



Tactics

- Search Engine Optimization
- Paid Media & Print Collateral
- Social Media
- Public Relations
- Email Marketing
- Influencer Marketing

Let's Go Greene

2022 Campaign

Let's Go Greene reminds visitors that some of the best memories are made together, right in the Great Northern Catskills. With so many people buzzing about the natural and cultural wonders of Greene County, it's the ideal destination for explorers of all interests to forge those memories together.

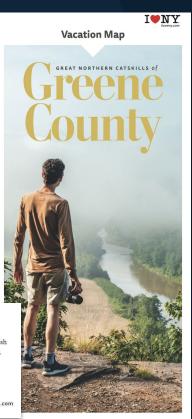
To support this newly launched campaign, Workshop implemented the #Let'sGoGreene messaging on the website, in inspiring paid media campaigns and print placements, consistent print design updates, and engaging organic social media.



Reignite wanderlust and set out in search of adventure. Spend quality time together and make memories you'll cherish forever. Embrace the change in season and #LetsGoGreen











#LetsGoGreene



Organic Search

In 2022, we saw strong organic search and website performance, contributing to the overall success of the Let's Go Greene campaign.

Results

- Winter, spring, and summer seasonal pages all grew in pageviews and entrances compared to last year.
 This shows audiences are interested in seasonal vacation planning and things to do.
- NYC, Philadelphia, Boston, and Washington DC were in the top 10 cities by website traffic indicating that we are reaching beyond local audiences.
- 12 SEO link placements directed to the Home and top category pages with broader "New York" modified tourism and outdoor activity seeking keywords to improve link authority.
- Grew from 16.1k to 22.5k keywords ranked in the top 10 pages by the end of 2022

Organic Search

During 2022, we executed ongoing optimization of tech, content & links.

- Prioritization is ongoing, and is integrated with the Content Team, Paid Media and PR planning. The goal is to have content freshly optimized prior to promotions and seasonality/interest peaks.
- Main goal was to rank for keywords related to travel intent, versus education/information keywords.

Tactics

- TECH SEO: ongoing work to speed up the site for indexation and mobile phone friendliness.
- CONTENT: optimized and published 47 pages
 17 new pages and 30 existing pages
- LINKS: worked with team to find more ways to get links from GNC networking and relationships as well as leveraging the PR links

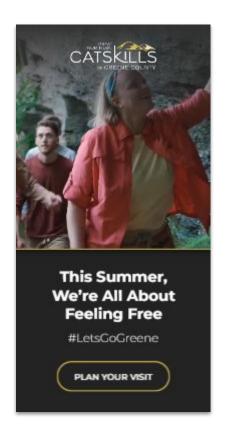
Paid Media

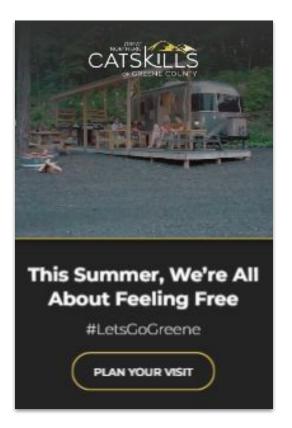
- Connected TV garnered over 375,000 impressions with a 99% completion rate. The summer flight generated **980** website visits.
- Digital Video Advertising served over 751,000 impressions with 597 clicks and a 67% completion rate.
- Programmatic display performed 120% above average and retargeting performed 87% above the industry benchmark. The retargeting campaign used in-banner video ads during the summer.
- Paid Social delivered 16.5 million impressions with 40,000 engagements and a CTR 234% above the industry standard.

Paid Media

- Native advertising was incorporated for seasonal and towns campaigns with a CTR 57% above average.
- Paid search served over 650,000 impressions, over 80,000 clicks. The Attractions and Outdoors campaigns have been the top performers.
- Print ads include placements in Hudson Valley
 Magazine, Hudson Valley Wine, NY Family & other
 placements, and RoadRUNNER.

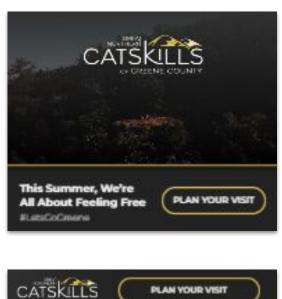
Paid Media - Interactive Banner Ads (Display & Retargeting)

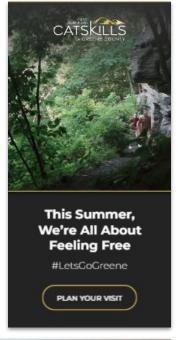
















Paid Media - Paid Social & Native Advertising







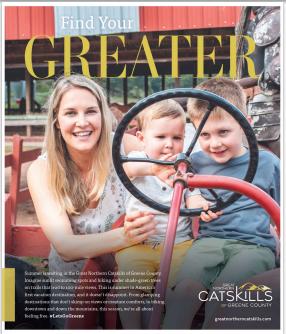


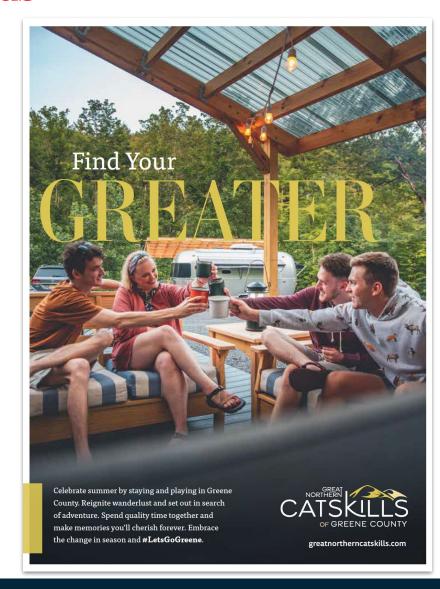
& home to some of the top attractions in

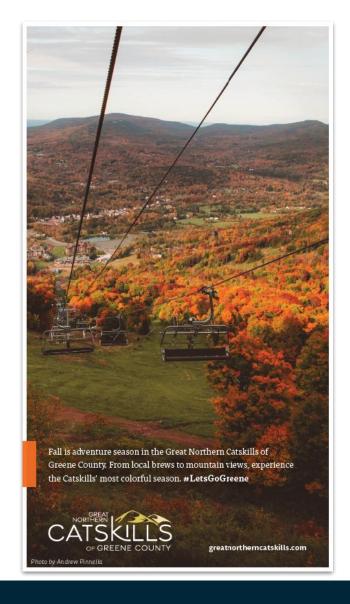
the Great Northern Catskills.

Paid Media - Print Ads









Organic Social Media

Overview

2022's social media strategy focuses on **deepening engagement** of the Great Northern Catskills with **new and existing audiences**.

Audience Results

- Combined Facebook and Instagram followings grew
 11.1%
- Reflected in user demographics, we saw a higher concentration of audience interest in NYC and its metro areas, New Jersey, Connecticut and Pennsylvania

Organic Social Media

Engagement

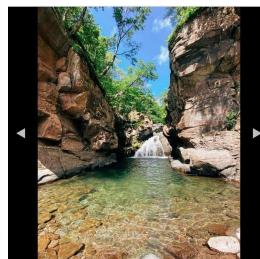
 As our audience grew, engagement metrics were used as a key indicator of the community building quality around GNC's social channels

Engagement Results

- In 2021, we saw declining engagement on Facebook, and have shifted content efforts for 22% higher engagement rates on that platform
- Instagram engagement rates increased by 5.9%
- Across all platforms (Instagram, TikTok, and Facebook), vertical video content averaged a 5.4 percent engagement rate, which is 50 percent higher than the 3.6 percent average engagement rate for all content.

Facebook Top Performers

Organic Social Media



Great Northern Catskills of Greene County Ice cold swimming holes and crystal clear pools are the perfect cure for a hot summer day!

While enjoying the natural beauty of the Catskills, remember to prioritize safety and keep the Catskills as beautiful as you found them. Tap our link to learn more about the principles of #LeaveNoTrace https://bit.ly/3byeK8c



Catskill Game Farm. Once America's largest privately owned zoo, The Old Game Farm - The Site of the Former Catskill Game Farm hosts 200+ acres of land with many of the deserted animal shelters and pens still eerily unmoved.

e: @bonacio_th via Instagram





Great Northern Catskills of Greene County

Mountain Brook Farm Adventures

Nature heals.

@mountainbrookfarmadventures

Organic Social Media

Instagram Top Performers



catskilltourism Curl up under a flannel blanket and celebrate Catskills flavors with @gracies_ny's cider

Organic Social Media

Great Northern Catskills on TikTok

More than a billion users around the world turn to TikTok for 95 minutes of entertainment every day. TikTok is not just a place; it is the place to meet your hyper-engaged, fiercely interested, digitally native audiences.

With a new and growing presence on TikTok, The Great Northern Catskills continues to be social media forward, meeting audiences in new and exciting ways through TikTok's powerful algorithm.



Public Relations

Overview

39 media placements collected on behalf of Greene County in publications and media outlets, including *Fodor's*, *VUE New Jersey magazine*, *The Travel* and more!

Our top 6 placements have resulted in over **2,000 sessions** on www.GreatNorthernCatskills.com and focus heavily on downtowns, events, and attractions. and focus heavily on downtowns, events, and attractions.

When opportunity knocks....

When **Spectrum News TV c**ontacted us about a fall foliage piece related to the Catskill region at large, we focused the reporter's attention on Greene County, arranging for **James Hannahs**, **Director of Economic Development**, to be interviewed for the segment on Hunter Mountain.

"18 Best Weekend Getaways from New York City"

"In addition to outdoor activities such as hiking, fly-fishing, biking and zip lining, the Catskills are a haven for artists. Follow the Hudson River School Art Trail to witness firsthand the vistas that inspired artists like Thomas Cole."



"14 Top NY Ski Resorts"

"Located in the Great Northern Catskills with a base elevation of 1,600 feet and 320 skiable acres, Hunter Mountain is known as the 'Snowmaking Capital of the World'...after hitting the slopes all day, why not stay the night? Guests can rest at one of the inns, hotels, motels or luxury slopeside lodges in the area, or at least pop in for an après-ski beverage.." (Windham Mtn. also featured in article)



"Most enchanting places for fall foliage in the USA"

"Fall foliage illuminates the Great Northern Catskills' magnificent vistas with flaming gold, tangerine, and reddish colours, making it the perfect time to visit. ."



"13 Best Road Trips From NYC"

"In the Great Northern Catskills of Greene County, paddleboard out to the historic Hudson-Athens Lighthouse or visit the mountaintop to hike the Catskill Park.."



Email Marketing

Overview

Our 2022 goals were to attract and retain new customers and foster to the lasting relationships you already have.

We want to give The Great Northern Catskills community another way to connect with us by approaching our email campaigns in a human and helpful way.

Email Marketing

Results

- Average open rate: 38% which is an 11.76% increase from our efforts in 2021.
- Average click rate: 2.59% which is well above the travel & tourism industry standard of .88%.
- We see our audience primarily opening emails from their computer over their cell phone.
 - + 95% open on desktop vs.
 - + 5% open on mobile
- But, we see that mobile and desktop are harnessing nearly the same amount of clicks
 - + 52% open on desktop vs.
 - + 48% open on mobile

Influencer Marketing

Reached audiences will be inspired by the idea that anyone who comes along on a #LetsGoGreene trip will find something to love!

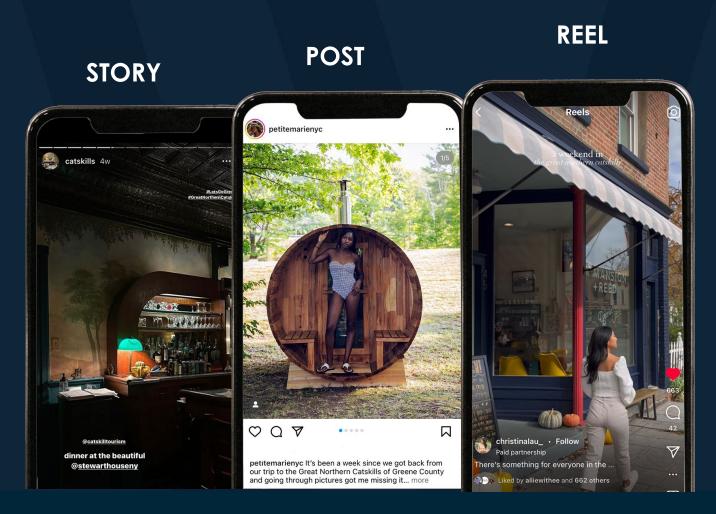
As arbiters of taste, deciders of trends, and content creators with a profound pulse on audiences, social media influencers can be powerful evangelists that bring you to new audiences. The **right influencer** telling the **right brand story** can increase visits and spread awareness of your brand.

Influencer Activation Content

Marie Zoumanigui & Christina Lau x Greene County

Results:

- + 43.7K+ Combined Impressions
- 2.6K+ Total Engagements
- 214 Combined Comments and Replies
- + 116 Shares and saves
- + 144 Activation Day Followers



THANK YOU