the
digital
hyve

Dannible & McKee's Annual

NONPROFIT
CONFERENCE

AMERICA'S FASTEST-GROWING

Inc. 5000

PRIVATE COMPANIES

Inc. 5000 #52 2018

Inc. 5000 '5
Top Advertising & Marketing Companies

Inc. 5000 '5
Top New York Companies

Inc. 5000 '1
Metro Area

board involvement

Loretto

Food Bank
of Central New York

CEO
CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY

United Way
United Way
of Central New York

OSWEGO
STATE UNIVERSITY OF NEW YORK

ONONDAGA
COMMUNITY COLLEGE

BYRNE DAIRY

Targeted. Measurable.

Responsive Web Design

Search Engine Optimization

Search Engine Marketing

Social Media Advertising

Targeted Online Advertising

Retargeting

Video Pre-roll

Content Marketing

Online Public Relations
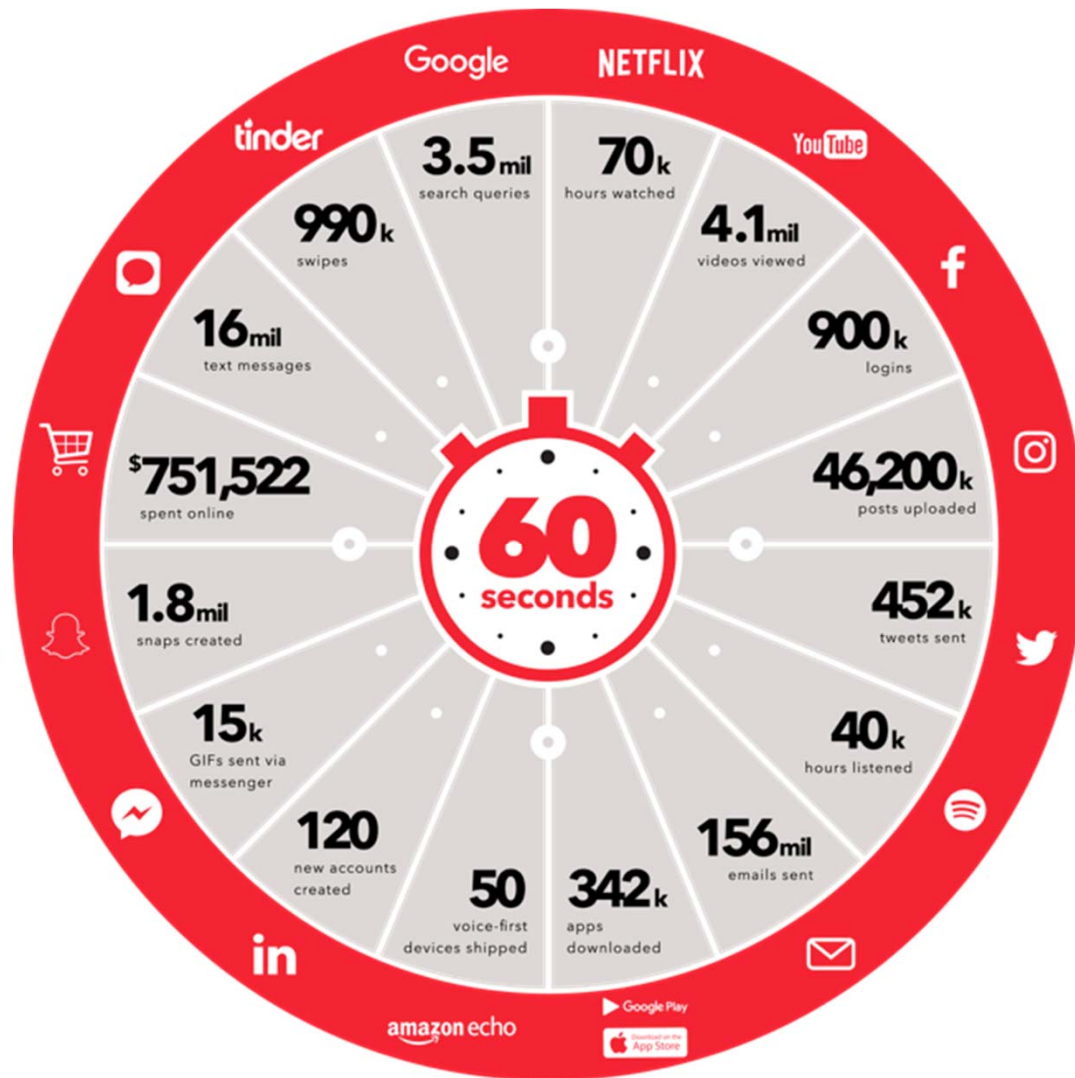
Email Marketing

Inbound Marketing

Reputation Management

who we are

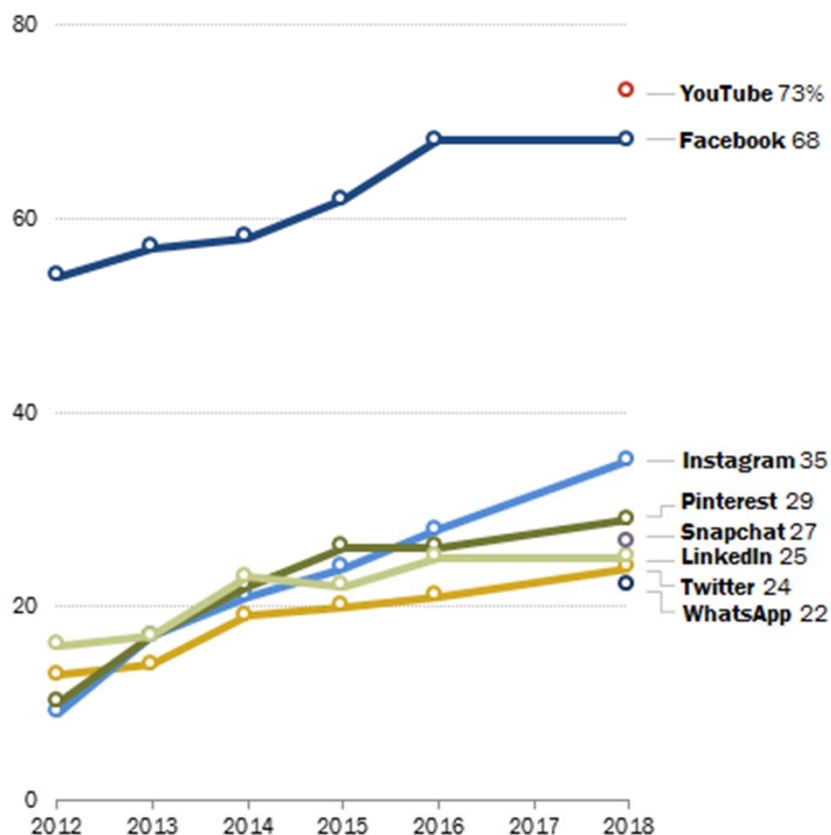A few of the organizations we are proud to call partners.

Context….

WHAT HAPPENS IN A DIGITAL MINUTE

Majority of Americans now use Facebook, YouTube

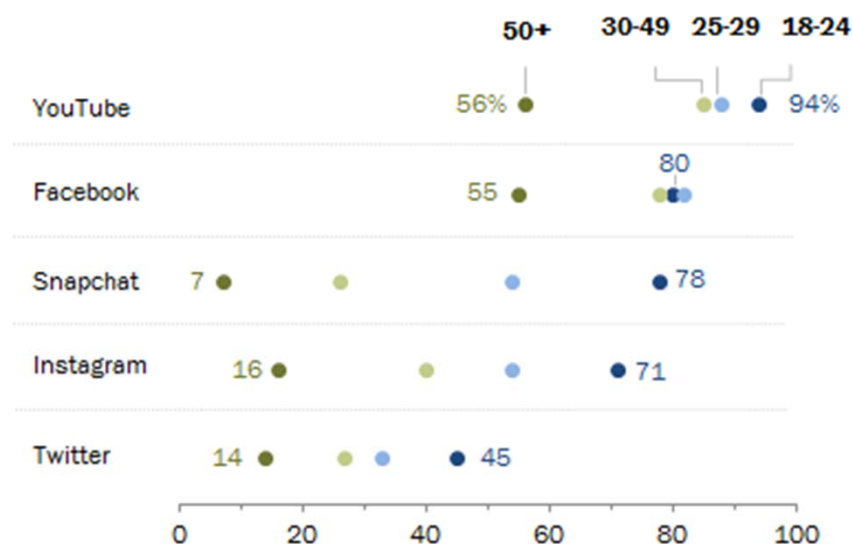*% of U.S. adults who say they use the following social media sites online or on their cellphone*

YouTube 73%
Facebook 68
Instagram 35
Pinterest 29
Snapchat 27
LinkedIn 25
Twitter 24
WhatsApp 22

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

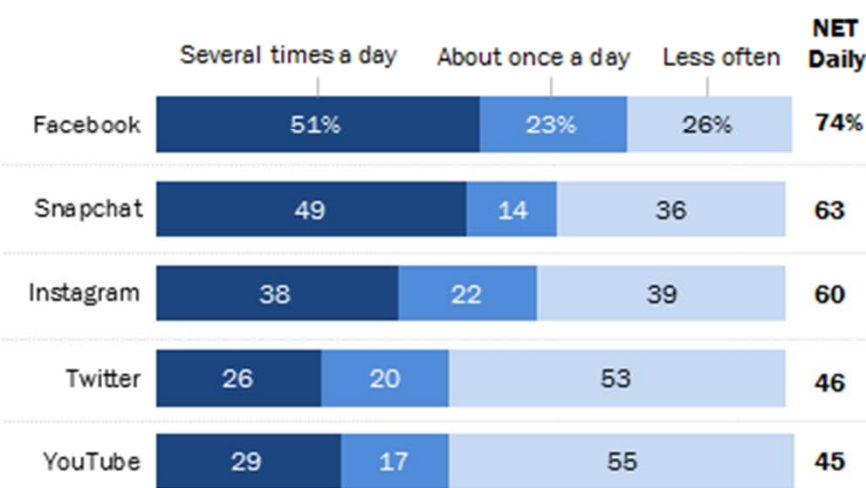*% of U.S. adults in each age group who say they use ...*

| | 50+ | 30-49 | 25-29 | 18-24 |

YouTube 56% — 94%
Facebook 55 — 80
Snapchat 7 — 78
Instagram 16 — 71
Twitter 14 — 45

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...

	Several times a day	About once a day	Less often	NET Daily
Facebook	51%	23%	26%	**74%**
Snapchat	49	14	36	**63**
Instagram	38	22	39	**60**
Twitter	26	20	53	**46**
YouTube	29	17	55	**45**

Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Substantial 'reciprocity' across major social media platforms

% of ___ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook

In the beginning….

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us.

Research shows that strengthening our relationships improves our well-being and happiness. But recently we've gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other.

Based on this, we're making a major change to how we build Facebook.

As we roll this out, you'll see less public content like posts from businesses, brands, and media.

social media posting

Facebook's Updated News Feed Will Make Organic Post Reach Nearly Impossible
By: Larry Kim

5%

Organic Social Reach

1,000

Followers

50

Followers Reached

The explore feed is in the sidebar of the desktop version.

Chicago Tribune
@chicagotribune

Home
About
Posts
Videos
Photos
Pinterest
Community

Create a Page

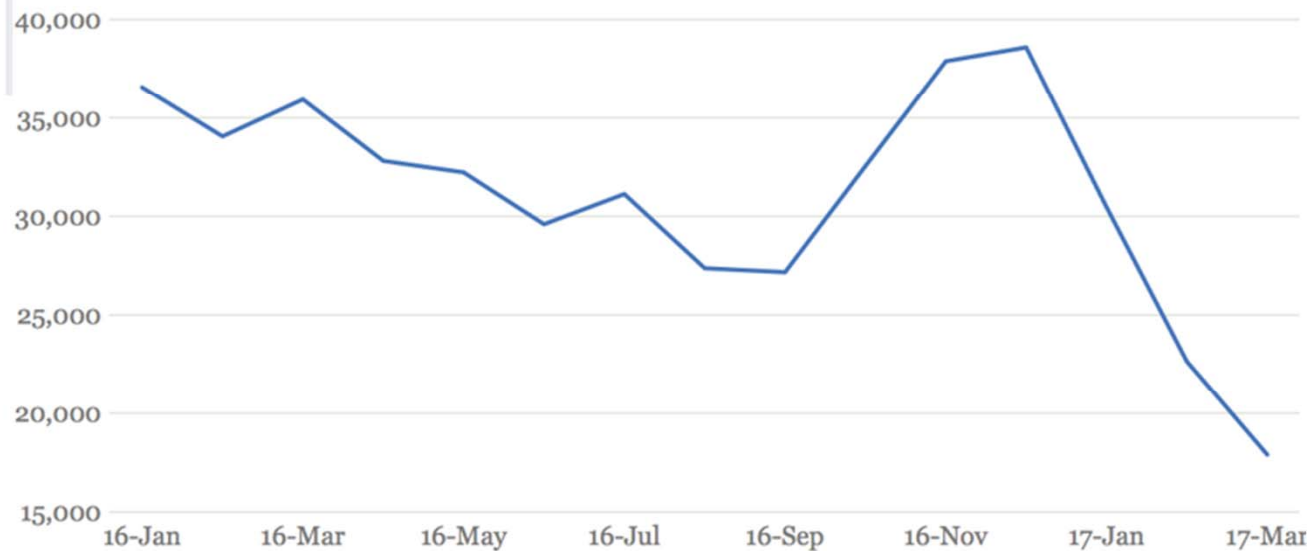Like   Follow   Share   ...

Posts

Chicago Tribune
1 hr ·

The company that inadvertently put nearly 2 million voters' personal information online said it's offering help with fraud prevention "out of an abundance of caution."

Median Facebook organic post reach

Expressed by month, January 2016 to March 2017.
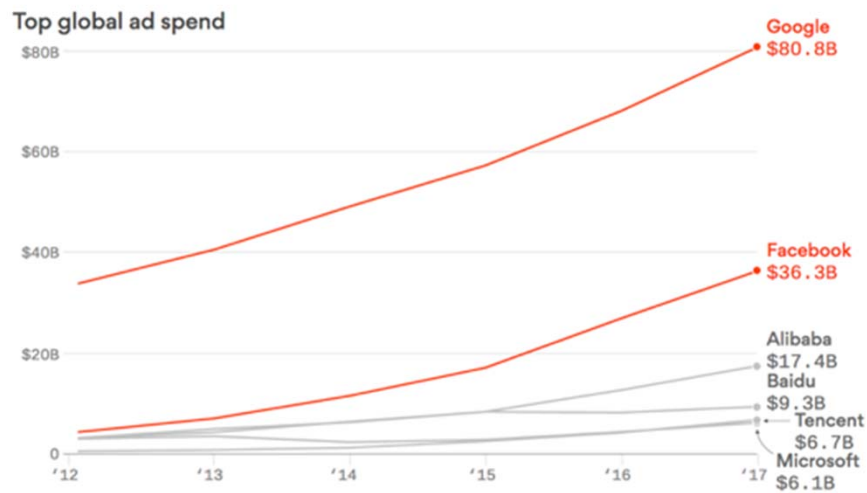

SOURCE: FACEBOOK INSIGHTS

Chicago Tribune

social media advertising

DID YOU KNOW?

Google and Facebook Now Make More From Ads Than Every Newspaper,

Magazine, and Radio Network In the World Combined

Top global ad spend

- Google $80.8B
- Facebook $36.3B
- Alibaba $17.4B
- Baidu $9.3B
- Tencent $6.7B
- Microsoft $6.1B

Data: eMarketer, Note: Google includes YouTube, Microsoft includes LinkedIn; Chart: Andrew Witherspoon / Axios

Roughly **50%** percent of ad dollars flow to to Google and Facebook,

America's "Duopoly." Together they are expected to take **83%** of every

new ad dollar, according to calculations from Digital Content Next, the

premium publishers association.

* Fischer, Sara. "Tech giants eating the advertising world." *www.axios.com*, axios, 27 Jan. 2017. Accessed 13 July 2017.

Maguire Ford
Written by Jake Panzer [?] · June 13 at 4:16pm · ⊕

Lease a 2017 Ford Escape SE 4x4 for ONLY $189/month! No security deposit required.

