

KIDS

FALL FESTIVAL

ANOKA COUNTY FAIRGROUNDS, ANOKA, MN - DIVISION 1

2D. Social Media Plan- Non-Fair Facility Usage

Goal

The overall goal for this marketing plan was to get the word out to young families in The Anoka County area. This event was a first time event, and we didn't know if it would be successful. We wanted to reach young families from the ages of 24 - 38.

We ran this entire campaign to only women on our paid ads, as women usually plan, and this was also over deer opening for the hunters. We started marketing this heavily only a month before the festival. People in MN hold tightly to the summer months and weather.

We used social media mom influencers to help us reach the audience we wanted. The event was over Minnesota Education Weekend, so the kids were out of school.

One of the main goals was to piggyback off of Anoka Halloween being the Halloween Capital of the World. Our goal was to get 1,000 people a day at the three day event. This would cover all of our expenses and leave enough money to donate to the local food shelf.

Budget

The Fall Festival was a new event, so the board had never had to set a budget for an event like this. The budget received for social media & marketing was \$1,000 for all expenses. \$800 was allocated to social media advertising. The total spent was \$780.

The mom influencers we used were not paid, but received gate admission. This helped our budget and also helped us reach more of our demographic.

Results

Overall the turn out for this event exceeded our expectations. We were hoping for 1,000 people per day at the event. We ended up with 6,320 people attend. Netting \$67,275 with a profit of \$31,198.77 after donations to the Food Shelf and to The Local Knights of Columbus (Not - So - Scary) Haunted House.

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Reach

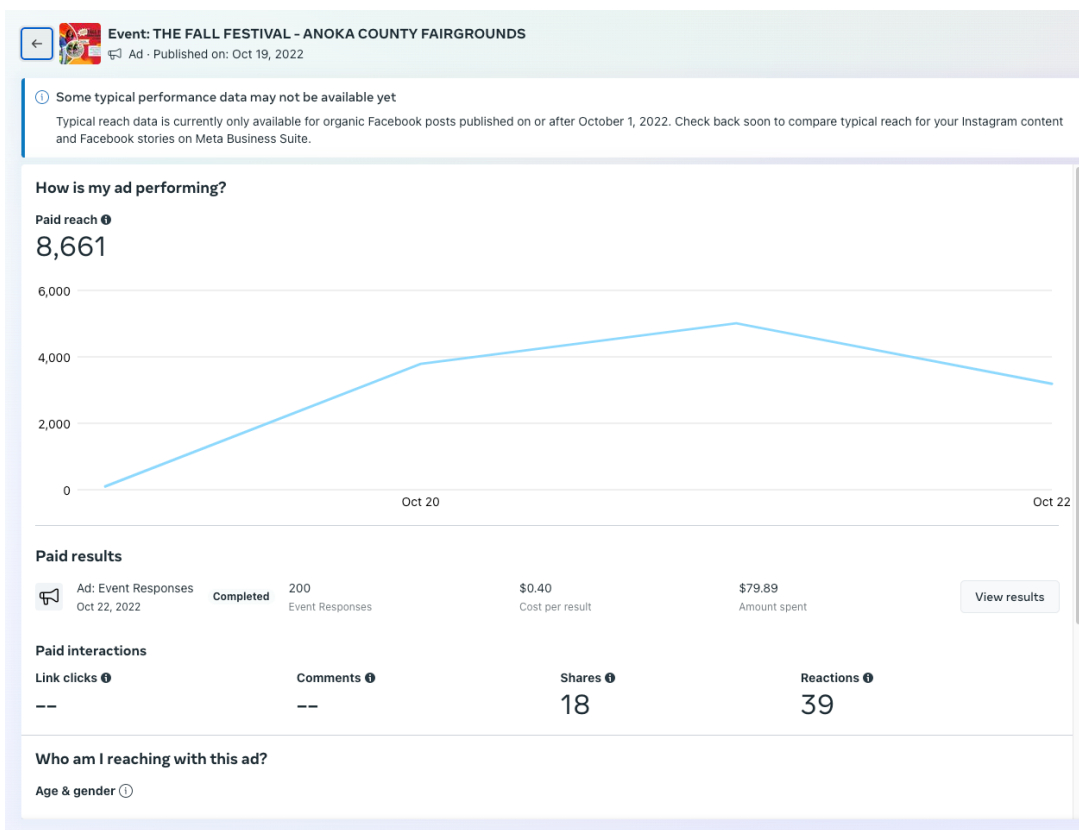
Here is a look at our best performing posts for the campaign. Because we had shared in the local community on community groups like MN MOMS, Stay at Home Moms of Anoka, Anoka Community Page, and Things to do in MN, we reached more. All of those groups that shared the event or post were sharing for free but gave the event more of a name.

Ad account: Michaela Liebl 6002576660768 | Export data | Sep 1, 2022 - Oct 31, 2022

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or ... | Columns

Title	Type	Date published	Reach
The Fall Festival at The Anoka County Fair ru... Anoka County Fair	Post	Sep 13, 2022	117.6K Accounts Center acc...
THE FALL FESTIVAL - ANOKA COUNT... Anoka County Fair	Ad	Sep 14, 2022	55.6K Accounts Center acc...
IT WAS A GREAT FIRST DAY!! See you all tom... Anoka County Fair	Post	Oct 20, 2022	38.3K Accounts Center acc...
Post: "The Fall Festival at The Anoka C... Anoka County Fair	Ad	Oct 7, 2022	20.2K Accounts Center acc...
Event: THE FALL FESTIVAL - ANOKA C... Anoka County Fair	Ad	Sep 22, 2022	18.2K Accounts Center acc...
DID SOMEONE SAY Koo Koo Kanga Roo?! Th... Anoka County Fair	Post	Sep 22, 2022	13.9K Accounts Center acc...
Event: THE FALL FESTIVAL - ANOKA C... Anoka County Fair	Ad	Oct 14, 2022	13.5K Accounts Center acc...
Post: "The Fall Festival at The Anoka C... Anoka County Fair	Ad	Sep 22, 2022	12.7K Accounts Center acc...
BREAKING NEWS: The Anoka County Fairgro... Anoka County Fair	Post	Sep 12, 2022	12K



Event Reach

This shows the event reach in the marketing campaign. We had 8,661 who were interested in the event on Facebook.

