How we increased sales 250% with a campaign using “Dark” posts on Facebook.

Track 3: Success Stories Come To Life
October 22, 2015

eTOURISM SUMMIT
See Tomorrow
GUIDANCE/INSTRUCTIONS - PLEASE MAKE CERTAIN THAT YOUR PRESENTATION INCLUDES ANSWERS TO/COVERS THE FOLLOWING:

- Brief background of NYCL
- # of digital marketing staff
- Case Study of the Social Media campaign using Dark Posts on Facebook
- Why and when do you use Dark posts?
- Objectives, sample posts, and KPI’s you used
- Budget and campaign duration
- Were you able to link the campaign to sales
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70

2,600+

≈ 1MM
70
2,600+
~1MM
3(ish)
Case Study

• Objectives:
  1. Drive 2015 season sales using Facebook
  2. Promote and reinforce Circle Line USP around storytelling
  3. Expand engagement with brand
Case Study

• Actions:
  1. Develop custom and lookalike audiences
  2. Test 3 different content strategies
  3. Post, promote, publish (dark posts)
  4. Analyze, refine repeat
What is a Dark Post?

• Officially, it’s an “unpublished post”
• It’s like a standard post but . . .
• Its not published to your timeline, it just appears in Newsfeed for . . .
• Custom audiences you select
• (You do all this work in Power Editor)
Program Metrics

• 3 Months (June 15-Sept 15)
• $32k media spend
• Focused on Facebook
  • Secondary efforts on Instagram and Twitter
“I love all the big buildings in New York. They look like diamonds!”

— Penelope, 6, with sister Charlotte, 7, from Long Island #CircleLineStories
“What keeps me going every day? The city! It’s so vibrant and it changes all the time—I get a kick out of it. The people on board are so nice, and I love when they ask lots of questions. Let me tell ya, this is not work. I’m out here enjoying myself every day.”

—John Keats, a Circle Line tour guide for 26 years #CircleLineStories
Goodnight, NYC!
New York City at twilight. Never disappoints. #CircleLineStories
Circle Line Sightseeing Cruises

Want to see the best of New York?

The best way to see NYC!
Click to learn more and book your trip. Circle Line is the best way to experience New York City!

CIRCLELINE42.COM

64k Views
👍 1,096  📣 75  📝 1,527

Like  Comment  Share
Media Campaigns

Web Site
Media Campaigns

Retargeting
Results

Awareness
- 1.78MM unique users, 3.14 impressions each

Engagement
- 171k video views
- 126k Clicks (2.27% CTR)
- 22k Likes and Shares
- >11k new page likes

ROI
- 2,017 transactions, >6,000 guests
- $268k sales,
  - >250% over Year Prior
  - 838% ROI
What’s Next?
Thank You!