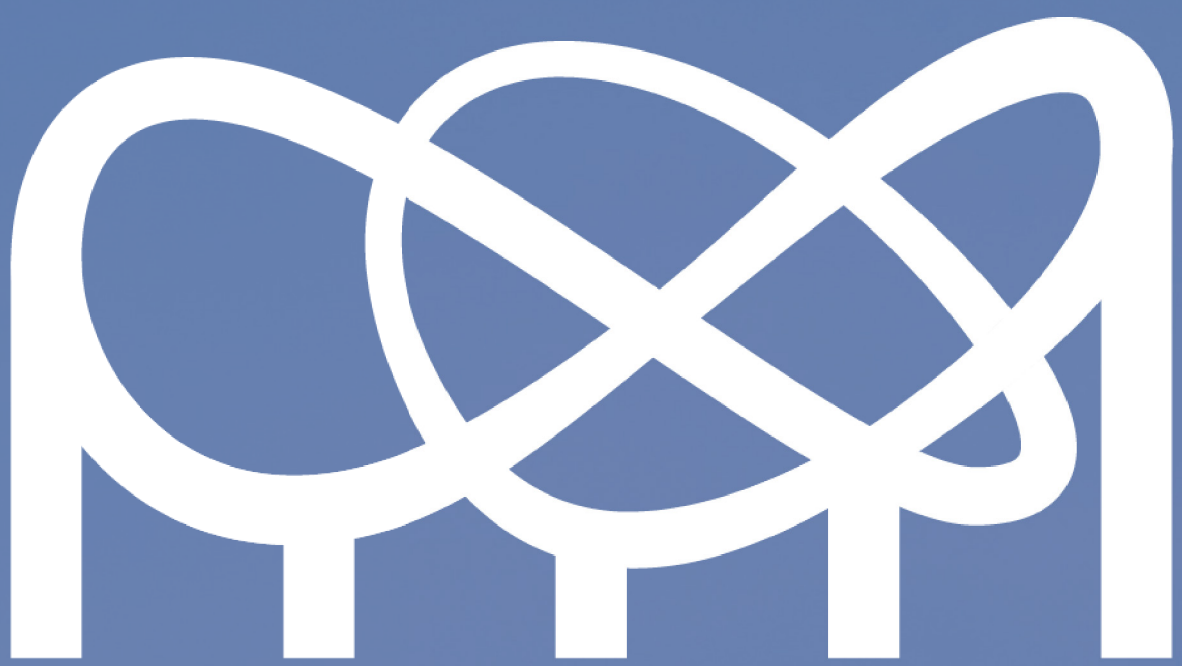


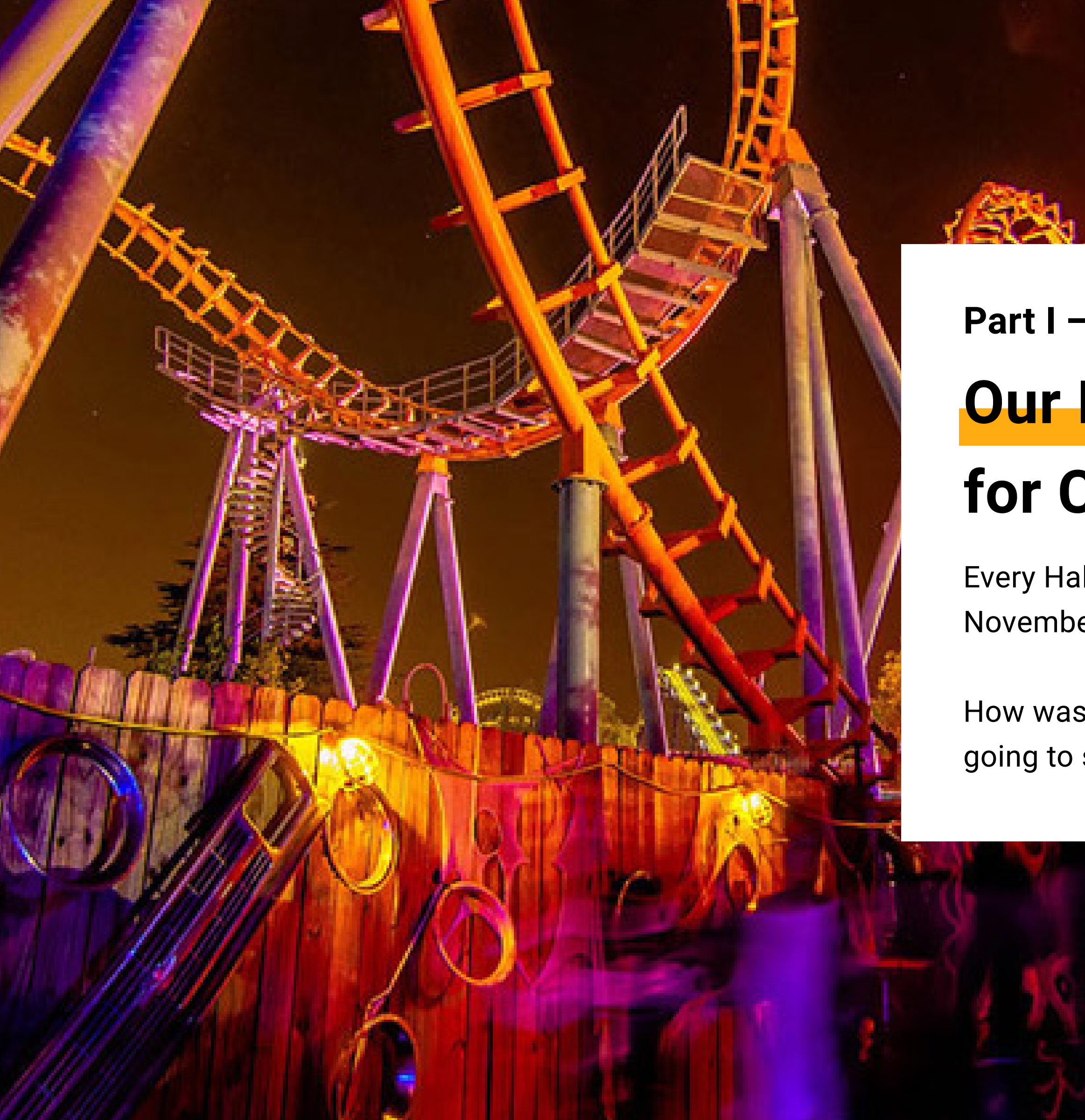


CASE STUDY



# Cedar Fair®





Part I —

## **Our Halloween Haunt Campaign for Cedar Fair**

Every Halloween, an entire spooky industry rises from the dead. Until November 1st it transforms advertising.

