

a.

adworkshop.

Campaign Final Report
January 1 - December 31, 2017

Prepared For:





Executive Summary

Overall, 2017 was a successful year for Greene County Tourism. We saw a continued increase in website traffic, above average CTR's for paid media campaigns, and plenty of attention from PR and influencer marketing efforts. Moving into 2018 we see opportunities to expand on our efforts and maximize new ideas we implemented in 2017.

What's new:

Content Hubs

This past year we amplified our content strategy by introducing seasonal content hubs on greatnortherncatskills.com. Media campaigns sent users to the hub where they could learn more about different activities, events, and places they could visit throughout the county. This introduced them to other activities they might not have seen when we were previously sending them to one internal page, and helped users find what they were interested in more quickly. It also gave the site a much cleaner look.

Influencer Marketing

While travel writers and influencer marketing are not new to Greene County, we invested more time and effort into this strategy because of the return on investment provided. With influencer marketing we were able to take a more targeted PR approach to our audience on social media. Additionally, we were able to more photo/video assets that we can now use in other mediums. One example is the cover photo of the 2018 Travel Guide.

Mountain Biking

In 2017, Adworkshop and Greene County Tourism were tasked with creating a campaign focused on mountain biking in the Great Northern Catskills. Overall, the campaign was extremely successful with above-average CTR's in almost every tactic, and more than 36,000 additional entrances to the website. Traditional media efforts and organic searches also drove a large number of users to the hub, for a total of 49,323 additional page views during the campaign.

Website

We began an overhaul Greatnortherncatskills.com during the second half of 2017 so that we can stay ahead of competing tourism destinations in the Catskills, allow for more flexible website changes in the future, and stay up to date on new technology. Our current launch date is April, 2018.

Throughout this report, we'll dive deeper into the challenges and successes of the 2017 campaign and how we can adjust to make 2018 even better.



General Notes

Changes in the Google Landscape:

Changes in the Google landscape, how users interact with digital assets, and evolving technologies resulted in a significant impact on website usage industry-wide in 2017. Increased prevalence of featured snippets and local search results pushed organic results down on the page (at times resulting in the user needing to scroll deep before finding the first organic result). Local search listings were enhanced, providing additional information for the users and in turn reducing the need to visit authoritative websites. Finally, the Google Travel Planner continued to evolve, effectively providing the user ability to research, plan, and book all of their travel needs without ever leaving Google. Combined with the increased adoption of voice search technology and advancements in social media, a significant change in how users are interacting with search engines became very apparent.

Algorithm Updates:

As is standard, Google released a variety of algorithm updates that may have impacted organic visibility. Though no significant change was apparent with [greatnortherncatskills.com](#), it is important to realize these updates may have had subtle impacts. There were 9 notable updates:

1. Unnamed (February 1-6, 2017) - There was a period of heavy algorithm flux starting around February 1st and peaking around February 6th. It is suspected these were two separate, though closely related, quality updates.
2. "Fred" (March 8, 2017) - Google rolled out a major update that targeted sites with low-value content and poor user experience.
3. Unnamed (May 17, 2017) - a core update not confirmed by Google, but was suspected to be a quality update.
4. Unnamed (June 28, 2017) - Google confirmed update that targeted sites ranking in the 6-10 positions hitting the food & beverage industry the hardest but followed by health & fitness, gambling, retail, and travel niches respectively.
5. Unnamed (October 27, 2017) - Google confirmed update that no longer allows user access to international search results when using a Google country code top-level domain (ccTLD).
6. Featured Snippet Drop (October 27, 2017) - An unconfirmed update that resulted in a significant drop in featured snippets and an increase in knowledge panels.
7. Unnamed (November 15, 2017) - a core update not confirmed by Google, but was suspected to be a substantial Google update.
8. Snippet Length Increase (November 30, 2017) - Google confirmed that they made an update to how meta descriptions are handled, however did not provide any details. Marketers noticed after this date meta description lengths increased from 155 characters to 300 for a large majority of search results.
9. "Maccabee" (December 19 - 20, 2017) - Google confirmed that there were several minor improvements over the two day period.

Analytics Configurations:

At the end of July, additional configurations were added to Google Analytics to better attribute organic visits. This may result in subtle shifts in both organic and referral traffic sources, resulting in more accurate attribution going forward.



Overall Summary

- Despite significant changes in the Google search results and at least one Google algorithm update that targeted Travel Websites, overall visits increased 51.0% and organic results increased 16.1%
- Mobile visits increased 81.3%, now comprising 58% of all website visits.
- Ages 25-34 comprise the largest segment of website visitors. Ages 65+ had the largest increase in visits (87.3%) despite continuing to be the smallest segment of visitors.



Traffic Summary

724,706

Sessions
▲ 50.96%

548,048

Users
▲ 43.92%

1,615,112

Pageviews
▲ 41.68%

2.23

Pages / Session
▼ -6.15%

1:37

Avg. Session Duration
▼ -15.43%

56.92%

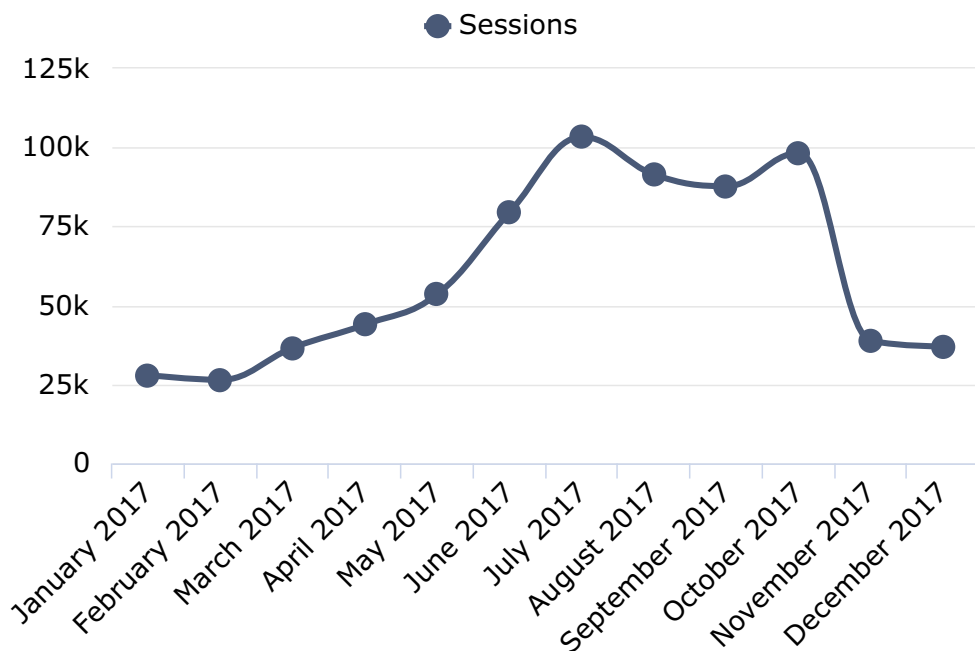
Bounce Rate
▲ 11.06%

75.04%

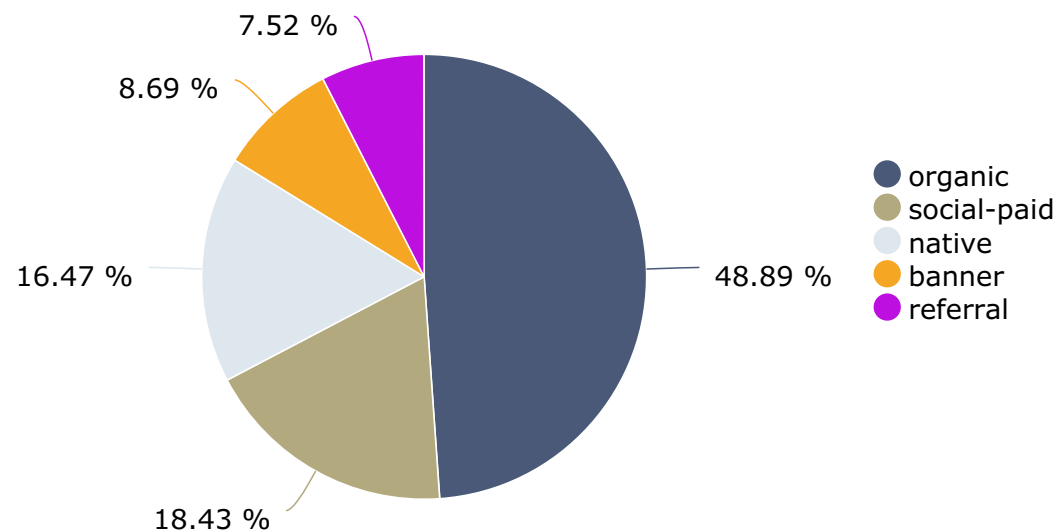
% New Sessions
▼ -5.80%

Device Type	Sessions
Computers	230,767 ▲ 36,936
Mobile Devices	422,110 ▲ 189,229
Tablets	71,829 ▲ 18,487
Total	724,706 ▲ 244,652

SESSIONS



MEDIUMS





Winter Seasonal Pages

77,039

Total Pageviews

Total Pageviews Include:

16,160

Pageviews

Winter Vacations

2,676

Pageviews

Ski Packages

40,185

Pageviews

Beverage Trail*

516

Pageviews

Ski, Sip, Savor,
Repeat

6,999

Pageviews

Hunter Mountain

4,765

Pageviews

Windham Mountain

213

Pageviews

Winter Vacation
Planning

4,315

Pageviews

Catskill Curtain Calls

1,210

Pageviews

Off the Mountain
Activities

**Additional campaigns throughout the year contributed to the elevated pageviews for the Catskills Beverage Trail. 111 pageviews were the direct result of users navigating from the winter landing page to the Catskills Beverage Trail page.*



Spring Seasonal Pages

109,883

Total Pageviews

Total Pageviews Include:

21,001

Pageviews

Spring Vacations

8,786

Pageviews

Spring Vacation
Packages

7,846

Pageviews

Hiking for Days

4,317

Pageviews

Wait-Free
Tee Times

40,185

Pageviews

Brews & Beverages*

168

Pageviews

Grind It

4,315

Pageviews

The Arts

2,687

Pageviews

East Durham Irish
Festival

10,628

Pageviews

Greene Count(r)y
Stores

9,950

Pageviews

TAP New York

**Additional campaigns throughout the year contributed to the elevated pageviews for the Catskills Beverage Trail. 111 pageviews were the direct result of users navigating from the winter landing page to the Catskills Beverage Trail page.*



Summer Seasonal Pages

292,726

Total Pageviews

Total Pageviews Include:

2,876

Pageviews

Summer Vacations

3,130

Pageviews

Summer Vacation
Packages

8,632

Pageviews

Camp the Catskills

49,644

Pageviews

All-Inclusive Places
to Stay

36,457

Pageviews

Motorcycle
Journeys

52,925

Pageviews

Mountain Bike Here,
Now

109,643

Pageviews

Summer's Best
Stops

8,883

Pageviews

Grey Fox Bluegrass
Festival

4,315

Pageviews

Arts in the
Outdoors

2,090

Pageviews

Choose Your Own
Adventure

14,131

Pageviews

Summer Itineraries



Fall Seasonal Pages

300,189

Total Pageviews

Total Pageviews Include:

7,869

Pageviews

Fall Vacations

36,457

Pageviews

Scenic Fall Drives

1,505

Pageviews

Where to Go Hiking
This Fall

377

Pageviews

Fall Beverage Tour

3,449

Pageviews

Best Places for Fall
Foliage

4,857

Pageviews

Fall Vacation
Packages

8,632

Pageviews

Camp the Catskills

52,925

Pageviews

Mountain Bike Here,
Now

5,614

Pageviews

Catskills Mountain
Thunder

17,205

Pageviews

Oktoberfest

143,030

Pageviews

Fall Events

4,315

Pageviews

Arts, Culture and
Historic Sites

1,155

Pageviews

Haunted Places

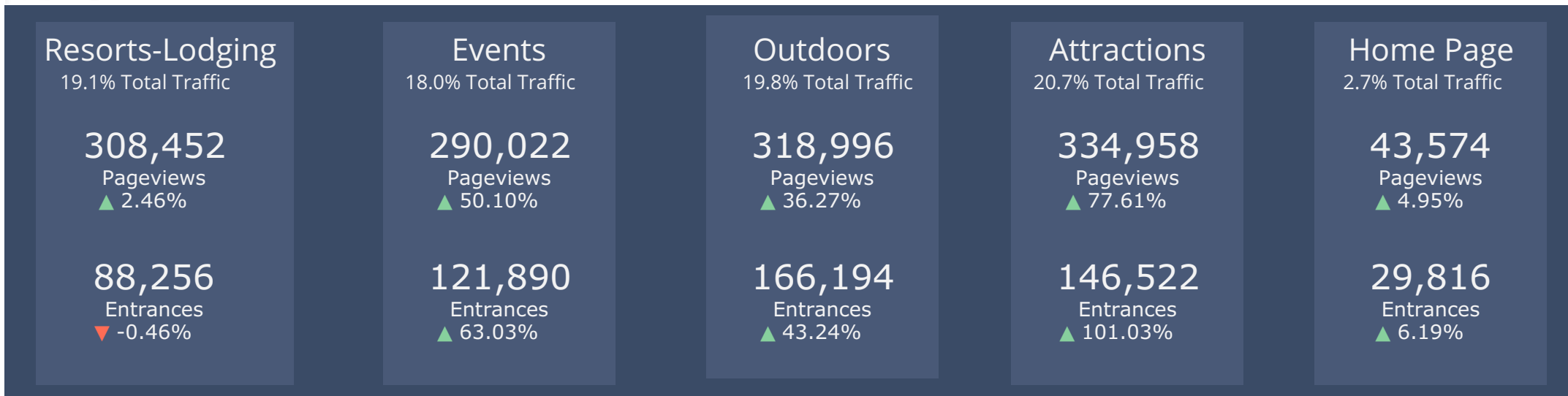
12,799

Pageviews

The Kaaterskill Clove
Experience in
Autumn



Content Types



With the evolution of the website, it has become important to adjust how we are reporting on the content types to ensure we are accounting for pages that are either not in the navigation or are being utilized for campaign initiatives.

The above chart is comprised of the core pages as defined by the top tier navigation within the website and account for 81% of overall pageviews. These pages tend to be more planning based and often contain listing data.

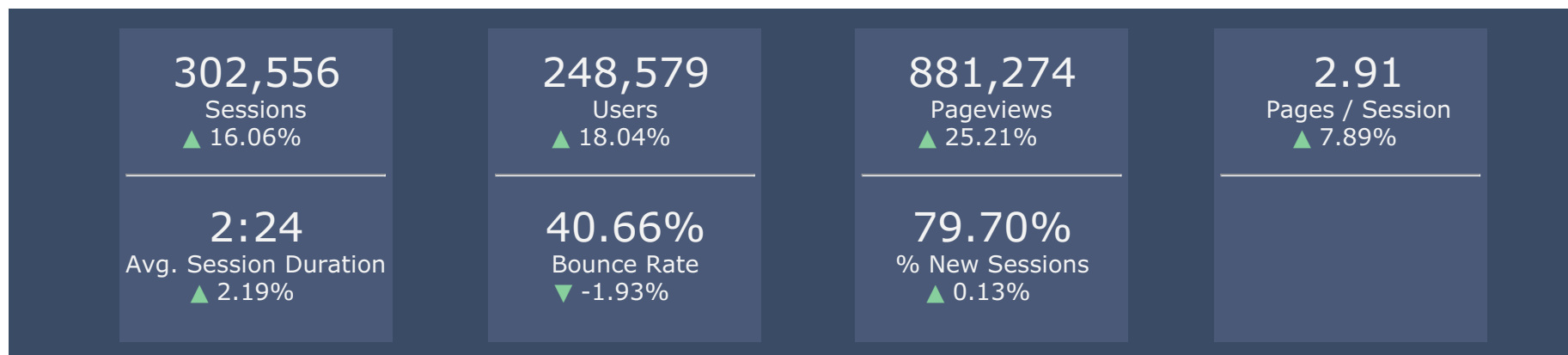
Seasonal and native-based pages continue to be added to the website resulting in additional ways for users to find relevant content outside the core pages listed above. These pages often are not defined by a specific URL categorization (such as lodging, attractions, events, etc.), are more dreaming and story-telling based, and do not contain listing data.

Below are the top native pages viewed and entered on:

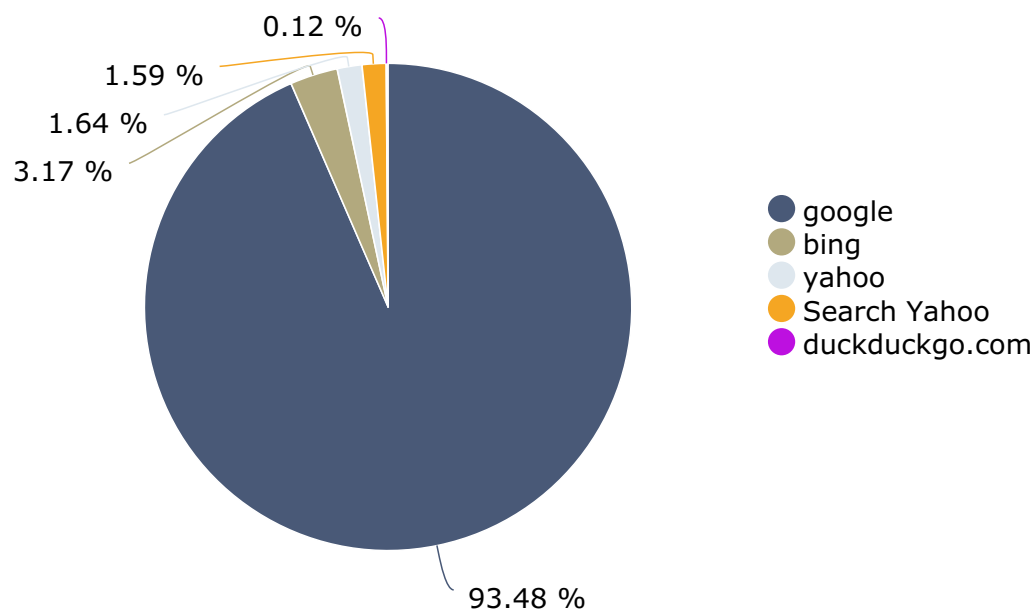
- Catskills Performing Arts Brings the Heat this Summer (23,471 pageviews; 5,196 entrances)
- Spring Vacations (21,001 pageviews; 15,455 entrances)
- Winter Vacations (16,160 pageviews; 13,397 entrances)
- What to Expect Along the Great Northern Catskills Beverage Trail (15,404 pageviews; 12,688 entrances)
- Unique Experiences in the Great Northern Catskills (14,131 pageviews; 12,132 entrances)
- Trip Ideas native hub (13,912 pageviews; 4,741 entrances)



Organic Summary



ORGANIC SOURCES



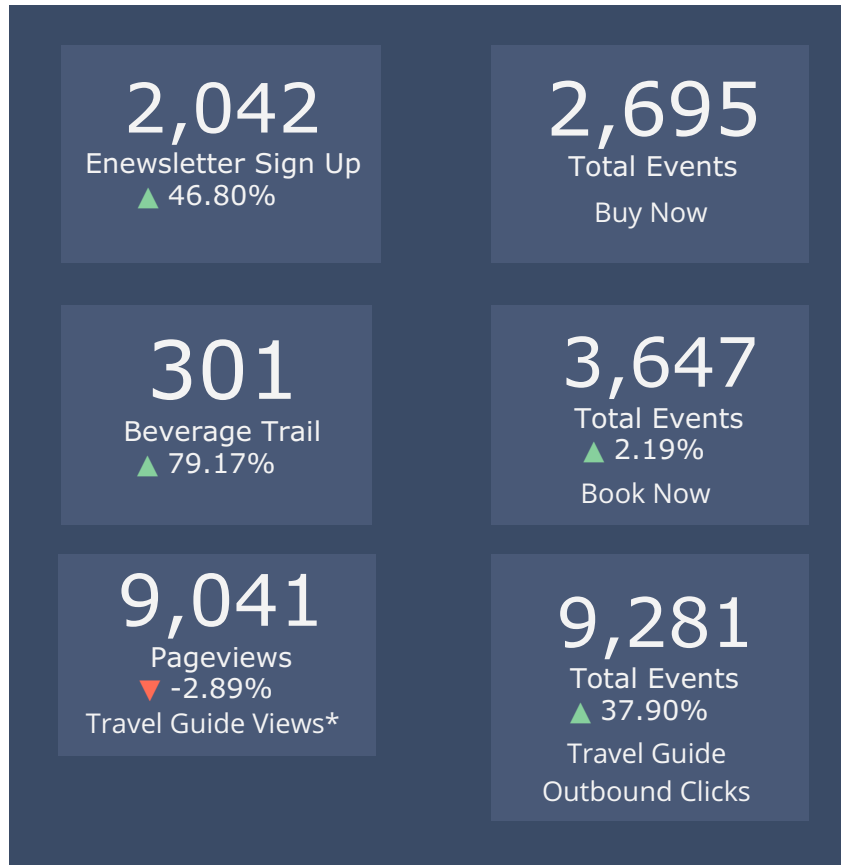
Source	Entrances
google	281,353 ▲ 18.95%
bing	9,555 ▼ -5.38%
yahoo	4,939 ▼ -56.82%
Search Yahoo	4,789 ▲ N/A

*yahoo and Search Yahoo should be considered the same source of traffic. They are split in this view due to configuration settings.

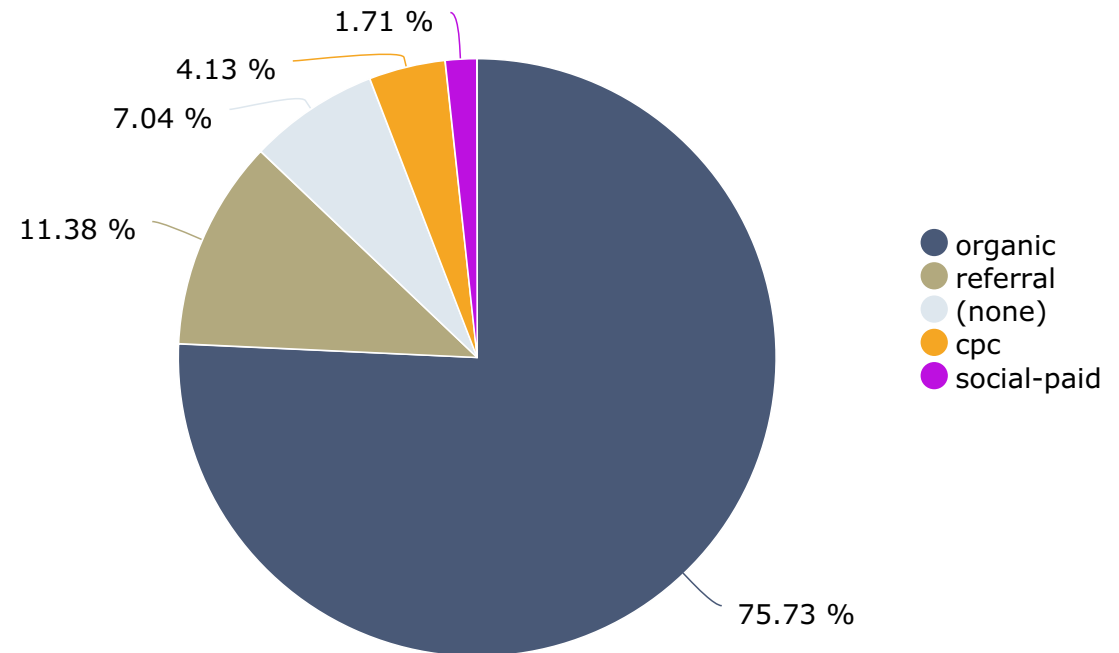
*The chart on the left references duckduckgo from July 11 - December 31, 2017. Prior to that date, all duckduckgo traffic was reported as a referral. This source accounted for 0.25% of organic sessions overall.



Goals



BOOK NOW CLICKS BY MEDIUM



Travel Guides - On March 17, 2017 the Travel Guide page was updated to an embed as opposed to an outbound click to Issuu. Sidebar promotions across the website remained outbound clicks. Travel Guide Views* represents all pageviews on the Travel Guide page year-over-year. Travel Guide Outbound Clicks combines all outbound clicks from the Travel Guide page prior to this update with all current outbound clicks from sidebar promotions across the site.

Beverage Trail Sign Ups - This goal began tracking on January 25, 2016. Therefore the year-over-year comparison is slightly skewed.

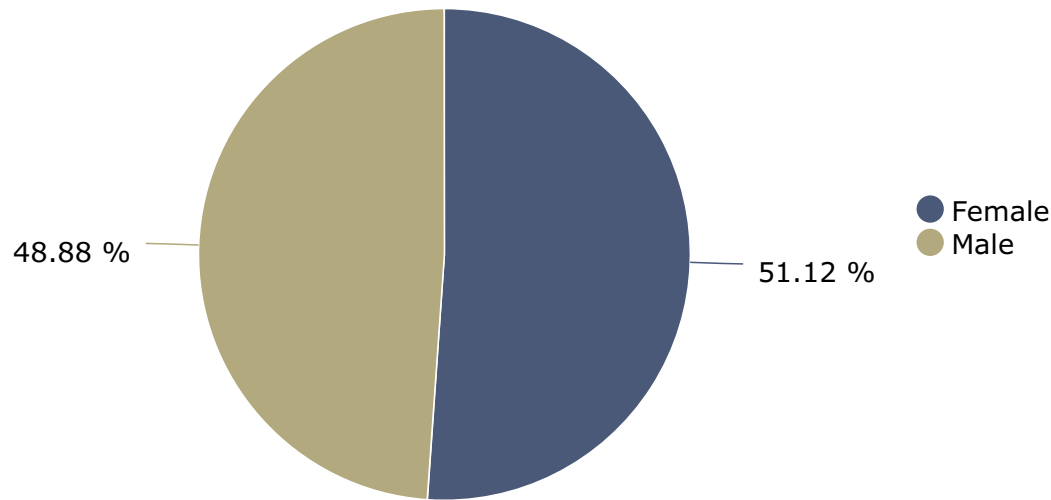
Buy Now Clicks - This goal began tracking on December 9, 2016. Therefore a year-over-year comparison is not available.



Demographics

Age	Sessions	% New Sessions	Avg. Session
25-34	92,700 ▲ 21,527	73.04% ▼ -2.98%	1:57 ▼ 0:0-13
35-44	80,751 ▲ 21,536	72.74% ▼ -3.87%	1:50 ▼ 0:0-17
45-54	76,487 ▲ 26,785	71.37% ▼ -4.82%	1:47 ▼ 0:0-21
55-64	76,212 ▲ 31,801	70.41% ▼ -4.55%	1:42 ▼ 0:0-29
18-24	46,714 ▲ 12,616	72.06% ▼ -4.58%	1:46 ▼ 0:0-20
65+	41,716 ▲ 19,444	72.30% ▼ -3.92%	1:37 ▼ 0:0-33

- Google uses a sample set of data for demographic reporting with the intent to protect the privacy of its users. The age chart represents 57.2% of overall sessions and the gender chart represents 59.1% of sessions.
- Though Canada is the country sending the second highest number of sessions, this still accounted for only 0.86% of sessions.
- All of the top 10 traffic sources saw increases in sessions: NYC (75.5%), Albany (0.36%), Philadelphia (74.0%), Newark (155.1%), Boston (27.0%), Hudson (76.8%), Jersey City (74.9%), Catskill (19.0%), Washington (22.1%).

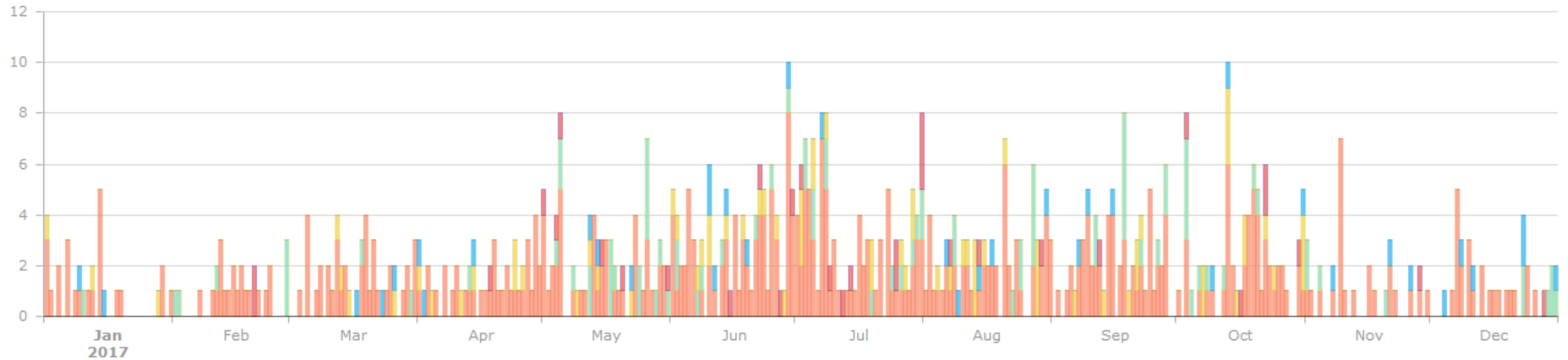


City	Sessions	% New	Bounce Rate	Avg. Session
New York	213,253	71.74%	61.17%	1:32
Albany	12,135	73.54%	49.43%	1:42
Philadelphia	10,328	66.07%	67.22%	1:23
Newark	10,071	64.49%	75.90%	0:58
Boston	9,396	71.12%	52.58%	1:37
Hudson	9,375	69.21%	59.55%	1:30
Jersey City	8,251	72.91%	57.05%	1:41
Catskill	6,954	57.98%	47.94%	2:30
Washington	6,185	72.71%	56.44%	1:31
Syracuse	5,607	70.27%	47.94%	1:36



AddThis Sharing

Shares Activity



491
FACEBOOK

90
PRINT

73
EMAIL

38
TWITTER

33
OTHER

Top Shared Content:

- Rip Van Winkle Ranch
- Top Attractions
- Hunter Mountain Oktoberfest
- Five State Lookout
- Kaaterskill Falls

Top Clickbacks:

- Billy Joel Tribute Band Performance
- Nussy's German Dinner Buffet
- Nussy's Country Western BBQ Buffet
- Taste of Country
- Civil War Heritage Music Gathering Encampment



Media Performance Summary

Overall, we feel the 2017 media campaigns performed extremely well:

1. Facebook saw amazing engagement. The campaigns reached over 2,300,000 people, served over 8,100,000 impressions, and garnered over 180,000 clicks. All campaigns had a combined CTR of 1.58%, which is 76% higher than the .90% CTR average for Facebook the travel and hospitality industry and all campaigns averaged \$0.31 per click compared to the \$0.63 average for travel and hospitality. Over 160,000 people took action, there were 24,432 post reactions, 906 post comments, and 4,966 shares. Despite not running a likes campaign, the campaigns acquired 2,837 bonus likes. Top performing campaigns included: Performing Arts, Motorcycling Video, and General Events (all had over 10,000 link clicks each).
2. Native saw great engagement as well. Overall, the campaigns served over 12,690,000 impressions, acquired over 90,000 clicks and had an average CTR of 0.71%, which is 145% better than the standard native average of 0.29%. Top performing campaigns included: Beverage Trail, Unique Experiences, Performing Arts, and General Travel (all had a CTR over .80% each).



Media Performance Summary Continued

3. Overall, the programmatic display campaigns served over 25,900,000 impressions, acquired over 32,000 clicks, and had a CTR of 0.12% (200% better than the 0.4% standard average). Top campaigns included Family/General Resorts, Mountain Biking - ESD, Oktoberfest, Mountain Biking, Top Attractions, and Early Winter.
4. AdWords performed above expectations. The average CTR for 2017 campaigns was 3.00% and the average CPC was \$0.89%. Campaigns for 2017 outperformed the industry benchmark CTR of 2.18% by 38% and had a CPC 43% less than the industry benchmark of \$1.55 for AdWords campaigns.
5. There were a couple of videos that didn't meet our performance expectations and we are making note of this going forward. This could be due to amount of time scheduled, audience targeting, and other factors. We will make note of refining audiences and opening up run dates.



Public Relations

- . Top Placements**
- . Highlights**
- . By the Numbers**
- . Media Visits +
Relationships**
- . Influencer Marketing**
- . 2018 In Focus**

a.

Public Relations

Forbes

• Top Placements

 **oyster.com**
The Hotel Tell-All

TRAVEL+
LEISURE

trekaroo
kids. trips. tips.

AFAR

THRILLIST

my**AJC**


TODAY

Greatist

LONG ISLAND
PULSE
DEFINING LIFE, STYLE AND CULTURE

Reader's
Digest

NEW YORK

THE
HUFFINGTON
POST

goop

The
New York
Times

EATER

YAHOO!

Hartford
Courant

metro

marieclaire

msn

Newsday



Public Relations

• By the Numbers - Referral Traffic

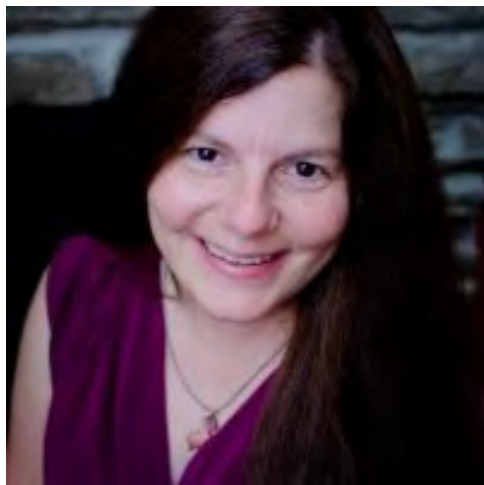
- NYUpstate.com 894 sessions spread over 5 stories
 - Important to note that a 2015 feature about all foliage leaf peeping delivered 444 sessions to the website in 2017
- EscapeBrooklyn.com's 4 stories featuring Greene County drove 742 sessions on the website
- HVMag.com 4 stories featuring Greene County drove 244 sessions on the website, and a total of 293 sessions throughout the year from evergreen content featuring Greene County.
- InStyle.com's feature about the best places to see fall foliage in the Northeast drove 59 sessions
- BuzzFeed's Hiking Trails co-op with Geico continues to drive significant traffic to the site, topping at 43 sessions this year
- Nymag.com's 2016 Valentine's Day roundup drove 23 sessions to the site.
- AAA's Fall foliage feature drove 17 sessions to the site

**= 2,759 Total Sessions
from Top PR placements**



Public Relations

• Media Visits + Relationships



"It's filled with amazing activities that will make your winter weekend stay at the mountain even better!"

Jersey Family Fun - February 26 - March 1, 2017

- **JerseyFamilyFun.com**, April 3, 2017, "Awesome Ways to Spend a Winter Weekend at Windham Adventure Park" (UMV: 15,256)
- **JerseyFamilyFun.com**, March 29, 2017, "Hammo's Brewpub and Lodge, A Windham Restaurant for Families" (UMV: 15,256)
- **JerseyFamilyFun.com**, March 28, 2017, "Windwood Inn, a Place for Families to Stay at Windham Mountain" (UMV: 15,256)
- **JerseyFamilyFun.com**, March 15, 2017, "Chicken Run Restaurant, a Windham Restaurant for Families" (UMV: 15,256)



"You gaze out over the gorge where mountain peaks seem to thread together and compare the scene today to the way it is depicted by Hudson River School artist Asher B. Durand's 1866 painting."

Going Places Near & Far - September 26-28, 2017

- **GoingPlacesFarandNear.com**, October 9, 2017, "Fall Getaway in the Great Northern Catskills: Hiking the Hudson River School Art Trail"
- **GoingPlacesFarandNear.com**, October 8, 2017, "Fall Getaway in the Great Northern Catskills: Frederick Edwin Church's Olana"
- **GoingPlacesFarandNear.com**, October 7, 2017, "Fall Getaway in the Catskills: Thomas Cole National Historic Site is #1 on the Hudson River School Art Trail"
- **TheIslandNow.com**, October 6, 2017, "3-Day Fall Getaway in the Catskills" (UMV: 30,419)
- **GoingPlacesFarandNear.com**, October 2, 2017, "3-Day Fall Getaway in the Catskills"



Public Relations

- 2018 In-Focus

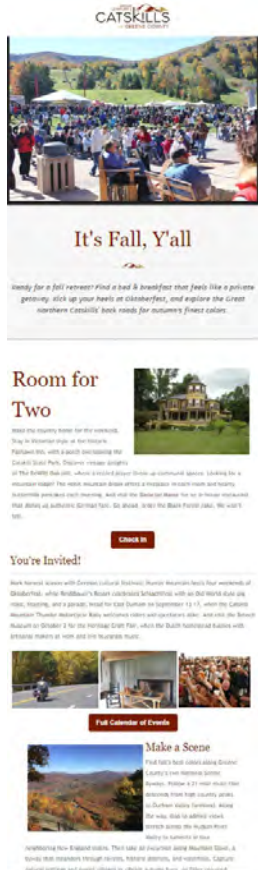
- Guided Experiences - Wilderness
- Valentine's Day in the Mountains
- Beverage Trail
- Getaways
- Performing Arts
- Summer Trips
- Unique Experiences
- Family Resorts
- Mountain Biking
- Leaf Peeping
- Motorcycling & Rallies
- Babymoos & Romantic Getaways



Email Marketing

499 Sessions

- Highest performing email marketing months: October & November
- 13 Email messages sent to a list of 13,397 contacts



"Everything You Need to Know About Fall in the Catskills"

- Distributed September 12, 2017
- 1,470 Opens
- 25% Unique Clicks
- 8.1 Mailing Score **community average 6*

Catskills Beverage Trail Email Campaign Results

EMAIL PERFORMANCE

The 6 total emails scored an average 7.8 out of 10 Mailing Score as determined by the Emma ESP. Of all 6 emails, the best performing overall email was the TAP NY (email #3) email with a 24.69% open rate and 226 unique clicks.

Mailing Name	Subject	Link Name	Unique Clicks
Email #1	Catskills Beverage Trail: Featured Stops	Hammos Brewery Listing	10
		Catskills Beverage Trail Page	37
		Facebook Icon -footer	16
		Cave Mountain Brewery Listing	8
		Crossroads Brewery Listing	6
Email #2	Catskills Beverage Trail: TAP NY & More	Facebook	12
		RVW Brewing Company Listing	10
		Catskills Beverage Trail Page	28
		Honey Hollow Brewing Co. Listing	6
Email #3	New York's Largest Beer Festival Comes to the Catskills April 29-30	Buy Tickets (event listing)	217
		Catskills Beverage Trail Page	72
		TAP New York Event	60
		I Love NY logo in footer	16
		Taste NY logo in footer	14
		Facebook Icon -footer	17
Email #4	RVW Wine, Brew & Beverage Festival May 13th	RVW Brewing Company Event	41
		Catskills Beverage Trail Page	4
		Facebook Icon -footer	28
Email #5	Catskills Beverage Trail Brewery Wins Gold at TAP NY	Catskills Beverage Trail Page	19
		Beverage Trail Events page	23
		Facebook Icon -footer	11
Email #6	Summer Ales Await on the Catskills Beverage Trail	Honey Hollow Brewing Co.	30
		Facebook Icon footer	1
		Catskills Beverage Trail Page	23



