

May 2022 Visitors

On-Site Visitors	1,957
Museum Website	630
Explore Website	140
Bootlegger Daze	225

Targeted Ad Campaign Results

Our targeted Facebook ad campaign was completed in May. The ad ran in Conway, West Little Rock, Fayetteville, Rogers, and Jonesboro. The ad reached 14,172 direct consumers with 307 of those users contacting the museum for information on a summer visit.

Diving into the demographics, the majority of placements were over the age of 45 and 3% of placements were in Oklahoma and Missouri. 57% were placed on women's Facebook pages. Interestingly, placement was about even between men and women in lower age groups, but as the user aged placement grew among females which is indicative of increased Facebook use among women in older users. We're excited to see the results of this campaign that cost less than 2 cents per placement.

Monthly Events

On the first Saturday of every month, we are hosting "Meet the Artists" where several artists are in the museum demonstrating their craft. This is generating both positive reviews by visitors and increases in our sales in the Artisan Gift Shop. On the third Friday of each month, the Main Street businesses are hosting extended sales where businesses are staying open late for our visitors and tourists in the community. These two events are giving us the opportunity to promote our community and county.

Our Walls Are Talking Rodeo Weekend

On Saturday, June 11, we are hosting a special event we're calling "Our Walls Are Talking." We have volunteers to act as local legends and to bring our exhibits to life. It will be a great opportunity to capitalize on the visitors in town for the Rodeo. It will be held from 1:00 to 3:00 ahead of the Rodeo Parade and after the All-School Reunion.

Upcoming Events

June 10-11, 2022 Lions Club Rodeo & All School Reunion & Our Walls Are Talking

As always, thank you for the opportunity to serve you.

Respectfully submitted,