👍 Like Page ▾

NO Money Down. Only $189/month!
Stock #17F257. MSRP: $27,895. Price: $21,499. 0 down,189/mo, 36 mos. 10,500 mi/yr. Lease w/ approved Ford Credit. Taxes, fees, acquisition, 1st payment due at signing. Includes $1,000 RCL Renewal Customer Cash. Exp: 06/30/17.

MAGUIRECARS.COM   Learn More

37,888 people reached

👍 Like   💬 Comment   ➤ Share

DeeDee Marie Camber, Lorin Bedford and 34 others   Chronological ▾

12 shares   6 Comments

Michael Mariotto Is this still available?
Like · Reply · Message · June 16 at 8:23am

　Maguire Ford Michael, yes it is.
　Like · Reply · Commented on by Ashley Liz [?] · June 16 at 9:52am

Michael Mariotto How does it work and what exactly is the offer? I'm looking at trading in my 07 f150
Like · Reply · Message · June 16 at 12:20pm

　Maguire Ford For further details on your trade and this offer please call 607-272-8000. A sales consultant should be able to help you figure out the value of your vehicle and how it would pertain to this offer.
　Like · Reply · Commented on by Ashley Liz [?] · June 19 at 3:58pm

---

CoolShield
Written by Jake Panzer [?] · July 11 at 3:04pm · ⊕

👍 Like Page ▾

You're here to keep us safe. We're here to keep you comfortable. CoolShield™ shirts provide airflow channels under your vest to control heat and perspiration so you stay cool when things get hot.

KEEPING YOU COOL UNDER FIRE.

Be Cool When Things Get Hot
Click to learn more!

COOLSHIELD.US   Shop Now

99 shares   48 Comments

Santos Portilla, Christian Zanudo and 261 others   Top Comments ▾

👍 Like   💬 Comment   ➤ Share

Brandon Michael Chaille Shipped to my home yesterday. I wore it 12 hours on duty in a high humidity state and I have to say I could tell a great difference. I wear a heavy outer vest and it definitely helped keep the heat off of me.
Like · Reply · Message · 2 · July 16 at 10:17pm

Robert Mark Robinson I'm going to buy this for summer it's nothing worse then a sweaty shirt and sticky vest after shift
Like · Reply · See Response · 2 · June 16 at 9:39am

Bradley Solomon $44 bucks is cheap if they work though......thanks Mike Michael Cisek!!
Like · Reply · See Response · 2 · June 14 at 1:42pm

Joe Vogler Dana Paduano
Like · Reply · See Response · 1 · June 24 at 12:13am

Joe Vogler David Edward
Like · Reply · Message · 1 · June 24 at 12:14am

Greg Ducharme Kim Ducharme
Like · Reply · Message · 2 · June 21 at 1:23pm

　Kim Ducharme Those are cool. We need to get you some
　Like · Reply · See Response · 1 · June 21 at 1:24pm

Samaritan Medical Center
Written by Jake Panzer [?] · February 9 · ⊕

👍 Like Page ▾

You can rely on Samaritan to provide the right care at the right time.

Samaritan gets you moving again!
All of the rehabilitation you need, right here. Whether you've had major surgery, a snowboarding accident, a long hospitalization or a broken hip, you can come home to Samaritan for your rehabilitation.

SAMARITANHEALTH.COM   Learn More

4,025 people reached

👍 Like   💬 Comment   ➤ Share

Carol Hockey, Carolyn L. O'Neill and 85 others   Top Comments ▾

4 shares   10 Comments

Vicky Stowell They were awesome with me.
Like · Reply · Message · 1 · February 10 at 9:10am

Joan Gail England Was so glad for the rehab. I had to have a below knee amputation and without the rehab I wouldn't be walking on my own. Megan you were a terrific physical therapist. Joel you are looking good and hope you are doing well.
Like · Reply · Message · February 24 at 9:21am

Gracie Paulk Goodwin . Yes are you all right I love them they are the upmost in my life for my kid they are always there for me
Like · Reply · Message · February 19 at 11:27am

social media marketing

Targeting Your Specific Audiences

Targeting Breakdown Ex.

LOCATION
Baldwinsville (13027), Camillus (13031), Elbridge (13060), Jordan (13080), Marcellus (13108), Marietta (13110), Skaneateles (13152), Warners (13164), Waterloo (+15 mi) New York, 396 Grant Ave, Auburn (+15 mi)

AGE
18+

(INCLUDE people who match at least ONE of the following)

VEHICLE SHOPPERS (IN MARKET):
Honda, Hyundai, Nissan, Toyota, Mazda or Subaru

(MUST ALSO match at least ONE of the following)

PURCHASE TYPE:
Buy new or used (In market), Buy new (In market), Buy used (In market) or Lease (In market)

POTENTIAL REACH

+29,000

qualified potential consumers (Facebook)

+15,000

qualified potential consumers (Instagram)

social media marketing

f

Targeting Breakdown Ex.

LOCATION
Syracuse DMA

AGE
25-50

(INCLUDE people who match at least ONE of the following)

INCOME
$50,000+

(MUST ALSO match at least ONE of the following)

BEHAVIOR
Health & Wellness Buyers, Healthy and Fit, Fitness

DEMOGRAPHICS
Fit Moms

INTERESTS
Living Healthy, Healthy Lifestyles, Physical Fitness, Health & Wellness, Healthy Life, Physical Exercise

(MUST ALSO match at least ONE of the following)

PURCHASE BEHAVIOR
Mattress Store Shoppers

INTERESTS
Sealy Mattress, Sleep Better, Sleepless Nights, Sleep Number, Mattress, Mattress Warehouse, Memory Foam, Mattress Factory

POTENTIAL REACH

+25,000

qualified potential consumers (Facebook)

social media marketing

Targeting Breakdown Ex.

LOCATION
Monroe County

AGE
18+

(*INCLUDE people who match at least ONE of the following*)

DEMOGRAPHICS
US politics (very liberal), Likely to engage with political content (liberal), Likely to engage with political content (moderate), Donate to liberal political causes

POTENTIAL REACH

+120,000

qualified potential consumers (Facebook)

+70,000

qualified potential consumers (Instagram)

social media marketing

Targeting Breakdown Ex.

LOCATION
Onondaga County

AGE
18+

(*INCLUDE people who match at least ONE of the following*)

INTERESTS
Nonprofit organization, Charitable organization, Fundraising, Foundation (nonprofit), Click-to-donate site, Charity and causes or Donation

POTENTIAL REACH

+74,000

qualified potential consumers (Facebook)

+45,000

qualified potential consumers (Instagram)

social media marketing

Targeting Your Specific Audiences

Targeting Breakdown Ex.

LOCATION
Onondaga County

AGE
18+

(*INCLUDE people who match at least ONE of the following*)

INTERESTS
Nonprofit organization, Charitable organization, Fundraising, Foundation (nonprofit), Click-to-donate site, Charity and causes or Donation

(*MUST ALSO match at least ONE of the following*)

INTERESTS
Mercy for Animals, Animal welfare, Animal rights, Best Friends Animal Society, Society for the Prevention of Cruelty to Animals, Shelter Dogs, Cruelty to animals awareness, Animal Rescue, Royal Society for the Prevention of Cruelty to Animals, Animal shelter or Animal rescue group, Employers: PETA (People for the Ethical Treatment of Animals)

POTENTIAL REACH

+31,000

qualified potential consumers (Facebook)

+26,000

qualified potential consumers (Instagram)

social media marketing

- Instagram has recently rolled out it's advertising platform to the public.
- Facebook owns Instagram, so we will be able to use the same qualified traffic as FB.
- Digital Hyve can create beautiful images with custom filters.

- Twitter has an engaged audience; however, there's not as much targeting as Facebook, so the traffic is less qualified. Advertising has a lasting impact, as Twitter user interaction is extremely high.
- Excellent for visibility and branding.

- Pinterest has a female-dominated audience, so you'd want to deliver gender-specific content and advertising messaging.
- Pinterest is working on refining targeting.

social media marketing

- YouTube is highly engaging and the second-most used search engine in the world.
- Many types of ads, from pre-roll to in-video ads
- Hundreds of millions of videos are watched each day
- Due to the large nature of YouTube, placement is based on content rather than the person viewing the video.

- Snapchat is the best way to reach millennials.
- Videos are viewed over 4 billion times per day.
- It's premier demographic is people between the ages of 18 – 24.

- LinkedIn is great for engaging and connecting with professionals. With targeting similar to Facebook, LinkedIn allows us to identify a specific audience amongst over 465 million users.
- Excellent for B2B marketing and targeted recruitment.

search engine marketing

ONLY PAY FOR RESULTS!

'Google Ads' is set up as Cost Per Click (CPC), meaning you only pay when someone clicks on your ad.

Many people assume you have to pay more than your competitors to show up first. That is **NOT** true.
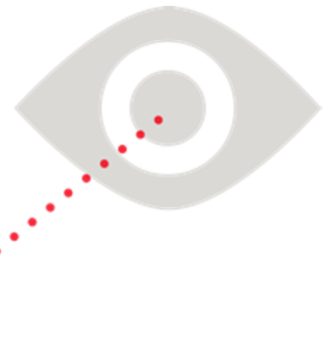
WE FOCUS ON

RAISING QUALITY SCORES

Quality score determines rankings. This ensures lower CPCs and higher Click Through Rates (CTRs), giving you more clicks for the same budget.

SEARCH ENGINE MARKETING (SEM)

is when you buy keywords to target people that are conducting searches that are relevant to your business.

https://www.google.com/grants/

Are My Ads Following ME?!

Like 924

FREE SHIPPING & RETURNS WORLDWIDE ON ALL ORDERS OVER $50

MY ACCOUNT

MVMT

MEN WOMEN STRAPS MORE OUR STORY

USD :

$0.00 USD
0 ITEMS

THE SIZE GUIDE

360° VIDEO

CHRONO WHITE/CARAMEL LEATHER

$135.00 USD

★★★★★ 174 Reviews

ADD TO CART

1

FREE SHIPPING WORLDWIDE

FREE RETURNS WORLDWIDE

24 MONTH WARRANTY

SHOP MORE STYLES

f 1.5K P t ⊙

2015 ⌄   Divisional Round ⌄

Saturday, January 16th

FINAL	1	2	3	4	T
Chiefs (11-5, 5-3 Away)	3	3	7	7	20
Patriots (12-4, 7-1 Home)	7	7	7	6	27 ◄

Pats advance to fifth straight AFC title game
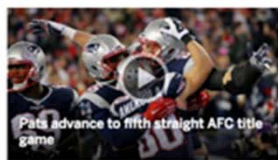
TOP PERFORMERS

PASS — **Tom Brady** NE
28-42, 302 YDS, 2 TD

RUSH — **Charcandrick West** KC
17 CAR, 61 YDS, 1 TD

REC — **Julian Edelman** NE
10 REC, 100 YDS

[Recap]
[Box Score]
[Highlights]

