

# 2022 v 2021 Marketing Performance Report

## 2023 Action Plan



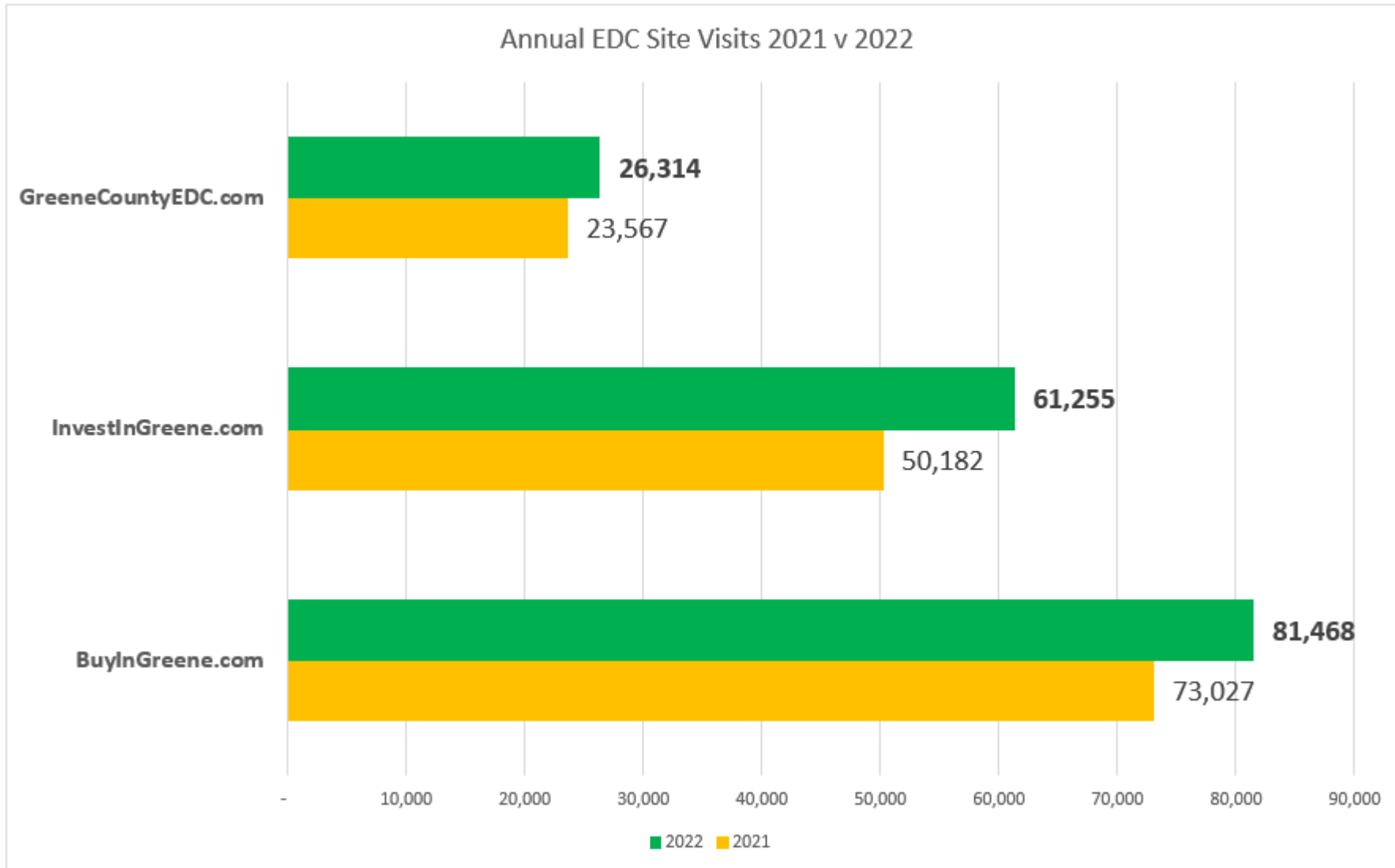
February 2, 2023

**Mark A. Gustavson**

Executive Vice President – Strategic Development



## Website Visits (Traffic) EDC Sites



2022 – 171,059 Total Visits

15%

2021 – 148,797 Total Visits

### What this means...

Site visit increases in 2022 come from three major areas: Revitalization & Resource Library for EDC; Success stories for Invest, and; Virtual Main Streets for BIG.

