

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: San Mateo County Fair

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

Marketing Goal: To promote the Fair's concert series and push concert ticket sales

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

This promotion was a series of Facebook posts that promoted our daily concert series and created a contest to win Gold Circle tickets for the concert (preferred concert seating). We did ads for 5 concert nights of our 9 day Fair. The Facebook ads would run the day before the concert and the day of to generate buzz.

Who was your target market?

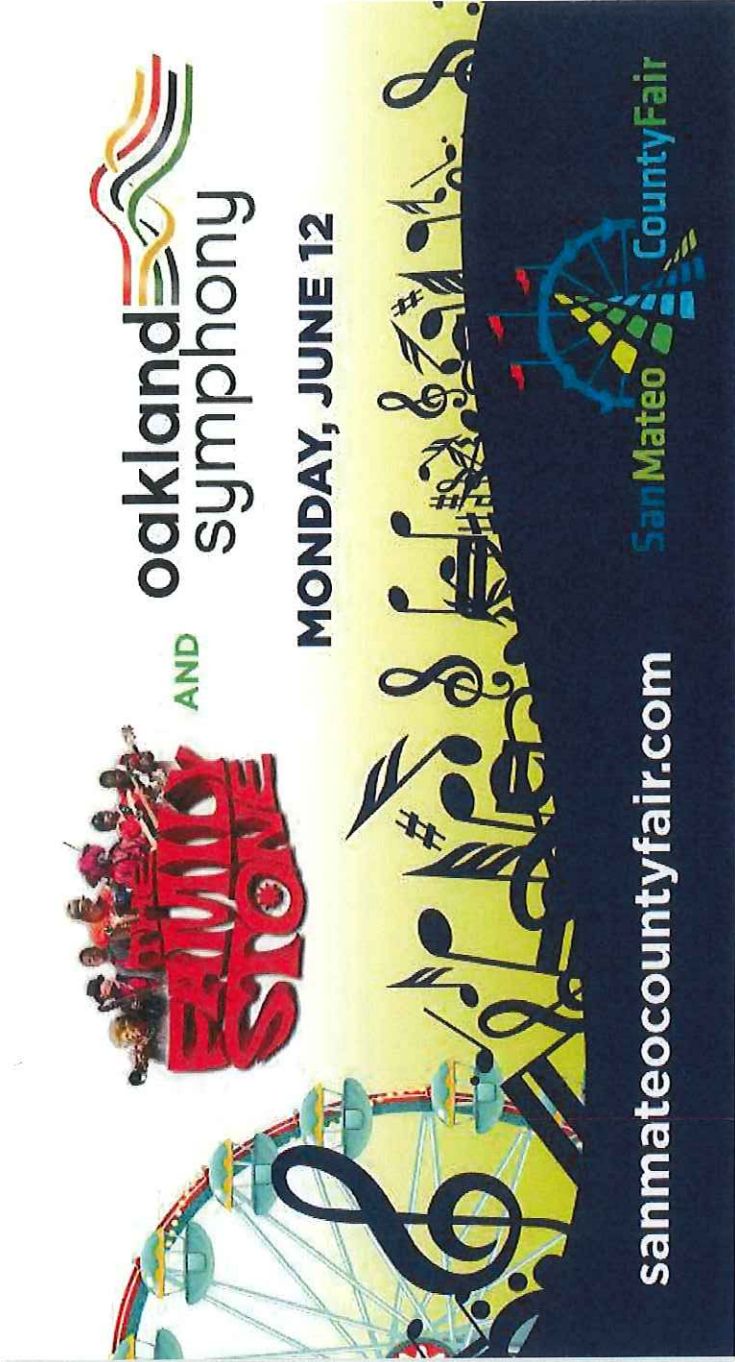
We were targeting the music lovers in the Peninsula, and our Facebook followers. We also wanted to target those individuals

What was the reach?

The San Mateo County Fair has 30,485 Facebook followers on our page. The posts were posted to reach an additional 42,476 people. Our followers range from all over the Peninsula, and Bay Area.

What was the ROI or outcome

We effectively got out concert series promoted and we received a lot of "likes" and "shares" for each post. After each post we saw a spike in Gold Circle ticket sales for the specific concerts. We had 5 different concert winners and through them we were able to do more posts about the winners and do videos from the concerts. The concerts later in the run saw higher numbers than in the early days, and we believe that the posts from the winners helped boost the numbers.



San Mateo County Fair

Page Liked · June 10 ·

You don't want to miss this concert! Rock and Roll Hall of Fame Family Stone and World renowned Conductor Michael Morgan perform a never before seen Rock Symphony Concert on Monday June 12th at the San Mateo County Fair.

