

Choctaw - Pocola

Oct 01, 2015 - Oct 31, 2015

Social Media Analytics and Metrics

Facebook Insights : Snapshot

Total Likes ?

43,631

 3.6%

New Likes ?

1,765

57 (daily avg)

Page Engagement ?

3,370

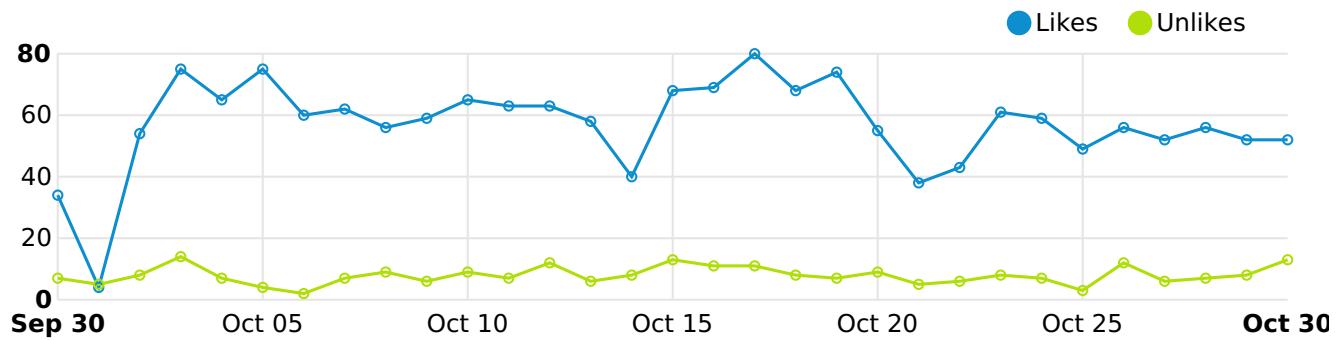
 20.4%

Weekly Total Reach ?

