



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

Plan





Attractive Characters

A full-page background image showing the silhouettes of four people running on a beach towards the ocean. The sun is low on the horizon, creating a bright orange and yellow glow. The people are in motion, with their hair and clothing slightly blurred. A semi-transparent grey rounded rectangle is overlaid on the left side of the image, containing the text.

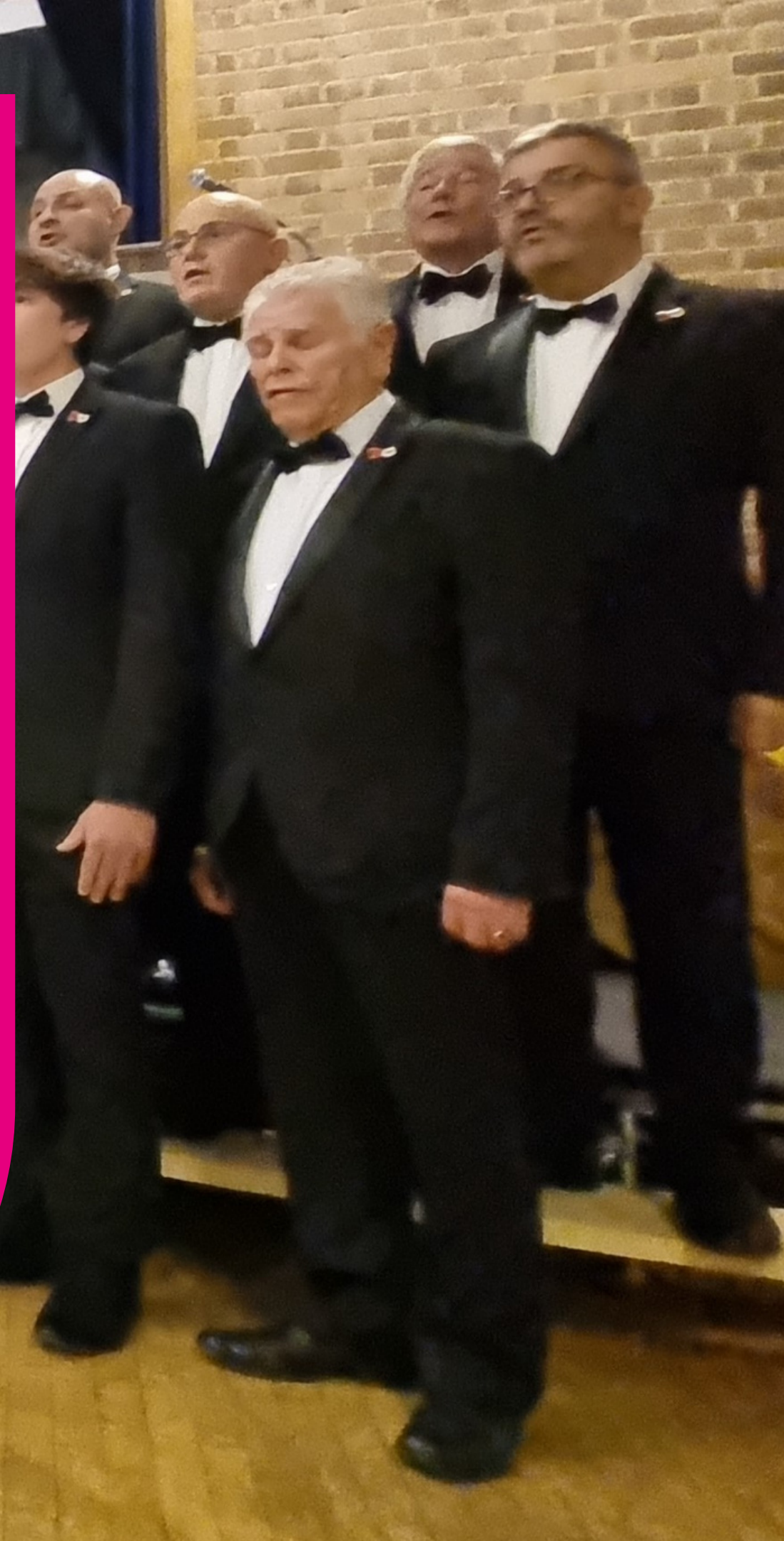
**Keeping it
light but
relevant**

Branding



Being inclusive

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



Spreading the word



- Using groups
- Influencers

Being entertaining



Creating Intrigue

- **Secret Event**



An underwater scene featuring tall, green seaweed on the left and a school of small, silver fish with red tails swimming on the right. The background is a clear blue water.

