



KPI's:

- 27,173 people saw the Sparkle in Chester campaign online
- 444 people engaged with the campaign online
- The 'Sparkle in Chester' webpage, which hosted individual BID Business offers during the campaign, received 644 views during the campaign
- 21 Jewellers adverts / offers received from BID Businesses
- We wrote six blogs for individual Jeweller and one press release that featured three jewellers

Why we undertook this campaign:

We undertook this campaign to highlight the range of jewellers Chester has to offer and to put Chester on the map as a prominent city in the UK for Jewellery purchases. The campaign period was the lead up to Valentine's Day, which is one of the busiest shopping periods for Jewellers.

Benefits to Businesses:

- Individual Businesses in the BID area were promoted as part of the campaign (which cover Facebook, Twitter and Instagram)
- Existing Valentine's Day offers from the businesses were highlighted

Cost: Staff time, Design Time, PR time

Results:

Twitter	Total Reach	Post Engagements
TOTALS:	12,134	106

Facebook	Total Reach	Post Engagements
TOTALS:	12,424	227

Instagram	Total Reach	Post Engagements
TOTALS:	2,615	111

The overall impact of the social media campaign was:

- **Total Reach: 27,173**
- **Total number of engagements: 444**
- Through social media, posters and newspaper advertising, we generated 1,875 page views of 'Sparkle in Chester' webpage on www.experiencechester.co.uk