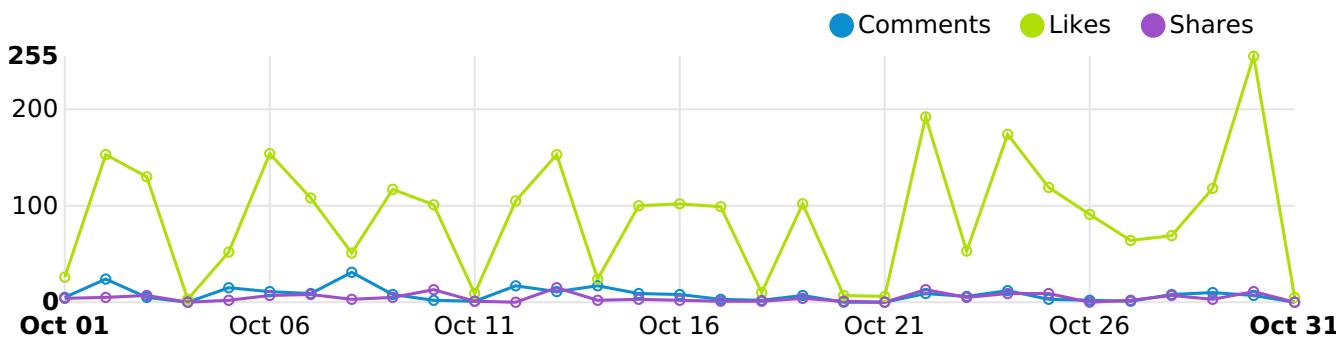
43,678

 5.9%

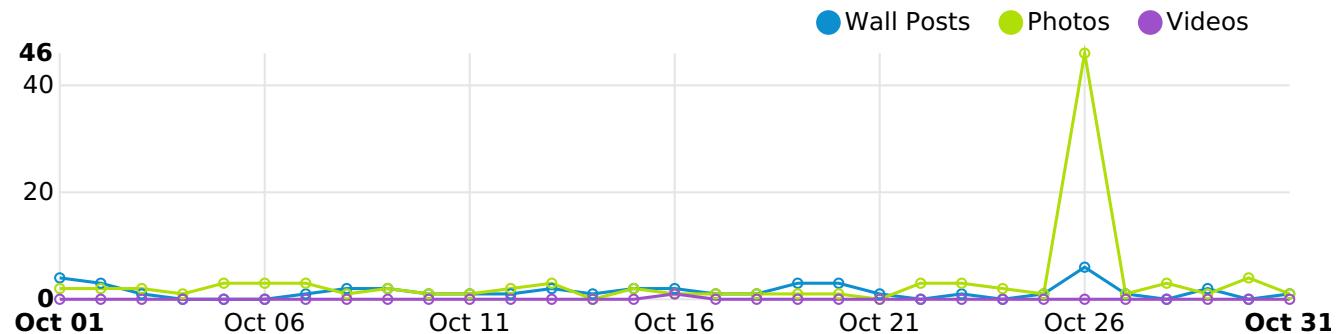
Facebook Insights : Daily Likes



Facebook Insights : Daily Post Feedback



Facebook Insights : Daily Page Activity



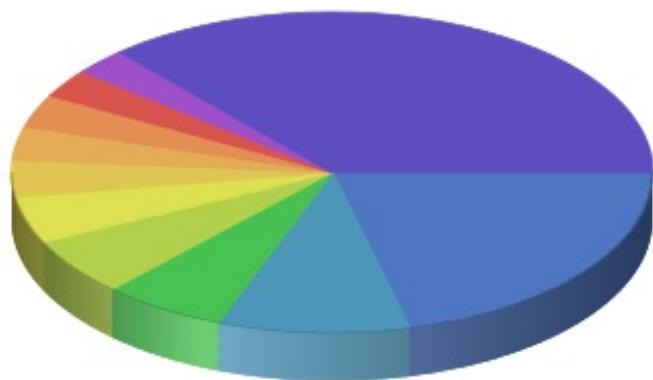
Facebook Insights : Per-Post Metrics Top 10

Top 10 by Engaged Users

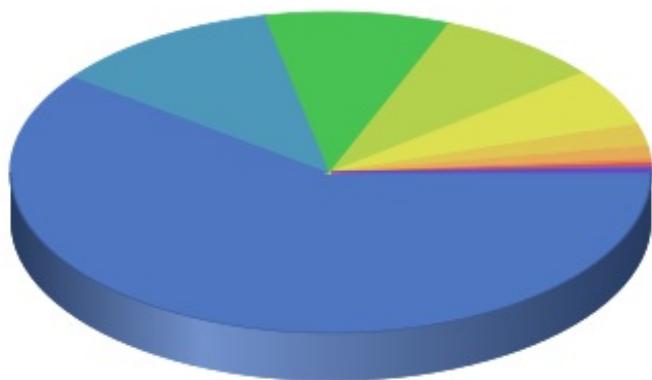
Type	Date	Post	Reach ¹	Engaged Users ²	Talking About This ³	Engagement Rate ⁴
	Oct 17, 2015	Casey Donahew Meet and Greet!	15763	2279	98	0.62%
	Oct 2, 2015	Congrats to a few of our most...	12671	2164	123	0.97%
	Oct 7, 2015	Happy Wednesday and congrats to...	12325	2074	94	0.76%
	Oct 12, 2015	Please join us in congratulating...	12006	2014	96	0.8%
	Oct 6, 2015	Please join us in congratulating...	12123	1946	78	0.64%
	Oct 3, 2015	Skid Row Meet & Greet!	9694	1266	128	1.32%
	Oct 5, 2015	Congrats to a few of our most...	7945	1221	42	0.53%
	Oct 28, 2015	Please join us in congratulating...	6749	820	55	0.81%
	Oct 19, 2015	It's time for another round of...	9591	380	71	0.74%
	Oct 30, 2015	Happy Friday! Please join us in...	1626	291	31	1.91%

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Engagement Rate" to sort your posts.

