

# Cincinnati MAGAZINE

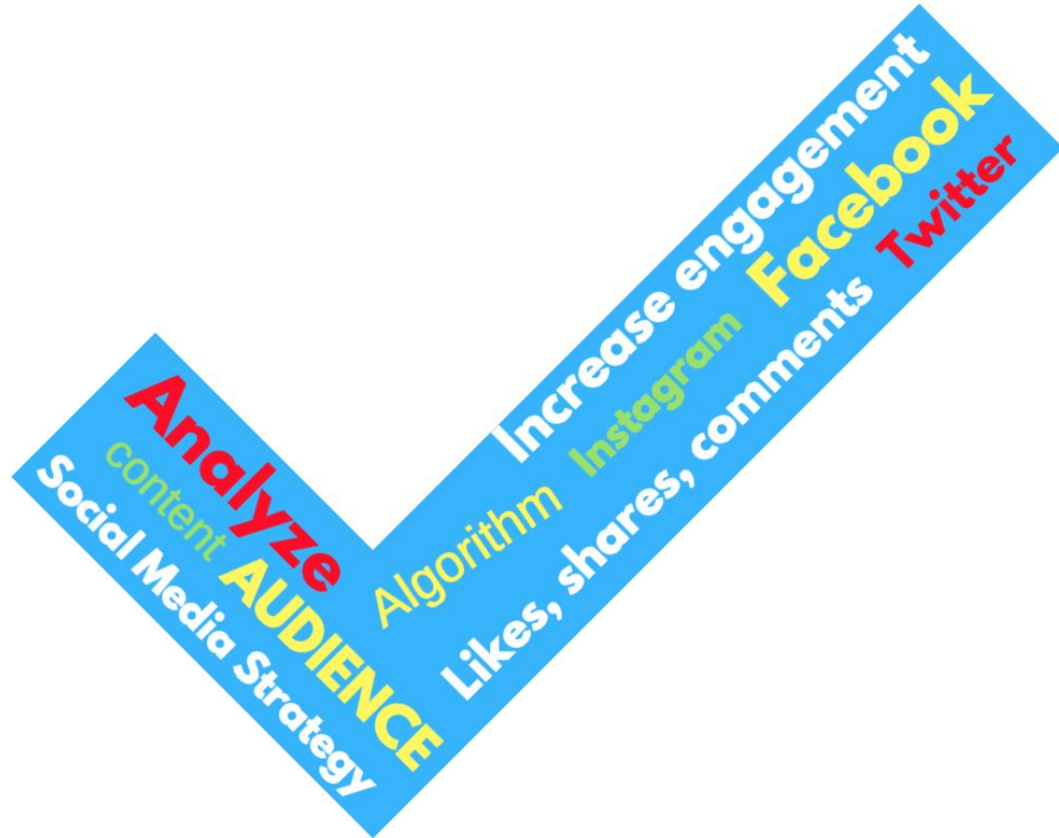
Hannah Sandfeld, Drew Mathieu,  
Taylor Banks



# What is our challenge from Cincinnati Magazine?



# Our initial approach



# What we found: Facebook



Cincinnati Magazine

February 7 · 🌐

...

"We only had 403 OD deaths in 2016—'only'—but I think that's a reflection of our successful campaign to get Narcan into the hands of first responders," says Sammarco. "The problem then becomes once you've saved somebody, revived somebody, what do you do with them? Or what do they allow you to do with them?"



## The Science and Politics of Life and Death

Hamilton County Coroner Lakshmi Sammarco on the new crime lab, the opioid epidemic, and Otto Warmbier.

CINCINNATIMAGAZINE.COM



1



Cincinnati Magazine

February 15 · 🌐

...

"He had me at churros. Yeasty, Flintstone-esque femurs of barely sweetened fried dough arrived searing-hot from the fryer, a thin dusting of cinnamon sugar making sexy-eyes at a ramekin of chocolate sauce." If you haven't experienced Dan Wright's cooking, you must. Luckily, he'll be cooking at the Savor Cincinnati event. Get tickets and learn more here.



## Savor Cincinnati

The who's who and what's what of the year's tastiest event.

CINCINNATIMAGAZINE.COM



1

# What we found: Twitter



**Cincinnati Magazine** ✓ @CincinnatiMag · Feb 8

This 1872 home was built by Conrad Windisch, native Bavarian, former Christian Moerlein partner, and Cincinnati's Lion Brewery co-founder. Legend has it, it served as both his summer home and his hops and barley farm. Now, it's got a few mysteries.



**This Fairfield Home is a Beer Buff's Paradise**

Mystery is just part of its charm.

[cincinnatiimagazine.com](http://cincinnatiimagazine.com)



2



5



**Cincinnati Magazine** ✓ @CincinnatiMag · Feb 8

Remember the fake handcuffs you would use to play cops and robbers growing up? That's nothing compared the the "come-along," a sort of steel bracelet with a T-shaped handle. Wrapped around a pressure point, it rendered a prisoner totally defenseless.



**Crime and Tech through History**

Real weapons used in actual murders, handcuffs through the ages, even a stuffed police dog—you'll find them all at the Greater Cincinnati Police M...

[cincinnatiimagazine.com](http://cincinnatiimagazine.com)



# What we found: Instagram



cincinnati magazine • Follow

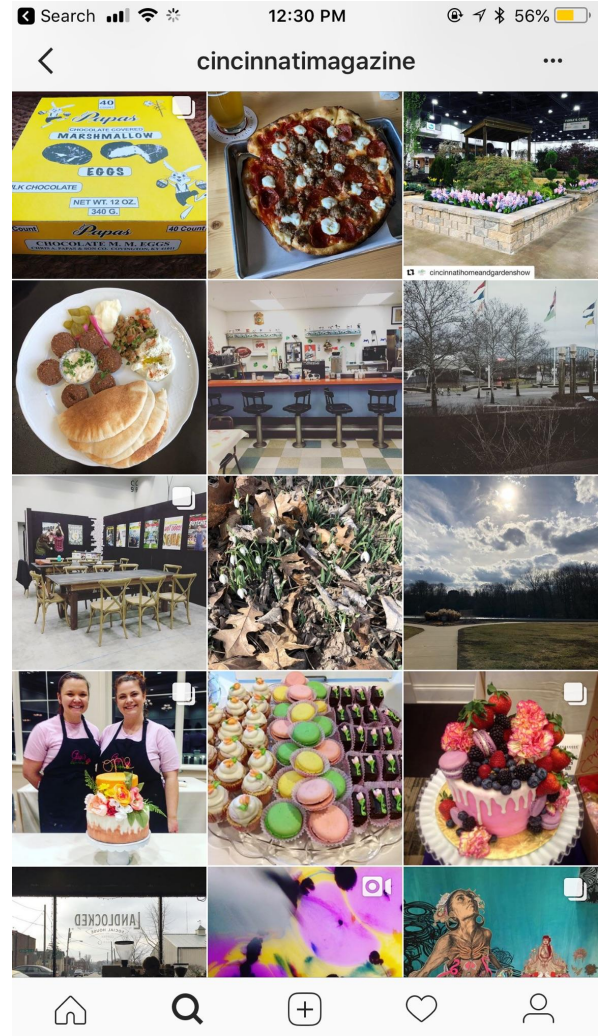
cincinnati magazine Skies and stuff  
bloomandbrushstudio Beautiful November morning!  
felipeescobar120 Hey was nice meeting  
felipeescobar120 You la



95 likes

NOVEMBER 17, 2017

Add a comment...



# Our research on social media



## Research: Competitive Analysis

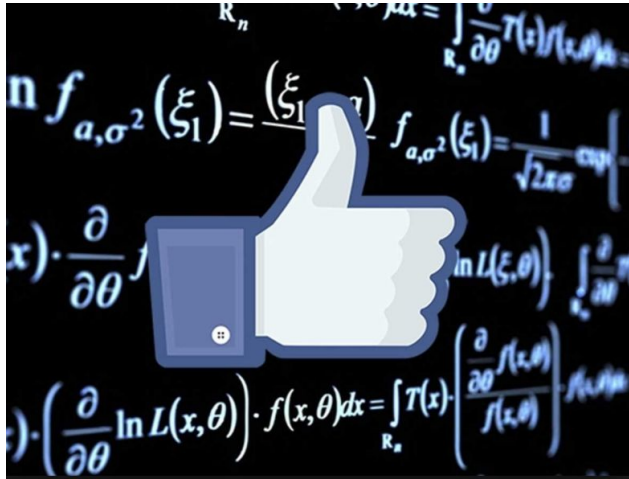
THE  
**ENQUIRER**  
Cincinnati.com

TexasMonthly

**CHICAGO**  
MAGAZINE

CityBeat

# How to navigate Facebook's new algorithm



# Social Media Strategy

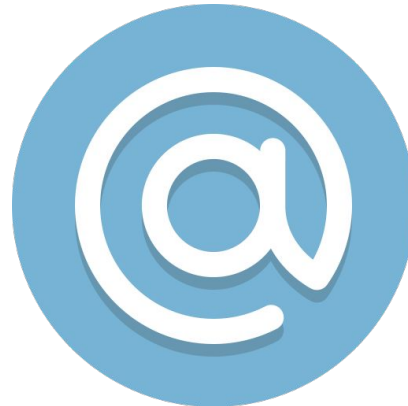
**1. Call to action**



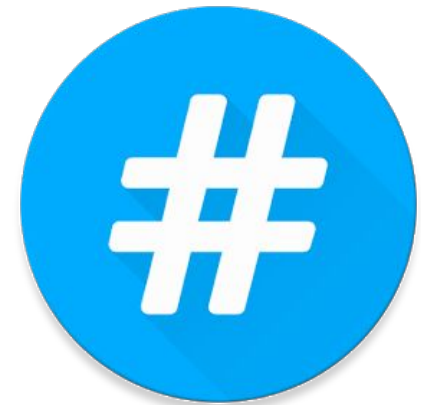
**2. Tell a story**



**3. Hashtags**



**4. Timing**



**5. Links**

# Implementing our strategy on Twitter



**Cincinnati Magazine**  @CincinnatiMag · Mar 28

The glowing fire pit out front flagged us down, and now we never want to leave. [buff.ly/2lnCl8g](https://buff.ly/2lnCl8g) @BourbonSH\_Cincy



## The Bourbon SmokeHouse is Hyde Park's Saucy New BBQ Joint

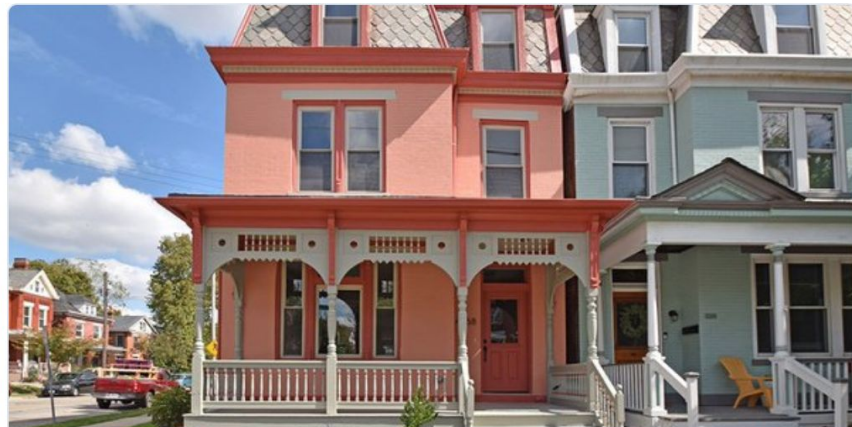
If it weren't for the glowing fire pit out front and the familiar smells of smoked meat and burning firewood, it'd be easy to miss The Bourbon Sm...

[cincinnatiimagazine.com](https://cincinnatiimagazine.com)



**Cincinnati Magazine**  @CincinnatiMag · Mar 1

What would you do with a rooftop deck?



## We're Peachy Keen on this Northside Victorian

"It took a full year, but we replaced every joist, every subfloor—every piece."

[cincinnatiimagazine.com](https://cincinnatiimagazine.com)



# Implementing our strategy on Facebook



Cincinnati Magazine

March 7 · 🌐

When Mark Wahlberg dropped by [Wahlburgers](#) to promote the new franchise, fans were there wahl to wahl.



