

**MARGARET
RIVER
REGION**

ON WADANDI BOODJA

**DRIVE YOUR STORY SOCIAL CAMPAIGN
2023**



CAMPAIGN OBJECTIVES

WHAT DO WE WANT TO DO

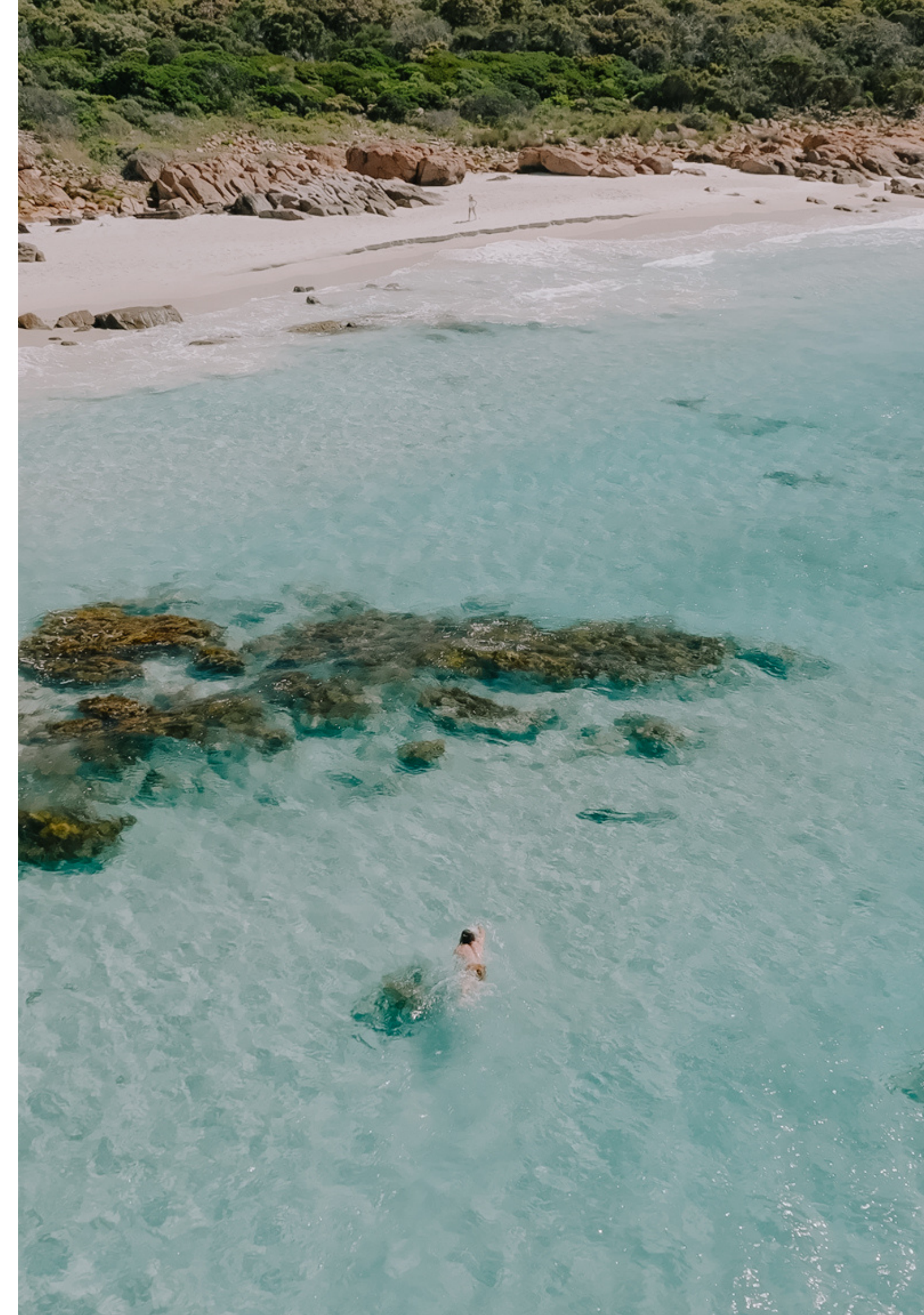
The Drive Your Story campaign has now been in-market since May 2022, and this new social campaign featuring fresh content will assist in re-amplifying the message and reaching those people in the Eastern states who may be planning their upcoming travels.

CAMPAIGN OBJECTIVES

1. Drive awareness and interest in the Drive Trails and Margaret River Region from an interstate audience.
2. Encourage visitors to the region to spend longer here and disperse more widely, by demonstrating the wide scope of activities and attractions available.
3. Increase awareness of the member businesses participating on the Drive Trails.

