



**FEB
2021**

AUSDBF ARE YOU READY CAMPAIGN UPDATE

**POST COVID-19 MARKETING
WORKING GROUP**

#AreYouReadyDB



CAMPAIGN PERFORMANCE STATS

TOP LINE RESULTS

↑ 6%

6% INCREASE IN AUSDBF
FACEBOOK PAGE FOLLOWERS.
(1.4% in previous 9 week period)

↑ 76%

76% INCREASE IN FACEBOOK
AVERAGE ORGANIC POST REACH
*(avg. reach in campaign = 1,032,
previous 9 week period avg. = 583)*

↑ 218%

218% INCREASE IN ENGAGEMENT
ON AUSDBF FACEBOOK POSTS
*(avg. campaign engagement = 51.
previous 9 week period avg. = 16)*

Performance is based on the 9 weeks of the campaign, in comparison to the 9 weeks prior.

COMMENTARY

- **Consistent & regular** sharing of content will lead to increased page followership, organic reach and engagement.
- **Recruitment content** with direct call to action messages resonates the most with AusDBF audience, and garners the highest reach.
- Engagement in the campaign hashtag **#AreYouReadyDB** is increasing with 60+ public posts across Facebook & Instagram by clubs & members (THANK YOU!)
- State organisations, clubs and members sharing content is critical to the campaigns performance. **Please keep it up!**



NEXT STEPS FOR STATES, CLUBS & MEMBERS

The success of this campaign is part result of governing bodies, clubs and member involvement, and we need your help to keep it going! Here are **three ways** you can continue to be a champion of the **Are You Ready** campaign:

1

Add a Facebook Frame

Support your state or territories recruitment efforts by adding a #AreYouReadyDB Facebook frame to your profile picture. Details on how to find and activate the frames are in the email.

2

Share your paddling pics with #AreYouReadyDB

Keep up the sharing of your dragon boating adventures with the campaign hashtag #AreYouReadyDB. Plus don't forget to tag the AusDBF Facebook & Instagram accounts!

3

The power of re-sharing!

Be part of the campaign by re-sharing new, engaging content immediately to your State Governing Body or Club page.