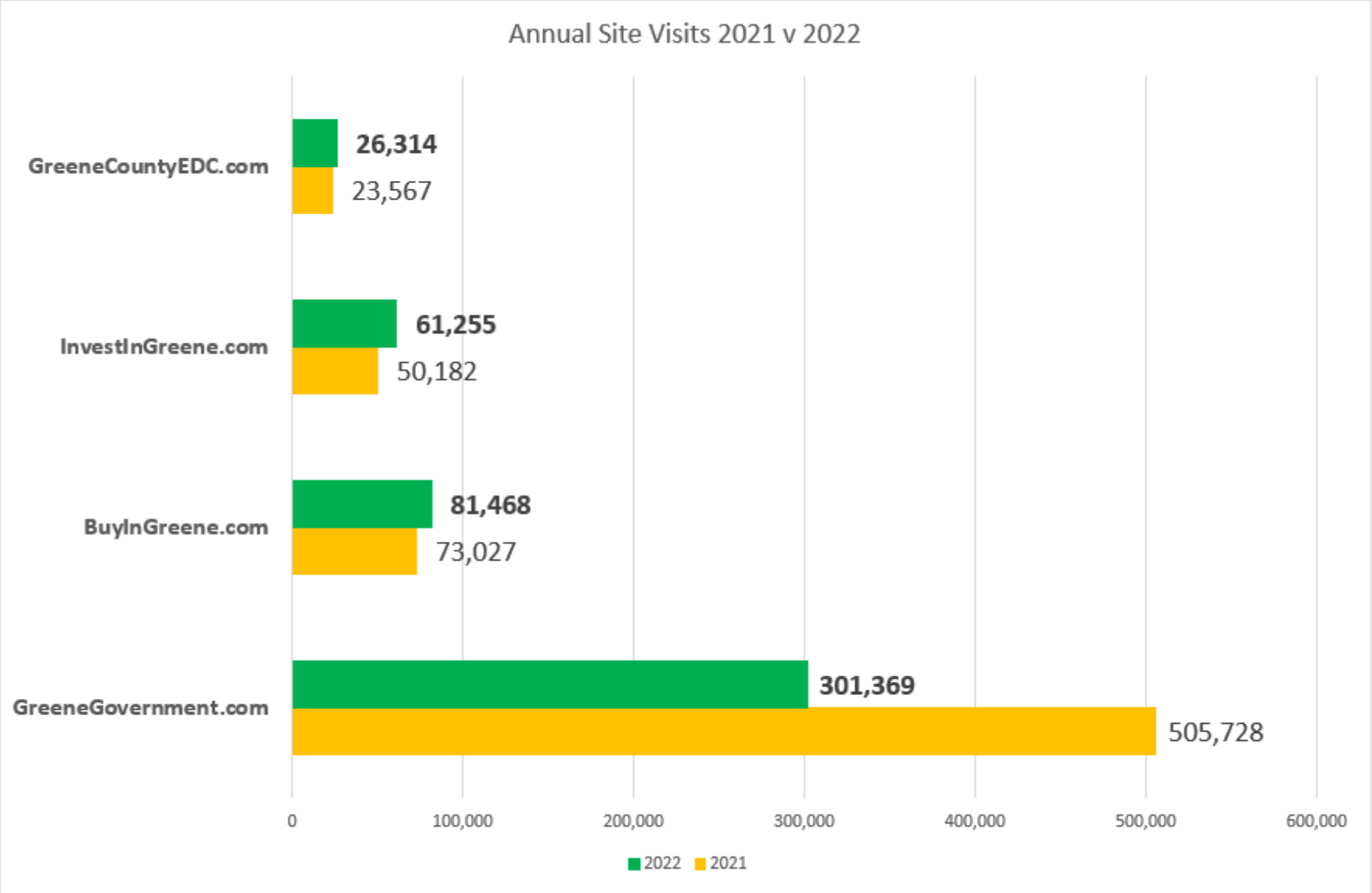
### How we can capitalize on it...

Continue producing engaging content and keep business listings current, and up-to-date. Utilize platforms to obtain feedback & engage visitors on items of high interest.

### What we need to produce...

- Community-focused video and Instagram Reels citing specific businesses, events, and consumer/resident experiences.
- Integrate new content into existing pages and promote updates on relevant social media platforms.

**Website Visits (Traffic) All Sites**



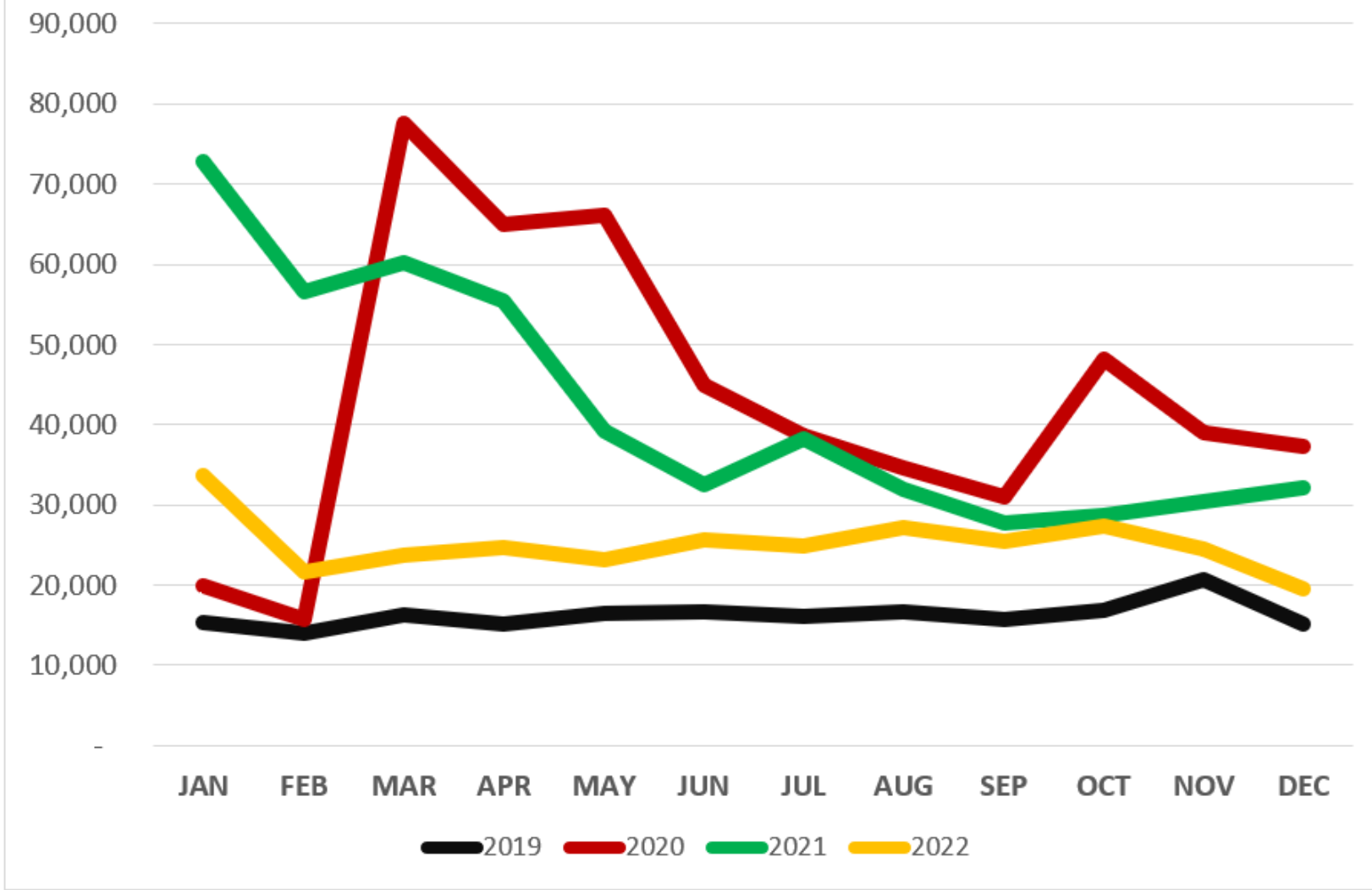
**2021 – 652,504 Total Visits**

**-28%**

**2022 – 470,406 Total Visits**

**2022 Was UP 55% over 2019**

GreeneGovernment.com Site Visits by Month 2019-2022



**% over 2019**

2022 Annual Visits = 301,369	55%
2021 Annual Visits = 505,728	160%
2020 Annual Visits = 517,498	166%
2019 Annual Visits = 194,841	

## What this means...

We are definitely post-COVID, but the platform can handle significant traffic and has 1/3 more monthly visits than 2019.

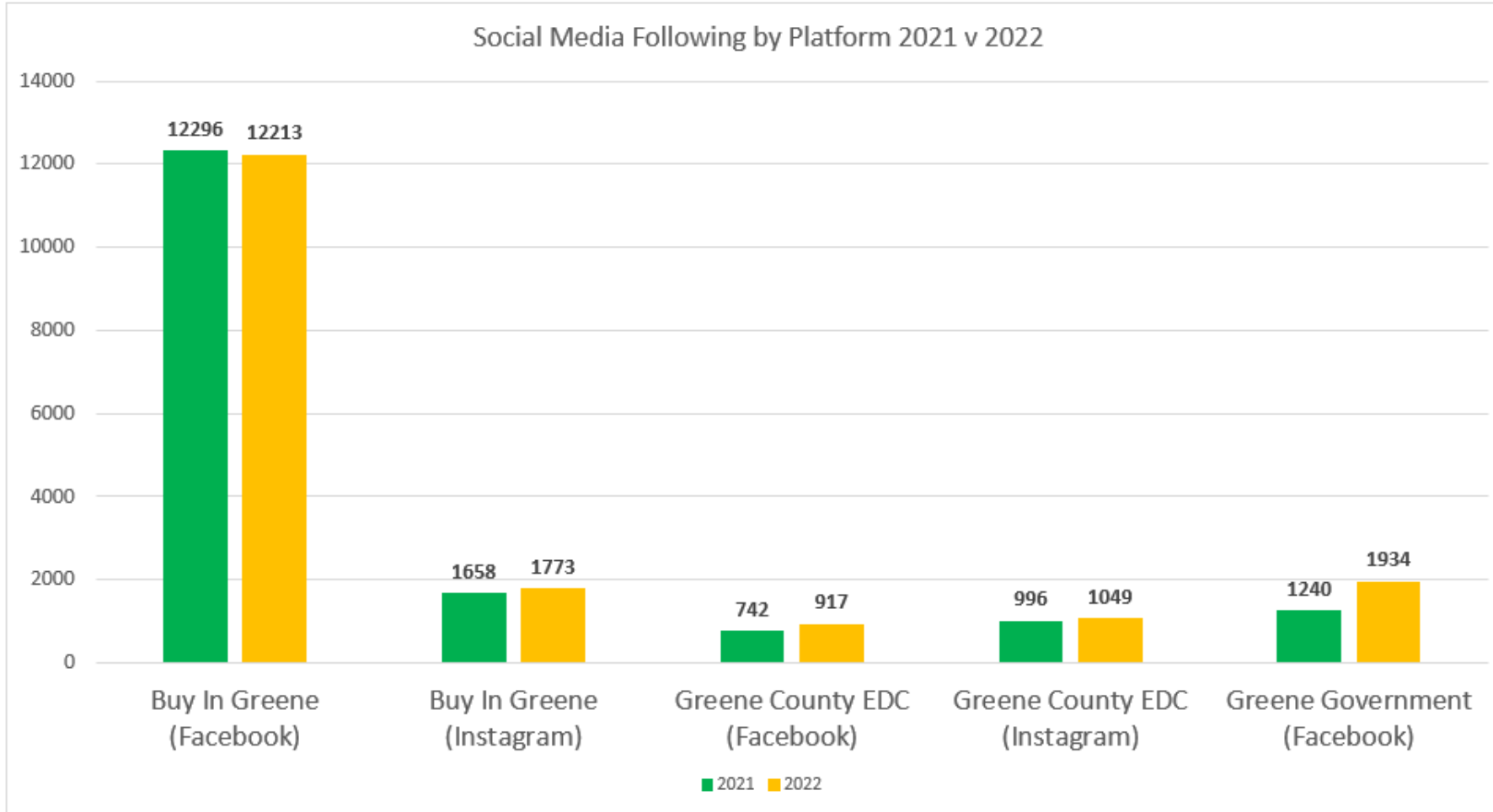
## How we can capitalize on it...

Add resources that are most requested by constituents, and proactively define upcoming news releases that will engage local & regional media citing the good work done by Greene County Government.

## What we need to produce...

- More releases, announcements, and vital information for GC Residents
- Establish a Greene Government Instagram Account, and produce Reels and Stories based on high-interest topics.

## Social Media Following



2022 – 17,886 Total Following

6%

2021 – 16,932 Total Following

### What this means...

Each platform has its own purpose/following and content must be tailored to each specifically. Facebook for links, Instagram for pictures & reels, LinkedIn for context specific to EDC.

