



Transforming Marketing
Impact & Engagement

Heartbeat of St Neots | Ad and Survey results

As step 2 in our community engagement campaign, our targeted Neotists ads captured the attention of a broader audience and directed a significant number of participants to complete the survey. The approach has provided invaluable insights and actionable feedback from the St Neots community, meaning the project can be both impactful and well-aligned with local needs and preferences.

SUMMARY

Over the course of 15 days and 3 ads, there were:

- 145 form submissions.
- A total of 2,601 post engagements.
- A reach of 9,686 across all 3 ads.

The Top 3 words that people have chosen to describe how they feel about St Neots are:

- Community
- Welcoming
- Green

1. 'Natural Beauty and Green Spaces' ranked highest for what makes the town unique.

2. The top type of art is **Sculpture**

3. The **Market Square** is where most people want to see the art with a close second being Riverside Park.

4. We have gathered **104 names** to continue communicating with and for you to choose one winner from.

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FULL SURVEY DATA SET

You can access the Typeform report link here:

<https://um1r2y5p11.typeform.com/report/xQeadSU9/suScA1H6D00Uezjw>

AD AND SURVEY DETAIL

The ad was shown on Facebook and the audience was on average 66% women and 34.1% men. The largest volume being women in the 35 and above brackets.

May 23rd to May 29th: Facebook ad V1

- We spent £26 on a 6 day ad.
- We had 92 link clicks.
- Ad seen 3,249 times (reach).
- 1,277 post engagements.
- 14 post reactions, 2 post shares and 2 follows.

Week 1 of 3 Typeform Survey Results

1. 139 views.
 2. 83 starts.
 3. 57 submissions.
 4. That's a 68% completion rate.
 5. It's took people on average about 4 mins to complete.
- Top 3 words that strike a chord with people the most were community, welcoming and green.
 - Natural beauty and green spaces ranked highest when it comes to what makes the town unique.
 - Top kind of art is Interactive.
 - And the market square is the top place people want to see the art.
 - People have been inspired by the open field question so definitely worth reading the responses there.

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May 31st to 6th June: Facebook ad V2

- We spent £24.99. *A little less than at the same time on the last ad.*
- We had 88 link clicks. *Slightly less than the last one at the same time*
- A reach of 3,648. *A higher reach than the first week*
- 1,225 post engagements. *Slightly less than week 1*
- 6 Post reactions, 1 post share and 1 follow. *Slightly less than week 1*
-

Week 2 of 3 Typeform Survey Results

1. There were 251 views. *An increase of 112 in the previous 6 days*
 2. 140 starts. *An increase of 57 in the previous 6 days*
 3. 95 submissions. *An increase of 38 in the previous 6 days*
 4. That's a 67.9% completion rate.
 5. It again took people on average about 4 mins to complete.
- The top 3 words that struck a chord with people the most were community, welcoming and historic. *Change to the 3rd choice here.*
 - Natural beauty and green spaces ranked highest when it comes to what makes the town unique. *No change here.*
 - The top kind of art so far is Mural. *This has changed. Light installation is next and Interactive art has dropped to 3rd.*
 - And the market square is the top place people want to see the art. *No change here.*
 - Still worth reading the responses to the open-field questions.

6th June to June 9th: Facebook ad V3

- We spent £23.99. *Spent more per day on the shorter time frame and a more targeted area.*
- We had 88 link clicks. *Same as the previous one. Interesting.*
- A reach of 2,789. *A lower reach but we reduced the local area we were targeting on this ad.*
- 99 post engagements. *Slightly less but poss. because of a shorter time frame.*
- 7 Post reactions, 4 post shares and 1 follow. *The shorter timeframe didn't affect these figures, however.*

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Week 3 of 3 Typeform Survey Results

1. There were 349 views. *An increase of 98 in the 3 days of the ad.*
 2. 200 starts. *An increase of 60.*
 3. 145 submissions. *An increase of 50.*
 4. That's a 72.5% completion rate.
 5. It still took people on average about 4 mins to complete.
- The top 3 words that struck a chord with people the most were community, welcoming and green. *A change in 3rd position from the previous ad.*
 - Natural beauty and green spaces ranked highest when it comes to what makes the town unique. *No change here.*
 - Top kind of art so far is Sculpture. *A change from the previous result*
 - And the market square is the top place people want to see the art. *No change here.*
 - Still worth reading the responses to the open-field questions.

An example of the open-field responses:

Has inspiration hit and there's something else you'd like to share with us about what might be at the heart of St Neots?

- The festival and parade..brought everyone together
- Community spirit
- Sensory interaction for children
- Could it have Eynesbury Giant, A monk from the priory and Paynes brewery and Samuel Jones Papermill to celebrate the areas around the area
- Inclusivity and hopefulness
- Growth, living, flowing - maybe a living sculpture like an avenue of blossom trees or something that depicts the flowing of the river. Many people who move here will say they saw the riverside and that helped the decision to stay. Part of the heart of this town.
- Renewal, regeneration & change alongside tradition need to be at the heart of St Neots
- An art installation that is changeable so local artists can display their work
- More Police presence so all the good work, time and effort doesn't get destroyed.

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- The heart really should be in the market square
- I'd love to see the local schoolchildren involved
- Something fun and playful that people will interact with, talk about, really selfies with.
- Growing young community
- Community and family events...lots of them!
- Please make it something that can't be easily vandalised
- I'd love to see art fill all of the empty shop fronts, and I think we're becoming a foodie destination which is great!
- I see lots of people stopping to talk to one another in town so maybe more seating

NEXT STEPS

This work concludes Keystone's current involvement in the project, and we thank you again for asking us to support the development of this exciting transformation for the town. From here, we encourage you to review the survey results in full and choose and communicate with your survey winner. We also encourage you to continue to tell the story of the project, and are happy to support you with that through a bolt-on social email service if that is something you'd like additional help with. We also see Meta advertising as a great way to reach your audiences in the future.

Follow-up report by Chantal Palmer
Produced 10.06.24

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