



CLIENT:

iFLY

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Due to initial success in Portland, iFLY has expanded their social media partnership to Seattle, Sacramento and San Francisco.

## Client Description

Founded in 1998, iFLY has over 37 locations across the globe, including the U.S., Canada, Europe and Asia. In November 2015, iFLY was getting ready to open its new location in Portland and selected A.wordsmith as its local PR and social media partner. Since then, A.wordsmith has worked closely with iFLY to launch a thoughtful and strategic communications program designed to broaden awareness of its services within the area and fulfill iFLY's mission of "delivering the dream of flight to everyone."

## Project Description

With iFLY Portland's Facebook page, A.wordsmith wanted create content that added value to followers beyond promotions and events happening at the tunnel. Working with an onsite iFLY team member, A.wordsmith posts ongoing content that targets the interests of iFLY's key audiences: families, skydiving enthusiasts, and Portland's athletic community interested in recreation.

## Key Results

- iFLY Portland's average daily reach on Facebook (through posts, likes, shares, comments, and ads) averages 3,000-6,000 people every day – with some days over 10k.
- The average reach for posts the month of May 2016 as a percentage of total page likes was 16%. To put this in perspective, the average Facebook page reaches 2.6% – 4.1% of their followers.
- Despite being just over 3k in likes, one of the smaller iFLY tunnel following on Facebook, iFLY Portland's engagement numbers are typically in the top 3 of these similar pages.

Due to the success of Portland's Facebook page, A.wordsmith took on an expanded social media partnership with iFLY. To help the Portland, Seattle, Sacramento, and San Francisco Facebook pages tap into their specific local markets, A.wordsmith curates local news and events relevant to iFLY fans. A.wordsmith also helps coordinate content from the individual tunnels including more candid photos and videos. As a partner to iFLY's corporate social media team, A.wordsmith has mastered the overall brand voice while elevating each tunnel's content for their local audience.