



**Laura A
Stevens /DLNR/StateHiUS**

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To Carty S Chang/DLNR/StateHiUS@StateHiUS,
cc Alyson K Yim/DLNR/StateHiUS@StateHiUS, Edwin Y
Matsuda/DLNR/StateHiUS@StateHiUS

bcc

Subject Facebook advertising update

Aloha Carty, Alyson, and Edwin,

Spoke with Alyson this afternoon we decided to re-post the factsheet (I updated the "bonds" in the question) and posted it as a new image and post so we can promote it again Just did that and it limits it to 3 days and \$75 but better than nothing.

Meanwhile this afternoon the other ad is still running, it only had about 15,000 views but only 9 clicks to the website. Therefore only billed for \$11. I increased the bid from \$0.72 this morning to \$1.32 because that was the going rate this morning. When Alyson was here the going rate had increased so I up'd the bid to \$3.86.... it's a lot but already has had an impact

checking back now it's reached ~39,000 Hawaii residents 18 and older spent \$86. (The ad is almost better because the promotion one we can't make it Hawaii only)

I'll check it over the weekend and see if I need to increase the bid any higher.. even though the bid is \$3.86 the actual price we've paid is \$2 per click. It's just if you want the ad to run we need to increase the bid for placement.

Let me know if you have any questions.

Laura



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