

On-Line Year in Review 2017

Jack Loucks, Bytown Railway Society

On-line Year in Review 2017

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On-line Sales Summary

Sales [?](#)

\$21,783 CAD

▲ 18% from a year ago

Number of transactions

527

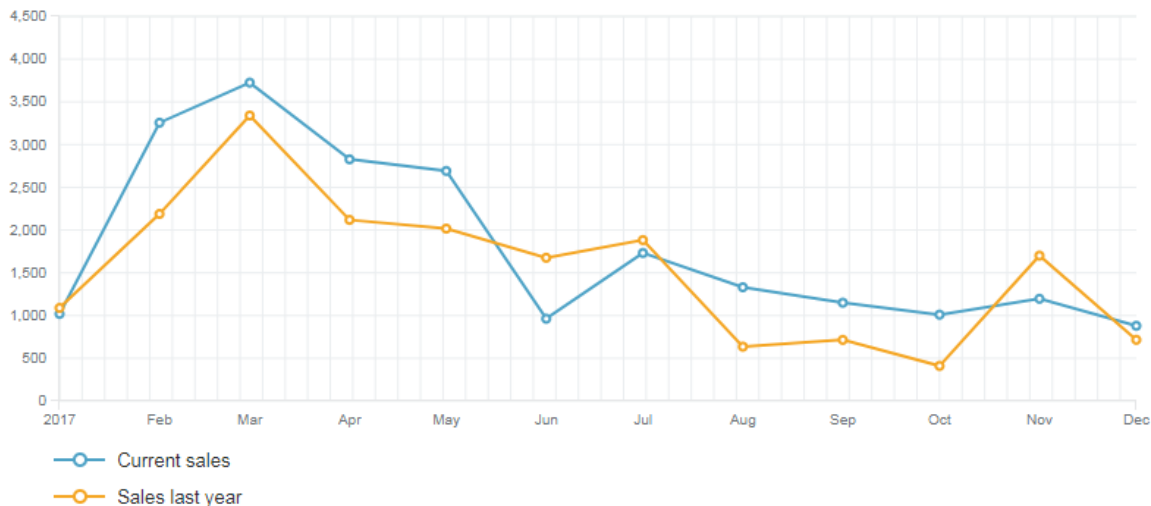
▲ 15% from a year ago

Average selling price

