

Denton County Transportation Authority State Fair of Texas Influencer Marketing Partnership Leads to Contest Success



OVERVIEW

The State Fair of Texas is one of the biggest annual events in the Dallas Fort-Worth area. In preparation for the fair, DCTA had a strategic marketing plan in place to encourage people to ride the agency's A-train to the fair and buy a ticket combo package – which included a 25 percent discount for a DCTA regional fair and adult state fair ticket with a total value of \$20.50. In conjunction with the overall marketing plan, DCTA launched an influencer campaign in partnership with We Denton Do It and Dentonaut to further its reach amongst local residents. The campaign consisted of a giveaway contest in which DCTA and both bloggers offered 10 free DCTA State Fair of Texas ticket combos and swag.

As part of the contest, participants had to submit a short response on why they should win a DCTA State Fair of Texas ticket combo. The contest launched Monday, September 25, and participants had until Wednesday, October 4, to submit their entry. After the contest ended, We Denton Do It and Dentonaut hosted a “State Fair Rider Group” that consisted of the 10 contest winners and both bloggers for a fun trip to the fair on Saturday, October 14 (only date free ticket combo giveaway packages could be redeemed).

GOALS AND TARGET AUDIENCE

The main goal for DCTA's State Fair of Texas influencer-led contest was to kick off a new influencer marketing partnership that featured creative content to encourage people to ride DCTA to the State Fair of Texas. In addition, the agency wanted all winners to participate in fun “rider group” hosted by We Denton Do It and Dentonaut to showcase how easy it is to ride DCTA. By partnering with local prominent bloggers, DCTA was aiming to expand its social media reach to new audiences and gain new riders. In addition, other contest objectives included:

- Encourage people to submit entries for the contest
- Drive awareness of the DCTA brand and A-train services for the State Fair of Texas
- Highlight the benefits of the ticket combo package

The target audience included senior citizens, university students, families and those within proximity to stations or bus stops (Denton, Lewisville, and Highland Village).

EXECUTION

DCTA partnered with both We Denton Do It and Dentonaut on content and social marketing efforts to strategically promote the contest. Key tactics executed include:

Contest Webpage

- DCTA highlighted the giveaway contest information on its State Fair of Texas online toolkit which included a contest overview and submission form for participants.

Social Media Marketing

- We Denton Do It and Dentonaut led the social media marketing promotion efforts and posted contest-focused creative and content on Facebook and Twitter to encourage participation, promote riding DCTA's A-train to the State Fair of Texas and the agency's ticket combo promotion.
- In addition, We Denton Do It developed a campaign blog post to further promote the contest and riding DCTA to the State Fair of Texas.

Email Marketing

- DCTA created and distributed a series of email marketing messages to targeted segments to encourage contest participation.

RESULTS

DCTA's State Fair of Texas influencer partnership and contest produced great results, including:

Contest Entries/Participants

- 108 Total Entries
- Five participants for the rider group (out of 10)

Contest Webpage

- Total Page Views – 518
- Average Time on Page – 00:03:30
- Top Five Sources/Referral Sites to Page
 - GovDelivery (Email Marketing)
 - Facebook (We Denton Do It and Dentonaut pages)
 - Google
 - Twitter (We Denton Do It and Dentonaut pages)
 - Direct Traffic

Social Media Marketing

- **Facebook (We Denton Do It and Dentonaut)**
 - Five total campaign posts
 - 5,990 people reached
 - 132 total engagements
- **Twitter (We Denton Do It and Dentonaut)**
 - Five total campaign posts
 - 18,585 total impressions
 - 1,099 total engagements
- **We Denton Do It Campaign Blog Post (October 4)**
 - 2,593 Total Page Views
 - Included link to DCTA State Fair of Texas blog on Hop on Board blog (referral traffic)
 - Top referrer to DCTA's State Fair of Texas tip blog post (40 page views from site)

Ticket Combo Package Sales

- 227 ticket combos sold

- 227 riders
- \$1,702.50 fare revenue
- \$2,951 State Fair of Texas revenue

CAMPAIGN HIGHLIGHTS

Contest Webpage

- News & Events
- Media Center
 - Press Releases
 - Publications
 - Image Library
 - Photo & Film Guidelines
- Community Outreach
 - Rail Ready
 - Travel Training
- 2017 State Fair Online Toolkit
 - State Fair Rider Tips
 - DCTA/DART Train Schedule
 - DCTA's Fair Fun Facts
 - DCTA State Fair of Texas Ticket Combo Giveaway Contest**
- Why I Ride DCTA
- Rider Alerts Sign Up

DCTA State Fair of Texas Ticket Combo Giveaway Contest

In partnership with We Denton Do It and Dentonaut

DCTA is partnering with [We Denton Do It](#) and [Dentonaut](#) (prominent local bloggers) to give away 10 free DCTA State Fair of Texas ticket combos and swag items. To enter the contest, participants must submit a short response on why they should win a DCTA State Fair of Texas ticket combo. One entry is allowed per person.

The contest will launch Monday, September 25, and participants will have until Wednesday, October 4, to submit their entry. All winners will be notified by Monday, October 9.

After the contest period ends, We Denton Do It and Dentonaut will host a special "State Fair Rider Group" which will consist of the 10 contest winners and both bloggers for a fun trip to the fair on Saturday, October 14. Specific details for the fair trip will be given after the contest ends such as meet-up time, fair departure time, etc. **(PLEASE NOTE: This is the only date the free ticket combo giveaway packages can be redeemed)**

To view the State Fair of Texas contest official terms and conditions click [here](#).



What is your full name (required)?

Provide us with your email address (required).

In what city do you reside (required)?

Why should you be chosen to receive the prize package and be included in the fair rider group (required)? (50 words maximum)

Contest Creative



DCTA / STATE FAIR TICKET COMBO [GIVEAWAY CONTEST]

Enter now for a chance to win a free DCTA / State Fair of Texas ticket combo, swag items, and inclusion in fair rider group.

WE DENTON DO IT CONTEST LAUNCH DATE **SEPT 25 - OCT 04** SUBMISSION DEADLINE



DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

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

DCTAdeal.net • #RideDCTA

Social Media Marketing

Dentonaut @dentonaut · Oct 3
Want to see @StateFairOFTX without driving or parking?
Enter to win FREE combo tix & ride the rails with me!
Here: goo.gl/YSA4WN

You, John B. Denton and YFN Dentonista

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We Denton Do It
3 hrs · 🌐

It's time to enter for a chance to win a Denton County Transportation Authority (DCTA) / State Fair of Texas TICKET COMBO. GET IT! NOW!
#WDDI
<http://wedentondoit.com/.../take-the-a-train-to-the-state-fai...>

Take The A-train to the State Fair of Texas

If everything comes bigger in the Lone Star State, then here's little doubt they don't come any bigger than the annual State Fair of Texas. A rite of passage for every Texan and new transplant, travel to the State Fair can nevertheless also...

WEWENTONDOIT.COM

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11 Top Comments

5 Shares

John B. Denton @WeDentonDoIt · Sep 26

You can win FREE TICKETS to the #statefairoftexas on the @RideDCTA Atrain with our pal @dentonaut!
Go pitch it here: goo.gl/YSA4WN

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Dentonaut @dentonaut · Sep 25

Wanna win FREE TIX to the #statefairoftexas on the @RideDCTA Atrain??

Enter at the #DCTA contest page: goo.gl/YSA4WN

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We Denton Do It Campaign Blog Post



ABOUT BLOG ADVERTISE CONTACT SOCIAL

Take The A-train to the State Fair of Texas

October 4, 2017

Shaun Treat

If everything comes bigger in the Lone Star State, then here's little doubt they don't come any bigger than the annual State Fair of Texas. A rite of passage for every Texan and new transplant, travel to the State Fair can nevertheless also be a huge pain in the saddle. The drive down to Dallas on I-35 is an infamously awful Mad Max heck-scape, parking can be tricky to find and costly once you do, and who wants to be stuck in the long exit lines once your tank hits empty and you're ready to head home? Luckily, our friends at the Denton County Transportation Authority (DCTA) are offering some discounted combo tickets to the big event by rail, and you can [enter to win a FREE A-train Daytrip to the Texas State Fair](#) with our pal [Dentonaut](#) to gander at all the 2017 sights!



The best part about leaving the driving to the train conductors is that you can enjoy the relaxing ride without dodging crazy traffic, all while saving more money for the midway food. It's an easy connection from the A-train to the [DART Green Line](#) to get to Fair Park. The [DCTA blog](#) has some solid travel tips for the train ride there and back, but be mindful of the return schedule for the A-train since it's last Green Line connection is at 8pm weeknights and 11pm weekends, so you need to head up about an hour prior to make the connection. With that in mind, you're ready to plan your trip, so here's our WDDI Quick Guide & top picks for the 2017 State Fair of Texas.



When you arrive at Fair Park, pick-up a hardcopy of the [Visitor's Guide to the State Fair of Texas](#), which has a handy map, daily schedule of events, coupons, and teases for favorite foods and sights. But first thing you gotta do is make the obligatory pilgrimage to snap your selfie with [Big Tex](#)... he [burned up](#) a few years back but is feeling much better now. Once you've got your selfie posted, then make your way to [Fermies](#), a long-running legend of the State Fair winners circle and a perfect spot to plot your tour over their funnel cake, fried peaches-n-cream, or this year's award-winning Fernie's Deep Fried Texas Sheetcake. You'll definitely want to plan to taste some of the [Best Foods of the State Fair](#) but pace yourself and keep your eyes peeled for the \$1 bottled water stations peppered around.

With every nook and cranny jam-packed with stuff to see and do, maybe even sample, it's easy to get overwhelmed when half the fun is just meandering from one "WTF!?" moment into another "Holy Sam Houston, THAT is so Texas" encounter. Still, here are a few of our favorite must-sees and definitely-dos for this year.