Organic Social

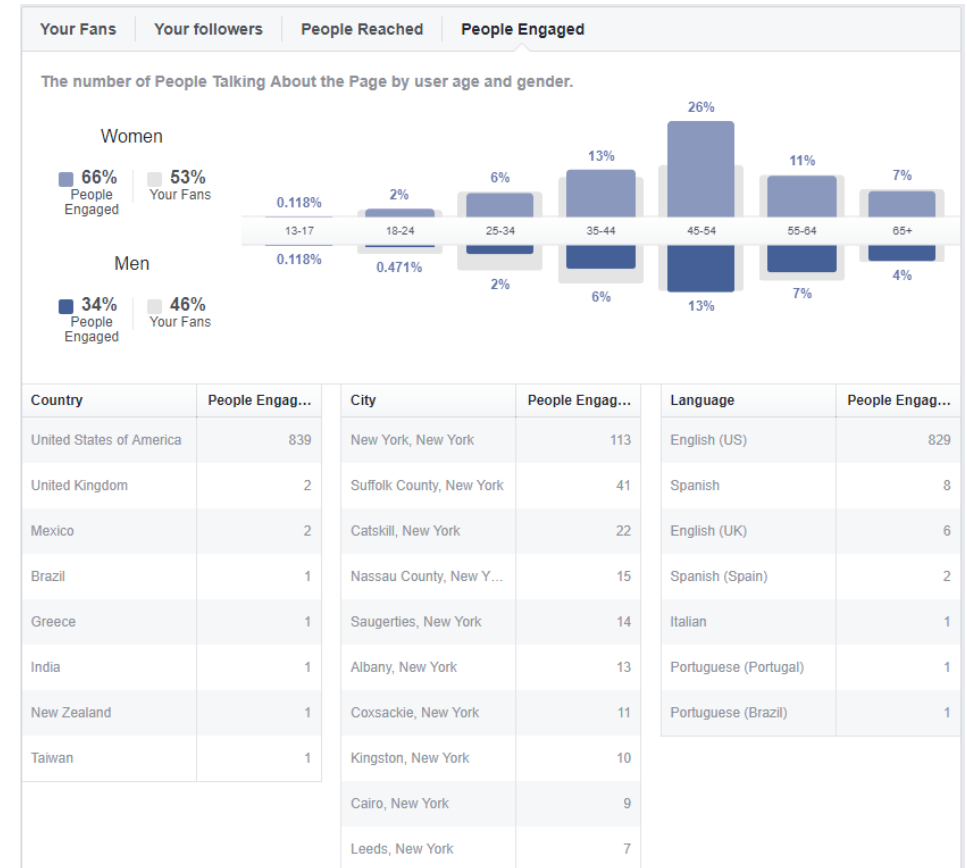
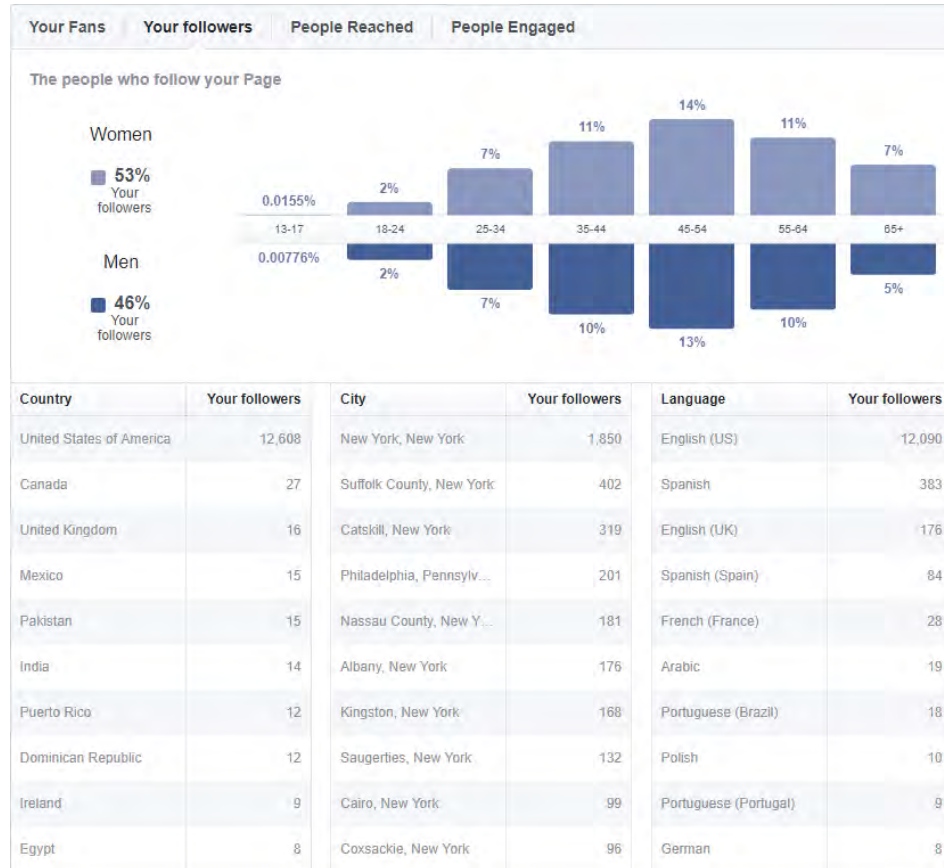
By The Numbers:

- Increase in Facebook Post Reach YOY - **36%**
 - From 1,014 to 1,383
- Increase in Followers/Fans: **50%**
 - From 8,505 to 12,769
- Increase in Instagram Audience YOY: **90%**
 - From 1,015 to 1,927
- Increase in Pinterest Traffic YOY: **31%**
 - From 178 to 235
- Increase in Facebook Traffic YOY: **9%**
 - From 3,793 to 4,148



Organic Social - Facebook

Audience Overview

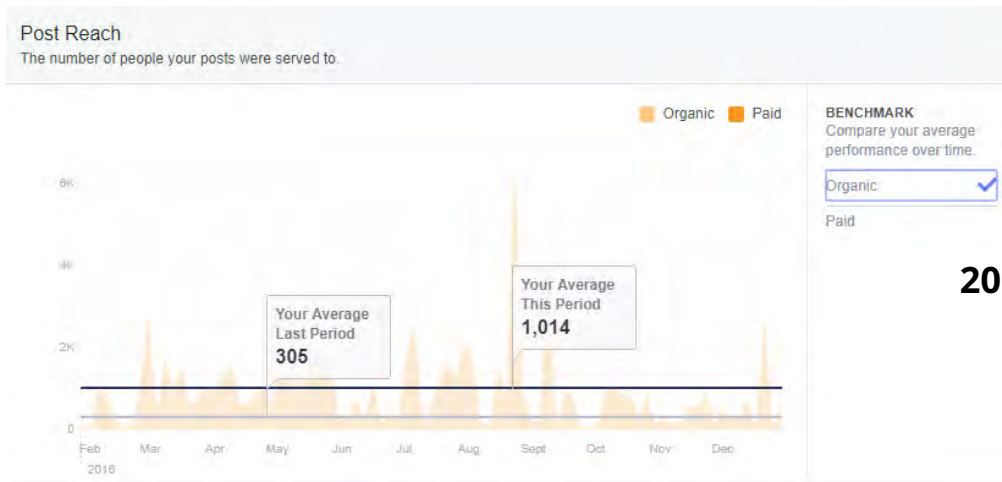


Your organic Facebook audience skews heavily female in both your Fans and the people who are most engaged with your content. Your audience tends to live within a few hours drive, and is mostly urban. In 2016, men accounted for 43% of your followers, but as the numbers show this year, they tend to be less engaged with the content in 2017. This could be an opportunity to reevaluate the organic content strategy and work on segmenting posts to audiences to boost engagement overall.

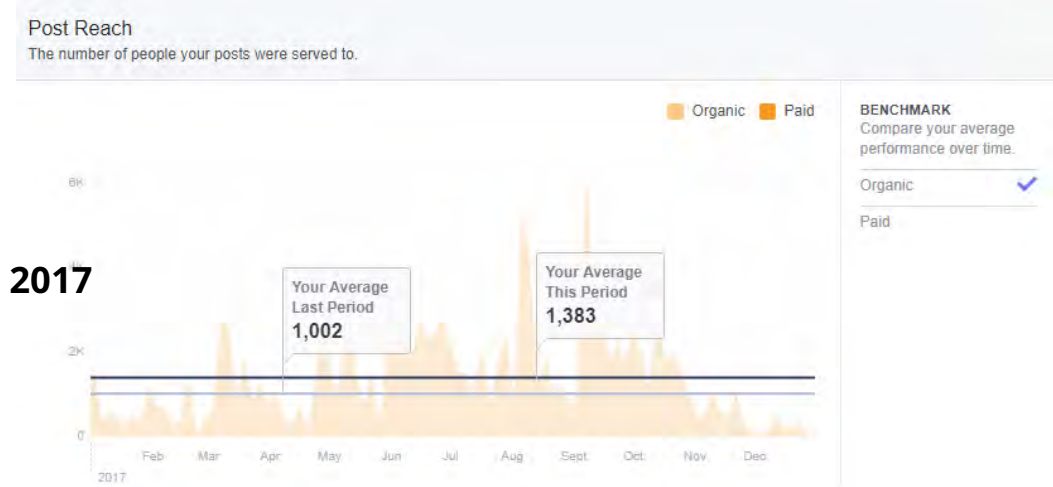


Organic Social - Facebook

Post Reach



2016 vs. 2017



As your organic Facebook efforts increased from 2016 to 2017, we see steady and measurable average post reach in 2017, for a 36% increase in average reach year-over-year.



Organic Social - Facebook


Top Posts

Great Northern Catskills of Greene County
Published by Rebecca Steffan Northrup [?] · 7 September 2017 · 🌐

Survey says 9 out of 10 mountain bikers enjoy a variety of terrain, biking with their best buds, and a cold brew at the end of the ride. The data points to experiencing all three on the Great Northern Catskills Bike Trails.

Explore our ride centers and get here: <http://bit.ly/2vQz1ja>

Shout out to Seamus Powell, Round Top Mountain Bike Association, Windham Mountain Resort, and Nussy's Bier Garten.



Get more likes, comments and shares
Boost this post for \$20 to reach up to 7,700 people.

Your video is popular with men aged 35-44

141 Reactions · 15 Comments · 219 Shares

Like Comment Share

Performance for your post

36,382 People Reached

14,947 Video Views

1,228 Reactions, comments & shares

839 Like	122 On post	717 On shares
62 Love	18 On post	44 On shares
4 Wow	1 On post	3 On shares
103 Comments	17 On Post	86 On Shares
222 Shares	219 On Post	3 On Shares

3,289 Post Clicks

366 Clicks to Play	43 Link clicks	2,880 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

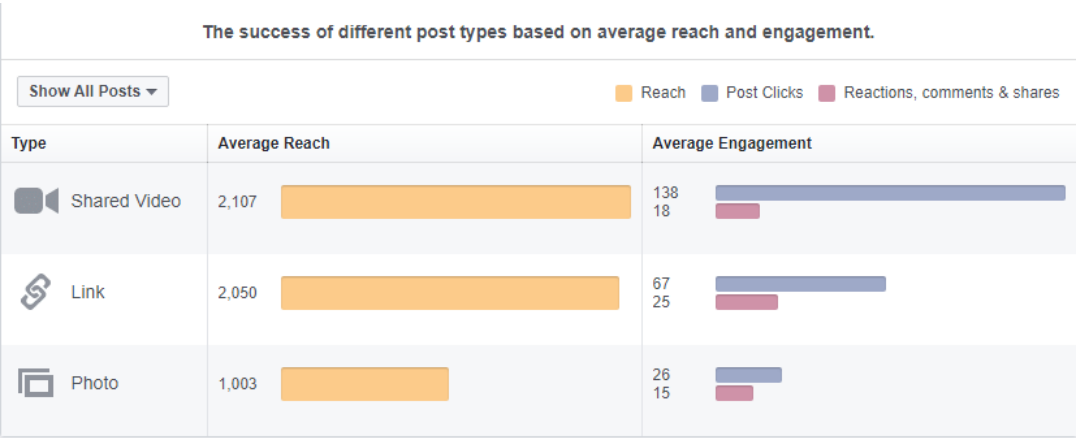
Highest Performing Post: "Catskills Mountain Bike Trails"

- Posted September 7
- Total Reach of 36,382
- 14,947 Views
- 6,039 Minutes Viewed - **Just over 100 HOURS!**
- 5,598 10-second views

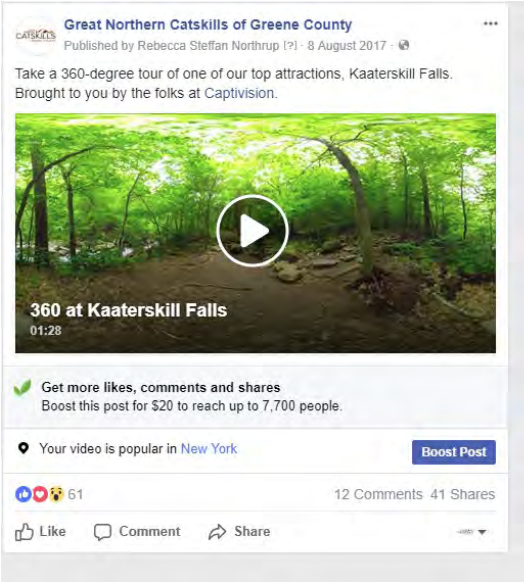


Organic Social - Facebook

Video



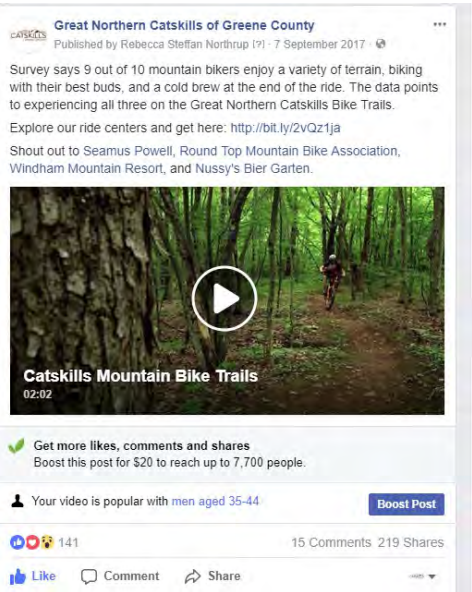
2.



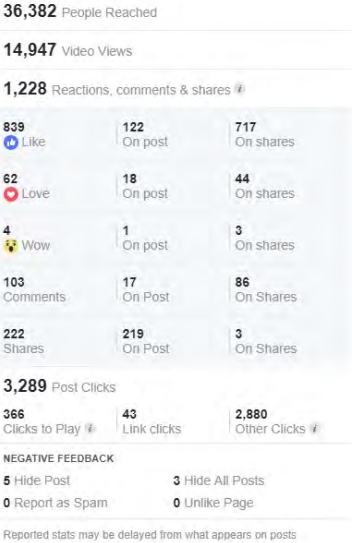
Performance for your post



1.



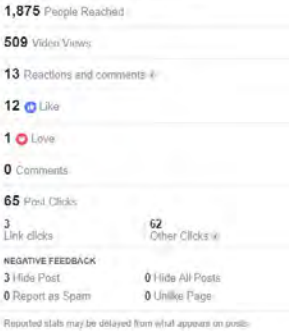
Performance for your post



3.



Performance for your post














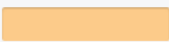


Organic Social - Facebook

Link

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, comments & shares

Type	Average Reach	Average Engagement
 Shared Video	2,107 	138  18 
 Link	2,050 	67  25 
 Photo	1,003 	26  15 

2.

Great Northern Catskills of Greene County

Published by Hannah Babcock · 13 March 2017

Looking for some serious adventure this spring? Come test out your hiking prowess on the 23.9 mile Escarpment Trail through the Catskill Mountains. Bring your backpack and boots, and don't forget your rain jacket!

Escarpment Trail at North-South Lake | Great Northern Catskills of Greene County

A challenging 23.9 mile hike that makes for a great 3 day back pack trip. Access the trail head on Schutt Road off North-South Lake Road in Haines Falls. If hiking the...

GREATNORTHERNCATSKILLS.COM

Get more likes, comments and shares

When you boost this post, you'll show it to more people.

4,946 people reached

Boost Post

Steph Rider, Amy Goodfellow and 79 others

4 Comments, 32 Shares

Like Comment Share

Performance for your post

4,946 People Reached

178 Reactions, comments & shares

120 Like

76 On post

44 On shares

12 Love

5 On post

7 On shares

15 Comments

5 On Post

10 On Shares

32 Shares

32 On Post

0 On Shares

235 Post Clicks

0 Photo views

113 Link clicks

122 Other Clicks

1 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

1.

Great Northern Catskills of Greene County

Published by Adworkshop · 1 May 2017

The New York beer elite convened this past weekend at the 2017 TAP New York Craft Beer & Food Festival at beautiful Hunter Mountain and the winners are in! Top place awards went to brewers from across the state. From Spider Bite Brewing Co. of Long Island, to Community Beer Works of Buffalo, and our very own The Catskill Brewery in Livingston Manor, these winners showed some serious beer swagger. Check out all of the winners at the following link:
<http://bit.ly/2oPC4ow>

New York state's best beers and breweries: TAP New York winners for 2017

The Whale Brown Ale from Community Beer Works in Buffalo named the Empire State's best craft beer

NEWYORKSTATE.COM | BY DON CAZENTRE

Get more likes, comments and shares

When you boost this post, you'll show it to more people.

5,831 people reached

Boost Post

26

3 Comments, 17 Shares

Like Comment Share

Performance for your post

5,831 People Reached

210 Reactions, comments & shares

161 Like

26 On post

135 On shares

11 Love

0 On post

11 On shares

1 Wow

0 On post

1 On shares

20 Comments

3 On Post

17 On Shares

17 Shares

17 On Post

0 On Shares

388 Post Clicks

0 Photo views

182 Link clicks

206 Other Clicks

2 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

3.

Great Northern Catskills of Greene County

Published by Adworkshop · 21 April 2017

Discover your musical roots, and enjoy the sweet breakdowns and rapid tempos of Bluegrass at the 2017 Grey Fox Bluegrass Festival. The beautiful Catskill Mountains will host an unparalleled gathering of music, community, and friends July 13th-16th. With five stages and 40+ bands, this rockin' celebration will feature local food, crafts, and even a Bluegrass Academy for Kids! For a truly immersive experience, plan to camp either on-site or at one of the nearby campgrounds. Check out the link below for more information. We'll see you at the fest!
<http://bit.ly/2qawWYY>

A Who's Who of Bluegrass Music in the Catskill Mountains

Awant winning, family friendly, 4 day bluegrass music festival held every year in the middle of July on a farm in the beautiful Catskill Mts in NY USA.

GREYFOXBLUEGRASS.COM

Get more likes, comments and shares

When you boost this post, you'll show it to more people.

5,400 people reached

Boost Post

Elen L. Tibbough and 11 others

12 Shares

Like Comment Share

Performance for your post

5,400 People Reached

65 Reactions, comments & shares

35 Like

11 On post

24 On shares

1 Love

1 On post

0 On shares

5 Comments

0 On Post

5 On Shares

14 Shares

12 On Post

2 On Shares

277 Post Clicks

0 Photo views

93 Link clicks

184 Other Clicks

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



Organic Social - Facebook

Photo

The success of different post types based on average reach and engagement.


Type	Average Reach	Average Engagement
Shared Video	2,107	138 18
Link	2,050	67 25
Photo	1,003	26 15

2.

Great Northern Catskills of Greene County

Published by Rebecca Steffan Northrup · 31 July 2017 ·

Welcome to your next adventure. Ride more than 120 miles of singletrack and doubletrack along mountain ridges, over rock gardens, and into the deep forests of the Great Northern Catskills. Easy to get to, easy to enjoy. Discover our Catskills Mountain Bike Trails and map your next route. Let's ride: <http://bit.ly/2eOfpVe>



Get more likes, comments and shares

When you boost this post, you'll show it to more people.

3,014 people reached

Boost Post

2

Like Comment Share

Performance for your post

3,014 People Reached

2 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

13 Post Clicks

7 Photo views	4 Link clicks	2 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

1.

Great Northern Catskills of Greene County

Published by Rebecca Steffan Northrup · 9 September 2017 ·

Who knew that so many artists would find inspiration at one location in the Catskills? Discover USA TODAY's list of places that painters - and frankly everyone - love! <https://usat.ly/2p735U>



Get more likes, comments and shares

Boost this post for \$20 to reach up to 7,700 people.

3,555 people reached

Boost Post

5 Comments 16 Shares

Like Comment Share

Performance for your post

3,555 People Reached

128 Reactions, comments & shares

96 Like	73 On post	23 On shares
11 Love	10 On post	1 On shares
5 Comments	5 On Post	0 On Shares
16 Shares	16 On Post	0 On Shares

232 Post Clicks

52 Photo views	32 Link clicks	148 Other Clicks
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NEGATIVE FEEDBACK


4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

3.

Great Northern Catskills of Greene County updated their cover photo.

