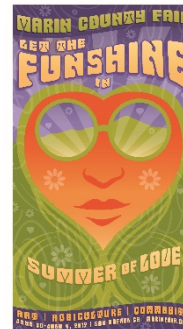


2017 WFA ACHIEVEMENT AWARDS PROGRAM
Innovations & Management Excellence
FORM FOR DIVISIONS 13 – 27



FAIR NAME: Marin County Fair (New Innovative Use of Technology)

CLASS: 2

DIVISION: 18

a) What was the goal?

- **Goal 1:** The Marin County Fair defined a goal of using analytic research in the decision-making process for marketing strategies and initiatives for the Fair website design, with email content hierarchy, and social media posts and boosts.
- **Goal 2:** We know from data collected at past WFA marketing sessions that the Marin County Fair's online ticket sales percentage was 11% of total which was one of the worst in the industry. We learned that most Fairs have an average of 30% online ticket sales so our goal was to increase that sales number to at least 20% this year.

b) How did you achieve the goal?

- We established a team that included County web designers and IT staff, Fair marketing staff, and the Fair administrative team to look at the website, email, and social media analytics to best respond to our users.
- Here are some strategies we implemented:
- **Marin County Fair Website:** Our query was to decide whether to keep the feature "Daily Photo Gallery" on the homepage of the Fair website. That feature has a large workload element on the backend so we wanted to make an informed decision about whether to keep it or not. We researched the web traffic analytics for the past five years and tracked the click and open rates which declined each year.
- **Email Marketing:** We created a strategy that included dedicated eblasts as well as features into our monthly newsletter to encourage fairgoers to buy tickets in advance and online. We discounted online tickets to support this goal.
- **Social Media:** We constantly use social media analytics to help in our ticket sales strategy especially with early bird tickets and discount offers. We study Facebook analytics to learn about who our fans are, what age they are and where they live. With our Facebook boosts, we created new audience segments to attract new fans and followers based on their entertainment interests, their proximity to our venue, and their cultural decision-making habits all with the goal to drive advance ticket sales.

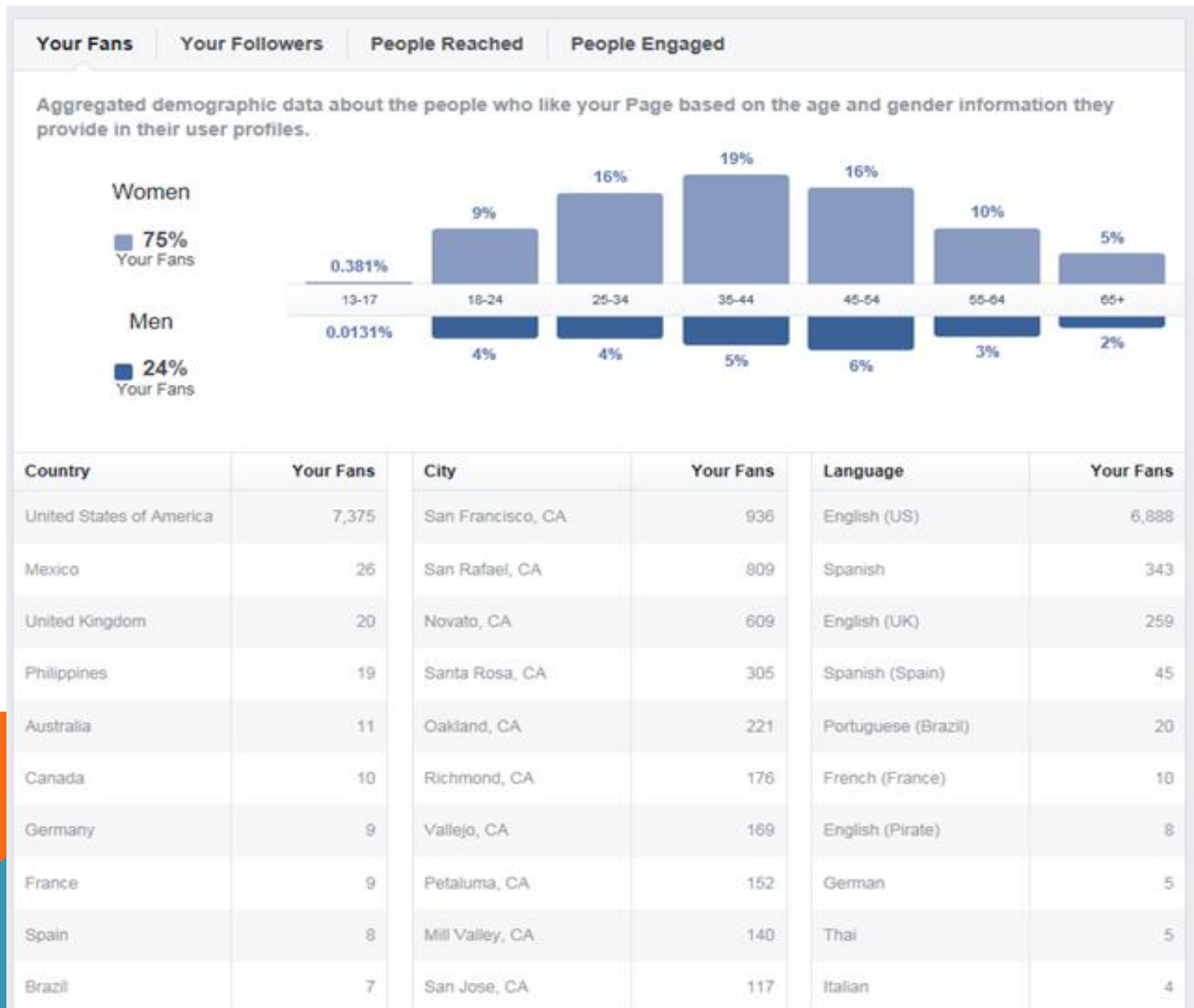
c) What were the results?

