

SOCIAL MEDIA REPORT



CAPITAL AREA TOURISM

The Heart of Mississippi



TODAY'S DISCUSSION

KEY TOPICS



Reach

Profile Visits

Likes

Top Posts

Demographics

Digital ads



BUDGET SUMMARY

Monthly Spend

Digital: \$750

*Allocated and
spending to target*

Socials

Digital: \$1500

*\$695 underspent to date. Saved
for use after platform optimization
and the spring weather.*

REACH

Reach gives you a measure of how many people were exposed to your message during an ad campaign. People may not always click on your ads, but they may be more likely to engage with your business when they see your message.

FACEBOOK PAGE REACH

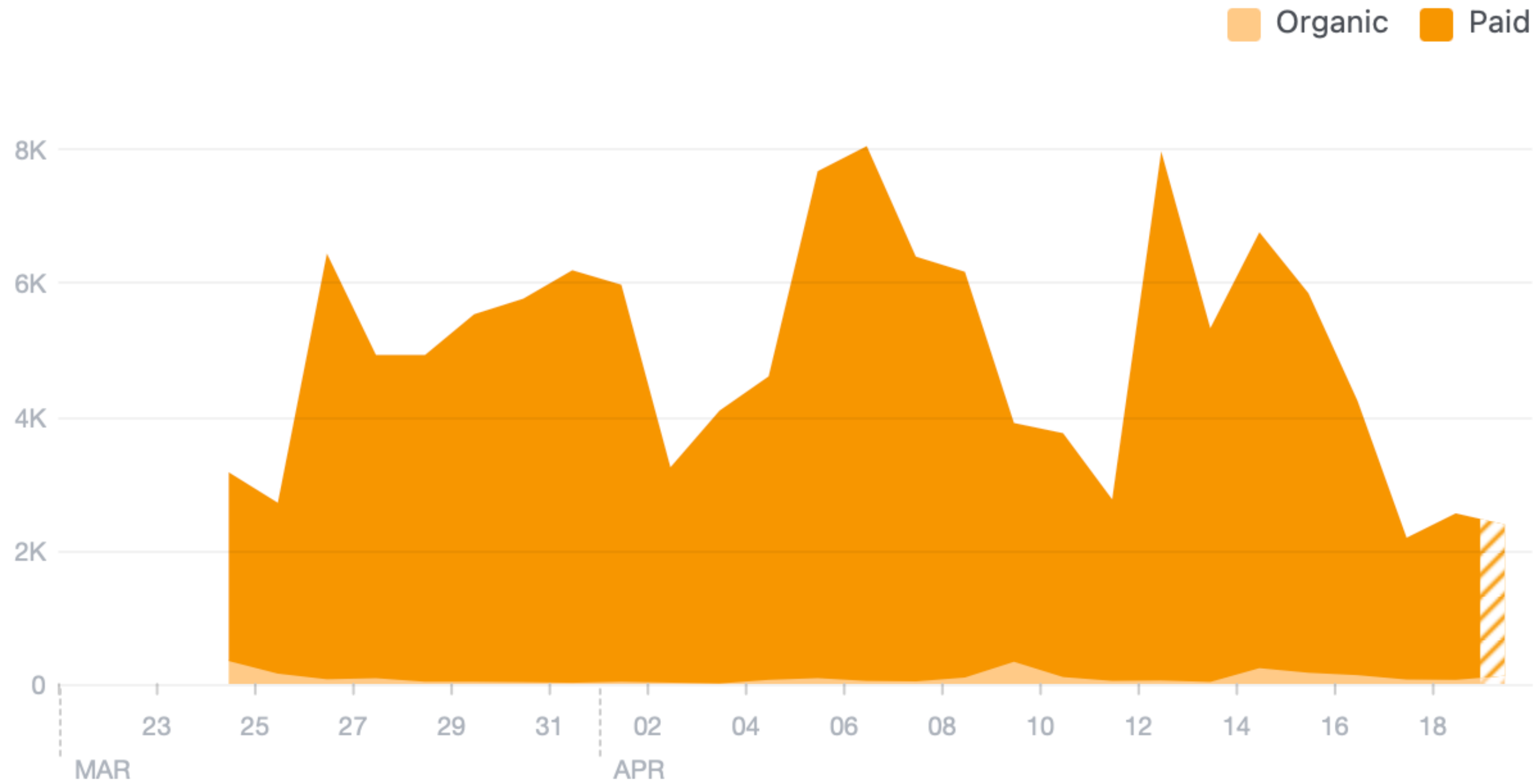
258,226

INSTAGRAM PAGE REACH

247,832