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 spontaneity

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 ▼

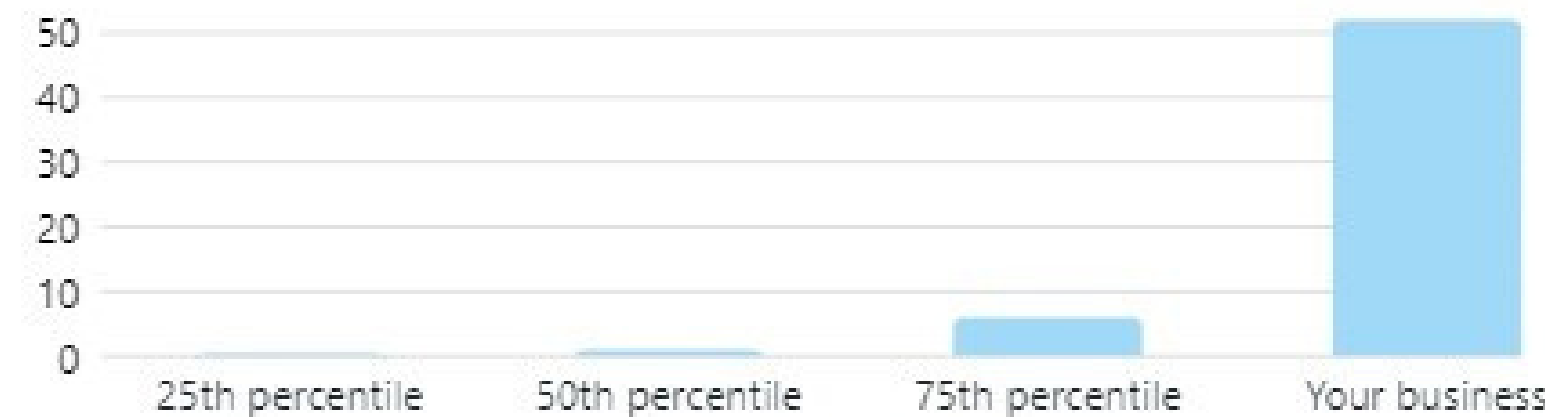
Business comparison Businesses to watch

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



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post ▼

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 type

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

1

2

3

4

5

6

7

6:38 AM



6:00 PM



6:46 AM



9:50 AM



12:07 PM



5:20 PM



11:02 AM



1:14 PM



8

9

10

11

12

13

14

9:00 AM



4:00 PM



5:46 PM



9:00 AM



12:48 PM



5:25 PM



2:51 PM



12:42 PM



6:01 PM



9:56 AM



5:05 PM



8:34 PM



+ 2 more

15

16

17

18

19

20

21

3:57 PM



9:45 AM



9:00 AM



2:22 PM



7:49 AM



7:09 AM



8:48 PM



6:00 PM



2:54 PM



1:19 PM



8:00 AM



+ 4 more

+ 2 more

22

23

24

25

26

27

28

Insights

Review performance results and more.

Ad account: Traveling Easel ad account 23846695...

