

Tecumseh Tastes Program Update

Provided by ESC Marketing

- We allow for the passport content to perform organically for at least 24 hours before running it as an ad ("boosting"). The original video performed *exceptionally well* on Instagram without any paid promotion, which is why we are testing a small boost there.
- We are periodically boosting passport content, including influencer posts, to maximize reach and engagement.
 - Current influencers include: Nina Ngo, Aira Eats, and Tailgate Takeout
 - We boosted the Passport video with \$90.96 on Facebook, generating 693 link clicks and 4 new page followers (the "goal" of this ad was to increase website traffic for the Passport Program).
 - After this first ad, our website traffic saw an impressive 107% increase in just one week. This surge highlights the strong impact of our paid promotion in driving awareness and engagement for the Tecumseh Tastes Passport, with 138 passport downloads before the program had even begun.
 - We launched an Instagram ad on March 14, and so far, it has driven 204 link clicks and gained 25 followers, with only \$28.59 spent and 66 new passport downloads in the last 7 days alone.
- The passport file has been downloaded 338 times since launch, we can also assume people are sending it to others and/or printing multiple copies.
- We plan to allocate \$300-\$500 this month to continue boosting influencer content and other key Passport-related posts.
- In addition to this, we have been actively messaging, tagging, and collaborating with TWEPI and the Town of Tecumseh, further expanding our reach.