

MARDI GRAS, INC.

# 2015 MARKETING WRAP-UP



# AGENDA

1. Campaign Platform, Goals & Strategy
2. Digital Execution & Results
3. Recommendations for 2016



# CAMPAIGN GOALS & STRATEGY



# CAMPAIGN PLATFORMS

## Traditional Media

Print

Radio

## Digital Media

Social Media

Email Marketing

Editorial Content

Web Content





# CAMPAIGN GOALS

Elevate the perception of the Mardi Gras brand

Show that Mardi Gras has “an event for everyone”

Build Mardi Gras, Inc.’s digital audience

Drive traffic to Mardi Gras, Inc. event pages

Our initial focus was specific to **Wine, Beer and Whiskey Taste, Cajun Cook-off, and Taste of Soulard**. We expanded efforts to cover remaining events as needed.



# DIGITAL STRATEGY

TOKY began implementing the digital marketing campaign for Mardi Gras, Inc. in January of 2015.

## Our Approach:

- Target specific demographics

- Build interest through visual storytelling

- Use a consistent brand voice

- Apply “pull” vs. “push” messaging

- Nurture relationships with customers and followers

- Adjust strategy based on analytics and feedback



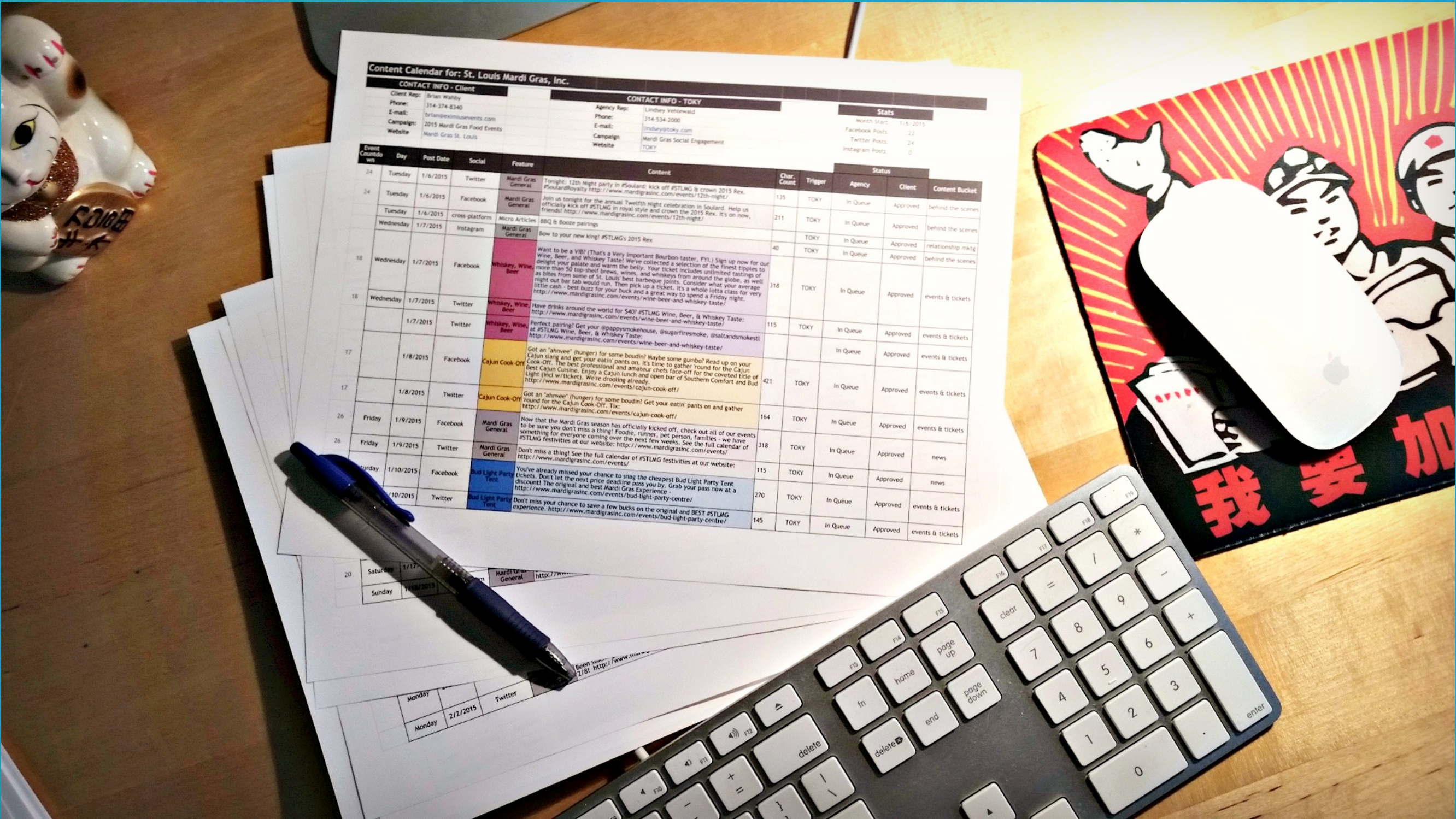
# **DIGITAL EXECUTION & RESULTS**



# STRATEGIC MESSAGING



# STRATEGIC MESSAGING: PLANNING



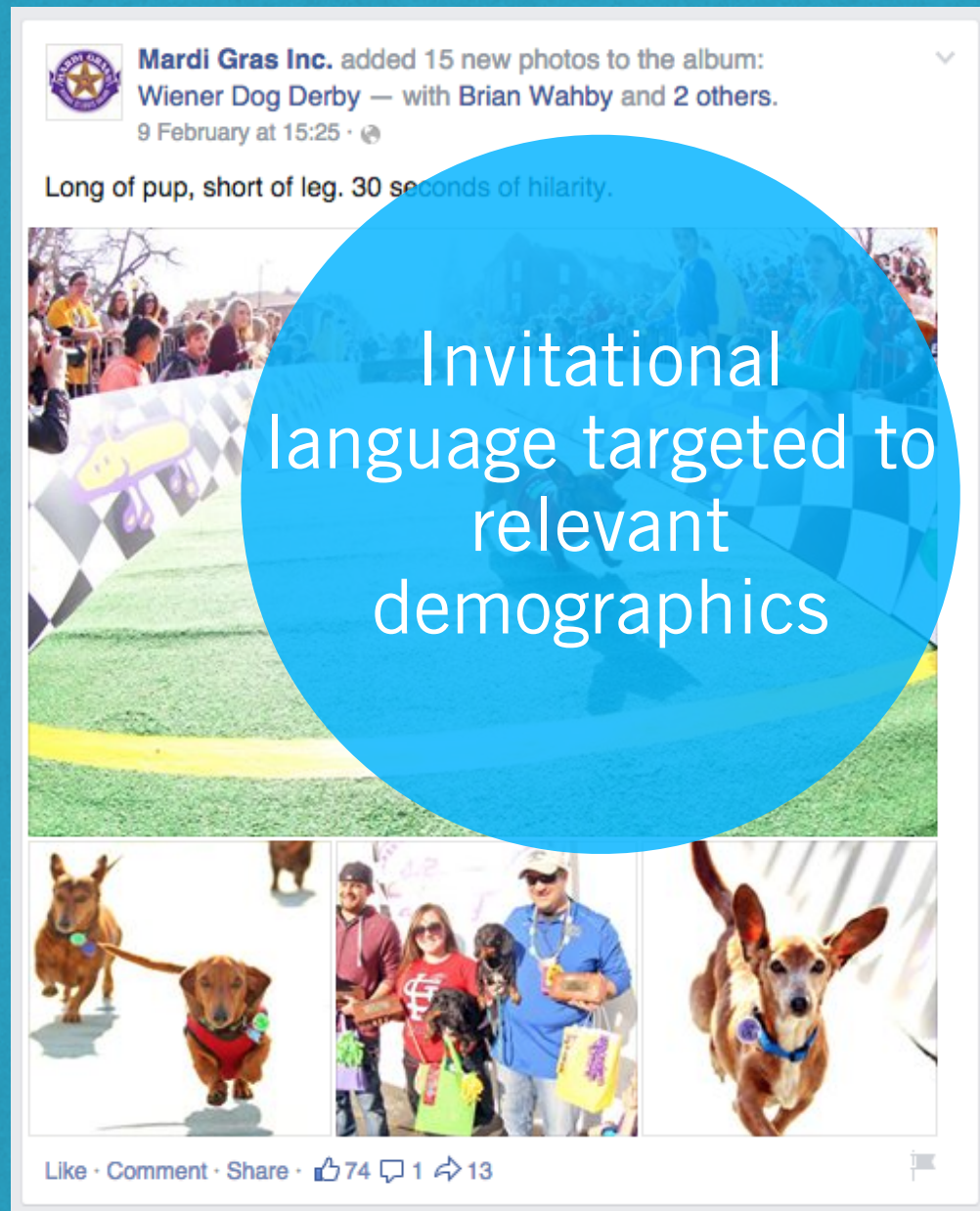
Content Calendar for: St. Louis Mardi Gras, Inc.

CONTACT INFO - Client					CONTACT INFO - TOKY					Stats				
Client Rep: Brian Wahby					Agency Rep: Lindsey Venners					Month Start: 1/6/2015				
Phone: 314-374-8340					Phone: 314-534-2000					Facebook Posts: 22				
E-mail: brian@stlmgras.com					E-mail: lindsey@toky.com					Twitter Posts: 24				
Campaign: 2015 Mardi Gras Food Events					Campaign: Mardi Gras Social Engagement					Instagram Posts: 0				
Website: Mardi Gras St. Louis					Website: TOKY									

Event Countdown	Day	Post Date	Social	Feature	Content	Char. Count	Trigger	Status	Agency	Client	Content Bucket
24	Tuesday	1/6/2015	Twitter	Mardi Gras General	Tonight, 12th night party in #Soulard: kick off #STLMG & crown 2015 Rex. #SoulardRoyalty <a href="http://www.mardigrasinc.com/events/12th-night/">http://www.mardigrasinc.com/events/12th-night/</a>	135	TOKY	In Queue	Approved		behind the scenes
24	Tuesday	1/6/2015	Facebook	Mardi Gras General	Join us tonight for the annual Twelfth Night celebration in Soulard. Help us officially kick off #STLMG in royal style and crown the 2015 Rex. It's on now, friends! <a href="http://www.mardigrasinc.com/events/12th-night/">http://www.mardigrasinc.com/events/12th-night/</a>	211	TOKY	In Queue	Approved		behind the scenes
	Tuesday	1/6/2015	cross-platform	Micro Articles	BBQ & Booze pairings			In Queue	Approved		relationship mktg
	Wednesday	1/7/2015	Instagram	Mardi Gras General	How to your new king! #STLMG's 2015 Rex	40	TOKY	In Queue	Approved		behind the scenes
18	Wednesday	1/7/2015	Facebook	Whiskey, Wine, Beer	Want to be a VIB? (That's a Very Important Bourbon-taster, FYI.) Sign up now for our delight your palate and warm the belly. Your ticket includes unlimited tastings of more than 50 top-shelf brews, wines, and whiskeys from around the globe, as well as bites from some of St. Louis' best barbeque joints. Consider what your average little cash - best buzz for your buck and a great way to spend a Friday night. <a href="http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/">http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/</a>	318	TOKY	In Queue	Approved		events & tickets
