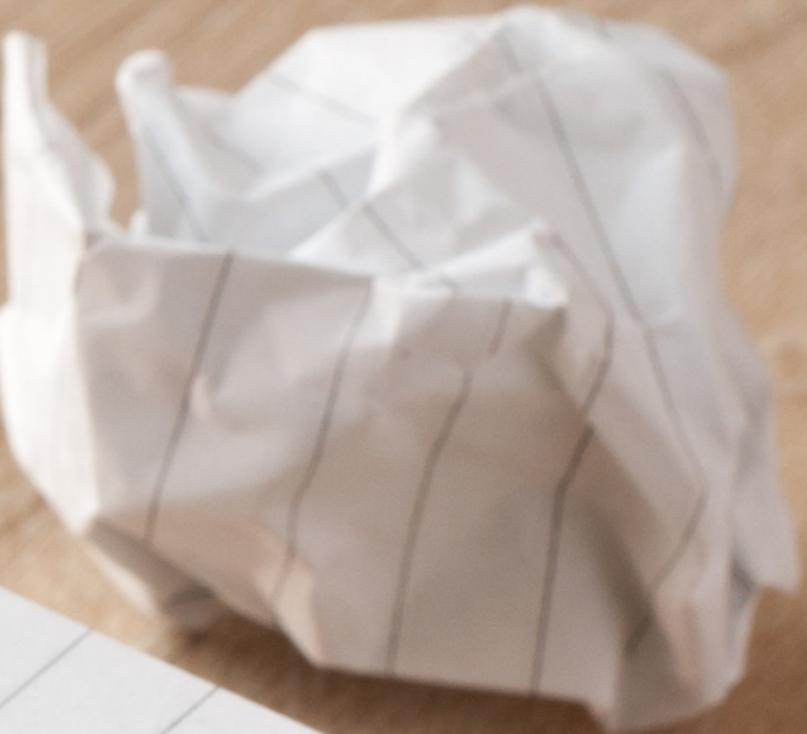




**How did we get
800 People to
come to the
indoor market?**

Plan



A photograph of a man and a woman standing by a body of water. The man, on the right, is wearing a blue button-down shirt and has white hair. The woman, on the left, is wearing a yellow ribbed sweater and has blonde hair. They are both looking towards each other. The background is a calm blue lake.

Attractive characters

A vibrant, high-energy scene of a group of people dancing. The background is a bright, warm color gradient from yellow to orange. Several individuals are visible, their silhouettes and movements suggesting a lively dance. One person in the foreground is captured mid-motion, their arms raised. The overall atmosphere is joyful and dynamic.

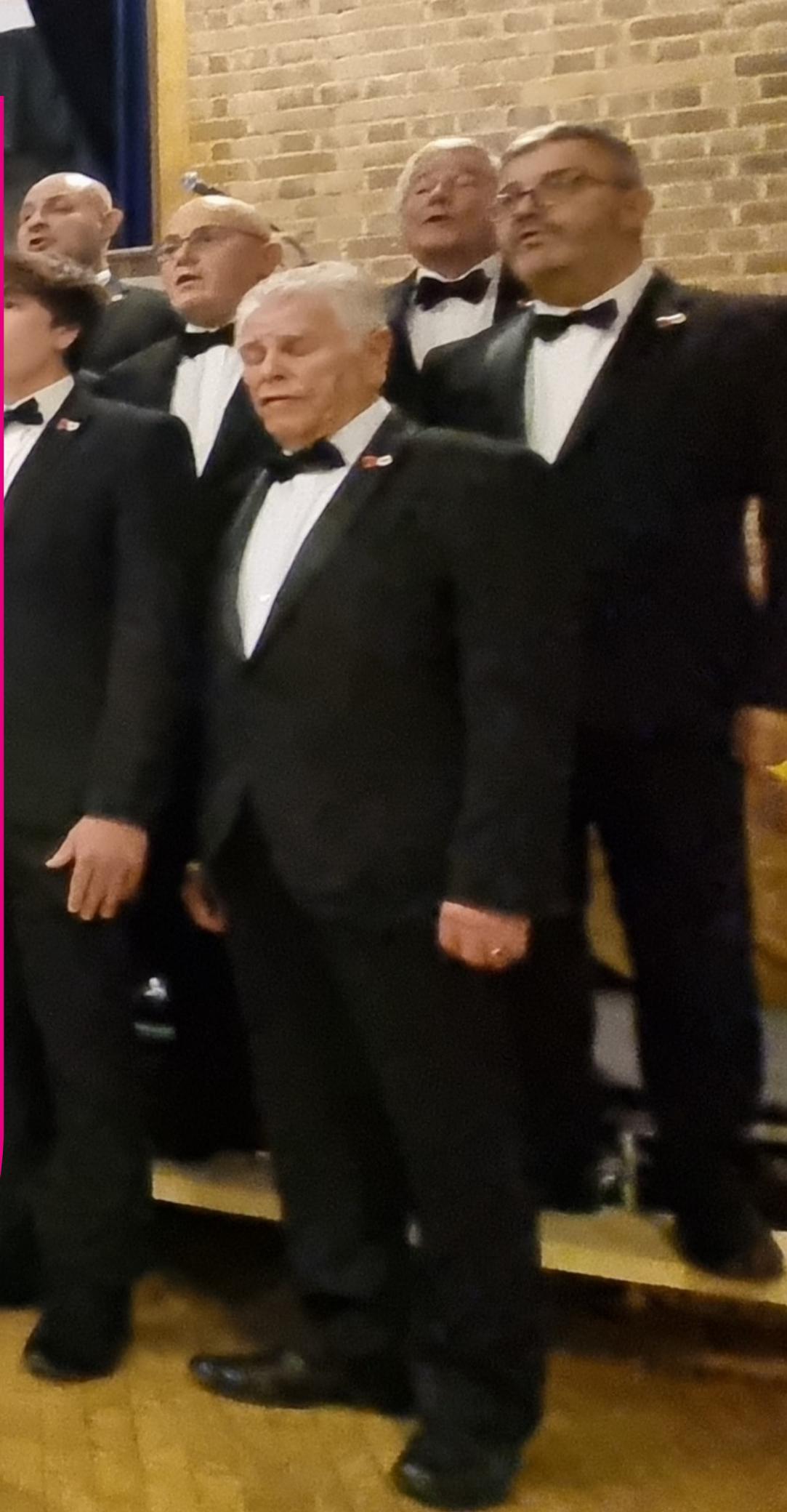
Keeping it
light but
relevant

Branding



Being inclusive

- Whitland Choir
- Ysgol Bro Gwuan
- Sea Cadets
- Military
- Dancers



Spreading the word



- Using groups
- Influencers

Being entertaining



Creating Intrigue

- Secret Event



A vibrant underwater scene featuring dense green aquatic plants. Several small, colorful fish, including ones with red and yellow fins, are swimming gracefully through the water. The background is a clear, light blue.

We used exciting
images and videos

- Canva

Using contemporary events to increase popularity



The Rugby prediction



Seizing every
opportunity
to get visible



Entertaining the
whole family.

POSTING REGULARLY



USING DIFFERENT MEDIA



Using vendors to spread the word



What does next year look like?

What does next year look like?



Things that will kill it

- Committees
- Perfection
- Control freaks
- Fear
- The absence of humanity
- Lack of spontinaity

The perfect position to make Fishguard Food Festival 2024 Successful

- Create attractive characters
- Use video and images for social media
- Subtitles
- Find ways to include groups of people
- Get the school more involved in marketing
- Dont post too early. Start Sept
- use groups and young influencers
- Have a secret event. create intrigue

The perfect position to make Fishguard Food Festival Successful

- Gymnastics team, bikers
- Know the audience you want to attract
- Find out what the youth are engaging with
- Settle on the logo early and use it for branding
- Keep reminding yourself of your goal
- Have a song that becomes the FFF marketing song
- Perpetuate the WE SUPPORT THE FFF
- Post regularly

The perfect position to make Fishguard Food Festival Successful

- Include more groups of people - blue tits
- Create a school project with farmers
- Have the whole event over one weekend
- Decide if you want to extend it further a field
- Use the YouTube channel.
- Use the group to create conversation about FFF
- Invite James Smythe to sell produce - tell his story

The perfect position to make Fishguard Food Festival Successful

- Set reach targets on facebook
- Set posting targets
- Facebook Page Likes
- For talks -ie, sustainability, nutrition start a group
- Consider video shorts
- Instagram
- Use last years footage and ideas
- Start thinking about 2025

The perfect position to make Fishguard Food Festival Successful

- The Fishguard Dish
- The role of the facebook group.
- Facebook pages, are we competing with ourselves?
- Record before and after stats
- Interview people who participated last year.

 Overview Results Audience Benchmarking

Content

 Overview Content

Video

 Performance Benchmarking Audience Loyalty Retention

Earnings

 Videos

Benchmarking

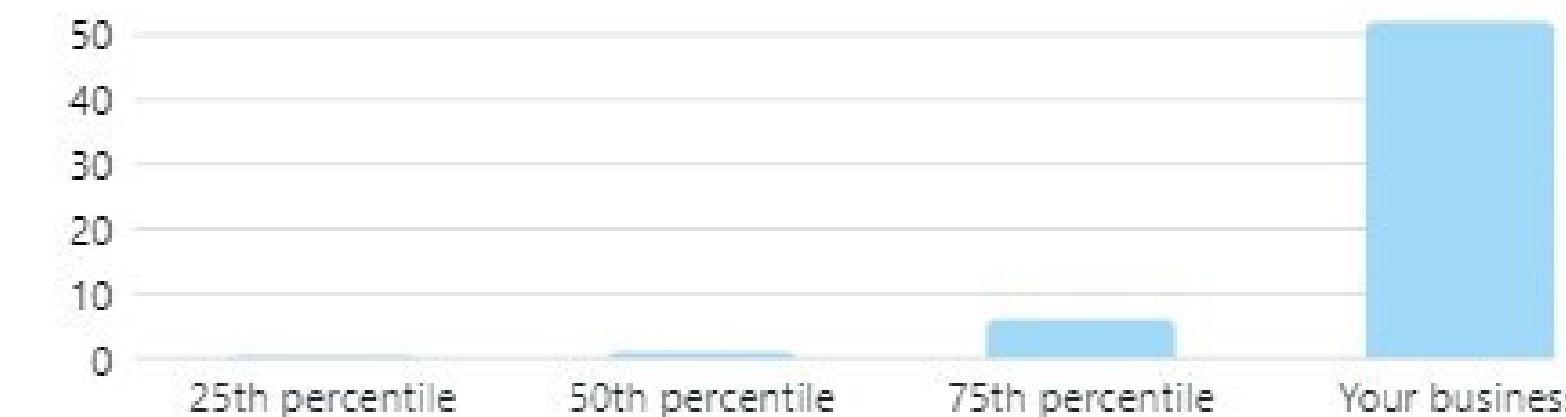
 Facebook Business comparison

Businesses to watch

Compare your performance against businesses in the category

Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)Published content **52** Higher than others

How often your business published versus others in this category

Facebook followers **358** Similar to others

Typically: 4.9K

New Facebook followers **132** Similar to others

Typically: 32

Content interactions **1.8K** Similar to others

Typically: 462

Week Month < Today >

October 2023

Content ty

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

2

3

4

5

6

7

8

9

10

11

12

13

14

+ 2 more

15

16

17

18

19

20

21

22

23

24

25

26

27

28

1

2

3

4

5

6

7

8

9

10

11

12

13

14

+ 2 more

15

16

17

18

19

20

21

22

23

24

25

26

27

28

1

2

3

4

5

6

7

8

9

10

11

12

13

14

+ 2 more

15

16

17

18

19

20

21

22

23

24

25

26

27

28

1

2

3

4

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7

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10

11

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14

+ 2 more

15

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+ 2 more

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+ 2 more

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il Canva Facebook Google ads google Elite Bookmarks personal stuff Clients Useful places

Insights

Review performance results and more.