Facebook Insights : Reach by Region



Facebook Insights : Likes by Source



City	Reach
Fort Smith, AR	56,355
Oklahoma City, OK	25,839
Tulsa, OK	16,695
Van Buren, AR	15,456
Little Rock, AR	12,566
Fayetteville, AR	9,842
Springdale, AR	8,942
Poteau, OK	8,886
Sallisaw, OK	7,738
Greenwood, AR	7,136
Other	97,445

Sources	Likes
Mobile Ads	1,010
Like Story	193
Feed Pyml	156
Page Profile	140
Mobile	97
Ads	37
Sponsored Story	22
Search	6
Fan Context Story	6
Page Post Like Story	3
21 more sources	7

Facebook Insights : Gender Summary

MALE **33%**

FEMALE **66%**

UNKNOWN **0%**

Twitter : Profile Summary



@ChoctawPocola
ChoctawCasino
Pocola
Pocola, OK

Choctaw Casino in Pocola, OK, just minutes from Fort Smith, AR. Over 1900 slot machines, 12 table games, OTB, poker and 118 hotel rooms. Your perfect getaway.

Followers **904**

Following **1,593**

Listed **9**

Twitter : Follower Growth - Count

Total Followers:

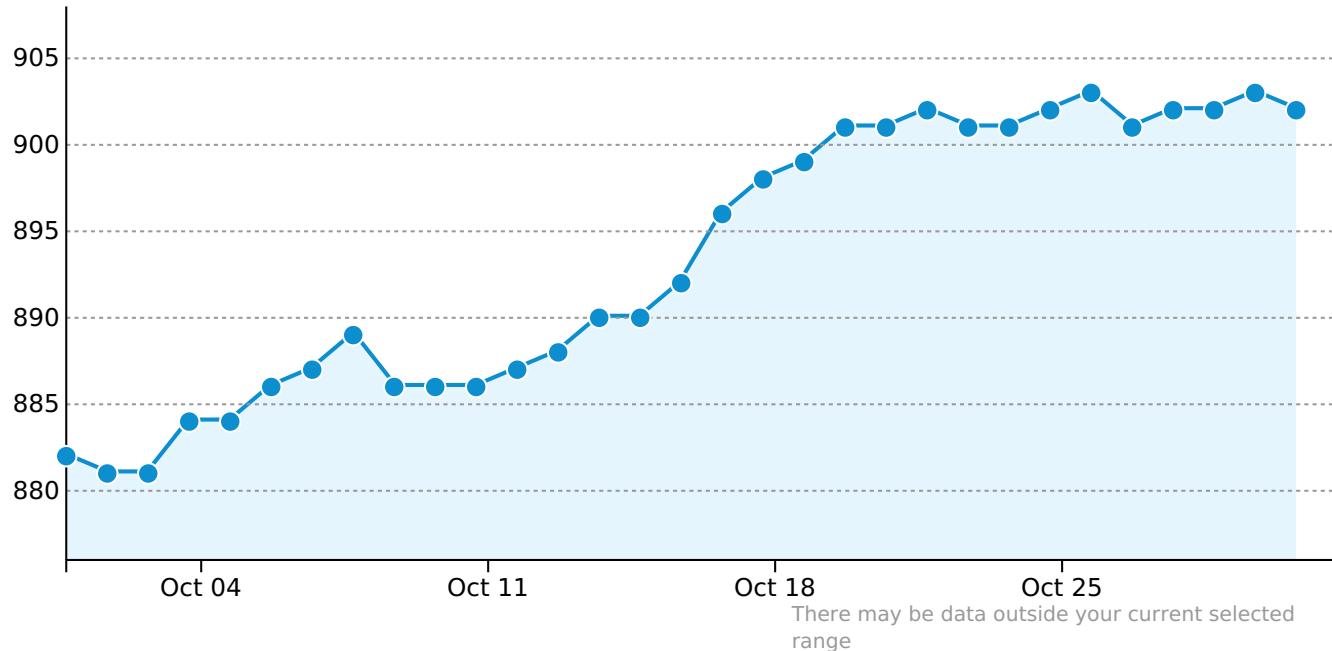
904

Average Daily Growth:

1

New Followers:

23



Summary

There was a growth of 1,765 new likes in October, an average of 57 per day. This was up significantly from September.