MEASURED BY:

1. Visits to the Drive Trail pages on margaretriver.com
2. Social campaign engagement metrics - likes, comments, shares and saves
3. Feedback from Drive Trail participants



CAMPAIGN OVERVIEW

THE PLAN

A social media campaign will be rolled out, with the content used across both organic and paid placements in order to reach the target market.

By using Meta audience targeting options and leveraging our engaged followers of over 130,000 we aim to get people excited about visiting and show them how best to discover the iconic, the hidden gems, and everything in between.

We also encourage all of the Drive Trail participants to share the content to their own channels and amplify the message further.

The available ad spend of \$5,000 will be split between the five Drive Trails, with a small portion of \$500 allocated to targeting those travellers currently in the region.



AUDIENCES

WHO ARE WE TARGETING

Primary Audience

Locations: Melbourne, Sydney, Brisbane

Age Range: 25 - 55 years

Interests: Food & Wine, Travel, Eco Tourism, Vacations, Beaches, Sustainable Tourism

Estimated audience size: 6,400,000 - 7,500,000

Secondary Audience

Location: Currently travelling in the region

Age Range: 25 - 55 years

Interests: Food & Wine, Travel, Eco Tourism, Vacations, Beaches, Sustainable Tourism

The five reels will all be shown to the same audience.

The campaign will run for two weeks, and from there we will analyse the results and make any adjustments to optimise as needed.



SCHEDULE

WHEN IS THIS HAPPENING

Paid Advertising:

Over a two month period.

Launch date: 13th February 2023

Finish date: 13th April 2023

Ad previews: <https://fb.me/1R3hUfZ7VaTF9wX>

(Note you must be logged into Facebook in order to view the ad previews).

Organic:

The Reels will be posted organically on a weekly basis, with the content also shared to Stories. Participants of the trail will all be tagged.

We encourage all participants to share these Reels to their own pages.

Organic Post Schedule:

13th February - Dunsborough

20th February - Busselton

27th February - Augusta

6th March - Cowaramup

13th March - Margaret River



A close-up photograph of a person's hands feeding two white goats through a dark wooden fence. The person is wearing a light-colored, patterned shirt. One hand is holding a small piece of food, and the other is reaching out to the goats. The goats are white with small horns and are looking at the person's hand. The background is slightly blurred, showing some greenery and a wooden structure.

SOCIAL CAMPAIGN RESULTS

RESULTS

The Drive Your Story social campaign has now wrapped up, and it's been great to see the positive results generated from this activity.

Overall it has achieved;

- A total reach on socials of just under 340,000 people within the target market, across paid and organic channels
- Strong engagement metrics of post reactions and video views, indicating that the audience enjoyed the content
- In total during the campaign period there were 6,741 page views across the Drive Trail landing pages
- The creation of an extensive high quality suite of images and b-roll footage available for use by all Drive Trail participants

The campaign initially launched with the primary objective of driving traffic through to the website, then from the 27th of February a second campaign was created to run in tandem focussing on generating engagement. This dual approach has worked well in delivering a solid combination of traffic / page views and awareness.



RESULTS – INSTAGRAM ORGANIC REELS

Each of the Drive Trail Reels were posted weekly to the @margaretriver Instagram page, and they were also shared to Stories.

	REACH	PLAYS	LIKES	COMMENTS	SAVES	SHARES
BUSSELTON	7.5k	8.5k	122	4	3	10
DUNSBOROUGH	14.3k	15.7k	542	19	39	46
COWARAMUP	11.7k	13.1k	366	10	15	17
MARGARET RIVER	8.8k	10.1k	268	8	16	30
AUGUSTA	6.9k	7.6k	171	9	1	9
TOTAL	49.2k	55k	1,469	50	74	112

Results from Sked Social.



RESULTS – FACEBOOK ORGANIC REELS

Each of the Drive Trail Reels were posted weekly to the @margaretriver Facebook page.

	REACH	ENGAGED USERS*	TOTAL REACTIONS	LINK CLICKS	SHARES
BUSSELTON	243	12	3	2	0
DUNSBOROUGH	4.5K	225	101	19	10
COWARAMUP	17	3	2	0	1
MARGARET RIVER	3.4K	169	57	6	8
AUGUSTA	4.6K	192	92	12	8
TOTAL	12.7K	601	255	39	27

Engaged Users – The number of people who clicked anywhere on the post.

Results from Sked Social.

RESULTS – PAID REELS OVERVIEW

REACH	IMPRESSIONS	LINK CLICKS	REACTIONS	COMMENTS	SAVES	SHARES	TOTAL SPEND
289,921	818,703	12,691	5,467	35	64	101	\$4,824.77

