



NEWBURY RACECOURSE

Scope of work

The running of Newbury Racecourses' social media channels (Twitter, Facebook and Instagram) and paid promotional activity, in conjunction with their in-house team, in the run up to and during the Ladbrokes Winter Carnival race weekend

Challenges and tasks

To increase awareness of the event amongst not only a racing audience but a wider, younger demographic

To reverse the trend of lower attendance figures at the race weekend itself

To give the social channels a clear "Newbury identity"

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Results

Growth in follower numbers of 1,568 across the social channels

Highest Facebook post reach and engagements since the page was created

1.6 million organic Twitter impressions, the highest in the account's history

11,563 Instagram post engagements and 111,134 Instagram story impressions, both the highest ever

An uplift in tickets sold compared with 2018

