

Massachusetts Association of REALTORS®

MAR Communications Report

Social Media Campaigns 2016: MAR 2016 Conference & Tradeshow, Legislative Initiatives and Graduate REALTOR® Institute

Overview:

Before the annual Conference & Tradeshow in early October, MAR planned a multi-pronged Facebook ad campaign that was targeted at both members and real estate agents across New England starting in April 2016. The ads were meant to attract attention and increase attendance at our destination location at the Foxwoods Resort and Casino in Connecticut. Because the event was held out-of-state, we expanded our usual audience to include agents across in Connecticut, New Hampshire and Rhode Island. Our social campaign was a major part of one of our most well-attended conferences to date, with 536 participants. The Facebook ads were responsible for 45 “registration conversions,” meaning that 45 users landed at our check-out page after clicking on an ad. At minimum, MAR made \$6,705 in revenue off of these Facebook ads if each of those conversions was one registration at early bird price. (It’s likely that at least some conversions were more than one ticket, and at regular price). We spent \$900 in total on Facebook ads leading up to the conference. That is an ROI of at least 7.45.

MAR saw similar returns on investment with social media advertising earlier in the year when we used Facebook to mobilize our members against mandatory energy scoring legislature and to boost our attendance at local Graduate Realtor® Institute classes. We will touch on those successes after the conference ads.

Here are a sample of our most successful ad sets from the 2016 Conference campaign:



Early Bird Registration Ads

April 12 – 19, 2016


Reach: 2,526

Registration conversions: 13

This series of ads used the Conference-committee-approved graphics that served as the main graphic theme for the 2016 Conference. This was the first ad.


Massachusetts Association of Realtors
 Sponsored · 


We'll see you at Foxwoods!






Early Bird

MAR Conference & Tradeshow

Join MAR at the Foxwoods Resort Casino for two full days of education sessions with top national speakers. Register at the early bird price today!

WWW.MAREALTOR.COM


29 Likes · 2 Comments · 3 Shares

 Like
  Comment
  Share


Massachusetts Association of Realtors
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We'll see you at Foxwoods!



Early Bird

MAR Conference & Tradeshow

Join MAR at the Foxwoods Resort Casino for two full days of education sessions with top national speakers. Register at the early bird price today!

WWW.MAREALTOR.COM


23 Likes · 2 Comments

Foxwoods Video

<https://www.facebook.com/marealtors/videos/10154782774122506/>

May 16 – 31, 2016

Reach: 2,759

Registration Conversions: 3

This was our first video of the campaign, which highlighted the benefits of attending the MAR Conference & Tradeshow: from networking, meeting with vendors and learning from experts.



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Wondering what you can expect at Foxwoods this October?



MAR Conference & Tradshow

Join MAR at Foxwoods for two full days of education sessions with top national speakers and the largest industry conference in New England.

Sign Up

71 Reactions 9 Comments 19 Shares

👍 Like

💬 Comment

➦ Share

Early Bird Ends Soon

August 9 – 29, 2016

Reach: 4,920

Registration Conversions: 7

This ad targeted agents across New England to let them know this was their last chance to register at the early bird rate.



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👍 Like Page

Don't miss the opportunity to learn from industry experts, national speakers and local agents at the lowest price.

Early Bird Ends Soon



Early bird price ending soon!

Join MAR at this year's Conference & Tradeshow at the Foxwoods Resort Casino for two full days of education sessions with top national speakers.

MAREALTOR.COM [Learn More](#)

35 Reactions 2 Comments 16 Shares

It's Almost Here

<https://www.facebook.com/marealtors/posts/10155161759302506>

September 15 – 22, 2016

Reach: 7,216

Registration Conversions: 13

This ad was our first after the early bird period had ended. We took this opportunity to experiment with Facebook advertising “carousel” options, which allows the user to scroll through a series of pictures—each with their own caption. This proved to be highly engaging and successful.

Massachusetts Association of Realtors
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It's almost here: The 2016 MAR Conference & Tradeshow in Foxwoods.

Learn from the best [Learn More](#) Meet industry vendors

99 Reactions · 6 Comments · 4 Shares

Facebook Posts During the End of the Massachusetts Legislative Session 2016

7/29/16 - “Yesterday the Boston Globe Editorialized in Favor of Energy Scoring”

\$10 total budget. (included Annie Blatz’s pre-published letter to the editor in response to the editorial)

The boosted post reached (as of 8/11):

- Total reach 6,464 (2,115 paid and 4,349 organic)
- 157 clicks to the MAR Report where the letter was posted (\$0.06 cost per click)
- 57 likes
- 37 shares



Massachusetts Association of Realtors at

Massachusetts State House

Published by Michael McDonagh · 71 · July 31 ·

Breaking News - State House, BOSTON - MAR successfully advocated against mandatory home energy audits and labeling. Legislators removed this language before releasing an updated version of the bill tonight. MAR and Realtors will continue to promote Mass Save and work on ways to encourage all homeowners to make energy efficient investments in their home.



23,877 people reached

[View Results](#)

Like

Comment

Share



375

Chronological *

154 shares

7/31/16 – “Breaking News: Mandatory Energy Scoring Defeated.”

\$20 budget.

The boosted post reached (as of 8/11):

- Total reach 23,877 (5,465 paid and 18,412 organic)
- 391 clicks to NoEnergyGrade.com (\$0.05 cost per click)
- 375 likes
- 154* shares (*all-time MAR high)
- 25 comments

GRI Ads:

MAR began experimenting in social media advertising on Facebook earlier in 2016 to boost attendance at our Graduate Realtor® Institute courses. We ran five ads for a total of \$400 in ad spend, resulting in 13 Complete Registration Conversions. With classes costing \$250 each, this is a return on investment of 8.13.

GRI 202						
Reporting Starts	Post Share:	Post Comments	Post Likes	Link Clicks	Unique Clicks to Link	Complete Registration (Facebook Pixel)
2016-01-17		2	41	74	68	7
GRI 302						
Reporting Starts	Post Share:	Post Comments	Post Likes	Link Clicks	Unique Clicks to Link	Complete Registration (Facebook Pixel)
2016-02-08	1	1	28	42	36	2
GRI 102						
Reporting Starts	Post Share:	Post Comments	Post Likes	Link Clicks	Unique Clicks to Link	Complete Registration (Facebook Pixel)
2/21/2016	1		16	31	29	2
GRI 101						
Reporting Starts	Post Share:	Post Comments	Post Likes	Link Clicks	Unique Clicks to Link	Complete Registration (Facebook Pixel)
2016-03-15	2	2	29	40	35	1
GRI 301						
Reporting Starts	Post Share:	Post Comments	Post Likes	Link Clicks	Unique Clicks to Link	Complete Registration (Facebook Pixel)
2016-04-01		1	36	50	44	1
					Total	13

Conclusion:

Facebook advertising for large association events like Conference & Tradeshows are worth the small effort for the price. Again, MAR was able to make a profit of at least \$5,805 after spending \$900 on ads. Social media advertising also worked well for priorities like legislative issues and attendance at GRI classes. We were able to do most of our graphic production in-house using professional photos taken at past events and stock images. A few of our staff members are well-versed in Adobe Photoshop and Illustrator.

However, what is most exciting is the analytics that come with social media advertising. Had we relied on print advertising, we would never truly have known how successful our ads were. With social media advertising, you can measure your success by a number of metrics. Social media advertising also gives you the chance to pivot in real time if something isn't working, and allows you to correct for failures as you go along. We recommend social media advertising to our fellow Associations.