

Final Report For The Cycle The Vale Project

Highlights (the period for all data is 1 Nov 2014 to 31st December 2014):

- Klout score **increase to 56.54** points at the peak of the project. (Up from 40.80points - Klout is a measure of social media effectiveness and reach)
- Facebook page post views: **95,024** (the number of people who viewed content during the period)
- Twitter Impressions: **92,800** (Tweets seen by target audience in the period)
- Facebook like increase to **910** (up from 401)
- Twitter followers increase to **854** (up from 682)
- Video views: **4323** (YouTube: 405 Facebook: 3918)
- Website hits: **2908**
- Competition entries: **99**

Introduction

This project was commissioned by the Creative Rural Communities team at the Vale of Glamorgan Council to promote road cycling on the [NCN88 national cycle route](#) and cycling in the Vale of Glamorgan in general.

Due to funding the project was run over a short timescale running from November 1st to December 31st 2014.

The project's aims were to produce engaging and interesting content that would not require updating or ongoing costs.

The project used both offline and online methods of engagement.

Mogi Marketing's involvement

Working with Orchard Media, Mogi Marketing was responsible for the digital marketing strategy and implementation including:

- Engaging with bike shops and local cyclists to create stories to engage others online
- Researching existing online content relating to cycling in the Vale of Glamorgan
- Creating a Wordpress site containing all collated information: [CycleTheVale](#)
- Creating a [Facebook App](#) to engage audiences on Facebook
- Producing and editing videos alongside Orchard
- Promoting all video content online (YouTube, Twitter, Facebook)
- Working with Orchard and Olympic Gold Medal Cyclist, Nicole Cooke MBE to produce PR content and videos.
- Running advertising campaigns on Twitter and Facebook
- Creating and curating Facebook posts, and tweets for maximum engagement
- Running a [Facebook Competition](#) to help build awareness of the project

Digital outcomes

Klout

This measurement gives us a rough guide as to the effectiveness of all our social media activity combined. A score of 63 puts a brand or person in the top 5% of all social media users so we were pleased to help this project achieve a maximum score of 56.54 given the short project length.

Measure and track your impact

90 Day Score History



Recent Activity

Facebook Page Twitter Instagram Other Networks

Score Details

53.96 Today's Score

▼ 1.57

56.54 90 Day High

33.31 90 Day Low

Network Contribution

The most effective individual post contributing to improving the Klout score achieved 22 shares, 55 likes and 3 comments from 8596 views. You can view the post here: [Cycle The Vale Facebook Post](#)

Website visitors

The [CycleTheVale.Wordpress.com](#) site received 2908 visitors up to 31st December 2014



The most viewed page was the one detailing the cycling guides we'd put together. Advertising on Facebook and Twitter pushed people to this content cost effectively.

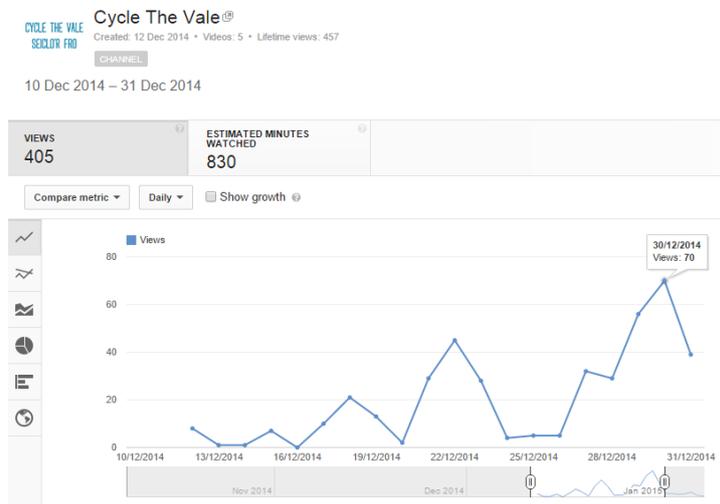
Posts & Pages		
Title		Views
▼ Circular rides in the Vale of Glamorgan	View	1,095
Cycling in the Vale of Glamorgan	View	490
The NCN88 Cycle Route	View	387
Cycling the Vale with Nicole Cooke	View	226
Family friendly bike rides	View	202
10 things not to miss when cycling the Vale of Glamorgan	View	195
Cycle friendly cafes in the Vale	View	125
▼ Press Releases	View	38
Videos	View	26
Articles and Guides	View	19
▼ Home page / Archives	View	4

