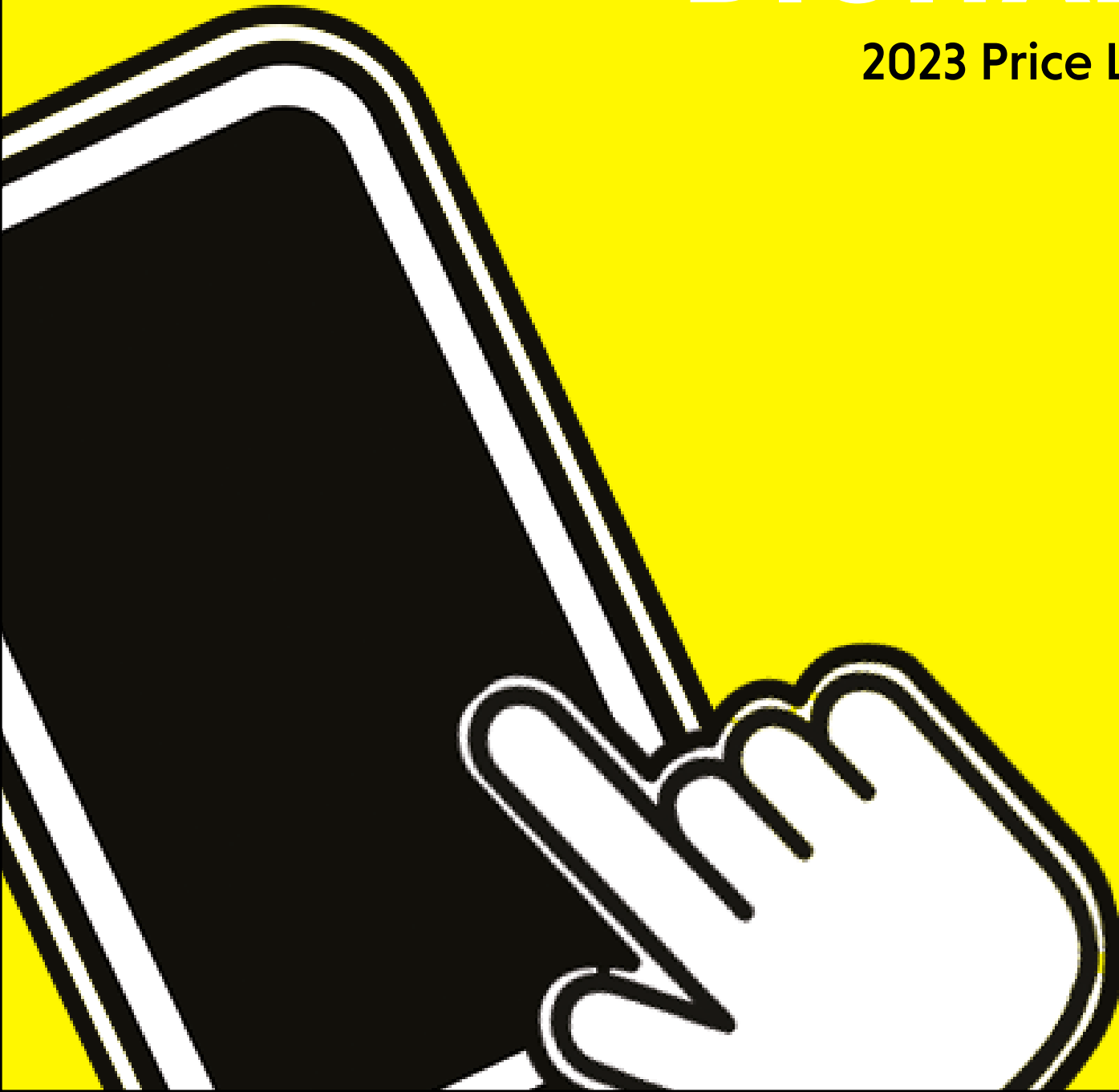


DIGITAL SERVICES

2023 Price List & Previous Campaigns



PRICES: CONTENT MARKETING

£65+ VAT ————— **for 1x static post** via our Insta, Facebook, & Twitter pages.

[See Example HERE.](#)

£85+ VAT ————— **for a video reel** produced and posted on our Insta, Facebook, & Twitter pages

[See Example HERE.](#)

£100+ VAT ————— **for full event coverage** including 5x static / video posts via stories + a video reel posted on our Insta, Facebook, and Twitter

[See Example HERE.](#)

£140+ VAT ————— **for Insta or Facebook live** including 5 minutes 'live' hosted by one of our presenters, followed by static / video posts via stories on our Insta or Facebook

PRICES: BOOSTED ADS

£65+ VAT ————— **per boosted ad** via one of our social media platforms (includes £40 ad-spend)

£120+ VAT ————— **for a multi-boosted ad** across all 3 of our social media platforms (includes £80 ad-spend)

[See Example HERE.](#)

HOWDO?! YORKSHIRE REACH & ENGAGEMENT

OVERALL REACH RATES

Facebook Reach
(Last 90 Days)

9.7k

Instagram Reach
(Last 90 Days)

9.5k

Twitter Impressions
(Last 90 Days)

18.1k

OVERALL ENGAGEMENT RATES

Facebook

4.5%

Instagram

6.7%

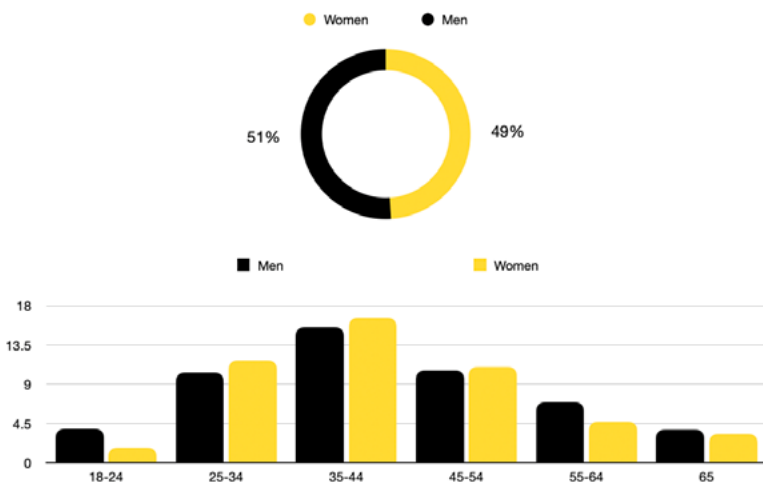
Twitter

5.2%

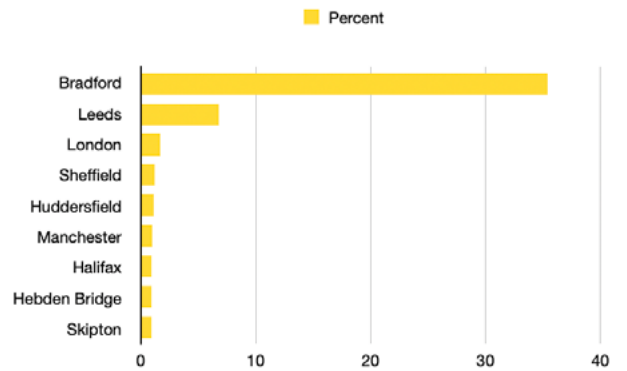
HOWDO?! YORKSHIRE DEMOGRAPHICS

Facebook

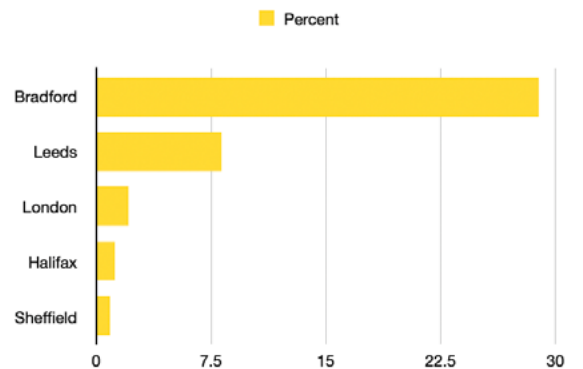
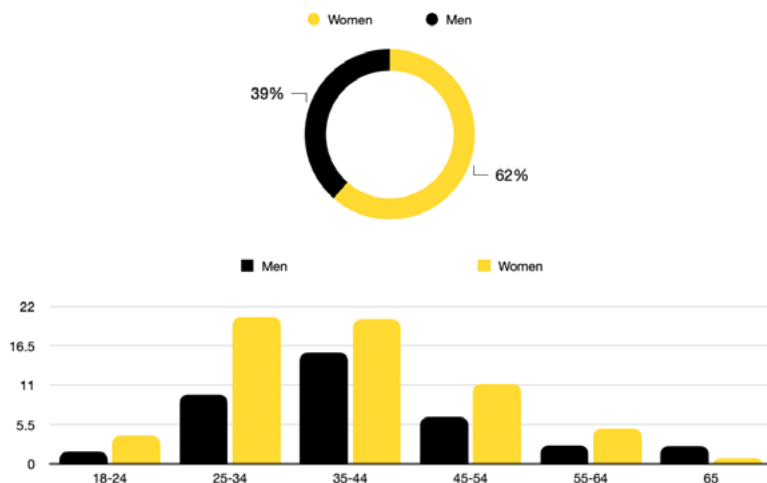
Age & Gender



Location



Instagram



PREVIOUS CAMPAIGNS



WEIGHT OF WORDS: HENRY MOORE INSTITUTE



Safrana is one of our content creators, and regularly attends events / exhibitions / shows on behalf of HowDo to review the event, and give insight to our audience.

These reels are a great potential way to spread awareness of an ongoing event or an institution, since reels have a greater pull on the algorithm and are more likely to be seen by potential visitors / clients / or buyers.

INSTAGRAM HIGHLIGHTS

Total Plays

1070

Typically 126-230

Total Likes

46

Typically 7 - 19

Total Comments

5

Typically 0 - 1

Total Shares

1

Typically 0 - 1

Total Saves

2

Typically 0 - 1

Total Ad Spend

£0

Weight of Words: Henry Moore Institute

INSTAGRAM AUDIENCE REACH

Accounts Reached

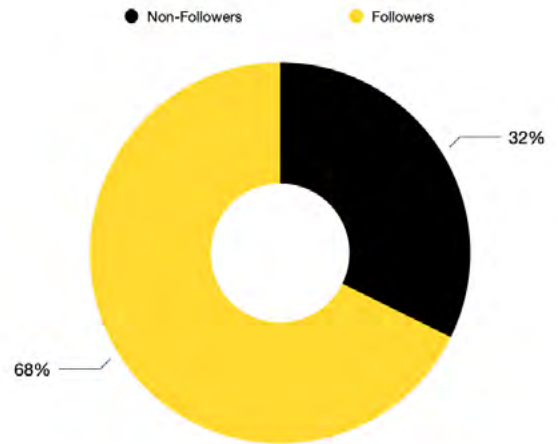
945

Followers

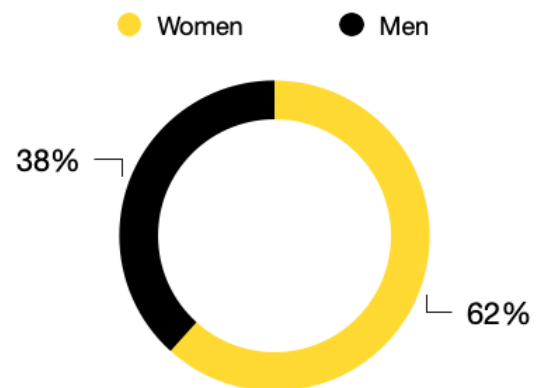
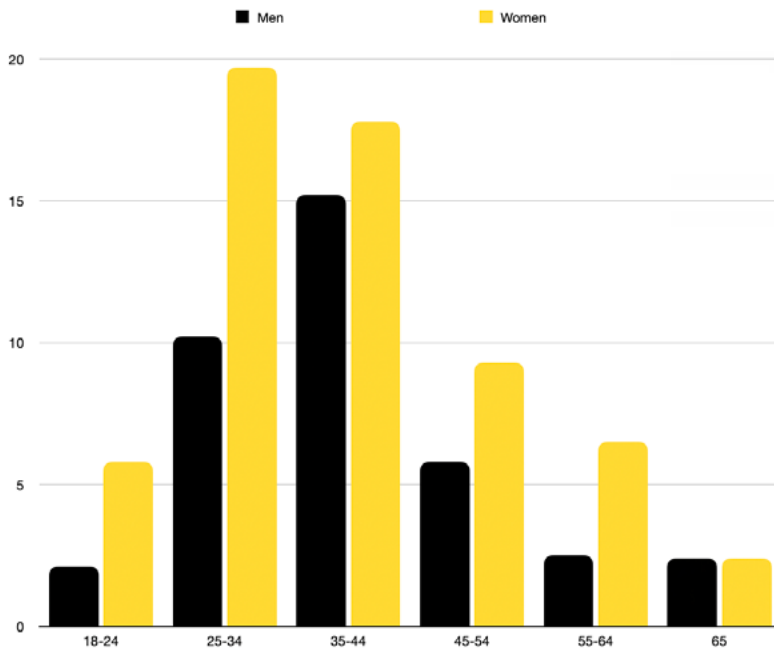
640

