

## Valentin's Day 2018 (Social Media Competition)

### KPI's:

- **12,489 saw the competition online**
- **183 engaged with the competition online**
- **The competition generated 99 NEW B2C newsletter sign ups**



**ENTER NOW**  
TO WIN  
PRIZES FROM

BRAVISSIMO  
Pepperberry

crepeaffaire

### Why we undertook this campaign:

Valentine'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)
  - Bravissimo
- 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 Bravissimo) |               |
| <b>TOTALS</b>                                    | <b>£50.00</b> |

**Results:****Twitter**

| Tweet          | Impressions<br>(the total number of views of a tweet) | Post Engagements<br>(Likes, retweets, comments) |
|----------------|---|---|
| 01/02/2018     | 2204  | 52  |
| 03/02/2018     | 973   | 10  |
| 06/02/2018     | 411   | 8   |
| 08/02/2018     | 1007  | 19  |
| 10/02/2018     | 391   | 9   |
| 13/02/2018     | 287   | 2   |
| 14/02/2018     | 245   | 3   |
| 14/02/2018     | 260   | 9   |
| 14/02/2018     | 357   | 2   |
| 14/02/2018     | 488   | 6   |
| <b>TOTALS:</b> | <b>6623</b>   | <b>120</b>                                      |

**Facebook**

| Facebook Post Date | People Reached | Post Engagements<br>(Likes of post, comments, emoticon responses, shares) |
|--------------------|----------------|---|
| 01/02/2018         | 1309           | 22  |
| 03/02/2018         | 404            | 1   |
| 06/02/2018         | 483            | 5   |
| 08/02/2018         | 681            | 5   |
| 10/02/2018         | 428            | 2   |
| 13/02/2018         | 551            | 10  |
| 14/02/2018         | 371            | 2   |
| 14/02/2018         | 486            | 4   |
| 14/02/2018         | 342            | 2   |
| 14/02/2018         | 811            | 10  |
| <b>TOTALS:</b>     | <b>5866</b>    | <b>63</b>   |