YouTube

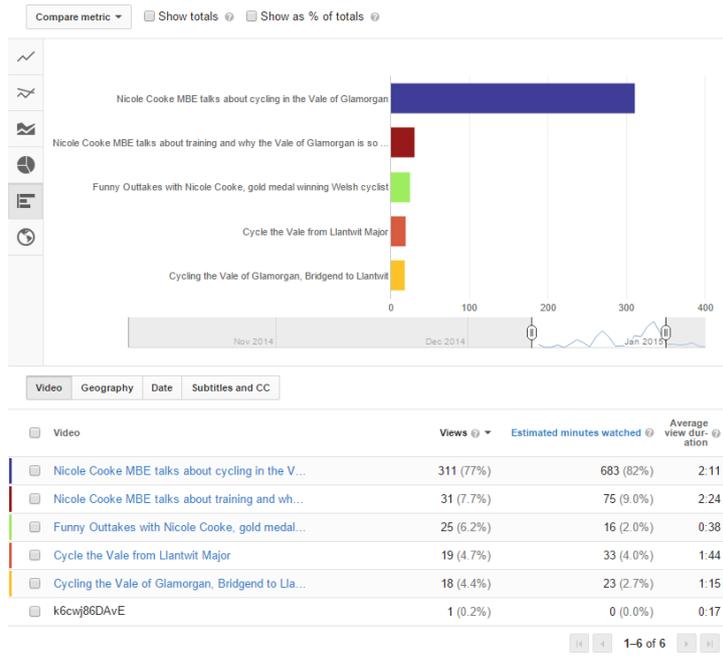
We produced 5 videos that were uploaded to YouTube and Facebook. These were also advertised on Facebook and Twitter. Clickable links at the end of the videos (Facebook only) or in descriptions then pushed people to find out more via the wordpress site.



405 views were achieved during the period on YouTube.



Detailed stats on YouTube:



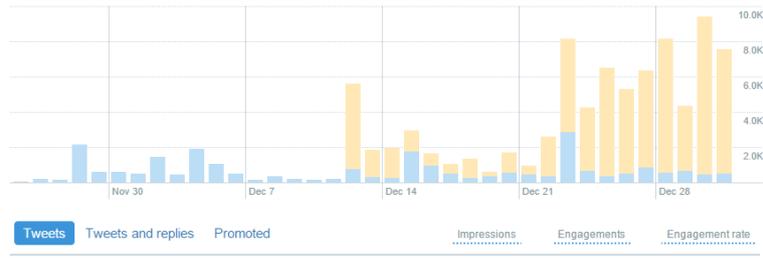
Twitter

Twitter was very important in driving visitors to the content and helping awareness of the project. Particularly helpful was mentioning the bike shops and other people involved with the project who then retweeted and favoured the content.



Views of Tweets:

Your Tweets earned **92.9K impressions** over this **37 day** period



An example tweet:

Tweet details

Win!
A signed copy of 'The Breakaway' by Nicole Cooke MBE, Olympic Gold Medallist
PLUS many other Cycling Prizes from The Vale of Glamorgan businesses

Creative Rural Comm
@uravale

Win a signed copy of 'The Breakaway' by @NicoleCooke2012 & many other #Cycling prizes! Enter: a.pgtb.me/WsBDxX
11:05 AM - 23 Dec 2014
7 RETWEETS 8 FAVORITES

