

NOVEMBER 1–DECEMBER 23, 2016: CAMPAIGNS & PROMOTIONS

CAMPAIGN STATISTICS

Holiday Open House (Facebook & Twitter)

The image shows a Facebook Boost Event interface. On the left, a sidebar displays event details: 'Oklahoma State University System or Holiday Shop', 'Age: 18 - 65+', 'This promotion will run for 8 days', and 'Your total budget for this promotion is \$18.00'. It also shows 189 actions, 3,565 people reached, and \$13.55 total spend. Below this are tabs for 'Event Responses' (115), 'Page Likes' (3), 'Comments' (4), and 'Shares' (3). An 'Add Budget' section shows a current budget of \$14.00 and an 'Add Budget' button.

The main content area shows the event title 'Oklahoma, Stillwater, Oklahoma, Oklahoma State University--Stillwater, Perkins, Oklahoma, Oklahoma State University System or Holiday Shop', 'Age: 18 - 65+', and the same 8-day duration and \$18.00 budget. A bar chart shows gender distribution: 95.2% Women and 4.76% Men. The chart has x-axis categories: 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+.

On the right, a 'DESKTOP NEWS FEED' shows a sponsored post from 'Downtown Stillwater' sharing the event. The post text says: 'Find that perfect gift at Downtown Stillwater's Holiday Open House November 20-21. Plan your trip now for great sales, food samples, door prizes, free carriage rides, photos with real reindeer and visit Santa's Workshop.' Below the text is a promotional image for the 'Holiday Open House' with the hashtag #HolidaysDowntownStw. The event dates are 'NOV 20' and 'Nov 20 - Nov 21 - Stillwater', with '251 people interested · 78 people going'. There is an 'Interested' button and 'Like', 'Comment', and 'Share' options at the bottom.

Organic Tweets	Impressions	Engagements	Eng. rate
<input type="checkbox"/>  City of Stillwater @StillwaterOKgov · Nov 03 Shop local this season at the Holiday Open House Nov. 20–21. Enjoy great sales, food samples, door prizes & more. ht.ly/GRqd305OWz6	918	7	0.8%
<input type="checkbox"/>  Promoted in 1 campaign	10,459	75	0.7%

Holidays in Downtown Stillwater (Facebook & Twitter)

Promote Local Business Active

Location: United States: Latitude 36.114284047364 Longitude -97.058877369497 Stillwater (+50 mi) Oklahoma

Interests: Christmas shopping, Shopping, Stillwater, Oklahoma, Christmas and holiday season or Oklahoma State University--Stillwater

Age: 18 - 65+

Hide full summary

This promotion will run for **7 days**.

Your total budget for this promotion is **\$140.00**.

78,955 Local Impressions (7) 30,929 People Reached (7) \$134.97 Total Spend (7)

Actions | People

Video Views: 29
Photo Clicks: 37
Link Clicks: 257
Page Likes: 83
Comments: 18
Shares: 83

62.6% Women 37.4% Men

78,955 Local Impressions (7) 30,929 People Reached (7) \$134.97 Total Spend (7)

Actions | People

62.6% Women 37.4% Men

20%
15%
10%
5%
0%

13-17 18-24 25-34 35-44 45-54 55-64 65+

Downtown Stillwater Sponsored · Like Page

Wrap up your holiday shopping at our Holiday Open House Nov. 20-21, where you can find unique gifts, visit Santa's Workshop, take your photo with real reindeer & enjoy free carriage rides.

Holidays in Stillwater

STILLWATER.ORG Learn More

Like Comment Share

Downtown Stillwater Published by Meagan Kascsak (7) · November 16 at 11:43am ·

Slow down this holiday season & actually enjoy your shopping experience. Shop Downtown Stillwater. #HolidaysDowntownStw #StwOk

10,543 people reached

5.3K Views

Organic Tweets	Impressions	Engagements	Eng. rate
<p>City of Stillwater @StillwaterOKgov · Nov 17</p> <p>Slow down this holiday season & actually enjoy your shopping experience. Shop Downtown Stillwater. #HolidaysDowntownStw #StwOk</p> <p>0:44</p> <p>Promoted in 1 campaign</p>	1,570	20	1.3%
	18,057	181	1.0%

