

Results Report

Participation: I was 100% responsible for strategy, content development, advertising, budgeting, reputation management. and execution including weekly presentations and monthly progress reports to the marketing head that handled partnerships and off-line activities.

The company was responsible for supplying me with video and product images with landing pages for event registration.

Client Profile: Facility that catered to people interested in land oriented extreme sports – certified simulated gun range, BMX, off-road vehicles, and motorcycle races. The client offered meeting space for corporate and wedding events in their on-site resort.

Client Budget: \$2500 per month / \$10,000 over the quarter.

Actual Expenditure: About \$3,900 in total. Optimizing ad spend is always a KPI for me.

1. Describe the campaign context. What were the objectives?

The client was getting local visitors from advertising, but the online objectives were to:

- Attract corporate & networking events
- Increase awareness for wedding receptions & his/her bridal parties (bachelor/bachelorette)
- Reach out to organizations & niche groups for firing simulation
- Increase tri-state visitors
- Promote ongoing monthly events
- Drive registration to one-time on-site event

2. Describe the client's brand positioning and voice. Tell us about how the brand's positioning influenced the execution.

The client felt that their brand positioning was people over the age of 21 with a driver's license. This positioning was too broad, so I moved to segment the audience by objective and redefined the audiences by product/service offering. The initial brand position was broken down into these separate niches:

- Corporations located within 100 miles of the facility and nationwide corporations seeking impressive (unusual) team building activities with comfortable meeting space and catering.
- Couples between the ages of 25-35 seeking upscale wedding venues and out-of-the-ordinary mixed gender bridal party events like motocross or ATVs.
- Police/Military/Gov Agents (age 25-50) seeking a certified simulated range to practice indoor/outdoor firing their weapon before qualifying or re-qualifying for their job. This group also included veterans, sport, and new-licensed shooters.
- Three states located around the facility targeting a mixed audience age 20-50 that would drive 100 miles and camp overnight to participate in sporting events like ATV races or motorcycle shows.
- Monthly events included on-site night races, training events to learn to ride motocross, and foam races for charity for a cash prize and bragging rights.

- One BMX event with influencers based on an 80s movie set to attract people from Canada, US, Mexico, UK, and Australia. The event lasted three days with stars from the movie and celebrities from the BMX world attending and giving live demonstrations/clinics/talks. These leads were targeted by interests/location instead of standard demographics.

The voice was always authentic and inviting. Because the voice/tone was always addressing people in different audiences with various backgrounds, it was important to tell a story and let it evolve through the brand. Each post was a package that unwrapped to include several audiences with voice and tone. Even when using humor, I used it in a positive way to encourage and help marginal audiences (women, for example) identify with the brand and services.

The voice, tone, and style reinforced the tagline challenge– “do something different” - at all levels. It was important to sell an experience because the price tag per user was an average of \$300pp plus. I took the stance of being the anti-solution to the common answer. If the basic solution was a boring team meeting and dinner after a conference or golf networking event to talk to clients, then the anti-solution was to give them team and networking experience that would keep them talking about “remember when we did...” each time they met again.

I included emojis to make URLs stand out and some catch phrases that the audience would understand. I researched hashtags so I would know what the top traffic drivers were for each segment. Because the age/education demographics were so varied, the voice had to address and reach out to people who were across the spectrum to seem “hip” and innovative without being too technical or stodgy.

I used the Facebook marketing tool to understand just how large some of these audiences were and tweak the targets by location, interests, brands, and economic drivers until I had it right. I proceeded with these custom and remarketing audiences (see figure 1) into the first stages of advertising and postings including A/B testing.

Remarketing - sXs - Website Traffic	Custom Audience Website	Fewer than 1000
Engaged with Texplex Page 365	Custom Audience Engagement - Page	49,000
Remarketing - Website Traffic	Custom Audience Website	1,800
Wedding_M/F - Local	Saved Audience	270,000 ⓘ
Surrounding States w Specifics	Saved Audience	330,000 ⓘ
Sporting Goods - Local	Saved Audience	530,000 ⓘ
International - Specific	Saved Audience	34,000,000 ⓘ
Military & Vets - Local	Saved Audience	470,000 ⓘ
Police - Local	Saved Audience	1,700,000 ⓘ
UTV & Motorsports Tx	Saved Audience	310,000 ⓘ
Can-Am Dealers	Saved Audience	21,000 ⓘ

Figure 1- Audiences for Online Marketing

The incredible part about online marketing and digital advertising is that you can simultaneously niche out these segments with precision to drive traffic and engagement. So, each of these objectives led to a brand positioning and product/service representation through a specific audience without clouding the results or the effects of the others. No other type of advertising has this advantage. When we wanted to know something about the audience, we A/B tested to find the answer and used the data in other parts of our offline marketing.

A major threat to the fire simulation objective is the rules and TOC (terms and conditions) for Facebook/Instagram. Advertising anything that promotes “dangerous” sports or firearms is strictly prohibited in these social media. In order to comply, I had the page verified and set the standards advertising strategy at 21+ with a submission to the account noting that we would not market to anyone under the age of 25 years old. I worked directly with a Facebook/Instagram representative to tweak ads and posts until we were able to pass their regulations.

3. Please provide examples of the creative for the campaign (ideally focused on digital execution).

Because there were so many on-site events and visitors, I wanted to give them a way to add benefit for people who used their smartphone to check-in and take selfies. It was important to make the brand a unique and exclusive part, so I created Facebook photo frames. This frame was available when people were on Facebook and checked in at their location. There were several frames that people could pick

from and it automatically overlaid the frame on their selfie with the tagline and logo. In essence, I created a digital postcard for social media.

These frames can be turned off/on as needed. There are tracking metrics to show me what is performing (or if people were using them at all). The frame could also be used for promotion and in advertising.

When marketing the resort services, his/her bridal parties, and post-ceremony events, the goal was to present the venues as an alternative for couples who wanted “fun” and interested in making a memory. The approach to this audience was to avoid traditional wedding images and go after the millennial groups who would understand the value and want to have a good time at their wedding.

Shortly after starting this campaign, there were several occurrences of proposals at events for this company. I used those proposals – with the permission of the guests – to create a wedding album to promote the trend. People would tag their friends and family to share their wedding proposal pictures, so we gained that audience segmentation using graphics.



Figure 2- Wedding Promotion

Engagement pieces and contests were a part of what I used to build the organic reach of the page. A simple a/b choice was an important way to put two audiences together and promote two services offered by the company. I asked page viewers to pick their favorite sport. There were over 200 comments and we picked a winner at random. This was vital in another way because they were considering expanding one of these services. The marketing data was used to explore how people felt about each of these services and which would be the best seller going forward along with actual sales.

Note: I did this survey again after some advertising to see if the results were the same. There were more comments, but the results were the same. Backed up by sales and management team input, the company increased the services using the social media results as a factor.

4. What were the results of the campaign? Are there any metrics you realized were unnecessary or any you wished you would have measured?

The results of the campaign were that – in three months – I “broke” the Facebook metrics because we climbed to more than 1 million people. This is a mixed blessing. Of course, it is awesome to present high-level results to the client; however, it also means that we spent the last month in the dark without knowing the results of our work.

Figure 4 shows an increase over the first 28 days. This is the easy part of the lift because it is easier to count from 1 to 1000 than it is to count from 1001 to one million. *smile* The numbers for the first month were impressive and validated the content and the strategy.