Get up to 35 more clicks

Key metrics

	Promoted	Organic
Impressions Number of times users saw the Tweet on Twitter	1,706	2,315
Embedded media clicks Clicks to view a photo or video in the Tweet	36	63
Link clicks Clicks on a URL or Card in the Tweet	8	50
Detail expands Number of times users clicked on the Tweet to view more details	6	19
Favorites Number of times users favorited the Tweet	1	7
Follows Number of times users followed you directly from the Tweet	1	0
Replies Number of replies to the Tweet	0	2
Retweets Number of times users retweeted the Tweet to their followers	0	7
User profile clicks Clicks on the name, @handle, or profile photo of the Tweet author	0	6

and

Tweet details

Creative Rural Comm
@uravale

We're out filming today in the Vale with @NicoleCooke2012 @thinkorchard @MogilMarketing #CycleTheVale @VOGCouncil
12:55 PM - 15 Dec 2014
7 RETWEETS 8 FAVORITES

Get up to 130 more engagements

Your Tweet has 104 engagements so far. Get it in front of more people like your followers and those interested in topics mentioned in this Tweet.

Promote this Tweet to drive engagements

Key metrics

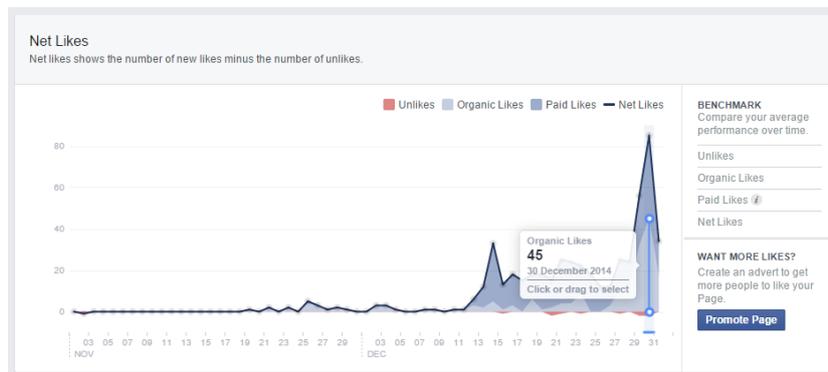
	Quantity
Impressions Number of times users saw the Tweet on Twitter	2,604
Embedded media clicks Clicks to view a photo or video in the Tweet	30
Detail expands Number of times users clicked on the Tweet to view more details	26
User profile clicks Clicks on the name, @handle, or profile photo of the Tweet author	15
Link clicks Clicks on a URL or Card in the Tweet	13
Favorites Number of times users favorited the Tweet	8
Retweets Number of times users retweeted the Tweet to their followers	7
Hashtag clicks Clicks on hashtag(s) in the Tweet	3
Follows Number of times users followed you directly from the Tweet	2
Replies Number of replies to the Tweet	1

Facebook

Page likes increased to 910 people during the period:



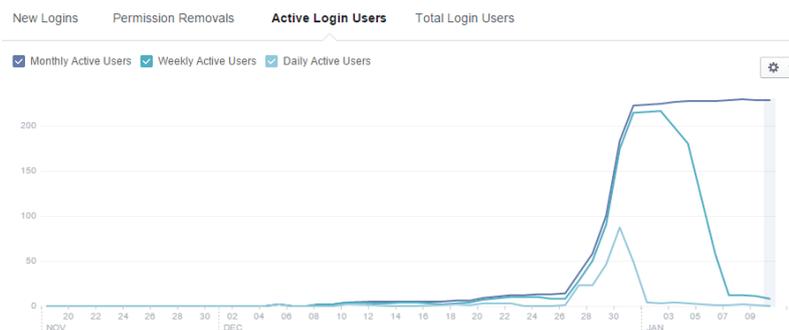
The breakdown of organic and paid likes:



Facebook App

We produced a custom Facebook application to allow people to have a permanent resource to comment, like and share from within Facebook. You can view it here: [Cycle The Vale on Facebook](#)

This recieved up to 216 active weekly users:



The app had a comments box feature within it that allowed people to write their thoughts about the content and was used by people to tag their friends so sharing the content and increasing views of the App.

Video Content

Facebook provided the most engagement and views with the videos with 3918 views.

Here is an example of one of the videos and the engagement it received on Facebook:

Nicole Cooke on Cycling the Vale of Glamorgan Vid1
Back to Album Previous · Next



Creative Rural Communities
Nicole Cooke MBE, gold medal Olympic cyclist, talks about her favourite spots and routes when cycling the Vale! #CycleTheVale — with Nicole Cooke.

