



This year, SMCpros – a Social Media agency, sponsored the Social Media initiative behind 2011 Grand Old Day – the largest one day festival in the Midwest. SMCpros developed a full social media marketing strategy for the three weeks that led up to the event and a secondary strategy for the day of the festival.

Through strategic campaigns and promotions, SMCpros landed #GrandOldDay in the top 3 most talked about topics on Twitter locally, with #mpls and #minnesota in the 4<sup>th</sup> and 5<sup>th</sup> positions. According to [Kare 11 News](#), past years have had attendance of 200,000, and this year's Grand Old Day festival saw record attendance at nearly 250,000.

This case study was created to highlight social media's impact before and during the event. All figures contained in this document were generated through social media monitoring systems.

### Campaign Objectives

Part of SMCpros' goal was to make Social Media part of the Grand Old Day experience by promoting the festival's Facebook, Twitter, YouTube, and Foursquare presence. The campaign's second goal was to generate more awareness and build an online buzz by raising donations from businesses and engaging fans to participate in online contests which in turn added a viral element.



Another objective was to interact real-time and answer people's questions on Grand Old Day, as well as keep them up-to-date on happenings throughout the day.

In keeping with the Grand Avenue Business Association's mission to preserve the unique urban tradition of Grand Avenue, social media has provided a way for Grand Avenue to build character while fostering relationships with businesses and the community.

# SMCpros

Grand  
Old Day  
2011



## Campaign Methods

SMCpros developed a social marketing strategy that focused on utilizing Grand Old Day's existing social media presence which resulted in an increase of 1,062 Facebook likes and 203 Twitter followers organically.

The campaign strategies were interwoven within the overall online messaging on Facebook and Twitter and consisted of online trivia and contests that led up to the day of the event. During the day of, we engaged fans and followers with several campaigns such as, "Where is Lou the Photo Guy?", "Social Media Parade Mobile", "Got Questions? Get Answers, Real Time!" and "Live Updates".

## In just three weeks...



- 296,000 impressions
- 9,875 pageviews
- Over 1,000 user actions



- Estimated reach of 2.2 million impressions on Twitter
- #GrandOldDay locally trends

facebook	
New Likes / Likes	1,062
Impressions	296,000
Pageviews	9,875
Lifetime Likes	4,907

The 2011 Grand Old Day Facebook Fan Page was used as the basis of the social media strategy. Because of Facebook's popularity and loyal users, we knew that utilizing the Fan Page to promote Grand Old Day would be effective and help generate awareness.

The figure on the left shows the custom Facebook Landing tab that was developed. First time page visitors were directed to it.



### Grand Old Day

Don't want to pay for your wristband this year? Like seeing bands for FREE? Tell us why you deserve a wristband and you just might win free entrance to the festivities!

May 23 at 2:05pm via HootSuite · Like · Comment

4 people like this.

View all 28 comments

**Randi M Weitz** We are flying in from California for it!  
May 23 at 2:08pm · Like

**Kari Vos** I lost my job a month ago and REALLY wanna see the bands on the new country stage! :)  
May 23 at 2:08pm · Like

**Jean Edlund** I have been to EVERY Grand Ol Day there ever was! Plus, I frequent Grand Ave business all year long and have convinced many people from "the other side of the river" that Grand Ave is the place to shop and to party. They said it is "Way better than Uptown!"  
May 23 at 2:09pm · Like · 1 person

**Nick Michalek** I have a new girlfriend...  
May 23 at 2:10pm · Like

**Kate Cornish** Because I've been here for four years and I always work crazy hours during Grand Old Day except for this year! Its the first time I'll actually be able to attend!  
May 23 at 2:13pm · Like

**Moe Kharrazi** I spend \$\$ there and always tell my friends to go. As soon as they find out that they have to pay \$\$ for just wristbands, they end up going a a bar away from Grand Ave instead. Wristbands should be free so more people come to the events and spend \$\$ there.  
May 23 at 2:16pm · Like · 1 person

**Kristine Jones** Because i Love grand old day!!!

## Facebook

By integrating a messaging and overall social media strategy SMCpros was able to maintain a 97% favorable sentiment on the Facebook Fan Page.

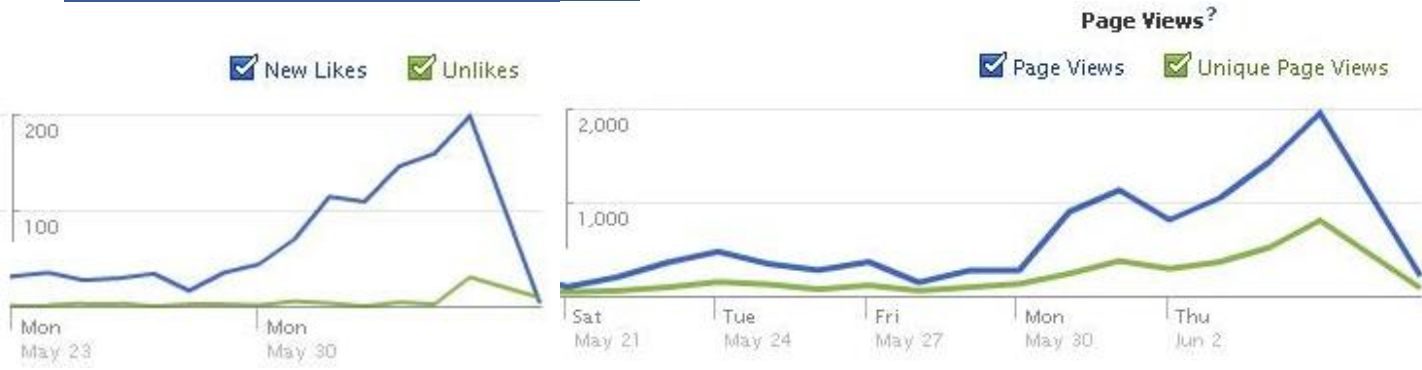
We ran contests and promotions through the Facebook Fan Page. This maximized engagement and awareness.

# facebook

**New Fans / Likes** 1,062  
**Impressions** 296,000  
**Pageviews** 9,875  
**Lifetime Likes** 4,907

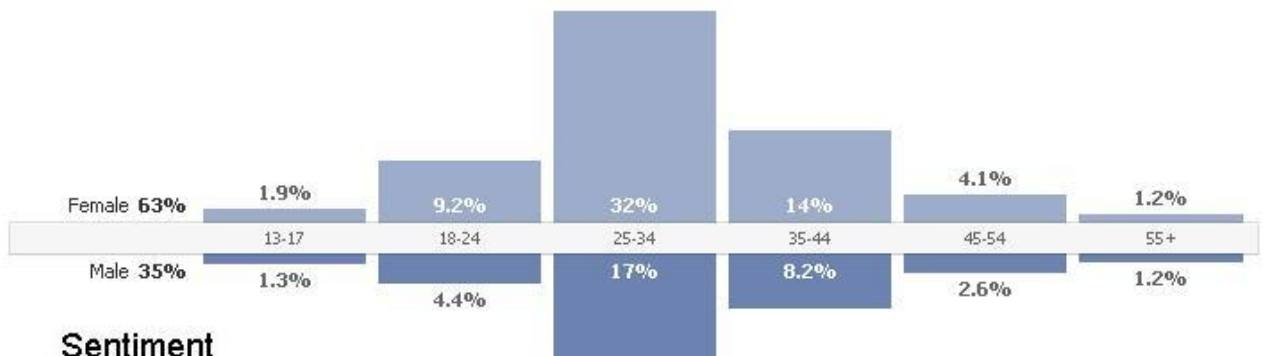
We used over 10 different Social Media monitoring tools to track the 2011 Grand Old Day Campaign. This information helped us determine how to get the most engagement out of the Social Media presence both before and during the event.