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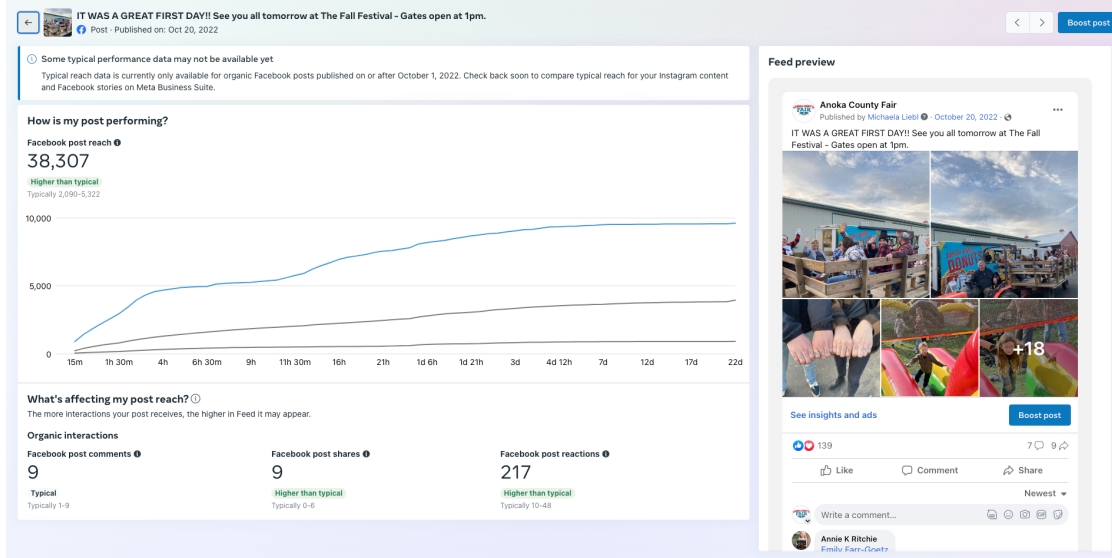
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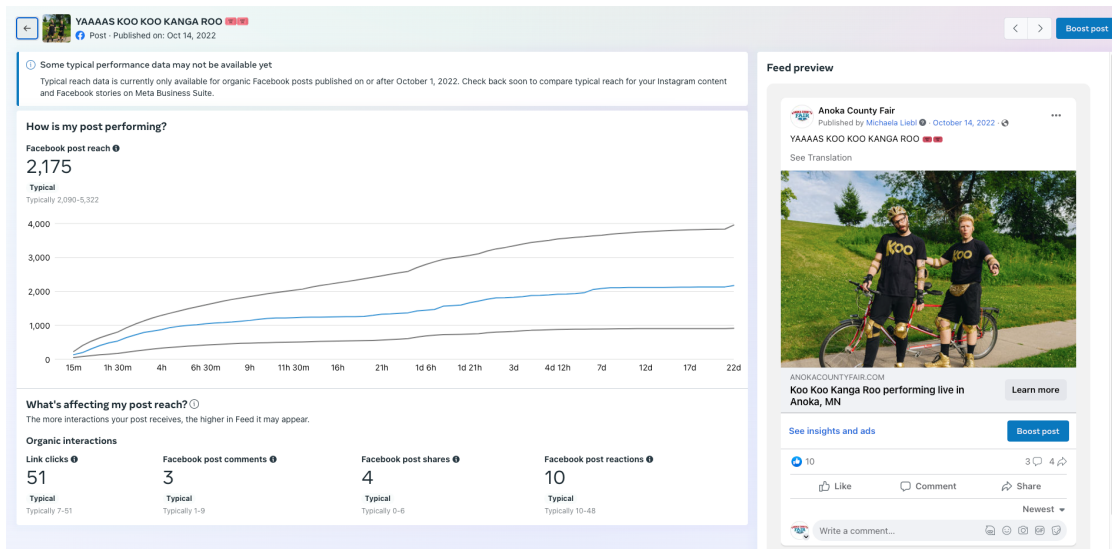
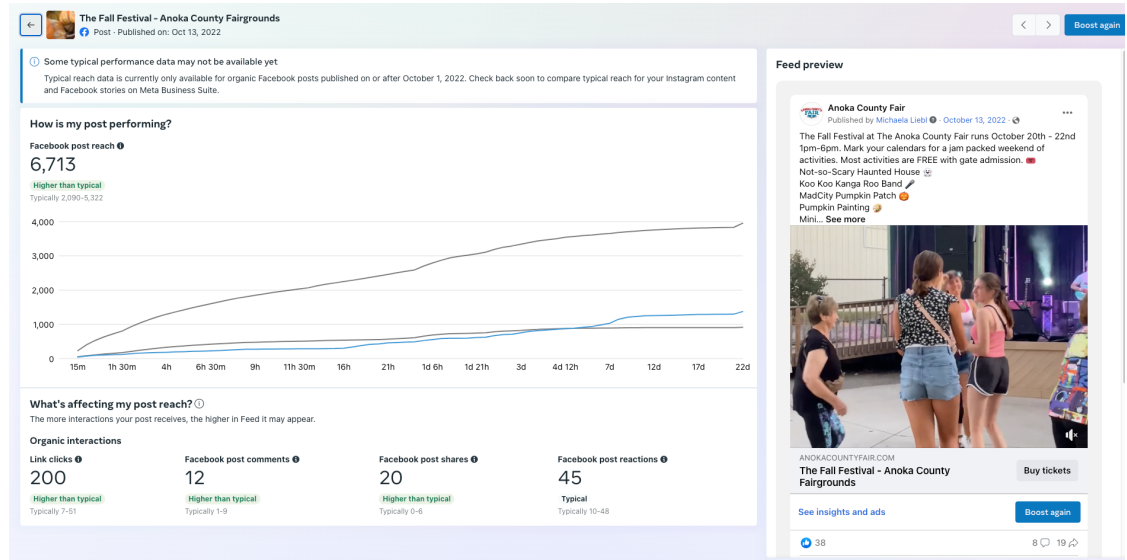
First Day Recap Post

Since this was a first year event, people didn't know what to expect from this event. After the first day and the influencers' posts, as well as this post, we had a lot more interest in the event.



Video Promotion

This is a video campaign that we used for marketing on Facebook and Instagram. This video was pulled from areas and attractions at the fair that would be utilized at the Fall Festival.



Koo Koo Announcement

This was the announcement for Koo Koo Kangaroo. This was after the event was posted, but we booked Koo Koo later on as a headliner, so we made an announcement separately for their fans.