

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Marketing & Media

FORM FOR DIVISIONS 1 – 8

Fair Name: Marin County Fair

Division #: 5 Title: Social Media Campaign Class #: 2

- Marketing Goal: The social media campaign was an effort to not only drive tickets sales (advance and at the gate) but also to increase onsite engagement with fairgoers.
- Form of Promotion (what type of promotion was it and where did it appear):
 - Facebook, twitter, and Instagram icons were included on all signage and marketing materials.
 - The hashtag #marincountyfair was featured on all collateral.
 - Unique campaigns were utilized on each social media channel.
 - Snapchat geofilters were created for each day of the Fair.
- Who was your target market? The target market was the millennial generation who use their smart phones to get information about events, programs, and social activities on Snapchat and Instagram and Facebook for older demographics. The secondary target market was anyone with a smart phone who uses social media for information and direction.
- What was the reach?
 - Facebook — 7615 fans with 1620 new page likes since 2016; 156 new posts with #tbt and Faces of the Fair features each week
 - Instagram — Followers in 2016: **312** → Followers in 2017: **619**; #marincountyfair 6,311 posts; 196 posts total
 - Twitter — Followers in 2016: **772** → Followers in 2017: **896**; 80 unique posts; 35 Facebook posts; 22 retweets; all Facebook posts linked directly to Twitter
 - Snapchat — created Fair geofilters for each day of the Fair
- What was the ROI or outcome? Social media is a very effective way for news and information distribution but also to have a direct conversation with Fair goers who may have questions or need info or directions. It was also successful for our Fair sponsors who shared, liked, and friended our posts.
- Sample posts below –

Facebook

Secure | <https://www.marinfair.org/2017>

Apps Move RICOH MC MCF CU MCA Dropbox Supplies Other bookmarks

MARIN COUNTY FAIR • JUNE 30 - JULY 4

GET THE FUNSHINE IN

MENU Search

HAPPY TOGETHER TOUR

TUESDAY JULY 4 @ 7:30pm
BUY TICKETS

Progress indicator: 10 dots, 9th dot filled.

Instagram

Verizon LTE 9:32 AM 95%

+3 marincountyfair

196 posts 608 followers 283 following

Promote Edit Profile Settings

Marin County Fair
Fairground
June 30-July 4, San Rafael #marincountyfair
www.marinfair.org/
Marin County Civic Center, San Rafael, California

Call Directions

Grid of 6 photos showing fair activities, a colorful car, a woman, a souvenir stand, and a horse.

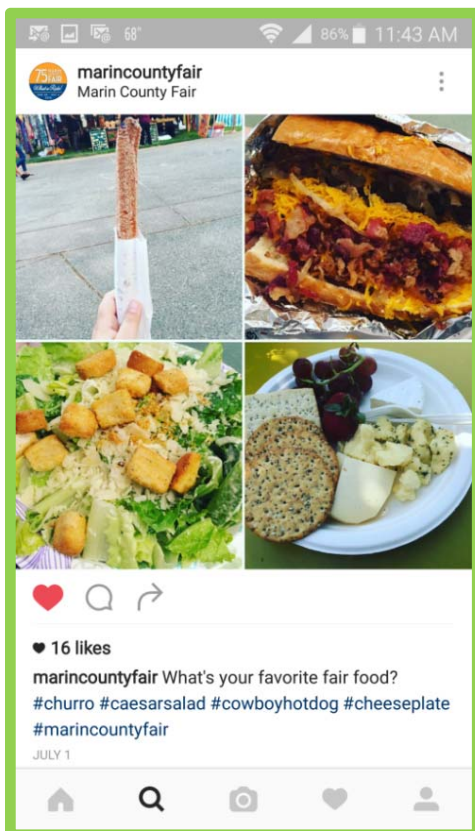
Home Search Add Like Profile

Twitter

* To make our tweets more engaging, we used the Boomerang app to create short video clips to add movement to our photos.



Snapchat



PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: 5B92C3

Division: Section 1.3 - Media & Marketing

Class: 05 Social Media Campaign

Title: Marin County Fair

Description:

Notes:

