

Research on Social Media

Deliver your message better.

Today's Consumer Self-Educate



Forrester Research:
“...consumers will find three pieces of content about a vendor for every one published by marketing or sales.”

Consumers research

- Online at home
- Online at work
- Thru mobile devices,

They attend events



They participate in social conversations...



They consume more visual content like videos and infographics —



VIDEOS



PICTURES

A Visitor from
Another Planet!

Then Text

How do you deliver your
message?



Anatomy of One Sponsor Promo

These are social media promos we produced for two of our sponsors.

At right you see our web page featuring recipe ideas.

Notice the big, bright pictures to attract the eye.

The screenshot shows a web browser window displaying the Tulare Downtown Association website. The page features several promotional banners and advertisements. At the top, the website's logo and contact information are visible: "TULARE DOWNTOWN ASSOCIATION", "220 E. Tulare Ave, Tulare, CA 93274", "TEL 559.685.2350", "FAX: 559.686.4915", and "WEB: tularedowntown.com". Navigation links include Home, Annual Report, Events, Members, Partners, Available Properties, Facebook, Newsletter, Board, and City | Chamber.

Key promotional elements include:

- Get Ready for Spring!**: A banner for "Land-O-Lakes Online Recipes" featuring a picture of a bowl of colorful flower cookies. The text encourages users to find fresh ideas for Easter baskets and provides a link to <http://www.landolakes.com/recipe/butterfly-cookie-flowers>.
- OMG! Superbowl Party Ideas**: A banner featuring a picture of a large platter of nachos. The text suggests checking out the Land-O-Lakes website for party snack ideas like Mediterranean Pita Nachos, Sliders, Pull-A-Part Bread, Wings and More! and provides a link to <http://www.landolakes.com/recipe/collection/290/football-snack-recipes>.
- 2013 Children's Parade and Tree Lighting Sponsors**: A list of sponsors including Tulare Community Health Clinic (Platinum Sponsor), ID REISKELL & CO. (Platinum Sponsor), Lowe's (Gold Sponsor), and NES COM PEST CONTROL (Gold Sponsor).
- Rawhide**: A sidebar advertisement for "Rawhide" featuring a picture of a cowboy hat and text about "Tulare Night at Rawhide Park" on July 25, 2014, and a link to an online vendor form.

The browser's address bar shows "tularedowntown.com" and the taskbar at the bottom displays various application icons and the system clock showing 9:43 PM on 1/28/2014.

Links to a sponsor's web site are featured on the page



July 25, 2014
Tulare Night at Rawhide Park

[Retail and Food Vendors: Click here for online vendor form](#)

[Click here for County Health Form](#)

Resources

Gift Certificates - (559) 685-2350

Graffiti Hotline - (559)684-4279

[Annual Report](#)

[Zumwalt Park](#)

Get Ready for Spring!



Land-O-Lakes Online Recipes

Need some fresh ideas or something fun this Easter? Then consider this fun flower cookies to dress up your table or the kids' Easter baskets. You can find this and other recipes on the Land-O-Lakes web site at <http://www.landolakes.com/recipe/3777/buttery-cookie-flowers>.

OMG! Superbowl Party Ideas

Searching for ideas to make the Superbowl get together a little more fun and memorable? Check out the Land-O-Lakes web site for great party snack ideas like Mediterranean Pita Nachos, Sliders, Pull-A-Part Bread, Wings and More! See it all at <http://www.landolakes.com/recipe/collection/290/football-snack-recipes>.



2013 Children's Parade and Tree Lighting Sponsors

Platinum Sponsor



Platinum Sponsor



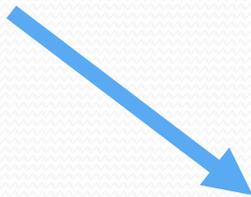
Gold Sponsor



Gold Sponsor



Article is also
linked to
Facebook for
social interaction
and comment



Tulare Downtown Association - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Toledo: Your To-Do List 4 Ways to Cater to the Modern Consu... x Tulare Downtown Association x +
https://www.facebook.com/pages/Tulare-Downtown-Association/281091898600641?v=wall
Most Visited Toledo: Your To-D... Getting Started 8

Tulare Downtown Association
You are posting, commenting, and liking as Tulare Downtown Association — Change to John Harman

Tulare Downtown Associati... Timeline Recent
Create Post Admin Panel Promote Page

Status Photo / Video Offer, Event +
What have you been up to?

Highlights

Tulare Downtown Association shared a link.
January 13

Visit <http://www.tularedowntown.com/> for Superbowl recipes courtesy of Land-O-Lakes!



Tulare Downtown Association - 559-685-2350
www.tularedowntown.com

Home | Annual Report | Events | Members | Partners | Available Properties | Facebook | Newsletter | Board | City | Chamber

Like · Comment · Share
Dena Maciel and 3 others like this.

Write a comment...

94 people saw this post Boost Post

51 Friends
Connected to Tulare Downtown Association

49 friends like this

2 friends were here

Invite Your Friends to Like This Page See All
Type a friend's name... Invite

Jodi Harman Invite
Rosemary Avila Hancock Invite
Jackie Jensen Paul Invite

Reviews
★★★★★
What do you think of Tulare Downtown Association?

Recent Posts by Others on Tulare Downtown Association See All
Tyler Sanderson @ FRIENDS I NEED YOUR HELP! Tulare is The AG capital of C...
4 3 · 8 hours ago

Socorro Mercado likes Carlton Jones's photo.
Karen Arnold likes Deborah Roennau Warren's status.
Darlene Thompson beat Alice Clayton in Pepper Panic Saga.
Manuel Ortiz Jr likes Laura Ortiz-Smith's photo.
Sandra Figueroa commented on her own link on Liza N Chris Salvatore's wall: "Ok that ok maybe next t"
Janet Shahan Correia gave a life in Candy Crush Saga.
Phil Cox is going to State-Wide Fast for Rain — on Sunday.

Nathan-Amber Ortiz
Michael Pereira
Ben Harman
Jake Hamar
Kelly Maxwell Pettus
Cami Rapp
Elwyn Huffaker
Robert Martinho-Hernandez
GrantIndkersty Harman
McKenzie Harman
Raul Martin
Ruben Figueroa Artist

See Your Ad Here
Home | Annual Report | Events | Members | Partners | Available
Tulare Downtown Association - 559-685-2350
<http://www.tularedowntown.com/>
Boost Post

Turn on chat to see who's available.
Search

9:52 PM
1/28/2014

Case Study: Grocery Outlet Organic Food Promo



One of our team members notices great availability of organic and natural food items at sponsor's store

- Photographer is dispatched to store for photo session.
- Photo album is created on Facebook with info about food items and links to store info.
- Album is activated and “promoted.”

Follow the Link...

The screenshot shows a Facebook album post from the page 'Grocery Outlet Bargain Market'. The album is titled 'Tulare Downtown Associati...' and contains 18 images of various grocery items. A large white arrow points from the album post to the right. The Facebook interface shows the page name 'Tulare Downtown Associati...', a search bar, and a list of friends on the right side. The album images include:

- 80% Lean, 20% Fat Organic Ground Beef
- Organic Powdery Sugar
- Gluten Free products
- Organic products
- Various grocery items on shelves

See album post on their wall.

Click on post; See variety.

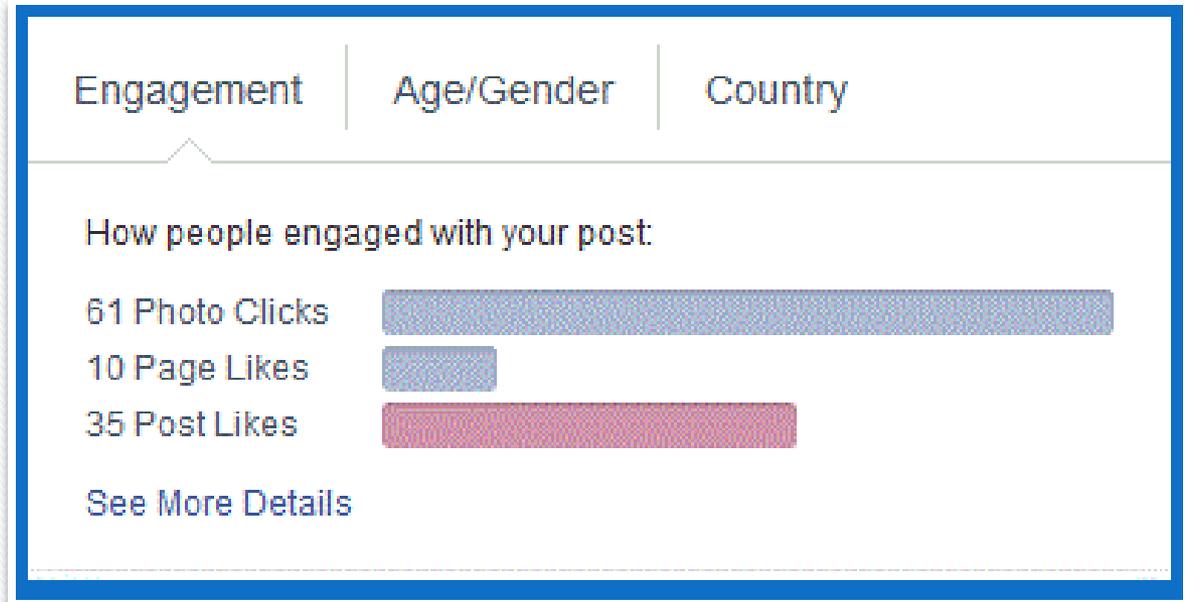
Click on thumbnails and read about each product.

Results

105 total engagements

Raised customer awareness of unknown product category

Repeated comments “I’m going to pick up _____ there this week!”



Majority of respondents on site were middle to upper-middle income women, age range of 22 – 45 years and were employed.

Your Benefits:



An easy, cost-effective marketing path to your potential consumers.



Consumers gain access to knowledge to make informed decisions.



High profile involvement for your business.

Contact the Tulare Downtown Association

Need help getting started?

Call (559)685-2350 for information on how we can assist you with social media for your business.

It's a free service as a member of the Tulare Downtown Association.

Log onto www.tularedowntown.com anytime to learn of the newest events and ideas for downtown association members.

