

AUGUST
2019 – 2020



SOCIAL MEDIA

YEARLY REPORT

PRESENTED BY MANSELL MEDIA

PAGE LIKES

AUGUST 1ST 2019

17,557

AUGUST 1ST 2020

19,864

INCREASE IN PAGE LIKES IN THE LAST YEAR:

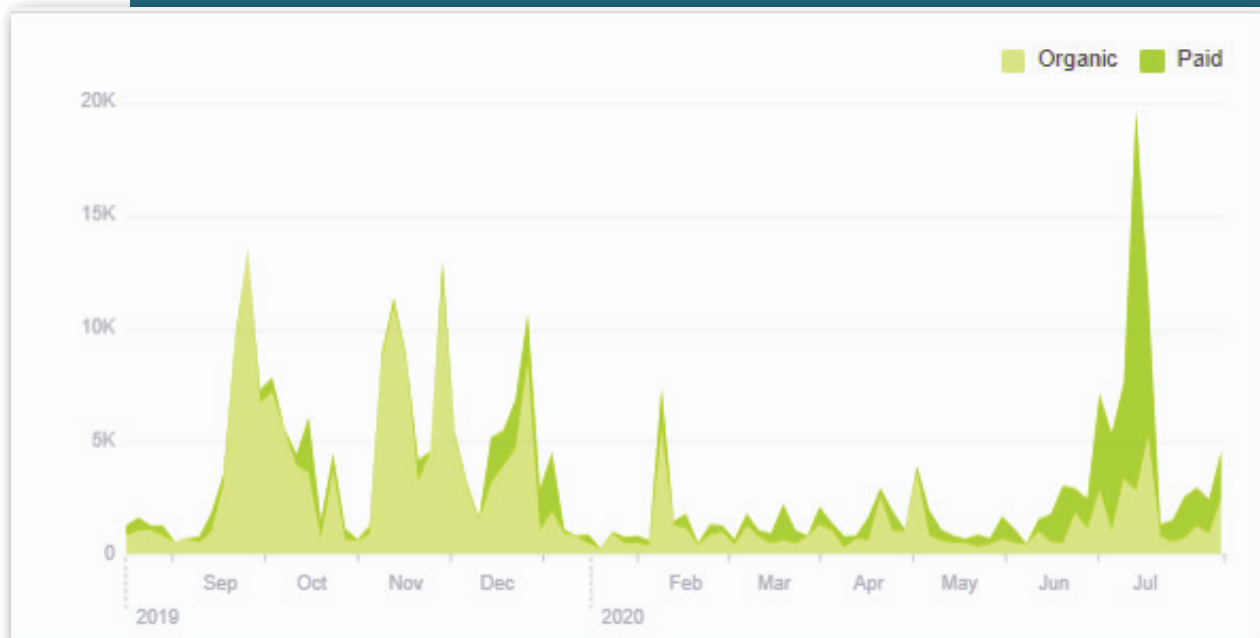
2,307



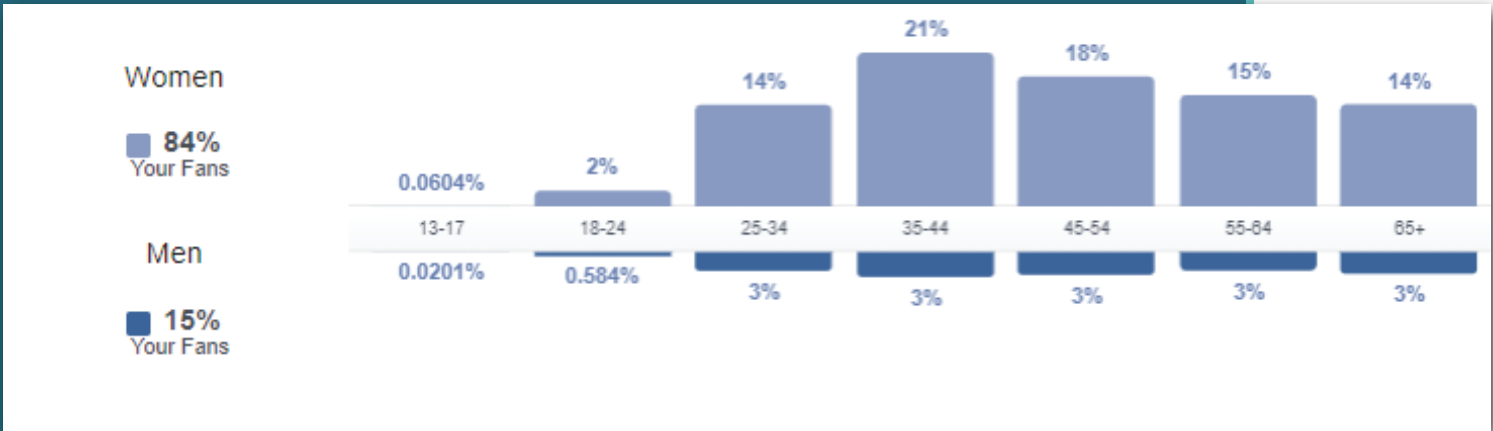
PAGE GROWTH

POST REACH

NUMBER OF PEOPLE THAT POSTS WERE SERVED TO: ORGANIC VS PAID



DEMOGRAPHICS



– TOP CITIES OF YOUR PAGES FAN BASE –

1. JACKSON

2,616
2. MADISON



1,640
3. CANTON

1,254
4. BRANDON

1,012

#1

TOP PERFORMING TOURISM PAGE

Page			Total Page Likes	From Last Week	Posts This Week
YOU					
1		Canton Tourism	19.9K <div><div></div></div>	▲ 0.2%	4
2		Visit Hattiesburg	19.3K <div><div></div></div>	0%	4
3		Visit Vicksburg	15.4K <div><div></div></div>	▲ 0.3%	5
4		Visit Ridgeland	12K <div><div></div></div>	0%	2
5		Visit Jackson, MS	10.7K <div><div></div></div>	▲ 0.1%	4
6		Madison the City Cham...	4.8K <div><div></div></div>	▲ 0.1%	7
7		Visit Yazoo	4.8K <div><div></div></div>	0%	46
8		Cleveland Tourism	4.2K <div><div></div></div>	▲ 0.1%	3
9		Vicksburg Convention C...	3.6K <div><div></div></div>	▼ 0.1%	1
10		Grenada MS Tourism	2.7K <div><div></div></div>	▲ 0.1%	13



– RATED 4.6 STARS ON FACEBOOK –



**“Canton is so unique and it has an incredibly rich history!
Our Tourism group is doing an amazing job and making Canton activities bigger
and more interesting each year! If you haven’t come to visit our little town it is
certainly time to make a little trip!”**










