

Taking A Traditional Event Online: Dutch Queen's Day On Social Media For The First Time

Queen's Day is a Dutch national holiday, celebrated every year to honor the Queen of the Netherlands. Dutch communities in the U.S. also celebrate this day. The Southern California community celebrated Queen's Day at the Home Depot Center in Carson, inviting the public to join in the festivities. Branding Personality was hired to conduct online outreach to the Dutch community, the American community interested in cultural events, and fans of electronic dance and Dutch House music (due to the performing band) as the target audiences.

Planning for this event started five months in advance, with concerted online marketing efforts starting the month preceding the event, with a timeline from April 1-28, 2013. Marketing was specifically focused online, particularly on blogs and Facebook.

FACEBOOK

A Facebook page was created for this event and gained 511 likes (1/4 of event attendees) during the course of the marketing period (1 month). On Facebook, we started posting once a day and increased frequency to 2-3 times a day as the event drew closer. On average, each post received 22 likes, with the highest engagement at 178 likes and total likes at 667. Each post received an average engagement of 3 comments, with the highest comment amount of 24 and total comments at 93 (nearly 20% of fans commented). The average number of shares per post was 8, with the highest shared post at 74 and total amount of shares at 248.

For this short campaign, we've used the power of visuals. Because images have proven to result in a high engagement rate, 63% of all posts consisted of still images. Images garnered 86% of all likes, 79% of all comments and 93% of all shares.

Likes increased steadily throughout the month. On the days we promoted posts, new likes increased by an average of 225%. Comedic imagery posts are usually most engaging and easily shared and, therefore, make for great promoted posts. The most successfully promoted post followed the mantra of kids holding up a sign saying if they get a specific number of posts, their mom would give them something or other. Here, it was an edited image of the soon-to-be king saying if he reached 1 million likes, his mom would make him King. This post alone garnered 178 likes, 11 comments and 41 shares.

Reach was targeted to local areas and accomplished its goal. Los Angeles, Long Beach and Amsterdam in the Netherlands were the top three geographical areas reached. While Amsterdam was out of reach for the event itself, it was helpful to have authentic voices join the conversation to lend the page credibility. The top three areas for engaged users were the local Los Angeles, Long Beach and Irvine areas. These were the areas targeted to attend the event; therefore, the goal of engaging this audience was well reached. Engagement spiked on the two days before the day of the event, which accomplished a well strategized last push to get people to buy tickets and attend.

BLOGS

We contacted local Orange County and Los Angeles mom and lifestyle bloggers and offered them to host a family ticket giveaway on their blogs together with promoting the Queen's Day event. Ten percent of contacted bloggers responded, half of them high-profile blogs, and published a post with a giveaway, which resulted in at least 53,940 impressions and 1053 entries for the giveaway. Queen's Day received at least 222 social media mentions on Facebook, Twitter, Google+, StumbleUpon and ShareThis through the bloggers and their readers, which helped spread the message across all social media platforms instead of keeping it contained on Facebook only. Thirty readers also left all positive comments.

ONLINE TICKET SALES

Last year's goal of 1500 attendees was exceeded by 33%. Despite the fact of not reaching the goal of 3000 attendees in 2013, we still spurred considerable growth in attendance. One of the tactics Branding Personality employed to raise attendance was an online ticket sales option through Eventbrite. A ticketing system was set up for regular and VIP tickets, which resulted in total sales of 419 adult tickets. Therefore, 83% of the added visitors compared to 2012 could be attributed to online sales. Of these tickets, 8% were VIP tickets, an option not available in years prior, which resulted in 12.5% additional sales revenue at no extra cost to the event organizers.

TICKET SALES – SOCIAL MEDIA CORRELATION

Ticket sales peaked on the days a link to Eventbrite was posted on Facebook, which lets us reasonably assume that these sales are directly related to the link post. These 3 days of posting contributed 38% to overall online ticket sales.