The concert is free with Fair admission or Purchase Gold Circle Reserved seating for this event at <http://bit.ly/2r6HKqV> which includes front of house table seating, Wine for those over 21 and Appetizers.

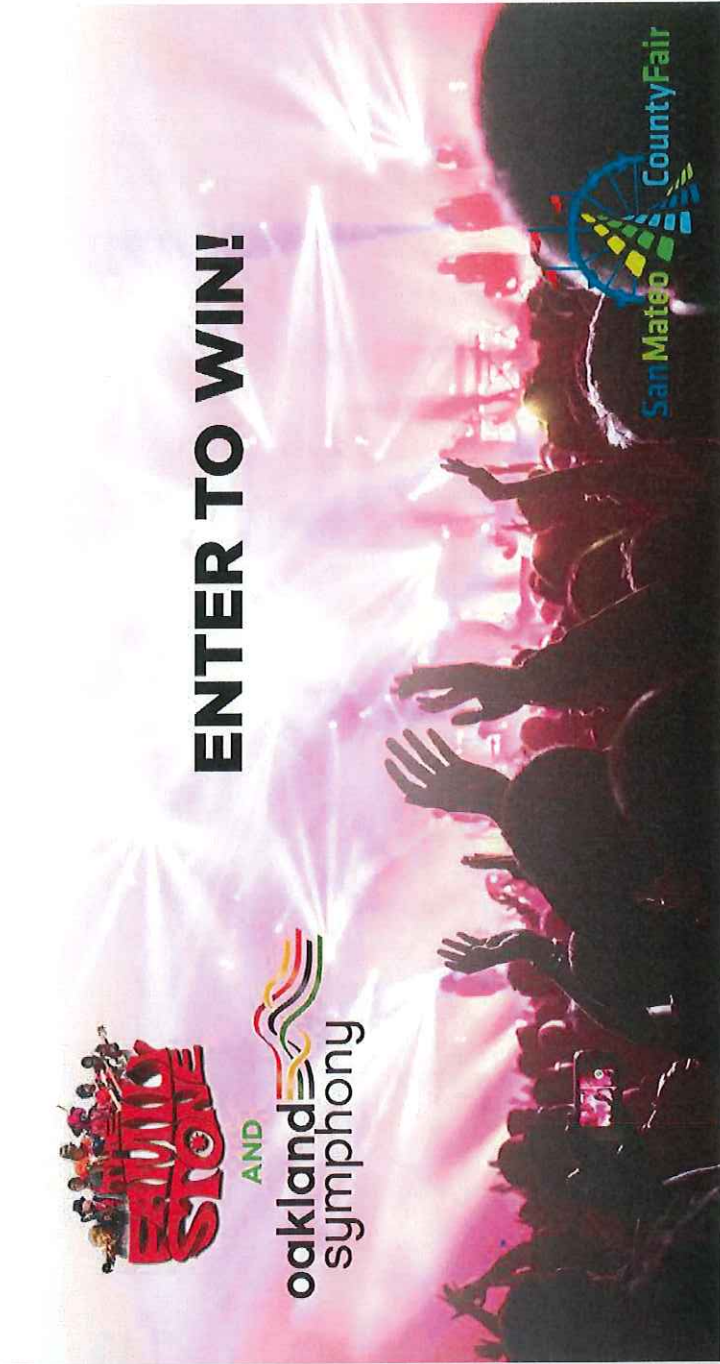
Like Comment Share

David Perry and 8 others

1 Share



Write a comment...



San Mateo County Fair

Page Liked · June 11 ·

FAIR CONTEST!!! Win Gold Circle Reserved seating for you and a guest to the once in a lifetime performance by The Family Stone & Oakland Symphony! The concert is tomorrow at 7:30pm at the San Mateo County Fair.