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

Overview

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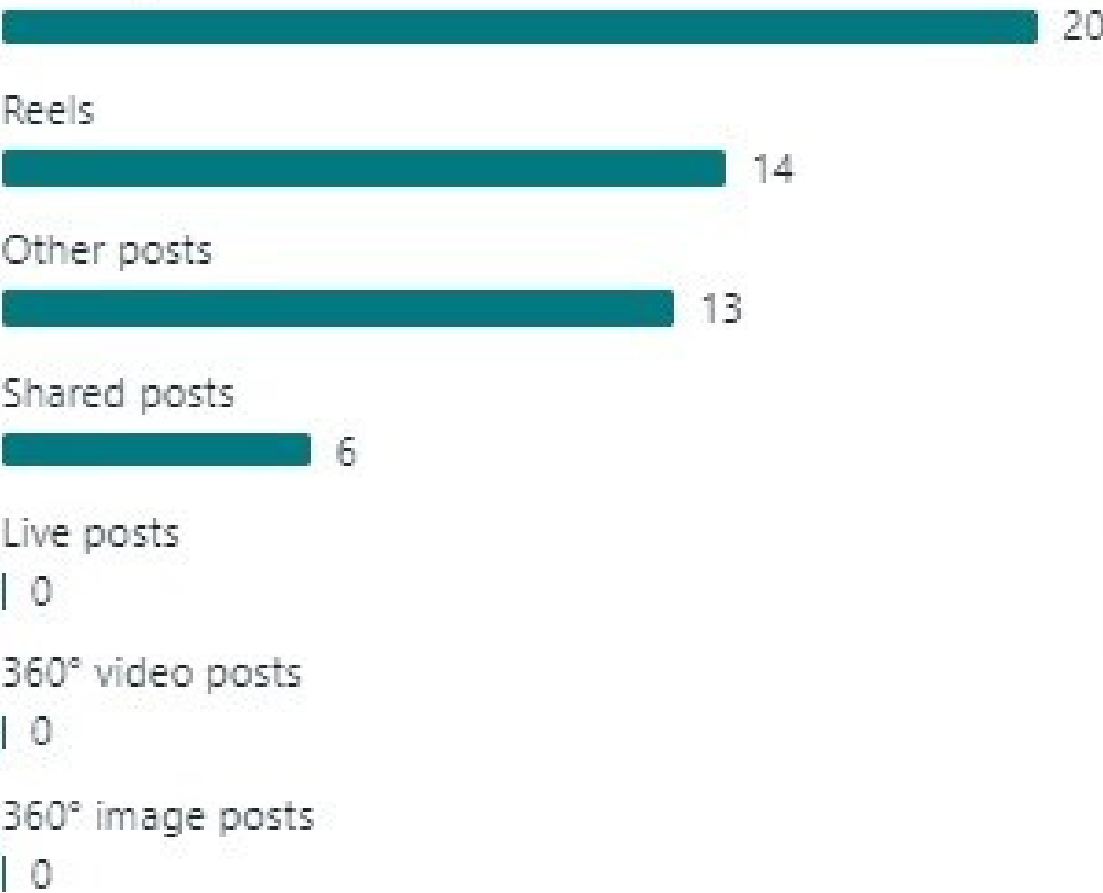
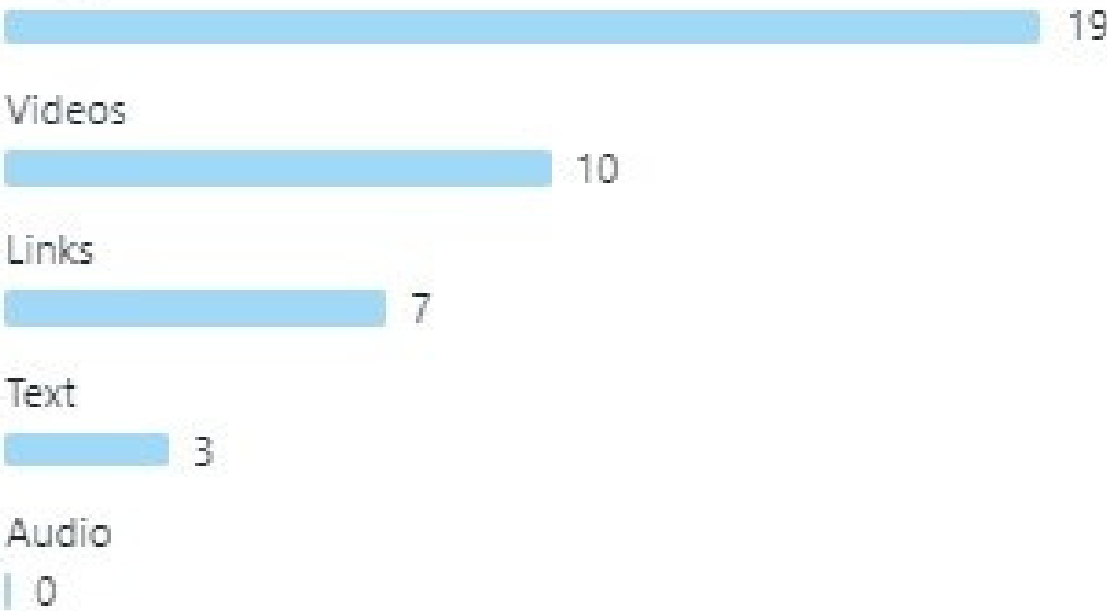
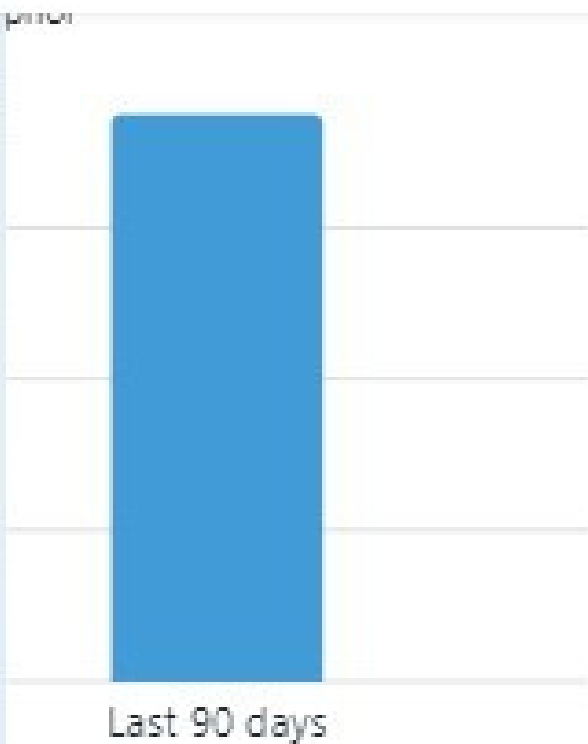
Benchmarking

