



SOUTHERN VERMONT

DEERFIELD VALLEY

Selectboard Update
October 2022



SOUTHERN VERMONT
DEERFIELD VALLEY



visit_vermont
Sponsored



PRIMARY AD CAMPAIGN

- Run from May 16 to October 10
- Two target audience: Families & Young Adults
- Delivered across 4 channels
 - Meta Platforms (Facebook & Instagram)
 - Programmatic Display
 - YouTube
 - TikTok (Young Adult only)

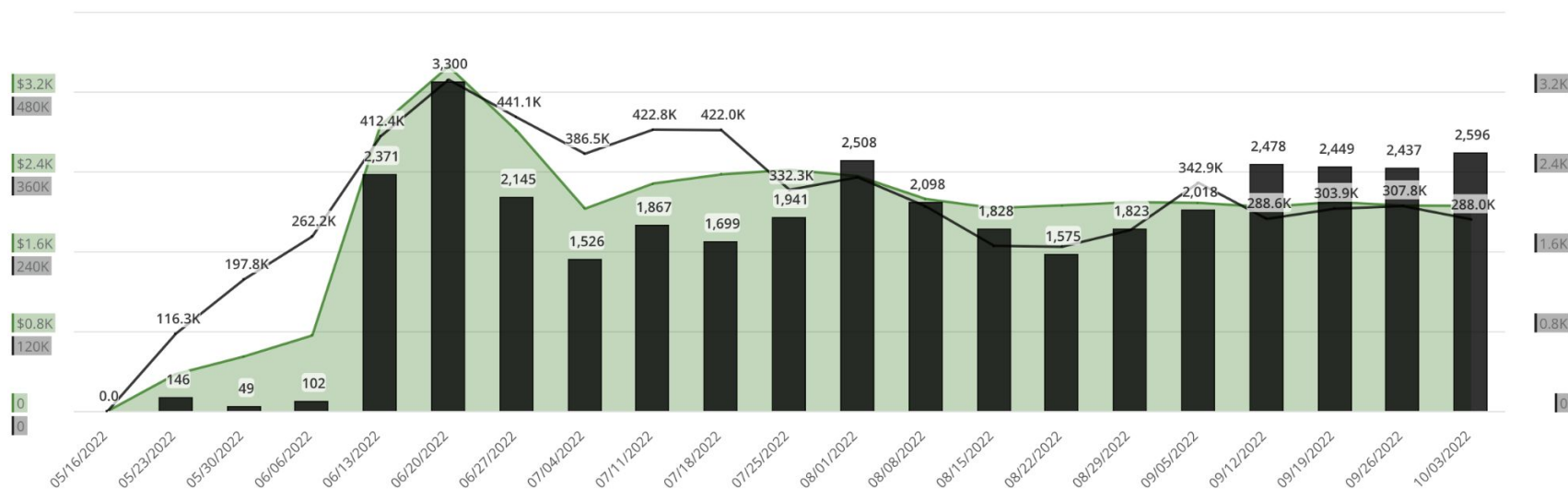




SOUTHERN VERMONT
DEERFIELD VALLEY

Social Media - Meta Platforms + TikTok

Media Cost Impressions Clicks



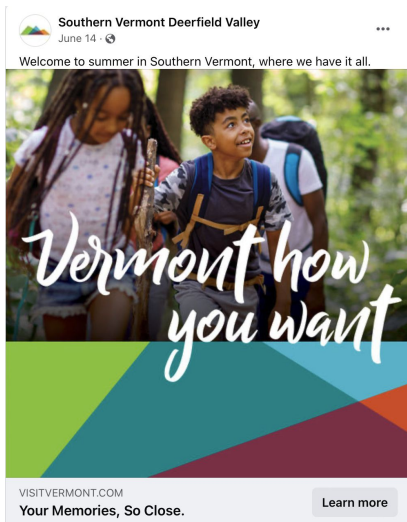
Vermont how you want



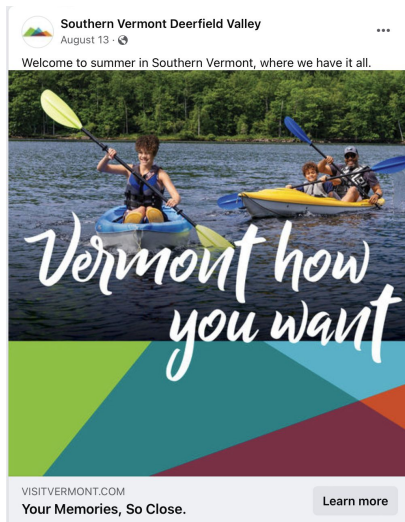
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DEERFIELD VALLEY