\$41 CAD

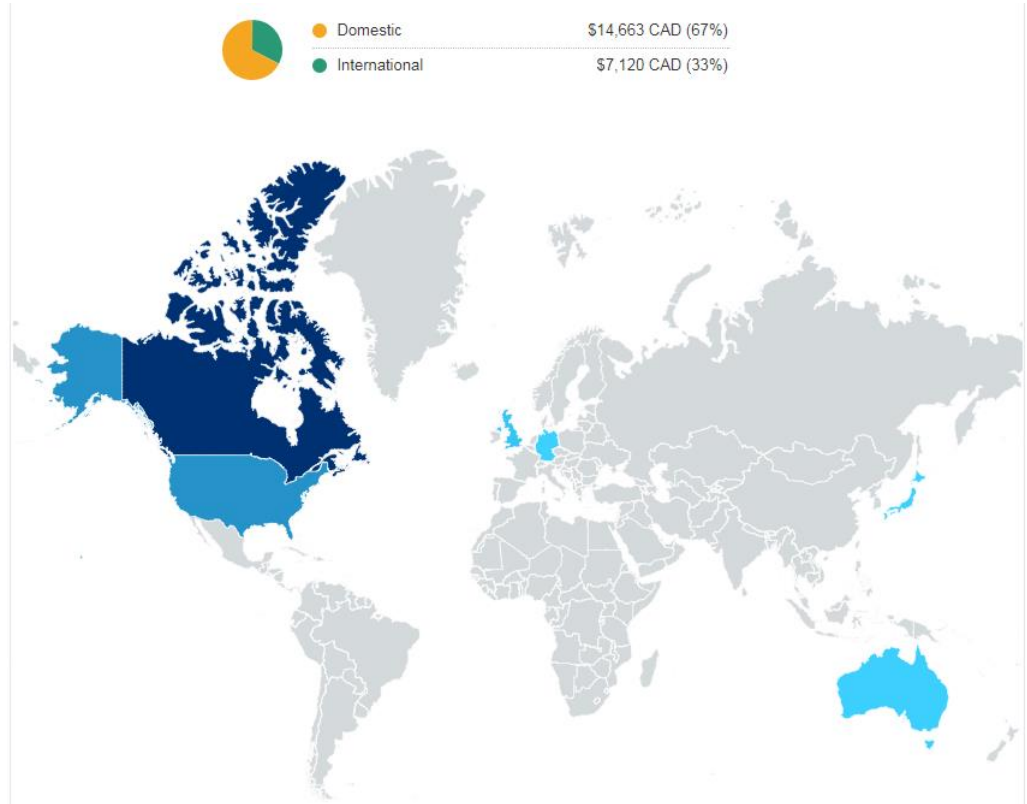
▲ 2% from a year ago

Compare data to last year

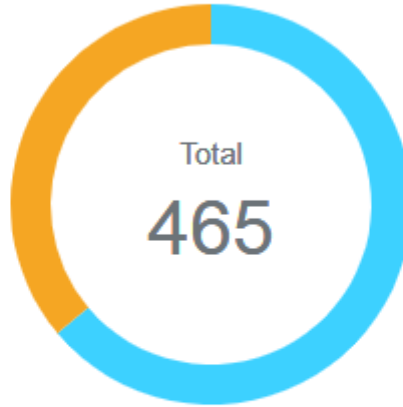


On-line Sales by Country

- Domestic \$14,663 (67%)
- International \$7,120 (33%)



On-line Sales by New and Returning Customers



New customers

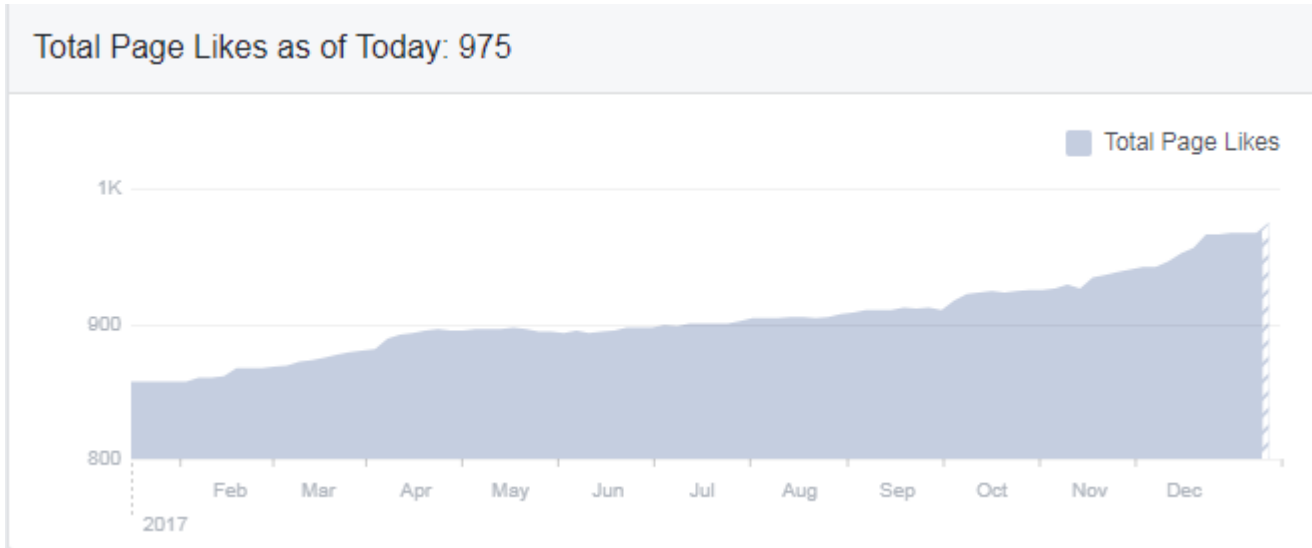
64% (297)



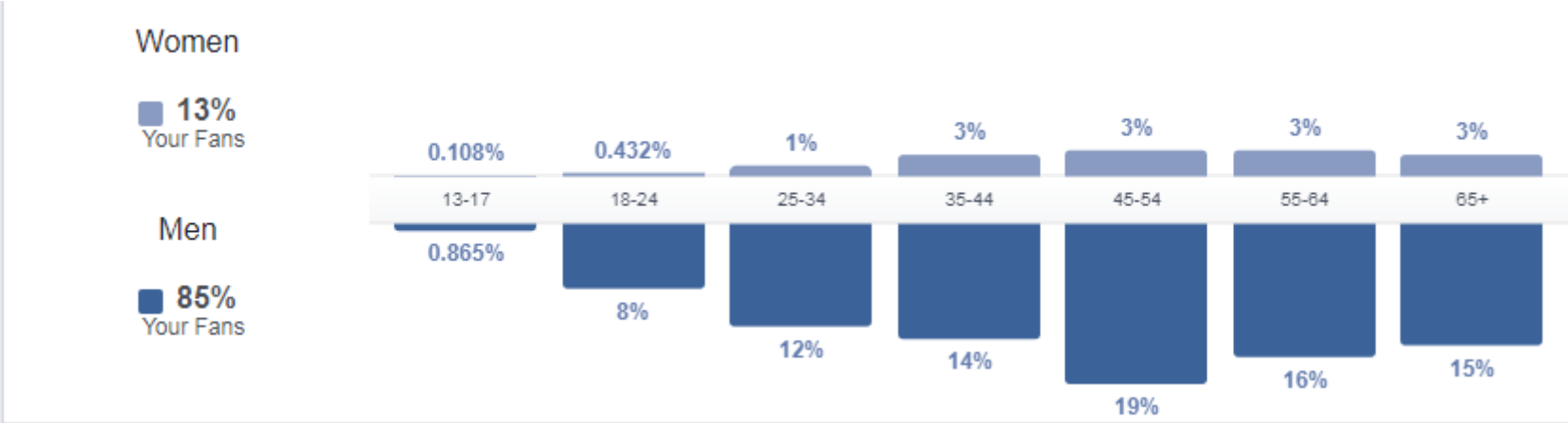
Returning customers

36% (168)

BRS Facebook Summary



BRS Facebook Fan Demographics



Facebook Boost Event Experiment

- November Program Night
- Target: Men & Women, 18-65 ~50 mile radius of Ottawa
- Promotion run: 7 days
- Fee: \$26 USD

OVERVIEW EDIT PROMOTION

Please rate the effectiveness of this promotion.
★★★★★

You targeted **men and women, ages 18 - 65+** who live in **2 locations**, and have **2 interests**.

Location - Living In:
Canada and United States

Age:
18 - 65+

People Who Match:
Interests: Heritage railway or Railfan

[Hide full summary](#)

This promotion ran for **7 days**.

Your total budget for this promotion was **26.00 CAD**.

1,139	75	\$26.00
People Reached [?]	Engagements	Total Spend [?]

Actions | People | Countries


DESKTOP NEWS FEED MOBILE NEWS FEED

Bytown Railway Society shared their event.
Sponsored · 🌐

"Montreal's Windsor Station: Canada's Most Historic Railway Terminal." a presentation by Derek Boles.

Bytown Railway Society is proud to host this free event. Railfans and heritage building enthusiasts are invited to attend to learn more about Montreal's Windsor Station.

Coffee and snacks available for a small fee.



NOV 7 **Montreal's Windsor Station**
Tue 7:30 PM · Canada Aviation and Space Muse...
25 people interested · 4 people going

