

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

Form of Promotion (what type of promotion was it and where did it appear):

Who was your target market?

What was the reach?

What was the ROI or outcome

Alameda County Fair

Division 5_Social Media Campaign

Class 3



Video Insights: Jun 1, 2017 - Jul 10, 2017

Daily data is recorded in the Pacific Time Zone

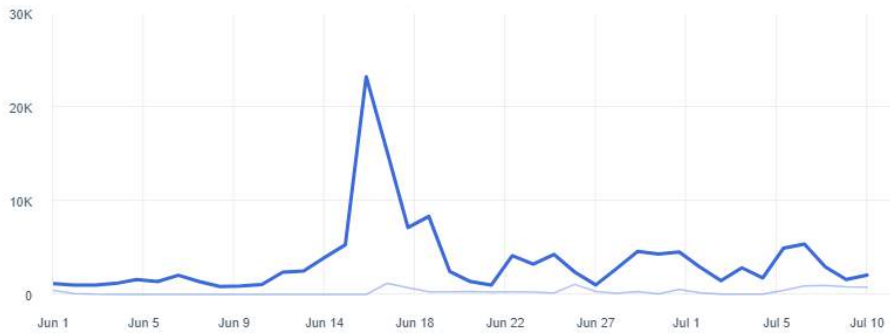
Jun 1, 2017 - Jul 10, 2017

Performance > METRICS FOR ALL YOUR VIDEOS FROM 6/1 - 7/10 COMPARED TO THE PREVIOUS 40 DAYS

143.6K Minutes Viewed ▲ 1209% from previous 40 days	457K Video Views ▲ 818% from previous 40 days
--	--

Jun 1, 2017 - Jul 10, 2017

143,591 Minutes Viewed **10,973** Previous Period




Top Videos > HIGHEST PERFORMING VIDEOS BY MINUTES VIEWED FROM 6/1 - 7/10

Video **Post**

Alameda County Fair was live.
Published by Angel Moore (P) · July 6 · 🌐

LIVE with Jagua in Artisan Alley



15:00

✔️ **Get More Likes, Comments and Shares**
Boost this post for \$11 to reach up to 3,200 people.

👤 19,854 people reached Boost Post

👍 84 49 Comments 2 Shares 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

19,854 People Reached

8,095 Video Views

313 Reactions, Comments & Shares

208 👍 Like	202 On Post	6 On Shares
43 ❤️ Love	42 On Post	1 On Shares
5 😂 Haha	5 On Post	0 On Shares
51 💬 Comments	51 On Post	0 On Shares
3 ➦ Shares	2 On Post	1 On Shares

855 Post Clicks

104 Clicks to Play 🎥	0 Link Clicks	751 Other Clicks 🌐
-------------------------	------------------	-----------------------

NEGATIVE FEEDBACK

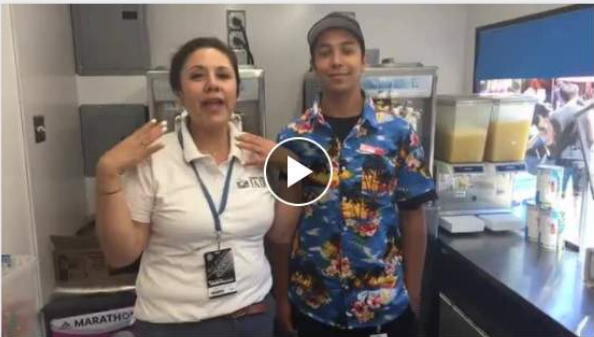
19 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

These metrics may not be updated yet with the most recent data that appears on posts.

Create Post With Video Edit Post Boost Post

Video **Post**



Alameda County Fair
Dole Whippin' with Noah

5:54 · Was Live: 06/25/2017 · [View Permalink](#) 🌐

Performance for Your Post 🔍

👁️ Peak Live Viewers 40 >

🕒 Minutes Viewed 3,475 >

📺 Video Views 8,702 >

📺 10-Second Views 2,255 >

📺 Video Average Watch Time 0:11 >

👤 Audience and Engagement >

These metrics may not be updated yet with the most recent data that appears on posts.

Create Post With Video Edit Post Boost Post


Dole Whips were a first time vendor at the 2017 Fair, the livestream video allowed us to highlight a new vendor and push more sales to their stand.

Viewers engaged during the livestream, asked questions, and let us know how much they loved Ryann's Happy Day Pony Rides!

Video
Post

Alameda County Fair was live.
 Published by Angel Moore · 171 · June 28 · 🌐

Memories with Ryann's Happy Day Pony Rides



11:25

🟢 **Get More Likes, Comments and Shares**
 Boost this post for \$11 to reach up to 3,100 people.

👤 19,620 people reached Boost Post

👍❤️👏 142 51 Comments 13 Shares 🌐

👍 Like 💬 Comment ➦ Share

Write a comment... 😊 📷 🗨️ 🤖

Top Comments

- Bernel Hallera** · 6:06 Tell Angel Bernel said hello! I love the Alameda County Fair!
 Like · Reply · Message · 📍 2 · June 28 at 8:35pm
- Jenn Prendergast** · 0:26 Best pony ride operation I've ever seen 😊
 Like · Reply · Message · 📍 2 · June 28 at 10:43pm
- Serina Frost** · 8:50 My girl's love the pony rides. We have ridden them every year since my oldest was about 1 1/2-2 years old and she's now 8. And we look forward to doing it again this year 😊
 Like · Reply · Message · 📍 3 · June 28 at 8:38pm
- Jennifer Druley** · 0:00 Our son is 8 and has been doing this pony ride every year for at least 5 years. This is one of the first places we go to when we get to the fair. Thanks for such a great experience!!
 Like · Reply · Message · 📍 1 · June 28 at 9:21pm
- Ryann Boeger-Newman** · 9:20 Wow that's a handsome cowboy!!
 Like · Reply · Message · 📍 8 · June 28 at 8:39pm
- Annmarie Mota** · 7:07 He is the nicest man! He's been so pleasant since we started making the pony rides a tradition 3 years ago! Thanks for all the great info!
 Like · Reply · Message · 📍 1 · June 28 at 9:55pm

Performance for Your Post

19,620 People Reached

9,860 Video Views

501 Reactions, Comments & Shares

327 👍 Like	141 On Post	186 On Shares
85 ❤️ Love	49 On Post	36 On Shares
1 😞 Sad	1 On Post	0 On Shares
1 😡 Angry	1 On Post	0 On Shares
80 Comments	54 On Post	26 On Shares
13 Shares	13 On Post	0 On Shares

1,139 Post Clicks

119 Clicks to Play 🎵	0 Link Clicks	1,020 Other Clicks 📄
--------------------------------	-------------------------	--------------------------------

NEGATIVE FEEDBACK

26 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: E023FD

Division: Section 1.3 - Media & Marketing

Class: 05 Social Media Campaign

Title: Alameda County Fair

Description:

Notes:

