

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

adworkshop.

Tourism Committee Meeting

02/22/2019

OVERVIEW

Adworkshop manages paid media, SEO, and the website for the Lake George Area. These services are executed through a cohesive strategy, where data gathered from one program helps to inform the strategy of another.

GOALS:

- Drive brand awareness of the Warren County/Lake George Area, ultimately increasing qualified website traffic.
- Continue to elevate and position the Lake George Area as the place to visit during all seasons.

SEASONAL LANDING PAGES

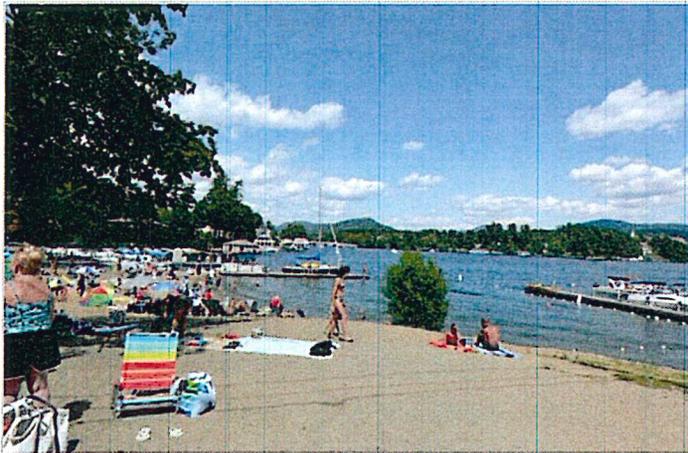
- In 2018, landing pages were built for Fall and Winter.
- Each page is interactive and filled with content related to experiences, events, lodging, and more.
- Keyword research is done through our SEO program, informing us on what information users are looking for which then informs our ad planning.
- Fall pageviews from Sept 1 – Dec 31 were 28,065, with media running to this page. 4,745 were attributed to organic which was a 345% increase YOY from 1,066 in 2017.



<https://www.visitlakegeorge.com/things-to-do/fall-foliage>

NATIVE ADVERTISING

Native Advertising integrates branded content into the natural experience of a website. Native ad units conform to the look and feel of other content on a site, sometimes referred to as “sponsored stories”



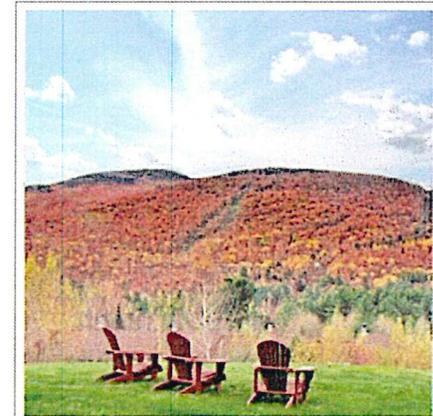
Branded Content

Plan Your Lake George Area Vacation Today!

It's never too early to start planning! 2018 is the year to discover the Original Vacation in the Lake George Area!

Brought to you by Lake George Area

This ad had over 2 million impressions, a 0.71% CTR which is 145% above average for a standard Native campaign, and average time on site was 1 min 30 sec



Your Ideal Fall Getaway in the Lake George Area

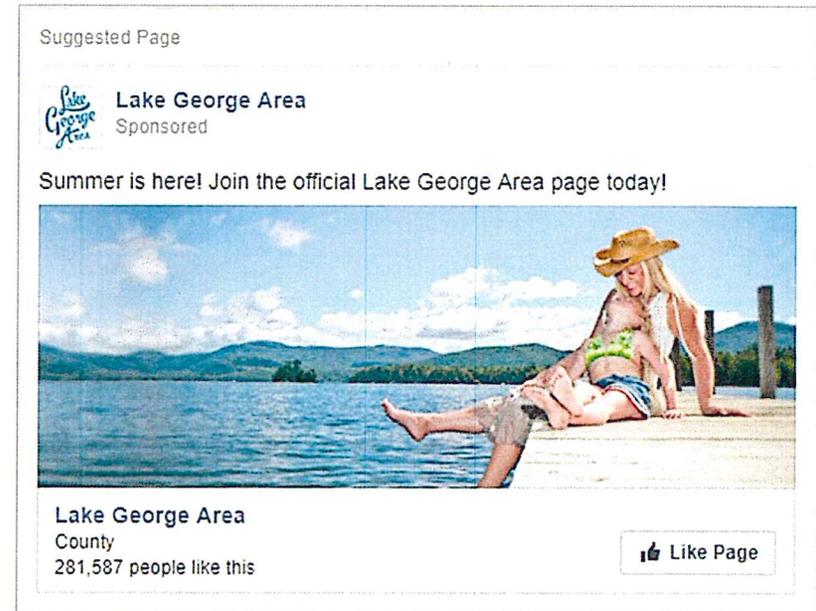
Here's your go-to guide for exploring the Lake George Area this fall!

Ad by Lake George Area

PAID SOCIAL - FACEBOOK

Facebook continues to be a top tactic for advertising across all industries and is the #1 social media site for pre-trip planning for visitors to Warren County.

- Likes campaigns have been highly effective for The Lake George Area. Since they've been running, they've delivered over 243,000 new page followings.
- The specific Likes Campaign shown here ran last summer (Jun-Aug) and garnered over 41,000 likes.



PAID SOCIAL - INSTAGRAM

Offered as a placement under the Facebook platform, Instagram runs simultaneously, with the same creative as Facebook.

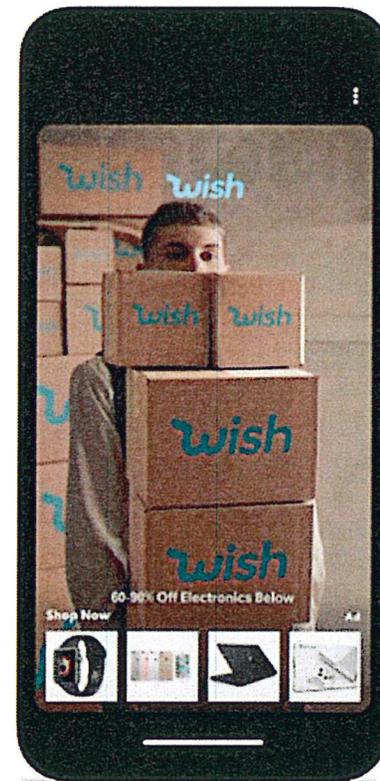
- Running ads on Instagram will help the organic reach on this platform, increasing the Lake George Area's followers here as well.



PAID SOCIAL - SNAPCHAT

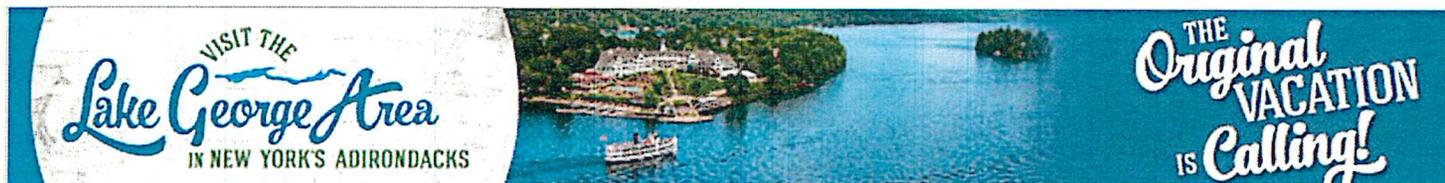
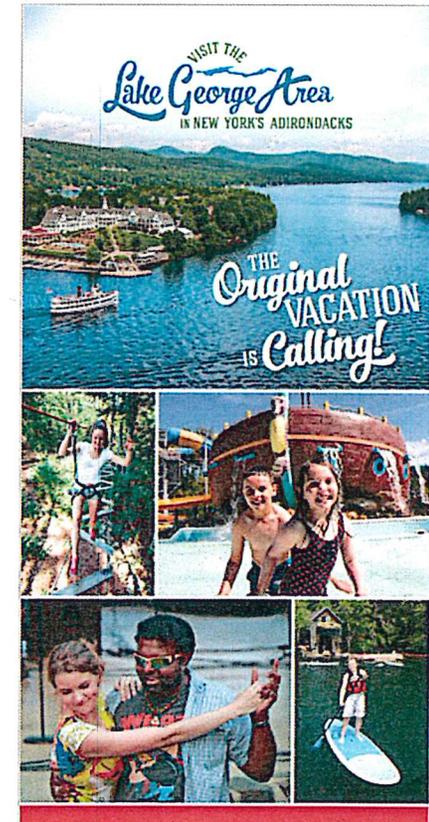
Snapchat offers many different types of ad formats, but we will be utilizing Snap Ads, which are mobile video ads. These ads will be a new tactic this year.

- Snap ads have a high swipe-up rate of 5x higher than the average CTR for other comparable social platforms.
- Snapchat users are expected to reach over 90 million this year which includes 27% of the population in the US.
- Over 40% of users fall within the 25-65 age group, which falls in line with our target audience.



