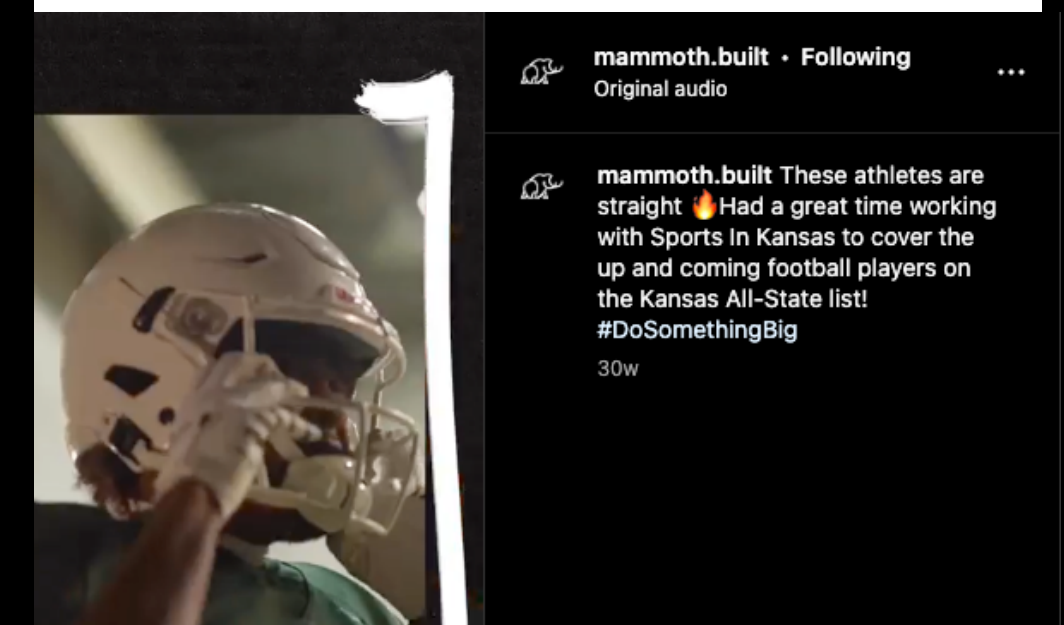
Our Royals content did not go viral on Instagram like it did on Twitter.

Optimization, creative trends, and catchiness are the biggest factors in Instagram success.

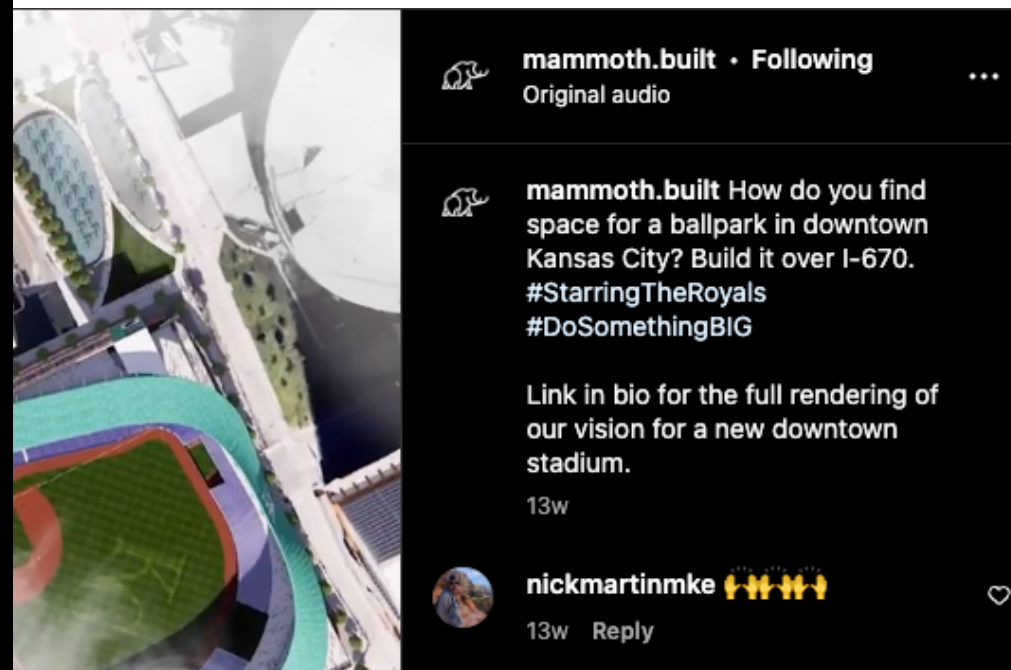
REACH - 8491  
[LENEXA OFFICE]



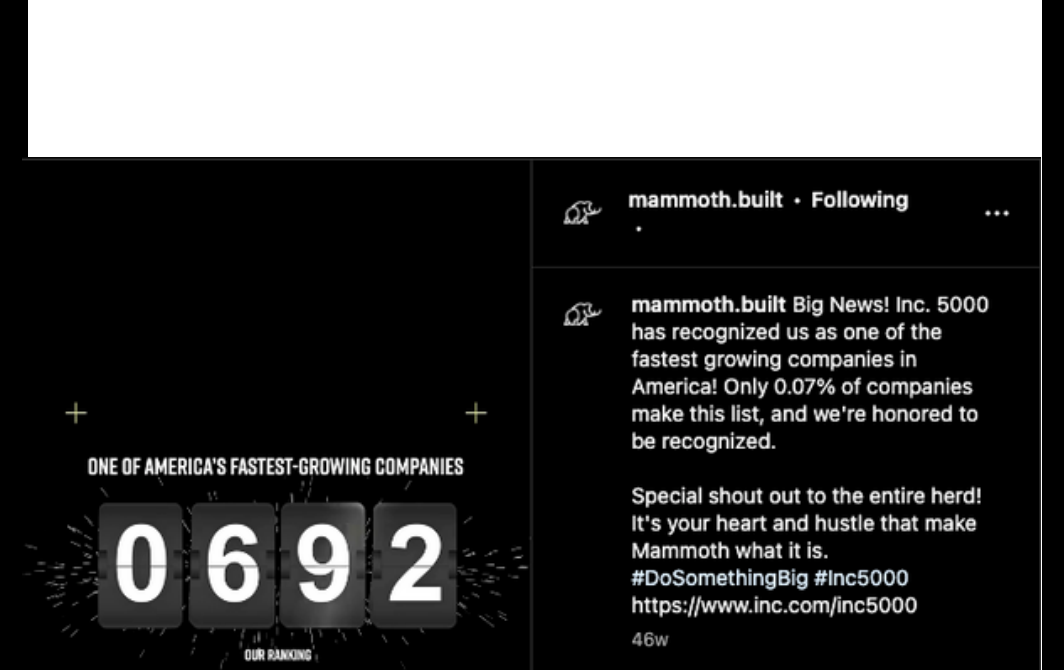
REACH - 8360  
[SIK ALL-STATE]



REACH - 7739  
[ROYALS STADIUM]



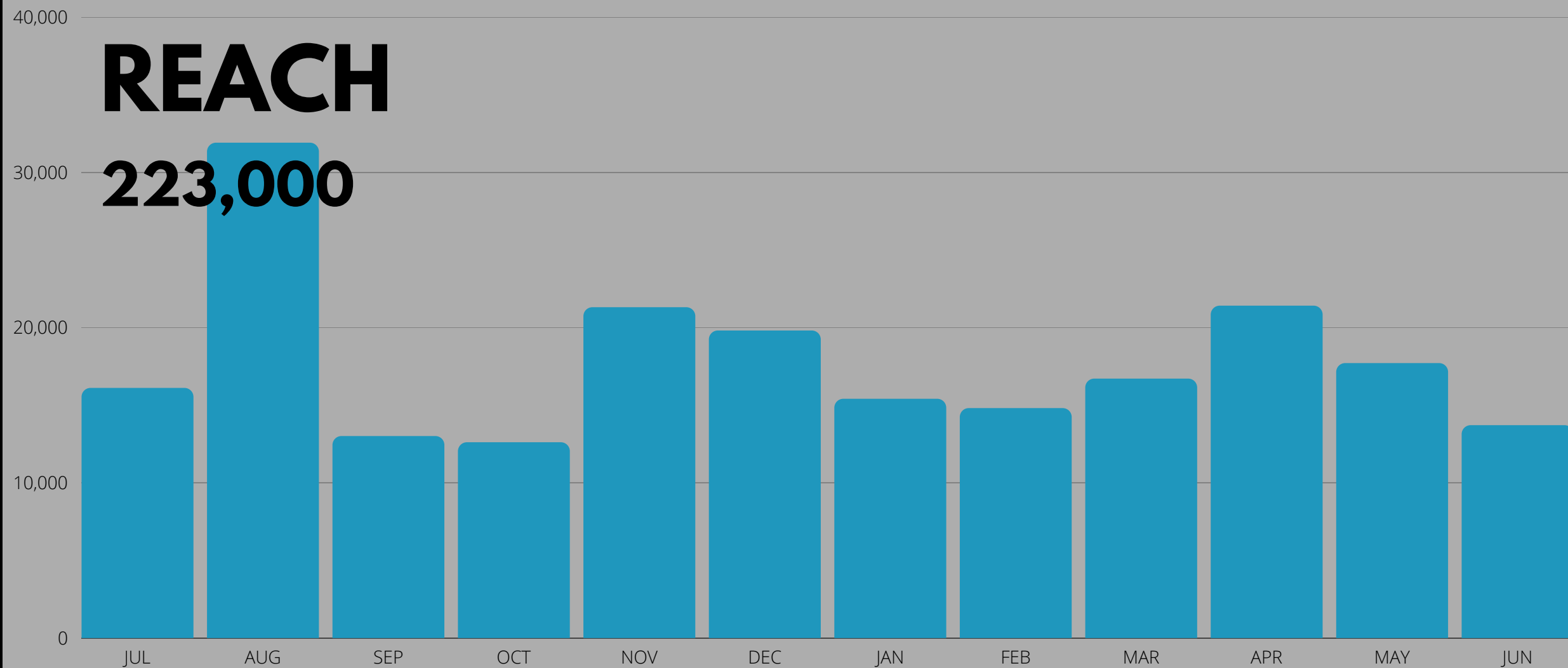
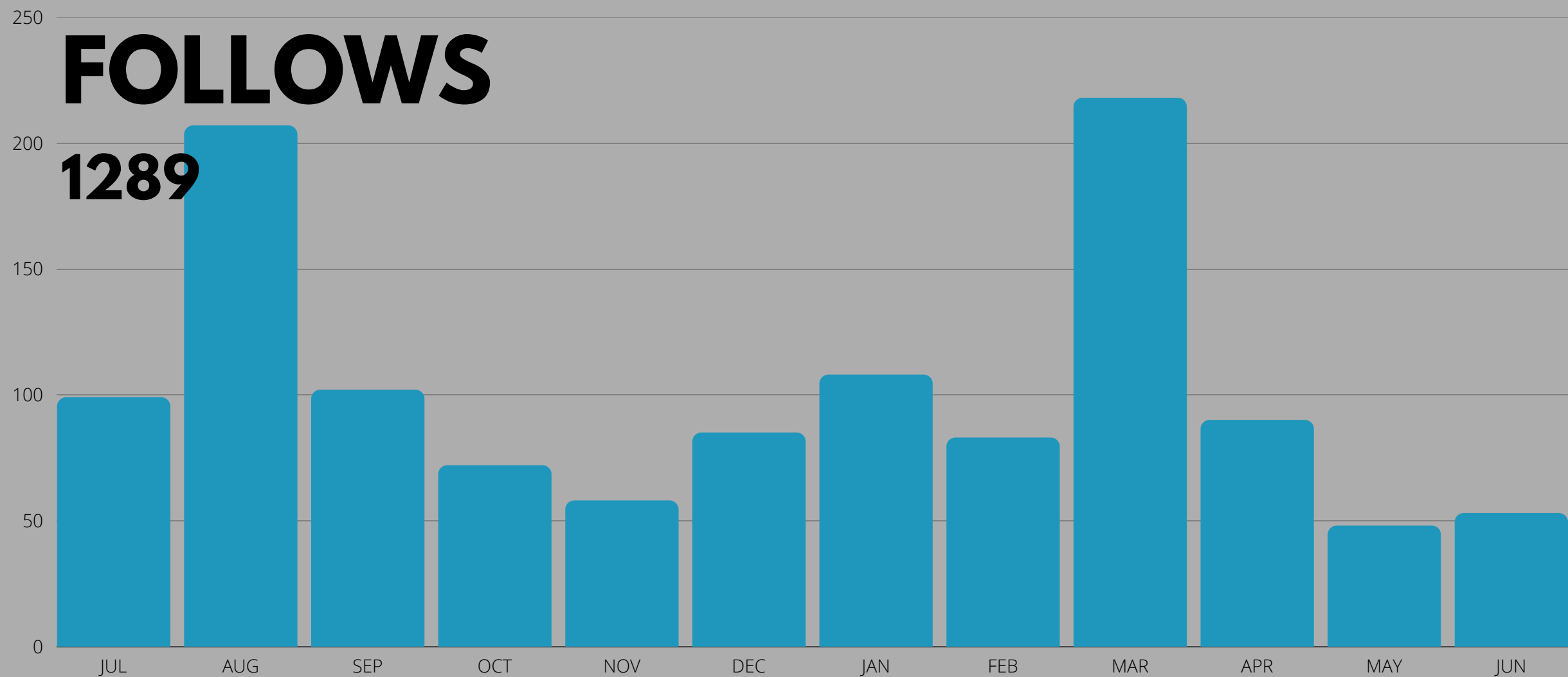
REACH - 7488  
[INC 5000]





Linked audience growth is similar to Twitter, but reach is similar to Instagram:

~People follow us for networking/business reasons, not to interact with content.



# TOP POSTS



Networking content performs.

REACH - 8524

Live look at the herd in Lenexa, settling into the new digs!  
[#DoSomethingBig](#)



REACH - 5825

How do you find space for a ballpark in downtown Kansas City? Build it over I-670. [#StarringTheRoyals](#) [#DoSomethingBIG](#)  
Kansas City Royals

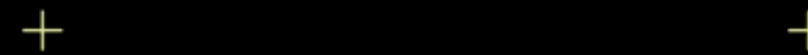
Check out the full rendering of our vision for a new downtown stadium:  
<https://lnkd.in/g/gy4764su>



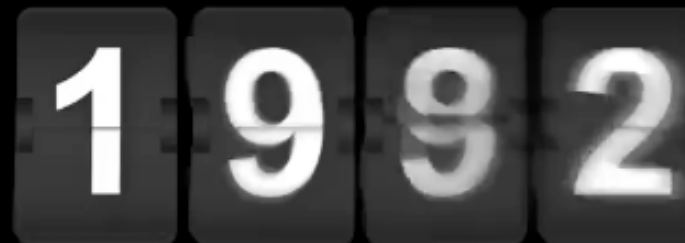
REACH - 5037

Big News! Inc. 5000 has recognized us as one of the fastest growing companies in America! Only 0.07% of companies make this list, and we're honored to be recognized.

Special shout out to the entire herd! It's your heart and hustle that make Mammoth what it is. [#DoSomethingBig](#) [#Inc5000](#)  
<https://lnkd.in/ggUGydu>



ONE OF AMERICA'S FASTEST-GROWING COMPANIES



REACH - 4878

Fundraising tip: The biggest reason people give is because they're asked!

Change fundraising from a chore into a tool that helps you transform your athletic program. Erica Schilling can teach you how!

[#DoSomethingBIG](#) [#Fundraising](#) [#Consulting](#)

MAMMOTH MOMENTS  
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# INSIGHTS

- Three things drive growth:
  - **Quality**- our coolest content usually does the best. [Royals]
  - **Engagement**- we are most successful when we (@MammothBuilt, BD, etc) engage with other audiences. [NACDA]
  - **Quantity**- our audience is interested in what we have to say. There has usually been a positive correlation between quantity and performance. [December 2023]
- Our platforms have noticeably different audiences.
  - **Twitter**- All things BD
  - **Facebook**- All things local
  - **Instagram**- All things new, exciting, trending
  - **Linked In**- Business

# ACTION ITEMS

- Develop systems for creating more content.
  - Refine content pillars.
- Create unique platform strategies.
- Hone brand voice.