- **Marin County Fair Website:** We eliminated the "Daily Photo Gallery" from the homepage of the website as our research showed that the traffic was decreasing each year and that our efforts were better spent on showcasing photos through our social media channels. With social media we also have a better way of engaging with our fans through likes and comments.
- **Email and Social Media:** With our email marketing and social media efforts, we increased online ticket sales from 11% last year to 20% this year. We are thrilled with this result as we now can survey those ticket buyers to get more analytical data to better serve them in the future.

**MARIN COUNTY FAIR ON
SOCIAL MEDIA**

FACEBOOK, INSTAGRAM, TWITTER, SNAPCHAT

FACEBOOK – FANS



FACEBOOK – FOLLOWERS

Net Followers

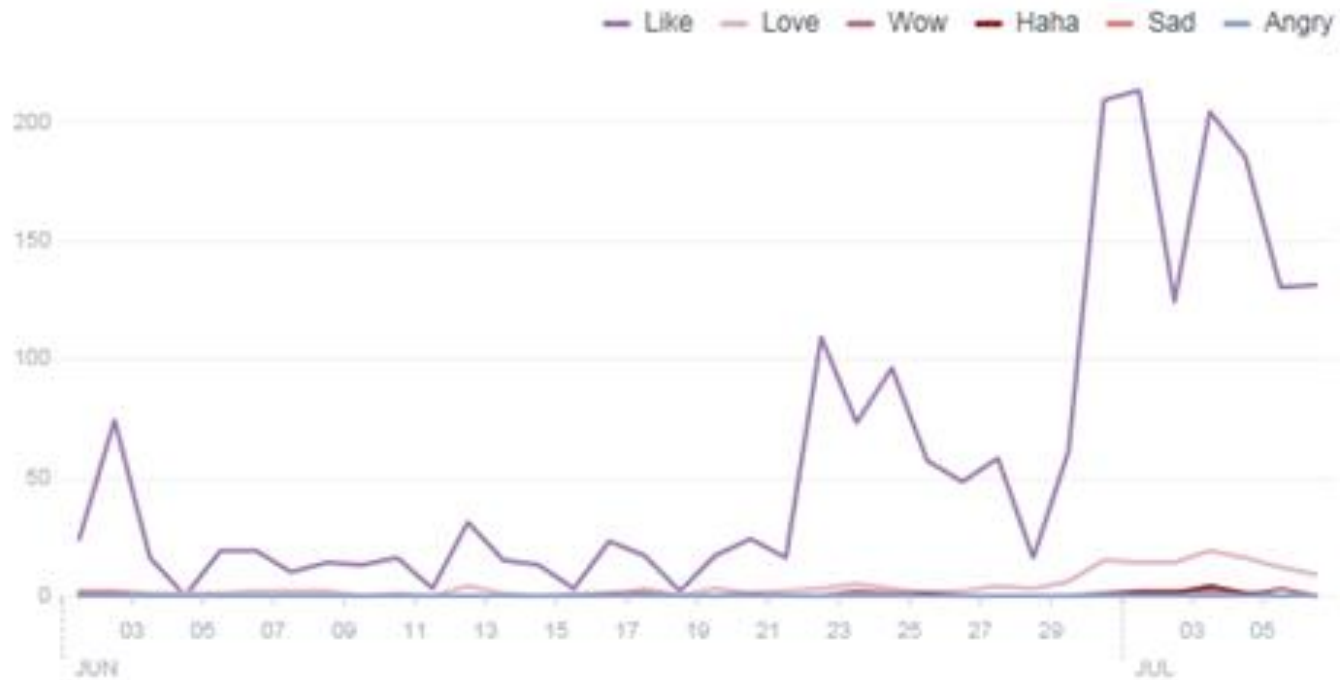
Net followers shows the number of new followers minus the number of unfollows.



FACEBOOK – REACTIONS

Reactions

Likes and other ways people react to your Page posts.



BENCHMARK

Compare your average performance over time.