Christy Bledsoe

TOP PERFORMING EVENTS

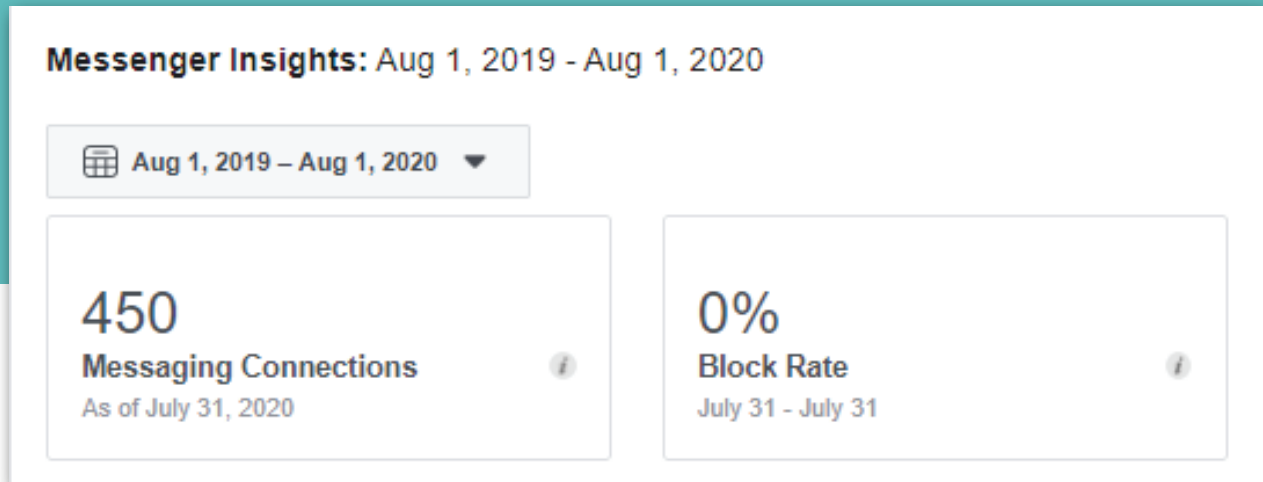
CANTON FLEA MARKET

CANTON CHRISTMAS FESTIVAL

HOT AIR BALLOON FEST

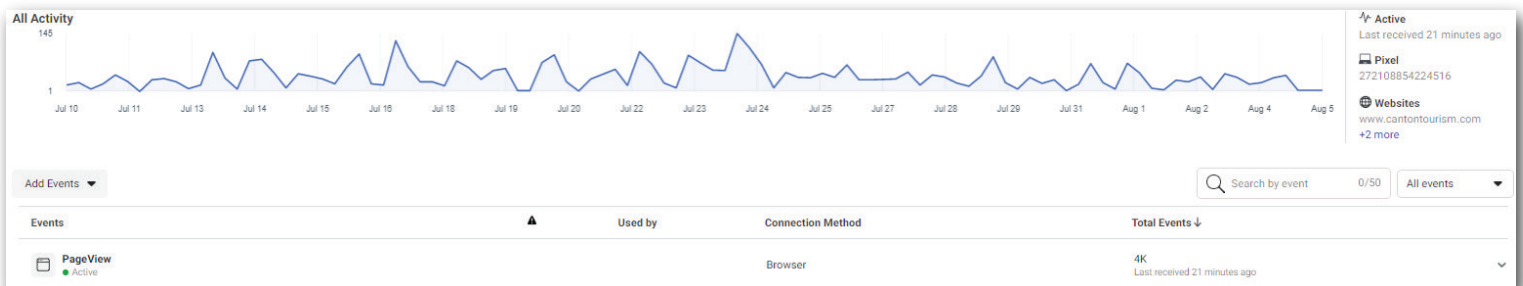
EVENT			REACH	RESPONSES	
Past Events					
	35th Annual Mississippi Championship Hot Air Balloon Fest Canton 2 Dates · Jul 3 - Jul 4	Spent of	51.5K	1.5K	No data
	Dine-In Canton Mississippi Canton Tourism 3 Dates · Jul 3 - Jul 5	Spent of	22.5K	130	No data
	Canton Christmas Princess-palooza Magically Perfect, LLC Dec 14, 2019, 6:30 PM	Not boosted	19.8K	660	No data
	Princess Night Canton Tourism Dec 14, 2019, 6:00 PM	Not boosted	8.5K	306	No data
	13th Annual Sip 'n Cider Canton Tourism Dec 13, 2019, 5:00 PM	Spent of	15.9K	688	No data
	Holiday of a Lifetime Madison County Library System Dec 7, 2019, 5:30 PM	Not boosted	1.8K	140	No data
	Canton Academy Holiday Hustle 5K Run/Walk in The City of Lights-Canton, MS. Dec 4, 2019, 6:00 PM				
	Canton Christmas Festival Canton Tourism 21 Dates · Nov 29 - Dec 23, 2019	Spent of	218.3K	14.7K	No data
	Canton Flea Market Canton Tourism Oct 10, 2019, 7:00 AM	\$25.00 2 promotions	259.5K	15.6K	No data