Ad account: Traveling Easel ad account 23846695... ▾

Last 90 days: Aug 5, 2023 – Nov 2, 2023 ▾

Overview

Results

Audience

Benchmarking

Content

Last 90 days

Posts

formed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reactions on a post ⓘ

Facebook post

The Whitland and District Male Choir and Lowris Dance Troop

Oct 25, 2023, 4:21 AM

Highest comments on a post ⓘ

Facebook post

The Whitland and District Male Choir and Lowris Dance Troop

Oct 25, 2023, 4:21 AM

841% higher than your median post.

This post received 1,790% more reactions (189 reactions) than your median post (10 reactions) on Facebook.

19 Videos

10 Links

7 Text

3 Audio

0

20 Reels

14 Other posts

13 Shared posts

6 Live posts

0 360° video posts

0 360° image posts

0

Content

Video

Performance

Benchmarking

Audience

Loyalty

Retention

Earnings

130 Net followers ▼ 8.45% from previous 28 days

31 Returning viewers Sunday - Thursday

3.8K Complete views ▲ 232% from previous 28 days

Results

Audience

Benchmarking

Content

Overview

Content

Video

Performance

Benchmarking

Audience

Loyalty

Retention

Earnings

Video

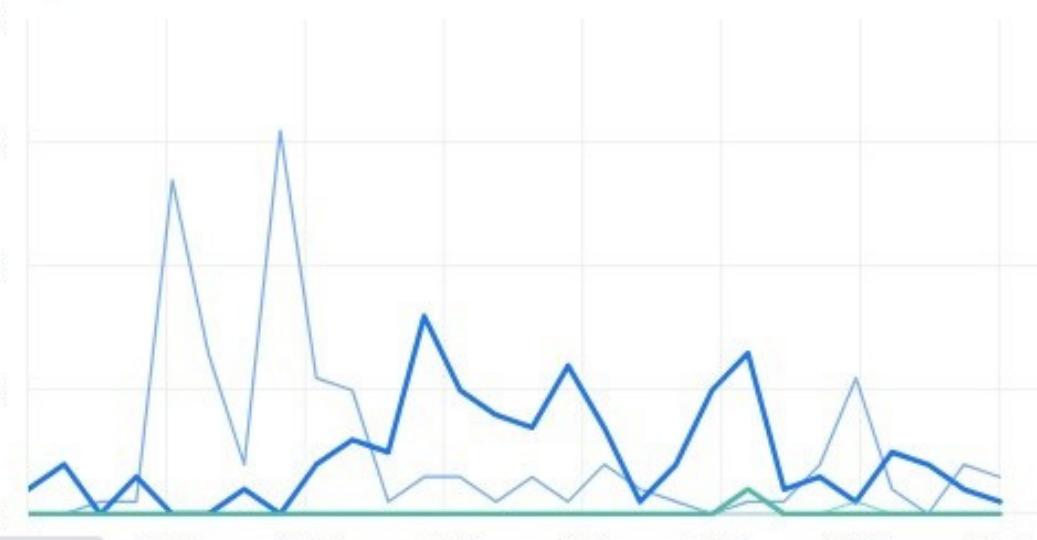
Follower activity

A look at your new followers, net followers and people who unfollowed. Metrics are estimated.

Oct 6, 2023 - Nov 2, 2023

132 New followers **143 Previous period** **2 People who unfollowed**

1 Previous period



View by: Top videos

Title	Date created ↑	Minutes viewed	1-Minute video views
The Whitland and District Male Choir ... Fishguard Food & Drink Festival	Tue Oct 24, 9:17pm	2.6K Minutes viewed	603 1-Minute video views
Reflecting on the beautiful Fishguard ... Fishguard Food & Drink Festival	Tue Oct 24, 8:09pm	482 Minutes viewed	138 1-Minute video views
By now, you might know that the Fish... Fishguard Food & Drink Festival	Tue Oct 10, 5:00pm	451 Minutes viewed	0 1-Minute video views
Theres a Food Festival happening in F... Fishguard Food & Drink Festival	Mon Oct 16, 12:19pm	431 Minutes viewed	175 1-Minute video views
Its getting closer! The Fishguard Food... Fishguard Food & Drink Festival	Tue Oct 10, 12:44pm	407 Minutes viewed	85 1-Minute video views

Shorts

Subscriptions



Fishguard Food Festival

@FishguardandGoodwick · 7 subscribers · 11 videos

Discover the glorious panoramas of Fishguard and Goodwick >

You >

Customize channel

Manage videos

View channel stats



Your channel

History

Your videos

Home

Videos

Playlists

Community

About



Videos

▶ Play all

(2) Facebook

Meta Business Suite

Video analytics - YouTube Studio

Add or remove a mobile phone



studio.youtube.com/video/_DuB8qilWaU/analytics/tab-overview/period-default



YouTube

gmail

Canva

Facebook

Google

ads google

Elite Bookmarks

personal stuff

Clients

Useful places

All Bookmarks

Studio

Search across your channel

67.3 0 87
60m 48h

⚠ TubeBuddy Sign-in Required, Click Here

tb



ADVANCED MODE

Channel content



Overview

Reach

Engagement

Audience

Oct 24, 2023 – Now

Since published

Your video

Nothing going on, then this happens...

Details

Analytics

Editor

Comments

This video has gotten 1,495 views since it was published

Views

1.5K

1.5K more than usual

Watch time (hours)

56.5

55.5 more than usual

Subscribers

+2

This video Typical performance

1,500

1,000

500

Realtime

Updating live

80

Views · Last 48 hours

-48h

Now

Top traffic sources

Views

External

30.0%

YouTube search

22.5%

Suggested videos

22.5%

Playlists

12.5%

Insights
Review performance results and more.

Ad account: Traveling Easel ad account 23846695... ▾

Lifetime: Oct 3, 2020 – Nov 2, 2023 ▾

Facebook followers ⓘ

358

Age & gender ⓘ

Gender breakdown for ages 25-34

Age Group	Gender	Percentage
18-24	Women	11.5%
25-34	Women	11.5%
25-34	Men	4.0%
35-44	Women	11.5%
35-44	Men	4.0%
45-54	Women	11.5%
45-54	Men	4.0%
55-64	Women	11.5%
55-64	Men	4.0%
65+	Women	11.5%
65+	Men	4.0%

Top cities

Fishguard, UK

Haverfordwest, UK

Overview

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Loyalty

Retention

Earnings

business.facebook.com/latest/insights/people?ad_account_id=23846695345270725

gmail Canva Facebook Google ads google Elite Bookmarks personal stuff Clients Useful places All Bookmarks

Insights

Review performance results and more.

Ad account: Traveling Easel ad account 23846695... Lifetime: Oct 3, 2020 – Nov 2, 2023

Overview

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Top cities

Fishguard, UK	37.4%
Haverfordwest, UK	16.2%
Goodwick, UK	10.1%
Newport, UK	2.8%
Carmarthen, UK	2.5%
Cardigan, UK	2%
Milford Haven, UK	1.7%
Pembroke Dock, UK	1.1%
Cardiff, UK	0.8%
Swansea, UK	0.8%

Top countries

United Kingdom	98.3%
----------------	-------

Insights

Review performance res...

Ad account: Traveling Easel ad account 23846695...

Last 28 days: Oct 6, 2023 - Nov 2, 2023

Overview

[Results](#)[Audience](#)[Benchmarking](#)[Content](#)[Overview](#)[Content](#)[Video](#)[Performance](#)[Benchmarking](#)[Audience](#)[Loyalty](#)[Retention](#)[Earnings](#)[Videos](#)

Turn on Facebook story insights

See insights for your Facebook stories from the last 28 days. This will also archive stories on your Page or profile after 24 hours. [Learn more](#)

[Turn on](#)

Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook reach

15,675 ↑ 46.3%

Paid reach

0 0%[Daily](#)[Cumulative](#)[\(1\)](#)

Goals

Increase reach

Increase Facebook reach

Oct 10 - Nov 7

14.8K/14.5K

102%

Facebook goal achieved. Great job!

[Create ad](#)[Start new goal](#)

business.facebook.com/latest/insights/overview/?asset_id=134679496387935&ad_account_id=23846695345270725

ube gmail Canva Facebook Google ads google Elite Bookmarks personal stuff Clients Useful places All Bookmarks

Insights

Review performance results and more.

Ad account: Traveling Easel ad account 23846695345270725

Last 28 days: Oct 6, 2023 - Nov 2, 2023

Create post improve your content

Overview

- Results
- Audience
- Benchmarking
- Content
 - Overview
 - Content
- Video
- Performance
- Benchmarking
- Audience
- Loyalty
- Retention
- Earnings

Audience

Facebook Page likes 271

Facebook followers 358

New Facebook Page likes 74 ↓ 33.3%

Oct 8 Oct 12 Oct 16 Oct 20 Oct 24 Oct 28 Nov 1

— New Facebook Page likes — New Facebook Page likes

Goals

Increase reach

Increase Facebook reach Oct 10 - Nov 7 14.8K/14.5K 102% Facebook goal achieved. Great job!

Create ad Start new goal

Video summary

Reacti Likes Com Share Link New Unfoll

Insights

Review performance results and more.

Ad account: Traveling Easel ad account 23846695...

Last 28 days: Oct 6, 2023 – Nov 2, 2023

Facebook reach

Facebook reach

Overview

Results

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Benchmarking

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Overview

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Performance

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Loyalty

Retention

Earnings

Ways to help grow your reach

Try reaching more people with an ad

Facebook reach ⓘ



From organic 15,544

From ads 0



Try reaching more people with an ad

You may see estimated daily results of 632 - 1,826

Facebook reach when you spend R 120 a day on ads. ⓘ

Boost for reach

Boost for reach

Post frequently and consistently

Published posts ⓘ

47 ↑ 123.8%

Published stories ⓘ

5 ↑ 100%

Improve engagement for your content

Median post reactions, comments and shares ⓘ

11 ↓ 21.4%

Median story reactions, replies and shares ⓘ

These insights are based on your most recent posts and stories.

Goals

Increase reach

Increase Facebook reach

Oct 10 - Nov 7

14.8K/14.5K

102%

Facebook goal achieved. Great job!

Create ad

Start new goal

See tips to help

mail  Canva  Facebook  Google  ads google  Elite Bookmarks  personal stuff  Clients  Useful places

Insights
Review performance results an...

Ad account: Carl Dornbrack 6005222471836 ▼ Last 28 days: Oct 6, 2023 - Nov 2, 2023 ▼

 **Goals**

Overview

 **Results**

 **Audience**

 **Benchmarking**

Content

 **Overview**

 **Content**

Video

 **Performance**

 **Benchmarking**

 **Audience**

 **Loyalty**

 **Retention**

Earnings

 **Video**

Ad account: Carl Dornbrack 6005222471836 ▼ Last 28 days: Oct 6, 2023 - Nov 2, 2023 ▼

Your last week in review

Take a moment to review activity and insights for Fishguard Food & Drink Festival from Oct 21 - Oct 27.

Your activity

 10 Facebook posts

 2 Facebook stories

 0 Ads

Your goals

 14.8K/14.5K goal

 Increase Facebook reach

Total last week

8.3K Sun Sat

 Facebook reach 

Your results

See your Facebook reach from last week.

Total last week

0 Sun Sat

 New contacts 

Your messaging activity

Track your progress toward your business messaging goals.