Like · Comment · Share · Edit · 19 December 2014

Posted by Robert Court [?]
Shared with: Public
1,374 Views

Robert Pearce, Geoff Lister, Natalie Sponge and 54 others like this. Top Comments

23 shares

Write a comment...

David Gronow fab cyclist and welsh x
Like · Reply · 23 December 2014 at 11:02

Chris Humphreys The coast road is my go to quick summer blast route. I never tire of it. And, by and large, good drivers and pretty safe. Plus you can stop at Cafe Velo and have large pieces of bara brith.
Like · Reply · 23 December 2014 at 10:03

Richard Perkins Richard Jones Ryan Jones
Like · Reply · 22 December 2014 at 21:04

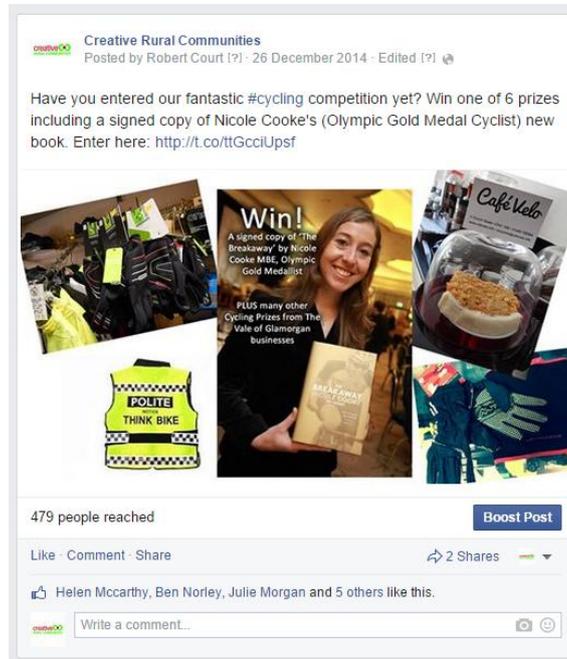
Gerry Bushen When out cycling the vale you would often see nicola and she would always give a wave to a fellow cyclist, lovely lady who wasnt always treated fairly by gb teammates.
Like · Reply · 21 December 2014 at 22:30

Download HD
Download SD
Embed Post
Delete Video

You can view more videos and see the engagement they go here: [Creative Rural Communities videos](#)

Facebook Competition

Using a Facebook app we gave away 6 Vale of Glamorgan related cycling prizes. Some advertising budget was used and it was promoted using Facebook posts and Tweets. The competition ran over the Christmas period and achieved 99 entries and considerable social interaction.



The image is a screenshot of a Facebook post from the page 'Creative Rural Communities'. The post is dated 26 December 2014 and was posted by Robert Court. The text of the post asks if the user has entered a '#cycling' competition and lists prizes: a signed copy of Nicole Cooke's book 'The Breakaway', plus other cycling prizes from local businesses. A link is provided for entry: <http://t.co/ttGcclUpst>. The post features a collage of images showing prizes: a bicycle, a signed book, a 'Café Velo' coffee jar, a 'POLITE THINK BIKE' high-visibility vest, and a 'BREAKAWAY' book. The post has reached 479 people, has 2 shares, and is liked by Helen McCarthy, Ben Norley, Julie Morgan, and 5 others. A comment box is visible at the bottom.

Creative Rural Communities
Posted by Robert Court [?] · 26 December 2014 · Edited [?]

Have you entered our fantastic #cycling competition yet? Win one of 6 prizes including a signed copy of Nicole Cooke's (Olympic Gold Medal Cyclist) new book. Enter here: <http://t.co/ttGcclUpst>

Win!
A signed copy of 'The Breakaway' by Nicole Cooke MBE, Olympic Gold Medalist
PLUS many other Cycling Prizes from The Vale of Glamorgan businesses

479 people reached Boost Post

Like · Comment · Share 2 Shares

Helen McCarthy, Ben Norley, Julie Morgan and 5 others like this.

Write a comment...