



# A-train Birthday Social Media Contest Wrap Up

July 2, 2018

# Contest Overview

In March 2018, the Denton County Transportation Authority (DCTA) – in partnership with the Antero Group – released a “Case for Transit” study leveraging local and national statistical sources and case studies of local transit-oriented development to share the business case for transit in Denton County.

DCTA promoted the study via traditional marketing and communications tactics , but was also looking for a fun and unique way to educate riders on the new study while getting them to engage with the content.

In order to do this, DCTA hosted a one-day social media contest to educate its riders about the many benefits of the A-train and other key facts from the Antero Group study.



# Contest Overview

DCTA had featured three questions on its Facebook page only on Monday, June 18 (official A-train anniversary date) with hints to where to find answers in a scavenger hunt style.

All contest entrants who answered accurately for each Facebook post question were entered in a random drawing to win one of three prize packages which consisted of a \$25 Amazon gift card and a 10 pack of regional day passes.



# Contest Overview

## Goals and Objectives

- Promote the Antero Group study to riders to educate them on the many benefits of our commuter rail line
- Get 20 total participants in the contest and five local partners to help promote contest
- Help drive web traffic to Antero Group case study page on DCTA's website

## Target Audience

- DCTA riders (university students, commuters, occasional riders, etc.)
- Community partners and local organizations

## Timeline

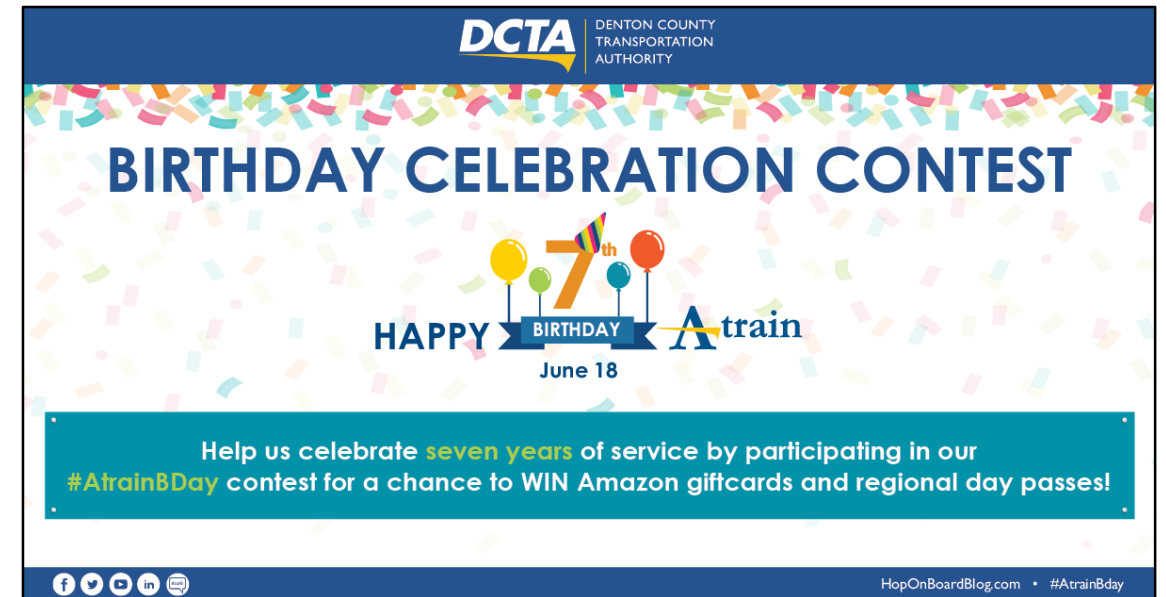
- June 11 through 18, 2018



# Contest Overview

## Key Messages

- Tone was fun and educational – encouraging people to participate in the contest.
- Official contest hashtag #AtrainBDay was used for all posts.
- Promotional messaging included:
  - Our A-train is seven years old and we're hosting a contest giveaway on Monday, June 18, to celebrate! Answer questions about our A-train correctly for a chance to WIN awesome prizes.
  - Help celebrate our A-train birthday on Monday, June 18, for a chance to WIN awesome prizes by answering our questions correctly during our contest giveaway!



# Contest Budget

Marketing Tactics	Budget Spent
Social Media Advertising	\$60
Prizes (Amazon Gift Cards)	\$75
<b>TOTAL BUDGET</b>	<b>\$135</b>

# Promotional Tactics

## Digital Creative and Content

- Updated A-train birthday logo
- Social media graphics
- Email marketing graphics

## Social Media Marketing

- One main promotional contest graphic template for Facebook and Twitter
- Three contest graphics with questions

## Email Marketing

- One promotional blast day of contest linking to Facebook page



# Promotional Digital Creative

Email Marketing Graphic



Social Media Graphic





# Contest Graphics

**DCTA** DENTON COUNTY  
TRANSPORTATION  
AUTHORITY

## BIRTHDAY CELEBRATION CONTEST

HAPPY **7<sup>th</sup>** BIRTHDAY **A**train  
June 18

**Contest Question One:**  
Transportation costs can be as low as \_\_\_\_\_ percent  
of income for households living near the Downtown Denton Transit Center.

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# Contest Graphics

**DCTA** DENTON COUNTY  
TRANSPORTATION  
AUTHORITY

## BIRTHDAY CELEBRATION CONTEST

HAPPY **7<sup>th</sup>** BIRTHDAY **A**train  
June 18

**Contest Question Two:**  
Since 2011, properties within one-half mile of our A-train  
have experienced how much in increased property values?

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# Contest Graphics

**DCTA** DENTON COUNTY  
TRANSPORTATION  
AUTHORITY

## BIRTHDAY CELEBRATION CONTEST

HAPPY **7<sup>th</sup>** BIRTHDAY **A-train**  
June 18

**Contest Question Three:**  
Our A-train helps keep Denton County air clean with households at Hebron 121 producing how many fewer tons of oxides of nitrogen (NOx) per year?

[f](#) [t](#) [v](#) [in](#) [m](#)

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# Social Media Promo Screenshots

**DCTA** @RideDCTA

Celebrate our **#AtrainBday** next week by participating in our online scavenger hunt contest on Mon. June 18 for a chance to WIN awesome prizes!

10:45 AM - 11 Jun 2018

6 Retweets 6 Likes

6

**DCTA** Denton County Transportation Authority (DCTA)

June 14 at 7:10 AM

It's almost our A-train's birthday! Celebrate with us by participating in our online scavenger hunt contest next Monday, June 18. **#AtrainBday**

205 people reached


Boost Unavailable


Kayleigh Nicole Bywater and 2 others




Like Comment Share


# Social Media Contest Screenshots


## Contest Post Engagements



 **Angela Rawlings** 16%  
Like · Reply · Message · 2w



 **Denton County Transportation Authority (DCTA)** PENCILS DOWN! Congrats to Tracy Jones who is our first contest question winner. Please send your contact info (full name, email and physical address) to [dctainfo@dcta.net](mailto:dctainfo@dcta.net) so we can send you your prize.  
We're dropping our second question at 10:30 a.m. so there's more chances to WIN!  
Like · Reply · Commented on by Jade Jackson [?] · 2w


 **Tracy Jones** Yay! I won!   2  
Love · Reply · Message · 2w


 **Denton County Transportation Authority (DCTA)** Thanks for participating! We'll reach out to you offline.  
Like · Reply · Commented on by Adrienne Hamilton [?] · 2w



 **Ray Hernandez** 1.3 billion  
Like · Reply · Message · 2w



 **Denton County Transportation Authority (DCTA)** PENCILS DOWN! Congrats to Becky Barber who is our second contest question winner. Please send your contact info (full name, email and physical address) to [dctainfo@dcta.net](mailto:dctainfo@dcta.net) so we can send you your prize.  
We're dropping our final question at 1:30 p.m. so there's one more chance to WIN!  
Like · Reply · Commented on by Adrienne Hamilton [?] · 2w · Edited  1


 **Becky Barber** I sent you guys an email, oh thank you so much picking me as a winner!  
Like · Reply · Message · 2w  1


 **Denton County Transportation Authority (DCTA)** Becky Barber Thanks for participating! We'll reach out to you offline.  
Like · Reply · Commented on by Adrienne Hamilton [?] · 2w

 **Chris Oller** 1.66  
Like · Reply · Message · 2w

 **Denton County Transportation Authority (DCTA)** PENCILS DOWN! Congrats to Joyce Pittman who is our final contest question winner. Please send your contact info (full name, email and physical address) to [dctainfo@dcta.net](mailto:dctainfo@dcta.net) so we can send you your prize.  
Thank you for all who participated in our #AtrainBDay Contest! Keep riding with us!  
Like · Reply · Commented on by Jade Jackson [?] · 2w  2

 **Joyce Pittman** Wow thanks that was fun  1  
Love · Reply · Message · 1w

 **Denton County Transportation Authority (DCTA)** Joyce Pittman Congrats! We will reach out to you offline. Thanks for participating.  
Like · Reply · Commented on by Adrienne Hamilton [?] · 1w

 **Joyce Pittman** I won n sent info  
Like · Reply · Message · 1w

# Contest Results

## Total Contest Entrees

- 54 participants

## Facebook Marketing Results (Advertising & Organic Results)

- 3,414 total people reached and 352 total engagements

## Twitter Marketing Results (Advertising & Organic Results)

- 95,340 total impressions and 62 total engagements

## Antero Group Study Webpage on RideDCTA.net

- 122 total page views on June 18 compared to only eight views from June 1 through 17, 2018 (93 percent increase in webpage views)
- Top Referrals: Facebook, Direct Traffic, Google, GovDelivery (email system) and Twitter

## Email Marketing

- 13 percent open rate and two percent click-through rate



# Future Campaign Enhancements

## Use More Marketing/Communications Tactics for Promotion

- Utilize more tactics for promotion due to overwhelming success of the contest such as website and more e-blasts

## Engage More Social Media Influencers

- Identify and reach out to social media influencers who are current riders for promotional efforts

## Incorporate Scavenger Hunt Contests for Other Promotions

- Utilize this strategy more for DCTA educational and promotional projects for increased engagement and interest amongst online fans and followers