Audience

Loyalty

Retention

Earnings



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 ⓘ

ok post

Food Festival Events Calendar 2023
fferent for each eatery!) on what Ic
3, 10:00 AM



Facebook post

The Whitland and District Male Choir and
Lowris Dance Troop
Oct 25, 2023, 4:21 AM

,841% higher than your median
ok.

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

Highest comments on a post ⓘ



Facebook post

The Whitland and District Male Choir and
Lowris Dance Troop
Oct 25, 2023, 4:21 AM

This post received 37 comments compared to your median
post (0 comments) on Facebook.

https://business.facebook.com/latest/insights/video_loyalty?ad_account_id=23846695345270725

130

Net followers

▼ 8.45% from previous 28 days

31

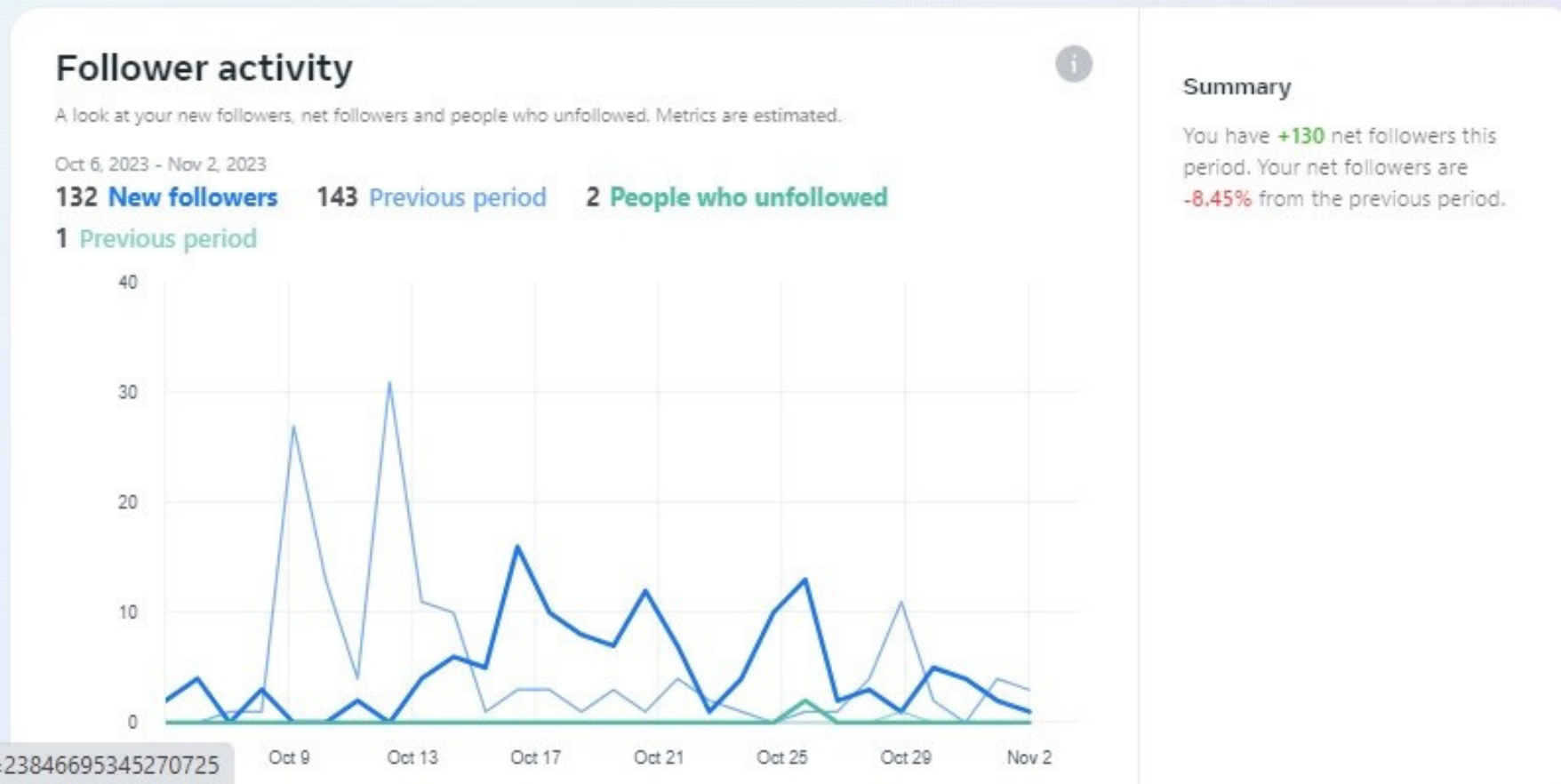
Returning viewers

Sunday - Thursday

3.8K

Complete views

▲ 232% from previous 28 days















Summary

You have +130 net followers this period. Your net followers are -8.45% from the previous period.

Top performers

View by: Top videos

Title		Date created ↑↓	Minutes viewed	 ↓	1-Minute video views	 ↑↓
 	The Whitland and District Male Choir ... <small>20%</small> Fishguard Food & Drink Festival	View insights	Tue Oct 24, 9:17pm	2.6K <small>Minutes viewed</small>	603 <small>1-Minute video views</small>	
 	Reflecting on the beautiful Fishguard ... <small>20%</small> Fishguard Food & Drink Festival	View insights	Tue Oct 24, 8:09pm	482 <small>Minutes viewed</small>	138 <small>1-Minute video views</small>	
 	By now, you might know that the Fish... <small>20%</small> Fishguard Food & Drink Festival	View insights	Tue Oct 10, 5:00pm	451 <small>Minutes viewed</small>	0 <small>1-Minute video views</small>	
 	Theres a Food Festival happening in F... <small>20%</small> Fishguard Food & Drink Festival	View insights	Mon Oct 16, 12:19pm	431 <small>Minutes viewed</small>	175 <small>1-Minute video views</small>	
 	Its getting closer! The Fishguard Food... <small>20%</small> Fishguard Food & Drink Festival	View insights	Tue Oct 10, 12:44pm	407 <small>Minutes viewed</small>	85 <small>1-Minute video views</small>	

- Shorts
- Subscriptions
- You >
- Your channel
- History
- Your videos



Fishguard Food Festival

@FishguardandGoodwick · 7 subscribers · 11 videos

Discover the glorious panoramas of Fishguard and Goodwick >

Customize channel

Manage videos

View channel stats



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 1y 60m 48h TubeBuddy Sign-in Required, Click Here CREATE

video analytics

Channel content



Your video Nothing going on, then this happens...

Details

Analytics

Editor

Comments

Overview Reach Engagement Audience

Oct 24, 2023 - Now Since published

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



Realtime

Updating live

80

Views · Last 48 hours



Top traffic sources

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

Overview

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Loyalty

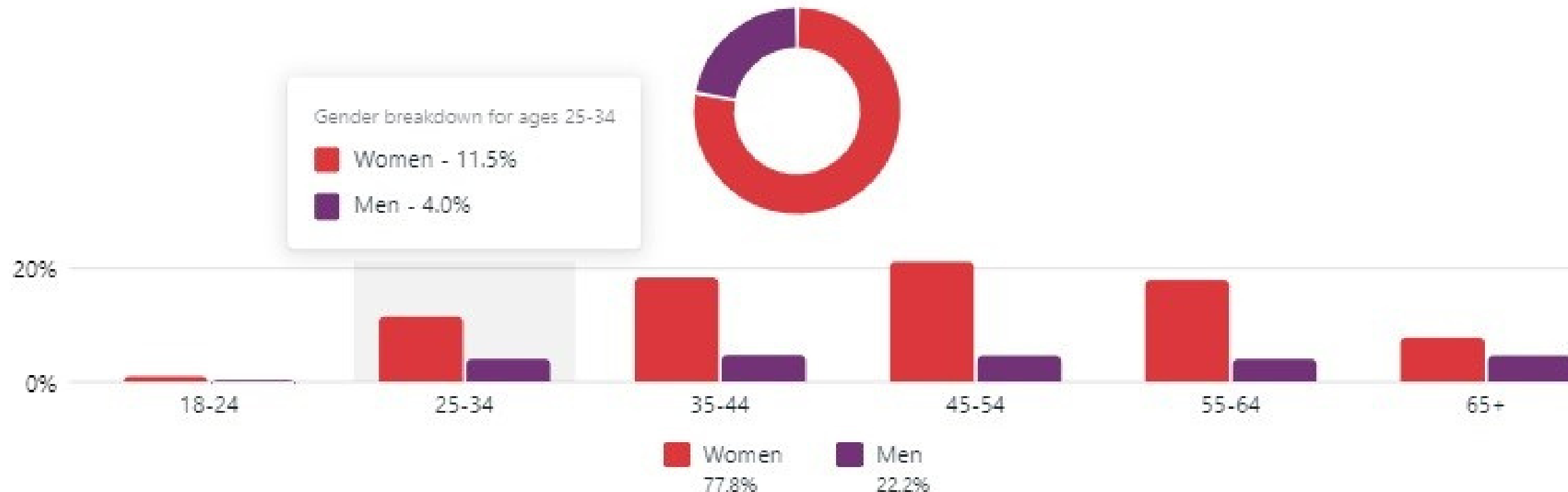
Retention

Earnings

Facebook followers ⓘ

358

