



# SMILE

**YOUR BRAND**

**IS IN VERY GOOD THINKING**

Town of Red River  
FY 2022/2023 Facebook Event Promo Campaigns  
Reporting July 2022 to June 2023

# Facebook Creative



# Facebook/Instagram Creative

 Visit Red River, NM  
Sponsored · 🌐

Celebrate the outdoors in the Land of Enchantment with a weekend of trail-running fun. Races take place Saturday, July 30 amidst rivers, mountains, cool breezes and stunning views!



**RR RED RIVER**  
**ENCHANTED FOREST**  
TRAIL RACES

SATURDAY, JULY 30

REDRIVER.ORG  
**Enchanted Forest Trail Races - July 30** [Learn more](#)  
After the races relax with your friends, family and ...

 Visit Red River, NM  
Sponsored · 🌐

Get your taste buds ready and your dancin' boots on for three days of delicious BBQ, mouth-watering chili and live music in the picturesque mountains of Red River, NM.



**RR RED RIVER**  
8750'  
**BBQ & MUSIC**  
FESTIVAL

AUGUST 18-20

REDRIVER.ORG  
**8750' BBQ & Music Festival - Aug. 18 - 20** [Learn more](#)  
Join cooks from across the Southwest as they co...

 Visit Red River, NM  
Sponsored · 🌐

This annual event offers cyclists the opportunity to take on the Enchanted Circle Scenic Byway for one of the most challenging tours in the Southwest, set among some of the most spectacular views in New Mexico.



**RR RED RIVER**  
**ENCHANTED CIRCLE**  
BIKE TOUR

SATURDAY, AUGUST 27

REDRIVER.ORG  
**Enchanted Circle Bike Tour - Aug. 27** [Learn more](#)  
Cyclists will experience rewarding climbs, rollin...



# Facebook/Instagram Creative

**Visit Red River, NM**  
Sponsored · 🌐

The Red River Folk Festival returns this fall with three days of live music from emerging artists and national acts. And between sets, don't miss the Aspencade Arts & Crafts Fair.



**SEPTEMBER 22 - 25**

REDRIVER.ORG  
**Folk Festival & Arts Fair - Sept. 22 - 25**  
Live music, hand-crafted items and delicious foo... [Learn more](#)

**Visit Red River, NM**  
Sponsored · 🌐

Put your lederhosen on and celebrate autumn in Red Rive with three full days of craft beer, wines, spirits, artesian vendors, entertainment, German food, dancing, fun contests and more!



**OCTOBER 7 - 9**

REDRIVER.ORG  
**Oktoberfest - Oct. 7 - 9**  
This is a family-friendly event and kids 12 and ... [Learn more](#)

👍 Like    💬 Comment    ➦ Share


**Visit Red River, NM**  
Sponsored · 🌐

Come celebrate Mardi Gras in the snow-capped mountains of Red River. Take part in the parade, costume parties, winter activities and the Grand Ball. This is one fun-filled week you don't want to miss!




**Mardi Gras Feb. 16 - 21**  
The unique blend of Mardi Gras and Red River tra... [Learn more](#)

# Facebook/Instagram Creative

 Visit Red River, NM  
Sponsored · 🌐

Rev your engines for the 42nd Annual Red River Memorial Day Motorcycle Rally, taking place May 25 - 29 in Red River, NM. It's the motorcycle rally of all motorcycle rallies, and one crazy party you don't want to miss.



42<sup>ND</sup> ANNUAL  
**RR**  
RED RIVER  
MEMORIAL DAY  
MOTORCYCLE  
RALLY  
MAY 25-29

reddriver.org  
Red River Memorial Day  
Motorcycle Rally

Learn more

👍 Like    💬 Comment    ➦ Share

 Visit Red River, NM  
Sponsored · 🌐

Rev your engines for the 27th Annual Red River Car Show taking place June 3 in the cool pines of Red River, NM. See over 150 classic, hot rod and modern cars, along with live entertainment and family-friendly activities.



27<sup>TH</sup> ANNUAL  
**RR**  
RED RIVER  
CAR SHOW  
SATURDAY, JUNE 3

REDRIVER.ORG  
Red River Car Show

Learn more

A beautiful day to check out all the amazing cars, ...

👍 Like    💬 Comment    ➦ Share

 Visit Red River, NM  
Sponsored · 🌐

This Father's Day weekend experience the picturesque mountain town of Red River, NM, while tantalizing your taste buds with fine wines and delicacies at the Red River Art & Wine Festival: Vino in the Valley, June 16 - 18 at Brandenburg Park.



**RR**  
RED RIVER  
ART & WINE  
FESTIVAL  
VINO IN THE VALLEY  
JUNE 16-18

REDRIVER.ORG  
Red River Art & Wine Festival: Vino in the  
Valley

Learn more

# Reporting Summary



# Campaign Results Overview

Facebook-Instagram Static & Carousel	Impressions	Link Clicks	Link CTR	Spend	CPM	CPC Links	Reactions	Comments	Shares	Avg Sess Dur
Enchanted Forest Trail Races (7/21/22 - 7/29/22)	393,312	2,472	0.63%	\$1,994.37	\$5.07	\$0.81	59	0	5	0:00:13
8750 BBQ Festival (7/28/22 - 8/17/22)	503,602	4,279	0.85%	\$1,998.22	\$3.97	\$0.47	289	13	50	0:00:26
Enchanted Circle Bike Tour (8/11/22 - 8/26/22)	483,737	2,883	0.60%	\$1,998.09	\$4.13	\$0.69	98	10	7	0:00:14
Folk Festival & Aspenade (9/8/22 - 9/21/22)	453,519	3,597	0.79%	\$1,998.78	\$4.41	\$0.56	294	17	49	0:00:22
Oktoberfest (9/16/22 - 10/6/22)	588,280	5,737	0.98%	\$1,999.09	\$3.40	\$0.35	1,153	84	139	0:00:26
Mardi Gras (1/31/23 - 2/17/23)	387,417	3,343	0.86%	\$1,999.17	\$5.16	\$0.60	360	24	51	0:00:13
Memorial Day Motorcycle Rally (5/5/23 - 5/24/23)	343,221	4,586	1.34%	\$1,999.77	\$5.83	\$0.44	397	22	105	0:00:27
Red River Car Show (5/13/23 - 6/2/23)	324,796	6,388	1.97%	\$1,999.99	\$6.16	\$0.31	460	29	75	0:00:14
Art & Wine Festival (5/26/23 - 6/15/23)	299,726	4,021	1.34%	\$1,998.86	\$6.67	\$0.50	359	43	39	0:00:16
<b>TOTALS</b>	<b>3,777,610</b>	<b>37,306</b>	<b>0.99%</b>	<b>\$17,986.34</b>	<b>\$4.76</b>	<b>\$0.48</b>	<b>3,469</b>	<b>242</b>	<b>520</b>	<b>0:00:20</b>

Benchmark CTR for Facebook Static is 0.69% with an average CPC of \$1.35



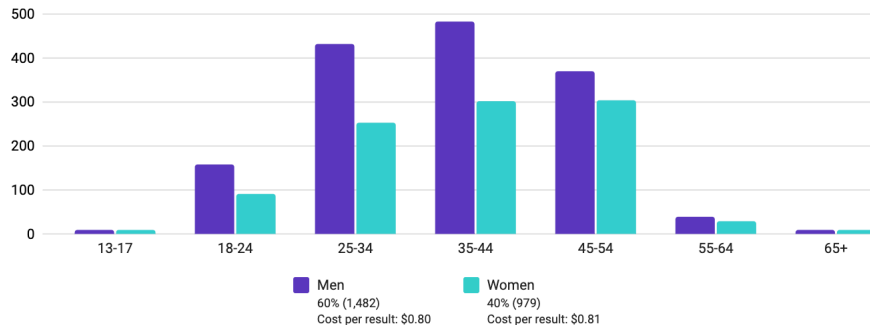
# Demographics



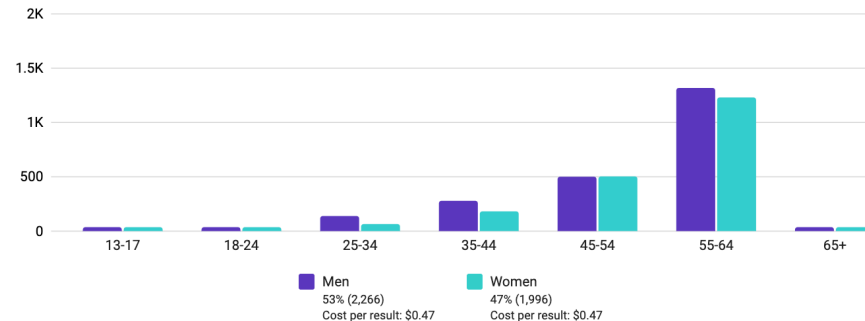


# Facebook/Instagram Demos

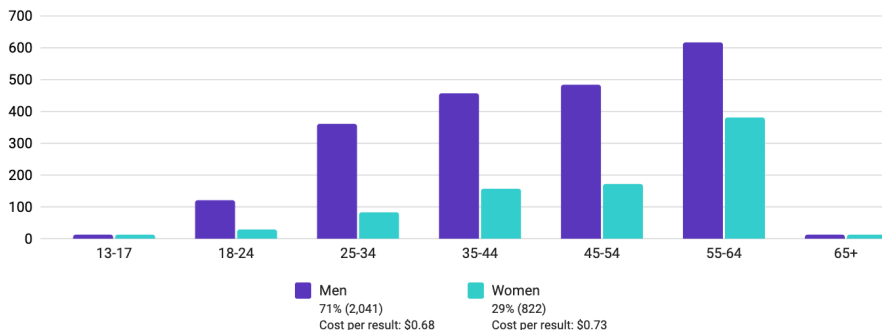
## Enchanted Forest Trail Races



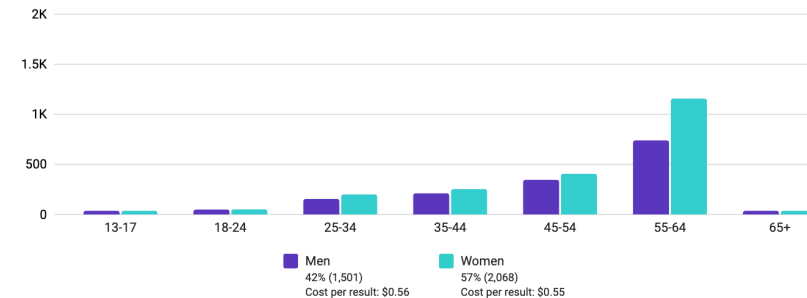
## '8750 BBQ Festival



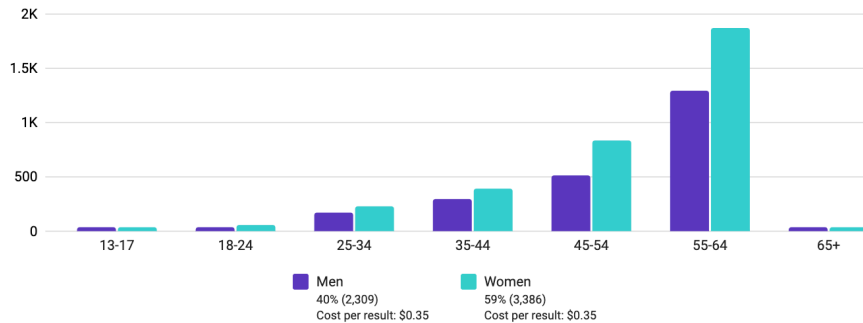
## Enchanted Circle Bike Tour



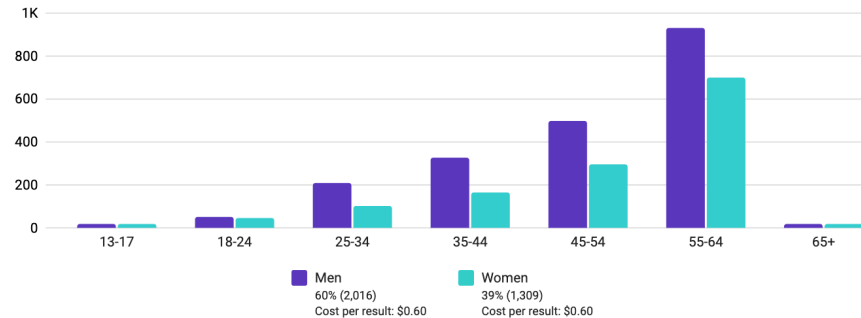
## Folk Festival & Aspencade



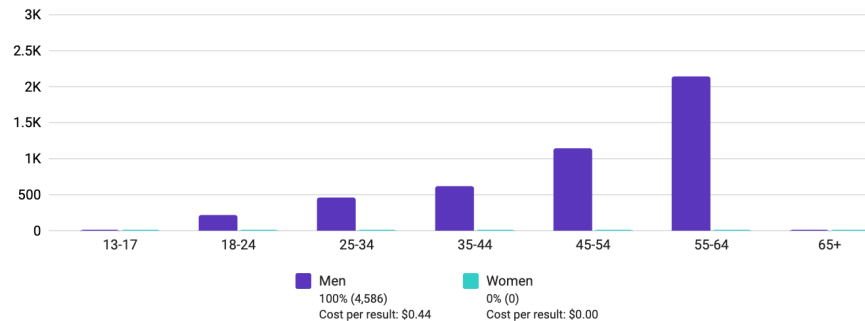
## Oktoberfest



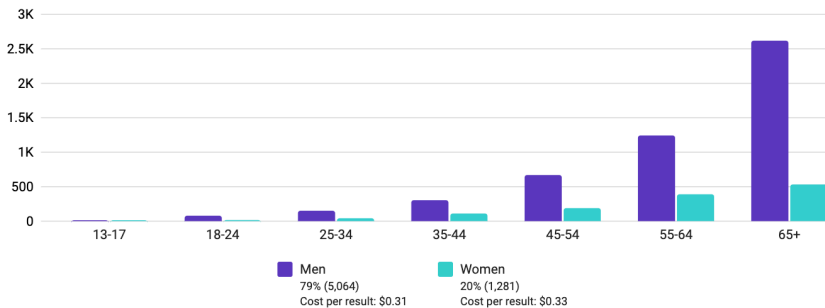
## Mardi Gras



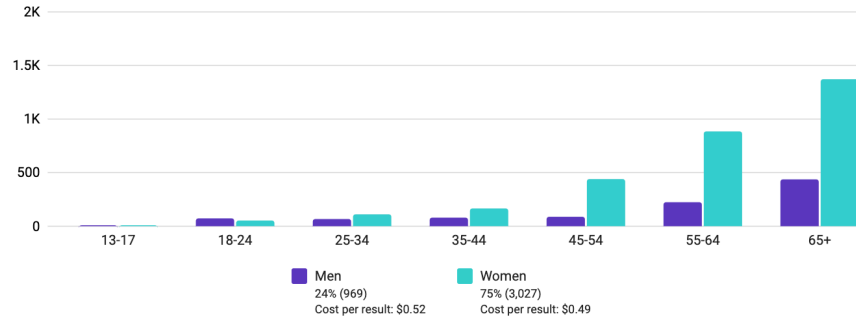
## Memorial Day Motorcycle Rally



## Red River Car Show



## Art & Wine Festival



The background is a textured blue surface with various geometric patterns. On the left, there are concentric circles. In the center, there are large, light blue, stylized letters that appear to be 'W' and 'A'. On the right, there is a large, stylized eye graphic with concentric circles for the iris and pupil. The overall aesthetic is modern and abstract.

**THANK YOU**