Below are some of the data and findings about the 2011 Grand Old Day Fan Page.



## Demographics

### Gender and Age?

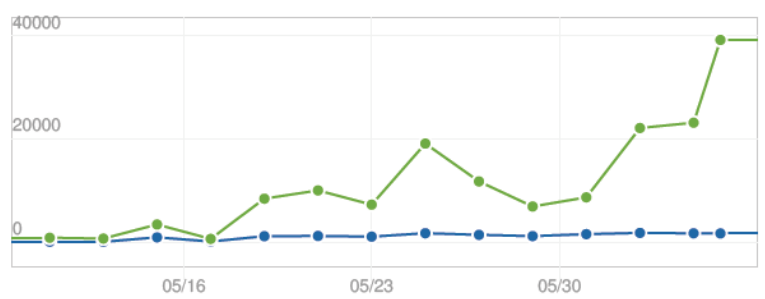


## Sentiment



**97%**  
Favorable

**f Impressions** General 281.3k Unique 27.7k



In just three weeks...



The 2011 Grand Old Day Facebook Fan Page had 87 posts in 23 days. Each post made on the Fan Page had, on average, 4,000 impressions. Since May 20<sup>th</sup>, the Fan Page saw a 3,840% increase in engagement.





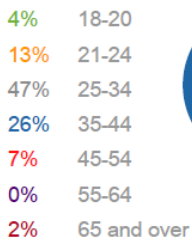
Similar to Facebook, we deployed a series of Social Media Monitoring tools to track the conversations on Twitter. Below are some of the findings. All findings are from May 23<sup>rd</sup> – June 8<sup>th</sup>.

### Tweets Sent



### Follower Demographics

#### Age Groups



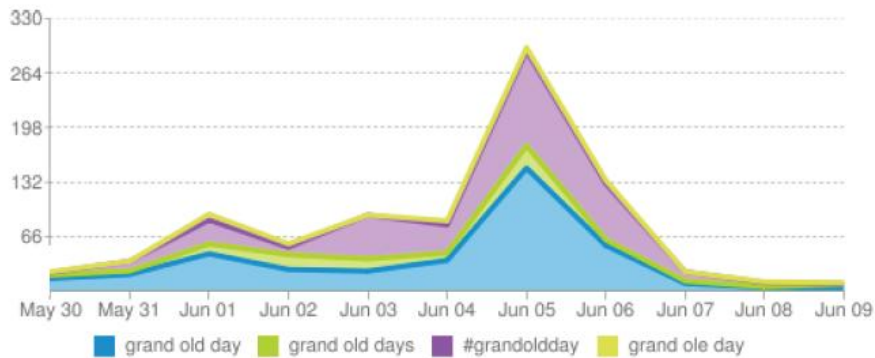
#### Gender



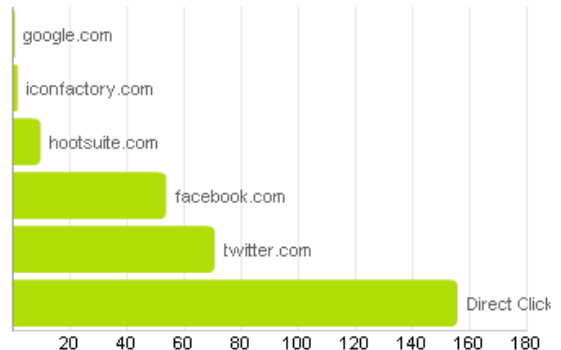
### Twitter Reach

Reach: **2.2 million** impressions  
 Total Tweet Count: **4,422** (estimated total)

### Twitter : Compare Keywords



### Top Referrers



Referrer	Referrals
Direct Click	156
twitter.com	71
facebook.com	54
hootsuite.com	10
iconfactory.com	2
google.com	1

