



Social Media Case Study

Client: Prior Lake Rotary's Lakefront Music Fest

BEDD Head Media has been responsible for all paid media/marketing/public relations for Lakefront Music Fest since 2012. The event is the largest outdoor music event in the Twin Cities' south metro area. In addition to the paid media/marketing/public relations, since 2013 BEDD Head Media has been responsible for the management of all the event's social media platforms (Facebook, Twitter, Instagram), with Facebook serving as the primary platform.

Objective: Develop social media community utilizing primarily Facebook.

Strategy: Develop on-going communications schedule for once a year event. Utilize social media to supplement traditional media for ticket sales leading up to event.

Tactics: BEDD Head Media developed social media communications plan that included following strategies:

- Incorporated boosted facebook post and paid ads leading up to event.
- Developed promotions that encouraged interaction among followers, leading to added exposure of promotions among followers' connections.
- Incorporate music artists and media personalities in social media communications.
- On going monitoring of social media platforms.
- Mirrored facebook strategies for Twitter and Instagram when applicable.
- Develop timeline that is sensitive and relevant to followers

Results

- Increased Facebook followers to 8,600+; Twitter followers to nearly 1,000.
- Consistently receive significant interaction among followers.
- Maintain high retention rate on Facebook
 - Zero page unlikes between March 2016 and March 2018
- Significant growth in number of followers on Facebook
 - 1,200 likes in July 2013
 - 4,500 likes in April 2016
 - 8,612 likes as of April 24, 2018
- Able to utilize profile of Facebook followers (demographic info) for other marketing.