PROGRAMMATIC

- Programmatic buying allows for the ability to automatically buy online ad space while targeting specific audiences and markets, often in real-time. This replaces the traditional model of manually negotiating and trafficking digital ads.
- All programmatic campaigns are run in-house. This allows greater control for optimization, often in real time.
- In Summer 2018, this tactic (including Connected TV, Display, Pre-roll and Geo-fencing) served nearly 2 million impressions, 3,700 clicks, with all CTRs being above industry average, the highest being the behavioral ad group (targeting based on demographics – HHI, age, interests, etc.) - 160% above average.



CONNECTED TV

Connected TV are spots bought programmatically or vendor direct. Inventory can be served on devices such as Apple TV, Roku, Amazon Fire and others, which are commonly found on Smart TVs and mobile devices/desktops. Impressions are delivered through apps such as Hulu, Crackle, DirecTV, ESPN, NBC, A&E, etc.

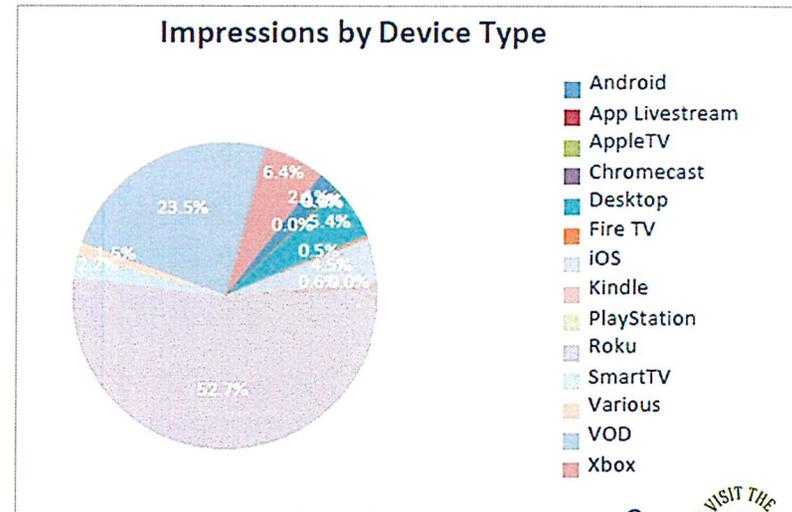
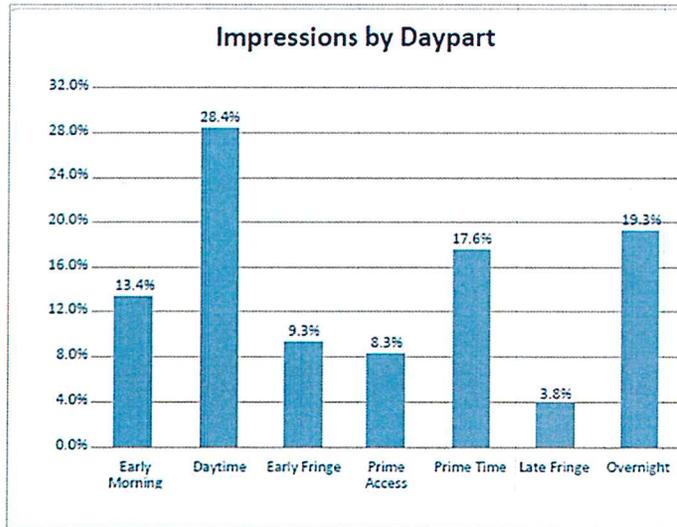
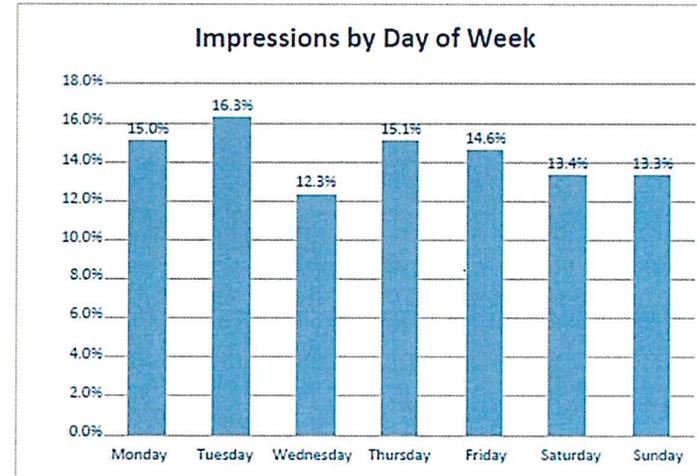
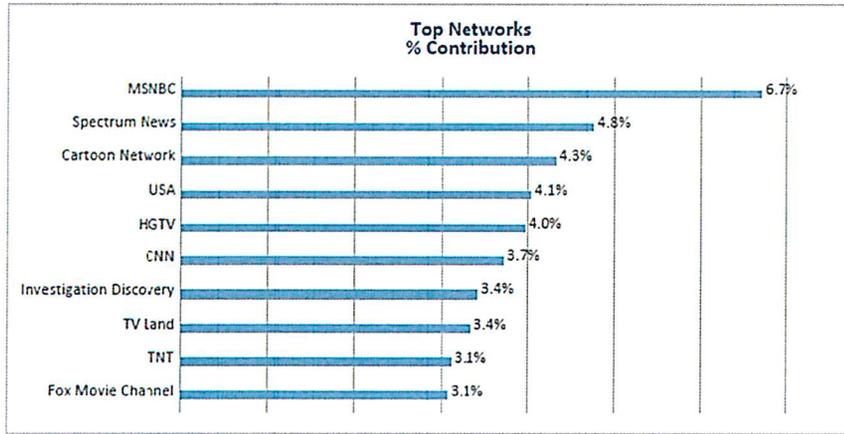
Connected TV is a growing digital complement to traditional TV and allows us to reach an audience that would not otherwise be reached through broadcast and/or cable. We are also reaching “cord cutters”, individuals who are leaving cable and only using their mobile devices and/or smart TVs to view video.

Connected TV users:

- Reached over 182 million in the U.S. in 2018 (55% of the U.S. population)
- Predicted reach of over 204 million by 2022 (60% of the population)



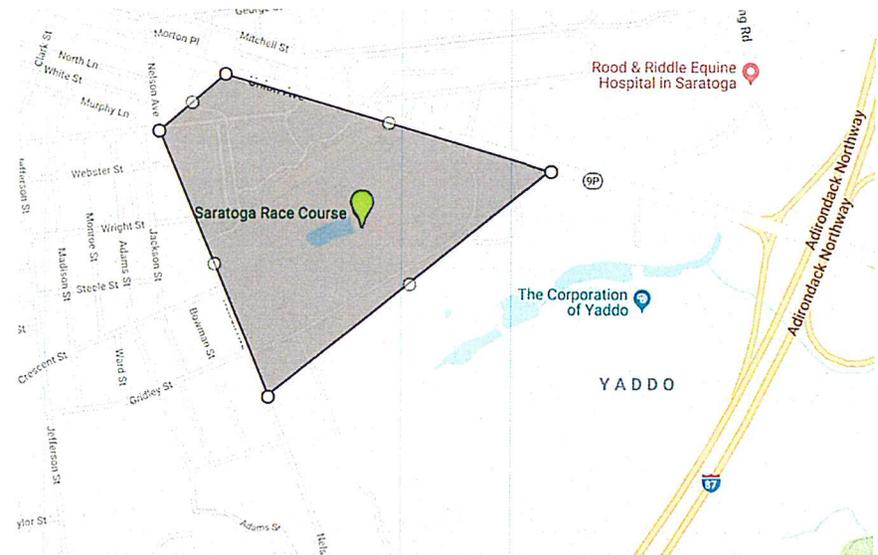
CONNECTED TV



GEO-FENCING

Geo-fencing allows targeting at a specific location or event and inventory is mobile in-app. Using the GPS on users' phones, we can target consumers who fall into the defined "geo-fence."

- Last year, we geo-fenced the Saratoga Racetrack in an effort to capture those visitors, this year we plan to do this again, throughout the entire track season.
- The campaign served over 333,000 impressions last year with a CTR that was 60% above average for a standard geo-fencing campaign.



PAID SEARCH (GOOGLE ADS)

Paid search marketing continues to be an industry leading tactic for conversions and excels in reaching an extremely relevant audience.

- 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.
- In addition to our own in-platform optimizations, we utilize SEO data and 3rd party tools 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.

Lake George, NY | America's Original Vacation

Ad www.visitlakegeorge.com

A visit to the Lake George Area is America's Original Vacation. Explore today! Family Friendly. Great Logging Shopping. Restaurants.

Upcoming Events | Visit Lake George | The Original Vacation

Ad www.visitlakegeorge.com/events

Every memorable vacation has a story to be told! Family Friendly. Great Logging Shopping. Restaurants.

YOUTUBE

YouTube functions in the same way as Google Ads, except video ads are shown.

