

MS Museum of Natural Science

EVENT AD CAMPAIGN RESULTS & ORGANIC REACH
WITH MANSELL MEDIA DURING SEPTEMBER 19TH -
DECEMBER OF 2019

Our Two-Part Marketing Strategy

PAID REACH

Paid Reach helps push your page and message out farther to the community (see Facebook Ad Budget section). This is achieved by the following:

- Create on-going “Like” Ad to promote page
- Boost/promote events and posts in order to increase engagement and event responses
- Create Ads to Promote Upcoming Events with custom graphics or graphics that are provided

ORGANIC REACH

Organic Reach is an important aspect in the promotion of the Natural Science Museum’s page. It adds value/personability and a sense of community to your sponsors, members, visitors, and supporters. This is achieved by the following:

- Use Facebook as “The Mississippi Natural Science Museum” to interact on other Facebook Pages
- Comment to event responses, comments and posts of those to engage with the page.
- Inviting-to-Like those who have liked a post but haven’t liked the page yet.


Like Ad for MS Natural Science Museum

The first steps we complete is creating a Like Ad for the page. A Like Ad's sole purpose is to increase the page likes, which in turn increases page engagement and visibility. This is accomplished through the creation of an eye-catching graphic/video, with detailed targeting associated with it. The ad entices the community to like the page to learn more about all the great things the museum has to offer. The detailed targeting serves the ad to the museum's ideal target audience to ensure the ad is being shown to those more likely to engage with it.


The next few slides show the like ad we created for the museum during May and June – budget and campaign results are included as well.

Like Ad – Paid Reach

The Like Ad was a picture slideshow of different areas of the museum.

**Mississippi Museum of Natural Science**
Sponsored · 🌐


Exploration and discovery awaits. Visit the Mississippi Museum of Natural Science today!




Museum
Mississippi Museum of Natural Science

👍👎👤 Conja T. Rule Jr. and 817 others
59 Comments · 277 Shares

👍 Like 💬 Comment ➦ Share

**Mississippi Museum of Natural Science**
Sponsored · 🌐

Exploration and discovery awaits. Visit the Mississippi Museum of Natural Science today!



Museum
Mississippi Museum of Natural Science

👍👎👤 818
36 Comments · 277 Shares · 15K Views

👍 Like 💬 Comment ➦ Share

Results	Reach	Impressions
701 Page Likes	17,238	39,005

Page Likes Gained Mid-Sept. – Mid-Dec.

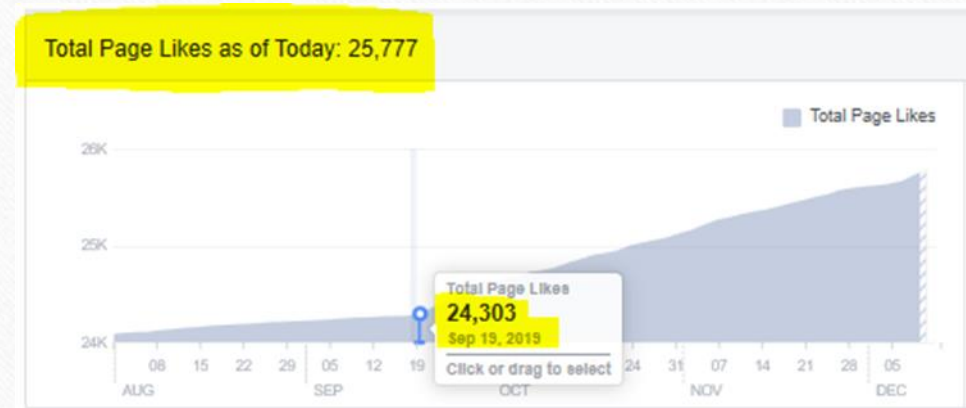
This was accomplished through like ad, event-based ad campaigns(paid reach) and inviting-to-like(organic reach).

TOTAL PAGE LIKES

September 19th – 24,303

December 11th – 25,777

Page Likes Gained – 1,474



Check out the significant jump page likes had when started the like ad campaign and page promotion!

Overview on Some of the Campaign Ads for the Museum Page 1

See Results, Reach & Impressions for growth made to the page from paid ad campaigns.

