WORKSHOP

Warren County Summer 2022 (Apr. - Aug.) Strategy

March 21, 2022

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2021 Performance

Highlights from Jan. 2021 - Dec. 2021

TELEVISION & CONNECTED TV: 8,847 traditional TV spots across 5 markets during 3 different seasons and 7,482,258 impressions from Connected TV.

PAID SOCIAL: 29,682,319 impressions, 679,982 clicks, CTR of 2.29% (154% above the benchmark)

NATIVE ADVERTISING: 7,279,868 impressions, 19,569s, CTR of 0.27%

PRE-ROLL VIDEO: 800,017 impressions, 609,624 completions, completion rate of 0.80%

RETARGETING: Website retargeting received 4,213,100 impressions, 4,786 clicks, CTR of 0.11%. Video event retargeting received 1,915,034 impressions, 2,337 clicks, CTR of 0.12%.

GOOGLE ADS: 3,004,206 impressions, 269,253 clicks, CTR of 8.96% (91% above the benchmark)

Current Performance

Jan. 1 - Mar. 17, 2022

PAID SOCIAL: 9,211,941 impressions, 224,841 clicks, CTR of 2.44% (171% above the benchmark). Top performing themes are Ice Bars, Ice Castles, Indoor Activities, and Events.

NATIVE ADVERTISING: 2,590,446 impressions, 13,084, CTR of 0.51% (70% above the benchmark)

RETARGETING: 1,625,840 impressions, 3,922 clicks, CTR of 0.24% (60% above the benchmark)

GOOGLE ADS: 370,807 impressions, 79,748 clicks, CTR of 21.51% (366% above the benchmark)

YOUTUBE ADS: 30,599 impressions, 11,523 interactions, 37.66% interaction rate

Current Performance

Top Ads
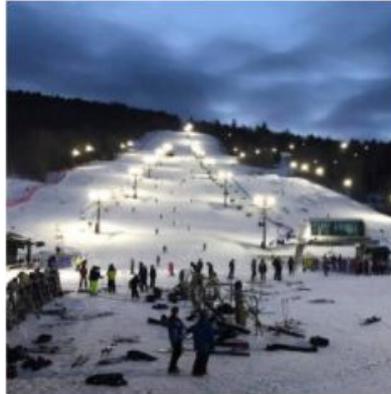
Summer 2022 Themes

Top Warren County Summer Offerings

OUTDOOR SUMMER RECREATION (hiking, camping, boating, beaches, rafting, biking, air adventures)

TOP ATTRACTIONS (dinner cruise, shopping/factory outlets, dining, museums & history, craft beverages, couples activities, free activities, arts & theatre)

FAMILY ACTIVITIES (The Great Escape, mini golf, drive-in, arcades, ice cream)

EVENTS (fireworks, 4th of July, Americade, Food & Wine Festival, Summer Concert Series, Arts & Crafts Festival, Music Festival, BBQ Festival)

LODGING & CAMPING for overnight stays when traveling to Warren County

Summary 2022 Tactics

Digital Media Tactics & Descriptions

TELEVISION advertising for Warren County runs in the NYC, Albany, Syracuse/Utica, Hartford/New Haven, and Boston markets for brand awareness. The lion's share of the budget is utilized in the pre 4th of July flight.

CONNECTED TV serves commercials on streaming devices and platforms. With so many cord-cutters, streaming TV has surpassed linear television so we take a multi-faceted approach. Platforms include Hulu, Disney +, Roku, Fubu, Sling, Pluto, Samsung, LG, and more).

PRE-ROLL VIDEO is a video ad that plays directly before a featured video on mobile and desktop devices.

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.

Summer 2022 Tactics

Digital Media Tactics & Descriptions

NATIVE ADVERTISING is a type of advertising that matches the format and function of the platform (or website, app, etc.) upon which is 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)

RETARGETING is a form of targeted advertising which targets users that have previously engaged with a brand. Warren County primarily targets recent website visitors and users who have completed a video ad.

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.

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 Summer 2022 campaign 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. **TV Pacements**
   a. Negotiating rates and spots with TV vendors
   b. Sending traffic to TV vendors

6. **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
7. **Campaign Launch**
8. **Campaign Management**
   a. Daily & weekly campaign monitoring
   b. Optimizations made, as needed
9. **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