Age & gender ⓘ



Top cities

Fishguard, UK



Haverfordwest, UK

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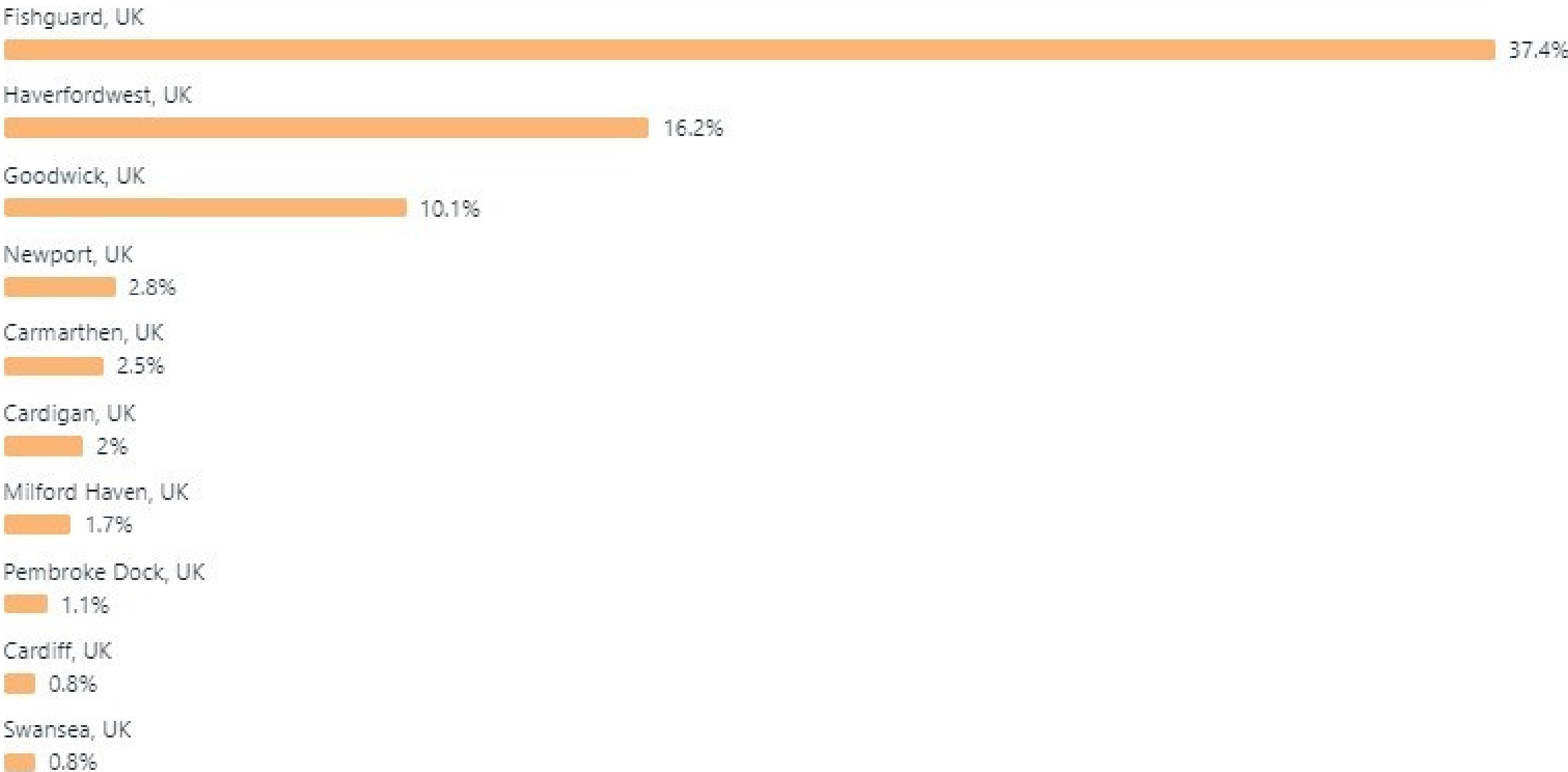
Audience

Loyalty

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Top cities



Top countries



Insights

Review performance res...

Ad account: Traveling Easel ad account 23846695...

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

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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



Review performance results and more.

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

improve your content

Results

Benchmarking

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Benchmarking

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See audience report

Facebook followers ⓘ

358

74 ↓ 33.3%



Increase reach

Oct 10 - Nov 7

14.8K/14.5K

102%

Facebook goal achieved. Great job!

Create ad

[Start new goal](#)

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

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Ways to help grow your reach

Try reaching more people with an ad



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



Facebook goal achieved. Great job!

Create ad

Start new goal

Insights

Review performance results an...

Ad account: Carl Dornbrack 6005222471836

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

Goals

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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

You published 12 pieces of content this past week.

10 Facebook posts

2 Facebook stories

0 Ads

Your goals

You completed one of your goals. Way to go!



Your results

See your Facebook reach from last week.

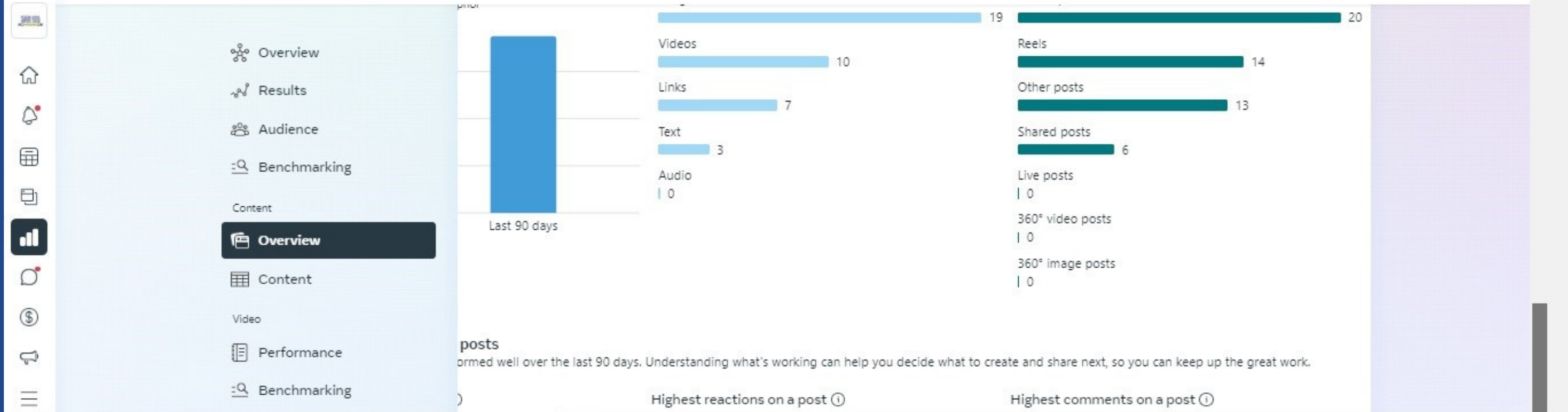


Your messaging activity

Track your progress toward your business messaging goals.



View all insights









Insights

Review performance results and more.

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

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 Get on the Fishguard Dish Trail now. ... Fishguard Food & Drink Festival	Tue Oct 24, 9:35am	318 Minutes viewed	112 1-Minute video views

- Home
- Shorts
- Subscriptions

You >

- Your channel
- History
- Your videos
- Watch later
- Show more
- Daily Ideas
- Keyword Inspector
- Competitors
- Trend Alerts



Fishguard Food Festival

@FishguardandGoodwick · 7 subscribers · 11 videos

Discover the glorious panoramas of Fishguard and Goodwick >

Customize channel

Manage videos

View channel stats



- Home
- Videos
- Playlists
- Community
- About

Videos

Play all



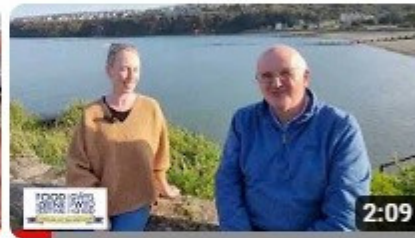
Hot Chilli Indian Restaurant
Creates a Fishguard Dish

49 views · 9 days ago



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

1.4K views · 9 days ago · 2 VPH



Discussing the opening event
of the Fishguard Food...

15 views · 3 weeks ago



Discover the Fishguard Food
Festival.

22 views · 1 month ago









Fishguard Food Festival -
Seafood Sustainability

31 views · 1 month ago

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