How was Cedar Fair's Halloween Haunt (think Knott's Scary Farm) going to stand out among the walking dead?



## CAMPAIGN GOAL

**“To spirit living souls to Cedar Fair’s Halloween Haunt, Markerly turned to social media to create mysterious intrigue around the event.”**

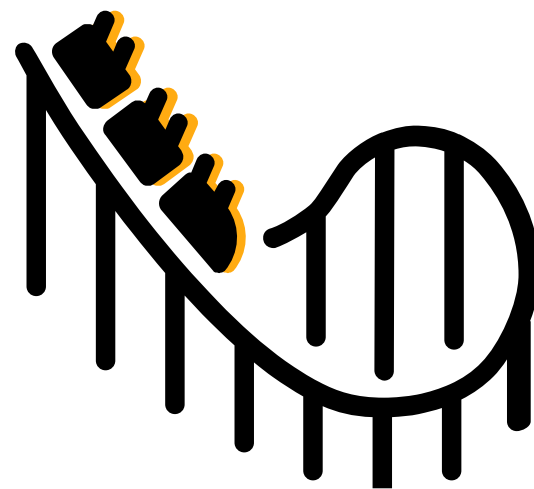
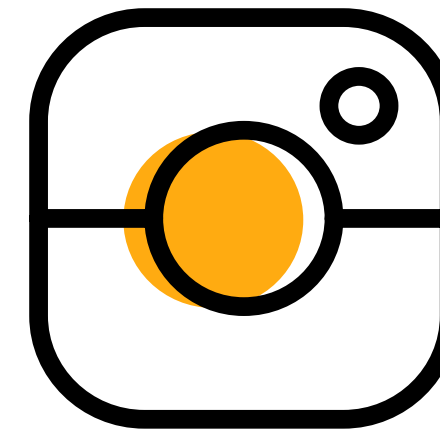