18	Wednesday	1/7/2015	Twitter	Whiskey, Wine, Beer	Have drinks around the world for \$40! #STLMG Wine, Beer, & Whiskey Taste: <a href="http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/">http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/</a>	115	TOKY	In Queue	Approved		events & tickets
		1/7/2015	Twitter	Whiskey, Wine, Beer	Perfect pairing? Get your @pappysmokehouse, @sugarfresmo, @saltandsmokest at #STLMG Wine, Beer, & Whiskey Taste: <a href="http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/">http://www.mardigrasinc.com/events/wine-beer-and-whiskey-taste/</a>			In Queue	Approved		events & tickets
17		1/8/2015	Facebook	Cajun Cook-Off	Got an "ahvee" (hunger) for some boudin? Maybe some gumbo? Read up on your Cajun slang and get your eatin' pants on. It's time to gather 'round for the Cajun Best Cajun Cuisine. The best professional and amateur chefs face-off for the coveted title of Light (incl w/tickets). We're drooling already. <a href="http://www.mardigrasinc.com/events/cajun-cook-off/">http://www.mardigrasinc.com/events/cajun-cook-off/</a>	421	TOKY	In Queue	Approved		events & tickets
17		1/8/2015	Twitter	Cajun Cook-Off	Got an "ahvee" (hunger) for some boudin? Get your eatin' pants on and gather 'round for the Cajun Cook-Off. Tix: <a href="http://www.mardigrasinc.com/events/cajun-cook-off/">http://www.mardigrasinc.com/events/cajun-cook-off/</a>	164	TOKY	In Queue	Approved		events & tickets
26	Friday	1/9/2015	Facebook	Mardi Gras General	Now that the Mardi Gras season has officially kicked off, check out all of our events to be sure you don't miss a thing! Foodie, runner, pet person, families - we have something for everyone coming over the next few weeks. See the full calendar of #STLMG festivities at our website: <a href="http://www.mardigrasinc.com/events/">http://www.mardigrasinc.com/events/</a>	318	TOKY	In Queue	Approved		news
26	Friday	1/9/2015	Twitter	Mardi Gras General	Don't miss a thing! See the full calendar of #STLMG festivities at our website: <a href="http://www.mardigrasinc.com/events/">http://www.mardigrasinc.com/events/</a>	115	TOKY	In Queue	Approved		news
	Saturday	1/10/2015	Facebook	Bud Light Party Tent	You've already missed your chance to snag the cheapest Bud Light Party Tent discount! The original and best Mardi Gras Experience - grab your pass now at a <a href="http://www.mardigrasinc.com/events/bud-light-party-centre/">http://www.mardigrasinc.com/events/bud-light-party-centre/</a>	270	TOKY	In Queue	Approved		events & tickets
	Saturday	1/10/2015	Twitter	Bud Light Party Tent	Don't miss your chance to save a few bucks on the original and BEST #STLMG experience. <a href="http://www.mardigrasinc.com/events/bud-light-party-centre/">http://www.mardigrasinc.com/events/bud-light-party-centre/</a>	145	TOKY	In Queue	Approved		events & tickets
20	Saturday	1/17/2015	Facebook	Mardi Gras General	Been swayed? <a href="http://www.mardigrasinc.com/events/17th-night/">http://www.mardigrasinc.com/events/17th-night/</a>						
	Sunday	1/18/2015									
	Monday		Twitter								
	Monday	2/2/2015	Twitter								



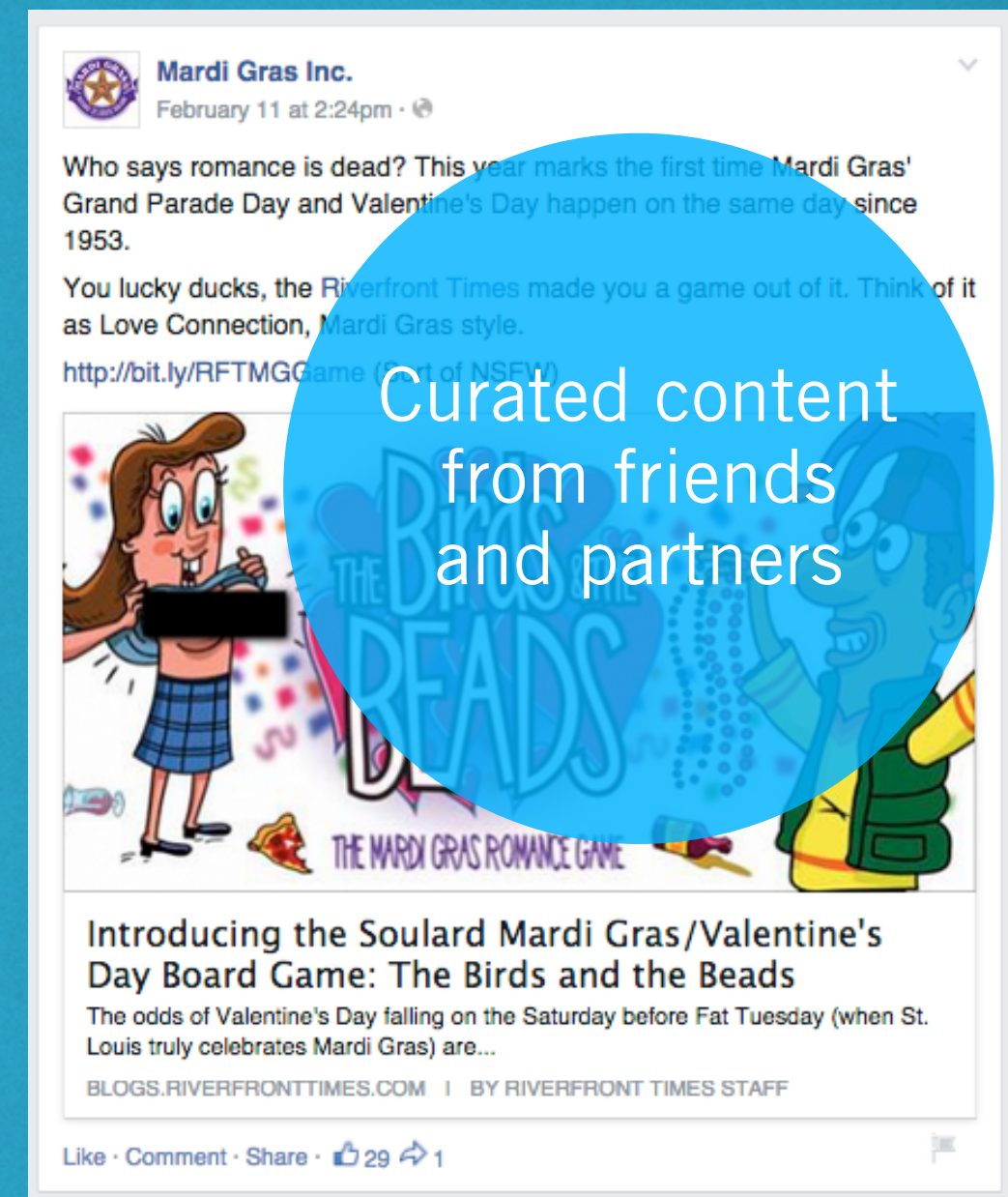
# STRATEGIC MESSAGING: WHAT WE DID



Wiener Dog Derby



STLPSD Press Conference Photo



RFT Mardi Gras Board Game



# STRATEGIC MESSAGING: GOALS & RESULTS

## **GOAL: Build Mardi Gras, Inc.'s digital audience**

- Facebook audience grew by 2,381 people (average of 47/day)
- Twitter audience grew by 806 people (average of 17/day)

## **GOAL: Elevate the perception of the Mardi Gras brand**

- Decrease in user “hiding” and unfollows of Mardi Gras, Inc. posts
- Higher retention of quality audience

## **GOAL: Drive traffic to Mardi Gras Inc. event pages**

- 25% increase in traffic from Facebook vs. 2014
- 33% increase in traffic from Twitter vs. 2014
- 14% increase in new user organic traffic over 2014



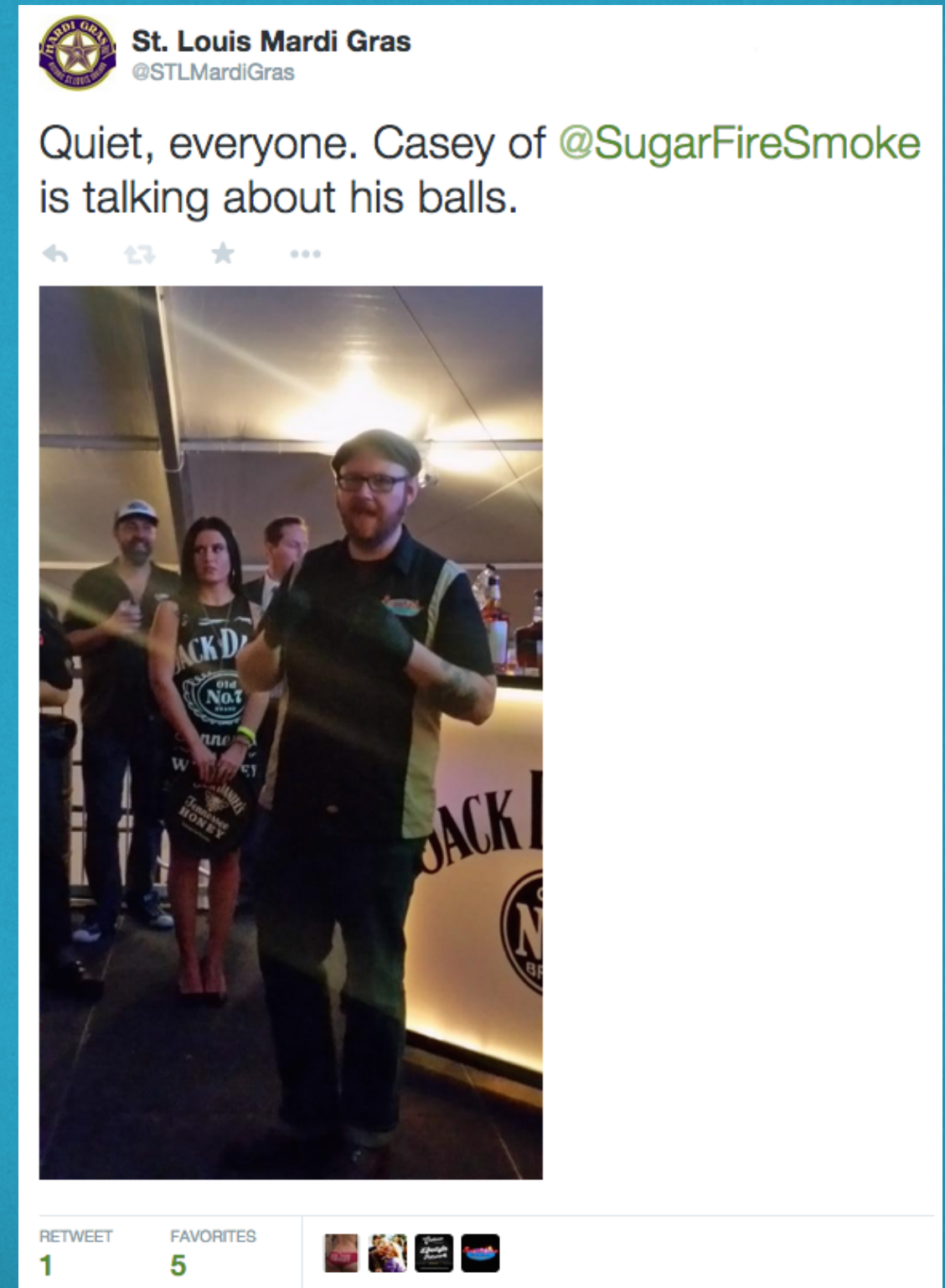
# STRATEGIC MESSAGING: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- High-quality, composed photos are always a hit
- Longer form posts highlighting Mardi Gras trivia and stories shared frequently
- Use of focused humor humanizes the brand

## 2016 Recommendations:

- Analytics show an increase in traffic from Tumblr and an opportunity to use this platform to develop new audience





# SOCIAL ENGAGEMENT



# SOCIAL ENGAGEMENT: WHAT WE DID



Be Our Valentine



Party with Friends



Keyword Outreach



# SOCIAL ENGAGEMENT: GOALS & RESULTS - FACEBOOK

**GOAL:** Build Mardi Gras, Inc.’s digital audience

Metric	2014 Facebook Average Engagement Per Post	2015 Facebook Average Engagement Per Post
Comments	10	28
Likes	41	236
Shares	11	39
Organic Post Reach	1,068	2,916
Total Organic Post Reach	1,864	4,843
Paid post Reach	6,048	32,275



# SOCIAL ENGAGEMENT: GOALS & RESULTS - TWITTER

GOAL: Build Mardi Gras, Inc.’s digital audience

Metric	2014 Season Twitter Average Engagement	2015 Season Twitter Average Engagement
Link Clicks	3,800	5,400
Organic Reach	675,000	1 million
Paid Reach	1,000	750,000
Paid Engagement	4,500	14,700
Total Engagement Rate	2%	3%



# SOCIAL MEDIA ENGAGEMENT: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- Conversations and outreach cultivated relationships
- Created new opportunities to invite people to events
- Made the brand and relationships personal
- Created brand ambassadors

 **Brandon Fisher** @bjfish1 · Feb 9  
Can't wait to experience @STLMardiGras for the first time this weekend!

← ↻ 1 ★ 6 ...

 **St. Louis Mardi Gras**  
@STLMardiGras

@bjfish1 we're so proud to share this special moment with you!

← ↻ ★ ...

RETWEET 1 FAVORITES 4

6:29 PM - 9 Feb 2015

 **trishgazall** @trishgazall · Feb 10  
Excited to MC the Mardi Gras parade this year! I'm getting my Under Armor ready..... and maybe a Bailey's & coffee! @STLMardiGras @fresh1025

← ↻ 2 ★ 7 ...

 **St. Louis Mardi Gras**  
@STLMardiGras

@trishgazall @fresh1025 Grab a ticket for our all-inclusive, heated party tent & you'll be comfy (& buzzed) all day! [bit.ly/MGSTLBLPT](http://bit.ly/MGSTLBLPT)

← ↻ ★ ...

RETWEET 1



**PAID SOCIAL MEDIA ADS**



# PAID SOCIAL MEDIA ADS: WHAT WE DID

 **Mardi Gras Inc.**  
Sponsored ·  [Like Page](#)

We're the party that's more than the Mardi. There's something for everyone in our season of events: foodies, families, fido-fanatics, more!



**Soulard Mardi Gras | January 6 - February 17, 2015**

[MARDIGRASINC.COM](#) [Learn More](#)

Like · Comment · Share ·  272  2  45

Facebook Ad

 **St. Louis Mardi Gras** @STLMardiGras 5 Feb 2015

Get your tix NOW for the #STLMG @BudLight Party Tent. Be Mardi Gras VIP at the original, official, & BEST party!  
[cards.twitter.com/cards/ahqy0/bw...](#)



9 hrs Premium Open Bar, All Inclusive. Bud Light party Tent @ #STLMG.  
[www.mardigrasinc.com](#)  
[Book tickets](#)

 **St. Louis Mardi Gras** @STLMardiGras 5 Feb 2015

9 hrs ALL INCLUSIVE. #STLMG @BudLight Party is THE best bang for your buck. 9hrs premium open bar, huge dancefloor.  
[cards.twitter.com/cards/ahqy0/bw...](#)



Party with the BEST: Bud Light + STL Mardi Gras Parade Day experience.  
[www.mardigrasinc.com](#)  
[Book tickets](#)

BLPT Twitter Ad Campaign



# PAID SOCIAL MEDIA ADS: GOALS & RESULTS

## GOAL: Build Mardi Gras, Inc.'s digital audience

### Facebook

- Combined reach of 13 campaigns: nearly one million users
- 477 people shared Facebook Ads, earning over 1,000 new “Likes”

### Twitter

- Combined reach of 12 campaigns: 750k users
- 14.7k engagements from Twitter Ads (clicks, retweets, replies, and followers)

## GOAL: Drive traffic to Mardi Gras, Inc. event pages

- 25k people clicked on Facebook ads leading to a Mardi Gras event page



# PAID SOCIAL MEDIA ADS: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- \$0.14 average Facebook campaign cost per click (very low)
- \$0.39 average Twitter campaign cost per click (within average for category)

## 2016 Recommendations:

- Facebook users interacted most with “Ride a Float” and “Taste of Soudard” campaigns
- Twitter users preferred Bud Light Party Tent (most clicks) and Cajun Cook-Off (highest overall engagement)
- Twitter cards were effective, but Facebook ads had the highest ROI
- Put money into paid social in 2016, weighted to Facebook first

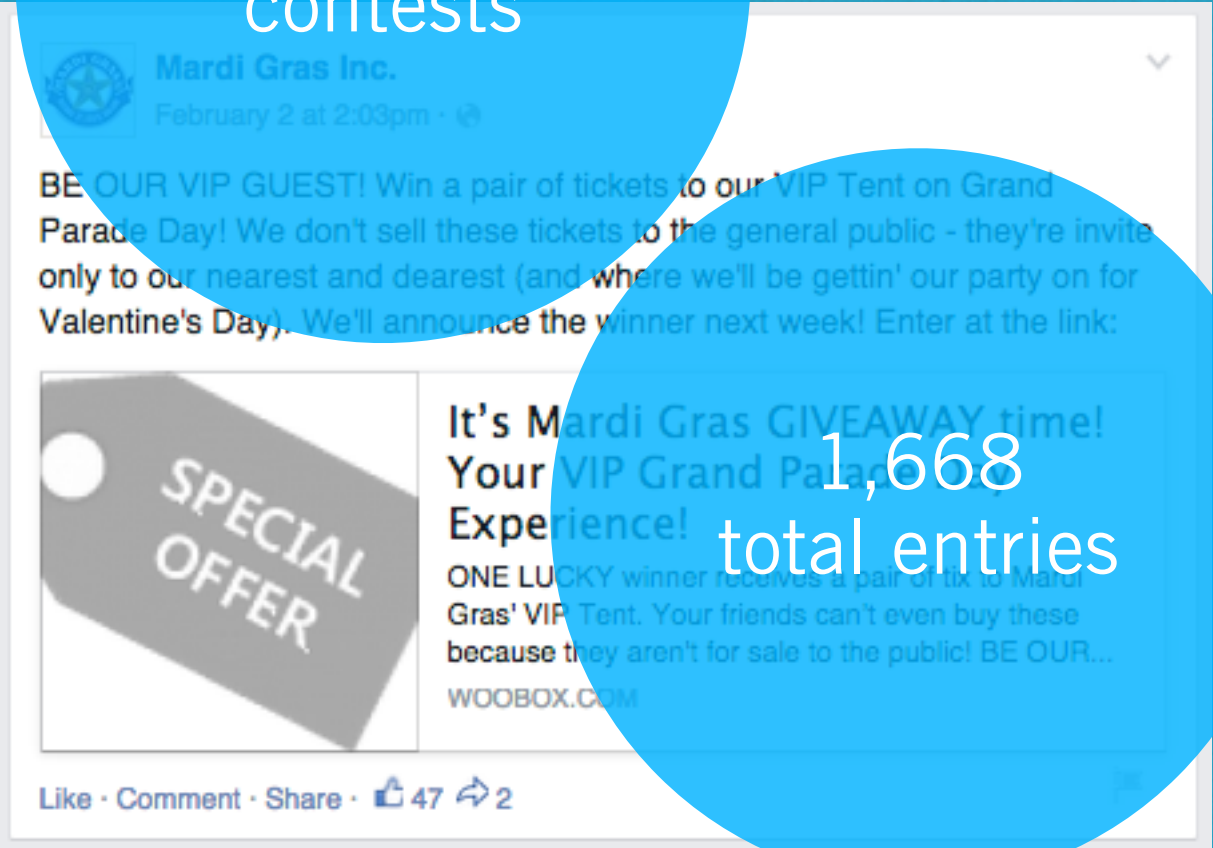


# SOCIAL MEDIA CONTESTS



# SOCIAL MEDIA CONTESTS: WHAT WE DID

3 Facebook  
contests



1,668  
total entries

Contest winner announcement



BLPT contest entrant follow-up  
email



# SOCIAL MEDIA CONTESTS: GOALS & RESULTS

## **GOAL: Build Mardi Gras, Inc.'s digital audience**

- Posts shared over 400 times
- Nearly 5,000 people visited the contest pages
- Nearly 900 email addresses collected from entries

## **GOAL: Show that Mardi Gras has “an event for everyone”**

- Contests featured range of Mardi Gras events
  - Enticing language
  - Extra entries by sharing
  - Make it social



# SOCIAL MEDIA CONTESTS: SUCCESSES & RECOMMENDATIONS

## Successes:

- 44% open rate on follow-up email sent to non-winners

## 2016 Recommendations:

- Contests are a great way to engage and gain quality prospecting leads
- This is an excellent means to integrate multi-platform social media, lead generation, and email marketing



# EDITORIAL CONTENT



# EDITORIAL CONTENT: WHAT WE DID



1 Custom Post Written by  
TOKY



6 Posts Written by



# EDITORIAL CONTENT: GOALS & RESULTS

## GOAL: Build Mardi Gras, Inc.'s digital audience

- 628 referrals to [stlmardigras.org](http://stlmardigras.org) from [ALIVE.com](http://ALIVE.com)
- Increase in pages per session for [ALIVE.com](http://ALIVE.com) referrals vs. 2014

## GOAL: Show that Mardi Gras has “an event for everyone”

- Custom article, “Something for Everyone: 10 Ways to Celebrate Mardi Gras in STL” showed how different audiences can enjoy different events
- Posts in various ALIVE interest blogs: The 314, The Dish, and Style Notes



# EDITORIAL CONTENT: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- Custom written posts yield higher page views
- Additional unpaid posts from ALIVE

## 2016 Recommendations:

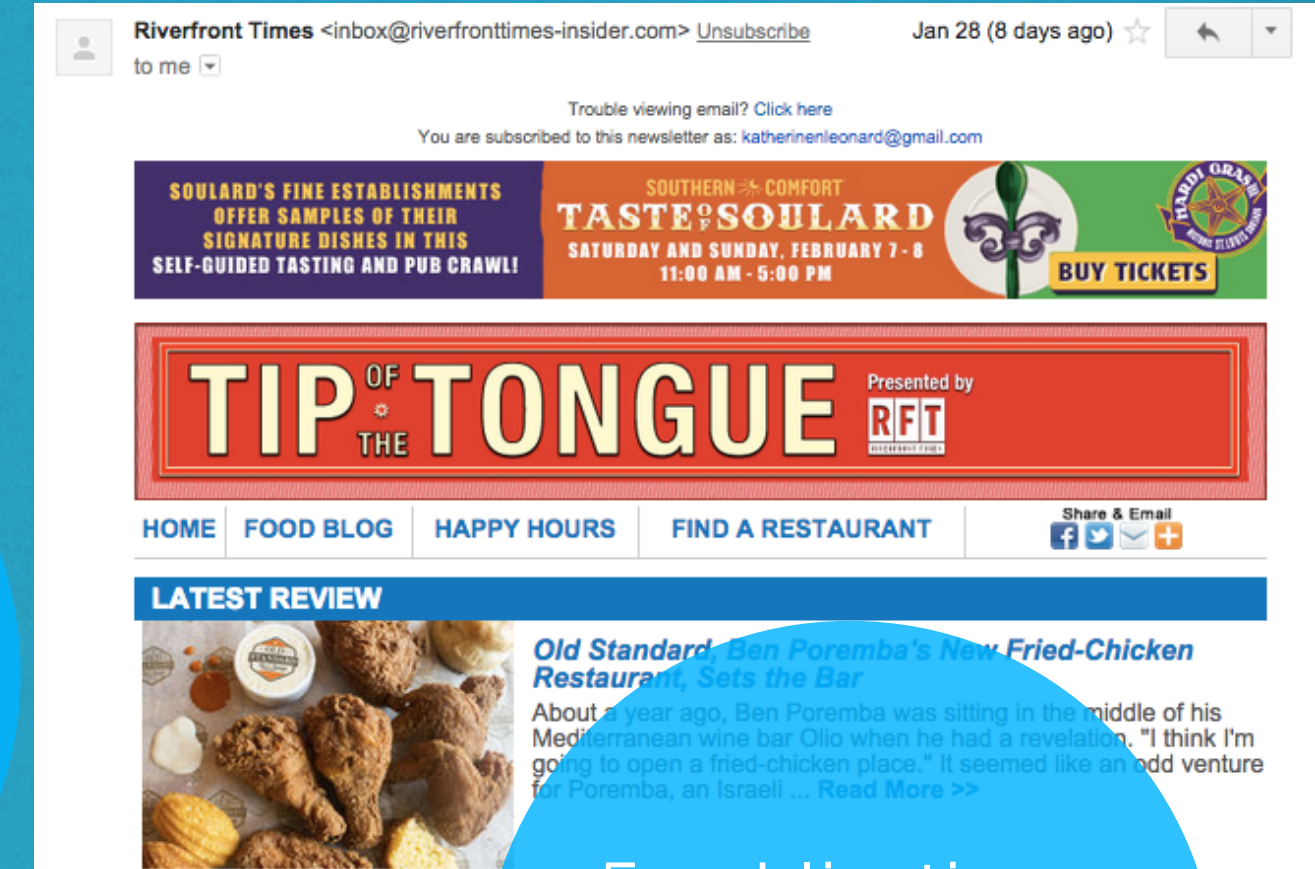
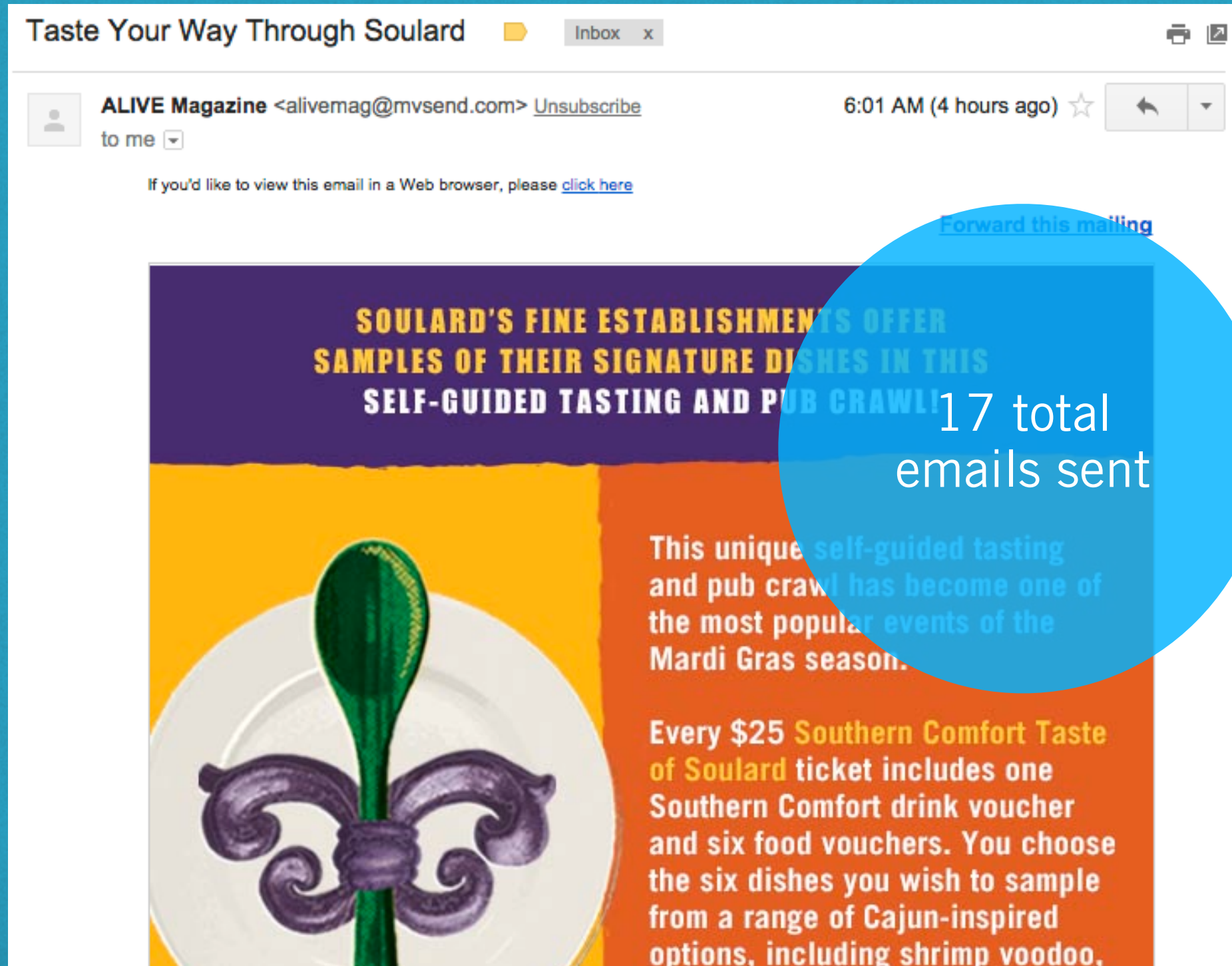
- Leverage relationships with media
- Use CRM software to include unique links and track whether clicks result in a purchase



# PUBLICATION EBLASTS



# PUBLICATION EMAILS: WHAT WE DID





# PUBLICATION EMAILS: GOALS & RESULTS

## **GOAL: Elevate the perception of the Mardi Gras Brand**

- Emails sent to publications with a young professional, higher income audience
- Email content focused on the “foodie” nature of events

## **GOAL: Drive traffic to Mardi Gras, Inc. event pages**

- 68,351 total opens (clicks unknown)



# **PUBLICATION EMAILS: SUCCESSES & 2016 RECOMMENDATIONS**

## **Successes:**

- When we purchase ad space, publications tend to throw in unpaid coverage in other outlets (events calendars and social media)

## **2016 Recommendations:**


- Use CRM software to include unique links and track whether clicks result in a purchase



# MICROSTORIES




# MICROSTORIES: WHAT WE DID



**Mardi Gras Inc.** added 9 new photos to the album: A Sneak Peek at the 2015 Taste of Soulard Menu — with Tina Jackson Hahler.


January 13 at 11:40am · 🌐

Southern Comfort Taste of Soulard is just around the corner and we're sharing a mouthwatering look at the Cajun-inspired menu. Like what you see? Taste of Soulard takes place on Saturday, February 7 and Sunday, February 8 from 11:00 a.m. - 5:00 p.m. Every \$25 Southern Comfort Taste of Soulard ticket includes one Southern Comfort drink voucher and six food vouchers. You choose the six sample portions you wish to try.



5 microstories sent

Unlike · Comment · Share · 🍷 55 🗨️ 10 ➡️ 20




**Mardi Gras Inc.** added 4 new photos to the album: BBQ and Whiskey Pairings for the Wine, Beer and Whiskey Taste VIP.


January 27 at 4:38pm · 🌐


New this year to the Mardi Gras lineup is the VIP Wine, Beer and Whiskey Experience. Join us one hour early, at 6:00 p.m. on Friday, January 30. The fine folks at Sugarfire, Salt + Smoke, and Pappy's will provide the pictured barbecue and whiskey (and pie) pairings featured in this album.

To get your VIP pass, purchase a standard Wine, Beer and Whiskey Taste ticket at <http://stlmardigras.org/events/wine-beer-and-whiskey-taste/> and select the VIP option at checkout. If you've already purchased your Wine, Beer and Whiskey Taste tickets, call our office at 314-771-5110 to upgrade.

And if VIP isn't your style, don't fret! Sugarfire, Salt + Smoke, and Pappy's will also have a selection of barbecue samples on hand during the regular event.








**Mardi Gras Inc.** added 3 new photos to the album: Taste of Soulard 2015, by the Numbers.

6 hrs · 🌐

Stay tuned...



Like · Comment · Share · 🍷 55 ➡️ 2



# MICROSTORIES: GOALS & RESULTS

## **GOAL: Elevate the perception of the Mardi Gras brand**

- Story-based photo albums highlighted the food and leisure component of events

## **GOAL: Build Mardi Gras Inc.'s digital audience**

- Microstories resulted in a combined 65 shares on Facebook



# MICROSTORIES: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- Food photos work particularly well
- “By the Numbers” series yielded high engagement
- Sharing photos individually works better than albums

## 2016 Recommendations:

- Incorporate this content into [stlmardigras.org](http://stlmardigras.org) using a blog or hashtag content pulls



# MARDI GRAS, INC. EBLASTS



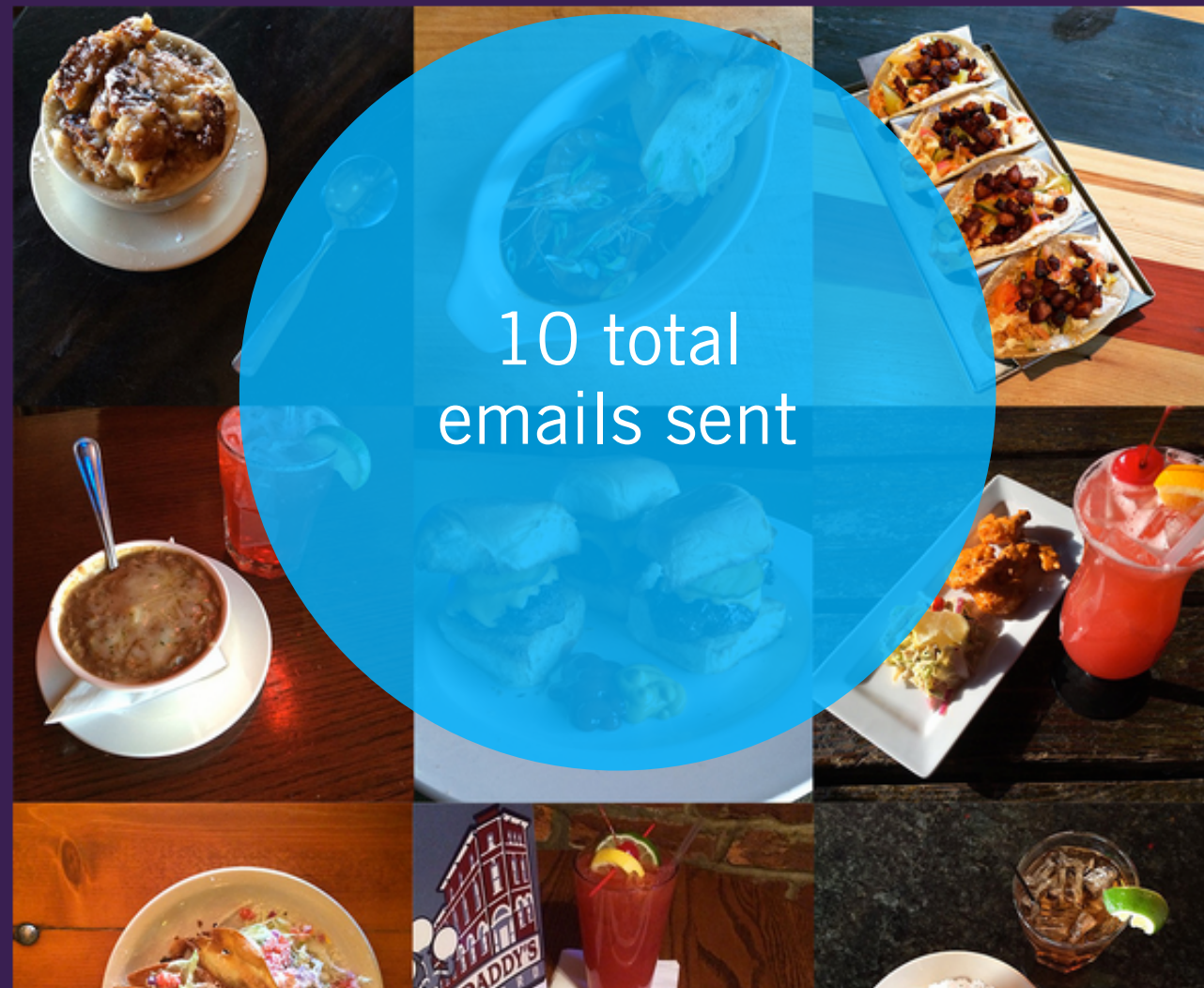
# MARDI GRAS, INC. EBLASTS: WHAT WE DID



## MARDI GRAS

ST. LOUIS  
MARDI GRAS  
TIMES

ON THE MENU FOR TASTE OF SOULARD (FEBRUARY 7 - 8)



10 total  
emails sent



## MARDI GRAS

ST. LOUIS  
MARDI GRAS  
TIMES

MEET THE CHEFS!



The **Lumière Place Cajun Cook-Off** is just days away, and our chef lineup represents some of the best restaurants in the city. The chefs are: Mike Randolph of Half & Half and The Good Pie, Jason Tilford of Mission Taco, Andrew Fair of Urban Chestnut, Bryan Johnson of Molly's, Brian Coltrain of Element, John McElroy of Peacemaker, Jack Roe of Juniper, Eric Peterson of Bailey's Restaurants, and Jack MacMurray of Jack Buck's.

Join us this **Saturday, January 31**, as these ten chefs face off to determine the new Creole champion of St. Louis. The showdown begins at noon, when judges reveal a mystery Cajun ingredient. Chefs then have a few hours to conceive their recipes, shop for ingredients at Soulard Market, and prepare dishes — all before a live audience.

During the prep phase, tune in for Chef Chats with Cat. Feast Magazine Publisher Cat Neville will conduct live interviews with St. Louis culinary celebrities including Lumière Place's Chef Andreas Baecker.

Guests will have access to an open bar with Bud Light, Southern Comfort Hurricanes, and soft

Average open rate:  
22.5%

Average click rate:  
8.5%



# MARDI GRAS, INC. EBLASTS: GOALS & RESULTS

**GOAL: Elevate the perception of the Mardi Gras brand**

- Consistency in tone and look between website, social, and email

**GOAL: Drive traffic to Mardi Gras, Inc. event pages**

- 1,475 total clicks



# MARDI GRAS, INC. EBLASTS: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

### Segmentation

- Highest open rate: 62.32% - VIP experience email to WBW purchasers
- Second highest open rate: 29.2% - BLPT email sent to 2013 and 2014 BLPT attendees (excluding 2015)
- Highest click rate: 11% - “Food Lover’s Guide to Mardi Gras” sent to past food event attendees

## 2016 Recommendations:

- Reorganize email lists
- Use CRM system to track purchase habits and send targeted content



**WEB CONTENT**



# WEB CONTENT: WHAT WE DID

2015 SOULARD  
★ MARDI GRAS ★

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[CLICK HERE TO BUY BUD LIGHT PARTY TENT TICKETS](#)

*BUD LIGHT BUD LIGHT BUD LIGHT*



**ALL TICKETS FOR THE MARDI GRAS SEASON ARE AVAILABLE FOR PURCHASE HERE !**

**GRAND PARADE IS FEB. 14TH 2015!**  
The Parade Theme is "All Things St. Valentine"

Home Page Copy: Before

2015 SOULARD  
★ MARDI GRAS ★

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**POST-MARDI GRAS NEIGHBORHOOD FORUM**  
Please join us on March 5, 2015 at 7:00 p.m. for the Post-Mardi Gras Neighborhood Forum at the Mardi Gras, Inc. office (2200 Dolman, where Ann Avenue dead ends at Highway 55).

**CONGRATULATIONS TO THE 2015 WINNING PARADE KREWES!**

**First Place:** Banana Bike Brigade  
**Second Place:** Mystic Knights of the Purple Haze  
**Third Place:** Affton Vice  
**Fourth and Fifth Place:** Krewe of Calypseaux

**THE COLLECTIBLE FOR TRUE MARDI GRAS FANS**  
This 10" limited edition collectible stein features a Dalmation in parade dress playfully sitting in a replica of a wooden Budweiser case. [Purchase your stein via PayPal](#) or call our office at 314-771-5110 to reserve yours for pick up.

Home Page Copy:  
After

Simplified, elevated  
language and  
formatting



# WEB CONTENT: GOALS & RESULTS

## GOAL: Elevate the perception of the Mardi Gras brand

- Web content brought in line with brand standards
- Consistency and accuracy help visitors find the information they need



# WEB CONTENT: SUCCESSES & 2016 RECOMMENDATIONS

## Successes:

- System for updates (Mardi Gras team sends changes to Katherine) worked well

## 2016 Recommendations:

- Rewrite additional pages
- Maintain copy in off-season
- Style guide for multiple users
- Additional content to keep users on site longer
- Connect ticketing analytics to learn where users click to purchase or drop off



# RECOMMENDATIONS FOR 2016



# SPONSOR SELL SHEET

## Mardi Gras, Inc. Offerings:

- Social reach
- Email list
- Website traffic stats
- Examples of past successes

## Sponsor Expectations:

- Social media mentions using official event name
- Email newsletter mentions

## Agency Partnership:

- How can TOKY work with partners to make the relationship better for everyone?



# WEBSITE: MOBILE-FRIENDLY VS. APP

**People aren't using apps the way they used to.**

- 65.5% of US smartphone users download zero apps per month
- Most people use apps every day, but that usage is tied to 4 apps, typically social media or messaging

**Mobile traffic is vital to Mardi Gras, Inc.**

- 70% of visitors to [stlmardigras.org](http://stlmardigras.org) are on mobile devices
- 76% of [stlmardigras.org](http://stlmardigras.org) visitors come in through organic search



# WEBSITE: CONTENT OPPORTUNITIES

Pull in social content into [stlmardigras.org](http://stlmardigras.org) using hashtags:

- [MIT List](#)
- [Dau Neu](#)

Mardi Gras, Inc. blog





**THANK YOU!**