## Major Findings on Twitter

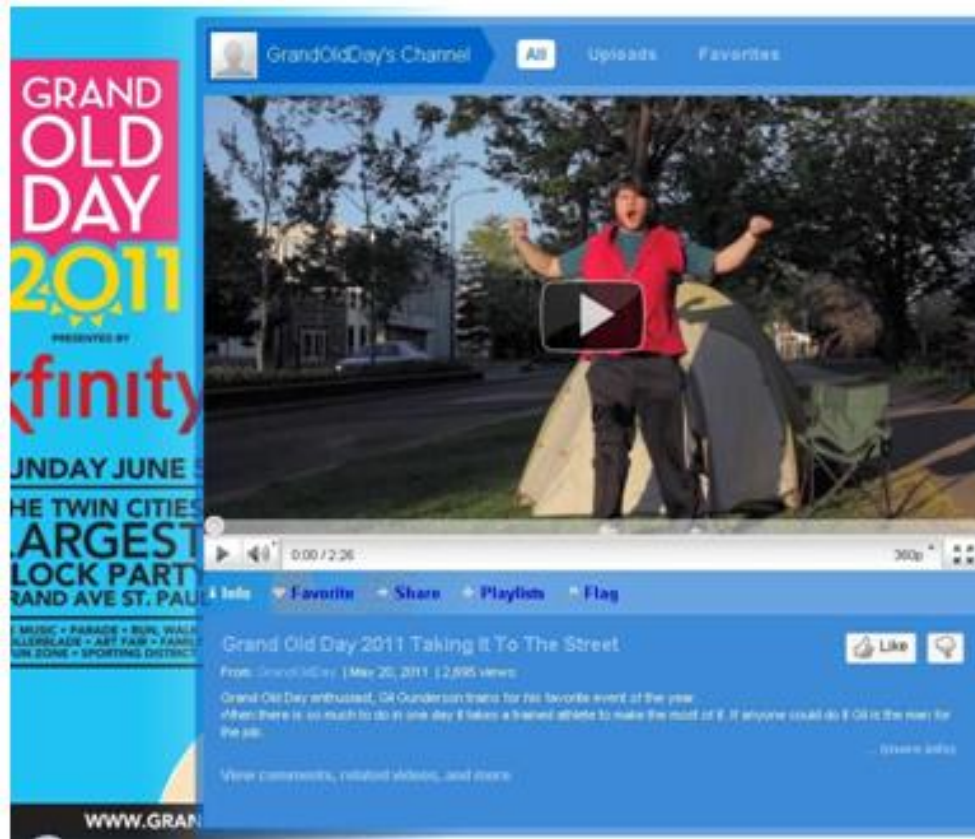
Estimated 5,000 tweets during this time.

During Grand Old Day there was roughly 1 tweet every minute with Keywords relating to Grand Old Day.



To further promote the 2011 Grand Old Day, created a short commercial to promote the event.

We published the clip on a Branded Channel, and promoted it via Twitter and Facebook.



## YouTube

YouTube can be a powerful way to connect and engage with visitors. If the content is creative, fun or interesting, web users are likely to share it, embed it, thus gaining more attention.

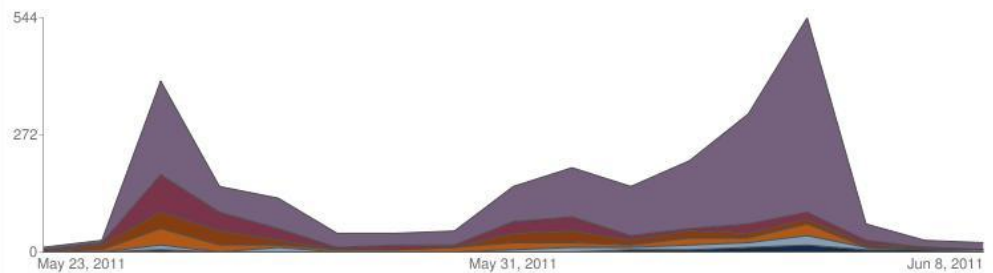
## Key Findings

Out of roughly 2,600 views, 65% of them did not happen directly on YouTube. This is due to embedding the video on other 2011 Grand Old Day Social Channels, such as Facebook.

### Discovery

How are people finding the videos in this channel? [More info](#)

Links followed to this video  Display as:  Stacked chart  Line chart



<input checked="" type="checkbox"/> Links followed to this video	Views	% of total views
<input checked="" type="checkbox"/> No link referrer - embedded player	1,701	65.7
<input checked="" type="checkbox"/> External website	327	12.6
<input checked="" type="checkbox"/> No link referrer - YouTube watch and channel pages (?)	187	7.2
<input checked="" type="checkbox"/> No link referrer - mobile devices (?)	175	6.8
<input checked="" type="checkbox"/> YouTube other pages	98	3.8
<input checked="" type="checkbox"/> YouTube search	86	3.3
<input checked="" type="checkbox"/> YouTube related video	7	0.27
<input checked="" type="checkbox"/> Google search	5	0.19
<input checked="" type="checkbox"/> YouTube channel page	5	0.19

### Views

[More info](#)

Views:   Show unique users



## YouTube

The average engagement time of the visitors watching the video was nearly 50 seconds. Comparatively, the average for most YouTube videos is less than 15 seconds.

# Web Analytics

2011 Grand Old Day' was hosted on GrandAve.com, the organization behind the event. To ensure that our Social Media Campaigns were effective, we implemented web analytics systems to track and monitor the incoming traffic.

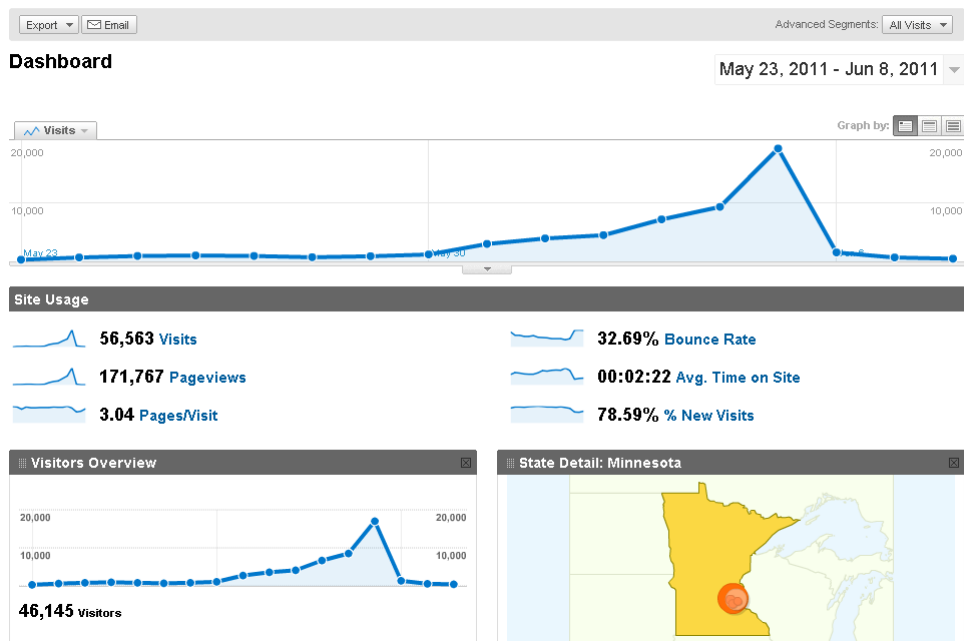
Below are some of the reports from the GrandAve.com analytics systems.

## GrandAve.com

During Grand Old Day, the official website saw nearly 20,000 visitors. Over the course of 3 weeks, GrandAve.com saw over 56,000 visitors.

From the data, we were also able to determine which content was most popular.

GrandAve.com also saw 15,000 mobile visitors. This was by far the largest increase in mobile traffic.

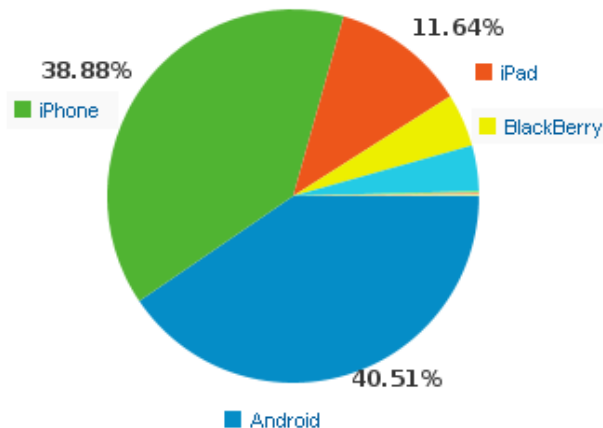


**335 pages were viewed a total of 171,767 times**

### Content Performance

Pageviews <b>171,767</b> % of Site Total: 100.00%	Unique Pageviews <b>138,826</b> % of Site Total: 100.00%	Avg. Time on Page <b>00:01:10</b> Site Avg: 00:01:10
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Page	Pageviews
1. /grandoldday/	52,801
2. /grandoldday/EntertainmentDistrict.php	17,671
3. /grandoldday/General Info.php	17,432
4. /grandoldday/Schedule.php	16,590
5. /grandoldday/schedule.php	9,301
6. /grandoldday/parade.php	8,702





Through Twitter and Facebook, we promoted the “The Official 2011 Grand Old Day” check-in on Foursquare.

By making the official location, we were able to create a collective group to track on the check-ins during Grand Old Day.

### Foursquare

The Official Grand Old Day 2011 Foursquare place received 450 check-ins.

In total, there were 1,061 Grand Old Day Check-ins, and 173 check-ins at local Grand Avenue businesses.

The screenshot shows a Foursquare event page for "Official Grand Old Day 2011". At the top right, it displays "TOTAL PEOPLE 413" and "TOTAL CHECK-INS 450". The event details include: "Event on Grand Ave btwn Fairview & Dale Saint Paul, MN 55105 (651) 699-0029", "@GrandOldDay", and "www.grandave.com". A map shows the location on Grand Ave, with a red pin and a red circle highlighting the event area. The map includes street names like Summit Ave, Lincoln Ave, and S Oxford St. Below the map, it lists "Categories: General Entertainment, Other Great Outdoors" and "Tags: grand old day, grand avenue, grand ave, parade". There is an "edit" button in the bottom right corner.

## What We Learned

- Offering local vendors and businesses' donations as prize incentives increased participation and fan engagement.
- Providing real time answers boosted interest levels of participants and created excitement around the event.
- By utilizing Twitter, we were able to connect individuals who were interested in attending and provided them with a group to go with.
- Implementing a strategic messaging calendar provided fans and followers with up-to-date information and news leading up to the day of the event which contributed to the increase of organic social reach.



## SMCpros: Who We Are

### We believe

That communication online can and should be an extension of you.

Relationships still matter and they will always matter.

Agencies converted communication to a one way street. The technology is finally here to truly have that communication, that dialogue. Are you there?

### We are a new paradigm

#### We exist:

- To open people's eyes
- To push borders and boundaries
- To experience this new world where anything is possible

Where we go from here is a choice we leave to you...

SMCpros is a social media agency based in Minneapolis.



We've been in business for just under two years, in that time period, we've worked with almost 200 different businesses of all sizes. In the past two years, Tyler Olson, the owner and President of SMCpros, has spoken at over 100 events to 15,000+ people about social media nationwide. He is regarded as a top thought-leader in the social media space. Some of our current clients include, AT&T, Famous Dave's, and other Fortune 500's. Our services include social media strategy, training, implementation, advertising, social media measurement, and monitoring.