## WHAT WE DID



Tracked all social media content and discovered that Instagram offered the highest ROI in sales and Cedar Fair Halloween Haunt website visits.

Worked with 35 social media influencers, focusing heavily on Instagram, but using all platforms.



Ensured these influencers had very large followings of adventure-seeking teens and young adults, who lived within distance of the park.

Markerly had the influencers attend Cedar Fair's Halloween Haunt, and post about the experience live.





## ROI BY THE NUMBERS

After activating only **35 influencers**, who created **435 posts**, we reached **8 million people**, with **2,800 engagements per post** (95k likes and 988 comments). We saw a **15% engagement rate**, with a **media value = \$519k**, which vastly exceeded the campaign budget, and added many living—*paying* souls—to the Cedar Fair Halloween Haunt.

## CAMPAIGN RESULTS



### Intangible ROI:

We heightened awareness of this event for the foreseeable future. The results compounded, month-over-month. Why? Because content sticks around. We all need a certain number of touchpoints to buy, and the effect of 435 influential posts is far greater than what happens in one Halloween season.



### Social Good:

First, this campaign was local. It created more community by celebrating a cultural event and giving young people and families a great way to spend time together. Second, any amusement park or organization can attach a positive message or activity to an influencer campaign. Just ask us how!





Part II —

# Under the Hood of Markerly's Cedar Fair Campaign

Every campaign is different.  
But at Markerly, we have several linchpins.



# LINCHPIN#1

## Authentic Reach

Q: How does influencer marketing work best?

A: When we identify the most **authentic** influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means audience *size* is less of a factor compared to audience *engagement*. **A smaller, but more engaged audience will generate more sales** than a larger and less engaged one.

### Consider:

Just 35 influencers = over 1.8M engagements. This campaign's potential to affect the decisions of Halloween goers, and cause *action*, was enormous. By reaching those who are the most engaged, on the platform that creates the highest ROI, Markerly created the maximum possible change.

### Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.





# LINCHPIN#2

## Integrated Influence

Our Cedar Fair campaign used **content marketing**, **social media**, and the **public relations** power of the Cedar Fair brand, which inspired people to take action. These are three parts of what we call integrated influence.

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a *whole* brand. We help your company assemble an integrated influence campaign, which is powered by your existing:

- Social media
- Advertising
- Public Relations
- Agencies
- Campaigns
- Content
- Events
- and Corporate Responsibility Programs

**Integrated influence is our signature approach.**

We use the full “marcom matrix,” which amplifies an influencer campaign to reach your audience in the most effective way possible.



# LINCHPIN#3

## Doing Good

We help brands design socially responsible campaigns. It's not just that we want to do good.

### **Social responsibility sells.**

How is Halloween Haunt socially responsible? It's *socially responsive*. We love organizations that contribute to our culture, and show they care about our families, providing appropriate activities that fit the season.

It's also one step in a chain of brand influence.

**If a brand can use an influencer campaign to help its community, the environment or a good cause—it's a win-win.**

- You'll create a campaign that inspiring, and more shareable.
- Your brand will visibly associate with what your audience loves.
- You *become* the story that's told by people of influence.
- Your brand creates the news.

**Because people like people who do good.**







## LINCHPIN **#3** Doing Good

Once an organization shows it can pull off a Halloween Bash—its audience is listening. Cedar Fair is now **poised to create any influencer campaign it wants**, and get increased response, because its success is fresh on everyone's mind.

After its October win, December is the perfect time for Cedar Fair to devise a socially responsible holiday campaign, which will bring the brand powerful esteem with its followers, and create many new ones.





 **MARKERLY**