

CASE STUDY: PUBLIC RELATIONS & SOCIAL MEDIA AWARENESS CAMPAIGN

Consultant developed public relations and social media campaign for an inaugural event that exceeded expectations in awareness, attendance and more.

Client

Blue Ridge Mountains Parade of Homes is a newly formed organization consisting of 8 custom home builders¹ in the north Georgia mountains. The client had a vision to showcase up to 20 custom homes during a parade event. The project team at Sarah's Consulting, LLC evaluated the idea and created a strategic plan which included an aggressive social media campaign, press release and awareness campaign and branding strategy to meet sponsor expectations and drive ticket sales.

Initial goals included:

- Ticket sales of 750 -1,000
- Draw people to the event from the South East region of the US.
- Create local community awareness about the event
- Support newly developed scholarship fund
- Provide economic support to the local community

Our Approach

With very little in place from a communications and marketing standpoint when we came onboard just 6 months prior to the event we immediately proposed a strategic branding plan which included:

- **Social Media**
- **Website Development**
- **Press Releases**
- **Event Promotion**
- **Sponsor Recognition & Satisfaction**
- **Attendee Communication Platform**
- **Ticket Sales Strategy**

¹ The 8 builders for the 2019 event include: Keith Sumner: Keith Sumner Homes www.keithsumnerhomes.com, Marc Nicholson: Nicholson Home Builders www.nicholsonhomebuilders.com, Don Clement: Homestead Mountain Builders, Kevin Teague: Kevin Teague Homes www.kevinteaguecustomhomes.com, Travis & Ron Coleman: Coleman Custom Log Homes www.colemanloghomes.com, Tommy Wosyluk: Wosyluk Residential Contractors www.twosyluk.com, Ron Lamonaco: Satterwhite Log Homes, Buzz Quintrell: Log Homes of Yellowstone

Outcomes

Social Media

Creation of a Social Media channel on the following recommended platforms: Facebook, Instagram, Twitter, Pinterest, YouTube. Primary focus for year 1 was a direct campaign centered around brand awareness and ticket sales via Facebook and Instagram. Listed ticket purchasing link on Facebook and Instagram page.

Facebook	Total Page Likes	Page Reach ²	Post Reach (28 day period)	Post Engagements ³	Link Clicks ⁴	3 second video views
@BlueRidgeMtnsParadeofHomes	2,192	222.953 ⁵	166.1K	75,698 ⁶	676	10.8K

Website Development

- Secured multiple domains
- Built out a cost effective website with link to purchase tickets and more. Web development budget was minimal

Event Promotion

Strategic event promotion through local, regional and national outlets regarding event including Log Home Living Magazine, Home Shows & Expos, Social Media, participation in local events and press releases drafted by Sarah's Consulting project team.

Sponsor Recognition & Satisfaction

Social media and print recognition of sponsors that exceeded initial commitment. Development of ROI follow up for sponsors following event.

Attendee Communication Platform

Through the management of the social media platforms average response time to all questions were responded with within 1.5 hours average. Social media allowed customers and potential attendees to make inquiries and ask questions via social media comment and instant messenger. The Sarah's Consulting project team fielded these quickly and professionally.



Figure 2: Examples of two press releases, drafted by Sarah's Consulting project team and sent to local and regional media.

Figure 1: Article published in Fannin Sentinel. Reference Fannin Sentinel: "Blue Ridge Mountains Parade of homes made history in 2019"

² Page Reach: the number of people who had any content from your page or about your page on their screen.
³ Post Engagements: When people perform actions on your page, like a post, click on a link, on an image or comment on a post or image. Post clicks, licks, shares and comments
⁴ Link Click: the number of clicks on links to select destinations or experiences on or off Facebook properties, examples: clicks on link to website.
⁵ Page Reach Between the following dates March 11, 2019 & April 7, 2019
⁶ Post Engagements between the following dates: March 11 & April 7, 2019

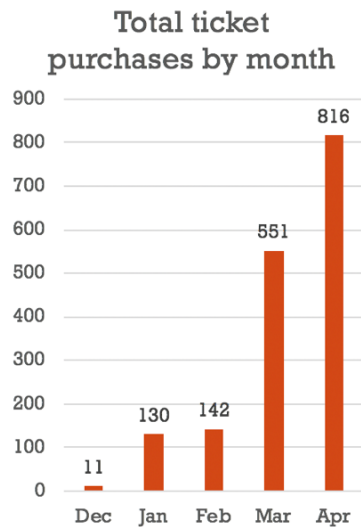
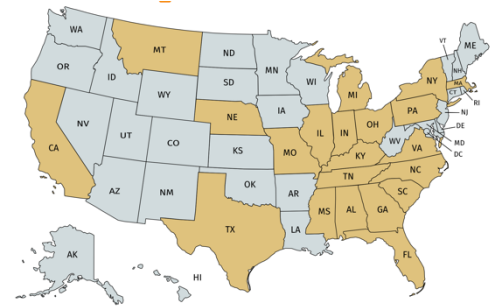
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Ticket Sales Strategy

- Total ticket sales was 1,700 with initial goal of 750. Attendees from 21 different states.
- Proposed enhanced strategy to increase ticket sale revenue for year two.



Month Ticket Purchased	Total	Current Pricing @\$15 per ticket	Increase to \$30 in April	
Dec	11	\$165.00	\$165.00	\$165.00
Jan	130	\$1,950.00	\$1,950.00	\$1,950.00
Feb	142	\$2,130.00	\$2,130.00	\$2,130.00
Mar	551	\$8,265.00	\$8,265.00	\$11,020.00
Apr	816	\$12,240.00	\$24,480.00	\$24,480.00
TOTAL	1650	\$24,750.00	\$36,990.00	\$39,745.00

Scholarship Fund

Blue Ridge Mountains Parade of Homes donates \$20,000 to two different students (\$10,000 ea.) pursuing education in a trade with a promise to continue this tradition annually with each Parade of Homes event.

All sponsors verbally expressed value in involvement in the event and have committed to future sponsorship of an annual Parade of Homes. Estimated economic return to the local community exceeds \$200 K.

Summary

	Initial goals	At Completion of Event
Ticket Sales	750 tickets sold	>1,700 tickets sold (goal exceeded by 227%)
Draw Attendees from the SE US.	Draw people to the event from the South East portion of the US.	Ticket purchasers from 21 different states around the U.S. including California, Montana, etc.
Event Awareness	Create local community awareness about the event	Event awareness quantified from across the nation
Support newly developed scholarship fund	Support newly developed scholarship fund	\$20,000 dollars donated to scholarship recipients and covered by local newspaper.
Provide economic support to local community	Provide economic support to local community	More than \$200K generated in local revenue back to the community due to event
Sponsorship satisfaction and return commitment	100 percent of sponsors report satisfaction with event and recognition	100 percent of sponsors report satisfaction with event and recognition