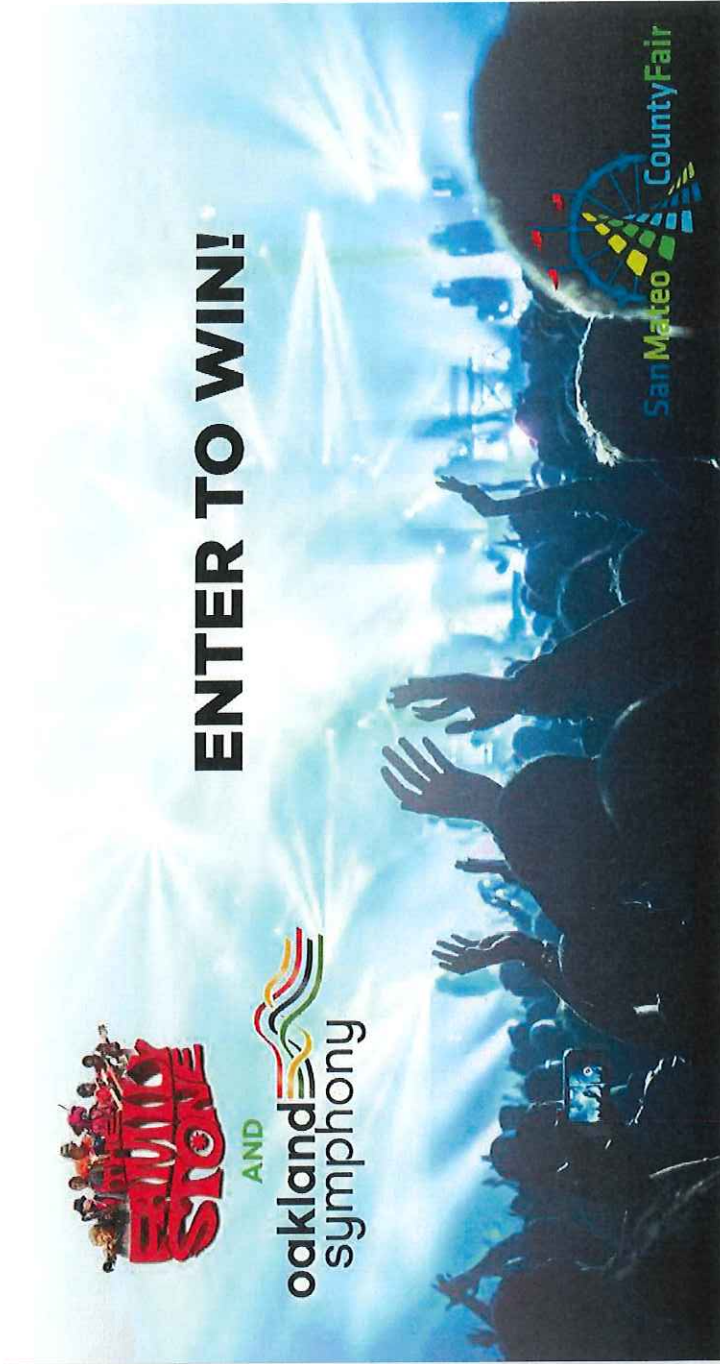
TO ENTER, simply comment on this post and tag some friends that you'd like to bring to the concert. We will randomly select the 6 contest winners tonight!

This includes a table in Gold Circle Reserved seating, free wine and hospitality for the contest winners and guest. Fair admission is included. Parking not included. Visit <http://bit.ly/2sRn33T> for concert details. — with Sharath Raghavan.

Like Comment Share



Write a comment...



San Mateo County Fair

Page Liked · June 11 ·

FAIR CONTEST!!!

We are giving away two VIP tables for The Family Stone & Oakland Symphony concert tomorrow night at the San Mateo County Fair.

TO ENTER, simply comment on this post and tag some friends that you'd like to bring to the concert. We will randomly select the two contest winners tonight!

This includes a table in Gold Circle Reserved seating, free wine and hospitality for the two contest winners and up to 5 guests of their choice. Fair admission is included. Parking not included. Visit <http://bit.ly/2sRn33T> for concert details.

Like

Comment

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You and 70 others

Commented

Write a comment...





San Mateo County Fair

Page Liked · June 14 · Edited ·



ENTER TO WIN!

FAIR CONTEST!!! Win Gold Circle Reserved seating for you and a guest to see Tower of Power live in concert June 15th at 7:30pm at the San Mateo County Fair.



TO ENTER, simply comment on this post and tag some friends that you'd like to bring to the concert. We will randomly select 15 contest winners tomorrow afternoon. Contest winners must respond by 2pm.

Includes fair admission, Gold Circle Reserved seating and a complimentary beverage for the contest winner and guest. Parking not included. Visit <http://bit.ly/2sqr29P> for concert details. — with Monica Cortez, Samantha Martinez, Sobrina Onate, Anita Garcia, Troy Hoggatt, Joey Jam Flores, Jim Mohr, Rojas Brothers and Dena Reiner.



Write a comment...

Timeline Photos

ENTER TO WIN!



San Mateo County Fair

Page Liked · June 15 ·

FAIR CONTEST!!! Win Gold Circle Reserved seating for you and a guest to see the Ohio Players live in concert June 16th at 7:30pm at the San Mateo County Fair.

TO ENTER, simply share this post and tag some friends that you'd like to bring to the concert. We will randomly select 15 contest winners tomorrow afternoon. Contest winners must respond by 2pm.

