



## El Dorado Visitor's Authority Social Media Marketing Opportunities for Partners **Paid Social Media**

### Why Social Media Advertising

Social Media is free. We hear this all the time. It's true that you can still start a Facebook page or a Twitter / Instagram / LinkedIn account for free and start building a loyal following. Yet by collecting a tremendous amount of personal data, preferences and interests, the social channels have become incredibly proficient at being able to super target the exact people you define as your "ideal customer". In addition, Facebook algorithm changes continue to make it more and more difficult for brands to get their posts viewed by their fans. According to Locowise, links have the highest organic reach of 18%, videos and text updates are at 9% and images are at 7%. This means that the majority of your fans are not seeing your updates. Brian Bolland, head of the ad product marketing team at Facebook attempted to answer why Facebook keeps tweaking their algorithm. It really comes down to a simple formula. With 1,500 - 15,000 updates daily, Facebook is determined to narrow down the flood of information in our newsfeeds. So, to sum it up:

- 1) Social media advertising can be a very effective and targeted way to reach your "ideal" audience on their platforms people are spending time
- 2) Facebook ads may become the norm and a part of your overall strategy in order to reach your fans

### Facebook

The social media behemoth is also the leader in social media advertising and Facebook ads are becoming increasingly powerful. We can write a whole book on how to utilize Facebook social media ads to better your business. Here's a brief overview of how you can take advantage of Facebook ads for your business.

1. Growth campaign
  - a. This is an easy way to grow your Facebook fans by targeting people by age, interests, geolocation, etc. For example, you can target everyone within 30 mile radius of your business who's interested in (put your interests here) and who's 25 - 45 years old. You can also target your competitor's fans.
  - b. You can take this campaign a little further and use the custom audience feature. We can upload your email database and create a custom audience with the list. We can take this further and build a look alike audience that is similar to your email database. Now, you are getting more targeted. We can also create a look alike audience for your existing fans.

- c. We can remarket to people who visit your website by uploading a Facebook remarketing code to your website. This way, you can reach the people who are visiting your website and target them with an offer or discount to your business on Facebook or simply ask for their like of your Facebook page.

## 2. Awareness campaign

- a. Every time you need to give a specific message or a post an additional boost you can use Facebook ads to help you with it. Maybe you are running a special New Year's promotion or just need one post to be boosted. By using Facebook ads, you can reach a bigger portion of your own fans or target people by select criteria. With the help of ads and boosted posts you can increase the reach of your message. Just be aware of the 20% copy rule regulated by Facebook. You can [check](#) and see if your image fits the requirement that your copy cannot exceed more than 20% of the image. But by working with us, you don't need to worry. We'll take care of the design.
- b. If you are running a contest, you can get more people to see it by boosting it with advertising dollars.
- c. You can promote your business video and get more people to view your facility.
- d. Raise attendance of a special event at your business by promoting your event on Facebook.

## 3. Lead campaign

- a. Let's say that your sales team needs to get some new leads. You can create a campaign to send more people to your website, where you can capture their name and email and give that database to your sales people. We do recommend that you create a special landing page for this effort and make sure it's mobile optimized.
- b. You can create a special Facebook offer and promote that in an effort to get more people to come to your business. Facebook sends out emails to the people who claim your offer and by making it unique you'll be able to track conversions.

## 4. Sales campaign

- a. You can increase conversions on your website by installing a conversion code on your website. Facebook will optimize your campaign based on showing your message to more people who are likely to take the same action - whether this is to sign up for a membership or sign up for your email newsletter.
- b. Special offer - you can create a special Facebook offer and advertise that to get new customers.

## In Summary:

Your challenge may be to:

- Boost your Facebook fan base
- Direct people to your website for a specific event / promotion / offer
- Show up in people's newsfeed without updating your Facebook page
- Reach more of your fans with your messages (currently you are probably only reaching 5% - 10%)
- Sell on Facebook
- Increase conversions on your website
- Reach people near your business
- Get more people to watch your video
- Target your competitors' fans

We can create a Facebook ad campaign to solve all of these problems.

## What we need from you:

- Your goal
- Your ideal target audience - geographic, age, interests
- 6 images 1200 x 628 pixels
- The destination web page if we are sending people outside of Facebook
- Any other details - offers; promotions; specific copy to use
- High res logo

## Cost:

- Depending the scope of the campaign, the cost will be anywhere between \$350 to \$6,000 for the ad campaign + ad costs
- A campaign similar to Gold Bug it will be \$350/month.
  - A campaign that requires a stand-alone mobile optimized contest \$1,000/30 days (*requires a third party platform and development to include features - like enter a contest; connect with other social channels; sharing abilities. It can be completely customized and work with the Facebook environment or included on a website or both.*)  
Longer than 30 days \$350/month.
- Recommend Advertising Costs for a successful Campaign - \$600 - \$2,500 per campaign depending on the length

Example of a Facebook Ad:



**Gold Bug Park & Mine**  
Sponsored · 🌐

Special Priest Mine Tours at Gold Bug Park and Mine. Labor Day Weekend Only.