Like

Love

Wow

Haha

Sad

Angry

INSTAGRAM

- Followers in 2016: **312** → Followers in 2017: **619**
- #marincountyfair 6,311 posts
- 196 posts total

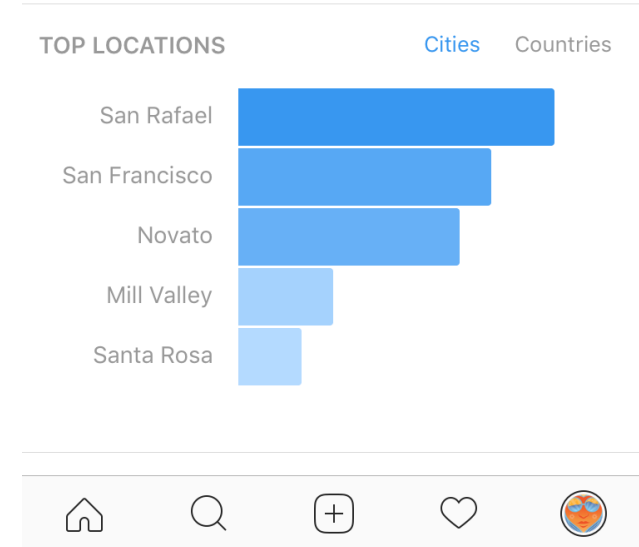
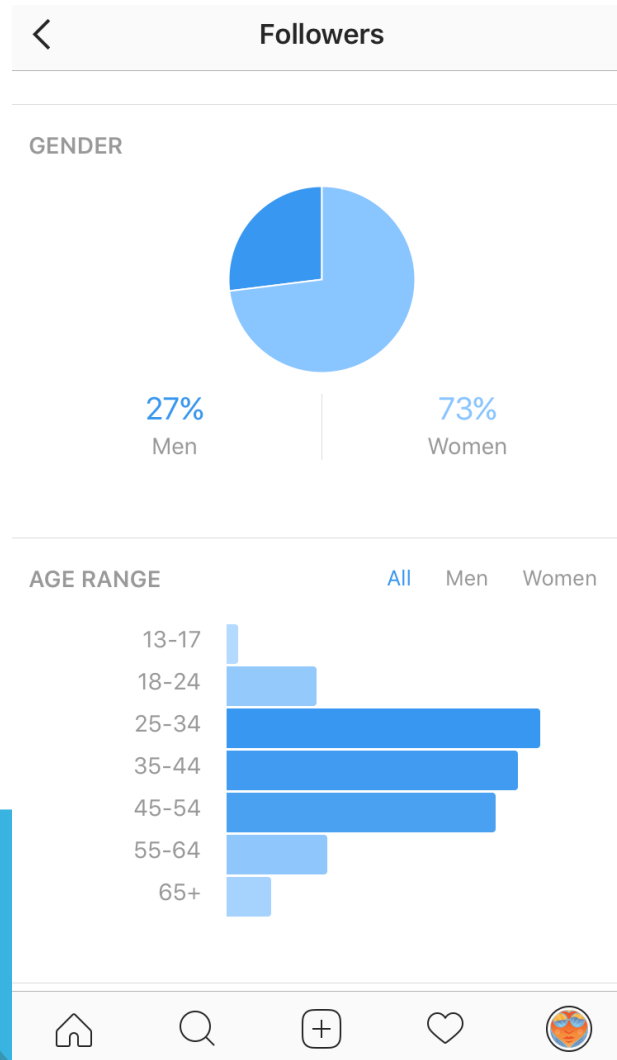


INSTAGRAM

73% of followers are women
27% of followers are men

Followers between the ages
of 13-65+

Located in San Rafael, San
Francisco, Novato, Mill
Valley, & Santa Rosa



TWITTER

- Followers in 2016: 772 → Followers in 2017: 896
- 80 unique posts
- 35 Facebook posts
- 22 retweets

- All Facebook posts linked directly to Twitter



The screenshot shows the Twitter profile for Marin County Fair (@marinfair). At the top, there is a navigation bar with a back arrow, the name "Marin County Fair", a search icon, and a menu icon. Below this is a banner image for "FUNSHINE IN COUNTY FAIR | JUNE 30 - JULY 4, 2017" with a circular profile picture of a stylized face wearing sunglasses. To the right of the profile picture is an "Edit profile" button. The profile name "Marin County Fair" and handle "@marinfair" are displayed, along with the location "Marin County, California" and website "marinfair.org". Below this, it shows "83 Following" and "896 Followers". There are three tabs: "Tweets" (selected), "Media", and "Likes". Two tweets are visible: one from July 22 mentioning "We love them too!!! Hope you saw them rock our fairgrounds a few weeks ago." and another from July 21 with a link to "marinmagazine.com/August-2017/". A blue circular button with a white plus sign and a feather icon is overlaid on the bottom right of the tweets.

TWITTER

JUN 2017 SUMMARY

Tweets

64

Tweet impressions

22.9K

Profile visits

1,352

Mentions

69

New followers

29

June 2017 Summary

JUL 2017 SUMMARY

Tweets

87

Tweet impressions

39.4K

Profile visits

1,611

Mentions

94

New followers

22

July 2017 Summary



PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: B43F10

Division: Section 2 - Innovation & Management

Class: 18 New Innovative use of Technology

Title: Marin County Fair

Description:

Notes:

