Part 5: Campaign #2
Nov 6-18, 2019

Company Name	Idyllic Day
Campaign Theme	Event
Campaign hashtag(s)	#IdyllicWinter
Company Website URL	https://idyllic-day.weebly.com
Facebook @	@Idyllicday
Instagram @	@Idyllicdaywedding

Digital Calendar

Nov 6-18, 2019

Date	Channel	Topics
Nov 6	Facebook	Idyllic Winter Package
Nov 6	Instagram	Happy Holidays check out our winter sale
Nov 8	Facebook	Inspirational Quote
Nov 8	Instagram	Idyllic Day with key chains
Nov 11	Weebly blog	Frequently asked questions about Idyllic Day
Nov 11	FB & IG Ads	Winter Spectacular, Idyllic Winter package, Winter Weddings
Nov 11	Facebook	User Code

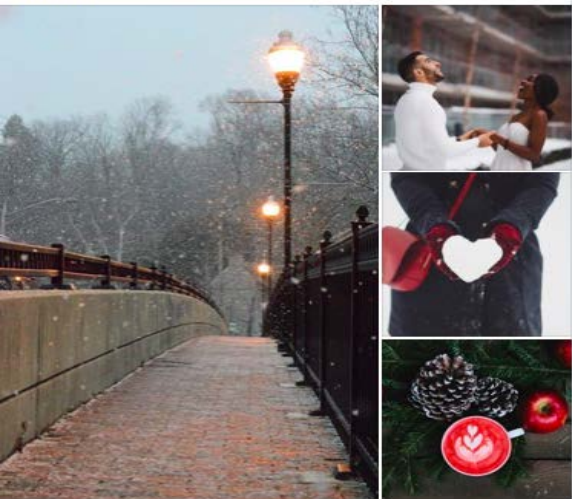| Date	Channel	Topics
Nov 11	Instagram	Did you know post- link to blog
Nov 11	Constant Contact Email	Idyllic Winter Package
Nov 13	Facebook	Did you know post-link to blog
Nov 13	Instagram	Inspirational Quote
Nov 15	Facebook	Poll on Wedding Ceremonies
Nov 15	Instagram	Poll on indoor or outdoor wedding

Facebook Posts

Idyllic Day is 🎊 feeling festive.
6 hrs · 🌐

Idyllic Days winter package is now available! The Idyllic Winter Package is your fairytale winter wonderland. Let the sparkling snow shine on to you as you say "I do" and dance into an eternity of happiness. Act now and get 20 % off your oder by using the code #WinterWedding

Check out Idyllic Days Website to learn more about the Idyllic Winter Package and how to save! https://idyllic-day.weebly.com/idyllic-winter.html

Idyllic Day
Wedding planning service

[Send Message]

Idyllic Day is 😊 feeling satisfied.
Published by Lily Wade [?] · 2 hrs · 🌐

We get a lot of questions revolving our packages, and how they work. Visit our blog for answers to all your questions!
https://idyllic-day.weebly.com/.../frequently-asked-questions...

FAQ *Did you know?*

- Idyllic Day works with the Hospitality and Business Management program at Washington State University.

- Our team has hand selected the packages based on our personalities!

Idyllic Day
2 hrs · 🌐

Visit http://idyllic-day.weebly.com/ for more information!

IDYLLIC DAY

TRUE LOVE IS THE GREATEST ADVENTURE

Visit https://idyllic-day.weebly.com/ for amazing things this winter!

Facebook Posts

USE CODE:
WINTERWEDDING

Winter is coming! The cold season is a great time to exchange vows. For savings on any ceremony this winter, use the code: WINTERWEDDING