Campaign Name	Delivery	Budget	Results	Reach	Impressions
<input checked="" type="checkbox"/> Event: Going Extinct: New Year's Eve Glow Party	■ Active	\$75.00 Lifetime	1 Link Click	224	226
<input checked="" type="checkbox"/> Winter Camp for Preschoolers	■ Active	\$100.00 Lifetime	79 Link Clicks	8,228	13,239
<input checked="" type="checkbox"/> Snow Much Fun - December	■ Active	\$100.00 Lifetime	605 Link Clicks	8,666	14,521
<input checked="" type="checkbox"/> Event: Winter Preschool Camp	■ Completed	\$45.00 Lifetime	59 Link Clicks	5,362	7,723
<input checked="" type="checkbox"/> Story Time	■ Completed	\$40.00 Lifetime	24 Event Responses	3,104	6,934
<input checked="" type="checkbox"/> Snow Much Fun	■ Completed	\$100.00 Lifetime	1,100 Link Clicks	11,228	26,171
<input checked="" type="checkbox"/> STEM with Snowflakes	■ Completed	\$75.00 Lifetime	124 Event Responses	5,460	12,867
<input checked="" type="checkbox"/> Wild About Gobblers	■ Completed	\$75.00 Lifetime	164 Event Responses	5,919	17,314
> Results from 8 campaigns ⓘ			Totals	25,994 People	98,995 Total

Overview on Some of the Campaign Ads for the Museum Page 2

See Results, Reach & Impressions for growth made to the page from paid ad campaigns.

	Campaign Name	Delivery	Budget	Results	Reach	Impressions
<input checked="" type="checkbox"/>	Natural Science Museum Page Likes - Copy 2	Active	\$3.00 Daily	705 Page Likes	17,304	39,279
<input type="checkbox"/>	Natural Science Museum Page Likes	Off	Using ad set budget	— Page Like	—	—
<input checked="" type="checkbox"/>	Science Museum - Story Time	Completed	\$85.00 Lifetime	44 Event Responses	4,567	11,935
<input checked="" type="checkbox"/>	Science Museum - 8th Annual Park After Dark	Completed	\$150.00 Lifetime	794 Event Responses	15,996	47,028
<input checked="" type="checkbox"/>	Science Museum - Born to be WILD: Fifth Annual Family and Friends Picnic	Completed	\$50.00 Lifetime	85 Event Responses	4,198	9,654
<input checked="" type="checkbox"/>	Science Museum: Ecosystem Management of America's Greatest River	Completed	\$50.00 Lifetime	43 Event Responses	4,842	12,244
<input checked="" type="checkbox"/>	Natural Science Museum Page Likes - Copy	Completed	\$50.00 Lifetime	217 Page Likes	4,623	7,492
<input checked="" type="checkbox"/>	Science Museum - Dinos Around The World	Completed	\$50.00 Lifetime	3,039 Post-Engagements	5,816	7,074

Total Reached: 43,072

Total Impressions: 134,706

43,072
People

134,706
Total

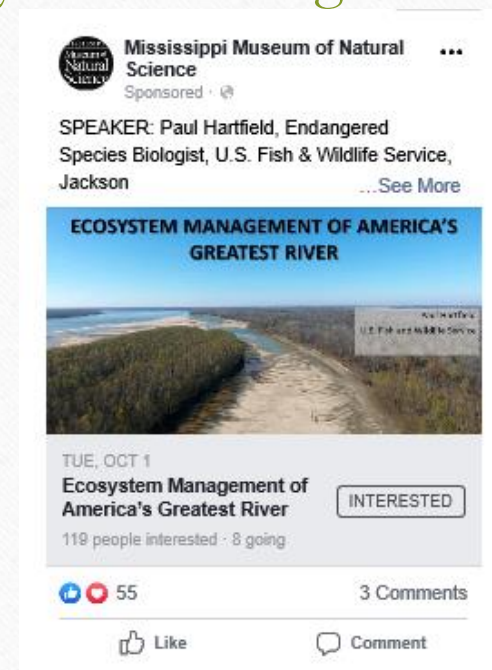
Mansell Media Ran Ad Campaigns for Several Events in the Past Few Months.
The following events were promoted throughout several areas of
Facebook & Instagram.

Dinosaurs Around the World

Results	Reach	Impressions
3,039 Post Engagem...	5,816	7,074



Ecosystems Management Event



Examples of Event Ad Campaigns

Event Response and Link Click Campaigns(ticket sales)

Park After Dark Event

Results	Reach	Impressions
794 Event Respon...	15,998	47,028

Mississippi Museum of Natural Science Sponsored · 🌐

Enjoy spooky science and family fun at the Mississippi Museum of Natural Science and the Mississippi Children's Museum! ...See More



PARK AFTER DARK
Partners: Mississippi Children's Museum, MDWFP & Mississippi Museum of Natural Science

FRI, OCT 25
8th Annual Park After Dark
Mississippi Museum of Natural S...
842 people interested · 142 going

INTERESTED

👍❤️👎 193 67 Comments

👍 Like 💬 Comment

Snow Much Fun – Buy Tickets/Link Click Campaign

Results	Reach	Impressions
1,100 Link Clicks	11,228	26,171

Mississippi Museum of Natural Science Sponsored · 🌐

Give your kids a snow day! Well, a snow NIGHT, at Snow Much Fun! Tickets required. Museum Memberships do not ...See More



SQUAREUP.COM
Snow Much Fun
Get Your Tickets Today!