Non-Followers

305



AGE AND GENDER DEMOGRAPHICS



Weight of Words: Henry Moore Institute

TWITTER / X HIGHLIGHTS

Impressions

580

Engagements

48

Detail Expands

3

Likes

3

Retweets

2

Comments

0

VIDEO METRICS

Unique Views

138

Total Views

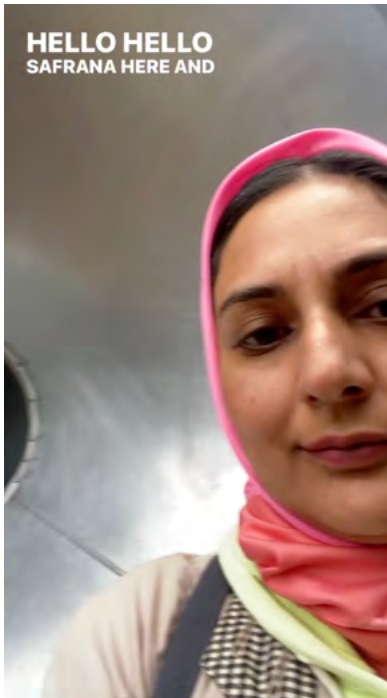
156

Total Ad Spend

£0



CURIOSITY & WONDER: YORKSHIRE SCULPTURE PARK



INSTAGRAM HIGHLIGHTS

Total Plays

1229

Typically 126-230

Total Likes

25

Typically 7 - 19

Total Comments

1

Typically 0 - 1

Total Shares

2

Typically 0 - 1

Total Saves

1

Typically 0 - 1

Total Ad Spend

£0

Curiosity & Wonder: Yorkshire Sculpture Park

INSTAGRAM AUDIENCE REACH

Accounts Reached

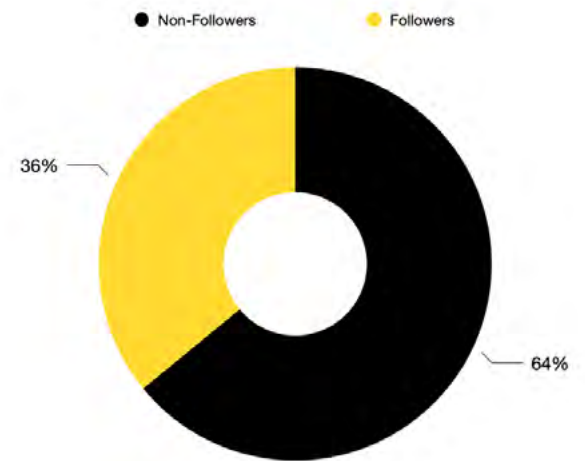
1180

Followers

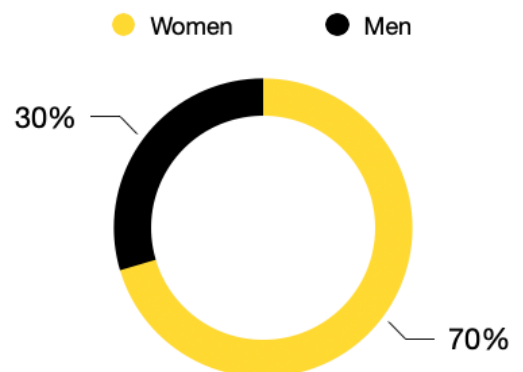
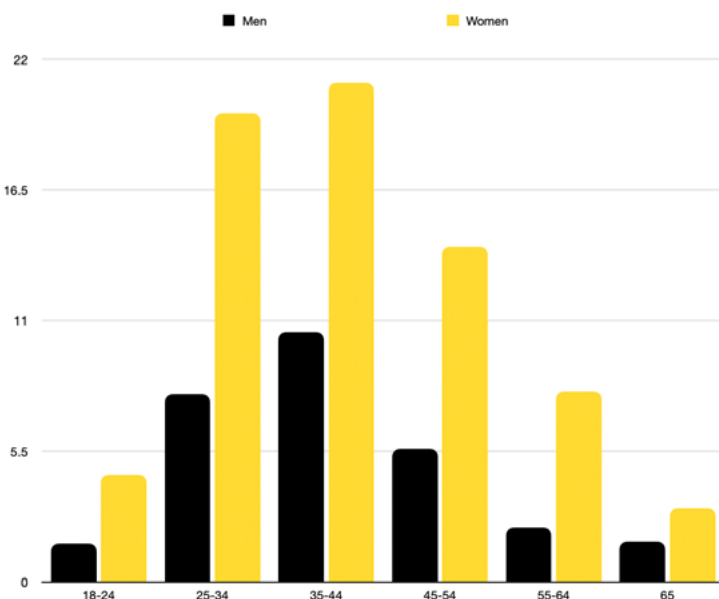
424

Non-Followers

756



AGE AND GENDER DEMOGRAPHICS



Curiosity & Wonder: Yorkshire Sculpture Park

TWITTER / X HIGHLIGHTS

Impressions

934

Engagements

24

Detail Expands

2

Likes

3

Retweets

1

Comments

0

VIDEO METRICS

Unique Views

194

Total Views

204



FANTASMA: BOOSTED POST

INSTAGRAM HIGHLIGHTS

Total Reach

7110

Typically 126-230

Total Likes

25

Typically 7 - 19

Total Comments

1

Typically 0 - 1

Total Shares

4

Typically 0 - 1

Total Saves

3

Typically 0 - 1

Total Ad Spend

£40

Typically £0

FANTASMA

FACEBOOK HIGHLIGHTS

Total Reach

4299

Typically 62 - 281

Total Post Reactions

10

Typically 1 - 5

Total Saves

1

Typically 0 - 1

Total Ad Spend

£20

Typically £0

TWITTER HIGHLIGHTS

Total Impressions

77,756

Higher Than Typical

Engagements

149

Higher Than Typical

Profile Visits

35

Higher Than Typical

Total Ad Spend

£20

Typically £0



LEEDS WEST INDIAN CARNIVAL



We also offer live-coverage of events that takes place on our stories, right as the event is happening in real-time.

OVERVIEW

Accounts Reached

118

Typically 90-100

Avg. Sticker Replies

2

Typically 0

Avg. Profile Clicks

2

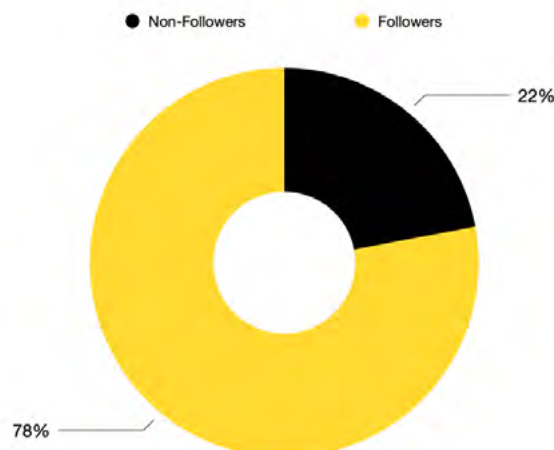
Typically 0-1

Followers

92

Non-Followers

26



Total Ad Spend

£0

Typically £0



Join us for our fun Family Weekend

LIGHT FANTASTIC

It's time to experience Light Fantastic!
Over 40 hands-on fun for two days of FREE Family
workshops and shows exploring
the wonder of light.



Join us for our fun Family Weekend

LIGHT FANTASTIC

It's time to experience Light Fantastic!
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workshops and shows exploring
the wonder of light.



HERD: KIRKLEES YEAR OF MUSIC

HIGHLIGHTS: FACEBOOK

People Reached Organically:

734

Paid Reach:

3989

POST INTERACTIONS

Link Clicks:

150

Higher Than Typical
Typically 1-14 Clicks

Post Comments:

8

Higher Than Typical
Typically 0-1 Comments

Facebook Post Shares:

5

Higher Than Typical
Typically 0-1 Shares

Facebook Post Reactions:

33

Higher Than Typical
Typically 1-5 Reactions

Total Ad Spend

£20

HERD: Kirkstall Year of Music

HIGHLIGHTS: INSTAGRAM

People Reached Organically:

209

Paid Reach:

6227

POST INTERACTIONS

Link Clicks:

113

Post Reactions:

9

3 Second+ Video Plays:

2241

Total Ad Spend

£40

Typically £0

Howdy Gooey

 howdoyorkshire

 howdoyorkshire

 howdoyorkshire

 marketing@howdoyorkshire.com

www.howdoyorkshire.com