EDC Marketing Group

1. 2022 Program Overview
2. 2022 Performance Report
3. 2023 Allocation Request

Guiding Questions

1. How can Woodstock remain relevant in a travel and tourism industry which is pivoting entirely to the digital space?

2. As our core audiences ages, how does Woodstock activate with the *next* generation of tourists & new community members and who live, work, and discover online?

Aspirational Goals

1. Position Woodstock as the quintessential New England lifestyle destination in the digital space.

2. Future-proof Woodstock as fully digitally self-sustainable.

   - ❏ Find, nurture and activate a qualified audience that is 100% owned by the town.
   - ❏ Provide free, native marketing support for Woodstock's economic engine: our local businesses and community initiatives/ events.
   - ❏ Communicate directly with our visitors and new audiences, eliminating the need to rely exclusively on endemic organic and paid press.

2022 Recap – Focus Areas

- Digital content pool – raw photo & video assets to power marketing program
- Digital marketing program. Developing a five step, scalable process:

    1. **Understand** the visitor journey, visitor segments (interests)
    2. **Attract** new prospects – digital advertising
    3. **Capture** new prospects, website visitors
    4. **Nurture** – unpaid advertising
    5. **Activate** and re-engage

2022 Recap – Funnel

| Understand | Attract | Capture | Nurture | Activate |
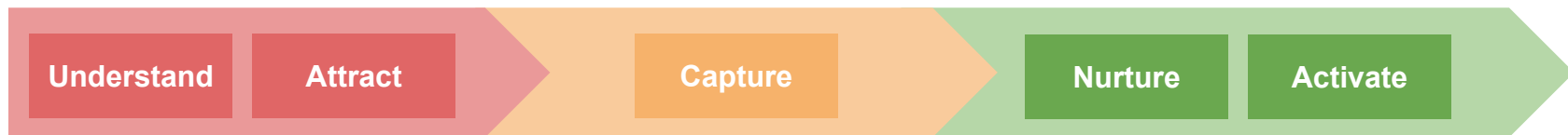
- *Why* do visitors come to Woodstock? From where? What are they here for?
- Push relevant creative to potential visitors with goal of website visit.
- Segmented creative to target *interest-driven* and *value-driven* prospects.

- Communicating directly with the lead
- Automation provides a unique introduction to Woodstock, based on the qualification data (segments) provided.
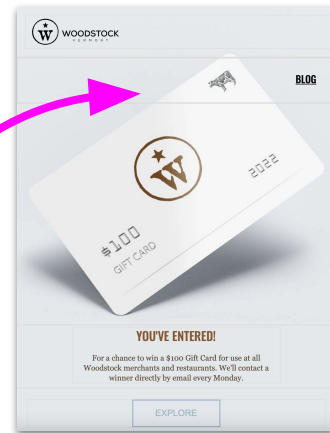- Organic messaging provides visibility and access to events, like TedX, Bookstock, or Flurry.
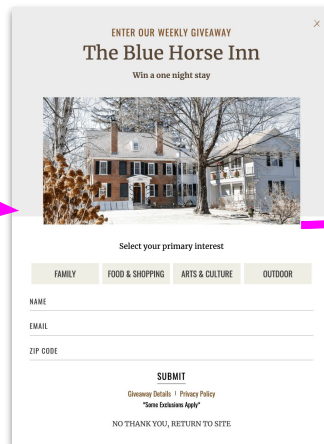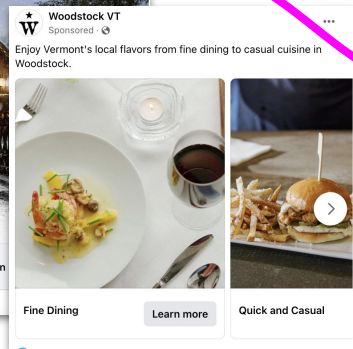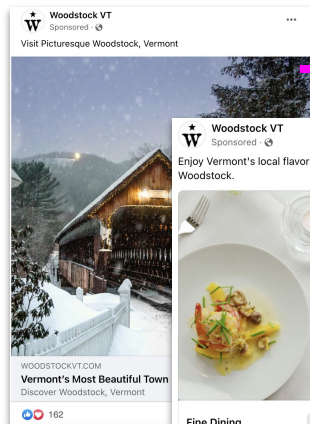
2022 Recap – Funnel

2022 Recap – Objective outcomes

Goal: Build and deploy a framework to communicate directly with prospect visitors, and expose Woodstock – and events – to new audiences.

✅ Define visitor segments and build ads to target audiences

✅ Launch seasonal program to grow and nurture qualified, owned lead list

✅ Capture and evaluate data to understand what visitors are looking for & best channels

✅ Define economic impact KPI's to benchmark what success looks like

Performance Reporting – Top of funnel, Exposure, May → EOY '22

- **Impressions: 1,338,782**
- **Ad engagements: 92,418**
- **Comments discussion threads: 320**
- **Reactions: 5802**
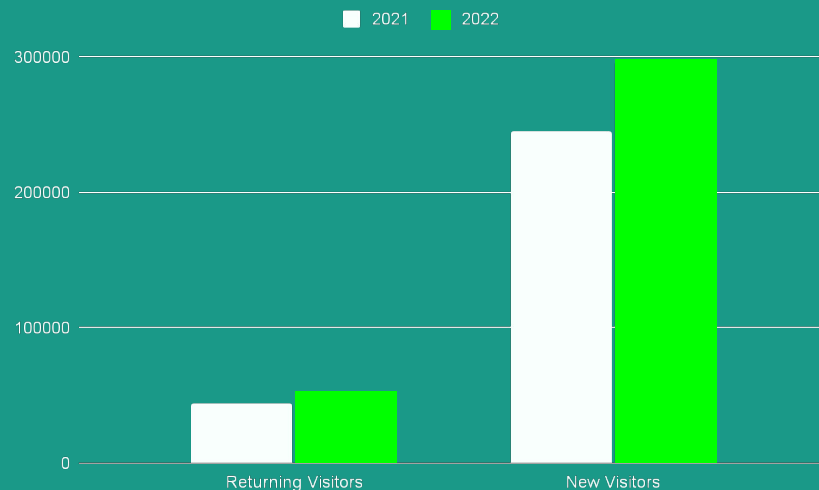- **Shares: 565**
- **CPC: $0.18**

Performance Reporting – Top of funnel, Qualification, May → EOY '22

- **Age**
- **Location**
- **Engagement**
- **Top 10% Income**
- **Core interest: Tourism**
- **Core behavior: Frequent Travelers**
- **Digital adv targeted size: 4.9m – 5.8m**

Performance Reporting – Website. May → EOY '21, '22

- **Traffic '22: *+21%* vs. '21 'travel revenge' year**

May 2022 Jun 2022 Jul 2022 Aug 2022 Sep 2022 Oct 2022 Nov 2022 Dec 2022

2021   2022

300000

200000

100000

0

Returning Visitors   New Visitors
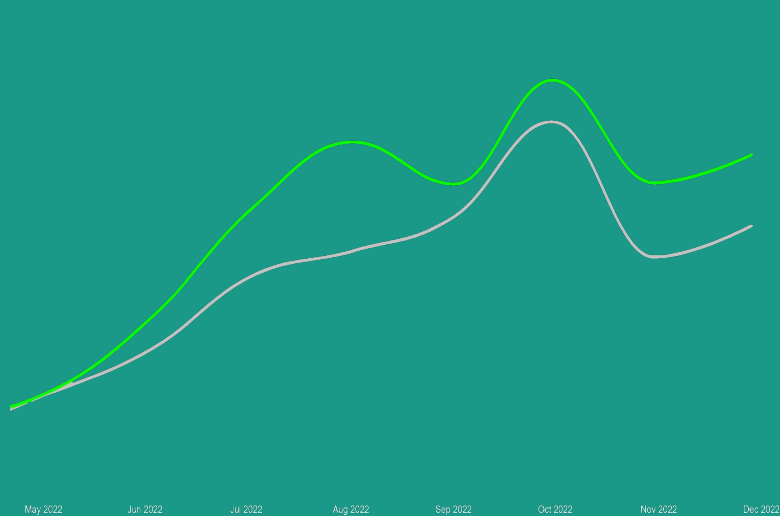
Performance Reporting – Bottom of funnel (email).

- **List growth (owned audience): +21,237 people: *+689%***

'17
'18
'19
'20
'21
'22

0   5000   10000   15000   20000
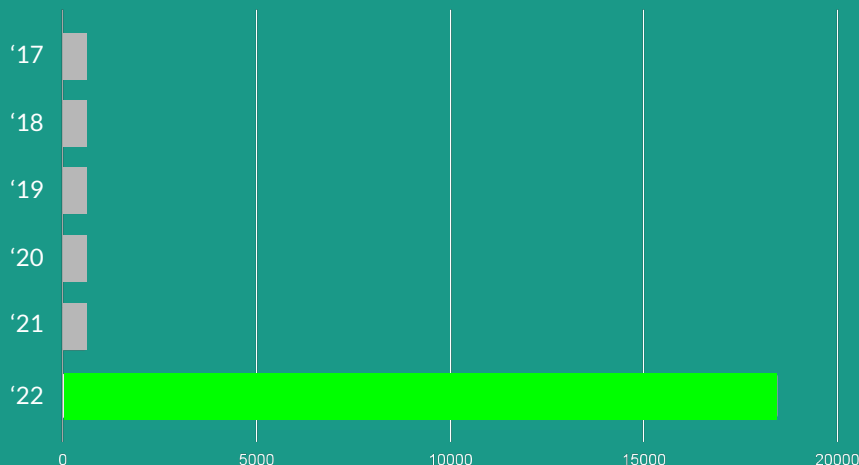
- **3,084** Original Names, *51/mo avg*
- Collected over 5 years
- Only contained name and email

- **18,467** New Names, *2,638/mo avg*
- Collected over the 7 months the Marketing Program ran
- Collected name, email, zip code, primary interest

Performance Reporting – Bottom of funnel (email). May → EOY '22

- # Flows open rate: 55.1% avg
- # Flows click rate: 6.35% avg
- # Organic open rate: 40.2% avg
- # Organic click rate: 4.75% avg

*Industry benchmark, Tourism (travel,leisure) OR: 20.2% CTR: 1.4%

(Based on ESP data from Campaign Monitor's 2022 Email Benchmark Report)

Performance Reporting – Owned Audience Segments May → EOY '22
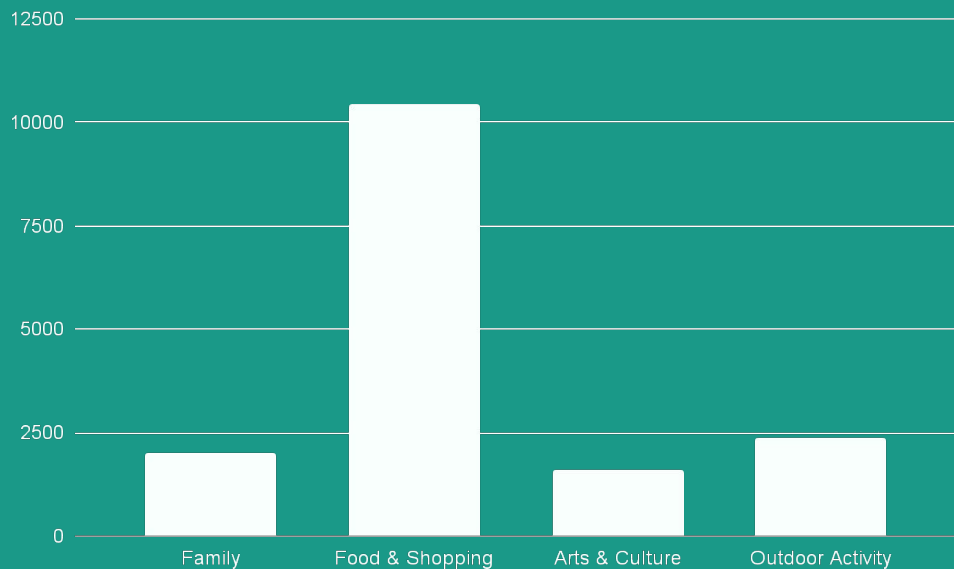
- **18,467** Full Audience Size
- Activated for specific events to decrease burnout and provide the most relevant value to the most qualified prospects.