The most engaging posts were the meet & greet photos and jackpot winner photos. The property does a great job of posting photos regularly, which fans love to see! We recommend continuing to post a healthy mix of promotional, entertainment, and engaging posts moving forward. Additionally, we recommend continuing to give away tickets and meet & greets for each concert as well as a monthly tab giveaway.

The Pocola Twitter account gained 23 new followers in October. We recommend continuing to focus on entertainment, but also focusing on the poker action at the casino.

Choctaw Pocola: Facebook Ads Report – October 2015

FACEBOOK ADS

Campaign: Choctaw Pocola – Page Likes – October 2015

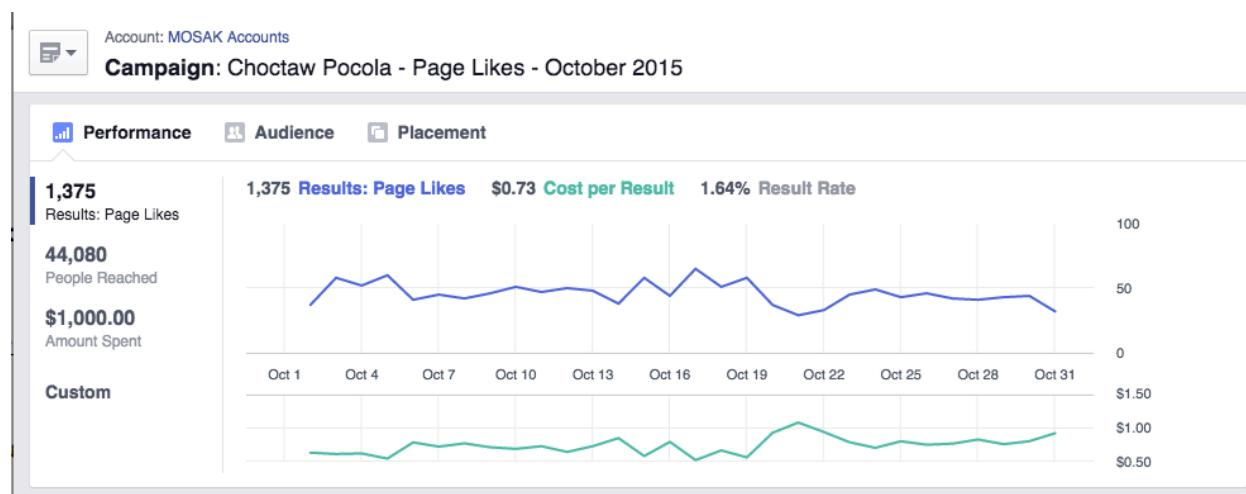
Period: October 1 – October 31

Goal: Page Likes

Budget: \$1,000

Locations: Little Rock, Fayetteville, Fort Smith, Rogers, Harrison, Arkansas and Tulsa, Oklahoma City, Oklahoma (+25mi)

Age: 21+



Suggested Page



Choctaw Casino - Pocola, OK

Sponsored

Fun & WINNING around every corner this fall!



Choctaw Casino - Pocola, OK

Casino

43,740 people like this.

Suggested Page



Choctaw Casino - Pocola, OK

Sponsored

Fun & WINNING around every corner this fall!



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Suggested Page

 **Choctaw Casino - Pocola, OK**
Sponsored

Fun & WINNING around every corner this fall!



Choctaw Casino - Pocola, OK
Casino
43,740 people like this.

[Like Page](#)

Suggested Page

 **Choctaw Casino - Pocola, OK**
Sponsored

Gallop in for fall winning and fun!



Choctaw Casino - Pocola, OK
Casino
43,740 people like this.

[Like Page](#)

Suggested Page

 **Choctaw Casino - Pocola, OK**
Sponsored

Fun & WINNING around every corner this fall!



Choctaw Casino - Pocola, OK
Casino
43,740 people like this.