Includes fair admission, Gold Circle Reserved seating and a complimentary beverage for the contest winner and guest. Parking not included.

Visit <http://bit.ly/2t7042Q> for concert details. — with Donna Branch Demery, Kimberly Dinwiddie Vonner, Sherri Bundy, Naomi Black, Barbara Johnson, Lashan Dixon, Sheryl Jackson and Stacey Romeo Ruff.

Like

Comment

Share

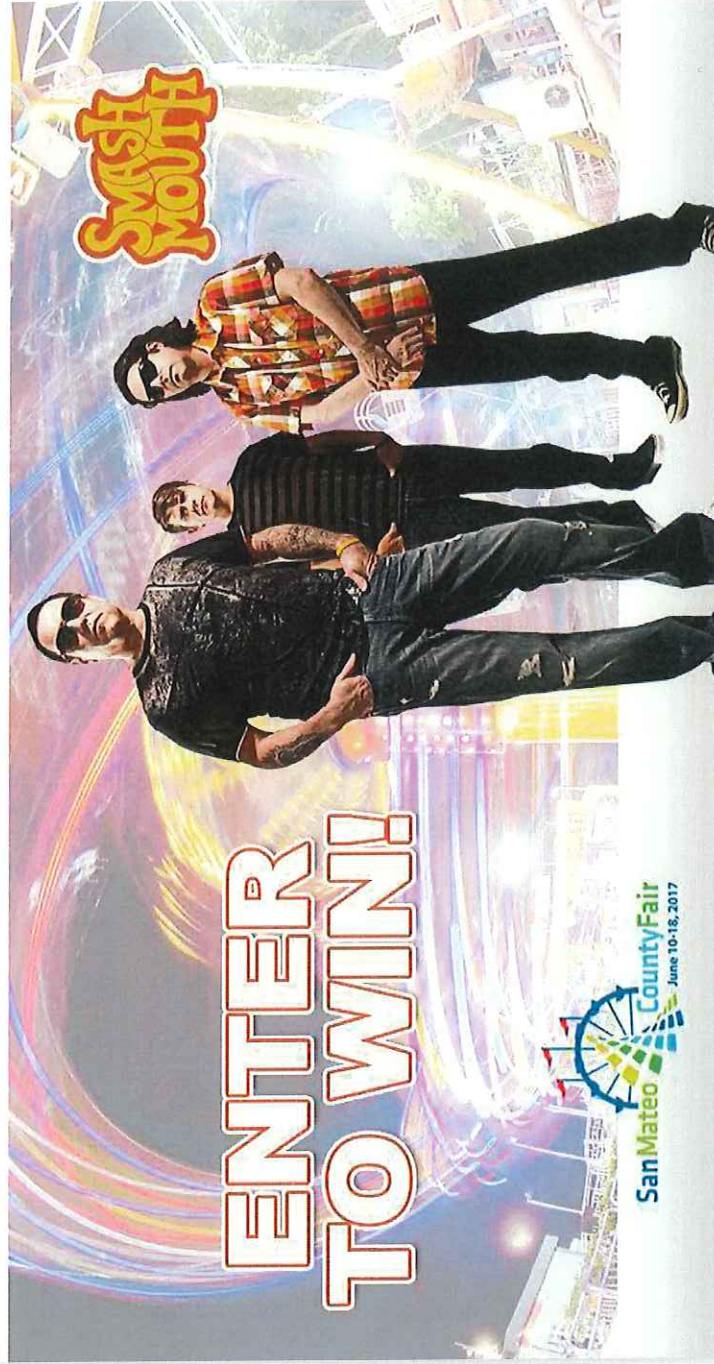
Tag Photo

Options

Send in Messenger



Write a comment...



San Mateo County Fair

Page Liked · June 16 ·

FAIR CONTEST!!! Win Gold Circle Reserved seating for you and a guest to see Smash Mouth live in concert June 17th at 7:30pm at the San Mateo County Fair.

TO ENTER, simply share this post and tag some friends that you'd like to bring to the concert. We will randomly select 15 contest winners tomorrow afternoon. Contest winners must respond by 2pm.

Includes fair admission, Gold Circle Reserved seating and a complimentary beverage for the contest winner and guest. Parking not included. Visit <http://bit.ly/2skCvFD> for concert details.

Like Comment Share

148

Chronological



Write a comment...

PDF Entry Information

Exhibitor Name: Kaitlyn Findley-Thorn

WEN: 82C3A0

Division: Section 1.3 - Media & Marketing

Class: 05 Social Media Campaign

Title: SMCF-Social Media Campaign

Description: 2017 Facebook Concert Series Ad

Notes:

