

Warren County Tourism Jan - Feb 2018 Media Campaign Report

April 19, 2018

PREPARED FOR:

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Warren County Tourism

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SUMMARY

The following is the media campaign report for January – February 2018.

GOAL

The primary goal of the January campaign was to drive brand awareness of the great deal Gore Mountain was offering, ultimately increasing traffic to the landing page and ticket purchases. Secondary goals included general family travel as well as promoting the factory outlets to the Montreal Market.

STRATEGY

To achieve the above goals, we used a strategic mix of digital media tactics. We focused on key tactics and channels that offered the greatest return during each stage in a traveler's and skier's decision making process. Our team researches your target audience to determine their media consumption habits by their demographics, attitudes, electronic devices and frequented media channels. We employ unique tools to find specific data about your audience which enables us to hyper-target based on behavior, context, geographic location, and even time of day. Utilizing powerful content as the main medium to deliver across multiple touch points, we will engage potential travelers with the destination's brand and ultimately be inspired to travel to the Lake George Area.

Audience Segments

- **Outdoor Winter Recreation Enthusiast** – Millennials who are looking to plan trips around outdoor recreational pursuits. This also includes current skiers and new skiers.
- **Families/Couples** – female decision makers, A35-64, HHI \$75k+, who are in the market for indoor and outdoor family winter activities.
- **Shoppers** – females, age 18-64, whose interests lie within that of shopping, beauty & fitness, home & garden, shoppers, savvy parents, books & literature, beauty mavens, cooking enthusiasts, do-it-yourselfers, Foodies and Fashionistas.

Geographic Targets

- **Primary:** New York City DMA, Albany
- **Secondary:** Syracuse/Utica, Montreal



TACTICS USED

- **DIGITAL – GORE MOUNTAIN CO-OP**
 - FACEBOOK/INSTAGRAM
 - NATIVE ADVERTISING
 - RETARGETING
- **DIGITAL – FAMILY TRAVEL/SHOPPING**
 - FACEBOOK/INSTAGRAM
 - GOOGLE ADWORDS
 - NATIVE ADVERTISING

This mix of tactics was used because digital media is highly flexible – meaning we can make updates to or turn off campaigns in real time. For example, when large fluctuations in weather occur, we can make adjustments quickly.

GORE MOUNTAIN CO-OP

FACEBOOK/INSTAGRAM

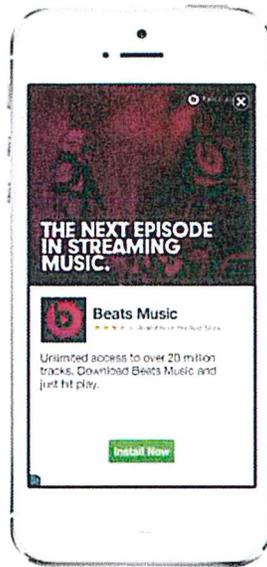
- Facebook offers several different types of advertising campaigns that run in conjunction with the Facebook newsfeed ads. These campaigns include Instagram and Audience Network.
 - Facebook Newsfeed ads will continue to provide successful awareness campaigns.
- Instagram is an online, mobile photo-sharing site that enables its users to share their pictures either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.
- Instagram is offered as a placement under the Facebook platform. Therefore, campaigns can run consecutively with Facebook using the same creative.
- Running paid ads on Instagram will also help organic reach on the platform by increasing followers of the Warren County Tourism brand.
- Audience Network brings the same features as Facebook (targeting, measurement tools, etc) but offers more scale to your Facebook campaign, as these ads run on data partners of Facebook.

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- Audience Network delivers three types of ads:



Banner



Interstitial



Native

- Flight: 01/02/18 – 01/21/18
- Impressions: 4,836,641
- Reach: 1,254,688
- Frequency: 3.85
- People Taking Action: 37,504
- Post Reactions: 7,229
- Post Comments: 143
- Post Shares: 373
- Link Clicks: 41,660
- Page Likes: 324

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Lake George Area
Sponsored ·  Like Page

Ski or ride for less at Gore Mountain this season!



Best Ski Deal This Winter!
For a limited time only, Gore Mountain & the Lake George Area are offering a Two-Day Lift Ticket Special for only \$109! Purchase your tickets today!

VISITLAKEGEORGE.COM [Learn More](#)

154 Reactions · 6 Comments · 17 Shares

 Like  Comment  Share

Desktop Newsfeed Ad



Best Ski Deal This Winter!



Ski or ride for less at Gore Mountain this season!

[Learn More](#)

Audience Network Interstitial



Best Ski Deal This Winter!
Sponsored ·  Like

Ski or ride for less at Gore Mountain this season!

VISITLAKEGEORGE.COM [Learn More](#)

Audience Network Native

Instagram

Lake George Area
Sponsored



[Learn More](#)

Best Ski Deal This Winter!

Instagram Feed



NATIVE ADVERTISING

- Native advertising is a form of display advertising that integrates branded content into the organic experience of a website. The rise of native was born out of the need for advertising to be less disruptive to the user experience. Native ad units conform to the look and feel of other content on a site.
- Native ads are sometimes referred to as "sponsored stories."
- Usually, the content will be non-promotional in nature, meaning there is no direct call-to-action.
- The content provides value not aimed at selling a product but by providing valuable information while enhancing brand authority on specific subjects.
- Native runs across all devices - desktops, mobile, & tablets, and all channels – video, display and social.
- Native ad spending surpassed what was expected in 2017 from \$20.9 billion to over \$22 billion and is also expected to increase another 28% in 2018.
- Impressions: 3,517,724
- Clicks: 19,667
- CTR: 0.56%



SPONSORED CONTENT

New York's Best Ski Deal This Winter!
Ski or ride for less at Gore Mountain this season! [Learn more now!](#)

Sponsored by Lake George Area



Sponsored by Lake George Area

New York's Best Ski Deal This Winter!

Ski or ride for less at Gore Mountain this season! [Learn more now!](#)



Campaign Insights

Performance by State

State	Impressions	Clicks	CTR
New York	2,662,588	15,392	0.58%
New Jersey	387,098	3,142	0.81%
Connecticut	67,550	101	0.15%
Massachusetts	6,116	8	0.13%
Vermont	2,444	1	0.04%
Pennsylvania	1,632	3	0.18%
Quebec	390,296	1,020	0.26%

Performance by Device

Device	Impressions	Clicks	CTR
Desktop	966,668	922	0.10%
Mobile	1,028,845	1,347	0.19%
Tablet	147,373	257	0.17%
In-App	1,374,838	16,219	1.18%

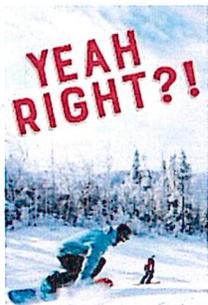
RETARGETING

- Retargeting allows a brand to further communicate a message to a user who has engaged in some way with a brand.
- For example, if a user visits VisitLakeGeorge.com and leaves the website without completing a goal (e.g. email sign-up, downloads, purchases, etc.) we can then serve ads to the user once they have left, keeping Lake George Area top of mind and ultimately enticing them to return to the site to complete one of the identified goals.
- Some other ways we can retarget is using lodging ads for consumers who visit event pages, leading up to those specific events, or still use individuals who request the travel guide as a way to retarget them with lodging ads.

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- For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.
- Retargeting is a bottom funnel tactic with one of the highest conversion rates among all tactics. A clear, well-defined goal should be set in place before a retargeting campaign begins.
- Users who visited http://www.visitlakegeorge.com/blog/how-ski-less-new-yorks-largest-ski-resort* were retargeted and were sent back to that same landing page if they clicked on a banner ad.

- Flight: 01/08/18 - 01/28/18
- Impressions: 364,739
- Clicks: 1,599
- CTR: 0.44%



**A TWO-DAY
GORE
MOUNTAIN
LIFT TICKET
SPECIAL
\$109
GET IT HERE**
Lake George Area

GORE MOUNTAIN SPECIAL \$109 *Lake George Area*

**A TWO-DAY
GORE
MOUNTAIN
LIFT TICKET
SPECIAL
\$109
GET IT HERE**
Lake George Area

**A TWO-DAY
GORE
MOUNTAIN
LIFT TICKET
SPECIAL
\$109
GET IT HERE**
Lake George Area



FAMILY TRAVEL/SHOPPING

FACEBOOK/INSTAGRAM - SHOPPING

- Flight: 01/03/18 – 01/31/18
- Impressions: 1,640,894
- Reach: 383,852
- Frequency: 4.27
- People Taking Action: 14,016
- Post Reactions: 552
- Post Comments: 38
- Post Shares: 87
- Link Clicks: 15,450
- Page Likes: 173



Lake George Area
Sponsored

Like Page

Save 20%-70% off retail prices on brand name apparel and gifts! 1/2 a mile of outlet malls are a bargain hunters dream!



2 Hours From Border
Shop from over 70 retailers including L.L. Bean, Nine West, Chico's, DKNY, Guess, Wilson's Leather, Timberland, Coach, Polo Ralph Lauren, Van Heusen, Loft, Banana Republic, Under Armour & more!

VISITLAKEGEORGE.COM [Learn More](#)

264 Reactions 19 Comments 48 Shares

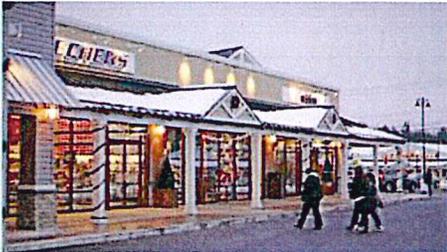
Like Comment Share

Desktop Newsfeed

Instagram



Lake George Area
Sponsored



[Learn More](#)

20-70% de rabais des détaillants haut de gamme. 2 heures de la frontière. Visitez Lake George Factory Outlets aujourd'hui.

Instagram



NATIVE ADVERTISING - FAMILY TRAVEL

- Impressions: 1,201,641
- Clicks: 5,879
- CTR: 0.49%
- The native campaign promoted "The Gift of Winter in the Lake George Area" and sent users to the blog promoting the fun things to do during the winter.



The Gift of Winter in the Lake George Area

Paid Content by Lake George Area



The Gift of Winter in the Lake George Area

Ad by Lake George Area

ADVERTISEMENT



Sponsored by Lake George Area

The Gift of Winter in the Lake George Area

Watch winter transform the mountains, valleys & lakes into a wonderland of powdery snow, brisk air & bright blue skies!



Campaign Insights

Performance by Device

Device	Impressions	Clicks	CTR
Desktop	353,308	838	0.24%
Mobile	364,339	923	0.25%
Tablet	51,533	85	0.16%
In-App	432,455	4,033	0.93%

GOOGLE ADWORDS

- Our ongoing paid search efforts offer a constant systematic optimization process with proven results. We use a data driven technique to optimize keywords, bidding strategies, and ad copy to get the most of your marketing dollar.
- Paid search marketing continues to be an industry leading tactic for conversions and excels in reaching an extremely relevant audience.
- In addition to our own in-platform optimizations, we utilize SEO Moz & SEM Rush to monitor factors such as competitor keywords & bidding amounts, trending topics, on-site elements and competitive ad copy analysis. Analytics will also be used to aid in the above efforts and to address any performance issues.
- Keywords used for this campaign included: winter activities in the Lake George Area, skiing, snowboarding, ice fishing, ice skating, etc.
- Flight: 01/02/18 – 02/28/18
- Impressions: 71,334
- Clicks: 1,987
- CTR: 2.79%

Skiing & Snowboarding - Official Warren County Website
 www.visitlakegeorge.com/skiing

Skiing and snowboarding are two of the can't miss winter activities.

Winter Activities - Official Warren County Website
 www.visitlakegeorge.com/winter

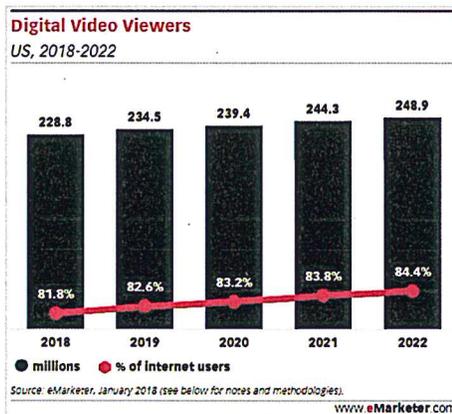
Skiing and snowboarding are two of the can't miss winter activities.



