

2017 Western Fairs Association Achievement Awards Program

Marketing and Media Form

Fair Name: The Big Fresno Fair

Division # and Title: Division 5 – Social Media Campaign: Facebook “Win Front Row Seats” Contest

Class: 4 – Mega Fair

Marketing Goal:

Create buzz and interest for The Big Fresno Fair’s Table Mountain Concert Series by holding a series of “Win Front Row Seats” contests on Facebook.

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

To create buzz for our various Table Mountain Concert Series acts and up the Fair’s profile on social media, two front row seat tickets to all except one of the Fair’s concerts were given away on Facebook. To qualify to win, Facebook users had to follow the following steps: 1. Like the Post; 2. Share the Post; and 3. Tag a Friend.

Each concert contest was posted roughly one week prior to the show to enable time for the buzz to generate. Additionally, each post was “boosted” by \$50 to get it started showing up in the 65,000+ news feeds of our fans.

Who was your target market?:

Our target market for each concert varied, but our primary target was adults 18 – 49. We first targeted our 65,000+ Facebook fans and their friends, but reached more through their shares.

What was the reach?:

The number of people reached varied by each concert ranging from 5,000 people to 160,000+ plus with each post. See the support section for a detailed breakdown of totals for each concert that were promoted through the “Win Front Row Seats” Contest, as well as screen shots.

What was the ROI or outcome? :

The Facebook “Win Front Row Seats” campaign was met with very positive response in its second year. As noted above, more than 770,000 people were reached with the Fair’s message keeping the Fair top of mind in the community and promoting the Fair’s concert line-up which boasts SIX sold out shows!

Campaigns like this are part of what helped draw big numbers for the 2017 Big Fresno Fair with 609,036 people. For only the third time in the Fair’s 134-year history it broke 600,000 people in attendance as a 12-day event.

Support: Below are the individual stats on each concert post as part of the contest.

- Chris Young Concert on Wednesday, October 4:
 - 72,462 people reached
 - 1,050 Likes + 1,096 Shares
 - 1,095 Comments
- Chicago Concert on Friday, October 6:
 - 24,674 people reached
 - 656 Likes + 426 Shares
 - 334 Comments
- Boxing Championship Fight on Saturday, October 7:
 - 6,293 people reached
 - 139 Likes + 99 Shares
 - 89 Comments
- Larry Hernandez Concert on Sunday, October 8:
 - 18,816 people reached
 - 473 Likes + 309 Shares
 - 341 Comments
- Goo Goo Dolls Concert on Monday, October 9:
 - 18,262 people reached
 - 459 Likes + 320 Shares
 - 310 Comments
- Ice Cube Concert on Tuesday, October 10:
 - 164,821 people reached
 - 5,231 Likes + 3,392 Shares
 - 2,828 Comments
- Granger Smith Concert on Wednesday, October 11:
 - 9,851 people reached
 - 189 Likes + 151 Shares
 - 156 Comments
- Brian Wilson Concert on Thursday, October 12:
 - 5,581 people reached
 - 117 Likes + 85 Shares
 - 78 Comments
- Gabriel Iglesias Comedy Show on Friday, October 13:
 - 187,895 people reached
 - 5,809 Likes + 3,924 Shares
 - 2,942 Comments
- Ja Rule and Ashanti Concert on Saturday, October 14:
 - 136,585 people reached
 - 4,283 Likes + 2,755 Shares
 - 3,045 Comments
- Ramon Ayala Concert on Sunday, October 15:
 - 125,233 people reached
 - 4,272 Likes + 2,548 Shares
 - 2,184 Comments

Sample Facebook Posts for “Win Front Row Seats” Contest



The Big Fresno Fair



Published by Shane Scarfeo [?] · October 1 ·

Want front row tickets to see Ice Cube live at The Big Fresno Fair on Tuesday, 10/10? All you have to do is 1. Like this Post 2. Share this Post and 3. Tag a friend! Don't forget to do ALL THREE! Winner will be chosen by 3 p.m. on Sunday, 10/8! Ready. Set. GO! Ice Cube Table Mountain Casino Toyota USA Coors Light XFINITY



164,821 people reached

[Boost Post](#)

Like Comment Share

3K

[Top Comments](#) ▾

3,071 Shares



The Big Fresno Fair



Published by Shane Scarfeo [?] · October 1 ·

Want front row tickets to see Gabriel Iglesias aka "Fluffy" live at The Big Fresno Fair on Friday, 10/13? All you have to do is 1. Like this Post 2. Share this Post and 3. Tag a friend! Don't forget to do ALL THREE! Winner will be chosen by 3 p.m. on Wednesday, 10/11! Ready. Set. GO! Gabriel Iglesias Table Mountain Casino Toyota USA Coors Light XFINITY



187,895 people reached

[Boost Post](#)

Like Comment Share

Laura Tovar Lugo, Roxy Lopez and 3.2K others

[Top Comments](#)

3,653 Shares

PDF Entry Information

Exhibitor Name: Lauri King

WEN: D51325

Division: Section 1.3 - Media & Marketing

Class: 05 Social Media Campaign

Title: The Big Fresno Fair

Description:

Notes:

