

Mother's Day 2018 (Social Media Competition)



KPI's:

- 10299 total impressions
- 378 engagements
- 186 competition entries
- 33 NEW B2C newsletter sign ups

Why we undertook this campaign:

Mother's Day is a peak shopping calendar day for our businesses and is also a date of interest to our B2C audience.

It's a cost-effective way to obtain new sign ups for our newsletter

Benefits to Businesses:

- Individual Businesses in the BID area were promoted as part of the campaign:
 - Crepe Affaire (New Business)
 - Boots
- Customers received a FREE prize from Chester businesses

Cost:

Item	Cost
Artwork (as part of monthly design cost)	£50.00
Prizes (Donated by Crepe Affaire and Boots) Voucher for Boots	£25.00
Facebook Advert	£20.00
TOTALS	£95.00

Results:

Twitter

Tweet	Impressions (the total number of views of a tweet)	Post Engagements (Likes, retweets, comments)
27/02/2018	538	28
01/03/2018	677	8
03/03/2018	608	12
06/03/2018	369	8
07/03/2018	368	9
08/03/2018	282	2
09/03/2018	443	2
09/03/2018	356	6
09/03/2018	378	0
TOTALS:	4019	75

Facebook

Facebook Post Date	People Reached	Post Engagements (Likes of post, comments, emoticon responses, shares)
27/02/2018	287	3
27/02/2018	2872	272
01/03/2018	402	4
03/03/2018	709	10
06/03/2018	286	3
07/03/2018	196	1
08/03/2018	429	1
09/03/2018	247	0
09/03/2018	379	5
09/03/2018	473	4
TOTALS:	6280	303

Mother's Day Blog

Facebook:

- 2,273 people reached
- 20 post engagements

Twitter:

- 819 people reached
- 34 post engagements