



Southern Vermont Deerfield Valley Bi-Town Marketing Update

June 21, 2022

Google Ads

- Running efficiently since May 11
- Good results, maxing out our budget daily
- Broadened our search terms from the past to capture attention of more people searching for general VT terms

TOP SEARCHES

things to do in vermont

things to do in southern vermont

visit vermont

vermont tourism

vermont vacation

vermont tourist attractions

places to visit in vermont

Clicks ▾

2.08K

Impressions ▾

20.8K

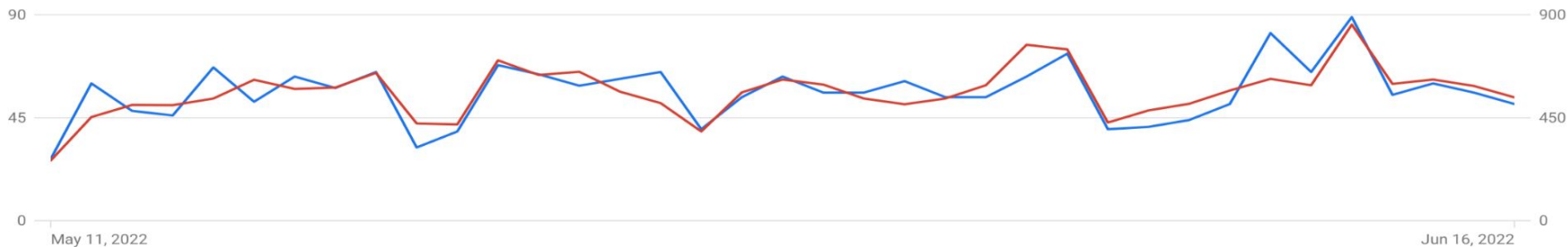
Avg. CPC

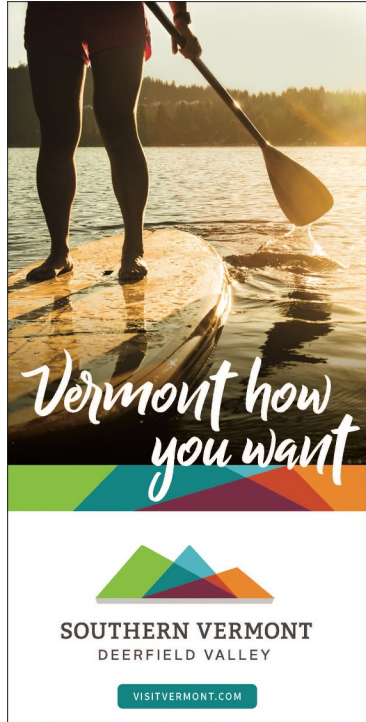
\$0.55

Cost

\$1.14K

⋮

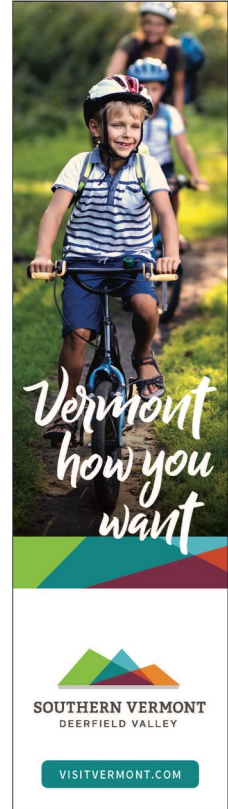
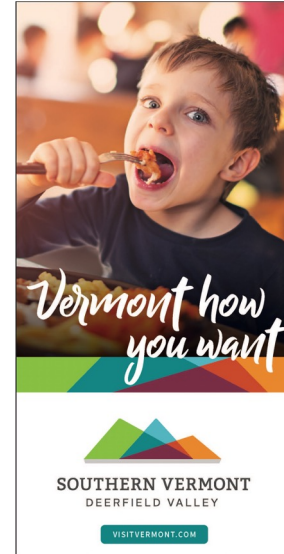
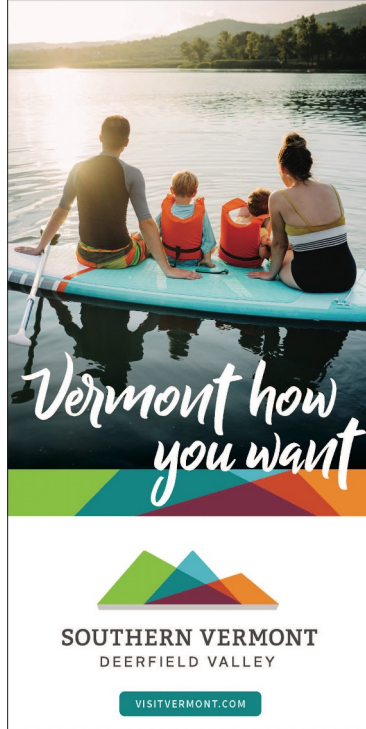





Digital Campaign

- Began running in mid May
 - Focus on Programmatic Display and Facebook/Instagram
 - Testing YouTube & TikTok
 - Targeting two demographics identified in 5 Year Plan
 - Multigenerational Families (no TikTok)
 - Young Adults
 - Scheduled image swap in early July
 - Adjustment in late August to focus on foliage
 - Seperate day drive campaign to begin in August
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Family Display Examples



Young Adult Display Examples



Vermont how you want




SOUTHERN VERMONT
DEERFIELD VALLEY

VISITVERMONT.COM



Vermont how you want



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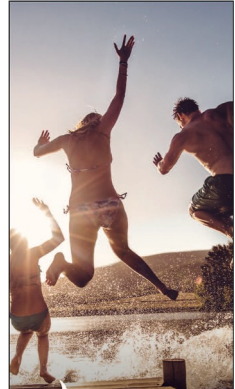


Vermont how you want




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Vermont how you want



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Vermont how you want



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Family Facebook/Instagram Examples

Newsfeed | 1200w x 628h



Facebook and Instagram newsfeed

Text: Countless ways to reconnect, one destination close to home. Welcome to summer in Southern Vermont, where we have it all.

Headline: Your Memories, So Close.

Facebook and Instagram carousel

We have it all here, more memories, less travel—the Vermont you want. Create summer traditions exploring it all, together.

Headline

Image 1: Timeless memories in the outdoors await.

Image 2: Jump, splash & refresh in cool waters.

Image 3: Smiles for miles on the trails.

Image 4: Satisfaction for every tastebud.

Image 5: Vermont how you want.



Carousel | 5 slides | 1080w x 1080h

Newsfeed | 1080w x 1080h



Story | 1080w x 1920h



Young Adult Facebook/Instagram Examples

Newsfeed | 1200w x 628h



Facebook and Instagram newsfeed

Text: Undiscovered treasures right in your backyard. Welcome to summer in Southern Vermont, where we have it all.

Headline: The trail less traveled.

Facebook and Instagram carousel

We have it all here, unspoiled—the Vermont you want. Create your own rugged adventures exploring all that we have to offer.

Headline

Image 1: Rugged beauty & unspoiled nature beckon.

Image 2: Pristine rivers & lakes refresh.

Image 3: Endless adventure calls on the trails.

Image 4: So close you can taste it.

Image 5: Vermont how you want.



Carousel | 5 slides | 1080w x 1080h

Newsfeed | 1080w x 1080h



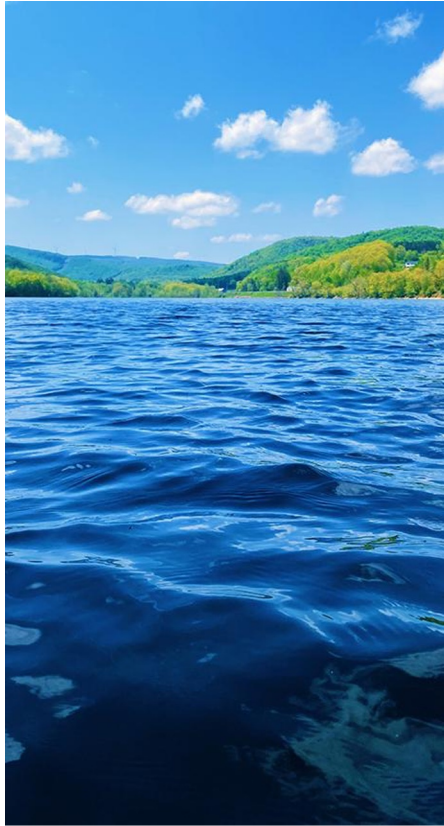
Story | 1080w x 1920h



YouTube Video



SOUTHERN VERMONT
OBERFIELD VALLEY



Content Capturing

- Hired 2 new photographer contractors
- Hired Social Media Content Creator contractor
- Held photo & video shoot on June 2
 - Hiking at Hogback & Molly Stark
 - Outdoor dining & ice cream @ Wahoo's
- Diversity Photo Shoot on June 29 & 30
 - Day 1 - Valley Trail, Crosstown Trails, MS Golf, Fairways, Downtown Wilmington
 - Day 2 - Harriman's Reservoir boating, swimming, picnicking followed by ice cream & cocktails at Hogback Scenic Overlook
 - Huge thank you to Mount Snow & High Country Marina!!!



June 4 Photo & Video Shoot