**Priest Mine Special Day**  
[www.goldbugpark.org](http://www.goldbugpark.org)

[Learn More](#)

### What to expect:

Gold Bug Park ran a 30 day campaign on Facebook. Their results were:

People reached: 78,905

Website clicks: 2,903

Advertising cost: \$1,250

### Testimonial:

“Thank you both for your help and support of the special park event this last weekend. The bottom line is we took 877 people through the Priest Mine in 3 days. It went very well and I would say without reservation that 100% of the people came away with a smile and new fondness for the Park and local Gold Rush history. As a reference our Memorial Day tours brought in 798 people.

Our excited guests came from the Bay Area, Sacramento, Central Valley, Southern California and Nevada. I queried dozens of people about how they learned about the event and "Social Media" came up quite often, I would consider the Facebook and TripAdvisor campaign a huge success.”

Charlie Basham



# El Dorado Visitor's Authority Social Media Marketing Opportunities for Partners

## Social Media Contest

### Why contests are important

The main reason you decide to run a contest is to stir interest and excitement among your audience, grow your email database and generate new leads. Developing GOOD social media contests do take time and planning: starting with the goal of your social media contest and moving into the creative part and finally execution and wrap up. Trust us, it takes focused time to run an excellent social media contest. We have seen some that started as a great idea but failed in the execution and others that had a really big incentive yet very little engagement. There are many elements that need to be considered in planning your social media contest and we hope this guide will help you to plan yours well.

*Warning: The FTC is cracking down on contests that don't follow the rules outlined on [their site](#). Overall, customers / fans HAVE to know that they are entering a contest prior to submitting their entry. Best practices mean using a platform/service to run your contest (like ShortStack), or including the #contest or #sweepstakes hashtag to secure an entry and agreement to terms.*

### We'll guide you through this process:

#### Contest Elements

1. **Where.** What social network is the social media contest going to be held on? Is it on Facebook or Twitter or Instagram or all of them? The more platforms you add to the social contest plan, the more time commitment it will require to manage it all. Some platforms easier than other for running contests. It might be worth looking at Twitter or Facebook to launch your first contest.
2. **When.** How long is your contest going to be? Most companies try to do a contest for 3-4 weeks yet some are happy with a one week contest. If you are planning on going for 3-4 weeks time, we recommend that you have everything ready to go 2-3 weeks prior to your start date so you can start getting your audience excited with teasers and be ready to go on launch day. Define your timeline and keep in mind that the longer the contest is, the easier people will get bored with it so come up with ways to keep it fresh, i.e. new graphics, new teasers, new images, different calls to action. It's good to work backwards from your end date / picking a winner/ notifying them to your start date. Write down major milestones along the way that needs to be reached.

**3. What.** Contests can take various forms and the type of audience will be the determining factor as to how well they respond to the type of contests. For example, an older audience will be less likely to create and submit videos but a younger, active audience would love the opportunity. Defining where your audience stands is critical to deciding how easy the contest is. Contests can be:

- a. Sweepstakes (just enter email to win) - *result: new emails for your email database for more frequent contact with your potential customers*
- b. Connect (like/follow to enter) - *result: more fans to increase the awareness and visibility of your content*
- c. Like a particular piece of content - *result: more visibility of your content because engagement is up*
- d. Share a piece of content to enter - *result: more visibility of your content because engagement is up*
- e. Vote on a question - *result: more visibility of your content because engagement is up*
- f. Create Content / Picture Submission - *result: more content to share with your fan base because of an increase in your content repository*

**4. How.** How are people going to enter your contest? Is it just a timeline contest on your Facebook page or are we using a third-party app to help you manage the social media contest. There are plenty of really good third-party apps on the market. Our recommendations are for the following:

- a. Shortstack - highly customizable and affordable platform for Facebook and beyond
- b. Heyo - easy on the budget with nice sharing features for Facebook and more
- c. Seen - image based contest platform, great for Instagram and Twitter
- d. OfferPop - Facebook and beyond
- e. Statigram - great for Instagram contests
- f. Piquora - Pinterest specific contests

**5. Name.** We'll come up with a catchy, easy to understand and short name. The longer the name, the more space it will take in ads, tweets and updates. Short is good. Make it easy to remember.

**6. Creative.** Come up with your complete list for all the creative you are going to need and get it down ahead of time. You are most likely going to need:

- a. Contest logo
- b. Contest landing page
- c. Mobile page
- d. Facebook cover

- e. Twitter cover
- f. Facebook posts
- g. Tweets
- h. Instagrams
- i. Facebook ads (be mindful of the [20% rule on Facebook](#) - your copy can't exceed 20% of the overall image size).
- j. Emails

**7. Prize.** The prize needs to be such that it activates your audience and get more people excited about your brand. Coming up with the incentive for your contest can be very challenging and creative task. In addition, by offering a specific incentive tied to your company instead of something generic like an ipad, you are making sure that you are attracting only people who are honestly interested in your company. Try to avoid the pitfalls of offering gift cards - because then you'll be attracting a lot of people who just want gift cards, not an interested fan base.