MESSANGER INSIGHTS



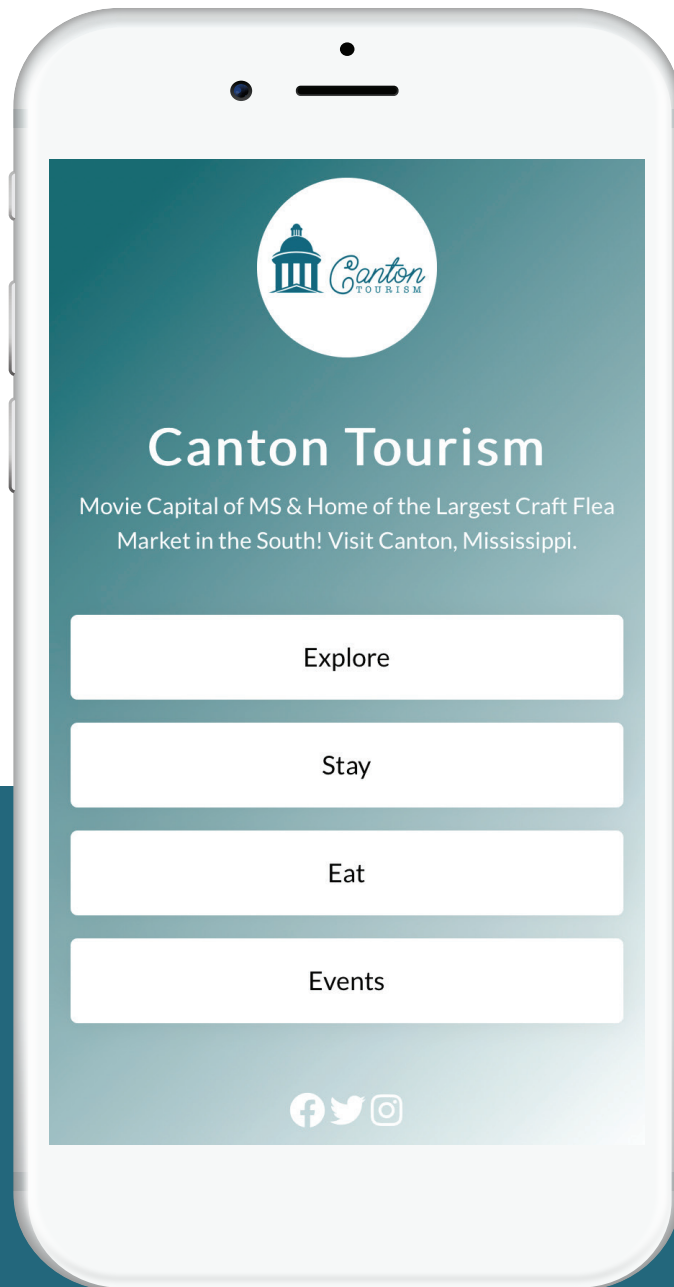
FACEBOOK PIXEL

TRACKED 4K WEBSITE VISITS SINCE JULY 10 2020



BRAND NEW

LINK PAW - INSTAGRAM BIO LINK



<https://linkpaw.com/cantontourism>

CUSTOMIZED SPECIFICALLY TO YOUR SOCIAL MEDIA ACCOUNTS AND WEBSITE.

TOP PERFORMING POSTS

Canton Tourism

Published by Josh Hinkle [?] · January 23 ·

Have you ever wanted to be in a movie? Well here is your chance! Mississippi Film Casting is looking for extras for the feature film "Jakob's Wife" being filmed in Canton, Mississippi next month! If interested, email a current photo, your legal name, phone number, age, birth date, and availability to msfilmmaking@gmail.com.

#CityOfCanton #CantonMS #CantonTourism

Performance for Your Post

37,091

People Reached

753

Reactions, Comments & Shares

233 Like	66 On Post	167 On Shares
35 Love	13 On Post	22 On Shares
16 Haha	1 On Post	15 On Shares
7 Wow	1 On Post	6 On Shares
180 Comments	38 On Post	142 On Shares
282 Shares	282 On Post	0 On Shares

3,378

Post Clicks

1,096 Photo Views	0 Link Clicks	2,282 Other Clicks
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NEGATIVE FEEDBACK

2 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.

Canton Tourism

Published by Emily Katherine Dacus [?] · November 14, 2019 ·

****CHRISTMAS FESTIVAL ANNOUNCEMENT****

We're making our admission to the festival events WAY easier!! Now, visitors can purchase tickets that work at ALL attractions! One ticket is \$1, a sheet of tickets is \$20. Need more information? Give our office a call! (601)-859-1307... [See More](#)

Performance for Your Post

25,004

People Reached

819

Reactions, Comments & Shares

223 Like	94 On Post	129 On Shares
58 Love	22 On Post	36 On Shares
2 Haha	0 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
271 Comments	84 On Post	187 On Shares
265 Shares	262 On Post	3 On Shares

2,151

Post Clicks

439 Photo Views	0 Link Clicks	1,712 Other Clicks
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NEGATIVE FEEDBACK

2 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.

Canton Tourism

Published by Emily Katherine Dacus [?] · October 24, 2019 ·

Check out our full schedule of events at this year's Canton Christmas Festival, sponsored by Trustmark Bank!! It's sure to be the most wonderful time of the year!!

For more information, contact the Canton Tourism office at (601)-859-1307 or visit our website: <https://www.cantontourism.com/victorian-christmas-festival...>

[See More](#)

Performance for Your Post

12,305

People Reached

433

Reactions, Comments & Shares

152 Like	63 On Post	89 On Shares
21 Love	3 On Post	18 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
124 Comments	48 On Post	76 On Shares
133 Shares	126 On Post	7 On Shares

1,064

Post Clicks

592 Photo Views	17 Link Clicks	455 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Canton Tourism

Published by Josh Hinkle [?] · July 3 ·

Dine-In Canton Mississippi through July 3rd-5th and message Canton Tourism a picture of your receipt for a chance to win a "\$250 Gift Certificate" to a restaurant of your choosing! Come enjoy a fun and exciting time in Canton and let our restaurants take care of the cooking this weekend as you attend the 35th Annual Mississippi Championship Hot Air Balloon Fest!

Performance for Your Post

8,897

People Reached

164

Reactions, Comments & Shares

139 Like	137 On Post	2 On Shares
6 Love	6 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
2 Sad	2 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
13 Shares	12 On Post	1 On Shares

201

Post Clicks

6 Photo Views	19 Link Clicks	176 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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AUG 2019 – AUG 2020 TOP GRAPHICS AND LOGOS CREATED BY MANSSELL MEDIA



COMING SOON



CANTON BILLBOARDS



TEXT "CANTON" TO
474747

**DINE IN
CANTON**

MISSISSIPPI



TEXT "CANTON" TO
474747

EXIT 119 – CANTON, MS

**DINE IN
CANTON**

MISSISSIPPI

RADIO BUYS



iHeart
MEDIA

FLEA MARKET - OCTOBER 2019

\$1600

CHRISTMAS IN CANTON 2019

\$5000

MS HOT AIR BALLOON FEST 2020

\$2500

SHOPPING SQUARE - JULY 2020

\$750



August 2019 – July 2020 WLBT Marketing

34 Commercials for Canton Flea Market (Oct 2019) - \$4500
Canton Flea Market Digital Campaign (Sept/Oct 2019) - \$1,350
58 commercials for Canton City of Lights (Nov/Dec 2019) - \$9,550
Digital Campaign for Canton City of Lights (Nov/Dec 2019) - \$6,449
Canton Balloon Festival Digital Campaign (June/July 2020) - \$1,000
Canton Dine In Campaign (July 2020) - \$2,000

Total Investment with WLBT - \$24,849

1



2

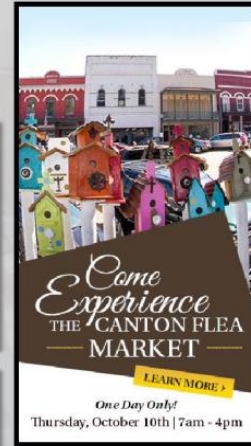
WLBT.com Display (Banner Ads)

Dates
9/23 – 10/9/2019

Ads Delivered
(Impressions)
200,053

Interactions (Clicks)
275

Click-Thru Rate
0.14%



Your ad was seen **200,053** times and resulted in **275** people engaging with your ads to obtain additional information about your event.



3

Canton City of Lights - \$13,750 of added value

Canton CVB Breakdown				
Product	Regular Price	Package Rate	Booked	
Countdown Clock	\$2,500		\$450	0
Facebook Lives	\$3,000		\$3,000	2000
Site Wraps w/ Roadblocks (4x)	\$4,000		\$2,200	580
Online Commercials	\$600		\$500	400
Core Display Ads	\$6,000		\$1,800	1800
Promo Display Ads	\$750		\$0	0
Promo Spots on TV	\$700		\$350	0
Geofencing Display Ads	\$1,150		\$1,150	920
MS Weekend Feature Video	\$1,500		\$1,000	750
Total		\$20,200	\$10,450	6450
Television Spots		\$9,550	\$9,550	9550
Totals w/ Television		\$29,750	\$20,000	16000

4



5



WLBT.com Display (Banner Ads)

Dates
11/25 – 12/22/2019

Ads Delivered (Impressions)
674,888

Interactions (Clicks)
865

Click-Thru Rate
0.13%

Your ad was seen **674,888** times and resulted in **865** people engaging with your ads to obtain additional information about your event.

WLBT 3 ON YOUR SIDE WLBT.COM
Harrisburg
3 WLBT
3 WEATHER
ON AIR
ONLINE
ON THE GO
gray

6

WLBT.com Website Countdown Clock

Dates

11/25 – 12/24/2019

Ads Delivered (Impressions)

175,900

Interactions (Clicks)

74

Click-Thru Rate

0.04%



Your ad was seen 175,900 times and resulted in 74 people engaging with your ads to obtain additional information about your countdown.



7

WLBT.com Mobile Homepage Roadblocks & Site Wraps

Dates

12/3, 12/10, & 12/17/2019

Ads Delivered (Impressions)

350,340

Interactions (Clicks)

194

Click-Thru Rate

0.06%

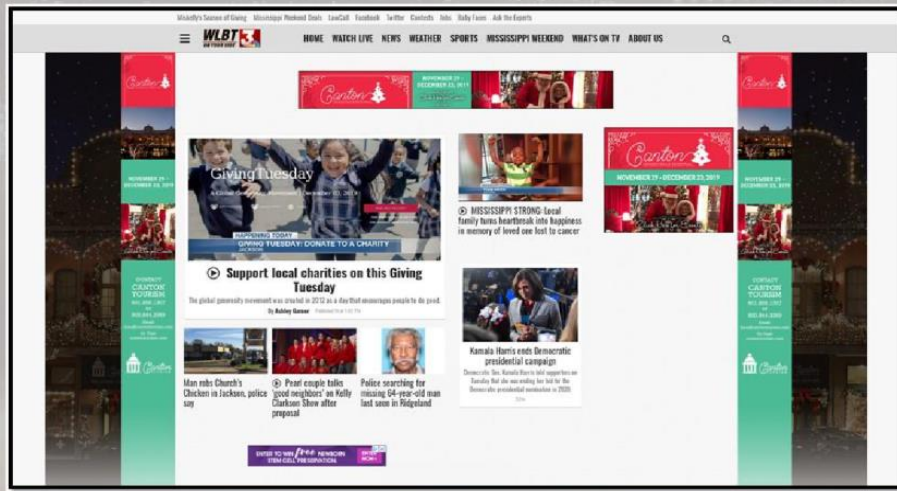


Your ad was seen 350,340 times and resulted in 194 people engaging with your ads to obtain additional information about your event.



8

WLBT.com Mobile Homepage Roadblocks & Site Wraps – rd ScreenshotDecember 3



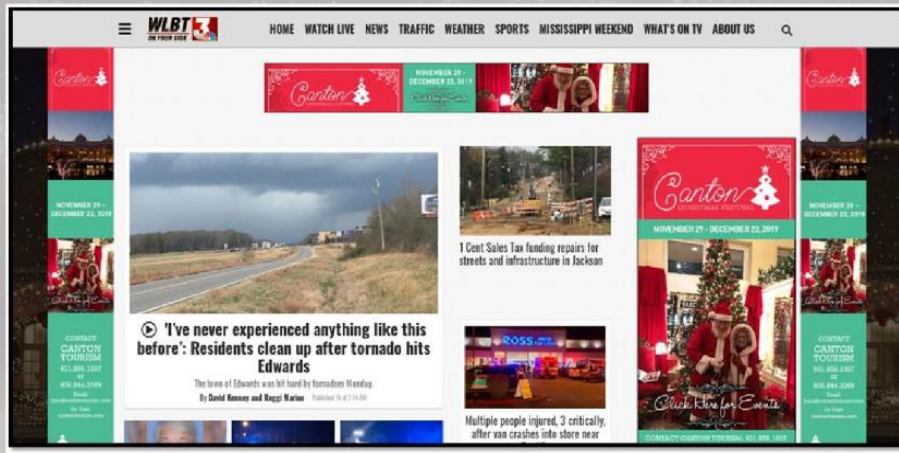
9

WLBT.com Mobile Homepage Roadblocks & Site Wraps – th ScreenshotDecember 10



10

WLBT.com Mobile Homepage Roadblocks & Site Wraps – th ScreenshotDecember 17



11

WLBT.com Pre-Roll (Video Ads)

Dates

11/25 – 12/22/2019

Ads Delivered (Impressions)

19,968

Completion Rate

83.33%

Interactions (Clicks)

165

Click-Thru Rate

0.83%



Your commercial was seen **19,968** times and resulted in **165** people engaging with your ads to obtain additional information about your event.

12

LocalX Extended Reach Display (Banner Ads)

Dates

11/25 – 12/22/2019

Ads Delivered (Impressions)

115,715

Interactions (Clicks)

294

Click-Thru Rate

0.25%

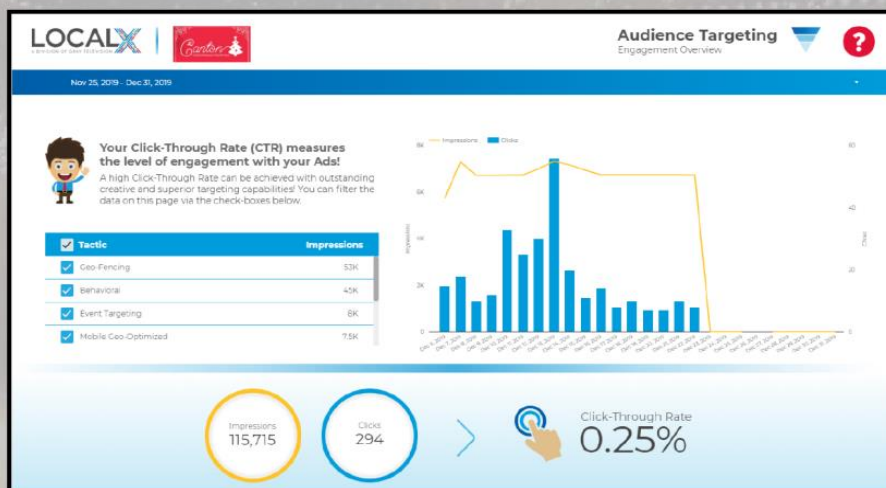


Your ad was seen **115,715** times and resulted in **294** people engaging with your ads to obtain additional information about your event.



13

LocalX Extended Reach Display – Engagement Overview



14

LocalX Extended Reach Display – Geo-Conversion Overview



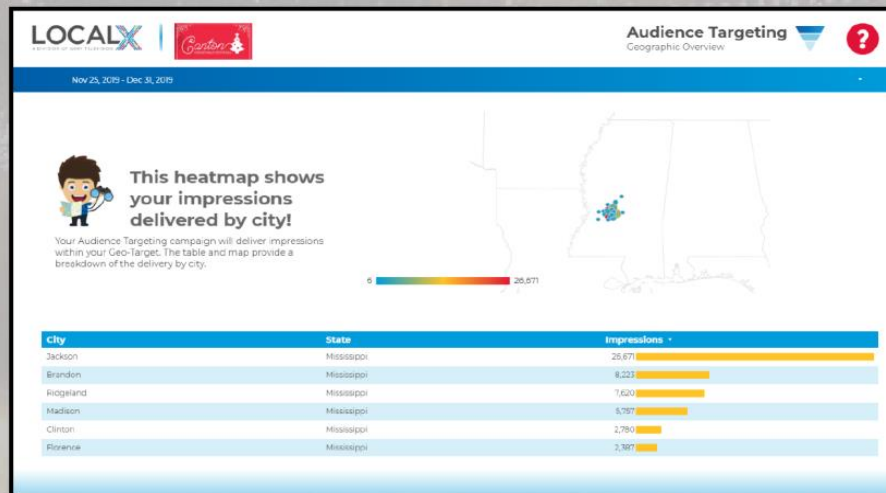
15

LocalX Extended Reach Display – Top Keywords



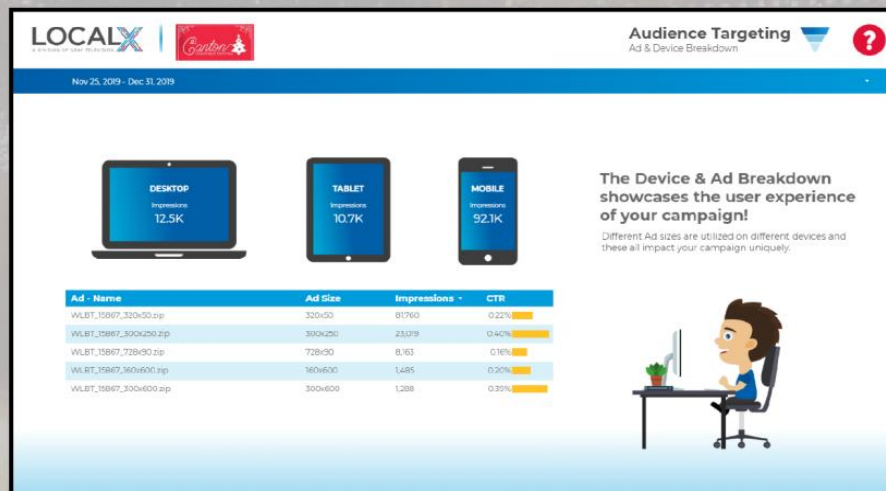
16

LocalX Extended Reach Display – Impressions by City



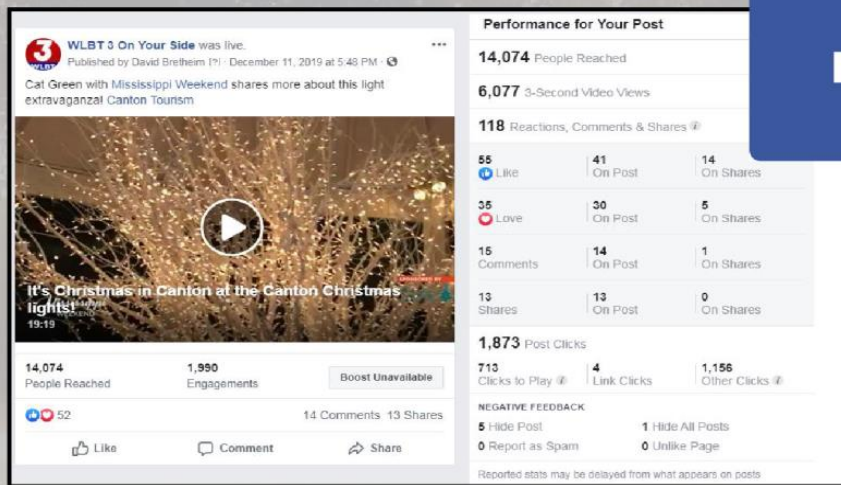
17

LocalX Extended Reach Display – Ad & Device Breakdown



18

Facebook Live Event - 12/11

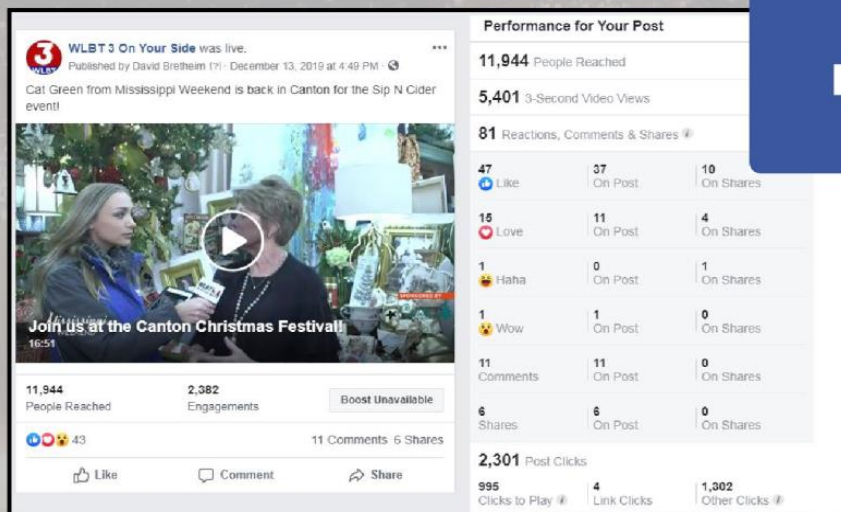


Your Facebook Live event reached **14,074** people and resulted in **6,077** video views and **118** reactions, comments, and shares.



19

Facebook Live Event - 12/13



Your Facebook Live event reached **11,944** people and resulted in **5,401** video views and **81** reactions, comments, and shares.



20



6/25/20 – 07/04/20

Booked Impressions:	166,667
Delivered Impressions:	183,421
Clicks:	224
CTR:	.12%



21



07/01/20 – 07/05/20

Booked Impressions:	166,667
Delivered Impressions:	191,704
Clicks:	240
CTR:	.13%



22

7/14/20 – 07/31/20

Booked Impressions:	166,667
Delivered Impressions:	200,098
Clicks:	237
CTR:	.12%





MANSELL MEDIA