

# WORKSHOP

## **Warren County Winter 2022 (Jan. - Mar.) Strategy**

December 7, 2021

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# Current Performance

Nov. 1 - Dec. 3, 2021

**PAID SOCIAL:** 1,316,798 impressions, 53,930 clicks, CTR of 4.10% (356% above the benchmark). Top themes are Ice Castles, Lodging, and Events

**NATIVE ADVERTISING:** 702,158 impressions, 2,146 clicks, CTR of 0.31% (3% above the benchmark)

**RETARGETING:** 803,245 impressions, 886 clicks, CTR of 0.11%

**GOOGLE ADS:** 208,408 impressions, 56,385 interactions, interaction rate of 27.06%

# Current Performance

## Top Ads

Sponsored By [visitlakegeorge.com](https://www.visitlakegeorge.com)



**Look No Further For This Must-See Winter Phenomenon**

Looking for winter fun? It doesn't get more unique than this. The Lake George Ice Castles - fun for the whole family.

Sponsored By [visitlakegeorge.com](https://www.visitlakegeorge.com)



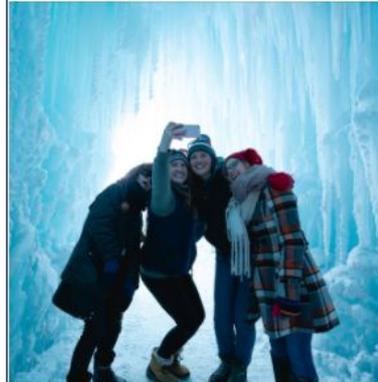
**Plan Your Winter Getaway Out of the Cold**

Leave your snow gear behind for a vacation to the Lake George Area this winter with fun that keeps you out of the cold.

 **Lake George Area**  
Sponsored · 🌟



Ice Castles, ice slides and ice caverns oh my! Check out Lake George's ice castles for an unforgettable experience.



[VISITLAKEGEORGE.COM](https://www.visitlakegeorge.com)  
**One of a Kind Ice Castles**  
Reserve Tickets Now

[LEARN MORE](#)

 **Lake George Area**  
Sponsored · 🌟



Immerse yourself into the Adirondacks for winter getaway. Find the homebase for your retreat and start planning.



[VISITLAKEGEORGE.COM](https://www.visitlakegeorge.com)  
**Incredible Winter Lodging**  
Winter in the Lake George Area

[LEARN MORE](#)

# Winter 2022 Themes

Top Warren County Winter Offerings

**OUTDOOR WINTER RECREATION** (xc skiing, snowshoeing, downhill skiing & snowboarding, ice fishing, ice skating, winter hikes, sledding & tubing, snowmobiling)

**TOP ATTRACTIONS** (ice bars, indoor activities, shopping/factory outlets, dining, museums & history, craft beverages, couples activities, free activities, arts & theatre)

**EVENTS** (general winter events, winter carnival, ice castles, maple weekends)

**LODGING** & where to stay when traveling to Warren County

# Winter 2022 Tactics

## Digital Media Tactics & Descriptions

**PAID SOCIAL** is sponsored advertising on social networking platforms by targeting a specific audience. Warren County's paid social campaigns run on Facebook & Instagram and use behavioral targeting to reach an "in market" and interested audience.

**NATIVE ADVERTISING** is a type of advertising that matches the format and function of the platform (or website, app, etc.) upon which it appears. Examples include "Related articles" or "Recommended for you" on a news site and "Sponsored" blogs/stories. Audiences can be selected behaviorally and contextually (i.e. related to the content of the platform)

**GOOGLE ADS** is a type of online advertising where marketers bid to display video, shopping, and search/text through audience and keyword targets. Warren County utilizes text/search and video ads.

**RETARGETING** is a form of targeted advertising which targets users that have previously engaged with a brand. Warren County primarily targets recent website visitors.



# Canadian Marketing

Plan A, B, and C

**PLAN A** - Current plan if travel restrictions remain the same

- Utilize a limited budget to re-enter the Canadian market as a unique campaign
- Target “in market” travelers
- Direct users to a Canadian-specific landing page
  - Top things to do if visiting less than 72 hours with internal links to other pages on the site
  - What to know and do if visiting longer than 72 hours
  - Updated information on travel guidelines and where to get COVID tests if applicable

**PLAN B** - If travel restrictions are loosened/lifted

- Remove Canadian-specific campaign and integrate that budget and audience into the other paid social, native, Google Ads, and retargeting campaigns

**PLAN C** - If travel restrictions are tightened, Canadian travel is restricted altogether, or Canadians are not responsive to marketing efforts

- Turn off campaign and reallocate that remaining budget to another successful tactic and theme or add a new theme into the mix

# Next Steps

Each season a new media plan is developed once a final budget is given by the client. Below is where we are at in the process for for the Winter 2022 Jan-March and next step are as follows:

- 1. Client Seasonal Kick-off Meeting**
  - a. Determine target audiences, messaging, goals, budgets etc.
- 2. Media Plan Build & Approval**
  - a. Media plan build
  - b. Share media plan with client
  - c. Media plan client feedback
  - d. Media plan client approval
- 3. Asset Determination**
  - a. Determine all assets needed and due dates of each asset
- 4. Creative Build**
  - a. Ad mockups delivered to client for feedback/approval
- 5. Campaign Set-up for Digital Tactics**
  - a. Tracking code creation
  - b. Upload all ads and tracking to each platform
  - c. Campaign set-up with budgets, target demographics & geographics
  - d. Internal campaign setup, review and approval
- 6. Campaign Launch**
- 7. Campaign Management**
  - a. Daily & weekly campaign monitoring
  - b. Optimizations made, as needed
- 8. Campaign Reporting**
  - a. In-depth campaign report created
  - b. Report delivered to client
  - c. Meeting with client to discuss report
  - d. Client meeting to discuss report

# THANK YOU