★ Interested

Facebook Boost Event Experiment Results

- Reach: 1,139
- Engagements: 75



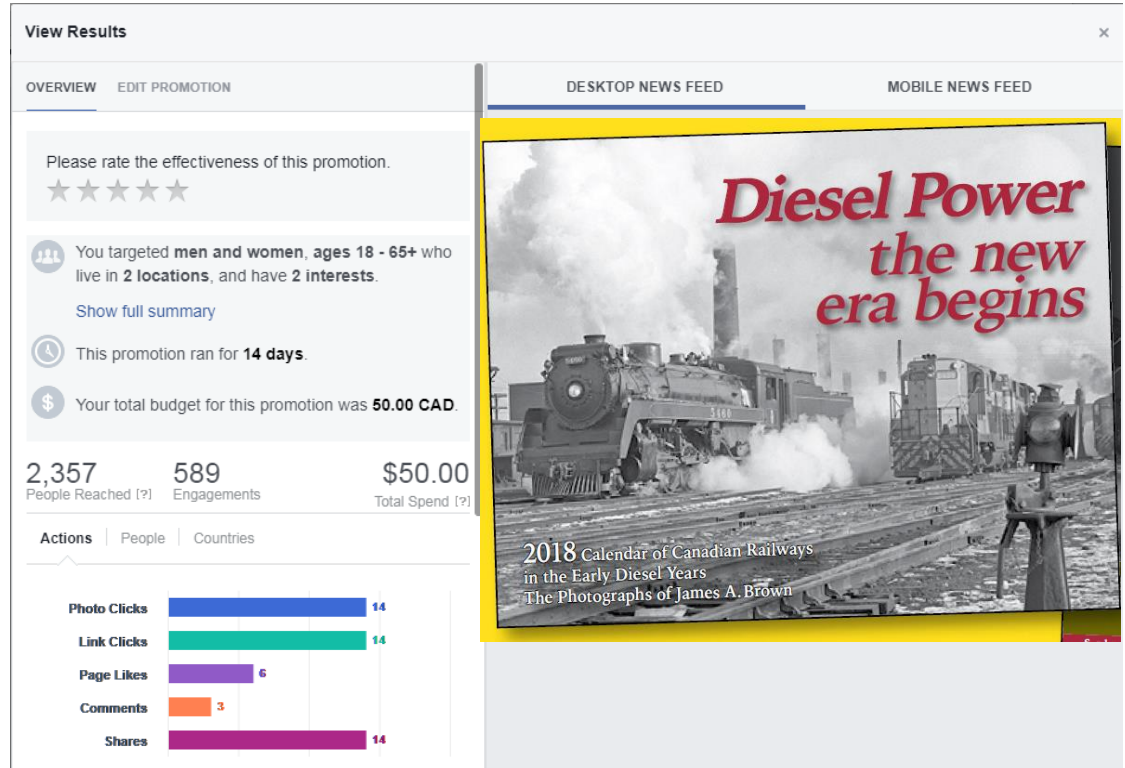
Facebook Boost Event Experiment Results

- Reach: 1,139
- Engagements: 75
- New Visitors to event: **3**



Facebook Boost Ad Experiment

- 2018 Calendar Sale
- Target: Men and women, ages 18 - 65+ who live in Canada and United States with Interests in Heritage Railway or Railfan
- Promotion run: 14 days
- Fee: \$50 USD



Facebook Boost Ad Experiment Results



Performance



Demographics



Placement

589

Results: Post Engagements

2,357

People Reached

\$50.00

Amount Spent

589 Results: Post Engagements **\$0.08 Cost per Result** **14.23% Result Rate**



Facebook Boost Experiments Summary

On one hand...

- New visitors attendance tied directly to FB Boost Event.
- FB users could potentially become members and/or purchase BRS merchandise.
- Over 4100 users saw combined ads = increased visibility of BRS.

And on the other hand...

- Experiment could be considered an ineffective return for fees spent.
- Facebook Boost more appropriate for promoting BRS sales (vs free attendance at BRS meeting/event.)

Twitter Summary @BytownRSociety

- Tweets: 92
(since 2014)
- Following: 16
- Followers: 169



BYTOWN RAILWAY SOCIETY INC.

Tweets	Following	Followers	Lists	Moments
92	16	169	0	0

BytownRailwaySociety
@BytownRSociety

The Bytown Railway Society is a volunteer, non-profit organization incorporated to promote an interest in railways and railway history.

📍 Ottawa, Ontario
bytownrailwaysociety.ca
📅 Joined January 2014

Tweets **Tweets & replies** **Media**

 **BytownRailwaySociety** @BytownRSociety · Oct 19
@BytownRSociety 2018 Calendar available. "Diesel Power - the new era begins" Only 200 copies. Pre-order yours now. bit.ly/2x9leRz

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 **BytownRailwaySociety** @BytownRSociety · Oct 17
We're recruiting for a Program Chairperson. Live in Ottawa? Interested? Please check out the job posting. bit.ly/2yRuluG

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Dirty Hands Club Blog

- More appealing 'Magazine' look
- All DHC reports since 2008.

Bytown Railway Society Equipment Restoration Blog

Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide

search




DEC 6 **New Life for an Old Coach, December 6, 2017 - Phil Jago**

The December 6th work session of the Bytown Railway Society's 'Dirty Hands Club' saw the continuing restoration of ex-Canadian National Coach No. 4977 as well as the replacement of two ties in the switch that leads to the two tracks into the shop.


The day was sunny and cold, a perfect day for Paul Bown to voluntold Andrew Cameron and John Halpenny to come out and help with the switch. This correspondent even got into the act after going outside to take pictures and then finding myself on the end of a lining bar helping to hold the tie in place while Andrew Cameron spiked it home.

On the interior, Stephen Harling took on the job of painting the rough finished wood that forms part of the roller blind compartment.




DEC 2 **New Life for an Old Coach, December 2, 2017 - Phil Jago**

It was another big day for the Bytown Railway Society's 'Dirty Hands Club' in their ongoing efforts to bring 'new life' into ex-




NOV 29 **New Life for an Old Coach, November 29, 2017 - Phil Jago**

The Bytown Railway Society's 'Dirty Hands Club' closed out the month of November with yet another milestone completed in



NOV 25 **New Life for an Old Coach, November 25, 2017 - Phil Jago**

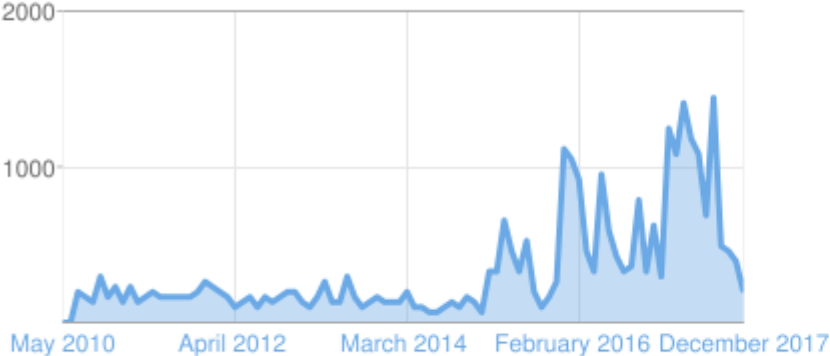
This post, describing the 'Dirty Hands Club's' November 25 work session, is short on photos as the batteries in my camera gave me



NOV 22 **New Life for an Old Coach, November 22, 2017 - Phil Jago**

Another milestone was reached during the November 22, 2017 work session on ex-Canadian National Coach No. 4977 by the

DHC Blog Pageview Summary



Pageviews today	9
Pageviews yesterday	8
Pageviews last month	370
Pageviews all time history	30,091
Followers	2

DHC Blog Pageviews by Country

Country	Pageviews
United States	11996
Russia	5921
Canada	4642
France	878
Germany	858
Ukraine	456
Slovenia	241
Portugal	204
United Kingdom	161
Netherlands	159

Other “Behind-the-Scenes” Work

1. Uploaded copies of all Phil Jago’s Facebook DHC photos (>2 years worth) directly into DHC Blog (replacing image links which broke due to FB action.)
2. “Russian Hacking”. IP Blocker added to minimize spam emails.
3. Joined TechSoup Canada. OEM Software at deep discounts for nonprofits.
4. Upgraded Laptop to Windows 10 to support Program Night content sharing.
5. Branchline On-Line Index broke. Laptop OS/app upgrade \$200+, plus time.
6. Job Posting Module added to website. (Program Chairperson.)
7. Donate page (CanadaHelps.org) added to website in June.
8. Email Marketing (Benchmark) account created. Complies with Canada's Anti-spam Legislation (CASL). Currently used for BRS Program Night email broadcasts from Les Goodwin.

Plans for 2018

1. Fix Branchline On-line Index
2. BRS Program Night Live Content Sharing. To expand our event/reach and allow members to view Program Night content remotely.
3. More research on digital editions of Branchline and Canadian Trackside Guide
4. Increased use of Benchmark for BRS email/communications.

Q&A

Any questions, comments, suggestions?

Thank you