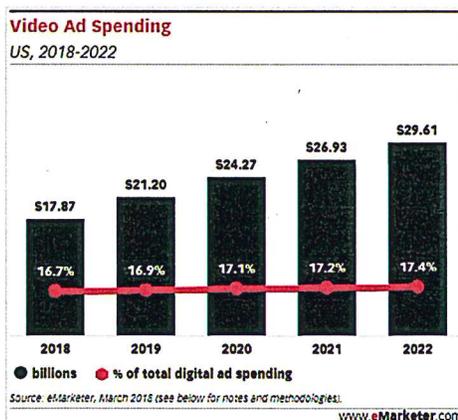
SUMMER 2018 OUTLOOK

The plan for the summer of 2018 has a slightly different look than previous years. A large portion of the budget is being moved away from traditional, linear television and is being re-allocated to digital video. Digital video includes connected TV, pre-roll, native video, pre-roll video and Facebook video. There are several reasons we've decided to increase the digital video spend.

- The majority of digital video is trackable, meaning we can add a tracking code to the clickable videos and know where the traffic to the website comes from.
- Viewership of digital video continues to rise, some stats from E-marketer:
 - 168.1 million people in the US used an internet-connected TV in 2017, up 10.1% over 2016 and is expected to rise even more in 2018.
 - Digital video viewers is expected to rise this year as well as every year forward:



- Digital video ad spend is also expected to rise this year and the next several years:





SUMMER 2018 MEDIA PLAN

TACTICS/MARKETS		# SPOTS/MPs	APRIL				MAY				JUNE				JULY				AUGUST	
			1	8	15	22	29	6	13	20	27	4	11	18	25	1	8	15	22	29
TELEVISION																				
ALBANY																				
Spectrum Cable - 365,000 subs (:15 sec spot)	400 per zone	[Bar chart showing spots from June 18 to July 22]																		
WNYT - 522,500 HH (:15 sec spot)	55	[Bar chart showing spots from June 18 to July 15]																		
SYRACUSE/UTICA																				
Spectrum Cable - 495,800 subs	240 per zone	[Bar chart showing spots from May 21 to July 15]																		
WSTM - 367,000 HH	56	[Bar chart showing spots from May 21 to July 15]																		
WSYR - 367,000 HH	112	[Bar chart showing spots from May 21 to July 15]																		
NYC DMA																				
News 12 - 3.0 mil subs	341 per zone	[Bar chart showing spots from May 21 to August 5]																		
NY Verizon Fios - 1.3 mil subs	2,320	[Bar chart showing spots from May 21 to July 22]																		
NJ Verizon Fios - 710,000 subs	1750	[Bar chart showing spots from May 21 to July 22]																		
Spectrum Cable - NY1 - 1.7 mil subs	230	[Bar chart showing spots from May 21 to July 22]																		
WFSB - Fairfield County	34	[Bar chart showing spots from May 21 to July 22]																		
HARTFORD/NEW HAVEN																				
WFSB - 945,250 HH	88	[Bar chart showing spots from May 21 to July 22]																		
BOSTON																				
NECN (New England Cable News) - 3.8 mil subs	620	[Bar chart showing spots from May 21 to August 5]																		
WBTS - 2.4 mil HH	61	[Bar chart showing spots from May 21 to August 5]																		
MONTREAL																				
CTV - CFCF - 376,000 HH	175	[Bar chart showing spots from June 18 to July 22]																		
DIGITAL - FAMILY TRAVEL (ALL MARKETS)																				
Native Advertising	75,000 clicks	[Bar chart showing spots from May 21 to August 5]																		
Facebook/Instagram	TBD	[Bar chart showing spots from May 21 to August 5]																		
Google Adwords	TBD	[Bar chart showing spots from May 21 to August 5]																		
Programmatic Advertising (Banners, Pre-roll, Geo-fencing, Connected TV)	975,000 imps	[Bar chart showing spots from May 21 to August 5]																		
Meredith Corporation Site Direct	562,500 imps	[Bar chart showing spots from May 21 to August 5]																		
News12.com	1.2 mil	[Bar chart showing spots from May 21 to August 5]																		
Retargeting	Depends on site traffic	[Bar chart showing spots from May 21 to August 5]																		
Connected TV	1.8 mil imps	[Bar chart showing spots from May 21 to August 5]																		
Location Based Targeting - Albany	TBD	[Bar chart showing spots from May 21 to July 22]																		