#IDYLLICWINTER
DECEMBER-FEBRUARY

Idyllic Day created a poll.
Published by Lily Wade [?] · 2 hrs · 🌐

Which season do you prefer for wedding ceremonies?
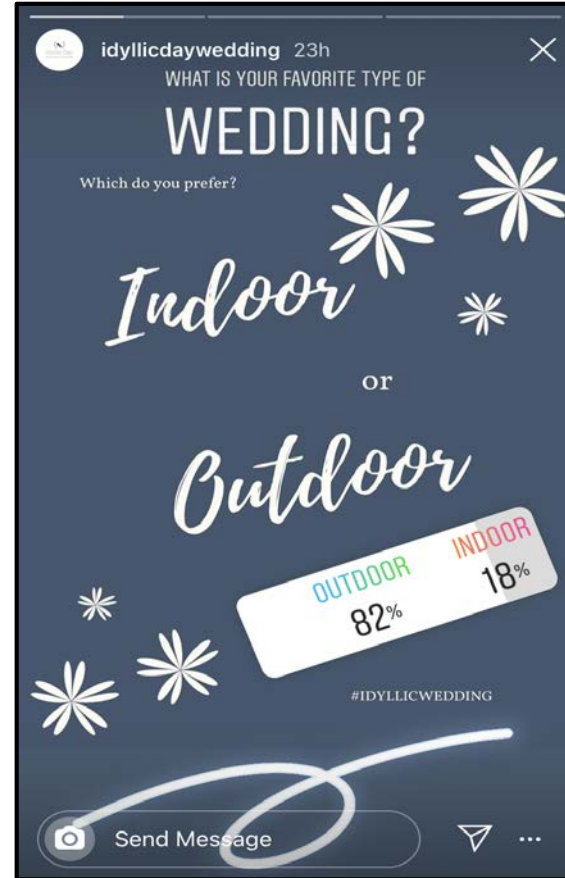
Summer

Winter

Instagram Posts

On behalf of Idyllic Day,

Happy Holidays

This winter season, when you plan a wedding from November to February, enter the code WINTERWEDDING for an Idyllic discount!

https://idyllic-day.weebly.com/

idyllicdaywedding

Did you know....

THE IDYLLIC DAY TEAM MET IN CLASS AT WSU AND HAS BEEN PLANNING WEDDINGS AND GROWING THEIR BUSINESS SINCE!

idyllicdaywedding

"THE HEART OF MARRIAGE IS MEMORIES"

Instagram Posts

Blog Post

FREQUENTLY ASKED QUESTIONS ABOUT IDYLLIC DAY

0 COMMENTS

"Its Pullman, how do you even get clients?"

Here at Idyllic Day, we offer affordable and beautiful weddings, therefore, we are a popular company for students and locals alike!

"How are your packages so affordable?"

We make deals with local businesses as well as utilizing the WSU Hospitality and Business Management Students. These students are getting class credit toward their major, and it also keeps your costs lower!.

"What is the best package?"

That's easy! All of them! Each package offers a unique experience, so it is up to you.

"What if I don't like a certain aspect of the package?"

We hope that you will love our packages as-is, but if not, you can alter any aspect for a slight additional cost.

"What about a dress?"

While dresses are not included in our Idyllic packages, we do run partnerships with bridal stores in the area, so you are able to find your perfect gown!"

"What all *exactly* does Idyllic Day do?"

To put it simply, everything. It is important to us that your wedding day is perfect, and everything is to your liking. As we like to say here at Idyllic Day, "Just say yes, and we'll do the rest."

Want to learn a little bit more about Idyllic Day? Follow these links!

About us- https://idyllic-day.weebly.com/about.html

Facebook/Instagram Ads

Idyllic Day
Sponsored · 🌐

Check out Idyllic Days Idyllic Winter Spectacular. Let the snow sparkle and you sparkle even more in our Idyllic Winter package.

Idyllic Winter

Idyllic Winter

Learn More

Idyllic Day is 🎉 feeling festive.
Published by Joslyn Anderson Copeland [?] · 6 hrs · 🌐

👍 Like Page   •••

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Idyllic Day
Wedding planning service

💬 Send Message

Idyllic Day
Sponsored · 🌐

Check out Idyllic Days Idyllic Winter Spectacular. Let the snow sparkle and you sparkle even more in our Idyllic Winter package.
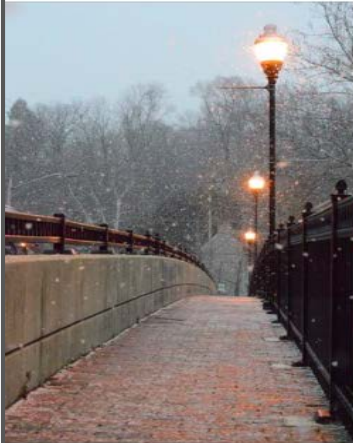
Toast to the Idyllic Winrer Sale

USE CODE WINTER WEDDING WHEN CHECKING OUT

#IDYLLIC WINTER

IDYLLIC-DAY.WEEBLY.COM
Idyllic Winter

Book Now

Idyllic Winter is one of our most breath taking packages Idyllic Day has to offer. It has two options for venues: Heated Barn/Tent wedding or a church wedding. Idyllic Winter is decorated floor to ceiling with baby breath, glistening icicles, roses and frosted pine.

FB/IG Ad Metrics
Nov 6-18, 2019

Advertising Summary

People Reached	Post Engagements	Link Clicks
5,990	213	66

Ad 1: Display ad created in Canva

Link Clicks	25
People Reached	2,694
Cost Per Link Click	$1.51
Total Amount Spent	$37.75

Ad 2: Carousel Ad

Link Clicks	39
People Reached	2,168
Cost Per Link Click	$0.97
Total Amount Spent	$37.75

Ad 3: Boosted Post

Link Clicks	143
People Reached	1,534
Cost Per Link Click	$0.09
Total Amount Spent	$37.75

Google Analytics

Nov 6-18, 2019

Audience > Overview

Users	37
New Users	35
Sessions	41
# of Sessions/User	1.11
Avg. Session Duration	00.57
Pages/Session	1.49
Pageviews	61
Bounce Rate	72.17%

Acquisition > Overview > Users

Direct	6
Referral	N/A
Organic	N/A
Social or other	41

Behavior > Overview

Pageviews	61
Unique Pageviews	55
Avg. Time on Page	1:56
Bounce Rate	73.17%
% Exit	67.21%

Behavior > Site Content > All Pages > Top 5 Pages

	Page Title	Pageviews	Avg. Time on Page	Bounce Rate
1)	Idyllic Winter	41	36	1:02
2)	Home	6	6	3:01
3)	Store	6	6	00:14
4)	Services	3	2	5:35
5)	Blog	3	3	00:33

Behavior > Site Content > Landing Pages

Title of top landing page	Idyllic Winter
Title of top exit page	Idyllic Winter

📷f Social Media Metrics

Facebook Insights

Facebook > Overview > Last 28 days

Actions on Page	N/A		Post Engagement	226
Page Views	10		Page Followers	N/A
Page Previews	1		Video (if app)	N/A
Page Likes	N/A			
Post Reach	6,069			

Facebook Posts

	#1	#2	#3	#4	#5
Reach	10	8	7	7	1.6K
Reactions, Comments, Shares	0	0	0	0	17
Clicks	0	0	0	0	140

Instagram Insights

Instagram > Activity

Interactions	4
Profile Visits	4
Website Clicks	N/A
Reach	54
Impressions	87

Instagram > Audience

Overall Growth	N/A
Top Location	N/A
Top Age Range	N/A
Gender %	N/A

Instagram Posts

	#1	#2	#3	#4	#5
Likes	8	12	13	8	6
Comments	0	1	0	2	0
Shares	0	0	0	0	0
Saves	0	0	0	0	0
Profile Visits	1	3	1	3	0
Reach	21	23	23	24	19

Email Metrics

Date Sent	11-6-2019
Open Rate	23.1%
Click Thru Rate	100%
Bounce Rate	1
# of Sends	14
# of Opens	13
# of Clicks	13
# Opt Out	0

Campaign #2 Reflections

What you saw	What metrics stood out for you most with Campaign #2? What were the most striking differences across each channel in areas such as time on page, engagement, or click-thrus?	The metrics that stood out to us was how high out Facebook post were and was fun to see our Facebook page grow. It was striking to see the metric comparison between Facebook and Instagram as Facebook metrics were high and Instagram was low. We think this is because Facebook is commonly used for business and can put more information on their news feed in one viewing whereas Instagram you must scroll several times to see an Ad and must people don't scroll long enough.
What you learned	What were the big ah-ha's? What adjustments did you make along the way? How did these adjustments make a difference?	We made the adjustment of adding our website link to every post which was a big ah-ha to us because we saw our website metrics boots up. We saw more people on our service page and event page due to links on each post. The Facebook post contained a link to our website which in a way acted as curated content because each social channel had different post.
Overall impressions	If you were to keep running campaigns for your mock company, what would you do differently in going forward to increase user engagement with comments on your blog or participation in your social media efforts? What would you do differently to drive more new visitors to your website and get them to stay on the site longer? What would you do differently to get more email "opens?" etc.	If we were to continue campaigns for our mock company we would continue the boost advertisements but we would spend more time focusing on how we could increase the mertics on Instagram and how to decrease the bounce rate.