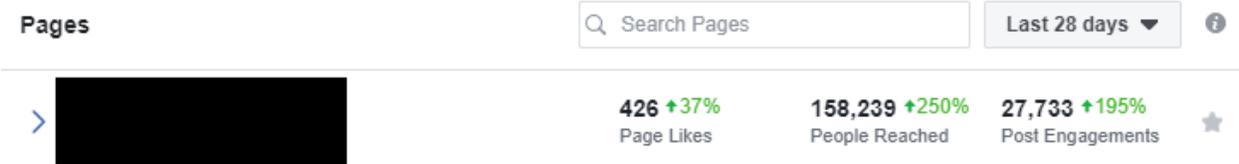


Figure 3- 30 days into Advertising

Figure 4 shows the combination of three metrics we were trying to increase and one we were trying to decrease. We wanted to boost results that equaled clicks to the website. Over three months, the clicks to the website for all services and event registrations increased by 7,300+. The international clicks are targeted and intentional because those were specifically for the yearly event – people attended from Canada, Mexico, Australia, and the UK.

We wanted to increase reach to see how far we could push out to identified audiences for each segmentation. Impressions were important because we needed to show people the material 3x (according to research) for them to act upon it. It was vital that I keep an eye on awareness campaigns and recognition. Lastly, I wanted to decrease the ad spend and did get the targeted ads down significantly.

It should be noted that figure 4 does not show all the ads. There were 27 campaigns running at one time promoting all the objectives above and doing A/B testing.

Ad Set Name	Results	Reach	Impressions	Cost per Result
Traffic_Caroline_██████████	592 Link Clicks	17,233	19,140	\$0.13 Per Link Click
Traffic (animation) - SxS - ██████████	297 Link Clicks	14,378	33,390	\$0.59 Per Link Click
Traffic - International - ██████████	5,664 Link Clicks	109,688	238,463	\$0.11 Per Link Click
SxS: Local Ad Awareness	787 Link Clicks	7,212	32,353	\$0.48 Per Link Click
▶ Results from 4 ad sets ⓘ	7,340 Link Clicks	134,123 People	323,346 Total	\$0.17 Per Link Click

Figure 4- Measuring Results in Clicks, Impressions, and Cost

Early in the campaign, the company expressed concern that we were not using all our ad dollars each month. In fact, I was only using about 1/3 of the budget allotted to me for advertising against goals. Spending more money in digital marketing does not equal better results. In fact, just the opposite. Ads start to compete against each other, and the platform upgrades/downgrades the ads based on performance. Hence, you spend money, but your marketing metrics are not based on the actual results of the user because the platform promoted one ad over the other. It is important to minimize expenditures without overlapping the audiences too much.



Figure 5 - Three Month Totals

After three months, all metrics were dynamically increased including frequency without spending a large portion of the budget. These results were achieved by creating the right content to tell a story, identifying the ideal audience for each goal, driving traffic toward the services, and optimizing (and testing) ads. Remarketing was used to increase frequency instead of increased ad spends.

In the last month, I was unable to measure results for 30 days – the last month of the campaign – because the metrics were pushed over 1 million in a single month. Our Facebook metrics were “broken” for a month until the 1 million was cleared out of the Facebook system. << Probably the unnecessary part that I regret, but I am proud to have achieved it.

5. Reflecting on the experience, what was surprising or unexpected?

It was surprising that the Instagram audience was present for the yearly event. The event targeted a movie from the 80s aimed at teens. The audience would have been 40-50 years old, which is not the Insta audience. What brought the Instagram piece into play was the celebrity participants who did shows and live presentations at our event. Their following on Instagram boosted participation on that platform.

Moving to measure that with trackable links and hashtags should have been apart of their on-boarding package, but we did not expect to get their participation. Once brought on by the marketing team, the measurement component was in reaction mode. It is an important reminder that all arms of the marketing team must work together to reach goals and create success.

Parting thoughts – I appreciate the opportunity to present these materials to you. I picked the example above because I could supply visuals. I have built Google Plus accounts for electronics companies from 400 people to 14,000 without advertising dollars. I have caught Facebook hackers and presented data to get client advertising money returned. I feel these things would only be anecdotal without the visuals to show results.

Thank you again for the opportunity and I look forward to hearing from you!