Meta Platforms - Run from May 16 to October 10

3 Design Changes Throughout the Summer & Fall



May 16 to Mid July
Stock Photos



Mid July to Mid Sept
Photos from June Shoot



Mid Sept to Oct 10
Fall Photos from 2021

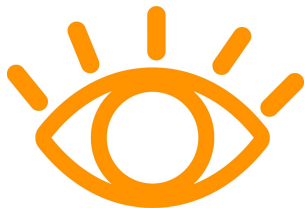




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DEERFIELD VALLEY

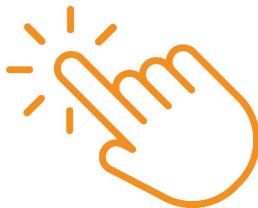
Meta Platforms

5,808,874



Impressions

30,518



Clicks

0.53 %



Click Through
Rate

\$1.19



Cost Per
Click

CTR comparisons for perspective:

Large Ski Resort Group – 0.4%

State Tourism (Different State) – 0.52%

Housing Developer – 0.44%

Fitness Center – 0.53%

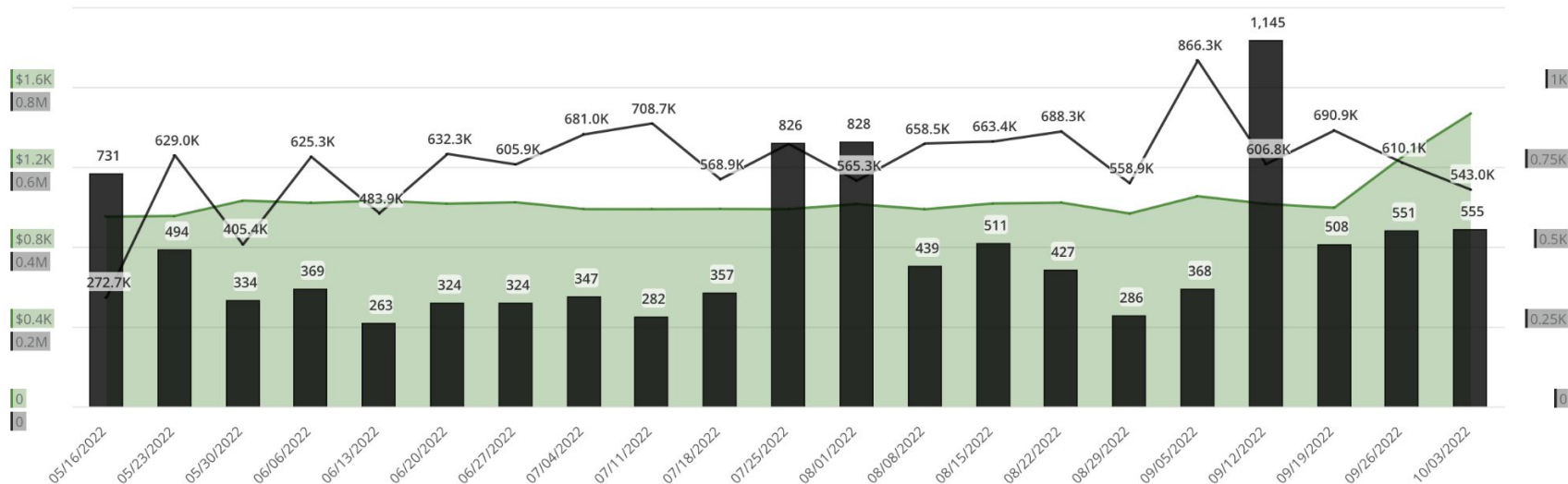
Vermont how you want



SOUTHERN VERMONT
DEERFIELD VALLEY

Programmatic Display

Media Cost Impressions Clicks



Vermont how you want



SOUTHERN VERMONT
DEERFIELD VALLEY

Programmatic Display - Run from May 16 to October 10

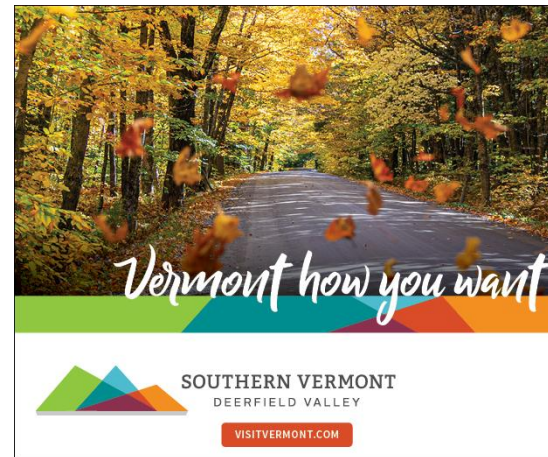
3 Design Changes Throughout the Summer & Fall



May 16 to Mid July
Stock Photos



Mid July to Mid Sept
Photos from June Shoot



Mid Sept to Oct 10
Fall Photos from 2021

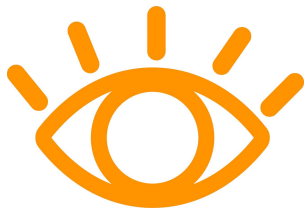