Published by Rebecca Steffan Northrup · 11 October 2017 ·



Boost Unavailable

3 Comments 5 Shares

Like Comment Share

Performance for your post

1,493 People Reached

90 Reactions, comments & shares

61 Like	37 On post	24 On shares
10 Love	7 On post	3 On shares
12 Comments	8 On Post	4 On Shares
8 Shares	5 On Post	3 On Shares

83 Post Clicks

42 Photo views	0 Link clicks	41 Other Clicks
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NEGATIVE FEEDBACK

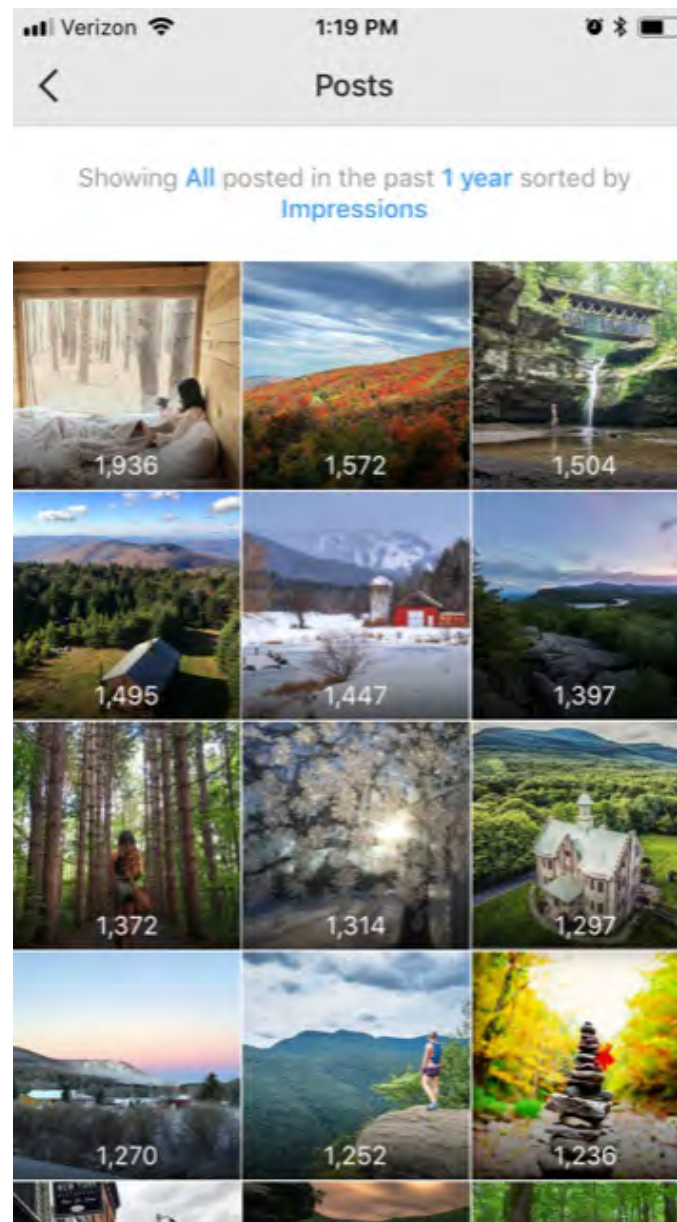
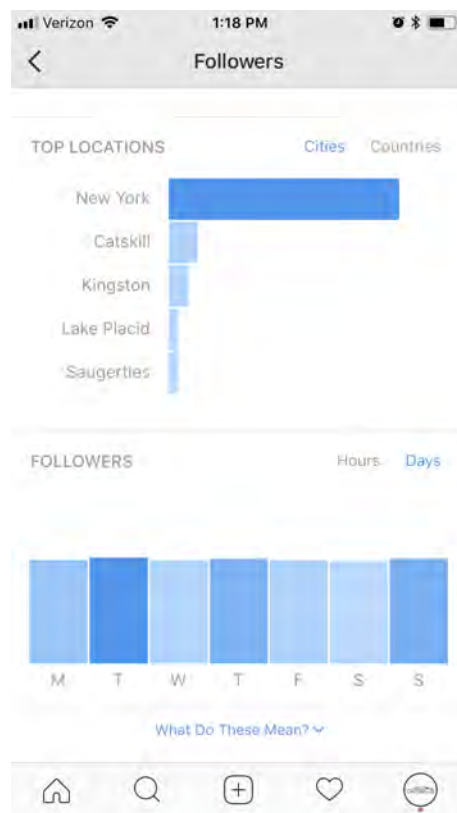
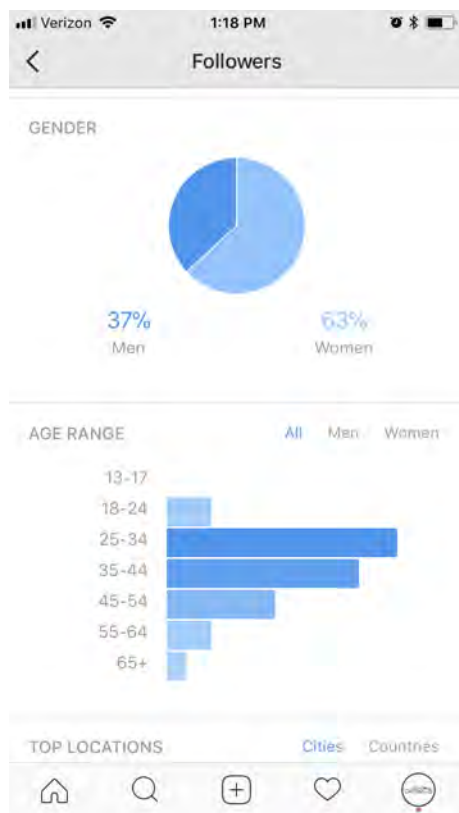
5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Organic Social - Instagram

- 1,928 Followers
 - 90% increase YOY
- 159 Posts
- 2,276 posts using the #greatnortherncatskills





Moving into 2018

- Following a recent Facebook update, it is imperative that we provide users with valuable content that will make a difference in their lives. Ideally, this content will be shareable and spark authentic engagement in the comments section. The most useful pieces still prove to be video and image-based. According to HubSpot, video content is the most thoroughly consumed content instead of "skimmed" content. Our messages will resonate and last longer in audiences minds when delivered via video. Per eMarketer, 60% of internet users, use Facebook to view videos.
- Video is key! We recommend creating "Greene TV". Greene TV would include three different series in its first year. Greene TV will allow us to provide users with fresh, frequent and valuable content. The series component will prompt users to return frequently to the Great Northern Catskills profiles. Greene TV will also provide us with updated seasonal imagery that will also alert users that there are new episodes of Greene TV.
 - 'The Greene Room' would focus on pre and in-event coverage of annual festivals in Greene County. Covers how to make the most of your trip by providing tips on where to visit and what to do on your way in, out or during your stay in GNC.
 - 'EverGreene' would follow the four seasons, activities and places to visit in Greene County during that time of year to aid in trip planning or inspiration.
 - 'Greene Scene' would highlight new things coming to Greene County and include some highlights of Invest in Greene.
- We are in the process of finalizing a Facebook Group owned by the Great Northern Catskills Facebook Page that will include local partners, this Group will serve as a hub for members to submit "boots on the ground" content. Each month a post will be pinned to the top with suggested content we are looking for.
- We will be looking to integrate more influencer takeovers and utilize their content submissions more frequently in 2018.



Influencer Marketing

For 2017, Adworkshop made an even bigger push toward partnering with influencers to highlight arts & cultures, craft beverage, hiking, mountain biking, and winter exploration. We contracted with the following influencers to showcase the Great Northern Catskills on Instagram, their most impactful and influential platform. Utilizing influencers in the latter half of 2017 resulted in an increase of ~500 new Instagram followers



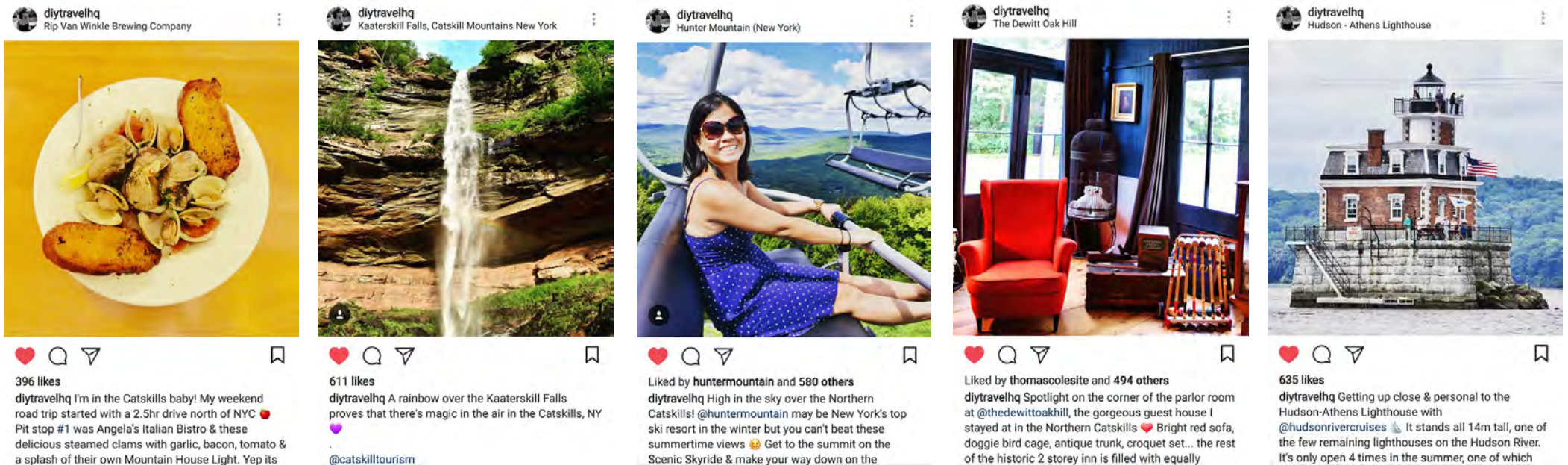


Influencer Marketing

DIY Travel HQ:

DIY Travel HQ (18.6k) was selected as the first influencer to showcase the Great Northern Catskills Region because of the extensive coverage they provide. DIY Travel HQ provides their followers with the resources and knowledge needed to create their own amazing adventure. While we left the number of social posts open ended (average number of posts for influencer visit: 5-7), they ended up posting 19 images. The following was achieved by contracting with DIY Travel HQ:

19 images posted and four blog posts:



a.

Influencer Marketing



427 likes
diytravelhq Dining at the trendy New York Restaurant feels like being in Manhattan but it's 2.5 hours away in the quaint small town of Catskill 🍉 Watermelon hibiscus martini, Kick Ass Brown Ale and a platter of dip & crackers was the perfect start to a hearty
diytravelhq Hunter Mountain Brewery



Liked by laconadorocatskill and 437 others
diytravelhq When's the last time you had a bowl of Mac & Cheese? For me it was the other weekend in the Catskills at @huntermountainbrewery - this is their signature Mac with grilled chicken & chopped bacon topped with melted cheddar. It got in my belly



542 likes
diytravelhq Lost in thought at the top of Kaaterskill Falls with views of the Northern Catskills & endless green mountains 🌿🌿
 @catskilltourism
diytravelhq Pratt Rock



623 likes
diytravelhq Psst: Wanna know where to find the best view of the Northern Catskills, NY? Head to the top of Pratt Rock! 🍷👉🌿
 @catskilltourism



Liked by laconadorocatskill and 479 others
diytravelhq Stepping into Ruby's Hotel I was drawn to the wooden Art Deco bar like a moth to the flame... especially with all the spirits on the shelves 🍷 Definitely feeling those speakeasy vibes at this 19th century bar/restaurant/gallery in the Northern
diytravelhq The Dewitt Oak Hill



Liked by brooklyndoublewide and 410 others
diytravelhq It's all in the details at @thedewittokhill 🏡 Vintage-chic touches run through the guest house, see more on the blog diytravelhq.com 🌟
 @catskilltourism



Liked by thomascolesite and 477 others
diytravelhq One of the surprises of the Northern Catskills was discovering the life & art of Thomas Cole at @thomascolesite 🌿 He was the pioneer of the Hudson River School, the 1st true movement of American Art. Thomas Cole would often paint on his
diytravelhq Mountain Top Arboretum



535 likes
diytravelhq Made a new friend at the Mountain Top Arboretum in the Catskills, NY 🌿🍷👉
 @catskilltourism
 #greatnortherncatskills #iloveyny #catskills



540 likes
diytravelhq This is Pratt Rock, one of the 1st monuments of the American Civil War (1861-65). Ripley's Believe it or Not calls it New York's Mount Rushmore... what do you think?! 🍷👉🌿
diytravelhq Hudson-Chatham Winery Tannersville



402 likes
diytravelhq Sundays are a cheese & wine kind of day 🍷👉 If you're in Upstate New York pop in to @hudsonchatham to try some local varieties like Baco Noir & Chelois - being a South Aussie wino it was all new to me but I love my reds. Cheers &



Influencer Marketing



Total: Likes – 9,667 Comments: 262 Reach: 353,400

Blog 1: Ultimate Catskills Itinerary: NYC's Top Weekend Getaway

Blog 2: Top 6 Catskills Attractions For Every New York Bucket List!

Blog 3: 5 Best Restaurants in the Catskills: Where To Eat & Drink

Blog 4: The DeWitt Oak Hill: Vintage Guest House In The Catskills



Influencer Marketing

Hoppy Dudes:

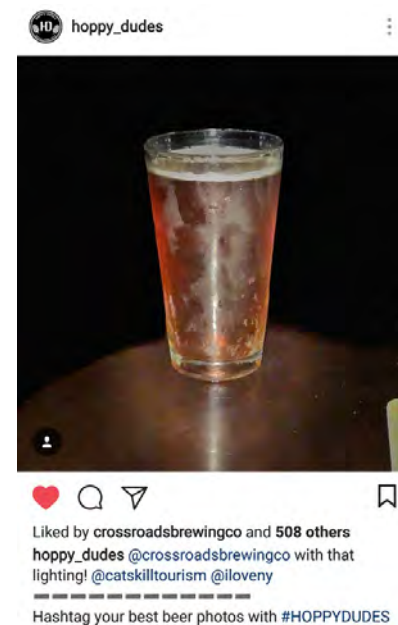
Hoppy Dudes (58.1k) was selected as the second influencer to visit the Great Northern Catskills because of the large following they have, specifically in the craft beverage space. Additionally, they are part of the Craft Beverage Influencer Network (530k following), which is comprised of the top 12 craft beverage social accounts on Instagram. Hoppy Dudes took to the Catskills Beverage Trail and showcased all the incredible breweries along the way. The following was achieved by contracting with Hoppy Dudes:

Seven images posted, a photo library of 23 additional images, and one post to the Craft Beverage Influencer Network





Influencer Marketing



Total: Likes: 9,578 Comments: 139 Reach: 994,600



Influencer Marketing

JP Clifford:

JP Clifford (28.8k) was selected as the third influencer to visit the Great Northern Catskills because of their ability to showcase outdoor exploration such as hiking, camping, and landscape photography. For this influencer visit we partnered with another outdoor brand, Tentrr, to help showcase the glamping options offered in Greene County. Images taken by JP Clifford not only ended up on the social accounts of Gregory Packs (64.3k followers) and Tentrr (10.7k followers), but were used for the 2018 Great Northern Catskills Brochure. The following was achieved by contracting with JP Clifford:



Likes: 5,682 Comments: 141 Reach: 86,400



Influencer Marketing

Forest Ledger (Channel Takeover):

To align with this year's major mountain biking push in the Great Northern Catskills we contracted with Forest Ledger to take over the Instagram feed for three days while he and his two friends biked around Greene County. Followers were encouraged to direct message the Great Northern Catskills account with any questions they had about mountain biking in Greene County. The following was achieved by contracting with Forest Ledger:



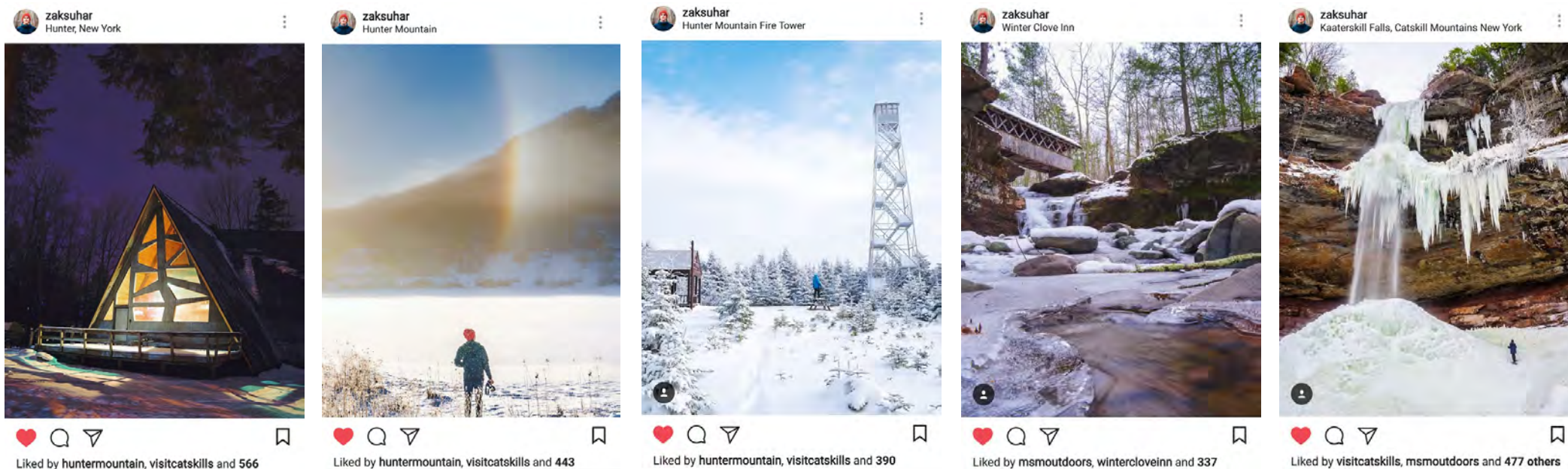
Likes: 339 Video Views: 427 Comments: 8 Reach: 9,500



Influencer Marketing

John & Zak Suhar:

John (53.9k) and Zak (19.7k) were selected as the fourth and fifth influencers to visit the Great Northern Catskills because of their strong following of city dwellers and high quality imagery. John and Zak Suhar are outdoor adventure influencers who inspire their followers to get outside and explore places that are easily accessible from NYC. These brothers went above and beyond with the deliverables. We contracted for 6 posted images total a 20 image library, they posted 12 images and provided 310 images for use. The following was achieved by contracting with John and Zak Suhar:





Influencer Marketing



Liked by visitcatskills, msmoutdoors and 318 others

jtsuhaar
Hunter Mountain Fire Tower



Liked by huntermountain, msmoutdoors and 2,288 others



Liked by huntermountain, msmoutdoors and 2,326 others

jtsuhaar
Catskills Mountains



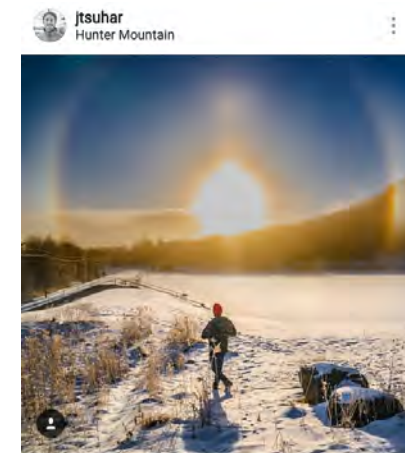
Liked by huntermountain, msmoutdoors and 2,222 others



Liked by huntermountain, iloveny and 2,153 others
jtsuhaar Great Northern Catskills A-frame cabin
nightscape with @catskilltourism @huntermountain
@iloveny #greatnortherncatskills #partner
View all 62 comments



Liked by msmoutdoors, wintercloveinn and 1,997 others



Liked by huntermountain, msmoutdoors and 1,871 others
jtsuhaar Optical phenomena at the base of
@huntermountain. Do you have a favorite optical
phenomenon (afterglow/sunsets, aurora borealis/
northern lights, rainbows, etc.)? If so tell me in the

Likes: 15,388 Comments: 485 Reach 441,600



2018 Influencer Marketing Suggestions

Influencer Marketing:

For 2018, we suggest bringing three influencers up to Greene County. These influencers will target a specific trend or goal based off of what is going on in the world. We will target seasonal activities as well as how accessible it is to travel to Greene County from the NYC area.

Sponsorships:

For 2018, we suggest bringing sponsoring two outdoor activity based festivals that will draw a very large group of city dwellers. These events provide a large social media presence opportunity with multiple influencers and hundreds of individuals visiting the county. The following events we suggest sponsoring are:



OutdoorFest Campout: A weekend campout that will have city dwellers bused from Manhattan to Greene County for hiking, camping, music, locally sourced food, and most importantly, preservation efforts. The event is expected to bring between 75-100 individuals, influencers, and media writers to the area.



The Outbound Collective/CamelBak Pursuit Series: A three day outdoor activity festival at Hunter Mountain that will see outdoor enthusiasts flock from all over the tri-state area. This event allows participants the opportunity to try rock climbing, hiking, backpacking, kayaking, slack lining, and so much more. There are even educational courses of backpacking safety, astrophotography, and more. Last years Pursuit Series only took place out west in Utah and California. This will be the one and only East coast event, sure to bring over 200 people.