BUY TICKETS

👍❤️👎 You and 130 others
115 Comments 84 Shares

Examples of Event Ad Campaigns

Event Response and Link Click Campaigns(ticket sales)

Wild About Gobblers

Results	Reach	Impressions
184 Event Responses	5,919	17,314



Preschool Winter Camp

Results	Reach	Impressions
79 Link Clicks	8,228	13,239



“Going Extinct” New Years Party

“Buy Tickets/Link Click” Ad Campaign

Campaign Launched December 11th (results lower due to first few days in the launch)

 Mississippi Museum of Natural Science shared an event. ***
December 11 at 5:28 PM · 🌐

“GOING EXTINCT”: NEW YEAR’S EVE GLOW PARTY
December 31, 2019
6 p.m. – 8:00 p.m.

Bring your family to ring in the New Year in a “glow-tastic” way while saying goodbye to 2019 and the “Dinosaurs Around the World” exhibit before they go extinct! ... [See More](#)



TUE, DEC 31 AT 6 PM
Going Extinct: New Year's Eve Glow Party
[squareup.com](#) [Get Tickets](#)

Performance

You've spent **\$7.29** over 2 days.

Link Clicks

31

People Reached 1,432

Cost per Link Click \$0.24

Activity

Activity on Facebook



Audience

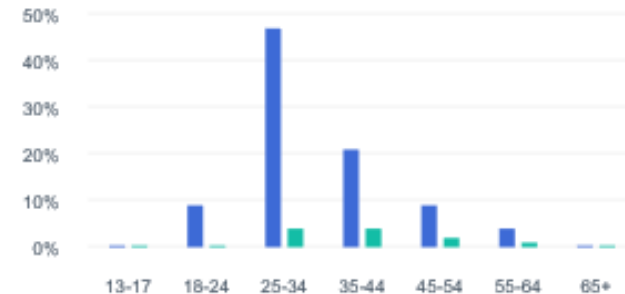
This ad reached 1,432 people in your audience.

People

Placements

Locations

89.2% **Women** 10.8% **Men**

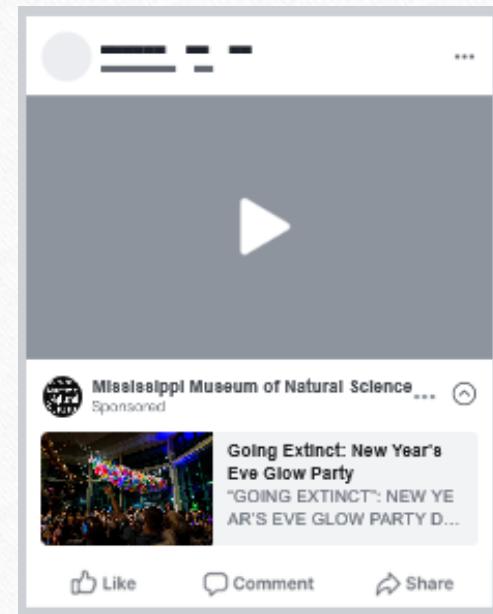


“Going Extinct” New Years Party

“Buy Tickets/Link Click” Ad Campaign



Mobile View



Facebook
In-Stream Video
View



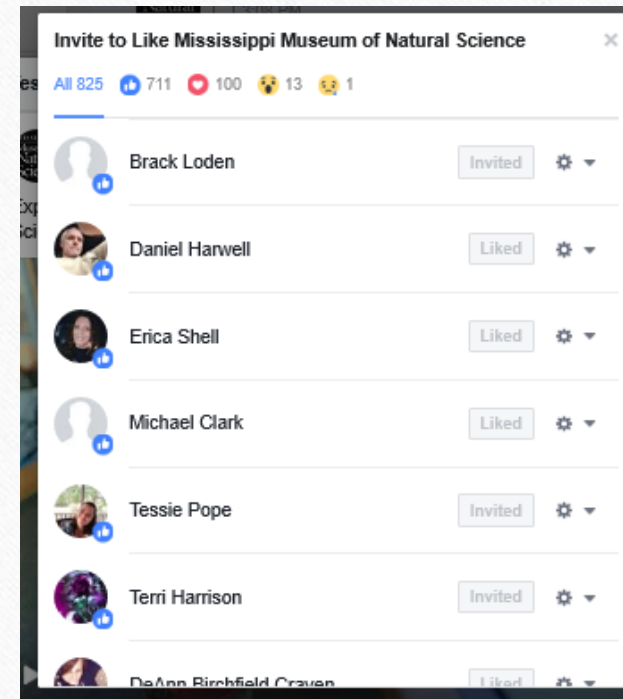
Marketplace



Facebook Stories


Organic Reach • Invite-to-Like




Inviting-to-Like those who have liked a post but haven't liked the page yet. These are people who accepted our invites.



Organic Reach • Comment Response

Commenting on Posts that Individuals Have Shared

 **Mark Staires** shared a post.
2 hrs · 🌐








Mississippi Museum of Natural Science
4 hrs · 🌐


TONIGHT: Don't worry about dinner! Enjoy chili and refreshments from Hog Heaven BBQ truck during "Snow Much Fun" at the Mississippi Museum of Natural Science from...

[See More](#)


Mississippi Museum of Natural Science 1 Comment

 Like  Comment  Share 

 **Mississippi Museum of Natural Science** Thanks for sharing!
Like · Reply · 1m

 **Wanda Watkins** shared a post.
December 11 at 5:35 PM · 🌐

Jeremey Watkins








Mississippi Museum of Natural Science ▶ Snow Much Fun
December 11 at 10:59 AM · 🌐

Is there really going to be SNOW during the "SNOW MUCH FUN" event at the #MSScienceMuseum? YES!
<https://squareup.com/store/visit-jackson/item/snow-much-fun-Ther...>

[See More](#)

Mississippi Museum of Natural Science and Tracie Nicole Helms 1 Comment

 Like  Comment  Share 

 **Mississippi Museum of Natural Science** Thanks for sharing!
Like · Reply · 1m

Organic Reach • Comment Response

Thanking those who have stated they are attending an event, interested in an event and attended an event.



Mississippi Museum of Natural Science, Jayda LaSalle, Soyinik Dailey and 35 others · 4 Comments · 1 Share

Like · Comment · Share

Porcha Bostic Awww luk at my big baby
Like · Reply · 4h

Mississippi Museum of Natural Science Thanks for visiting the museum!
Like · Reply · 3h



Mississippi Museum of Natural Science, Shay Sprouse Robinson, Tomeka Shaw and 13 others · 2 Comments


Like · Comment · Share

Letonya Thomas Hey Cuz Mary Ann
Like · Reply · 1d

Mississippi Museum of Natural Science Thanks for visiting the museum!
Like · Reply · 1d

Reketa Webster Mississippi Museum of Natural Science you are welcome!
Like · Reply · 23h

Paulisha Johnson is interested in Snow Much Fun.
November 11 · 🌐



Snow Much Fun!
December 13-14 2019
6-8:30 PM
MISSISSIPPI MUSEUM OF NATURAL SCIENCE


FRI, DEC 13 AND 1 MORE
Snow Much Fun
Mississippi Museum of Natural Science · Jackson, MS
0 Going · 5,227 Interested

Tyrese Dixon Paulisha Johnson wanna to go
Like · Reply · Message · 1d


Mississippi Museum of Natural Science Thanks for your interest, Paulisha! We hope to see you there!
Like · Reply · 1m

Organic Reach • Comment Response

Most Relevant


 **Angel Young** Do you have suckers with bugs in them??? They're on Alec's Christmas list... 🤔🤔🤔

Like · Reply · Message · 1d


 Author

Mississippi Museum of Natural Science Hey, Angel. Yes we do! We have suckers with scorpions and suckers with ants! 😊

Like · Reply · 1d

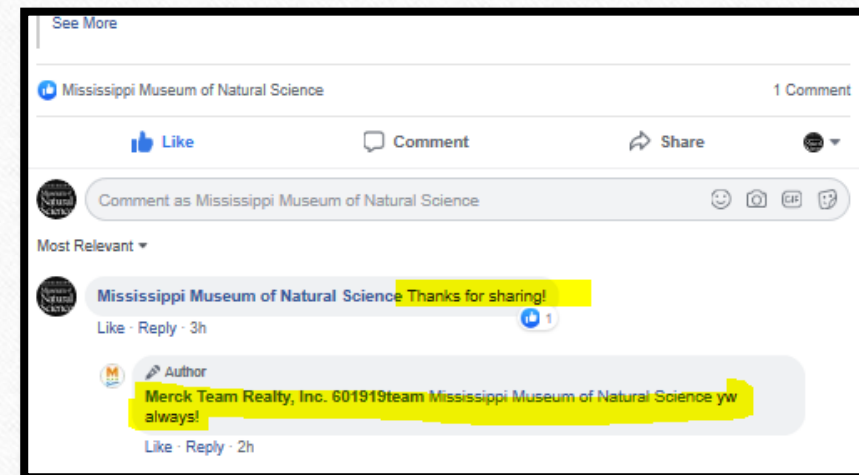
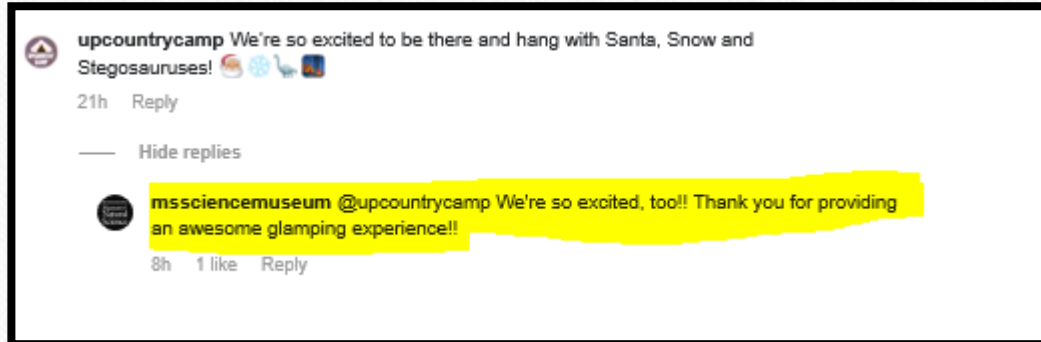
 **Julie Blalack Burns** Are tickets for either day or do you have to purchase Friday tickets or Saturday tickets? ...

Like · Reply · Message · 5d

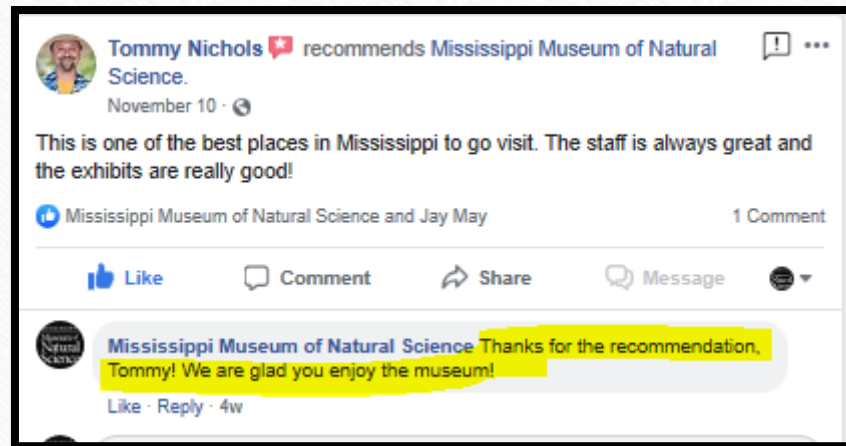
 **Mississippi Museum of Natural Science** Hi, Julie. The ticket purchase is not specified by day. So you can choose which day works best for your schedule. 😊

Like · Reply · 3d

Organic Reach • Responding with Other Businesses




Organic Reach • Review Response




Organic Reach • Review Response

Google




Matthew Jank
★★★★★ 3 weeks ago
The user didn't write a review, and has left just a rating.




Mississippi Museum of Natural Science (owner)
3 days ago
Thanks for the 5-star review, Matthew!

[Edit](#) [Delete](#)



Jason Bailey
★★★★★ 3 weeks ago
great place for the family one of the best i've been to.




Mississippi Museum of Natural Science (owner)
2 weeks ago
Thanks for the 5-star review, Jason! We are glad you enjoy the museum!

[Edit](#) [Delete](#)

Trip Advisor

Trip to the Museum
★★★★★

Great place to take the family. Kids love it, and the dinosaur exhibit is wonderful. Lots of exhibits showing the ecology of Mississippi along with the history.



Response from MS Museum N, Public Relations Manager at Mississippi Museum of Natural Science
[Response Published — Nov 26, 2019](#)

Thanks for the 5-star review, Cheryl! We are so glad you enjoyed the museum!