**Holidays in Downtown Stillwater PSA
Total Statistics (including organic views)**

10,543 Post Views
5,300 Total Video Views
108 Positive Reactions
34 Shares

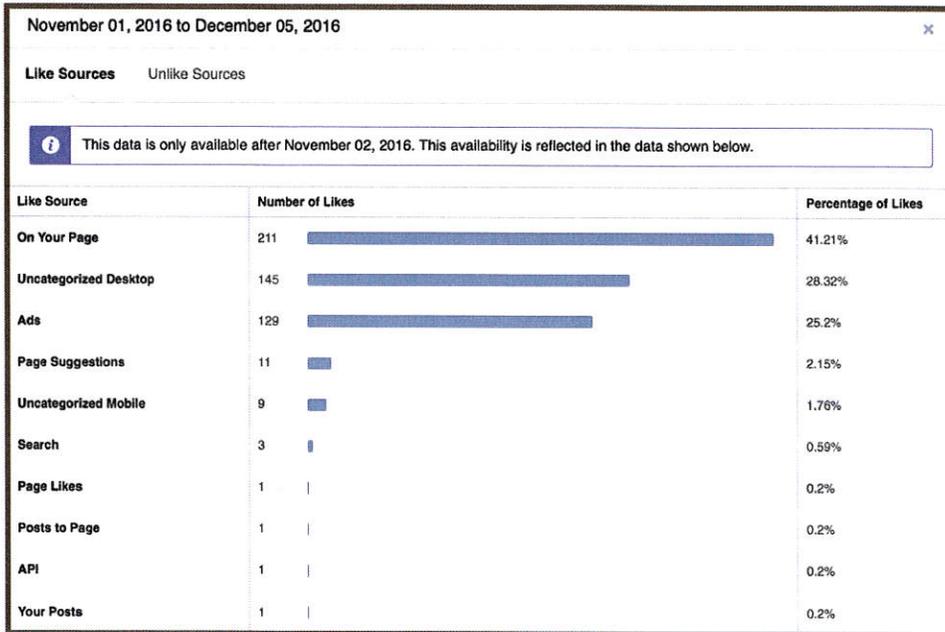
Holidays in Downtown Stillwater (Facebook & Twitter)

**Shop Local – Shop Downtown Stillwater PSA
Total Statistics (including organic views)**

21,418 Post Views
11,000 Total Video Views
207 Positive Reactions
116 Shares
14 Comments

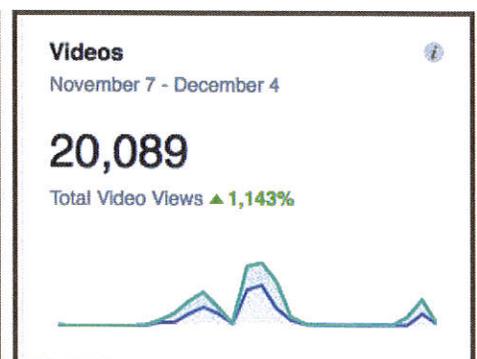
Organic Tweets	Impressions	Engagements	Eng. rate
<p> City of Stillwater @StillwaterOKgov · Nov 21</p> <p>When you shop local, sales tax dollars are reinvested where they belong – in your community. Shop Downtown Stillwater. #HolidaysDowntownStw</p> <p></p> <p>0:55</p> <p>Promoted in 1 campaign</p>	1,894	41	2.2%
	4,480	46	1.0%

Other Social Media Statistics



Average of **500 gained likes** to the **Downtown Stillwater Facebook** page (from Nov. 1 through Dec. 5).

Other **Downtown Stillwater Facebook** statistics (from Nov. 7 through Dec. 4)



Google AdWords

				Default Maximum Cost Per Click	Impressions	Clickthrough Rate	Average Cost Per Click	Average Position		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status ?	Default Max. CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Downtown Holidays 2016 - oklahoma	Eligible	auto: \$0.95(enhanced)	539	35,290	1.53%	\$0.84	\$455.31	2.7
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Downtown Holidays 2016	Eligible	auto: \$0.95(enhanced)	281	99,785	0.28%	\$0.88	\$246.25	1.4
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Downtown Holidays 2016 - christmas	Eligible	auto: \$0.95(enhanced)	274	22,070	1.24%	\$0.75	\$205.06	2.8
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Downtown Holidays 2016 - gift	Eligible	auto: \$0.95(enhanced)	180	4,722	3.81%	\$0.56	\$101.51	2.0
		Total - all but removed ad groups			1,274	161,867	0.79%	\$0.79	\$1,008.13	1.9
		Total - all ad groups			1,274	161,867	0.79%	\$0.79	\$1,008.13	1.9

Stillwater News Press Digital Mobile Ad



Run Time: Nov. 1 through Nov. 21

	Ordered Number of Impressions	Impressions Delivered	Total Clicks	Clickthrough Rate
Holiday Open House ID: 810608477 320x50	6,333 Impressions	N/A	33	0.52%



Run Time: Nov. 22 through Dec. 23 (still running)
 (Data shows statistics from Nov. 22 through Nov. 29)