[Like Page](#)

	Outside Night	Outside Day	Drinks	Ponies	Play	TOTAL
Page Likes	638	429	119	112	77	1,375
Reach	26,266	17,780	7,682	6,790	4,887	44,080
Cost Per Like	\$0.63	\$0.77	\$0.87	\$0.88	\$0.87	\$0.73

Notes

The Like Ad Campaign performed extremely well with 1,375 likes with a low cost per like of well under \$1. The two outside images performed the best. We recommend utilizing outside shots in future campaigns.

Campaign: Choctaw Pocola – Post Engagements – October 2015

Period: October 1 – October 31

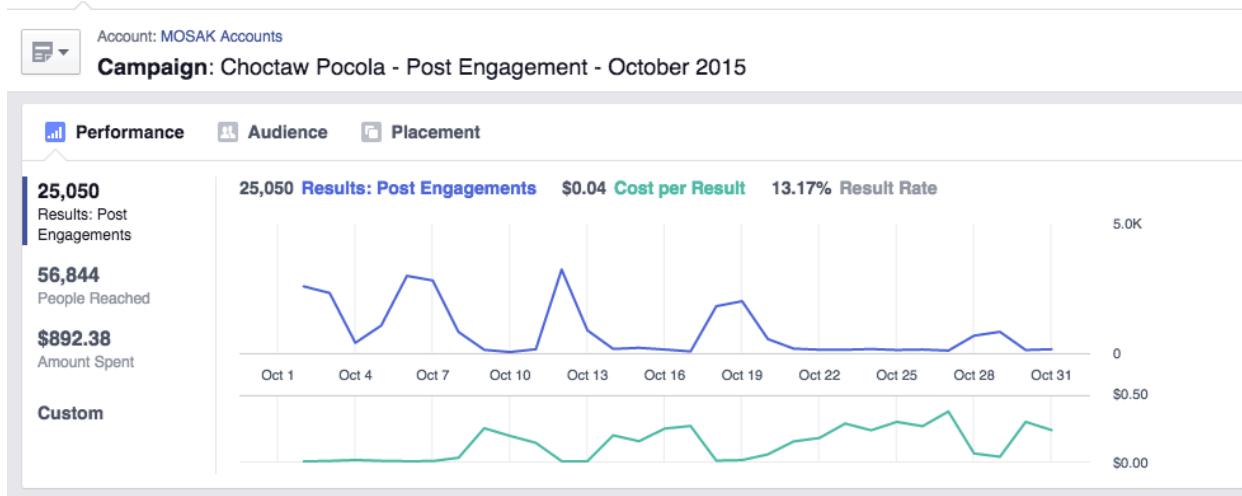
Goal: Post Engagements

Budget: \$892.50

Locations: Little Rock, Fayetteville, Fort Smith, Rogers, Harrison, Arkansas and Tulsa, Oklahoma City, Oklahoma (+25mi)



Age: 21+

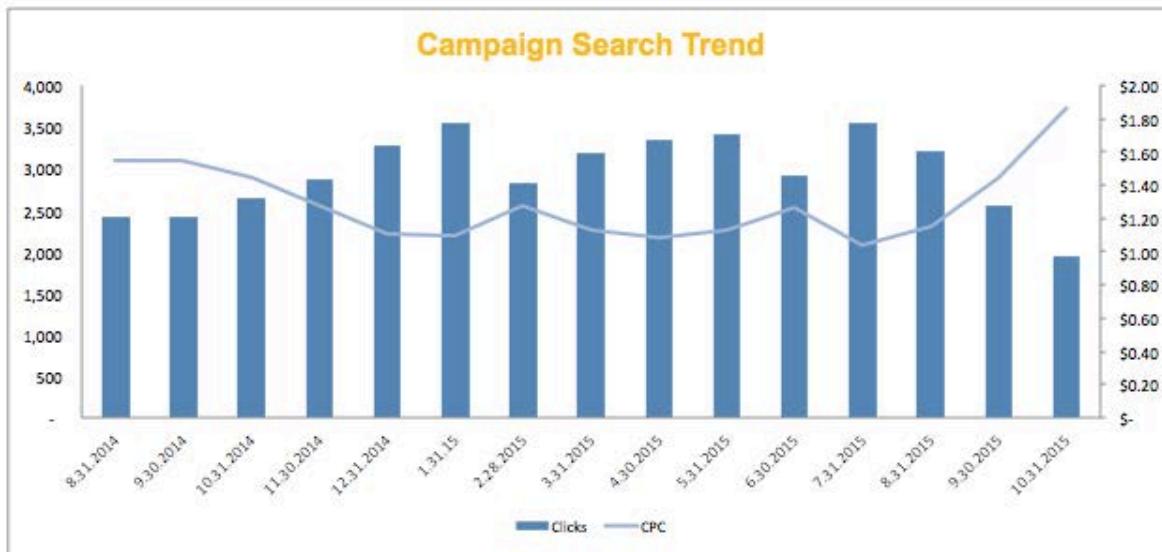


Notes

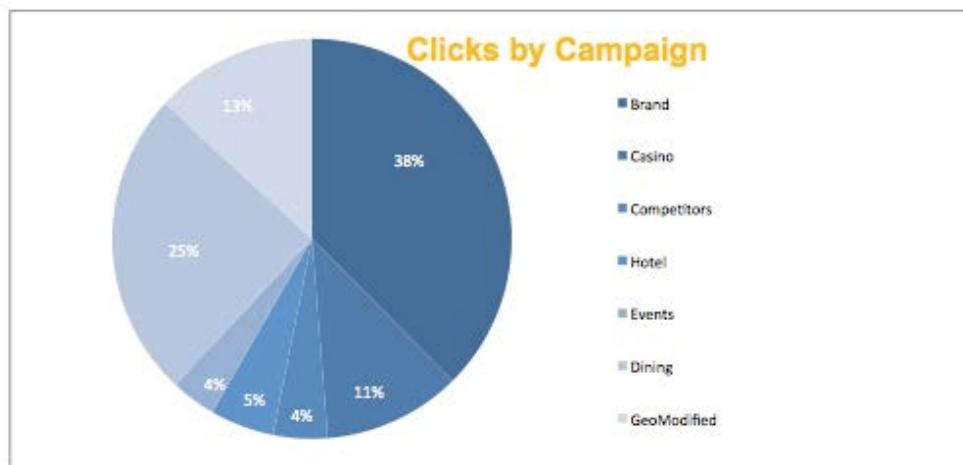
The Post Engagement campaign performed exceptionally with over 25,000 engagements and a tremendous cost per engagement of just \$0.04. We recommend continuing the post engagement ad campaign in your target markets with an emphasis on photos from the casino and directing people to your website for more details on promotions and entertainment.



Paid Search - October 2015



Month	Impressions	Clicks	CTR	Costs	CPC	Avg Pos
8.31.2014	68,450	2,420	3.54%	\$ 3,749.55	\$ 1.55	1.82
9.30.2014	67,787	2,412	3.56%	\$ 3,737.13	\$ 1.55	2.01
10.31.2014	57,942	2,648	4.57%	\$ 3,823.65	\$ 1.44	1.97
11.30.2014	50,197	2,880	5.74%	\$ 3,683.93	\$ 1.28	1.76
12.31.2014	54,200	3,273	6.04%	\$ 3,609.66	\$ 1.10	1.78
1.31.15	55,861	3,556	6.37%	\$ 3,910.85	\$ 1.10	1.69
2.28.2015	53,440	2,829	5.29%	\$ 3,603.10	\$ 1.27	1.60
3.31.2015	56,427	3,185	5.64%	\$ 3,582.51	\$ 1.12	1.65
4.30.2015	56,969	3,349	5.88%	\$ 3,630.25	\$ 1.08	1.61
5.31.2015	60,979	3,408	5.59%	\$ 3,846.56	\$ 1.13	1.77
6.30.2015	59,757	2,907	4.86%	\$ 3,662.95	\$ 1.26	1.74
7.31.2015	55,367	3,558	6.43%	\$ 3,684.55	\$ 1.04	1.61
8.31.2015	40,707	3,203	7.87%	\$ 3,676.06	\$ 1.15	1.56
9.30.2015	36,984	2,543	6.88%	\$ 3,669.12	\$ 1.44	1.45
10.31.2015	33,715	1,943	5.76%	\$ 3,620.34	\$ 1.86	1.74
Grand Total	808,782	44,114	5.45%	\$ 55,490.20	\$ 1.26	1.73



