

50th Flood & Greenway Commemoration

– Case Study: Social Media and Digital Ads –

Overview

To honor the commitment of the community in rebuilding over the last 50 years, the City of Rapid City joined forces with The Journey Museum and Learning Center, the Rapid City Public Library, the National Weather Service, and the USGS Dakota Water Science Center to plan the 50th Flood & Greenway Commemoration.

The City of Rapid City enlisted our assistance in promoting the commemoration's events, including a memorial walk and bike ride, the opening ceremony of the Flood exhibit at the Journey Museum, panel discussions, and a ribbon-cutting ceremony for the Monument's Flood storyboard.

Process

In addition to placing digital billboards, radio, and TV, displaying a banner downtown, and negotiating over \$15,000 in added value, Midwest Marketing's digital department put together a full social media and digital ad strategy that including Google Display, YouTube, and Facebook ads. Ads were targeted to those within a 20-mile radius of Rapid City.

RESULTS:

In just two weeks, we were able to obtain 330,738 impressions on Google, 96,298 impressions on Facebook, and 427 new Facebook Likes. Our Google ads had a CPM 38% less than similar campaigns, and our Facebook ads performed spectacularly, with a CTR 380% higher than similar campaigns.



96,298
Impressions

427
New Likes

CTR 380%
FB Ads



330,738
Impressions

CPM 38%
Google Ads

plus



\$15,000
in earned traditional media

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