

SUMMARY

Our goal was to educate, share and increase sales leading to the 2019 Taste of the Republic. We also wanted to share the story of the Manifesto that Chef Brian wrote. We wanted to share the chefs and the happy hour events held before the main event- April 18.

1. PROBLEM

Last year we hadn't sold out until the event, we'd given a lot of comped tickets and our challenge this year was to make sure when we lowered our tickets sold- that we'd reach that goal.

2. CONTEXT

We had a 2-month window to really push the sales and brand awareness of the events that had to do with Taste of the Republic, including the Viva Fiesta Tito's Cocktail Happy Hours and the tv appearances that Chef appeared on.

3. SOLUTION

I sat down and looked at the goal to create a strategy that encompassed the call to action of going to the website and getting tickets, using casual+witty captions and a consistent posting schedule of 5-6 times a week on facebook.

4. TACTICS

Since our main targeted audience was largely 35-65 we wanted to pick a social media platform that was geared toward them. We focused on creating a strategy based on times that they would be online- which during the week ranged between 11 am and 1pm


and then again at 7pm-9pm. The strategy was focused on sharing how the event was fun and carried the VIP experience you'd wanna have during the kick off to Fiesta.

To target older Millennials, I enacted an influencer plan reaching out to a combination of lifestyle, food, and alcohol influencers each using organic content to gauge interest. There I sent them their requirements. We had a great reach.

5. RETURN

From February 18- April 19 the Taste of the Republic page grew from 40.6% from 406 to 560 likes (166 growth). We reached 101,301 impressions, 1,271 different engagements, and 250 clicks and this resulted in selling out for the 2019 season on Facebook alone. On Instagram, during the 3-week period (March 25- April 18) we had over 28,000 impressions and 45 website clicks/ swipe ups.

Top Performing Posts:


**Taste of the Republic**

Published by Gabby Mata [?] · March 12 · 🌐

Sow we should tell you that chef no 5 is the Sultan of Swine: Chef Benji of Benjies Munch!

<https://fiestasatx.memberzone.com/eventregistra.../register/41>

05



SULTAN OF SWINE
#TASTEOTHEREPUBLIC

Performance for Your Post

1,404 People Reached

93 Reactions, Comments & Shares ⓘ

65 Like	10 On Post	55 On Shares
13 Love	3 On Post	10 On Shares
7 Comments	2 On Post	5 On Shares
9 Shares	9 On Post	0 On Shares

101 Post Clicks

5 Photo Views	10 Link Clicks ⓘ	86 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Taste of the Republic

Published by Gabby Mata [?] · March 30 · 🌐

Don't have plans for Tuesday? Come to Palenque Grill and try the Viva Tito's Fiesta Cocktail. Learn more about our event: Taste of the Republic from 5-7pm.

<https://fiestasatx.memberzone.com/eventregistra.../register/41>



1,474
People Reached

199
Engagements

Boost Again

Performance for Your Post

1,474 People Reached

136 Reactions, Comments & Shares ⓘ

107 Like	92 On Post	15 On Shares
6 Love	5 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
8 Comments	0 On Post	8 On Shares
13 Shares	12 On Post	1 On Shares

63 Post Clicks

3 Photo Views	16 Link Clicks ⓘ	44 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

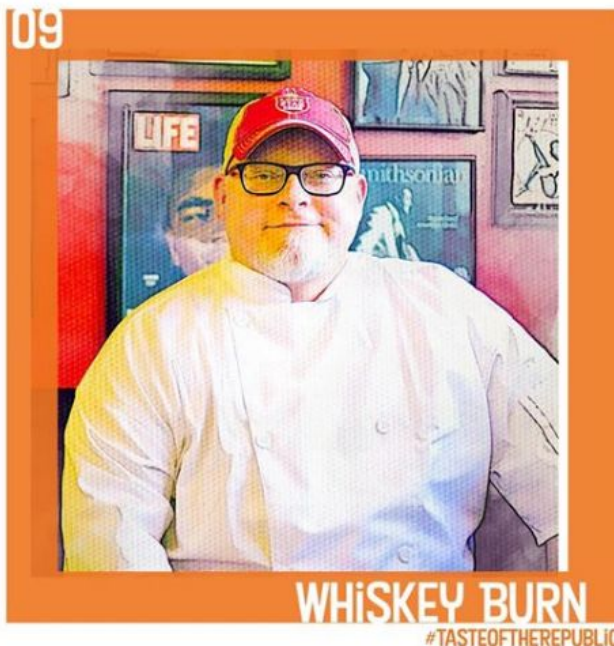


Taste of the Republic

Published by Gabby Mata [?] · April 2 · 🌐

Oh lord! Coming in hot is the whiskey burn straight outta Eastside Kitchenette: Jeff White.

If you haven't gotten your tickets, what are you waiting for????
<https://fiestasatx.memberzone.com/eventregistra.../register/41>



Performance for Your Post

2,693 People Reached

92 Reactions, Comments & Shares ⓘ

69 Like	15 On Post	54 On Shares
8 Love	0 On Post	8 On Shares
2 Haha	2 On Post	0 On Shares
2 Wow	0 On Post	2 On Shares
5 Comments	2 On Post	3 On Shares
6 Shares	6 On Post	0 On Shares

164 Post Clicks

20 Photo Views	20 Link Clicks ⓘ	124 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



design_dudes
Downtown San Antonio



[View Insights](#)

[Promote](#)



Posted on 04/03/19, 7:51am



331



19



1



4

Interactions ⓘ

55

Actions taken from this post

Profile Visits 52

Website Clicks 3

Discovery ⓘ

1,865

Accounts reached
8% weren't following you

Follows 0

Reach 1,865

Impressions 3,488