

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: Contra Costa County Fair

Division # and Title: Div 5 - Social Media Campaign Class# 1

Marketing Goal: Increase Attendance

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

Social Media Advertising, appeared on Facebook, Instagram, and Snap Chat

Who was your target market?

Families and Young Adults

What was the reach?

We targeted the geographic area of Contra Costa County

What was the ROI or outcome

We saw a 62% increase in attendance over the previous year.



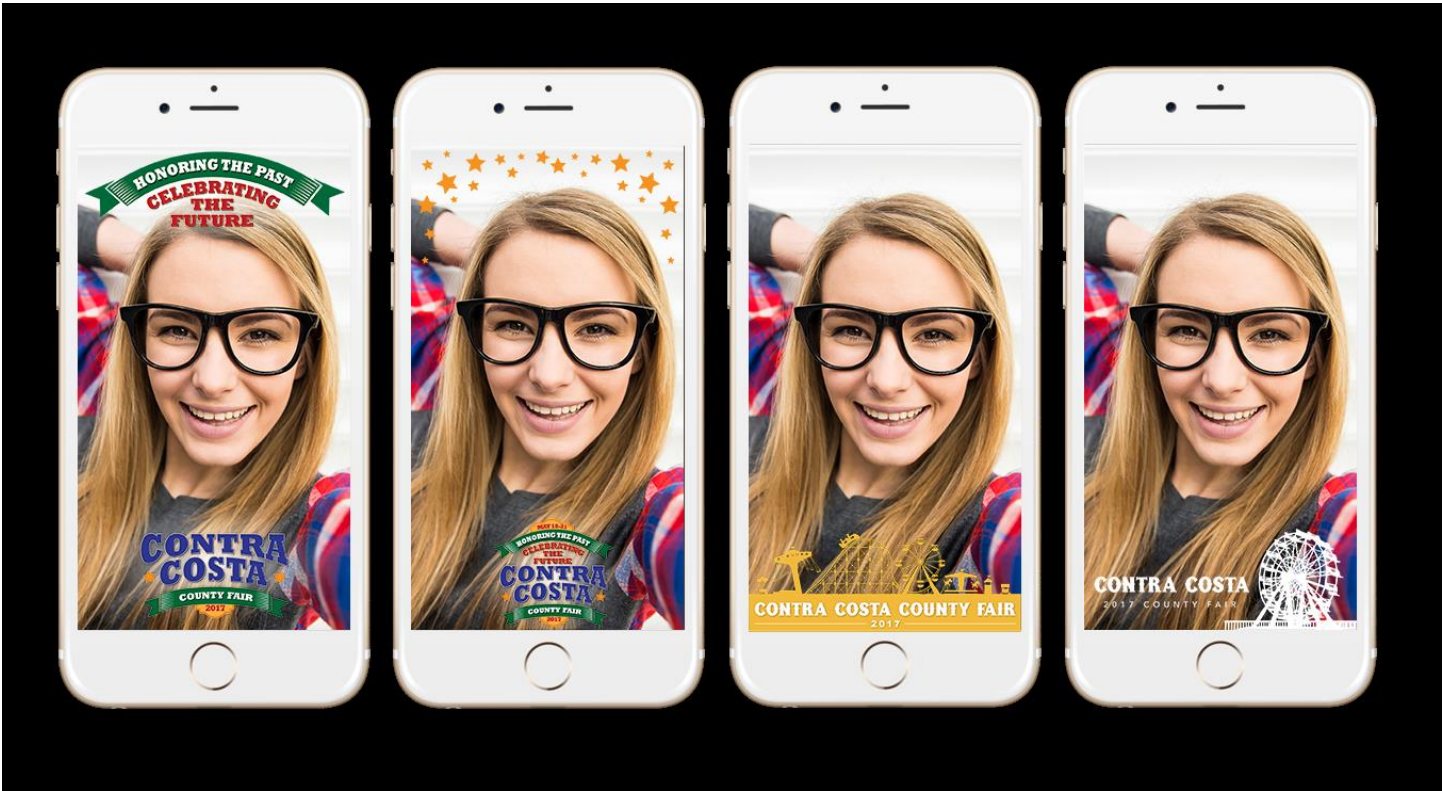
SOCIAL MEDIA CAMPAIGN

2017 was the first year the Contra Costa County Fair had done Social Media Advertising. The Fair had a Facebook Page for several years, but had never done any true advertising on this page. For 2017 we created two 30sec videos, one for presale, and one for the week of the Fair, the Presale video was posted about 4 weeks out from fair, on our page, as well as Paid Boosts with a target of families and young adults in Contra Costa County. This video was posted on a regular bases, for a 4 week period leading up to Fair both on the Fairs Facebook Page, and through Paid Boosts. The second video was posted the Monday of Fair Week, and reposted several times during that week, both on the Fairs page, as well as through Paid Boosts. We also connected our Instagram Account with our Facebook, and ran the same two videos on our Instagram page.

We also for the first time created a Snap Chat Account, and developed four Snap Chat Filters, that we setup for the 4 days of the Fair, and only in the geographic area of the Fairgrounds. These filters contained the Fair logo and artwork.

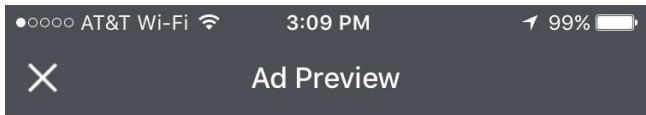


SNAP CHAT FILTERS



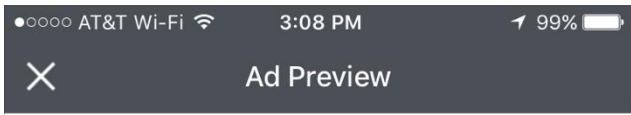


FACEBOOK/INSTAGRAM SCREEN SHOTS



Ads on the Audience Network are shown in third-party mobile apps and mobile websites.

Please note, this is only a preview. The ad may show up differently in other apps and websites.



DESKTOP NEWS FEED
This preview has been scaled to fit your device



105 Reactions 14 Comments 35 Shares
Like Comment Share

DESKTOP RIGHT COLUMN





Ad Preview

MOBILE NEWS FEED



Contra Costa County Fair

Sponsored · 🌐



Presale tickets on sale through May 14



Click To Save

ContraCostaFair.com

Shop Now

👍 Karen Mccorriston and 17 others

25 Shares

👍 Like

💬 Comment

➦ Share

INSTAGRAM

Instagram



Contra Costa County Fair
Sponsored






SOCIAL MEDIA RESULTS


IMPRESSIONS	4,521
<p>occur when someone sees your geofilter while swiping through the filter carousel to select overlays to their snap.</p>	

CONVERSIONS	2,176
<p>occur when someone chooses to use your geofilter and send it to friends or posts to their story.</p>	

VIEWS	117,277
<p>occur when their friends view the snap with the geofilter spplier either by direct snap or by viewing story.</p>	

DAY 4 WAS THE BEST PERFORMING FILTER

IMPRESSIONS	148,036
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PAGE ENGAGEMENT	79,635
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POST SHARES	158
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POST REACTIONS	367
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EVENT RESPONSES	499
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VIDEO WATCHED TO 25%	64,309
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VIDEO WATCHED TO 50%	21,932
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VIDEO WATCHED TO 75%	16,047
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VIDEO WATCHED TO 95%	13,437
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CLICKS	2,367
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PDF Entry Information

Exhibitor Name: Contra Costa County Fair Contra Co

WEN: B04CC7

Division: Section 1.3 - Media & Marketing

Class: 05 Social Media Campaign

Title: Social Media Campaign

Description: Social Media Campaign

Notes:

