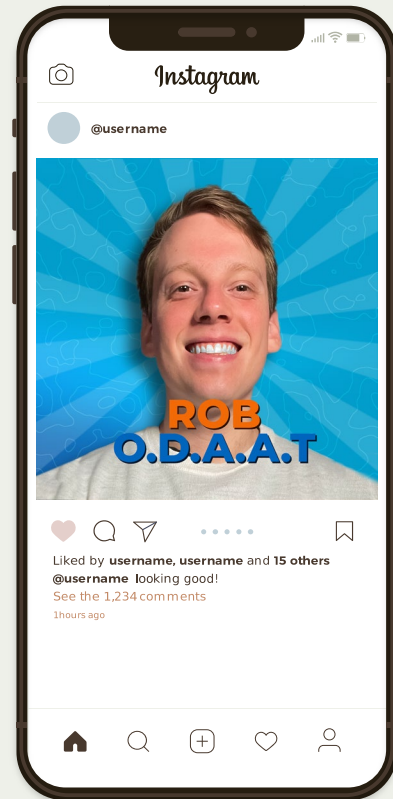


How Social Media Has Changed The Way We View Gambling

Presented by: Rob Minnick (@Rob_Odaat)





Agenda



- 0 1 How Gambling Is Perceived By -18
30 Year Olds Today
- 0 2 The Impacts Of Social Media
On Gambling Addiction
- 0 3 Why Short Form Content Is
The Future

About Me



- I am sharing the story of my gambling addiction and recovery on social media in an effort to help others avoid making the same mistakes
- I reach an average of 18 million people monthly across all platforms
- Graduated from Georgetown University in 2021 with an undergraduate degree in Anthropology
- My target audience is made up of young men and women between the ages of 18-30 and he shares his story with them on a daily basis

20 17

Before Gambling

20 20

The Beginning

20 21

The Peak

My Story Of Addiction



2022

My Rock Bottom

2023+

Recovery

My Story of Addiction





My Recovery



Last Bet

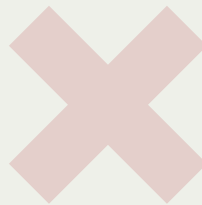
November 12, 2022

Days Clean

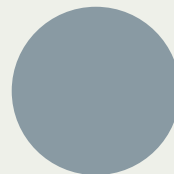
573 Days

Step 12

Having made an effort to practice these principles in all our affairs, we tried to carry this message to other compulsive gamblers



My Work



Youtube Video

“Chasing Gambling Losses Ruined Me”





Meeeeeee

commented: Please start betting again 2h



Reply

Like



Joseperez67

commented: If you were winning you wouldn't have this problem... 2d



Reply

Like



user695969696876969

replied to your comment: There are many profitable sports bettors 2d



Reply

Like



lazy_hell

commented: Bro you just a quitter 47m



Reply

Like



SammyShreds

commented: Just start gambling again bro, you prob were realllly close to a big win 2d



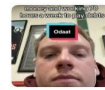
Reply

Like



xanax.eth

commented: Bro you were close to hitting the jackpot 2d

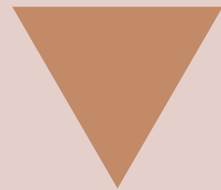


Reply

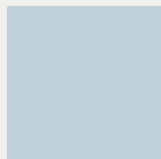
Like



How Gambling Is Perceived By 18 - 30 Year Olds Today



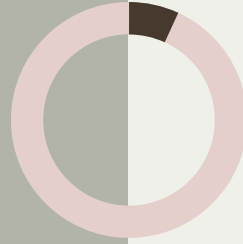
\$ 2 5 0 , 0 0 0 , 0 0 0 , 0 0 0



In 2022, the US players gambled for \$250B, or \$764/capita

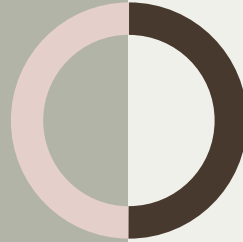


Alarming Statistics



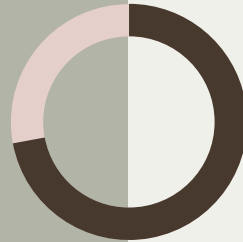
1.2 - 6.2%

~ 20 million people addicted
to gambling in the US



50.2%

Slot machine players
have gambling problems



72.5%

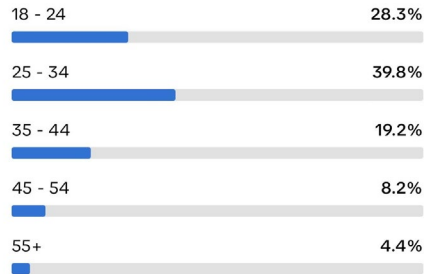
~246 million active social
media users in the US

The Impact Of Social Media: Tiktok



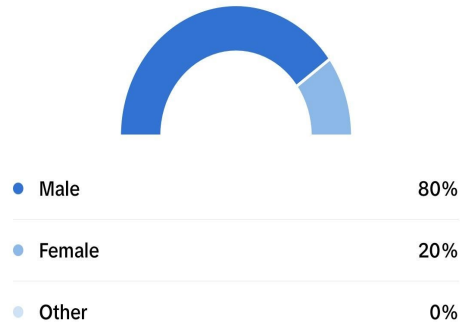
Follower insights ⓘ

Gender Age Top countries/regions Top c



Follower insights ⓘ

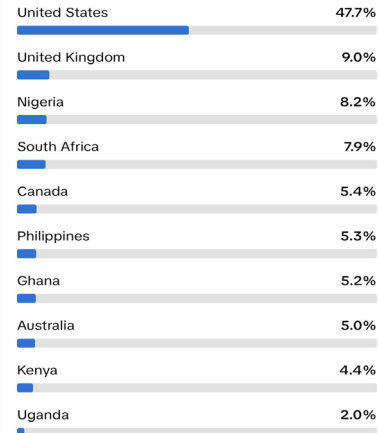
Gender Age Top countries/regions Top c



Total Users: 1.7B

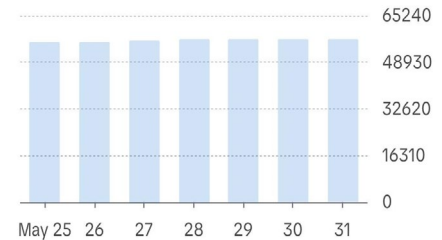
Follower insights ⓘ

Gender Age Top countries/regions Top c



Most active times ⓘ

Hours Days



The Impact Of Social Media: Youtube



Age and gender

Views · Lifetime

All

Videos

Shorts

Live



Top geographies

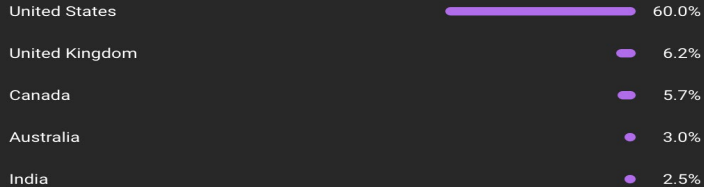
Views · Lifetime

All

Videos

Shorts

Live



[SEE MORE](#)



Total Users: 2.5B

The Impact Of Social Media: Instagram



Most active times

Hours

Days

< Wednesdays >



Gender

93.2%
Men



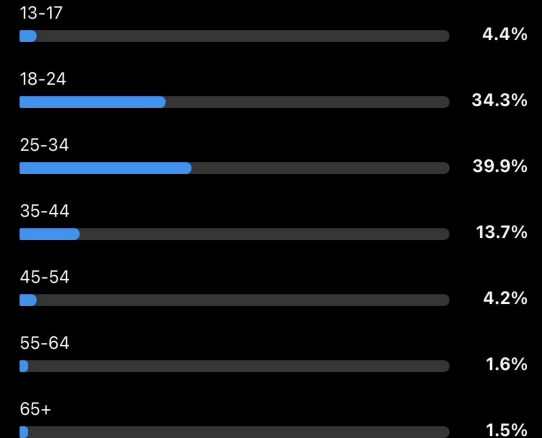
6.7%
Women

Age range

All

Men

Women



Total Users: 2.4B



The Good



<https://www.tiktok.com/t/ZPRKadTKU/>



<https://www.tiktok.com/t/ZPRKaJ8UY/>



The Bad





"I don't think I can stop
betting"

<https://www.tiktok.com/t/ZPRKaRUGJ/>



The Good





The Bad



https://youtube.com/shorts/nR5qzVU2utI?si=1jscl_jx34MAkAYX

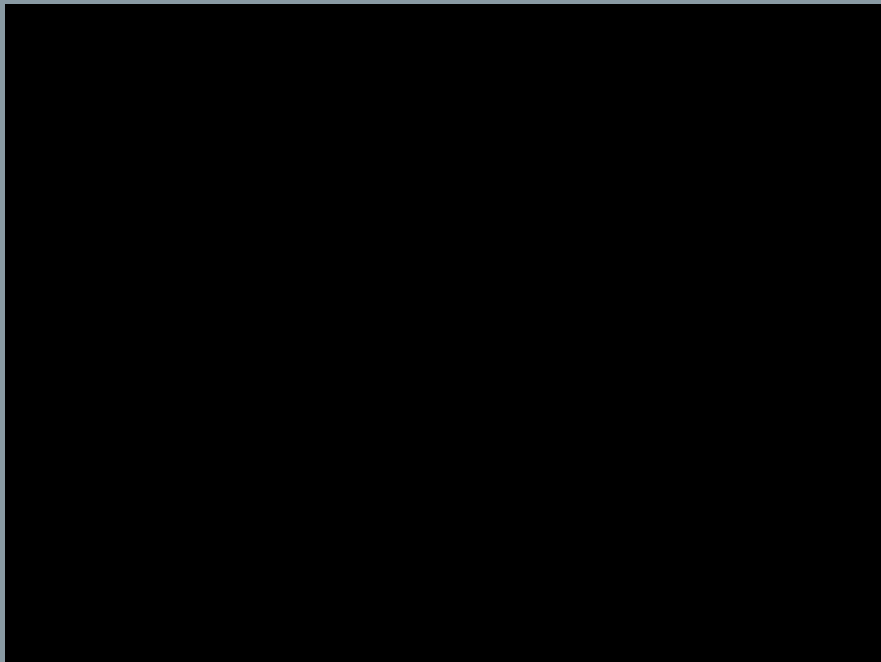


Why are you so open about
your gambling addiction?



The Good





<https://www.tiktok.com/t/ZPRK5p9jy/>

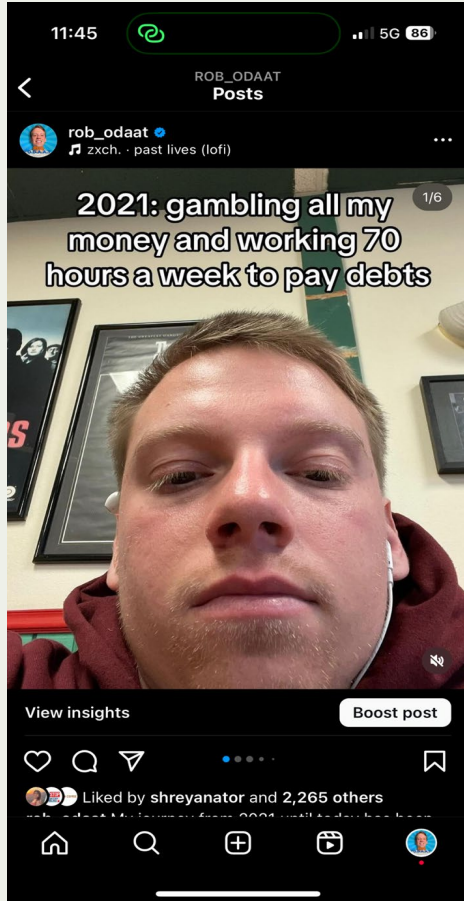
The Bad



What did you notice?

Takeaways About Online Trends

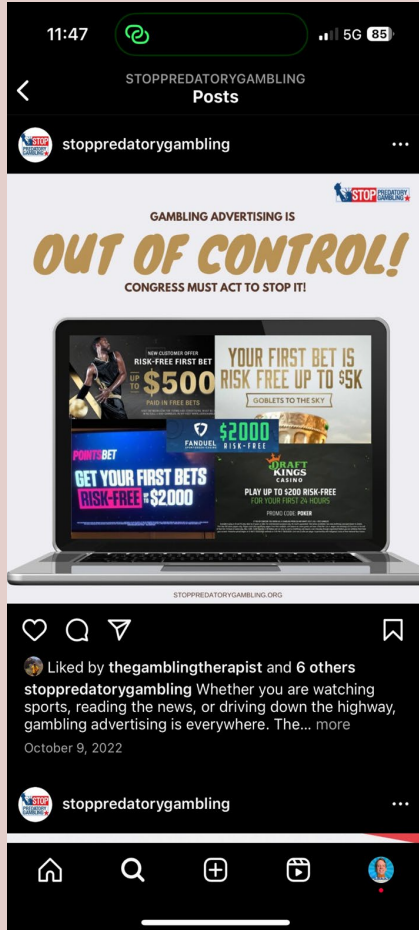
This Vs That



What did you notice?

Organic VS. Clinical Content

This Vs That





I Know What You're Thinking



Not enough time

Not my age group

No idea where to
start

No ideas to create

I can't do this!

Age Group

What's our target age group?

Socioeconomic Status

What's our target economic status?

Gender

Are we targeting a specific gender?

Pain Points

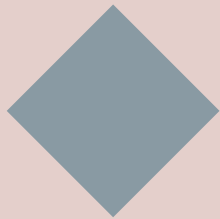
What are our target audiences Pain Points and how can we help?



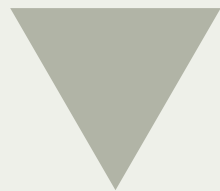
Activity

Let's break down those false beliefs





Let's Build It Out!





Challenges & Opportunities



Challenge

Reaching an audience
that thinks they aren't
even gambling

Opportunity

Get more people into
treatment/create
awareness that
treatment exists

Challenge

No instant
success/virality
Needs consistency

Opportunity

Reach a difficult
audience to connect
with

Challenge

Navigating hate
comments/sifting
through the noise

Opportunity

Bring marketing/business
practices into a field
focused on clinical
knowledge

We are most equipped to help
the person we used to be

Conclusion

Thank you!

Questions ?

Contact Info

Want me to consult on your content? Let's connect!

Contact Information:

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Website: <https://Robodaat.com>

Socials:

https://www.tiktok.com/@rob_odaat

https://youtube.com/@rob_odaat

https://www.instagram.com/rob_odaat/