Monthly Campaign Breakout

Campaign	Impressions	Clicks	CTR	Costs	CPC	Avg Pos
Brand	6,505	730	11.22%	\$ 1,115.89	\$ 1.53	1.25
Casino	6,529	217	3.32%	\$ 807.76	\$ 3.72	1.74
Competitors	2,482	85	3.42%	\$ 198.76	\$ 2.34	1.81
Hotel	3,743	101	2.70%	\$ 296.89	\$ 2.94	2.23
Events	2,462	71	2.88%	\$ 206.49	\$ 2.91	2.01
Dining	3,659	483	13.20%	\$ 375.78	\$ 0.78	1.30
GeoModified	8,335	256	3.07%	\$ 618.77	\$ 2.42	2.00
Grand Total	33,715	1,943	5.76%	\$ 3,620.34	\$ 1.86	1.74

Monthly Top Keywords by Click

Keyword	Impressions	Clicks	CTR	Costs	CPC	Avg Pos
Pocola casino restaurants	966	303	31.37%	\$ 5.57	\$ 0.02	1.28
choctaw casino address	1,744	263	15.08%	\$ 404.04	\$ 1.54	1.00
casino buffet	2,354	149	6.33%	\$ 321.38	\$ 2.16	1.35
fort smith casino	564	115	20.39%	\$ 63.76	\$ 0.55	1.15
choctaw casino ok	920	80	8.70%	\$ 201.81	\$ 2.52	1.16
ok choctaw Pocola	416	78	18.75%	\$ 38.11	\$ 0.49	1.02
casinos oklahoma	2,086	66	3.16%	\$ 228.29	\$ 3.46	1.81
fort smith hotel	2,508	56	2.23%	\$ 201.42	\$ 3.60	2.49
choctaw gaming	625	45	7.20%	\$ 118.45	\$ 2.63	1.35
Ft Smith Hotel	2,730	44	1.61%	\$ 189.02	\$ 4.30	1.97
Grand Total	14,913	1,199	8.04%	\$ 1,771.86	\$ 1.48	1.64

Notes:

- The account took a dip in performance with 29.17% increase in avg. CPC (from \$1.44 to \$1.86) - this was due to Casino campaign, which had an overall avg. CPC of \$3.72.
 - Out of all campaigns, the Casino campaign had the most competitive keywords in terms of CPC
 - Please note that a campaign refers to a group of keywords within the overall Search campaign
- More budget was allocated to the Casino campaign because it is more inclined with the Choctaw's business
- Decrease in impressions (-11.49%), clicks (-26.21%) and CTR (-16.64%), due to modifying broad match type keywords to broad match modifier that eliminates irrelevant searches. Some of the modified keywords include +casino +resort, +slot +games, +casino +club, +slot +machines +games, and +casino +arkansas
- Optimized bids on these keywords in particular:
 - Pocola casino restaurants (303 clicks, avg. CPC of \$0.02 and 31.37% CTR)
 - choctaw casino address (263 clicks, avg. CPC of \$1.54 and 15.08% CTR)
 - casino buffet (149 clicks, avg. CPC of \$2.16 and 6.33% CTR)
- This past month, the account saw the most clicks between the hours of 8am - 2am. The account can opt to go dark between 3am - 7am. (**Needs approval**)
- Additional ad copy messaging through all ad sets (**Needs approval**)

Title	Choctaw Casino Pocola	4
Description 1	Play Huge Selections of Slot Games.	0
Description 2	Visit Us At Choctaw Casino Pocola!	1
Display URL	ChoctawCasinos.Com/Choctaw-Pocola	2
Destination URL	http://www.choctawcasinos.com/choctaw-pocola	