

# **Marketing Your Fair**

## **Simple Steps for Successful Promotion**

**Thursday February 16<sup>th</sup>, 2017**

# Agenda

- Introduction
- Marketing
- Advertising
- Website and Social Media
- Summary

# Goals

- More money coming in
- Less money going out
- Accountability
- Practical ways of doing that
- Getting the word out

# Introduction

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# Marketing

## What is it?

# Marketing

**“Any and every interaction  
you have with your market.”**

# Marketing

**That's a lot of people, and a  
lot of interaction...**



# Marketing

**... and a lot of chances to  
influence how people will  
feel about your fair.**

# Marketing

**It's a lot more than posters  
and advertisements... it's  
everything you do (and how  
you do it).**

# Marketing

**[Why is he telling me this?]**

# Marketing

**You're in the  
marketing business!**

# Marketing

- It's more than just ads
- Take care of your guests
- Joe Girard's Rule of 250
- All hands on deck

# Marketing

- Don't overlook free listings**
- Gentle outreach**
- Local newspapers**
- In-kind promotion**

# Marketing

- Milestones**
- Celebrations**
- Your people**

# Advertising

***“The only purpose of advertising is to make sales.”***



# Advertising

***“I know half of the money I spend on advertising is wasted... the only problem is I don’t which half.”***

# Advertising

**The majority of advertising is  
what I call “faith-based.”**

# Advertising

- Is it working?**
- Two quick stories...**
- ... and eight words**

# Advertising

**“But we have always  
done it this way!”**

# Advertising

- Message, people, time**
- Test, track, repeat**
- You're not the boss of me!**
- Ask for what you want**

# Advertising

- What else do I get?
- Simplify your message
- John Carlton's 4-step ad
- No statues of...











# Advertising

- Accountability**
- Your employee**
- Test, track, repeat**

# Website

- Pay attention**
- Be responsive**
- Give folks what they want**
- Make it easy to find**



<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
		<b>51,072</b> % of Total: 100.00% (51,072)	<b>40,311</b> % of Total: 100.00% (40,311)	<b>00:01:00</b> Avg for View: 00:01:00 (0.00%)	<b>15,440</b> % of Total: 100.00% (15,440)
<input type="checkbox"/>	1. / 	<b>14,349</b> (28.10%)	9,856 (24.45%)	00:00:44	8,794 (56.96%)
<input type="checkbox"/>	2. /schedule-of-events/ 	<b>5,142</b> (10.07%)	4,051 (10.05%)	00:01:21	816 (5.28%)
<input type="checkbox"/>	3. /admission-prices/ 	<b>4,341</b> (8.50%)	3,601 (8.93%)	00:00:59	345 (2.23%)
<input type="checkbox"/>	4. /2014-fair-schedule/ 	<b>3,995</b> (7.82%)	3,567 (8.85%)	00:02:02	2,837 (18.37%)
<input type="checkbox"/>	5. /midway-hours-and-prices/ 	<b>2,709</b> (5.30%)	2,205 (5.47%)	00:01:30	255 (1.65%)
<input type="checkbox"/>	6. /faq/ 	<b>2,279</b> (4.46%)	1,717 (4.26%)	00:00:55	104 (0.67%)
<input type="checkbox"/>	7. /demo-derby/ 	<b>1,650</b> (3.23%)	1,408 (3.49%)	00:01:07	386 (2.50%)
<input type="checkbox"/>	8. /entertainment-centre/ 	<b>1,542</b> (3.02%)	1,346 (3.34%)	00:01:12	320 (2.07%)
<input type="checkbox"/>	9. /prize-list/ 	<b>1,435</b> (2.81%)	1,167 (2.89%)	00:01:12	167 (1.08%)
<input type="checkbox"/>	10. /hours-of-operation/ 	<b>1,025</b> (2.01%)	870 (2.16%)	00:00:56	73 (0.47%)



Since 1856

# Welcome to Metcalfe Fair

*"Make it YOUR Fair!"*

613.821.0591

## Oct. 1-4, 2015

metfair@bellnet.ca

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**Welcome to the 159th edition of the Metcalfe Fair, presented by the Metcalfe Agricultural Society.**



**Rural tradition meets modern family entertainment at the Metcalfe Fair!**

This year marks the 159th anniversary of this fall tradition, held annually in the Village of

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Quick Links ...

- [Gate Admission Prices](#)
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Latest News ...

# Social Media

- Pay attention
- Be responsive
- SOCIAL media...
- ... not social MEDIA

# Social Media

- Gentle outreach
- Ask for Likes and Shares
- Facebook advertising
- Facebook Live

# Summary

- Marketing: The Big Picture**
- Accountable Advertising**
- Gentle Outreach**
- Be Responsive**

# Thank You!

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# Questions?

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