## Mark Wahlberg Gets Saucy

Actor/entrepreneur offers burger advice during Cincinnati's Wahlburgers appearance.

[CINNINNATIMAGAZINE.COM](#)



Like



Comment



Share

7

2 Shares

...



Cincinnati Magazine

March 8 · 🌐

Black currant sorbet with hazelnuts and vanilla? Yes, Please! Check out #3 on our Top 10 Restaurants list.



## Top 10 Best New Restaurants

A roundup of the tastiest additions to our local dining crop.

[CINNINNATIMAGAZINE.COM](#)



Like



Comment



Share

18

1 Share

Most Relevant ▾

...



Cincinnati Magazine

March 12 · 🌐

Good things come in humble, BBQ-slathered packages.



## The Bourbon SmokeHouse is Hyde Park's Saucy New BBQ Joint

If it weren't for the glowing fire pit out front and the familiar smells of smoked meat and burning firewood, it'd be easy to miss The Bourbon SmokeHouse.

[CINNINNATIMAGAZINE.COM](#)



Like



Comment



Share

16

5 Shares

Most Relevant ▾

# Strategy results



Cincinnati  
Magazine



## Ad Accounts

Search ad accounts

Last 7 days



Cincinnati Magazine

ID: 902284208128

0

Active  
Campaigns

\$103.36

Amount Spent



## Pages

Search Pages

Last 7 days



Cincinnati Magazine

ID: 127357105516

84 +47%

Page Likes

43,367 +28%

People Reached

9,435 +73%

Post Engagements



The Baby Guide Cincinnati

ID: 139763986143

4 +100%

Page Likes

1,076 +25%

People Reached

203 +306%

Post Engagements



Cincinnati Wedding Magazine

ID: 51952244582

2 +0%

Page Likes

576 +58%

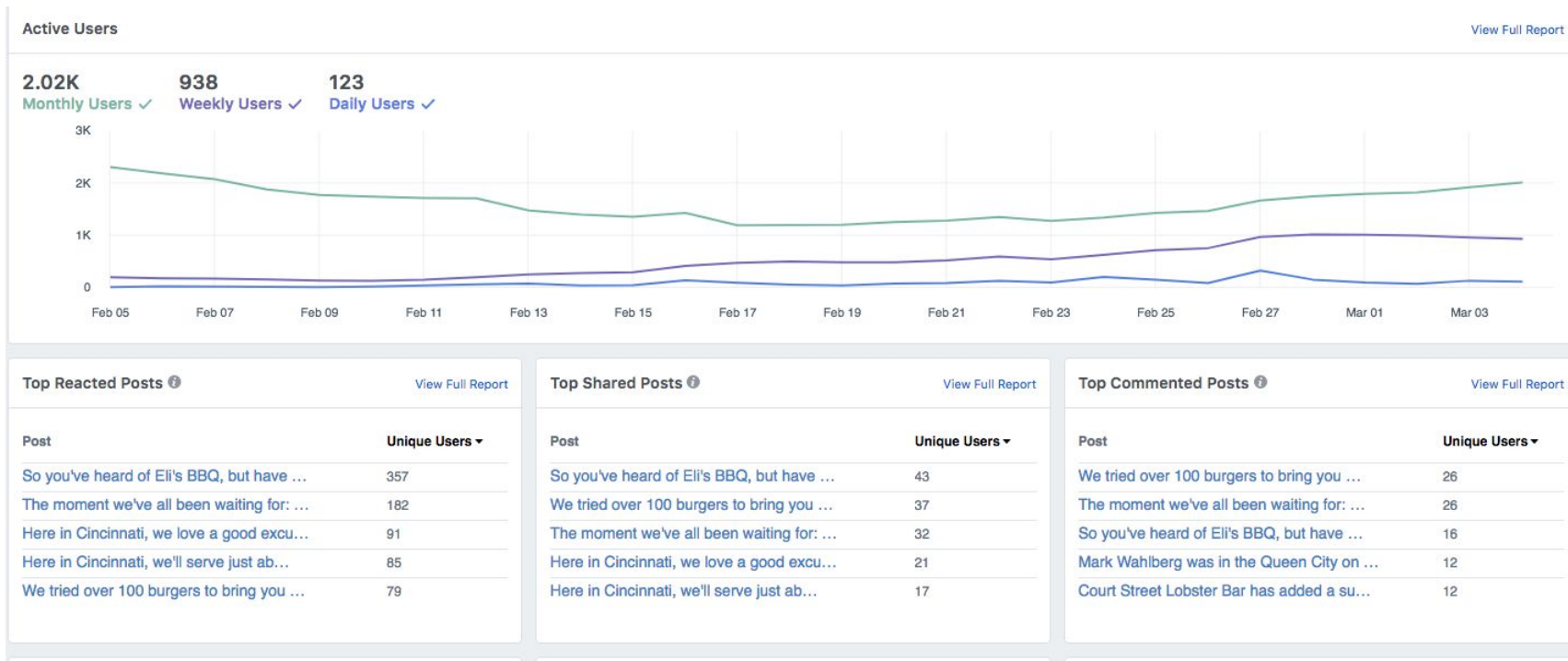
People Reached

90 +210%

Post Engagements

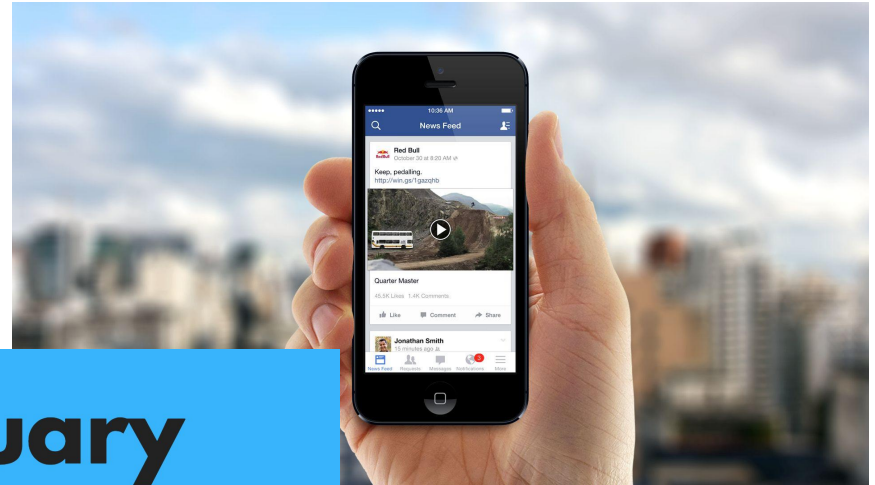


# Strategy results



# Our 'tweaked' strategy

WEEKLY PLANNER						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	New issue is published	-----Post new content on all social platforms-----				
Week 2	---- Post (A) Content-----			---- Post (B) Content----		
Week 3	Use social media holiday cal--this week		---- Post (C) Content----			
			----- Begin working on Facebook video -----			
Week 4	Post FB video			Tease		
Week 5	Tease new issue					



## February

- 9** Pizza Day #NationalPizzaDay
- 14** Valentine's Day #ValentinesDay
- 20** Love Your Pet Day #LoveYourPetDay
- 22** Margarita Day #NationalMargaritaDay

# The 4 week plan

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# Social media holiday calendar

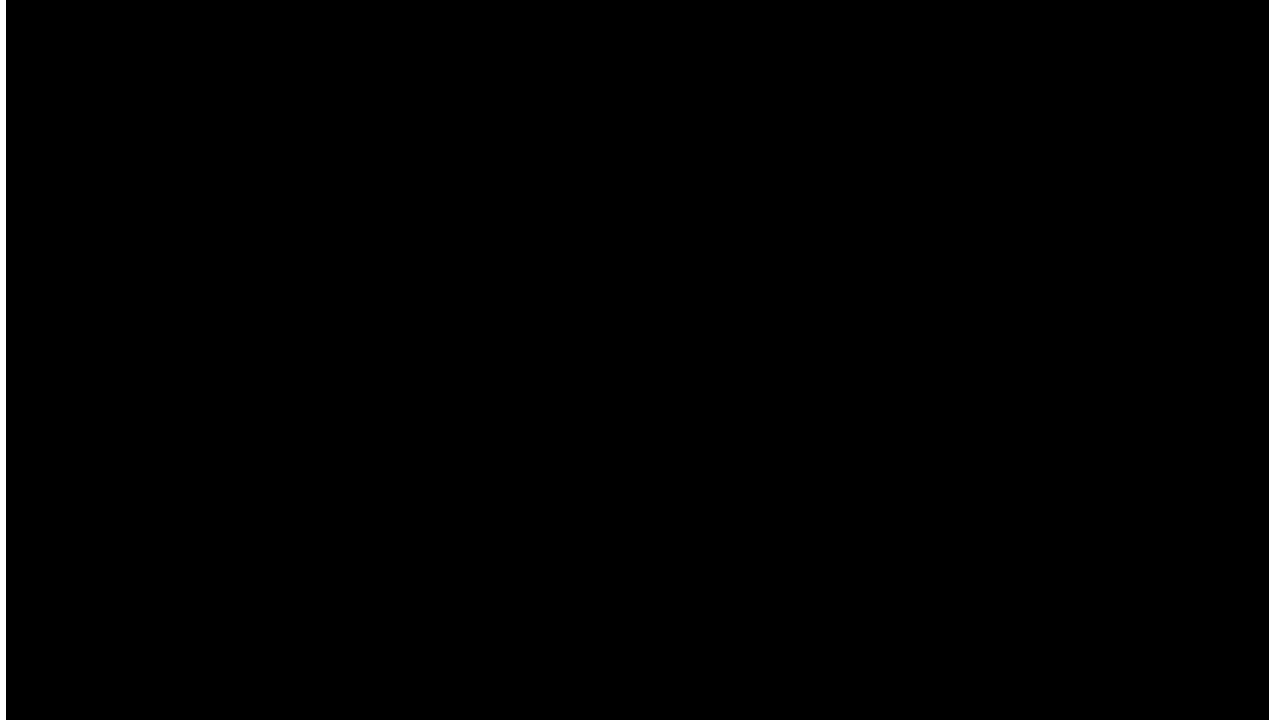
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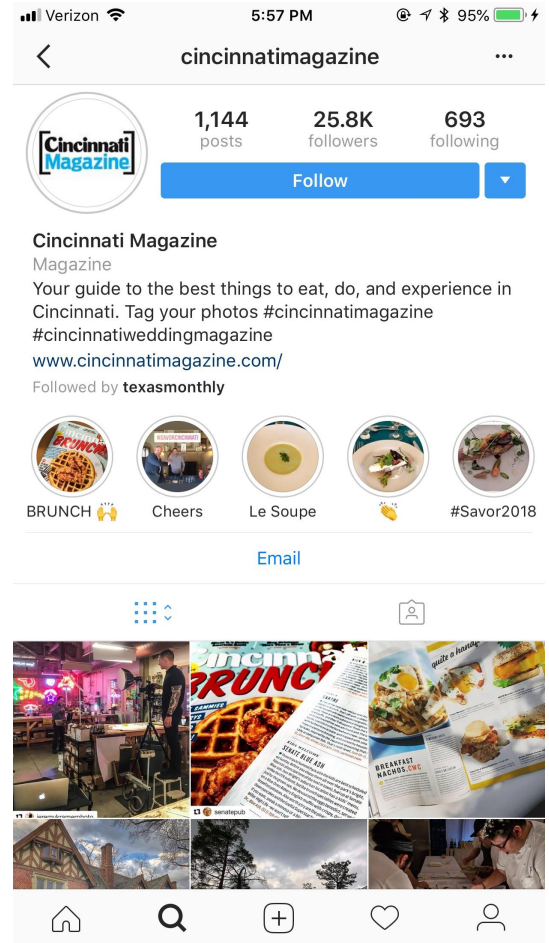
## September

- 3** Labor Day #LaborDay
- 4** National Wildlife Day #NationalWildlifeDay
- 22** First Day of Fall #HappyFall
- 24** Family Day #FamilyDay

# Making Changes: Facebook



# Making Changes: Instagram



## What We Learned

**Cincinnati**  
**Magazine**



# What's Next

