

AUGUST 2019

FINAL REPORT

PREPARED FOR YOU BY

b.mor!
Marketing & Consulting

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2019 Rochester International Airshow

Social Media Report

05/23/2019-08/27/2019



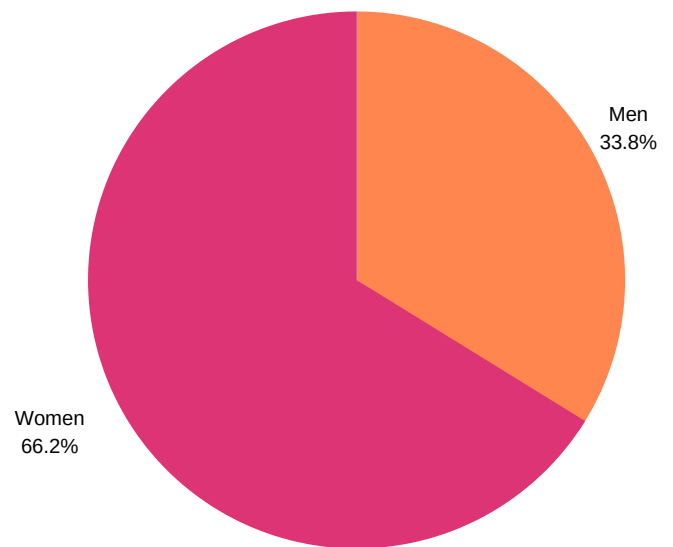
Our Statistics

DETAILED AUDIENCE

AGE: 18-65

GENDER: MALE/FEMALE

LOCATION: GREATER
ROCHESTER AREA



BEHAVIORS: FACEBOOK MOBILE DEVICE AND
TABLET USERS *MILLENNIAL GENERATION

DEMOGRAPHICS: PARENTS,
MILITARY FAMILIES AND VETERANS

INTERESTS: AIR TRAVEL

POTENTIAL AUDIENCE SIZE: 140,000

Our Statistics

THE BIG NUMBERS

FACEBOOK

Best for mobile, sharing, & connecting.

A Page Like means they're showing support for the Page and that they want to see updated content from it in their News Feed.

PAGE LIKES



EVENT RESPONSES



PEOPLE REACHED



TICKET CLICKS



POPULAR CONTENT

Video content

Vlogs | Instagram and Facebook Stories | Live Stream

VLOG PERFORMANCE

VLOG 1 (Paid Ad)

People Reached: 5,812
712 thruPlays



VLOG 2 (Paid Ad)

People Reached: 4,231
544 thruPlays



VLOG 3 (Organic)

People Reached: 1,295
163 Engagements



VLOG 4 (Organic)

People Reached: 2,270
202 Engagements



VLOG 5 (Boosted)

People Reached: 5,526
141 Engagements



RETURN ON INVESTMENT

Promotions on Facebook

(*) assuming they purchased General Admission tickets (\$25 each)

Total Spent on Facebook Ads: \$1,100.00

ROI/Profit:

minimum
\$59,000*

examples:



Event Promotion | Spent: \$60

Purchases from Promotion: 38

This Promotion brought in at least \$950 in revenue *



Website Promotion | Spent: \$75

Purchases from Promotion: 58

This Promotion brought in at least \$1,450 in revenue *

TWITTER

Best for visual, sharing, & connecting
An impression is the total number of times your Tweets have been viewed.

@roc_airshow

Top Tweet: "Thank you @VisitRochester for a great and informative blog about the ROC Airshow! (Including link to blog)"

Top Mention: Cheryl Dinolfo mentioned us in her tweet

17.4K

number of Tweet impressions
the last 28 days leading up to
the event

24,860

number of impressions

INSTAGRAM

Best for mobile, sharing, and visual.
An impression is the total number of times all of your posts have been seen.

@roc_airshow

TOTAL INSTAGRAM STORY VIEWS 7,819

CREATIVE CONCEPTS: B. MOR MARKETING & CONSULTING



ROC *the Sky*

CREATIVE CONCEPTS: B. MOR MARKETING & CONSULTING

Performer Highlight Monday




Infographic



AUGUST 24, 25 2019
9:30AM-6PM

AIR CRAFTS WEIGHTS IN ELEPHANTS

AIR FORCE F-22 RAPTOR	    
MEMPHIS BELLE B-17	    
F4U-4 CORSAIR	    
P-51 QUICKSILVER	    
AIR FORCE THUNDERBIRD	    

 7,000 LBS

FAST FACTS

33,700 GALLONS OF JET FUEL IN 1
WEEKEND

113 ACTIVE DUTY MILITARY
PERFORMING

KIDS AREA: PLAYFUL STUDIOS
CREATIVERSE

72 TENTS | 1200 CHAIRS RESERVED
8 TONS OF ICE | 56 GOLF CARTS

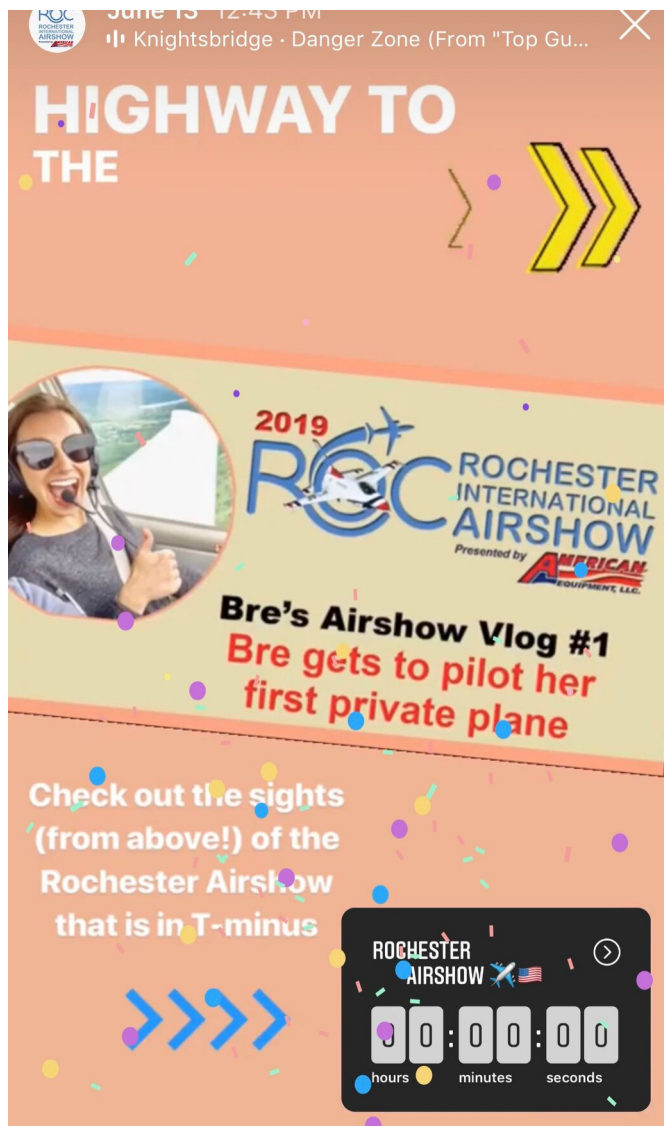
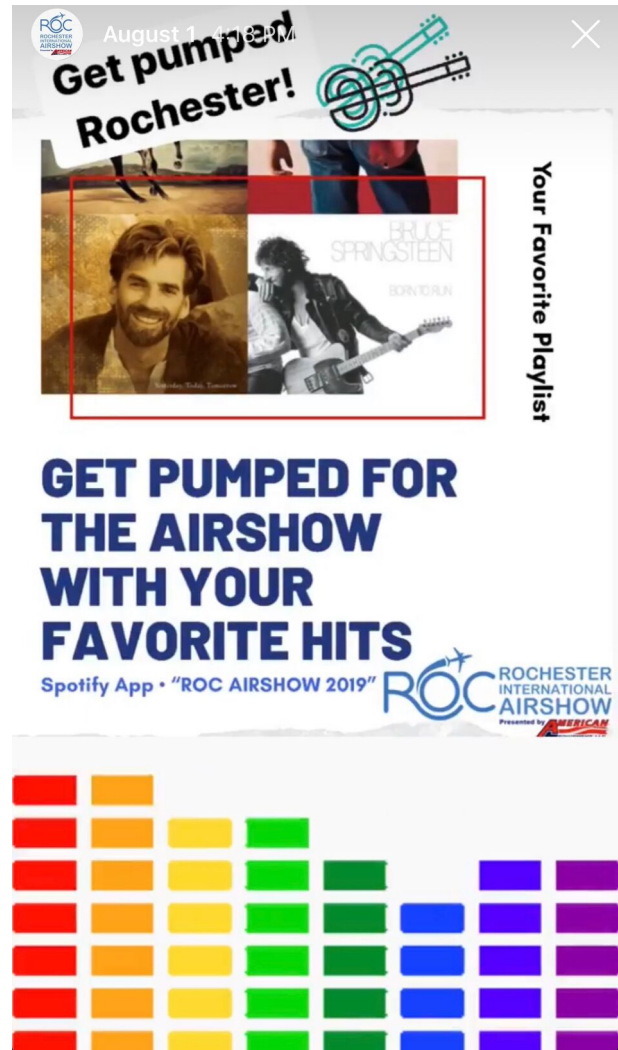
150 VOLUNTEERS

   @ROC_AIRSHOW

ROCAIRSHOW.COM

CREATIVE CONCEPTS: B. MOR MARKETING & CONSULTING

Spotify Playlist



VLOGS with community influencers

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Rochester International Airshow

Published by Bre Page Morris [?] · August 16 at 3:29 PM ·

Here are 3 Reasons Why You Will Love the [Tuscan Wood Fired Pizza Catering](#) Food Truck at The Rochester Airshow:

1. They use fresh ingredients!
2. A great flavor you'll want again and again!
3. They make amazing craft crepes for a yummy desert! Don't miss them at the Rochester International Airshow next week August 24th and 25th! Tickets are going fast! Buy them now! <https://www.rocairshow.com/tickets-2019.asp>



Food Truck Friday



August 15 1:41 PM

To do list

ROCHESTER AIRSHOW

00:00:00
hours minutes seconds

✓ thank a veteran

✓ Get your tickets to the 2019 Rochester International Airshow!

listen to the ROC AIRSHOW playlist on Spotify

AUGUST 24 - 25

ROC ROCHESTER INTERNATIONAL AIRSHOW
Presented by AMERICAN EQUIPMENT, LLC.

CREATIVE CONCEPTS: THE FARRELL EDGE



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CREATIVE CONCEPTS: THE FARRELL EDGE



#ROCTheSky
ROCAirshow.com



August 24 & 25