Performance Reporting – Economic Impact. May → EOY '22

$5,151,824*

- Goal; determine expected customer conversion rate of WEDC Market Qualified Leads (MQL's). A formula was developed to determine economic impact based on market research, benchmark data, and owned lead interactions

*Single couple stay for two nights

'23 Allocation request – focus areas

○ Optimize existing program:

   a. Extend the length of the Woodstock introductory flows for each segment

   b. Integrate social channels and leverage those audiences into the paid program

   c. Develop content to share the experience of living, and raising a family in Woodstock.

   d. New flows for increased holiday messaging

○ Provide resources to support local events:

   a. Leverage the framework to promote local events to 20,000+ engaged and qualified leads.

○ Provide marketing assets as content to local businesses.

○ Develop content calendar to plan promotion of local events in advance.

'23 Allocation request – new initiative discussions

Promote established & new local business with Chamber membership.

Segment specific 'Visit Woodstock' Guide.

Public performance reporting dashboard.

Promote local events through public promotion request form.

Social giveaways to increase engagement & organic exposure.

Narrative video content & distribution through new audiences.

'23-'25+ Segment growth

Beyond tourism: future-proofing for long term sustainability

➕ **Arts & Culture**	➕ **Food & Shopping**
➕ **Outdoor Activities**	➕ **Family**

➕ **Moving & raising a family in Woodstock**

➕ **Opening a business in Woodstock**

'23 Allocation request – structural changes

In the past, all marketing grants were spread between various line items with in consistent goals:

- Website Hosting
- Website Maintenance
- Social Media Coordinator
- Digital Marketing Program
- Marketing collateral, flyers, etc
- Other Marketing Opportunities

To improve management overhead, decrease operational costs, and align on program goals, we are combining all marketing grants into one grant:

- Single marketing grant for all management, contractors, and other marketing opportunities.

Combined grant – consolidating services in single cost:

- Website Maintenance

- Social Media Coordinator

- Photo/Video Asset Management, SmugMug

- Marketing Email Platform, Klaviyo

- PPC Ads, Facebook

- Restaurant Guide, twice annually

- Marketing Platform, Class Four

- Misc. Expenses/Contingency

Combined grant – proposed budget

Website Maintenance and Origin Outside	$7,200
Smug Mug: Photo and Video Asset Management	$360
Klaviyo: Email Service Provider	$6,020
Pay Per Click Advertising Budget	$12,000
Lead Magnet Budget	$3,000
Restaurant Guide: Design and Print	$2,000
Social Media Coordinator	$25,000
Marketing Program Strategy, Management, & Execution	$77,256
Video Content	$15,000
Blog Production	$4,800
Contingency	$6,000

$158,636

EDC 2023 Proposed Marketing Buget

Markting Functions	Total				Column15	
	Revised		Previous		Cut	
Origins/Website Maintenance	$	**7,200**	$	7,200	$	-
Smug Mug: Photo/Video Media	$	**360**	$	360	$	-
Klaviyo: email sends	$	**6,020**	$	6,020	$	-
PPC Ads	$	**6,000**	$	12,000	$	(6,000)
Lead Magnet Budget	$	**-**	$	3,000	$	(3,000)
Restaurant Guide: Design/Print	$	**-**	$	2,000	$	(2,000)
Social Medai Coodinator	$	**-**	$	9,600	$	(9,600)
Agency/ Class Four					$	-
Marketing Program Management	$	**57,240**	$	77,256	$	(20,016)
Video Content	$	**-**	$	15,000	$	(15,000)
Blog	$	**2,400**	$	4,800	$	(2,400)
Social Media Coordinator	$	**15,000**	$	15,000	$	-
Contingency Budget	$	**5,760**	$	6,000	$	(240)
					$	-
	$	**99,980**	$	158,636	$	(58,656)