

Arizona National
LIVESTOCK SHOW

KAITLYN LUNT

PURPOSE

INFORM

Inform our audience of upcoming events and deadlines

EDUCATE

Educate the public on livestock shows

ENTERTAIN

Entertain our audience so that they will engage with our livestock related humor



SOCIAL MEDIA

Audit Section

Follower Count

- Facebook – 38,000
- Instagram – 15,400
- Twitter – 970
- TikTok – 390,000

Average Number of Likes, Comments, & Shares

- Facebook – 77 likes, 1 comment, 4 shares
- Instagram – 529 likes, 0 comments, 21 shares
- Twitter – 0 likes, 0 comments, 0 shares
- TikTok – 908 likes, 2 comments, 4 shares



TARGET *Audience*

Audience #1

- Demographics
 - Exhibitors showing animals
 - Ages 8-18
- Psychographics
 - Showing animals is their main hobby
 - Work hard with their animals every day
 - Dedicated to their livestock projects
 - Competitive
- Geographics
 - Southwestern United States
- Behavioral Characteristics
 - Enjoys social media especially TikTok, Instagram, & Snapchat

Audience #2

- Demographics
 - Parents of exhibitors showing animals
 - Ages 25-50
 - Middle to High class economic status
- Psychographics
 - Hardworking
 - Extremely Competitive
 - Livestock Junkies
 - Willing to pay a lot of money to ensure their kids success
- Geographics
 - Southwestern United States
- Behavioral Characteristics
 - Enjoys social media specifically Facebook & Twitter



POST *Ideas*

POST 1

The post will be a short video showing the final drive of the Gilt show to the sound “Pretty Girls Walk”

The video will be posted on TikTok and as an Instagram Reel because those forms of media tend to do best as we’ve seen in the past with this platform.

Caption: All the pretty gilts walk like this at #ArizonaNational

Purpose: To entertain and promote the Gilt Show at Arizona National.



POST 2

The picture will be posted on Instagram and Facebook. Regular posts tend to do well on Facebook.

Caption: Have you ever seen a more perfect picture? #ArizonaNational

Purpose: To entertain and build a reputation for the Arizona National Livestock Show.



POST 3

This picture will be posted on Instagram, Facebook, and Twitter because it's more of a formal piece of content instead of just to entertain.

Caption: Registration is open now for the 2023 Junior Market Goat Show at #ArizonaNational
Entries close on December 27th.
Enter now with the link in our bio!
See you in Phoenix, Arizona December 27-31, 2023!

Purpose: To inform participants that registration is open and to register now.

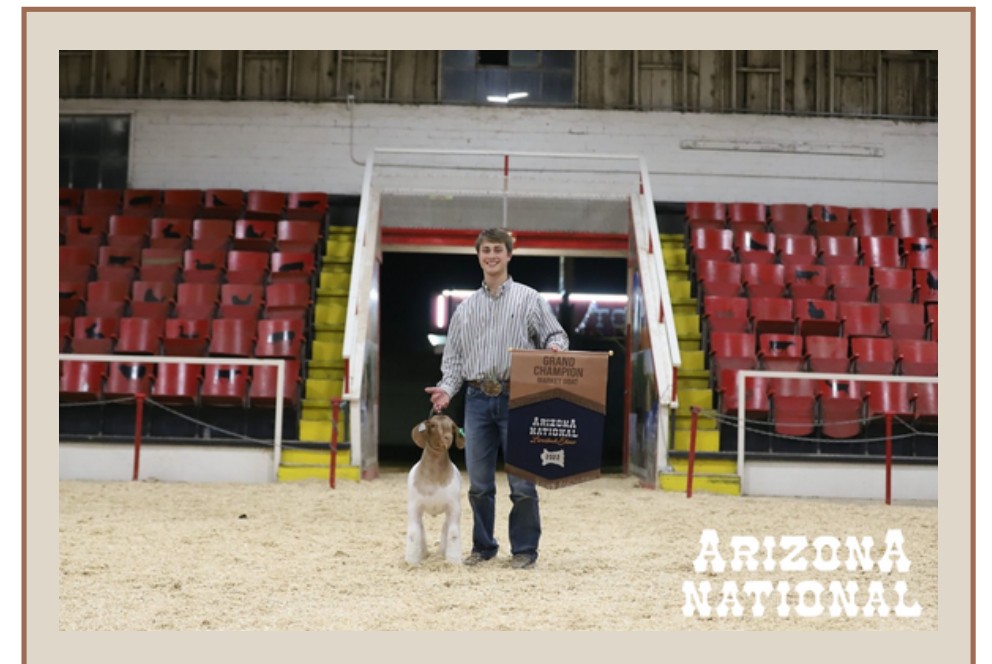


POST 4

These pictures will be posted as a carousel on Instagram, Facebook, and Twitter because it is more of a formal post.

Caption: Congratulations to our 2023 #ArizonaNational Grand Champions! To see the full list of winners click the link in our bio.

Purpose: To announce the overall Grand Champions from the show and inform everyone who won.



POST 5

This picture will be posted on Instagram, Facebook, and Twitter.

Caption: It takes a village at #ArizonaNational. Thank you to everyone who helps make this show possible. We appreciate you! Let your livestock show support system know how grateful you are for them in the comments down below.

Purpose: To express gratitude and acknowledge everyone who helps make the show run.



POST 6

This picture will be posted on Instagram, Facebook, and Twitter.

Caption: All smiles over here at #ArizonaNational

Purpose: To entertain and to get our audience to realize how fun the livestock show is for the whole family.



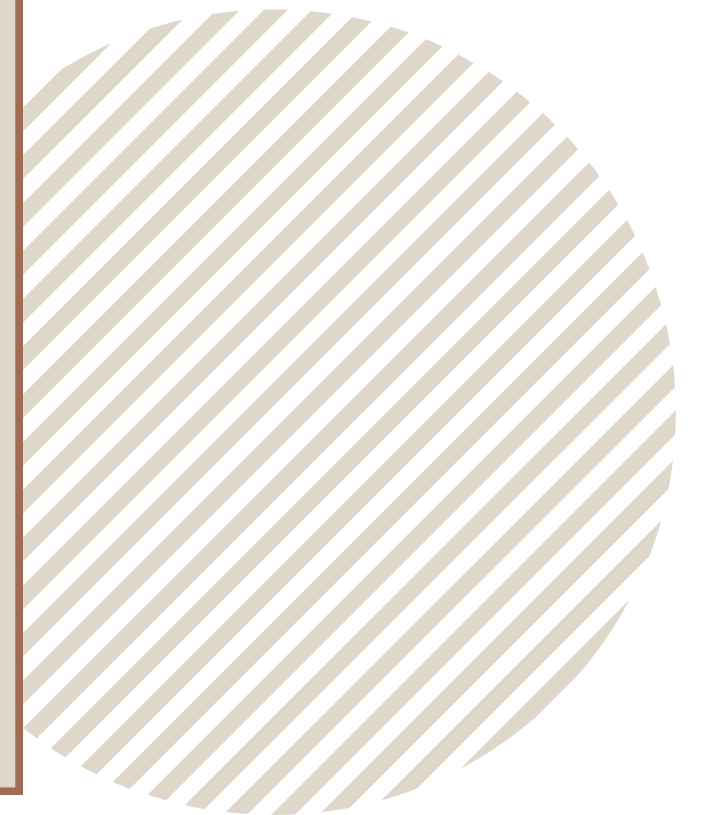
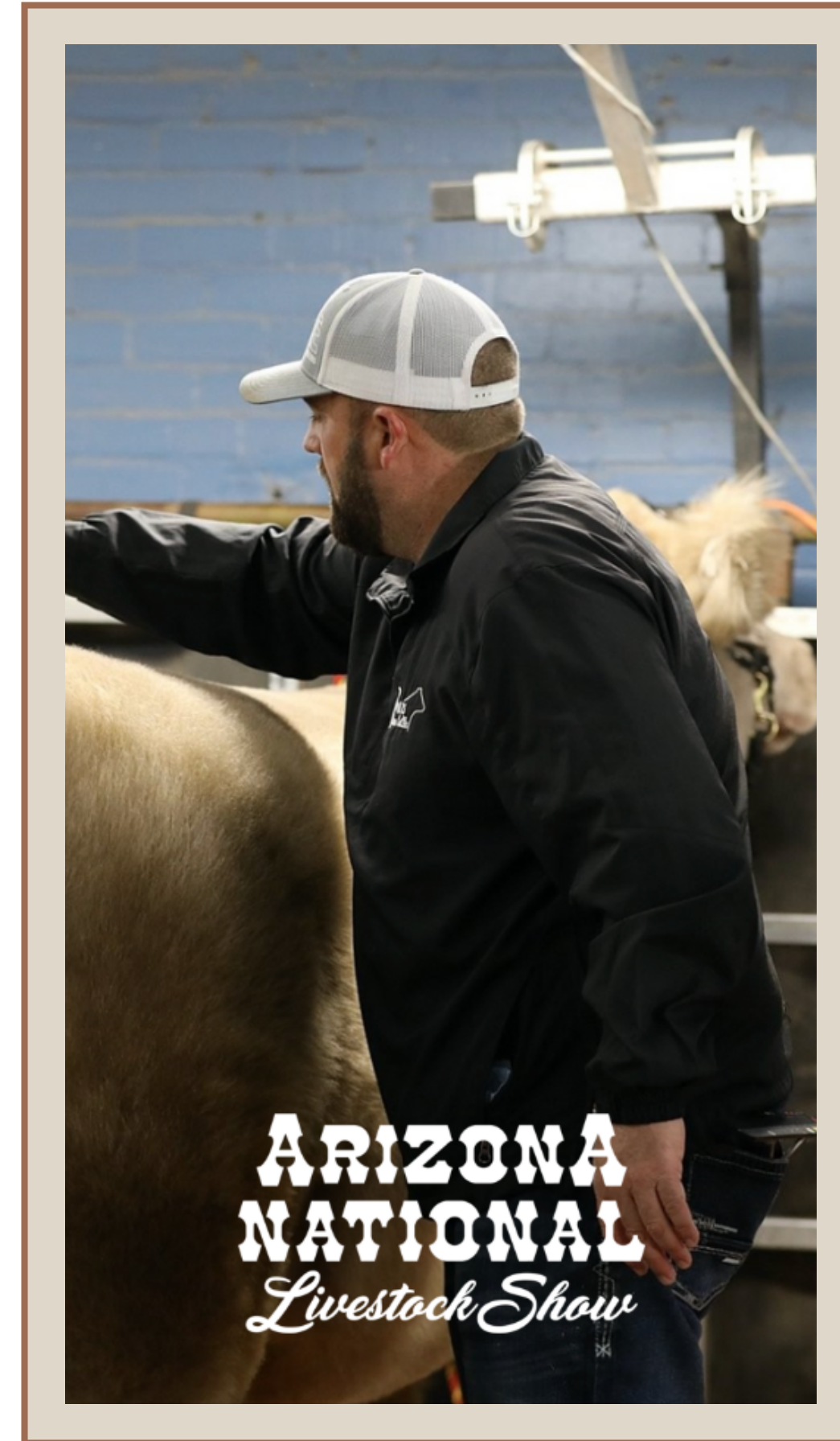
POST 7

The post will be a short video showing the steer prep done for the show to the sound “Ready for it” by Taylor Swift

This short-form video will be posted as a reel on Instagram and as a TikTok.

Caption: It’s almost showtime at #ArizonaNational. Comment below if you’re ready for it.

Purpose: To entertain our audience and get them excited about the livestock show.



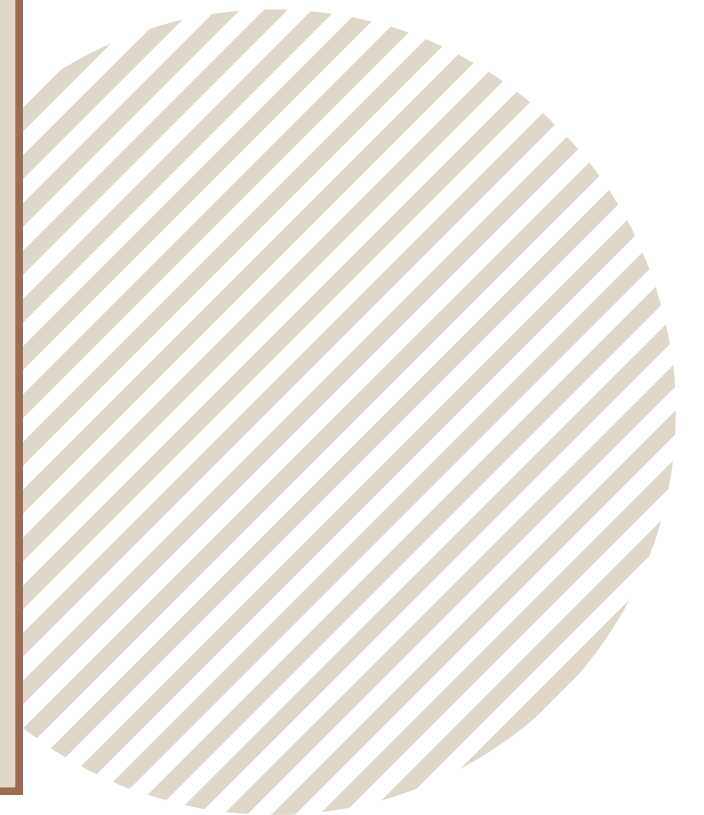
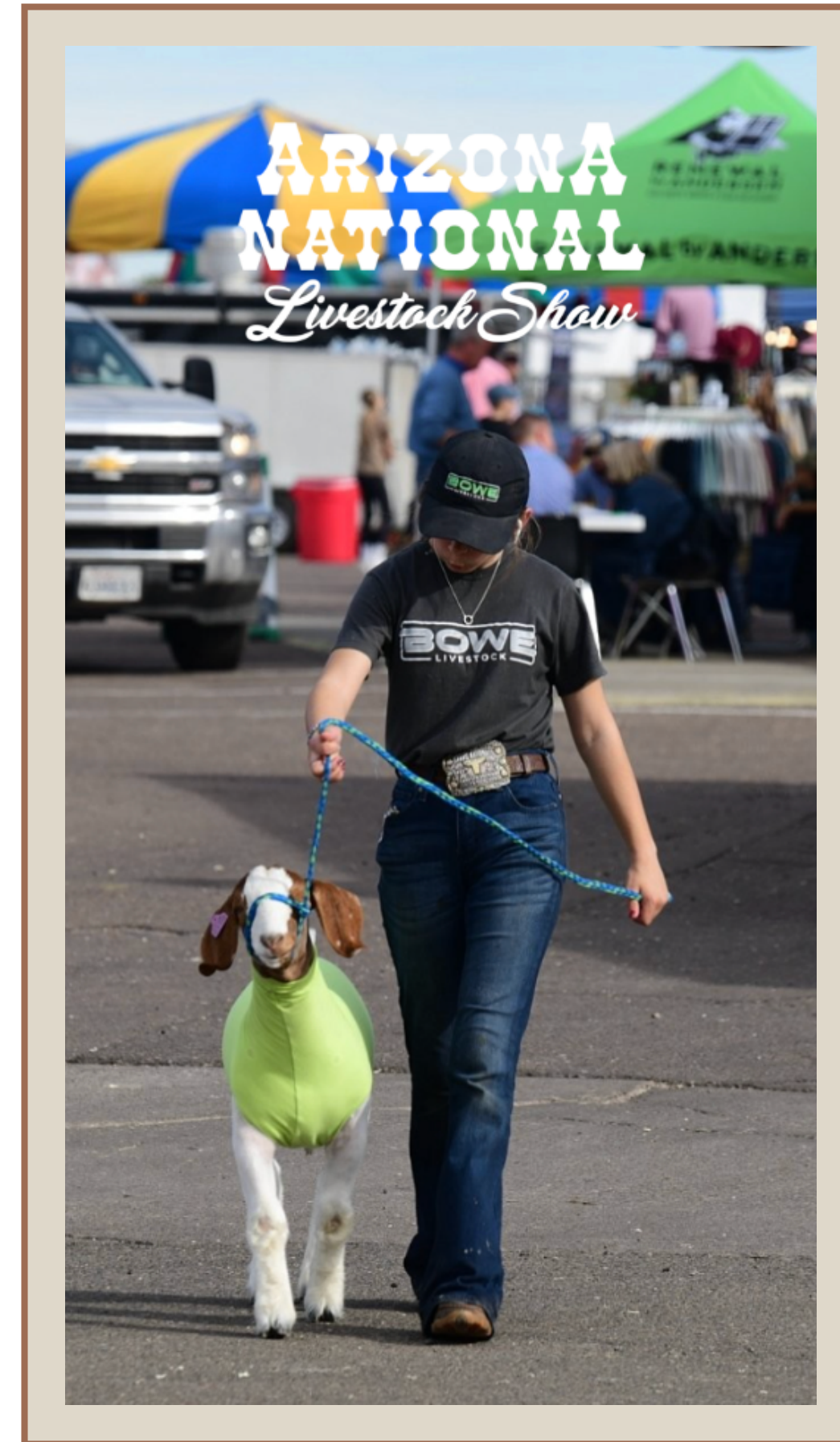
POST 8

The post will be a short video showing an exhibitor walking their goat around the Livestock Show to the sound “Walk it like I talk it.”

This short-form video will be posted as a reel on Instagram and as a TikTok.

Caption: We just walk it like we talk at #ArizonaNational because we know we’re the best in the West.

Purpose: To entertain and to get our audience excited about the livestock show.



TIMELINE

The campaign will last one month during December to prepare for and give updates during the 2023 Arizona National Livestock Show. We will try to post on Instagram and Facebook at least once every other day. Our goal is to post on TikTok and Twitter at least twice a week.

- Post #1 – December 26th
- Post #2 – December 28th
- Post #3 – December 1st
- Post #4 – December 31st
- Post #5 – December 4th
- Post #6 – December 13th
- Post #7 – December 17th
- Post #8 – December 22nd

december 2023

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Post 3	2
3	4 Post 5	5	6	7	8	9
10	11	12	13 Post 6	14	15	16
17 Post 7	18	19	20	21	22 Post 8	23
24	25	26 Post 1	27	28 Post 2	29	30
31 Post 4						