

# TATUAJE




# Step #1: Video Views Campaign

**Overall Campaign Objective:** Increase event/brand awareness via social media ads and engagement in order to create consumer buy in and ultimately increase ticket sales


**Overall Campaign Strategy:** Social Media ads and brand/event engagement via Event Production Page and Event Page.

## Results/Tactics:

- Increase Engagement
- Build Social Proof
- Create Audience
- Increase Page Likes and Follows
- Branding

 **Antonio Pelayo Productions** with Antonio Pelayo and 4 others at Plaza de la Raza  
Published by Rick Mendoza [?] · May 31 · Los Angeles, CA · 🌐

**!! EXCLUSIVE OFFER !!**  
TATUAJE returns with world famous LOS LOBOS, LP3 & The Tragedy and Furiosa  
Hosted by: Danny Trejo & Bernadette Macias  
<http://bit.ly/tatuaje-tix-2017>  
Art exhibit curated by LEGENDARY Freddy Negrete!  
Special discounted tix for the first 100 are available now:  
\$30 Ticket Special - Buy NOW & SAVE Before the Price goes up to \$50!  
⚠️ OFFER ENDS SOON ⚠️  
<http://bit.ly/tatuaje-tix-2017>  
#Tatuaje  
SHARE



139,502 people reached Boost Post

84K Views

Like Comment Share Buffer

👍👏👤 Vix Enrose, Edith Adriana Feal and 1.3K others Chronological



598 shares 138 Comments

# Step #1 Cont'd: Video Views Campaign

**Target Audience Objective:** Find appropriate fan/consumer base which will engage with SM channels as well as convert to ticket sales.

**Target Audience Reach:** Initial audience to test consumer engagement and interest as well as conversion to ticket sales.

- Fans and Friends of the Page
- Lookalike Audiences of Page
- Lookalike of Video Views
- Interest/Behavioral Targeting

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598 shares    138 Comments

# Step #2: Event Response Campaign

## Promoted Audience:

- Fans of the Page
- People that have engaged with Page
- People that watched percentage of Video
- Email List



JUL  
29

Los Lobos at 3rd Annual Tatuaje Festival  
Hosted by Danny Trejo

Public · Hosted by Antonio Pelayo Productions

✓ Going ▾






# Step #3: Retargeting Campaign

## Retarget Audience:

- Event Responses
- People that watched percentage of video
- Abandon Carts
- Landers
- Excluding Purchased

**Antonio Pelayo Productions**  
Written by Rick Mendoza [?] · June 24 · 🌐

Esta Cañón! Purchase your tickets to the Tatuaje Festival right now before it sells out! 📺 <http://bit.ly/tatuaje-tix-2017>



**Tatuaje Festival | Selling Out FAST!**

Tatuaje is a celebration of Chicano culture with an atmosphere full of energy - a night full of stimulation for the senses: music, art, tattoos, drinks and an amazing crowd. Hurry tickets are selling out!!!

[HTTP://BIT.LY/TATUAJE-TIX-2017](http://bit.ly/tatuaje-tix-2017) [Shop Now](#)

6,141 people reached

👍 Like    💬 Comment    ➦ Share    📺 Buffer

👍 📺 🗨️ 173    Chronological\*

25 shares    14 Comments

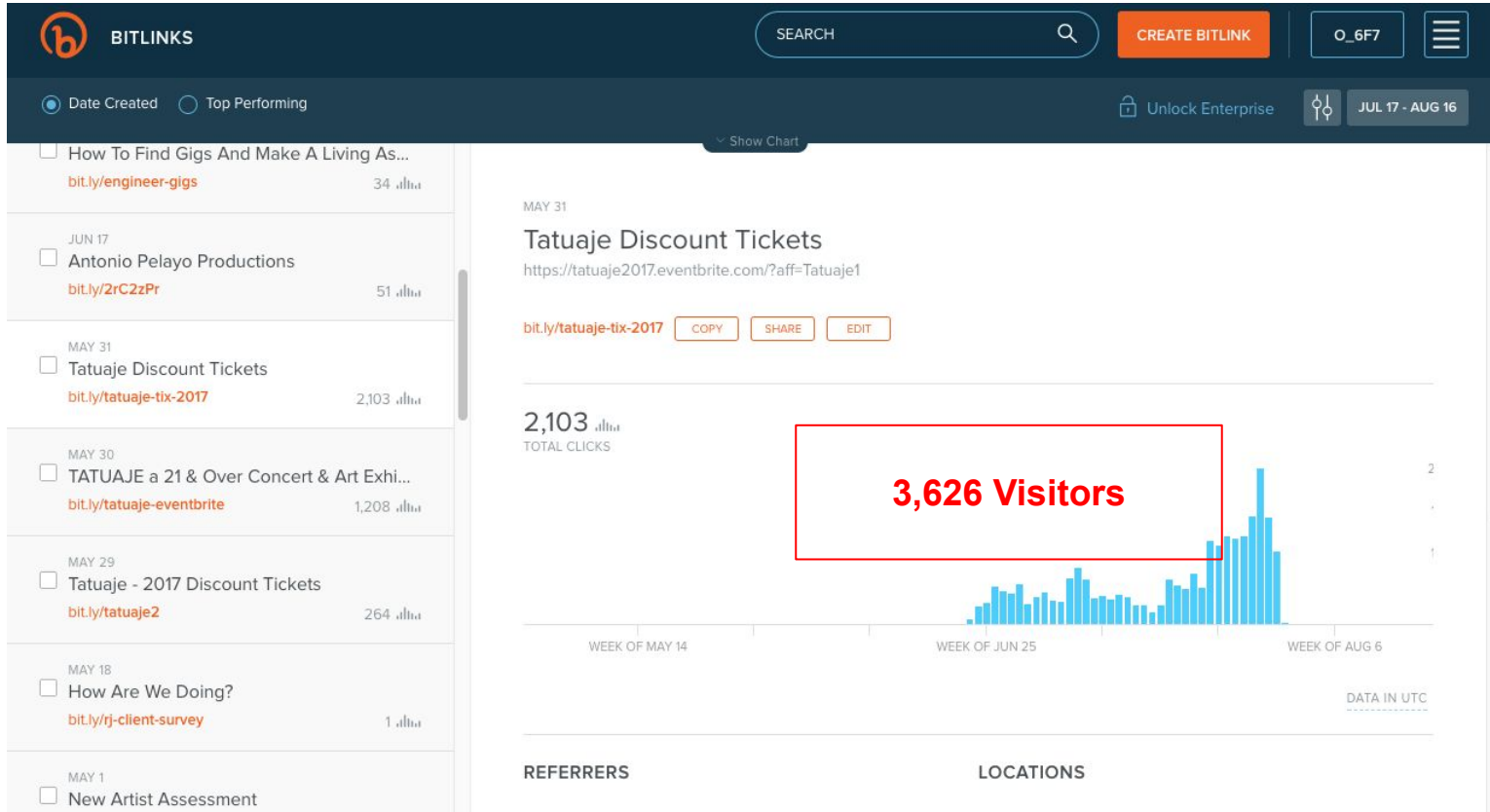
# Step #3: Retargeting - Discount Tickets

## Retarget Audience:

- Event Responses
- People that watched percentage of video
- Abandon Carts
- Landers
- Excluding Purchased



# Analytics: Total Traffic



# Insights/Analytics: Total Ads

Account: Antonio Pelayo

Search

FILTERS: Delivery: Deleted x +

Account Overview

**Campaigns**

Ad Sets

Ads

+ Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: C

	Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Ends	People Tak...	Website Pu...	Website Co...	Cost per Websit...
<input type="checkbox"/>	\$20 Tix	Deleted	—	16,170	—	\$635.96	Yesterday	1,596	69	\$3,891.01	\$9.22
<input type="checkbox"/>	Video Engagement	Deleted	68,750 Post Engagem...	101,750	\$0.01 Per Post Engagement	\$507.26	Yesterday	40,768	15	\$1,303.16	\$33.82
<input type="checkbox"/>	Tatuaje Event Responses	Deleted	567 Event Responses	15,545	\$0.58 Per Event Response	\$330.94	Yesterday	1,057	5	\$359.04	\$66.19
<input type="checkbox"/>	Conversion-Fans of the Page	Deleted	—	3,048	—	\$240.26	Yesterday	1,898	13	\$1,459.77	\$18.48
<input type="checkbox"/>	Retargeting	Deleted	—	5,219	—	\$236.72	Yesterday	963	17	\$1,015.22	\$13.92
<input type="checkbox"/>	EB Conversion - retargeting ppl who responded	Deleted	—	2,934	—	\$113.35	Yesterday	1,311	7	\$529.82	\$16.19
<input type="checkbox"/>	Tatuaje Conversions EB	Deleted	—	12,556	—	\$100.34	Yesterday	3,326	1	\$32.64	\$100.34
<input type="checkbox"/>	Retargeting	Deleted	—	2,998	—	\$89.29	Yesterday	494	12	\$1,708.14	\$7.44
<input type="checkbox"/>	Post from Lobos Page	Deleted	—	6,135	—	\$79.09	Yesterday	2,950	19	\$1,893.43	\$4.16
<input type="checkbox"/>	Retargeting FINAL PUSH	Deleted	—	3,179	—	\$64.45	Yesterday	1,004	4	\$258.15	\$16.11
<input type="checkbox"/>	Tatuaje 2017 Day of Event	Deleted	—	6,416	—	\$62.31	Yesterday	194	—	\$0.00	—
<input type="checkbox"/>	Event Page Boost	Deleted	39 Event Responses	1,574	\$1.52 Per Event Response	\$59.15	Yesterday	460	—	\$0.00	—
<input type="checkbox"/>	Tatuaje Cold Conversion	Deleted	—	5,117	—	\$46.45	Yesterday	236	—	\$0.00	—
<input type="checkbox"/>	Goldstar	Deleted	4,367 3-Second Vide...	7,773	\$0.01 Per 3-Second Vide...	\$38.89	Yesterday	3,724	—	\$0.00	—
	<b>Results from 25 Campaigns</b>		—	<b>148,197</b> People	—	<b>\$2,702.79</b> Total Spent		<b>56,064</b> People	<b>162</b> Total	<b>\$12,450.38</b> Total	<b>\$16.68</b> Per Action



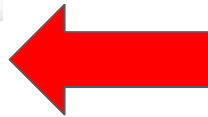
# Analytics Cont'd: Total Ad Spend

**COST PER LEAD:**

$\$2,701 / 3626 =$

**\$0.74 LEADS**

<input type="checkbox"/>		Ad Set Name	et ⓘ	Amount Sp... ⓘ
			Daily	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ANYONE WHO IN...	\$100.00 Daily	\$176.23
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Viewed 75% of pro...	\$10.00 Daily	\$63.31
<input type="checkbox"/>	<input checked="" type="checkbox"/>	anyone who's enga...	\$100.00 Daily	\$62.31
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fans of Lobos Page	\$10.00 Daily	\$61.40
<input type="checkbox"/>	<input checked="" type="checkbox"/>	All Who RESPOND...	\$5.00 Daily	\$48.68
		▶ Results from 69 Ad...		\$2,701.64 Total Spent



# Analytics Cont'd: Total Ticket Sales