Vermont how you want



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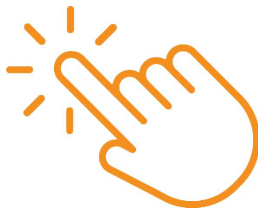
Programmatic Display

12,894,839



Impressions

10,388



Clicks

0.08 %



Click Through
Rate

\$2.11



Cost Per
Click

CTR comparisons for perspective:

Large Ski Resort Group – 0.11%

State Tourism (Different State) – 0.05%

Housing Developer – 0.09%

Fitness Center – 0.07%

Vermont how you want



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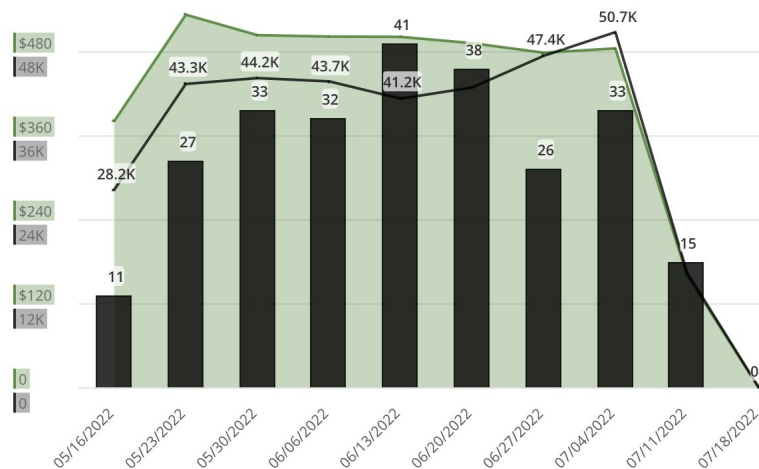
YouTube - Run from May 16 to July 13

Test channel

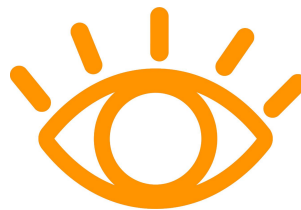
Originally scheduled to run till mid-August

Ended early and re-allocated remaining to TikTok

Media Cost Impressions Clicks

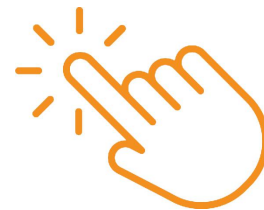


358,044



Impressions

256



Clicks

0.07 %



Click Through
Rate

\$15.75



Cost Per
Click

Vermont how you want



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TikTok - Run from May 16 to August 15

Test channel

Originally scheduled to run till mid-July

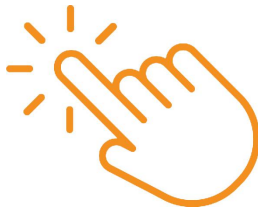
Re-allocated YouTube budget to keep going into August

653,769



Impressions

6,545



Clicks

1.00 %



Click Through
Rate

\$0.67



Cost Per
Click

CTR comparisons for perspective:

Regional telecomm provider – 0.84%

State tourism (different state) – 1.06%

Large ski resort – 1.15%

Fitness center – 0.9%

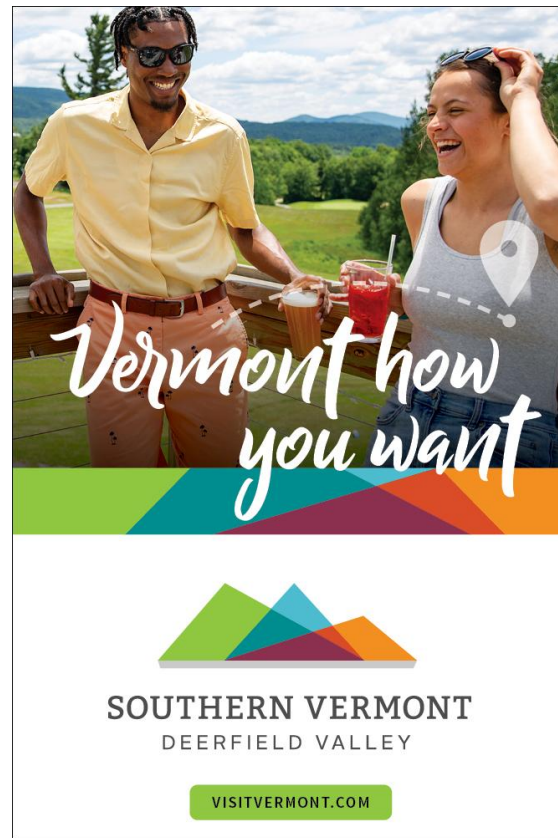
Vermont how you want



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DAY DRIVE AD CAMPAIGN

- Run from August 1 to October 10
- Two target audience: Families & Young Adults
 - Lower income thresholds from primary campaigns in order to target underserved communities
- Delivered across 2 channels
 - Meta Platforms (Facebook & Instagram)
 - Programmatic Display

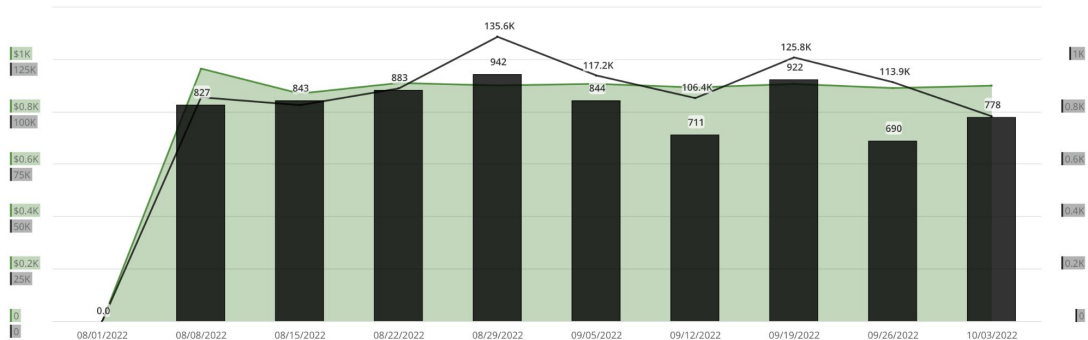




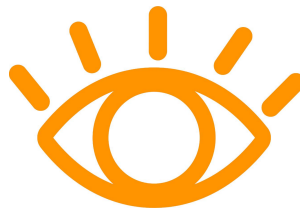
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DAY DRIVE AD CAMPAIGN - Meta

Media Cost Impressions Clicks

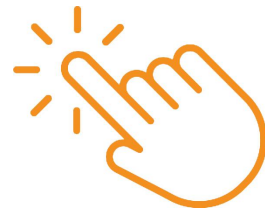


1,030,514



Impressions

7,538



Clicks

0.73 %



Click Through
Rate

\$1.09



Cost Per
Click

Vermont how you want

DAY DRIVE AD CAMPAIGN - Meta

Family



Young Adults

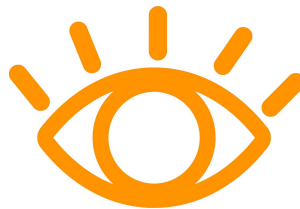




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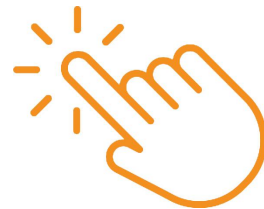
DAY DRIVE AD CAMPAIGN - Display

3,289,715



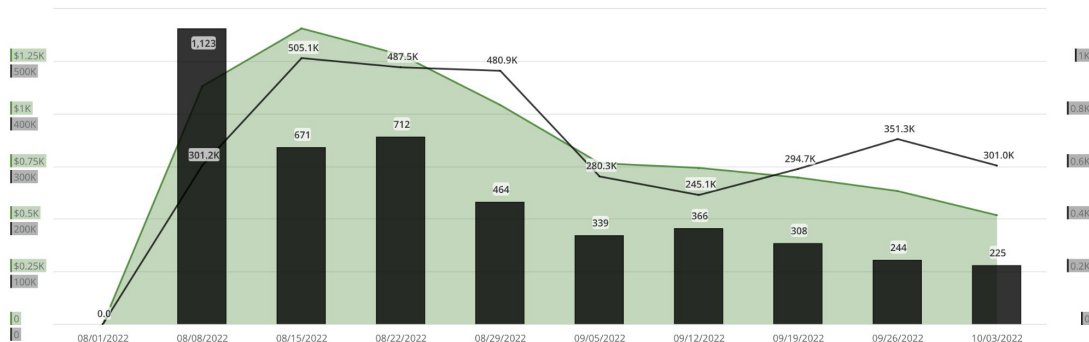
Impressions

4,489



Clicks

Media Cost Impressions Clicks



0.14 %



Click Through
Rate

\$1.83



Cost Per
Click

Vermont how you want



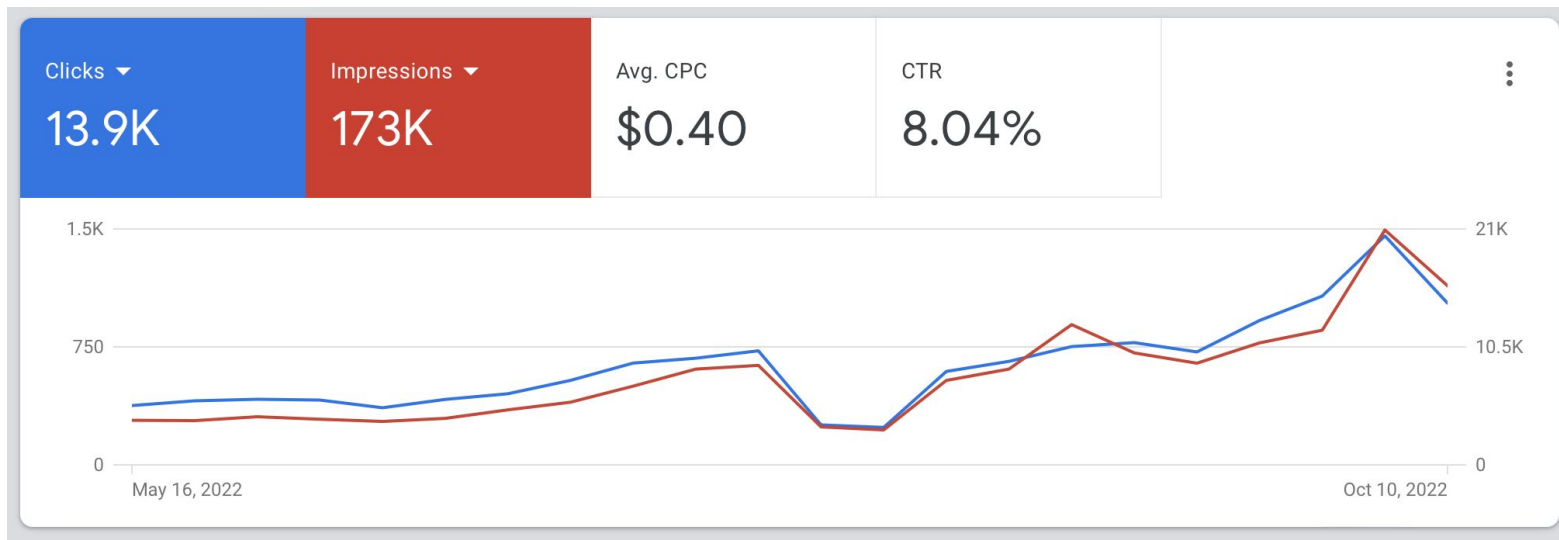
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GOOGLE ADS

Run from May 16 and will continue through March 31

Adjusted the daily spend up in mid-July to capitalize on strong summer performance

Decline for ~2 weeks in August due to change in the conversion method



Vermont how you want



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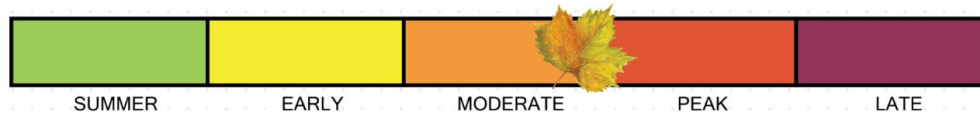
GOOGLE ADS - Performance By Ad Group

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Impr.	CTR	↓ Cost	<u>Clicks</u>
<input type="checkbox"/>	<input checked="" type="radio"/>	General Terms	67,942	10.43%	\$3,086.39	7,083
<input type="checkbox"/>	<input checked="" type="radio"/>	Leaf Peeping	48,226	7.60%	\$1,013.08	3,666
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Hiking	18,717	6.82%	\$462.16	1,276
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Biking	17,978	5.99%	\$435.32	1,076
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Golf	4,656	3.65%	\$250.97	170
<input type="checkbox"/>	<input checked="" type="radio"/>	Lake Life	10,520	4.48%	\$208.44	471
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Dining	4,757	3.26%	\$89.06	155

Vermont how you want

Fall Foliage Tracker

Fall is one of the most magical times to visit Southern Vermont. Check back here for regular updates on the status of foliage in the area.



Update Friday, October 7 – The Deerfield Valley is looking amazing as peak foliage quickly approaches just in time for the long weekend! While there are still some trees with their green, a vast majority of the trees have changed leaving the area full of color, and a cold snap coming tonight will only help accelerate those remaining greens to start popping. Light breezes have begun to bring down those leaves that changed early in the season giving that "raining leaves" effect as you hike through the woods. If you are contemplating a foliage drive, hike, or bike this weekend through the next week or so will be the perfect time!



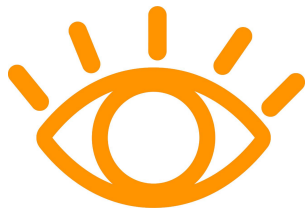
- Added foliage tracker to website to provide potential guests twice weekly updates on foliage status.
- Most visited page from mid-September through mid-October



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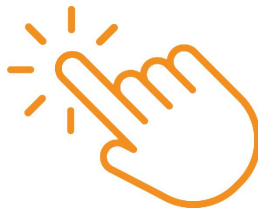
OVERALL CAMPAIGN PERFORMANCE - May 16 through October 10

24,208,551



Impressions

73,631



Clicks

0.30 %



Click Through
Rate

\$1.20



Cost Per
Click

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ADDITIONAL DATA POINTS



Social Media Followers Increase

13% Increase across Meta channels



Website Visits

213% increase YOY

50,039 visits in summer 2021 vs 156,816 in 2022



Average Time Spent on Page

2022 National Average = 0:54 All Industries, 1:00 Travel

2022 Southern Vermont Deerfield Valley Average = 1:21

- Means people were engaged with our content, not just clicking and leaving
- Landing pages performed very well
- Lake = 2:02, Hiking = 1:54, Day Trip = 2:18, Biking = 1:52

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SOUTHERN VERMONT
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Summer Photoshoot - June 29 & 30



Total Cost = \$17,912

State Grant = \$11,000

Local Business Trade/Donations = \$5,002

Out of Marketing Budget = \$1,910

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NEW POLE BANNERS



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**THANK YOU
FOR YOUR
SUPPORT!**

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