Three ads types:

- In-stream (pre-roll)
- In-display (recommended content that appears to the side of the content you are watching)
- In-search ads (appear in response to a search query)

This tactic has proven to be successful for the shopping campaign in the Montreal market but we will be using the seasonal travel videos this year as well.

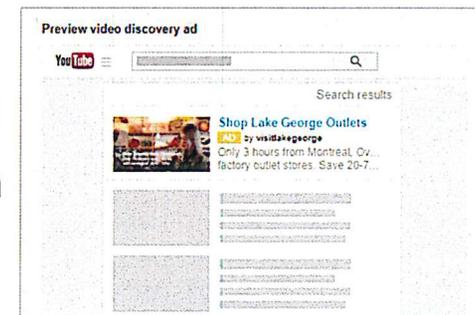
In-Stream



In-Display



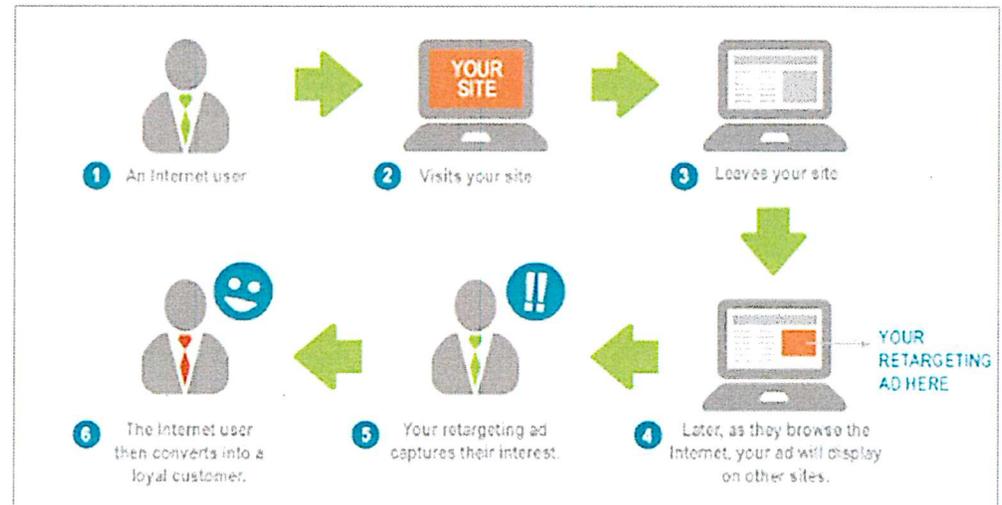
In-Search



RETARGETING

Retargeting allows a brand to further communicate a message to a user who has engaged in some way on that brand's website.

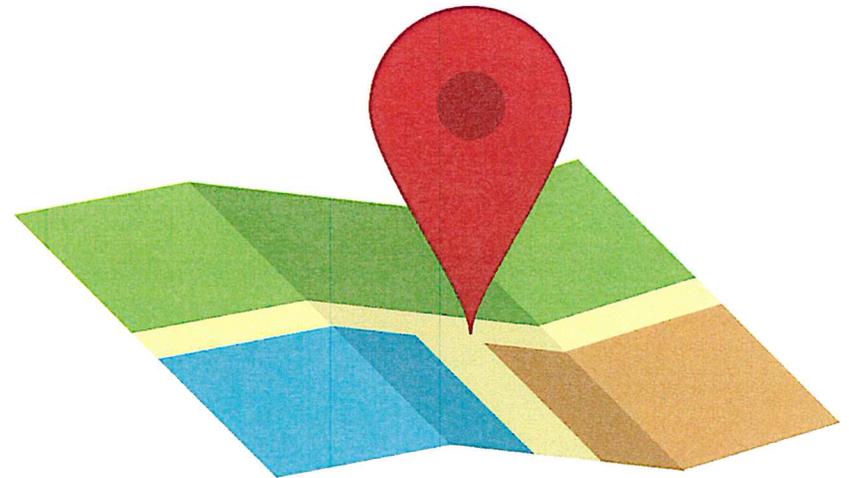
- If a user browses VisitLakeGeorge.com and leaves without completing a goal (e.g. email sign-up, downloads, purchases, etc.) we serve ads to them once they have moved on to another website.
- This keeps the Lake George Area top of mind and ultimately entices them to return to the site and complete one of the identified goals.



LOCATION-BASED ADVERTISING

This will be a new tactic to the Lake George Area this summer.

- New 3rd party technology allows us to track the number of actual visits to the Lake George Area by users that have seen your ads.
- This information can be saved and used multiple times which allows for cost-effective campaigns.



QUESTIONS?