AFC DIVISIONAL PLAYOFF

FINAL/OT	1	2	3	4	OT	T
Packers (10-6, 5-3 Away)	0	6	7	7	0	20
Cardinals (13-3, 6-2 Home)	7	0	3	10	6	26 ◄

Cards survive Packers' miracle Hail Mary, advance in OT

TOP PERFORMERS

PASS — **Carson Palmer** ARI
25-41, 349 YDS, 3 TD

RUSH — **Eddie Lacy** GB
12 CAR, 89 YDS

REC — **Larry Fitzgerald** ARI
8 REC, 176 YDS, 1 TD

[Recap]
[Box Score]
[Highlights]

NFC DIVISIONAL PLAYOFF

Sunday, January 17th

Jeff Legwold
ESPN Staff Writer

An odd stat line in some ways for the Steelers against the Broncos defense Sunday, but Pittsburgh's four longest pass plays accounted for 187 of Ben Roethlisberger's 339 passing yards and the eight longest plays accounted for 278 passing yards. That means Roethlisberger's other 16 completions went for a combined 61 yards.

E 1h   Share

OPENING

14%	Ride Along 2	JAN 15
59%	13 Hours: The Secret Soldie...	JAN 15
0%	Norm of the North	JAN 15

View All ›

TOP BOX OFFICE

93%	Star Wars: Episode VII - The ...	$42.4M
81%	The Revenant	$39.8M
30%	Daddy's Home	$15.0M
11%	The Forest	$12.7M
60%	Sisters	$7.2M
75%	The Hateful Eight	$6.4M
88%	The Big Short	$6.2M
17%	Alvin and the Chipmunks: T...	$5.7M

View All ›

COMING SOON

| 20% | The 5th Wave | JAN 22 |
| No Score Yet | Dirty Grandpa | JAN 22 |

View All ›

Part of the Collection: *Star Wars Saga*   View Collection >

TOMATOMETER ❓   All Critics | Top Critics   **AUDIENCE SCORE** ❓

FRESH 93%   **90%** liked it

Average Rating: 8.2/10
Reviews Counted: 325
Fresh: 301
Rotten: 24

Critics Consensus: Packed with action and populated by both familiar faces and fresh blood, The Force Awakens successfully recalls the series' former glory while injecting it with renewed energy.

Average Rating: 4.4/5
User Ratings: 184,889

ADD YOUR RATING

+ WANT TO SEE   ⊘ NOT INTERESTED   ☆☆☆☆☆

Add a Review (Optional)

☑ Share on Facebook

TICKETS & SHOWTIMES   Tickets by MovieTickets.com

Showtimes for **today** near **13031**   Change Location

REGAL DESTINY USA STADIUM 19 IMAX & RPX   9586 Destiny USA Drive • Map • (844) 462-7342 485

IMAX 3D SHOWTIMES • IMAX • Standard 3D
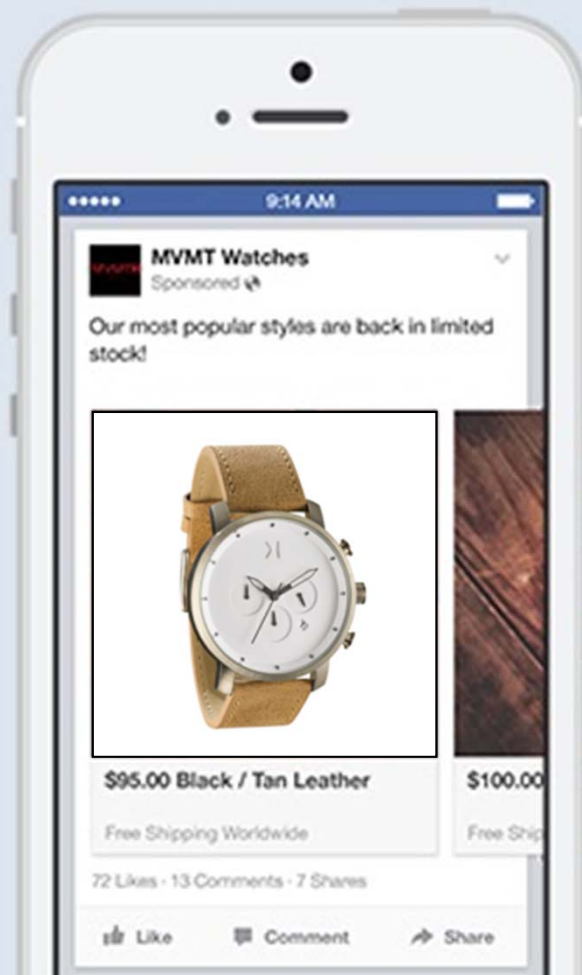
| 12:40pm | 3:50pm | 7:00pm | 10:10pm |

3D SHOWTIMES • Descriptive Video • Standard 3D • Closed Captions

| 1:40pm | 4:50pm | 8:00pm |

STANDARD SHOWTIMES • Descriptive Video • Closed Captions

| 1:10pm | 3:20pm | 4:20pm | 6:30pm | 7:30pm | 9:40pm | 10:40pm |

View All Theaters & Showtimes ›

Case Study

BEN WALSH '17
FOR MAYOR

BACKGROUND
Ben Walsh was the only Independent candidate in the 2017 Syracuse Mayoral election. Prior to the election he had over 16 years of public service in the city of Syracuse.

CHALLENGES
- Family history of Republican political figures
- 54% of registered voters are democratic in Syracuse
- Independent candidate with no Party support

STRATEGY
Using a combination of Facebook, Instagram, Retargeting, Display, and YouTube, we drove traffic to Ben's website and brought awareness of his platform. We targeted people 18-65+ who lived in the city of Syracuse, and also specifically targeted Spanish-speaking Facebook and YouTube users to help gain Hispanic voters.

We consistently changed creative and ad types on Facebook every 2-3 weeks to keep content fresh and inform the public about new campaign information and community support.

RESULTS
Along with high reach, impressions and views, our social ads garnered over 7,000 reactions on Facebook alone, proving we targeted the right audience of engaged voters. Ben won the election by 14% over the Democratic candidate and became the Mayor of Syracuse in January 2018.

Reach
354,150

Impressions
2,777,944

Clicks
16,656

Video Views
143,494

Facebook Engagement:
- 7825 Reactions
- 764 Shares
- 627 Comments
- 436 Page Likes

the digital hyve

Ben Walsh for Mayor
Sponsored ·

Like Page

Proud to be supported by Helen Hudson for Syracuse Common Council President, Monica Williams, County Legislator of the 16th District, and Katie Sojewicz – SCSD Commissioner of Education.

TOGETHER...

WE CAN MAKE DIFFERENCE.

Supports strong and safe neighborhoods

Learn More

Supports city schools

👍 Like 　💬 Comment 　↪ Share

Ben Walsh for Mayor
Sponsored ·

Like Page

Proud to be supported by Helen Hudson for Syracuse Common Council President, Monica Williams, County Legislator of the 16th District, and Katie Sojewicz – SCSD Commissioner of Education.

ER...

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Supports city schools

Learn More

Supports loca businesses

Ben Walsh for Mayor
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WE CAN MAKE A CHANGE.

TOGET

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Supports locally-owned businesses

Learn More

Supports econ opportunity fo

Ben Walsh for Mayor
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UN SY
#RISEA

TOGETHER WE CAN...

Learn More

Supports economic opportunity for all

Learn More

Ben Walsh for

Ben Walsh for Mayor
Sponsored ·

Like Page

Proud to be supported by Helen Hudson for Syracuse Common Council President, Monica Williams, County Legislator of the 16th District, and Katie Sojewicz – SCSD Commissioner of Education.

UNITE
SYRACUSE.
#RISEABOVE

B

CAN...

Learn More

Ben Walsh for Mayor

Learn More

BEN

CASE STUDY

TACTICS USED

AD SETS

55 PLUS

18 TO 34

MOTHERS

SCOPE OF CAMPAIGN

The YMCA's goal was to increase membership for the start of 2017 and wanted to use social media to create that shift. From December 14th to the 31st, Digital Hyve ran a campaign driving excitement for a one-day sign-up promotion, offering a waived membership fee for any new members.

RESULTS

Our work brought hundreds of families through the YMCA doors.

632

On December 31, 2016, 632 people joined in Central New York, taking advantage of this one day a year opportunity.
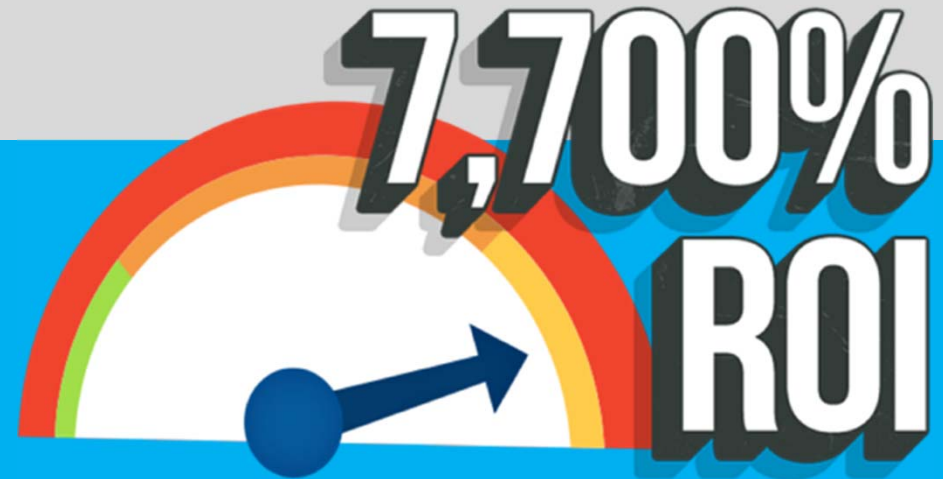
7,700% ROI

Overall, the campaign generated a whopping 7,700% ROI, potentially bringing in over $300K over the next year for the non-profit.

Food Bank of Central New York
Written by Jake Panzer [?] · May 29 · 🌐

On June 1, 2018, Food Bank of Central New York will be holding a Mobile Food Pantry distribution at Gillmore Village – 929 Hillcrest Ave Utica, 13502 at 4 pm. Anyone in need of food assistance is eligible to attend!

MOBILE PANTRY
IS COMING TO YOU.

MOBILE PANTRY
HUNGER IS HERE
WE'RE HERE TO HELP
FOODBANKCNY.ORG

FOODBANKCNY.ORG
Hunger is here. We're here to help.
The mobile food pantry distribution will be held...

Learn More

Food Bank
of Central New York

Mobile Food Pantry

Social Engagement

Food Bank of Central New York
Written by Jake Panzer [?] · May 29 · 🌐

On June 1, 2018, Food Bank of Central New York will be holding a Mobile Food Pantry distribution at Gillmore Village – 929 Hillcrest Ave Utica, 13502 at 4 pm. Anyone in need of food assistance is eligible to attend!

MOBILE PANTRY IS COMING TO YOU.

FOODBANKCNY.ORG
Hunger is here. We're here to help.
The mobile food pantry distribution will be held...   Learn More

👍❤️ 40   9 Comments 41 Shares

👍 Like   💬 Comment   ➦ Share   🌐 ▾

Oldest ▾

View 1 more comment

Mary D Whitted When are you coming back to Kennedy plaza
Like · Reply · 11w

Jackie Everson When u comeing back to gillmore village
Like · Reply · 11w

Christine Dillman This friday the food mobile bank will be at Gillmore Village june 1
Like · Reply · 11w   1

Jason Bennett Anita June Clark post in helping hands
Like · Reply · 11w   1

Write a comment...

Food Bank of Central New York
Written by Jake Panzer [?] · June 26 · 🌐

On July 18, 2018, Food Bank of Central New York will be holding a Mobile Food Pantry distribution at YWCA, 300 Burt St, Syracuse, NY 13202 at 3 pm. Anyone in need of food assistance is eligible to attend!

MOBILE PANTRY IS COMING TO YOU.

FOODBANKCNY.ORG
Hunger is here. We're here to help.
The mobile food pantry distribution will be held...   Learn More

👍❤️ 24   3 Comments 32 Shares

👍 Like   💬 Comment   ➦ Share   🌐 ▾

Oldest ▾

Anne Richart Thank you Food Bank of Central New York!
Like · Reply · 4w   1

Karen McGinley Wonderful! Especially the fresh fruit and vegetables! Thank you!👍
Like · Reply · 4w   1

Anisa Flowers I'll be there.
Like · Reply · 4w

Write a comment...

MOBILE PANTRY IS COMING TO YOU.

FOODBANKCNY.ORG
Hunger is here. We're here to help.
The mobile food pantry distribution will be held Frida...   Learn More

👥 **5,175 people reached**

👍❤️😮 23   9 Comments 32 Shares

👍 Like   💬 Comment   ➦ Share   🌐 ▾

Oldest ▾

Holli Bryn Do you have to live in Gilmore. I'm walking distance ...and no vehicle so would be walking.
Like · Reply · 7w

Food Bank of Central New York No, you do not have to live there.
Like · Reply · Commented on by Food Bank of Central NY [?] · 7w

↳ View more replies

Jason Bennett Anita June Clark please share with the group
Like · Reply · 6w

Mamie Waddell I I need food
Like · Reply · 6w

Food Bank of Central New York Mamie there are no requirements for pick up at the distribution. Anyone is eligible to attend.
Like · Reply · Commented on by Food Bank of Central NY [?] · 6w

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👥 **8,495 people reached**
👥 **6,382 people reached**

Objectives & Actions

Food Bank *of Central New York*

386,821 Impressions **2,116** Clicks

Objective

Increase awareness of the Food Bank's Mobile Food Pantry across CNY.

Actions

Channels: We utilized Facebook ads for our Mobile Food Pantry campaign from March through July.

Targeting: Our ads targeted people within 6 to 10 miles of the address for the MFP in the following locations: Syracuse, Solvay, Utica, Fulton, Frazer, Cortland, Parish, St. Andrew's Church, and Moravia.
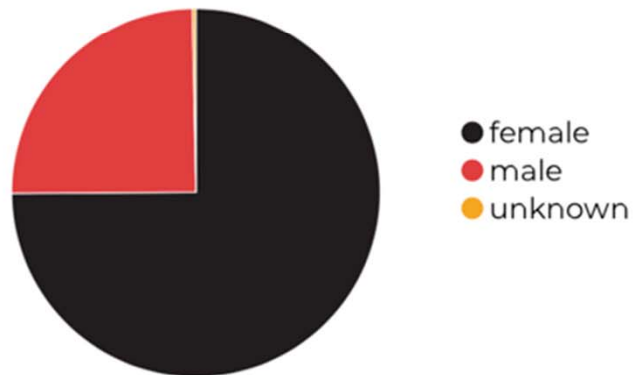
Social Demographics

AGE GROUP CLICKSHARE

Legend:
- ● 65+
- ● 55-64
- ● 45-54
- ● 35-44
- ● 25-34
- ● 18-24
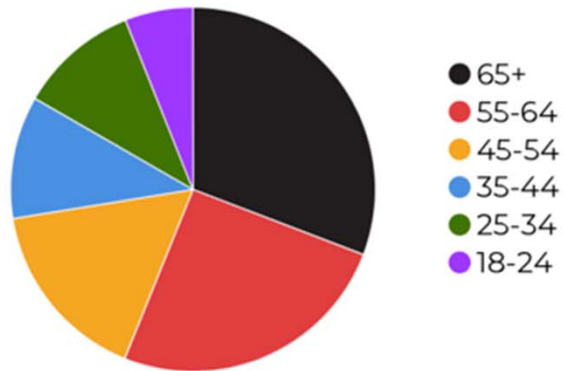
Age	Clicks
65+	1,112
55-64	912
45-54	589
35-44	393
25-34	384
18-24	217

GENDER CLICKSHARE

Legend:
- ● female
- ● male
- ● unknown

Gender	Clicks
female	2,702
male	894
unknown	11

measurable

Fish where the fish are.

HERE ARE SOME BENEFITS OF USING

Google Analytics

1. It is completely free of charge
2. Learn how many people are visiting your site
   - Set date parameters
   - Avg session duration, bounce rate, page views, unique visitors
3. Able to find out how your visitors locate your website.
   - Source/Medium
   - Mobile?
4. Identify where visitors go (or not go) after getting to your site
   - Bounce Rate
   - Behavior Flow
5. How are people converting?
   - Conversion goals
6. Ability to Fine Tune Your Website and Marketing Campaigns

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