

Rebuilding Fair Fans with Integrated Marketing Solutions

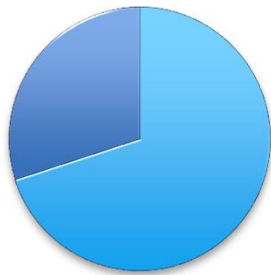
Using Social and Digital Tools

The Basics

- * Survey
- * Clear Key Messaging
- * Clean Strong Graphics & Identity
- * Website!

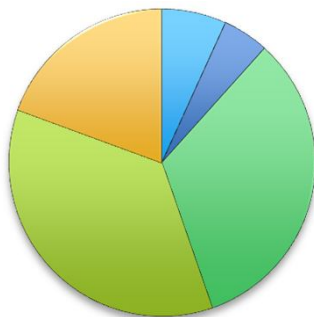
Survey

Demographic



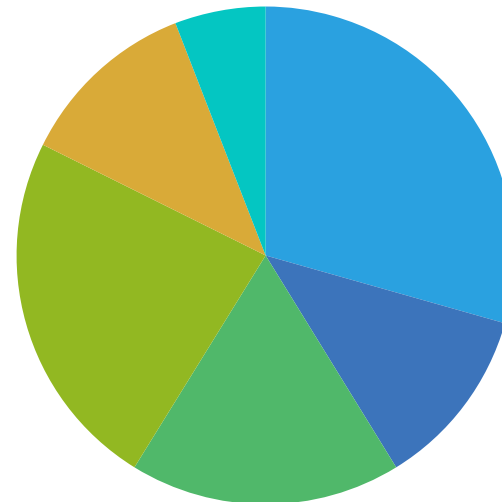
- Male
- Female

Age



- Under 18
- 18-24
- 25-45
- 46-64

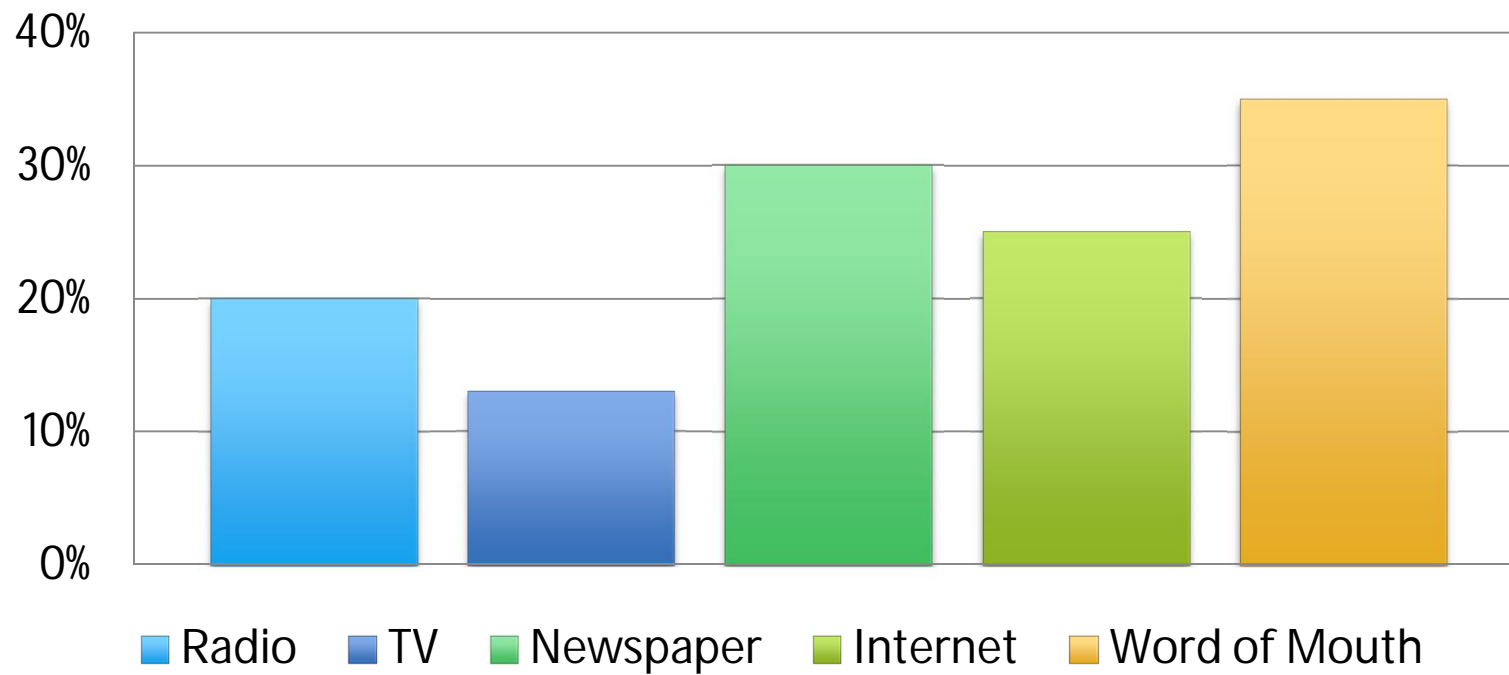
Zip Code



- Zip XX032
- Zip XX038
- Zip XX045
- Zip XX100
- Zip XX024
- Zip XX056

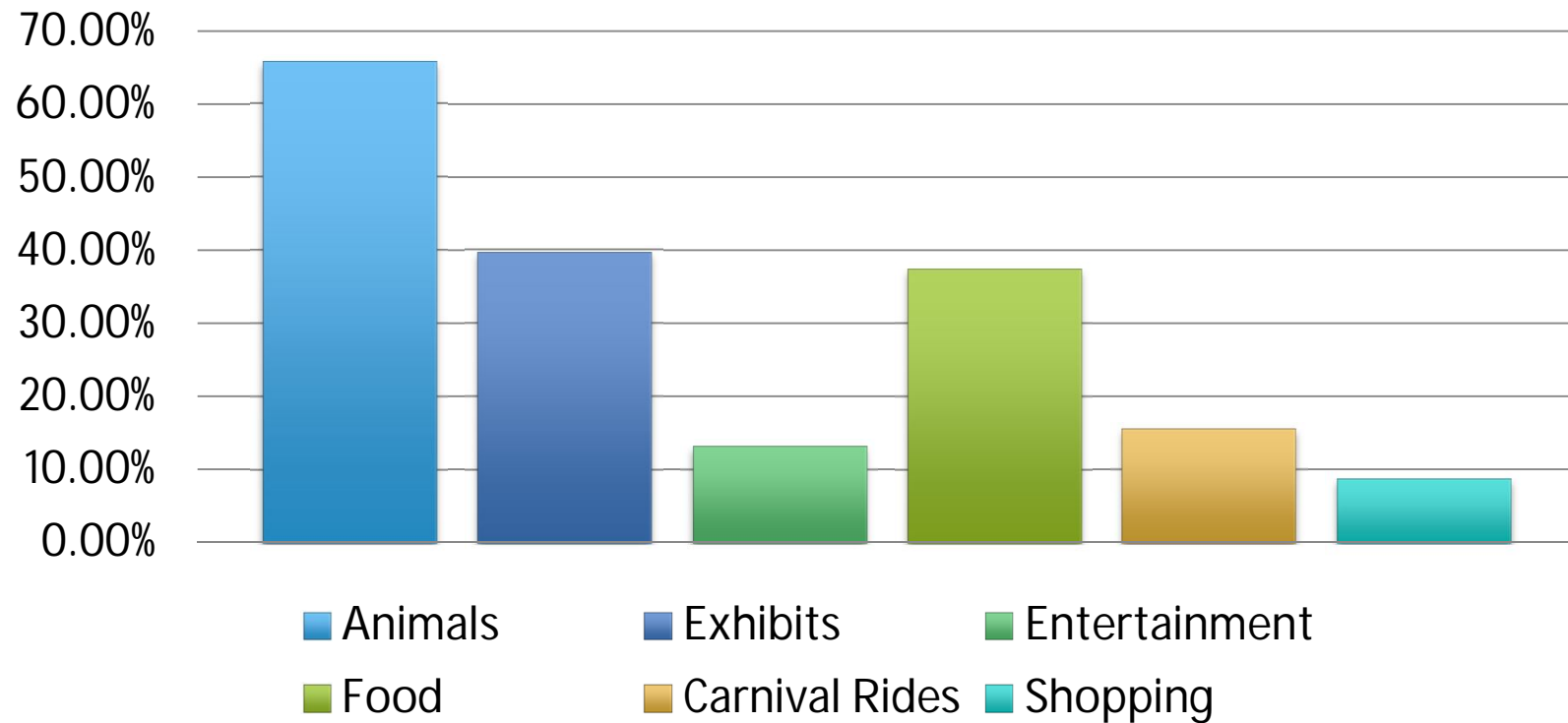
Survey

How Did You Hear About the Fair?



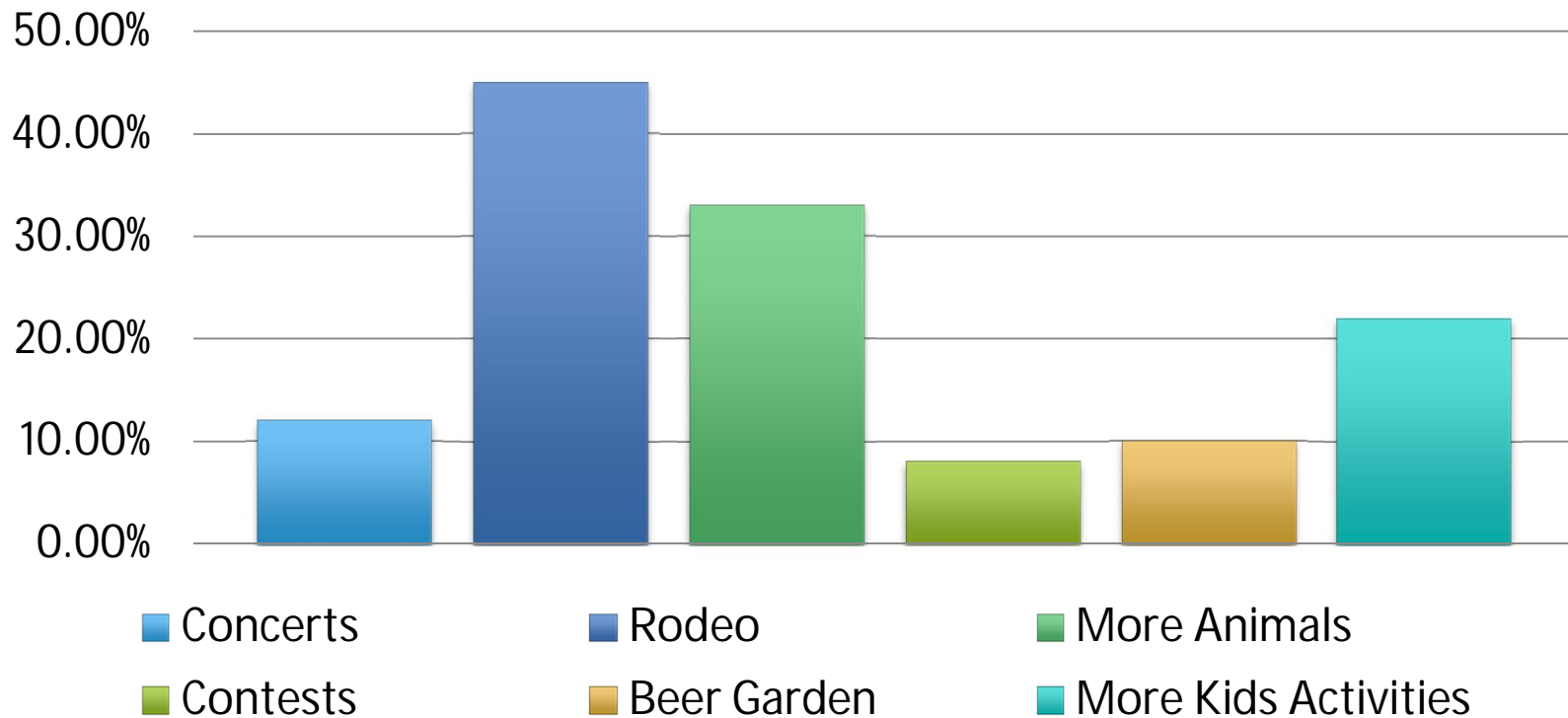
Survey

What Attraction Did You Like Best?



Survey

What Would You Like to See in the Future?



Messaging

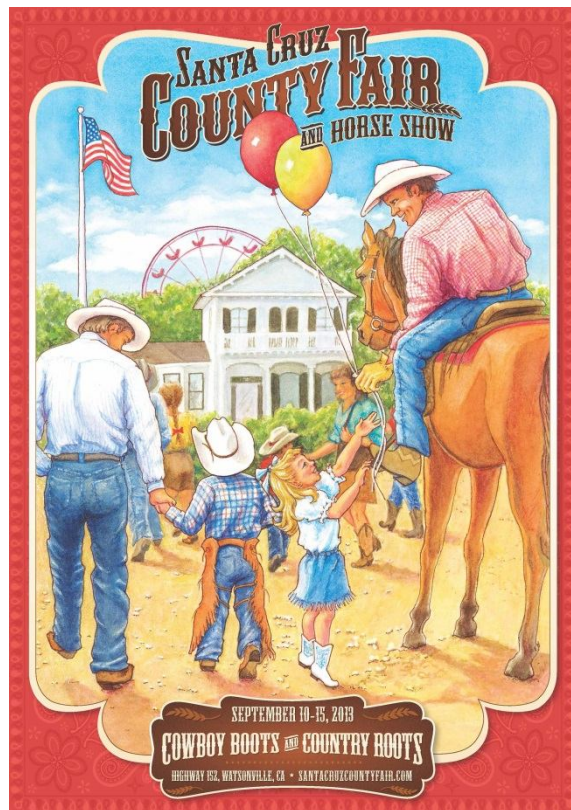
- 1) The Most Fun a Family Can Have for a Price Any Family Can Afford
- 2) Affordable Family Fun
- 3) World's Greatest Fair!



Graphics and Identity



Graphics and Identity



Website

STANISLAUS COUNTY FAIR *imagine the fun!* Fair Dates: July 11-20
Only 184 Days, 13 Hours, 36 Minutes, 13 Seconds

Contact Us About Us Search...

Buy Tix FAIR Ticket Office 100th Anniversary Sponsors Fairground Events Turf Club Rental Facilities

Merry Christmas!

Watch the Fair staff kick off their elf side for Christmas... MERRY CHRISTMAS! Bookmark on Delicious Digg this post Recommend on Facebook Buzz it up Share on...

More Info

RECENT NEWS

- CRAB FEED AT THE FAIRGROUNDS!
- Merry Christmas!
- Save the Date October 3rd
- Fair Officials Announce Another Successful Year!
- Finest Livestock Sold at Fair

OCFAIR EVENT CENTER Centennial Farm Garden Classes
Free Monthly Garden Lecture Classes for Adults Register Now

EVENTS COMMUNITY PROGRAMS EVENT PLANNING ABOUT US CONTACT US Google Custom Search Search

Upcoming Events On Sale Now Weekly Events Maps & Driving Directions

- Jan 08 Food Truck Fare - Wednesday (After Dark)
- Jan 09 Food Truck Fare - Thursday (Lunch)
- Jan 09 Farmers Market

Map Sat Ter Earth

POWERED BY Google

Social Media facebook®

* Management



Don't just
assign
Facebook
oversight to
anyone!



Social Media Pre Fair

- * Map it out
- * Ask Livestock, Entertainment, & your different Departments (Floriculture, Home Arts, etc) about special guests or events they want on Facebook
 - * Be creative before you get overwhelmed
 - * Take the time to do it well



Social Media Pre Fair

Status Photo / Video Offer, Event +

WFA Convention Rocks!

Schedule Post ✕

1/7/2014 10:00 am PST

Boost Post Schedule

f Santa Cruz Fair

You are posting, commenting, and liking as Santa Cruz Fair — [Change to Zoie Scurfield](#)

Admin Panel

Posts · Notifications

Post	Total Reach?	Paid Reach?
This Saturday the seriously colorful "R...	897	--
Coming to the Fairgrounds!	1,224	--
Please tag us on in your pictures "San...	783	--

Edit Page Build Audience See Insights Help Hide

- Update Page Info
- Edit Settings
- Manage Admin Roles
- Use Activity Log**
- See Banned Users...
- Use Facebook as Santa Cruz Fair

Master morning - where is barn 2 in your ...

te Moules Santa Cruz Fair, this photo is per...

astes I called and talk to someone too...



Social Media Pre Fair

The screenshot displays the Hootsuite dashboard interface. At the top, the browser address bar shows the URL <https://hootsuite.com/dashboard#/>. Below the address bar is a navigation bar with tabs for 'SZ Fair' and 'SC Fair', and buttons for '+ Add Stream' and '+ Add Social Network'. The main content area is divided into four columns:

- Wall Posts (Santa Clara County Fair):** Shows a post from the Mountain View Historical Association dated Aug 12, 2013, 8:35am, with 1 like and 0 comments. Below it is a post from Marcella Gulmon dated Aug 05, 2013, 9:38am.
- Scheduled Stream Posts (Santa Clara County Fair):** Lists three posts scheduled for February 2014:
 - Scheduled for 6:15pm, Feb 01, 2014 by Zoie Scurfield. Content: "This is an example of a post I want to publish."
 - Scheduled for 3:00pm, Feb 02, 2014 by Zoie Scurfield. Content: "This is a post with a picture."
 - Scheduled for 4:25am, Feb 03, 2014 by Zoie Scurfield. Content: "This is a post with a link <http://ow.ly/sksRI>"
- Private Messages (Santa Clara County Fair):** Shows three messages:
 - Sandra L Perez: Aug 02, 2013, 2:02pm. Content: "Tonight's entertainment is written in white. :)"
 - Nadia Aguilar: Aug 02, 2013, 1:54pm. Content: "7"
 - Martha Godinez-Rollerson: Aug 01, 2013, 8:21pm. Content: "The answer to the question 'The first person to message (do not reply in comment section) with the correct answer to the following question can win 4 tickets to the Santa Clara Fair (good today or any day of the 2013 fair): On our entertainment page of TheFair.org website what color is the print of"
- Events (Santa Clara County Fair):** Shows "No results found."

Use the tools that work for you. It isn't a one size fits all situation.



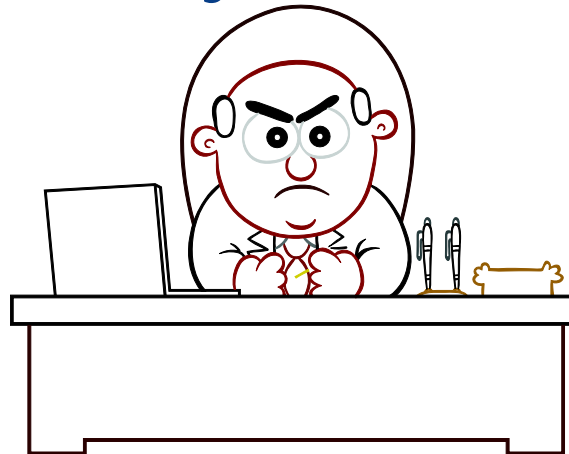
Social Media Pre Fair

- * Integrate the theme – photos/contests/highlight it
- * Tantalize your audience with highlights: presale discounts, entertainment, rides or attractions
- * Sponsors
 - * get (or give) the information beforehand about your sponsors
 - * Attractions – new or familiar - any attraction specifically sponsored should be mentioned
 - * Don't forget the “little-guys” or “in-kind” sponsors
 - * Use this free platform as a draw for more sponsorship dollars



Social Media During Fair

Don't irritate your audience



- * Pictures
- * Video
- * Answer (fielding) questions or comments

Social Media Post Fair



I know you're tired BUT...


- * Highlights of the overall event
- * Thank-you to staff, volunteers and sponsors
- * Point your audience to FFA, 4H and contest winners (hopefully on your website)
- * Continue to answer questions or comments




Social Media Analytics

Facebook
has fantastic
and
FREE
analytics

Post Details

 **Santa Clara County Fair**
A Santa Clara County Fair Baby is Born!
The mother, a Jersey by the name of Sophie, gave birth at approximately 3:45 A.M. this morning. The calf is a boy named George.
The calf is located on the left hand side of the livestock barn in the Nursery, which also features three small lambs, and a litter of thirteen piglets.



about 5 months ago

2,758 People Reached

217 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

102 Likes	5 Comments	20 Shares
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FROM LIKES, COMMENTS & SHARES

72 Likes	17 Comments	1 Shares
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TOTAL

174 Likes	22 Comments	21 Shares
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93 Post Clicks

71 Photo Views	22 Link Clicks	0 Other Clicks <small>(i)</small>
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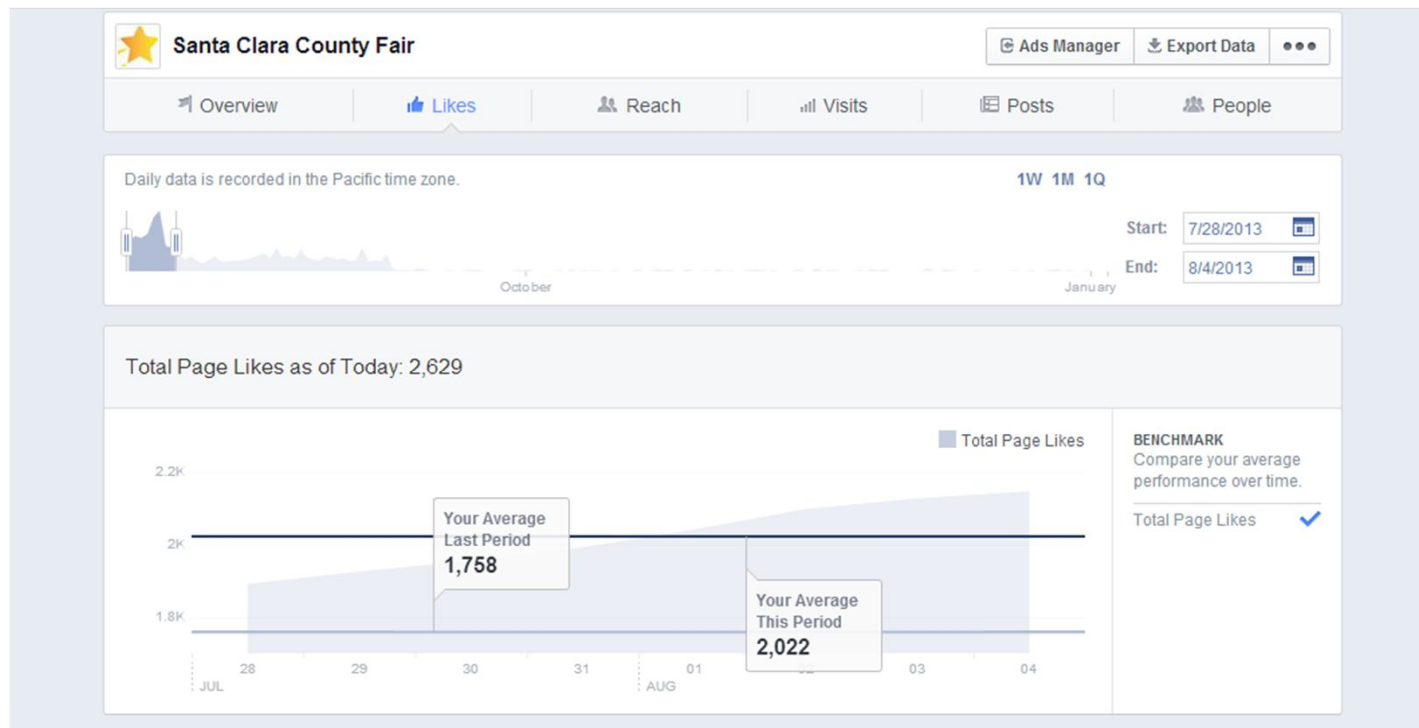
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Social Media Analytics

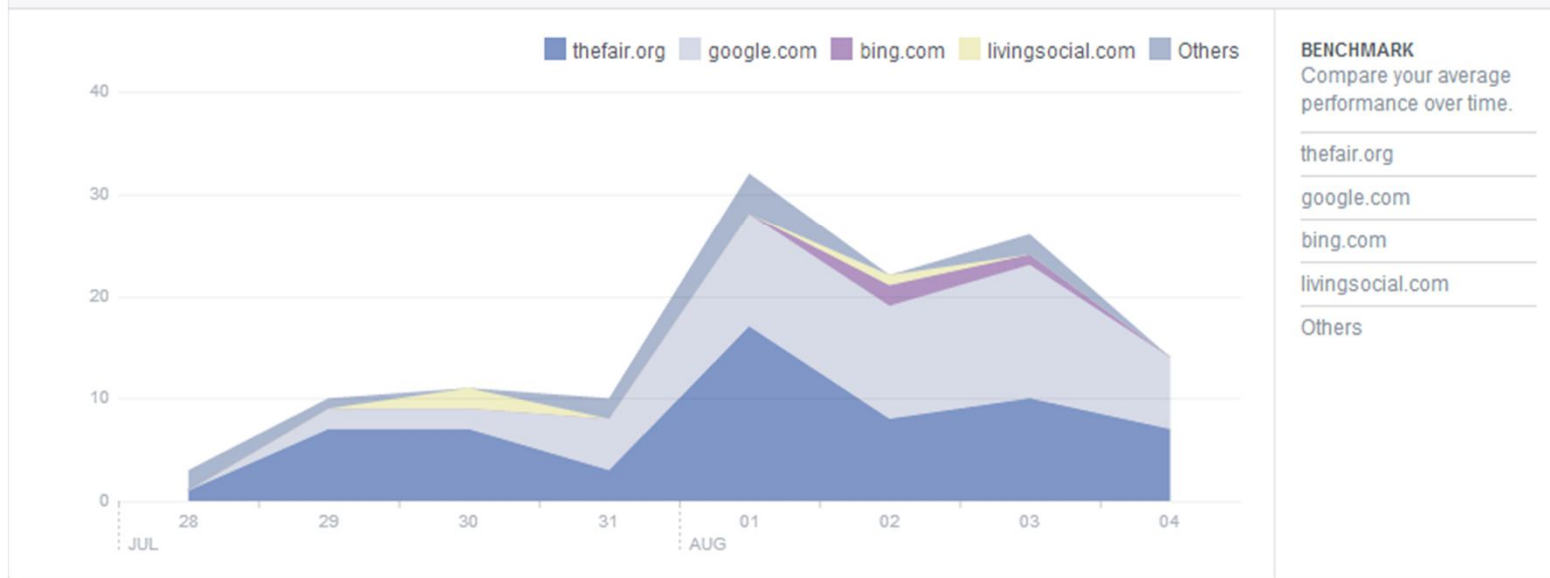
What can it tell you?



Social Media Analytics

External Referrers

The number of times people came to your Page from a website off of Facebook.



Social Media Analytics

Total Reach

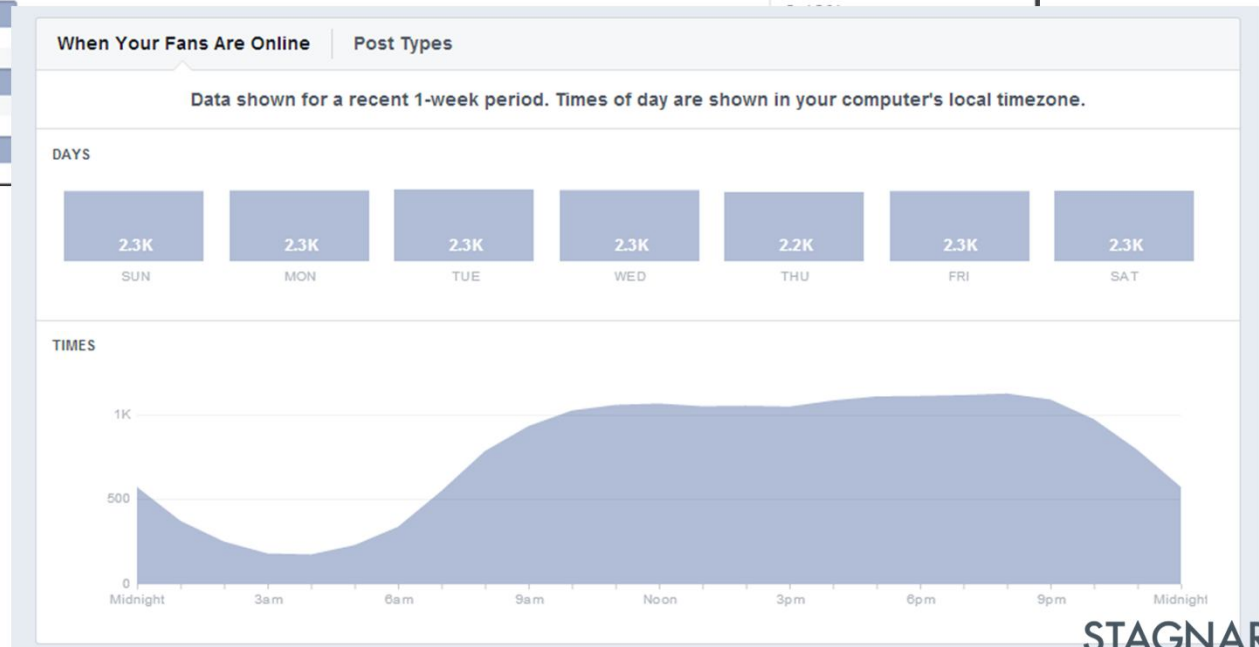
The number of people who saw any activity from your page including posts, posts by other people, Page like ads, mentions, and check-ins.



Social Media Analytics

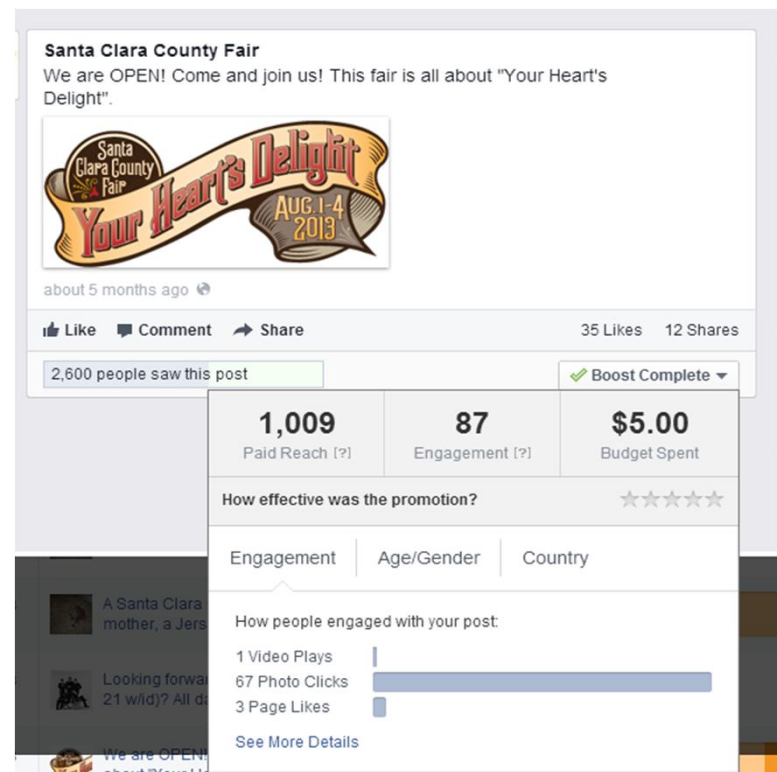
External Referrers: August 01, 2013

Referrer	Number of Referrals	Percentage of Referrals
thefair.org	17	53.13%
google.com	11	34.38%
search.yahoo.com	1	3.13%
groupon.com	1	
search.aol.com	1	
q.livingsocial.com	1	



Social Media Advertising

- * You can target your marketing! Mileage, cites, ages, etc.
- * You can set daily limits with all posts or by individual posts



Social Media Advertising

Advertisings can be used year round for any event
and to promote facilities for rent



WARNINGS

- * Alcohol – Don't bother
- * Watch out for daily's after the fair
- * Don't forget to turn them off



Resources

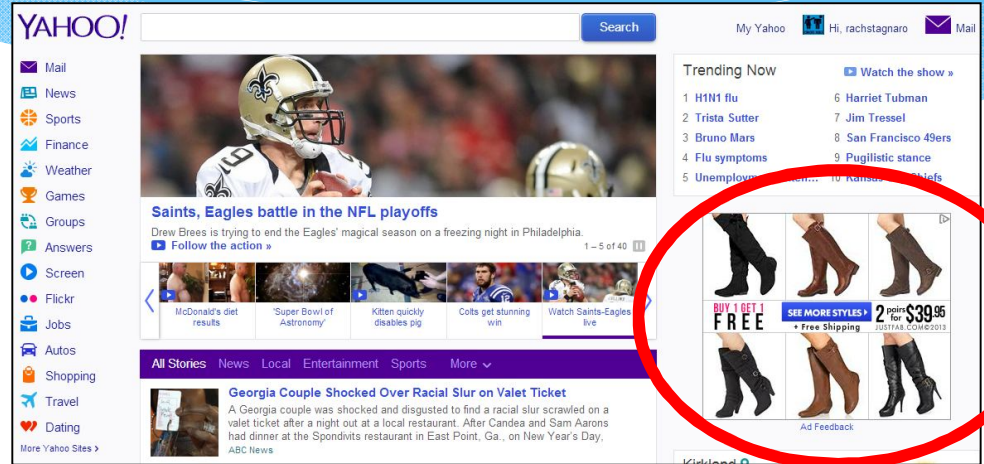
- * Social Media Management Tools
 - * HootSuite
 - * Tweetdeck
 - * Engagor
- * Resourceful Blogs/Websites
 - * Convince and Convert
 - * Razor Social
 - * Social Media Examiner



Digital Media

- * What is digital media?
- * Why your Fair should go digital
- * How to go digital
 - * DIY
 - * Agency
- * What to avoid
- * Resources

What is Digital Media?



Ads related to **running shoes** ⓘ

Running Shoes - zappos.com
www.zappos.com/Running
 ★★★★★ 26,149 reviews for zappos.com
 Huge Selection of **Running Shoes**. Free Shipping and Free Returns!
 Zappos.com has 16,121 followers on Google+

Men's Running Shoes Cycling & Triathlon
 Women's Running Shoes Running Clothes

Running Shoes Superstore - Free Shipping BOTH Ways
www.runningshoes.com/ 1 (636) 680 8059
 ★★★★★ 68 reviews for runningshoes.com
 Love 'em or send 'em back. On us!
 Asics - Saucony - Brooks - New Balance

Running Shoes | Zappos.com FREE Shipping
www.zappos.com/running-shoes
 ★★★★★ Review by Anonymous - Dec 30, 2013
 Uncover the perfect-fit **running shoes** from our huge selection. Enjoy Free shipping & returns, 365-day return policy, and 24-hour customer service!
 Nike - Neutral - Men's Shoes - Sneakers & Athletic Shoes

Running Shoe Reviews | Runner's World
www.runnersworld.com/running-shoes-gear/running-shoes
 Let us recommend the best trail-**running shoe** for you ... Find the perfect pair of shoes for you among the 18 best new models of the season. Fall 2013 Trail Shoe ...
 Fall 2013 Shoe Guide - Spring 2013 Shoe Guide - The Best Running Shoe For You!

Shop for **running shoes** on Google Sponsored ⓘ

New Balance 8002 Women's \$19.99 Joe's New Ba...	Nike Men's Free 3.0 V5 R \$89.98 Finish Line	Nike Dual Fusion Run R \$59.99 Foot Action	New Balance M3090 Men's \$69.00 APerfectDealer
Nike Women's Dual Fusion \$59.98 Finish Line	Nike Air Relentless 2 \$39.99 ShopWSS	Nike Dual Fusion Run B \$39.99 ShopWSS	Nike Dual Fusion Run D \$39.99 ShopWSS

Shop by brand
[Nike](#) [adidas](#) [ASICS](#) [New Balance](#) [Brooks](#)



Why Should You Go Digital?

- * Cost effective
- * Highly targeted
- * Optimized
- * Time sensitive
- * CPMs vs other media



How To Go Digital - DIY

- * Google Adwords account
- * Do your research
- * Decide on a budget (\$100-\$500)
- * Make online banners, create search ter
- * Jump in!
- * Pros
- * Cons



How To Go Digital - Agency

- * Budget: \$5,000 per month minimum
- * Agency Specialty
- * Pros
- * Cons



What to Avoid

- * Timing is critical
- * Digital is one piece of the puzzle
- * Targeting Issues
- * Mistakes are a certainty
- * Ask for help



Resources

- * Online How To Guides
 - * Mashable
 - * Marketing Profs
 - * Hubspot
 - * Lynda.com
- * Google Adwords Assistance