	Ordered Number of Impressions	Impressions Delivered	Total Clicks	Clickthrough Rate
Shop Downtown ID: 815420357 320x50	12,987 Impressions	N/A	18	0.74%

CAMPAIGN PRINT ADVERTISEMENTS

Stillwater News Press (City of Stillwater weekly Sunday half-page ad)
 Dates: Oct. 30, Nov. 6, Nov. 13, Nov. 20

405 Mercantile • Blakeleigh's • Blue Spruce • Butter Bean • DeLores Lemon Real Estate • Denis the Jeweler • Elite Repeat
 Everyman • Flourishes: Flowers, Decor & More • Formal Fantasy • Good Little Eater • Greige Goods • Kindermusik with Judy
 Knight Medical Supply, LLC • KW Stillwater • Leonard Jewelry • Murphy's Department Store • Nook & Craney Mercantile
 Oklahoma Harvest • Quilting Post • Rocky Mountain Chocolate Factory • Sears Hometown • SE&M Monogramming • Show-
 place Market Stillwater • Stillwater Furniture Showcase • Silly Arts • Vida Grace Boutique • Whisper Intimate Apparel

Downtown Holiday Open House
Sunday, Nov. 20 & Monday, Nov. 21
 Food Samples • Crafts • Door Prizes
 Gift Wrapping • Sales and More!

Christmas Parade of Lights
 Thursday, Dec. 1 at 7 p.m.
 Along Main Street in Downtown Stillwater

Breakfast with Santa
 Saturday, Dec. 3, 9–11 a.m.
 Buy Tickets Now at the Community Center

Daily Holiday Events
 Begins Friday, Nov. 18
 Plan your trip at visitsstillwater.org
 Santa's Workshop • Reindeer and Sleigh Exhibit • Free Carriage Rides

Downtown Stillwater
 OKLAHOMA
 #HolidaysDowntownStw

The City of **Stillwater** OKLAHOMA. Web: stillwater.org Facebook: [cityofstillwater](https://www.facebook.com/cityofstillwater)
 STILL PIONEERING. Phone: 405-372-0025 Twitter: @StillwaterOKgov
 Twitter: @SUAWater

Dates: Dec. 4

Holidays in Stillwater

Daily Holiday Events
 Now through Friday, Dec. 23
 Plan your trip at visitsstillwater.org
 Reindeer and Sleigh Exhibit • Food Trucks
 Free Carriage Rides

Shop Downtown Stillwater
 Support your local businesses
 this holiday season
 Check out our Facebook page
 @DowntownStillwater

Meet Santa

Sunday, Dec. 4 (1-3 p.m.) Oklahoma Harvest Market (11th & Main)	Thursday, Dec. 15 (5-7 p.m.) Santa's Workshop (9th & Husband)
Thursday, Dec. 8 (5-7 p.m.) Kindermusik (8th Avenue)	Saturday, Dec. 17 (1-3 p.m.) SillyArts (12th & Main)
Saturday, Dec. 10 (1-3 p.m.) Santa's Workshop (9th & Husband)	Sunday, Dec. 18 (1-3 p.m.) Santa's Workshop (9th & Husband)
Sunday, Dec. 11 (1-3 p.m.) Santa's Workshop (9th & Husband)	Thursday, Dec. 22 (5-7 p.m.) Furniture Showcase (8th & Main)

Downtown Stillwater
 OKLAHOMA
 #HolidaysDowntownStw

The City of **Stillwater** OKLAHOMA. Web: stillwater.org Facebook: [cityofstillwater](https://www.facebook.com/cityofstillwater)
 STILL PIONEERING. Phone: 405-372-0025 Twitter: @StillwaterOKgov
 Twitter: @SUAWater

CAMPAIGN BUDGET – HOLIDAY SEASON

Advertising Budget

Downtown Stillwater Holiday Season Promotions		
Advertiser	Estimated Budget*	Budget Spent (as of Dec. 5, 2016)
Stillwater Radio KGFY (Stillwater, Guthrie)	\$2,000.00	\$2,000.00
Team Radio Triple Play Sports Network, KPNC & KLOR (Stillwater, Ponca City, Perry, Blackwell)	\$2,000.00	\$2,400.00
KGFF (Shawnee)	\$1,000.00	\$1,000.00
KOFM (Enid)	\$1,000.00	\$1,000.00
Google AdWords	\$1,000.00	\$1,063.56
Social Media Boosts (Facebook/Twitter)	\$1,000.00	\$748.97
Stillwater News Press Digital Mobile Ad	\$150.00	\$300.00
Total	\$8,150.00*	\$8,512.53

*Budget subject to change.