



Puerto's Free Taco Social Media Campaign

VERSION 1 | January 2023

Puerto's Free Taco Instagram Analytics and Results

Post overview

This view of your post may not represent exactly how it appears on your Instagram feed.



Performance for your post

Reported stats may be delayed from what appears on posts.



1,311

Accounts Center accounts reached ⓘ

Post interactions ⓘ

99 likes

184 comments

1 save

Account activity ⓘ

0 texts

0 emails

0 calls

0 get directions

0 website clicks

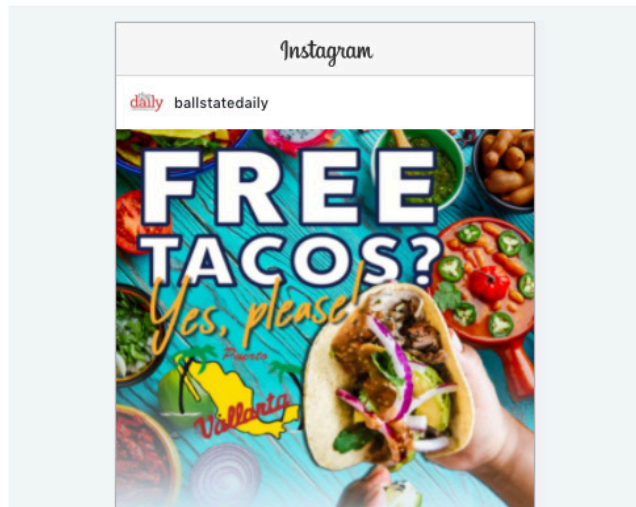
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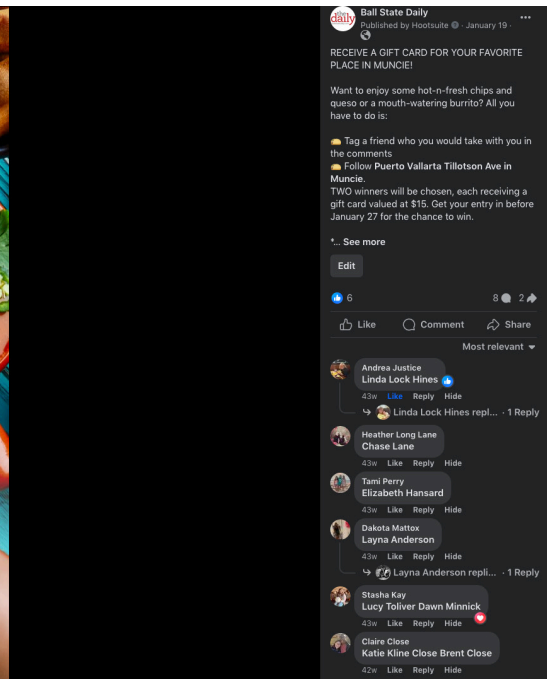
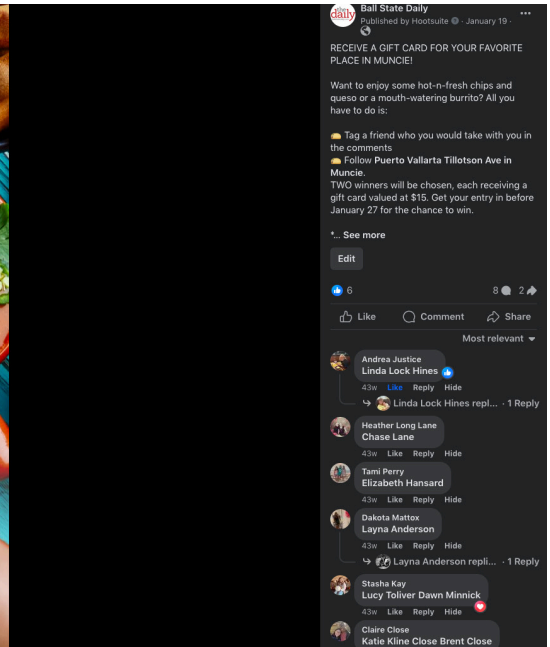
0 emails

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0 website clicks

Puerto's Free Taco Facebook Analytics and Results



Puerto's Free Taco Links and Explanations

Original Instagram post: <https://www.instagram.com/p/CnmyVjaLkqI/>

Last Chance Instagram Post: <https://www.instagram.com/p/Cn4RnEEOu1K/>

Original Facebook Post: <https://www.facebook.com/photo.php?fbid=891577422289464&set=pb.100043116438504.-2207520000.&type=3>

Last Chance Facebook Post: <https://www.facebook.com/photo.php?fbid=896673621779844&set=pb.100043116438504.-2207520000.&type=3>

The “Free Tacos” campaign was for our client, Puerto Vallarta. Puerto Vallarta is a Muncie based Mexican restaurant chain that is very popular among Ball State University students. Puerto Vallarta wanted to promote their Instagram which only had a couple followers. Through our social media, Puerto Vallarta ran a promotion where students could win gift cards to their locations. We posted this contest on our Facebook and Instagram accounts. Students would enter by liking the post, following @puertovallartatillotsonave and tagging a friend. Two students won \$15 gift cards. This contest generated over 180 entries and increased Puerto Vallarta’s followers by 60+.

Instagram and Facebook were the best platforms for this contest as our audience, Ball State students, mostly follow us on these platforms.

This contest lasted two weeks and we posted on the first day and last day of the contest (a week apart) on our main feeds. We also reshared the post on our Instagram and Facebook stories during the week to remind people to enter.