**9. Rules.** We'll take the time to write the legal rules for your contest and then ideally you can run them by your legal team first. Also, we'll make sure you are compliant with the latest social platforms' contest rules as they change constantly. Having a link to your rules from your mobile optimized website is the easiest way to let people know the fine print. Best practice? Always alleviate the platform of responsibility when you run your contests.

**10. Promotion Strategy.** You can plan out your promotional strategy using an Excel spreadsheet or you can incorporate it in your existing editorial calendar. Plan it so you can start it a couple of week prior to the contest with a few: "*Shhhh, we can't wait to tell you about our upcoming contest.*" Then, launch your contest and keep it active on your selected channels. Allow for time each day to manage the contest, respond to comments and engage with your contestants.

## **Brand Advocates**

A great way to get the word out is with people who already love you. Identify online influencers and brand advocates that can help you share your contest online. Create a few easy to use Facebook status updates and tweets and email them to your advocates. Making it easy for them to share something they already love will make them look good to their friends. If you already have your brand advocates identified, it will be easy to reach out to them. If you don't, this may not be a good time to start this effort as it's time consuming on top of your contest execution.

## **Bloggers/Media/Sponsors**

Identifying bloggers/media/sponsors that can share your contest to their audiences is also a good tactic. Perhaps you can offer them something as an incentive for their time and commitment that is separate from your social media contest.

## **Amplification strategy**

Plan on including some paid social media for your contest to help amplify your message. Normally, we include paid Facebook ads and boosted post, promoted tweets, promoted pins and emails. Even if you are conducting your contest on Facebook only, you can still use other channels to drive traffic to it. We recommend that you conduct your contest on a mobile optimized page on your website so you don't limit it to people who are on Facebook and capitalize on your website traffic. **Nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world.** (Source: Pew Research).

## **At the end of the contest**

Once your contest is over, we can pick and notify your winner. But wait, there's more:

- Check to see how your contest performed against your goals
- Conduct a quick recap of your contest. Normally, we use PowerPoint or Keynote to summarize the contest and capture the most important milestones from it. It's good to have to present to your executive team but also really good to keep in your files. So, next time you decide to run a contest you can quickly refresh your mind about the last contest you ran: what happened, what challenges you ran into; lessons learned; what worked great. This will save you from doing the same mistakes again.
- If you collected an email database, decide how you want to use that. Perhaps you want to do a follow up email campaign to the contestants only and provide them with more information and value about your brand. If you are going to utilize the emails you gathered, we recommend keeping these emails as a separate list within your email marketing software. Then, you can have a very specific message sent to these people as a brand introduction and courtship.

## **Conclusion**

Contests are an excellent way to get your audience excited and involved. Some contests deliver excellent content that you can use for months to come, while others a list of emails to generate new leads. Just make sure your contest really stands out. There are too many mediocre contests online and people are getting bombarded with offers everywhere. Why should they pay attention to you? Make it special, unique and amazing - and most important, branded.

**Cost:** \$2,500 all-inclusive package for 30 day contest, includes \$1,000 in paid social media to promote the contest



# El Dorado Visitor's Authority Social Media Marketing Opportunities for Partners

## Special Event Support

This effort is all organic social media through the El Dorado Visitor's Authority Social Channels.

For your special event, we will:

1. Create 5 different Facebook posts
2. Create 10 tweets including information about your event
3. Create 4 Instagrams about the event
4. Support your event hashtag
5. Send people to your website for more information

Example of Facebook post:



Example of tweet:



## VisitElDorado

Sep 03, 3:31pm via Hootsuite

American River Festival is coming soon. Have you gotten your tickets yet? #music [ht.ly/RF3sY](https://ht.ly/RF3sY) [ow.ly/i/cKoEy](https://ow.ly/i/cKoEy)



Example of Instagram:



visitdorado

22 likes

2w

visitdorado The teams @primalquest going up Calaveras Done at night. #Adventure #Race #primalquest15 #ElDoradoCounty 🙌🙌🙌 @kaoripho\_ cindy.buenrostro So cool 🙌🙌

♡ Add a comment...



## How many people can El Dorado Visitor's Authority reach?

We can reach the following audience:

Facebook - 8,347 fans

Twitter - 3,946 followers

Instagram – 2,124 followers

Pinterest - 439 followers

Reach:

59,677 average reach monthly

Average engaged users 3,103

Twitter 34,600 impressions

Twitter 816 engagement/month

We will track your results and provide you with a complete recap at the end of the campaign.

Creative:

We'll take care of all creative elements for social channels

Need: images

Cost: 2 weeks promotion \$500