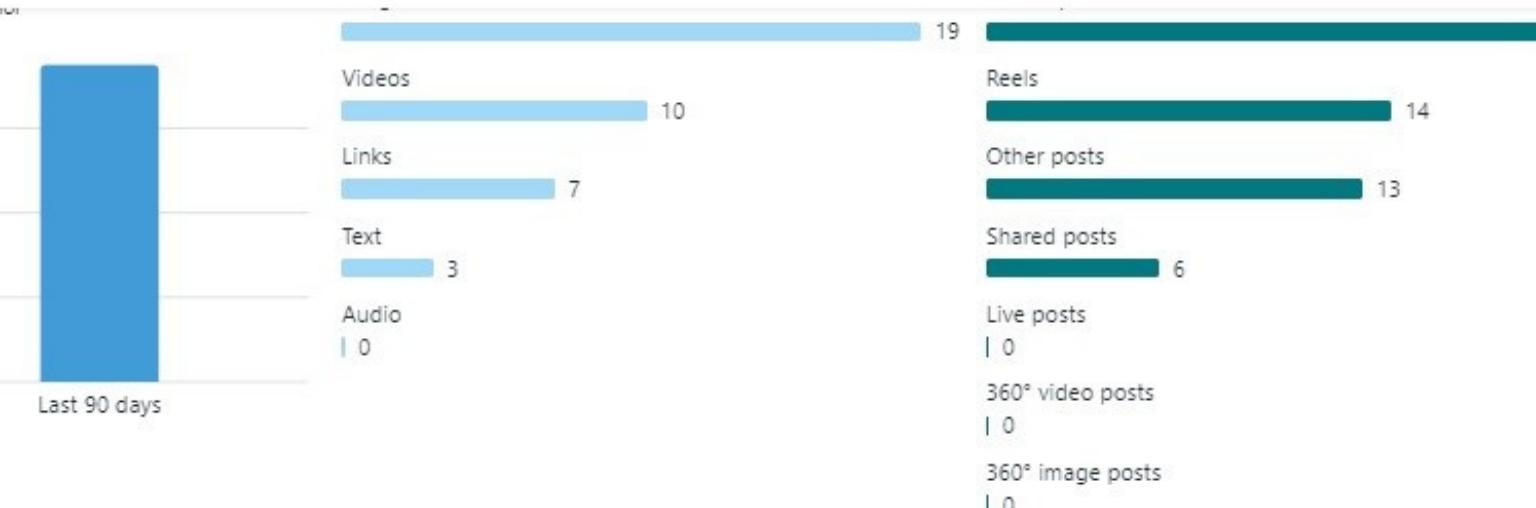
View all insights

Oct 8 Oct 12 Oct 16 Oct 20 Oct 24 Oct 28 Nov 1

— Facebook reach  Facebook reach 

Review performance results and more.

Last 90 days



Post Type	Count
Videos	19
Reels	20
Links	10
Other posts	14
Text	7
Shared posts	13
Audio	3
Live posts	6
360° video posts	1
360° image posts	1

posted well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reactions on a post ⓘ Highest comments on a post ⓘ

(1) Facebook Meta Business Suite (554) How To Get In Touch With Add or remove a mobile phone

business.facebook.com/latest/insights/video?ad_account_id=23846695345270725

Review performance results and more.

Export data Posted Last 28 days: Oct 6, 2023 – Nov 2, 2023

Top performers ⓘ

View by: Top videos

Title	Date created ↑	Minutes viewed	1-Minute video views
The Whitland and District Male Choir ... Fishguard Food & Drink Festival	Tue Oct 24, 9:17pm	2.6K Minutes viewed	603 1-Minute video views
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Its getting closer! The Fishguard Food... Fishguard Food & Drink Festival	Tue Oct 10, 12:44pm	407 Minutes viewed	85 1-Minute video views
Get on the Fishguard Dish Trail now... Fishguard Food & Drink Festival	Tue Oct 24, 9:35am	318 Minutes viewed	112 1-Minute video views

YouTube

0 1y 60m 48h

Home

Shorts

Subscriptions

 Fishguard Food Festival (\$)

@FishguardandGoodwick · 7 subscribers · 11 videos

Discover the glorious panoramas of Fishguard and Goodwick >

Customize channel

Manage videos

View channel stats

You >

Your channel

Home Videos Playlists Community About

History

Your videos

Watch later

Show more

Daily Ideas

Keyword Inspector

Hot Chilli Indian Restaurant Creates a Fishguard Dish

Nothing going on, then this happens...Flash Mob Welsh...

Discussing the opening event of the Fishguard Food...

Discover the Fishguard Food Festival.

Fishguard Food Festival - Seafood Sustainability

Competitors

49 views · 9 days ago

1.4K views · 9 days ago · 2 VPH

15 views · 3 weeks ago

22 views · 1 month ago

31 views · 1 month ago

Trend Alerts

Overview

Results

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Benchmarking

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Loyalty

Retention

Earnings

TOP PERFORMERS

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