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



March 25th - April 18th

Top Posts by Engagement



PARADE WEEKEND

March 25th, 2022

3,893 people reached

565 engagements



TOURISM STATS

March 21st, 2022

1,878 people reached

354 engagements



MC COURTHOUSE

March 21st, 2022

13,164 people reached

653 engagements



SPRING BREAK

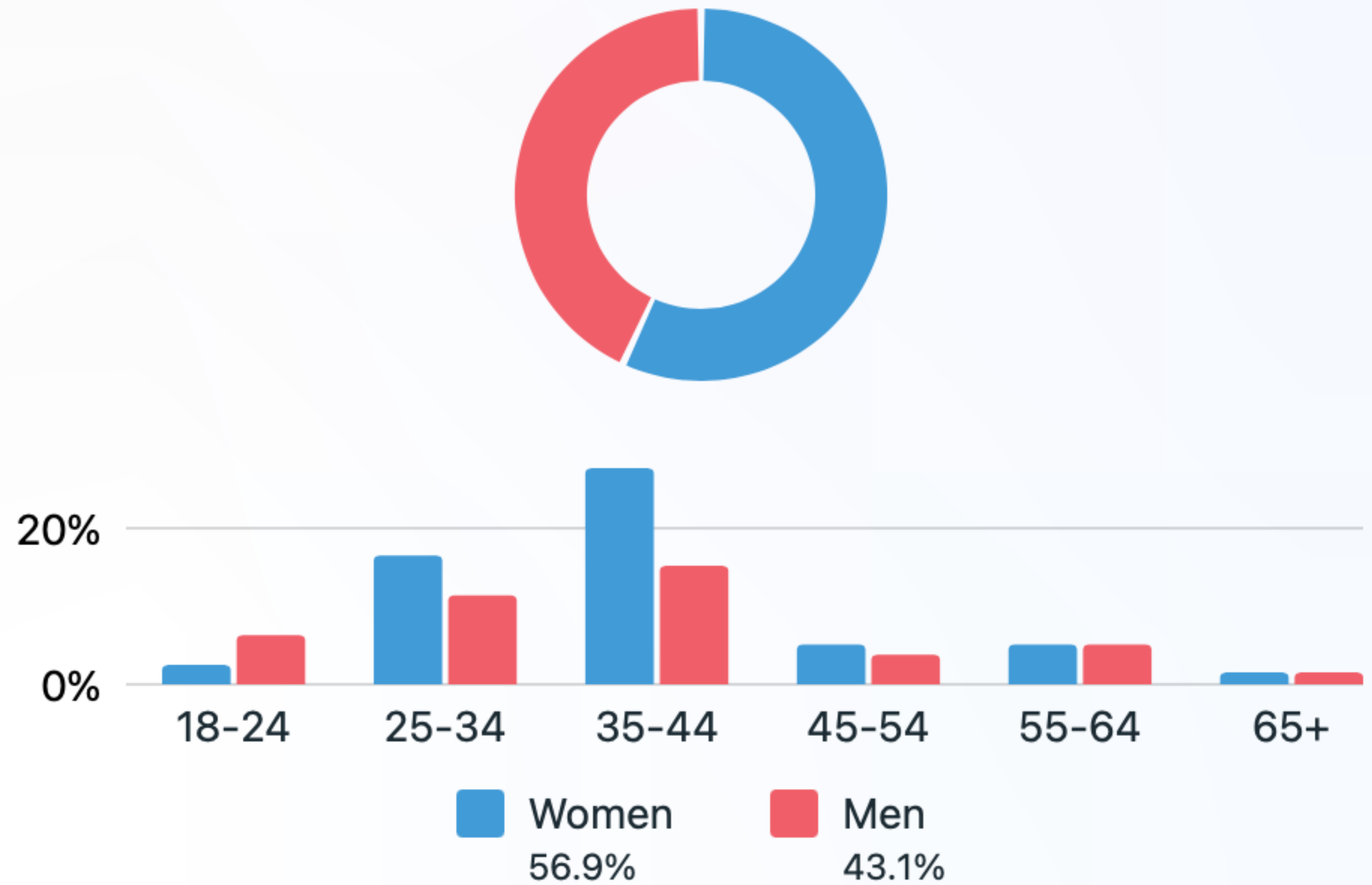
March 21st, 2022

5,084 people reached

566 engagements

DEMOGRAPHICS

Age & Gender ⓘ



March 1st - April 15th



Capital Area Tourism Association

Digital Update
3/29/22 – 4/16/22

Targeted Display Campaign

Delivered Ads to Date

83,933

Number of Direct Visitors to Website from Ads

150

Click Through Rate (national average is .08%)

.18%



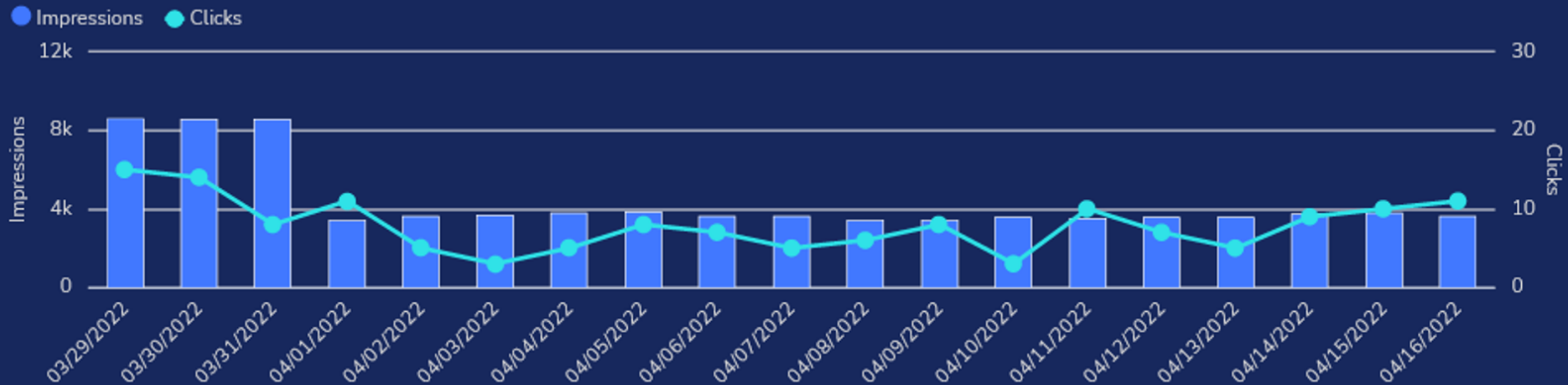
Banner Ad Campaign

83,933

Banner Impressions
▲ 83,933

150

Clicks
▲ 150



Top Performing Keywords/Group of Keywords:

Travel tourism optimized audience

Travel

(contextual) Travel

Vacation

Holidays

(contextual) Holiday

(contextual) vacation

Travel+package

Tripadvisor+hotel

Vacations

Travel+best

Top Performing Zip Codes:

35203 (Birmingham, AL)

70802 (Baton Rouge, LA)

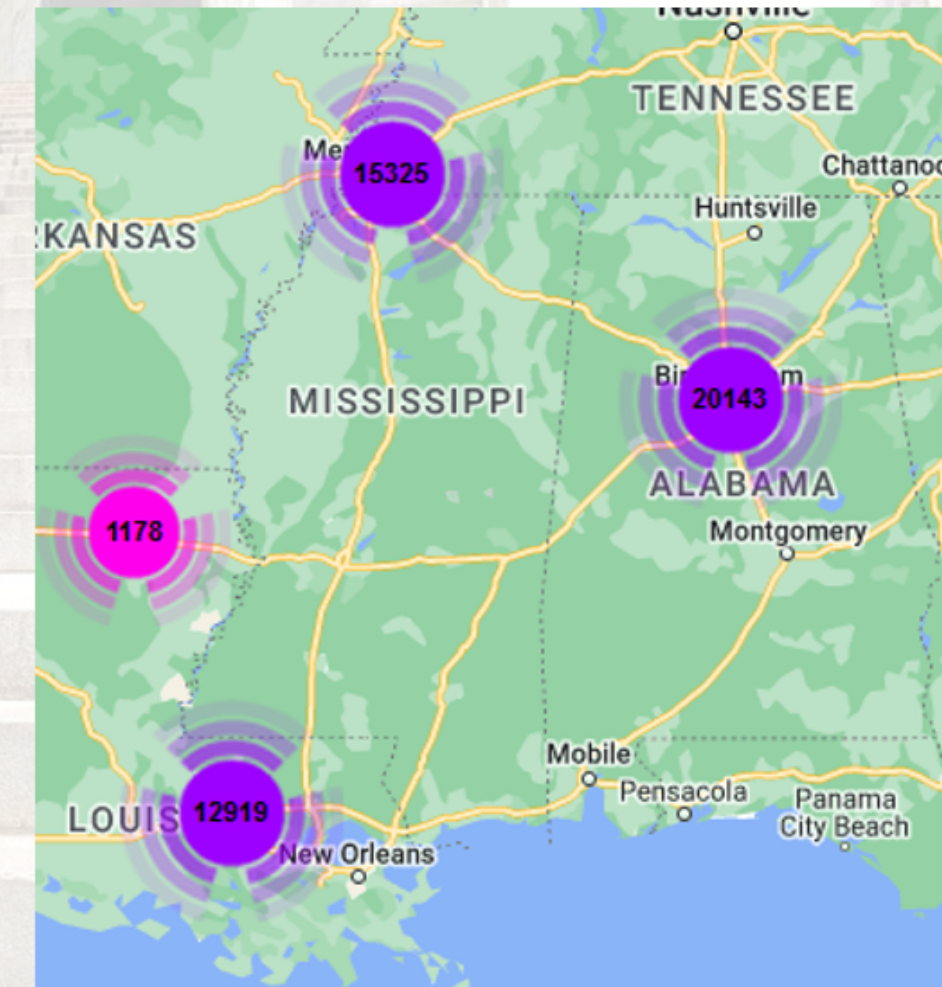
70139 (New Orleans, LA)

38111 (Memphis, TN)

35242 (Birmingham/Hoover/Vestavia Hills, AL)

38117 (Memphis, TN)

38128 (Bartlett, TN)



Creative Update



Top Performing Ads:
Capital Building 300x600
Buildings 728x90
Trees 320x50

These are historically the top performing ad sizes for digital

