

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 8 – Fairtime Innovative Marketing Strategy

Class 3

Name	Type	Size	Availability	Date Created
Lookalike (US, 2% to 5%) - 2017_LAA_Horse Racing_101517	Lookalike Custom Audience: 2017_LAA_Horse Racing_101517	6,300,000	Ready	10/19/2017 6:38am
Lookalike (US, 1% to 2%) - 2017_LAA_Horse Racing_101517	Lookalike Custom Audience: 2017_LAA_Horse Racing_101517	2,100,000	Ready	10/19/2017 6:38am
Lookalike (US, 1%) - 2017_LAA_Horse Racing_101517	Lookalike Custom Audience: 2017_LAA_Horse Racing_101517	2,100,000	Ready	10/19/2017 6:38am
2017_LAA_Horse Racing_101517	Custom Audience Customer List	—	Audience too small	10/19/2017 6:37am
Lookalike (US, 1% to 2%) - 2017_GoodGuys_Custom Audience for Poker Run	Lookalike 2017_GoodGuys_Custom Audience for Poker Run	2,100,000	Ready	09/07/2017 8:35pm
Lookalike (US, 1%) - 2017_GoodGuys_Custom Audience for Poker Run	Lookalike 2017_GoodGuys_Custom Audience for Poker Run	2,100,000	Ready	09/07/2017 8:35pm
Lookalike (US, 2% to 5%) - 2017_GoodGuys_Custom Audience for Poker Run	Lookalike 2017_GoodGuys_Custom Audience for Poker Run	6,300,000	Ready	09/07/2017 8:35pm
2017_GoodGuys_Custom Audience for Poker Run	Custom Audience Engagement - Event	800	Ready	09/07/2017 8:34pm
Lookalike (US, 2% to 5%) - 2017_Poker Run_LA_Event Responses	Lookalike 2017_Poker Run_LA_Event Responses	6,100,000	Ready	09/04/2017 2:15pm
Lookalike (US, 1% to 2%) - 2017_Poker Run_LA_Event Responses	Lookalike 2017_Poker Run_LA_Event Responses	2,100,000	Ready	09/04/2017 2:15pm
Lookalike (US, 1%) - 2017_Poker Run_LA_Event Responses	Lookalike 2017_Poker Run_LA_Event Responses	2,100,000	Ready	09/04/2017 2:14pm
2017_Poker Run_LA_Event Responses	Custom Audience Engagement - Event	90	Ready	09/04/2017 2:14pm
DerbyDogDash_082017	Saved Audience	2,300,000	Ready Last updated 08/29/2017	08/29/2017 9:16am

Custom, Look-Alike, and Saved Audiences can be created within Facebooks Audience Tab in Ads Manager.

Samples of ads created that used Look-Alike Audiences. Carnival ride wristbands increased 77% in 2016 and was advertised through Facebook Ads with look-alike audience only!



**Discount Unlimited Ride
Wristbands On Sale Now!**

Shop Now



Alameda County Fair posted an offer.  
Sponsored · 

Big O Tires Concert Series Presents: Plain White T's - \$18, includes admission



2 people saved this offer

Save



Melissa Delgado-Sanchez and 36 others

3 Comments

The Custom Audience feature was used to target concert goers and increase advance sale of concerts and offer discounts to slow selling shows.

Special events during Fair like Craft Beer Fest below utilized Look-alike audience feature on Facebook to sell tickets to the event



Sponsored ·

Date: Saturday, June 24th

Location: Alameda County Fair, Infield at Race Track

GENERAL ADMISSION TICKET

General Admission Ticket: \$45

Time: 2PM – 5PM

... More



Red, White & Brew Fest,
June 24, 2017

etix.com

Get Tickets



Autumn Bethany Clarkson and 68 others

9 Comments · 13 Shares

Like

Comment

Share

PDF Entry Information

Exhibitor Name: Tiffany Burrow

WEN: D29A9D

Division: Section 1.3 - Media & Marketing

Class: 08 Fairtime Innovative Marketing s

Title: Alameda County Fair

Description:

Notes:

