



## CASE STUDY: GRAND OLD DAY 2011



This year, SMCpros – a Social Media agency, sponsored the Social Media initiative behind the 2011 Grand Old Day Event – 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 4th and 5th 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.



facebook

NEW FANS

1,062

IMPRESSIONS

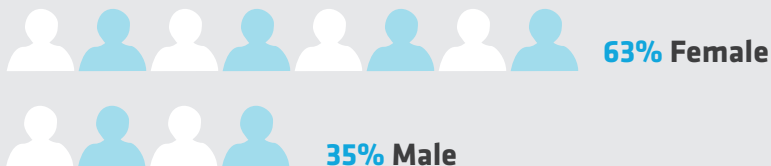
296,000

PAGEVIEWS

9,875

LIFETIME LIKES

4,907



twitter

IMPRESSIONS

2.2 MILLION

TOTAL TWEET COUNT

4,422

[@jasondouglas](#)

Guess today was #GrandOldDay in St. Paul. How did I find out? Est. 98% of people I know were there and checked in.

[@JennHarts](#)

@GrandOldDay very impressed with your viral customer service campaign. Keep it up! We had a grand day indeed! :)

#GrandOldDay trends locally in the 3rd position.



## 2010 VS 2011

 2,320 TWEETS

 66 LIKES

 47 WALL POSTS

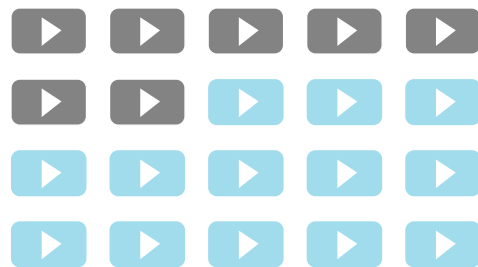
 4,422 TWEETS

 1,062 LIKES

 577 WALL POSTS



## 2,600 YOUTUBE VIEWS



65% OF VIEWS WERE FROM EMBEDDED VIDEOS



## 1,061 GRAND OLD DAY FOURSQUARE CHECK-INS

## 173 CHECK-INS AT LOCAL GRAND AVENUE BUSINESSES