### How we can capitalize on it...

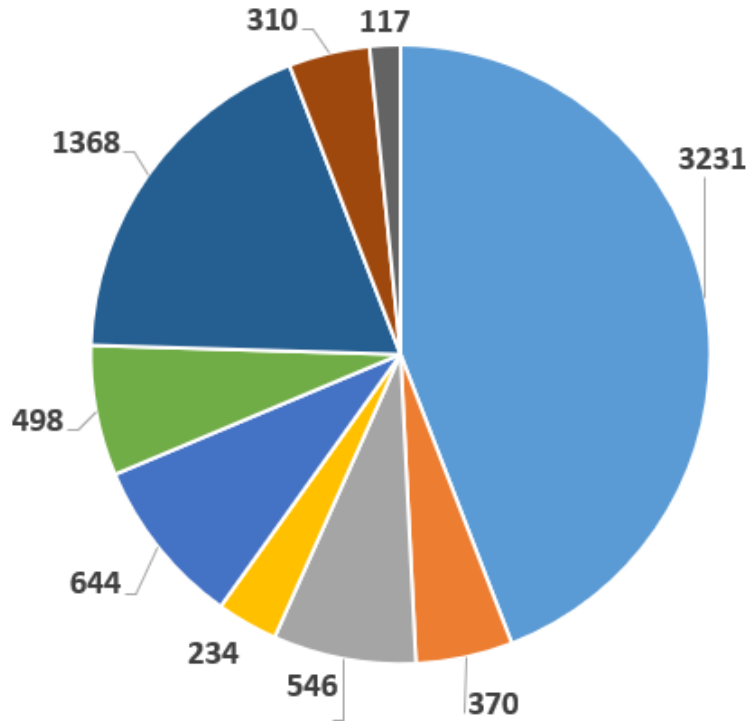
Create Platform-specific social messaging and images mindful of audience, topic, and relevance.

### What we need to produce...

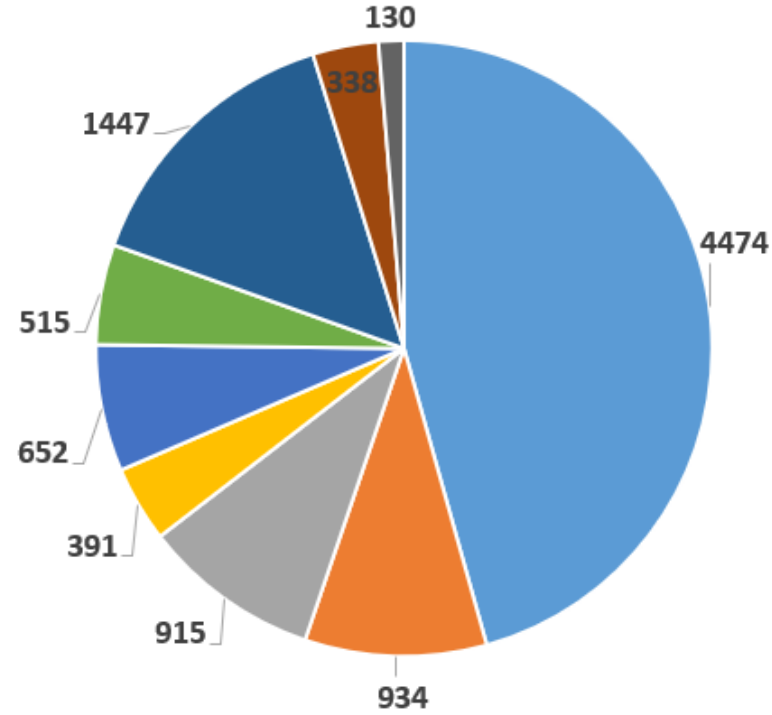
- Instagram Reels & Stories engaging consumers and promoting businesses and their communities on Buy In Greene platforms.
- Instagram Reels & Stories relevant to investment, business attraction, and workforce development on EDC platforms
- Relevant content specifically targeted at the Econ-Dev community on EDC LinkedIn



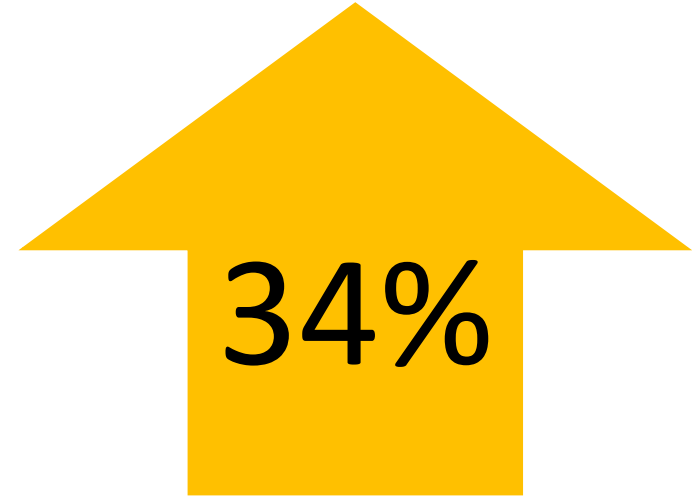
eBook Downloads Thru 2021



eBook Downloads Thru 2022



Thru 2022 – 9,796 total downloads



Thru 2021 – 7,318 total downloads

**eBooks are focused on starting a business in Greene County and advertised in the Social Media feeds of people interested in starting their own business.**

## What this means...

Interest has increased in starting a business and starting an online business. Overall database has reached almost 10,000

## How we can capitalize on it...

Segment the database by topic and location, starting with Greene County residents, then systematically widening the radius for direct, personal engagement.

## What we need to produce...

- Targeted offers, stories and surveys for direct distribution to engaged downloaders.
- Qualification methodology for those responding to the above, and personalized contact to engage them on their specific needs and challenges.

# Positively Greene

## COUNTY-WIDE UPDATE



[GreeneGovernment.com](http://GreeneGovernment.com)

[GreatNorthernCatskills.com](http://GreatNorthernCatskills.com)

[GreeneCountyEDC.com](http://GreeneCountyEDC.com)

[InvestInGreene.com](http://InvestInGreene.com)

[FilmInGreene.com](http://FilmInGreene.com)

Special Edition: 2022 A Year-In-Review

January 2023

2022 witnessed the beginning of the post-pandemic economic recovery. The unprecedented federal funding received by both Greene County and New York State has enabled some incredible projects to begin, and many community development programs to flourish. Your Greene County Legislature remains committed to delivering investments that improve the lives of our residents, keep property taxes low, and move our county forward with the infrastructure expansion required for sustainable growth.

### Legislative Actions

#### Limiting NYC Watershed Land Acquisitions in Greene County



## Positively Greene

2022 – 2,110 Total Subscribers

8%

2021 – 1,945 Total Subscribers

Avg Open Rate: 49% v 43%

Total Reads up 24% YoY

## What this means...

The continuing monthly growth in opt-in subscribers demonstrates clear interest in the topics covered in PG. The exceptional open and read rates demonstrate a genuine desire for the information provided.

## How we can capitalize on it...

Continue to provide engaging content, explore the ability to be more proactive in establishing the Monthly Content Calendar by identifying upcoming topics, and not waiting until the final week of the month to compile the entire matrix.

## What we need to produce...

A proactive monthly content matrix that enables us to get ahead of the game in story development for Economic Development, Tourism, and Planning topics timely to each month.

**INVEST  
GREENE**



**GREENE COUNTY E.D.C.**

ECONOMIC DEVELOPMENT CORPORATION

December 2022

## Fostering Forests is a Family Focus at B&B Forest Products in Cairo, NY



Jennifer DeFrancesco is a true advocate for sustainable forestry in our local communities. Her father, Bill Fabian started B&B Forest Products in Greene County over 35 years ago. Their business employs 38 people and serves as a marketing conduit for small, independent loggers to get their harvested logs to buyers across the country and around the world.

Monthly eNewsletter to eBook Downloaders

2022 – 7,777 Total Subscribers

27%

2021 – 6,116 Total Subscribers

Avg Open Rate: 32% v 15%

Total Reads up 164% YoY



## What this means...

eBook downloaders are clearly interested in the communities of Greene County, the available resources, and opportunities to live and work here.

## How we can capitalize on it...

Leverage the vitality of our communities and the types of businesses within each. Also, Identify prospective community needs that may encourage a new business to locate here to capitalize on those needs.

## What we need to produce...

Community-specific and opportunity-specific content for deployment on all relevant platforms, providing opportunities for direct response.

**INVEST  
GREENE**



**GREENE COUNTY E.D.C.**

ECONOMIC DEVELOPMENT CORPORATION

December 2022

## How Would You Invest \$25,000 in Your Greene County Business?



The Greene County EDC is launching a new survey to gauge existing and aspiring entrepreneurs on how they would spend \$25,000 in their business. The survey was created to understand the level of need in private investment in preparation of anticipated microenterprise grant funding. Answers to the survey will be used to supplement a statement of need description for the grant's reapplication requirements. Please help create feasibility for microenterprise grant funding by taking the survey.

**Monthly eNewsletter to Greene County Businesses**

**2022 – 834 Total Subscribers**

**0%**

**2021 – 837 Total Subscribers**

**Avg Open Rate: 37% v 25%**

**Total Reads up 16% YoY**

## What this means...

The number of opt-in subscribers is equivalent to 2/3s to 3/4s of Greene County businesses. New subscribers come in each month and older subscribers leave – presumably due to new business starts, and existing business closures and/or sales.

## How we can capitalize on it...

Include an updated resource list, including funding sources and legislation that affects their business.- add a link to a contact/feedback form on [GreeneCountyEDC.com](http://GreeneCountyEDC.com).

Advise businesses to update their listing with special deals in advance of each promotion

## What we need to produce...

- A methodology to gauge the needs of local businesses, and encourage them to provide feedback that we can act on.
- A response mechanism that ensures comments and questions are addressed.



Shop in Greene  
Dine in Greene  
Live in Greene

**BUY IN  
GREENE**



December 2022

## Last Minute Holiday Shopping



Still looking for that extra special holiday gift? Maybe you just want to put the finishing touches on your holiday décor. Our local business community is ready to help you find just the right thing! From gift certificates to merchandise, get great gift ideas on BuyInGreene.com and check out individual business listings for hours of operation.

## Monthly Consumer eNewsletter

2021 – 1,211 Total Subscribers

**-4%**

2022 – 1,169 Total Subscribers

Avg Open Rate: 33% v 20%

Total Reads up 48% YoY

KathodeRay  
VEG. INC.

DESIGN  
IMPLEMENTATION  
RESULTS

## What this means...

The overall glut of promotional eMail has made consumers more likely to engage with their smartphones rather than even open traditional eMail that is perceived as a solicitation.

## How we can capitalize on it...

Separate this eMail from the monthly distribution strategy, and rather distribute it just in advance of each consumer promotion in-market: Winter; Spring; Moms-Dads & Grads; Summer; Back to School; Fall; Holiday.

## What we need to produce...

Community content specific to each seasonal promotion, and messaged appropriately – supported by social media posts, reels, stories and advertising.



November 14, 2022

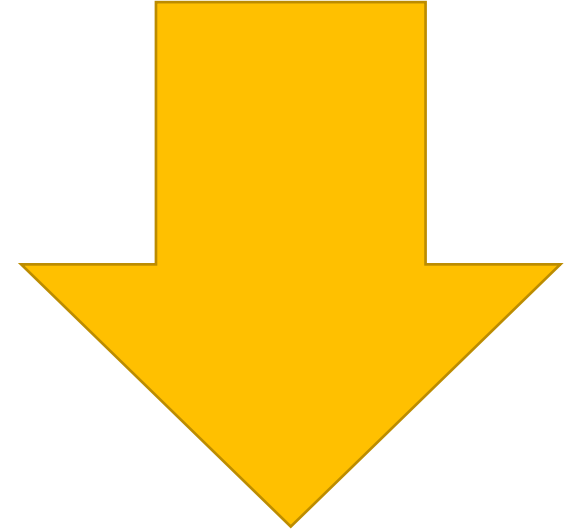
## Greene County to Provide \$2.2 Million for Last Mile High Speed Fiber Internet to Unserved Roads and Households



Catskill, NY - November 14, 2022 - At its November 14th meeting, the Greene County Legislature authorized the execution of three contracts with Local Internet Service Providers (ISPs), including, Mid-Hudson Cable, Margaretville Telephone Company, and Charter Communications providing funding to assist with the installation of High Speed Fiber Internet to unserved areas of Greene County.

## eNews Releases (Greene Government & EDC)

2021 – 31 Releases (7 COVID)



2022 – 14 Releases (0 COVID)

Avg Open Rate: 44% v 37%

Total Reads down 62% YoY

Without COVID down 59% YoY



### What this means...

Open and Read rates on releases during COVID were understandably high. Last year topics that would have been released under the EDC brand were released under GG. The overhaul, segmentation and update of our media/influencers list has significantly increased media pick-up.

### How we can capitalize on it...

Clearly define what will be released under the GG brand vs the EDC brand, and ensure at least 1 monthly release is created for each platform

### What we need to produce...

A proactive media release calendar for both GG & EDC, initially populated with subjects we know are coming in each appropriate month. Ad Hoc releases can always be created as news arises.



## Greene County Success Stories

From the Franklin Street to the River, Second Street Abounds with Local Gems in Athens, NY

October 13, 2022

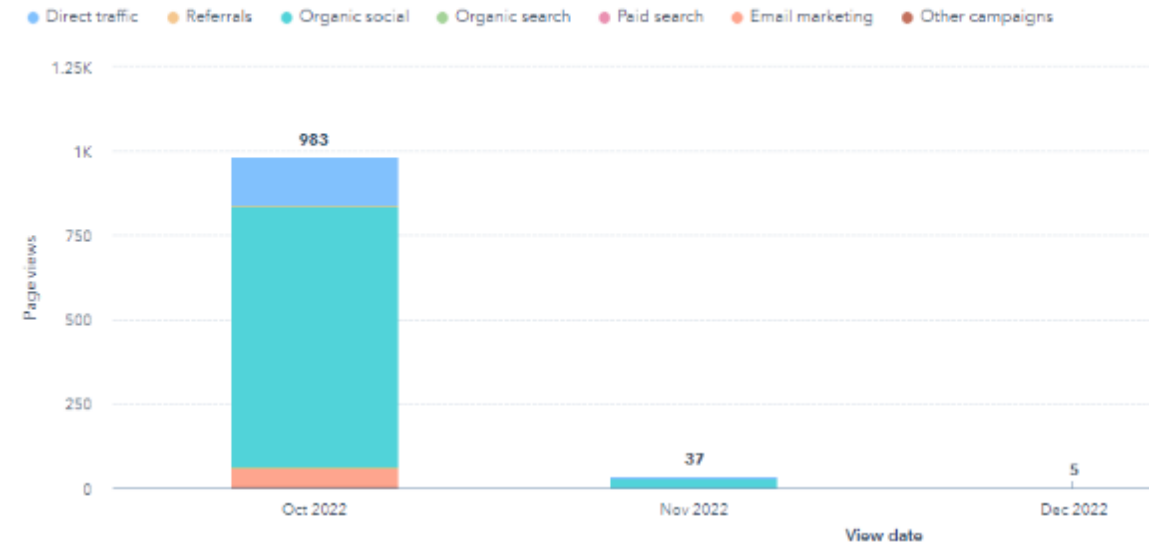
Tweet Share Like Share



2022 Success Stories delivered over 10,000 reads

12%  
YoY

### Page views



### What this means...

The individual, optimized web page where each success story is published continues to attract site visitors based on organic searches on the topic, location, or industry.

### How we can capitalize on it...

Augment each Success Story with additional links, video, and content relevant to the topic. Optimize additional content to enhance organic search. Promote each story through not only eNewsletters and linked Facebook posts, but with Instagram Stories and Reels.

### What we need to produce...

- Additional content on both the business and/or business group as well as community-specific links, stories, and reels.

## Buy In Greene – Consumer Engagement, Promoting Local Businesses



- Leverage the gains made in Web Visits and Social Media Following reach more consumers.
- Solicit new and existing businesses to maximize their free listing on BuyInGreene.com
- Extend Advertising to include more local consumer awareness
- Explore and Implement Native Advertising where most effective.



## Invest in Greene – Economic Development, New Business Attraction, Living & Working in Greene County



- Continue to expand the Virtual Greene program adding more locations, businesses and community assets.
- Draw focus to specific communities through Reels and Native Advertising.
- Engage young people preparing for and attending colleges, universities, and technical training to keep them connected with Greene County communities and local/regional career opportunities.

## Greene Government – Public Awareness, Community Involvement



- Communicate the execution of the ARPA investments to county residents.
- Continue to build systems and procedures that will enhance communication of vital information.
- Communicate the excellent work done by county departments and legislators
- Promote community events, projects, and programs in cooperation with town & village municipalities



# Looking Ahead Tactical Implementation for 2023

## Buy In Greene – Consumer Engagement, Promoting Local Businesses



- Develop engaging video/animated advertising for specific components of each promotion
- Develop Instagram Stories & Reels on new and legacy business successes and communities
- Adjust eNewsletter distribution to coincide with each seasonal promotion
- Adjust Social Media content for what each platform does best



## Invest in Greene – Economic Development, New Business Attraction, Living & Working in Greene County



- Leverage the vitality of our communities and the types of businesses within each.
- Identify prospective community needs that may encourage a new business to locate here to capitalize on those needs.
- Create a methodology to assess and identify the needs of both prospective and local businesses
- Implement a LinkedIn strategy and adjust Social Media Content for what each platform does best.

## Greene Government – Public Awareness, Community Involvement



- Create a clear distinction what types of media releases are distributed under GG vs EDC
- Implement an Instagram Account to leverage community-based Reels and Stories
- Review all page content on GreeneGovernment.com to update/remove anything outdated.
- Create a proactive media release schedule to issue at least one release per month
- Get more Greene County Residents to utilize the information contained on websites and social media platforms.

