

Promotion Strategy and Results

“A Chicken’s Perspective”

Oct. 18 - Oct. 27, 2011

A 90 second film was created and designed by David Blackburn, Megan Filipowski, Jennifer St. Charles and Arielle Sheffield, then filmed and edited by Evan Jarvi. The video captured the perspective of a chicken at Cedar Bend, a retreat center that Freshman participate in within their first semester at Spring Arbor University.

The point of the video was to gain the most views within a week in competition with three other groups doing the same project. It was decided that a Facebook page be created to create interest in the project. The name of the FB page was “A Chicken’s Perspective”. The page was created on October 18, 2011 and the video would be posted on October 20.

As a team we created catchy status updates to attract people to the page to be ready for the video.

Oct 18 Coming Thursday, to a computer near you, Cedar Bend: A Chicken's Perspective.

744 Impressions · 0.81% Feedback

Oct 19 Remember to check out the video, posted here TOMORROW! You won't want to miss it!

559 Impressions · 0% Feedback

Oct 19 Let's see how many people we can have "like" this page before noon tomorrow!

533 Impressions · 0% Feedback

Oct 19 Add your friends!! They don't have to be SAU kids! This is a video you are going to want to share!

529 Impressions · 0.19% Feedback

Oct 20 All right guys, it's the day! Now all we have to do is wait until 2:05ish.

394 Impressions · 0% Feedback

Oct 20 Here is it, ladies and gents... "A Chicken's Perspective"

279 Impressions · 3.94% Feedback

Oct 20 After watching the video, post a review. We would love to hear from you!

274 Impressions · 0% Feedback

Oct 23 As an SAU student, I'm sure you've always wondered...<http://youtu.be/Xnqh7s6YnXY>

202 Impressions · 0.50% Feedback

Oct 24 So guys, what do you think?

171 Impressions · 0.58% Feedback

The goal with the FB page was to gain 100 likes before the video was posted. After one week, there was a total of 73 “likes”. Within the week web traffic to the site had 3, 290 impressions. YouTube saw a total of 440 views by October 27, 2011.

November 18, 2011 and there have been 71 more views.

#1 The majority of views on YouTube came from referral from the “A Chicken’s Perspective” Facebook page (243)

#2 The second highest form of referral came from mobile devices (74)

#3 The third highest form of referral was YouTube search (13)



A Chicken's Perspective

Movie · [Edit Info](#)

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Wall

Hidden Posts

- Info
- Friend Activity (1+)
- Photos
- Reviews

EDIT

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The untold story of Spring Arbor University's true heroes: <http://on.fb.me/...>
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73
like this

48
talking about this

- Add to My Page's Favorites
- Get Updates via SMS
- Get Updates via RSS
- Unlike
- Share

Wall A Chicken's Perspective · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

A Chicken's Perspective
So guys, what do you think?
127 Impressions · 0.79% Feedback
Like · Comment · Share · Monday at 12:47pm · [@](#)

Rebecca Rhodes So sad. Impressively well done!
Tuesday at 10:59am · Like

Write a comment...

A Chicken's Perspective
As an SAU student, I'm sure you've always wondered...<http://youtu.be/Xnqh7s6YnXY>

A Chicken's Perspective
www.youtube.com
The untold story of Spring Arbor University's true heroes.

158 Impressions · 0.63% Feedback
Like · Comment · Share · October 23 at 6:23pm · [@](#)

Robert Ryan Ratcliffe likes this.

Write a comment...

A Chicken's Perspective
After watching the video, post a review. We would love to hear from you!
230 Impressions · 0% Feedback
Like · Comment · Share · October 20 at 10:48pm · [@](#)

A Chicken's Perspective
Here is it, ladies and gents..."A Chicken's Perspective"
<http://youtu.be/Xnqh7s6YnXY>

A Chicken's Perspective
www.youtube.com
The untold story of Spring Arbor

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- Use Facebook as A Chicken's Perspective
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- Promote with an Ad
- View Insights
- Invite Friends

You and A Chicken's Perspective



[28](#) friends like this.

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