Discover FRONT ROYAL VIRGINIA

JLL Achieve Ambitions

Discover Front Royal

Marketing campaign results

September 2021

Marketing Campaign Metrics – Owned Channels

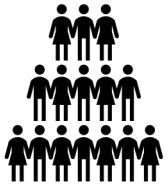
Get Out & Golf – launched April 5 *Pawfect Adventures – launched April 26*

Adventure Awaits – launched May 4 *Wine Lovers – launched May 28* *Adventurous Eats – launched June 26*

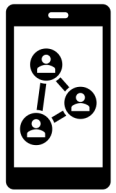
Campaign Performance (All Owned Channels)

Campaign Name	Open Rate	# Click Throughs	Total Reach	Engagement with Targets	Clicks with Targets	Cost Per Engagement
Golf	14%	76	6649	732	88	$0.66
Pawfect Adventures	15%	217	6747	521	201	$0.22
Adventure Awaits	14%	110	15575	279	318	$0.75
Wine Lovers	12%	172	15275	129	171	$0.60
Adventuous Eats	8%	80	1411	266	112	$0.47

Avg # of Click Throughs
131

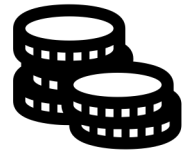


Avg Total Reach
9,131



Avg Engagements with Targets
385

Avg Clicks with Targets
178



Avg Cost Per Engagement
$0.54

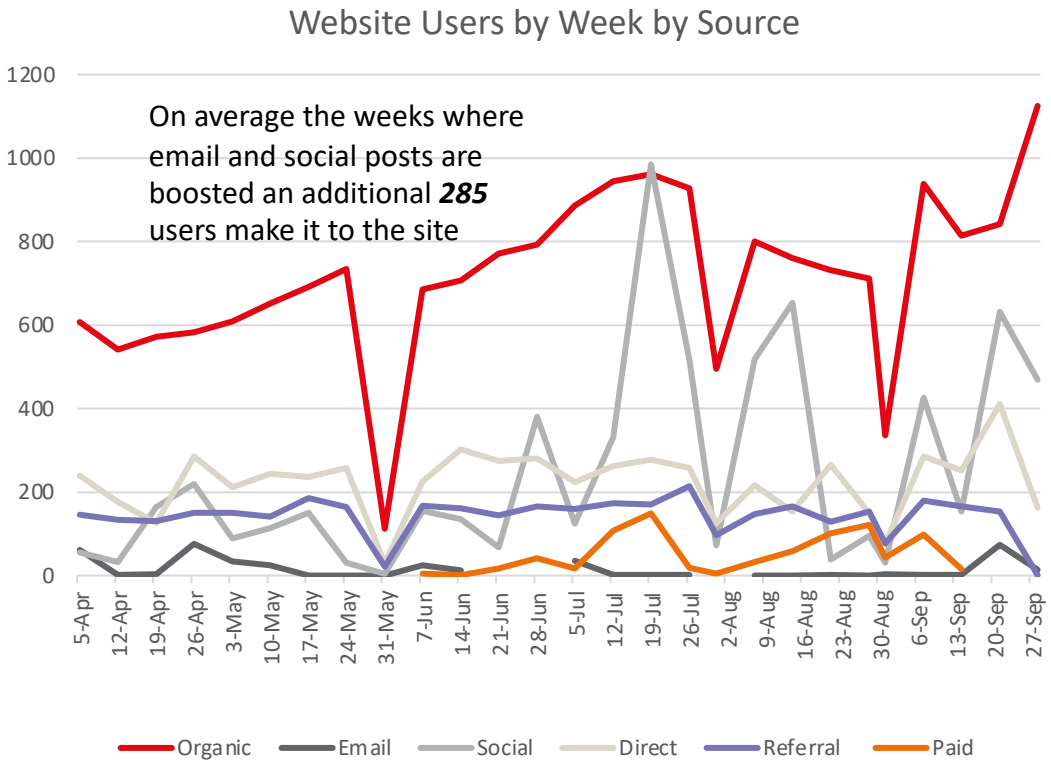
Google Ad Performance – **NEW since June**

Google Ad Performance	June	July	August	September	Total	Cost Per	Cost Monthly % Change
Impressions	37600	76400	121500	104500	340000	$ 0.0054	-31%
Clicks	638	16100	2133	1773	20644	$ 0.0894	-9%
Location Actions	473	673	712	538	2396	$ 0.7703	-22%
Calls	97	67	47	43	254	$ 7.2659	-17%
Conversions	10	87	0	0	97	$ 19.0261	0%
Total Spend	**$ 291.63**	**$ 600.90**	**$ 953.00**	**$ 633.00**	**$ 1,845.53**	**$ 5.4314** Avg. Cost	

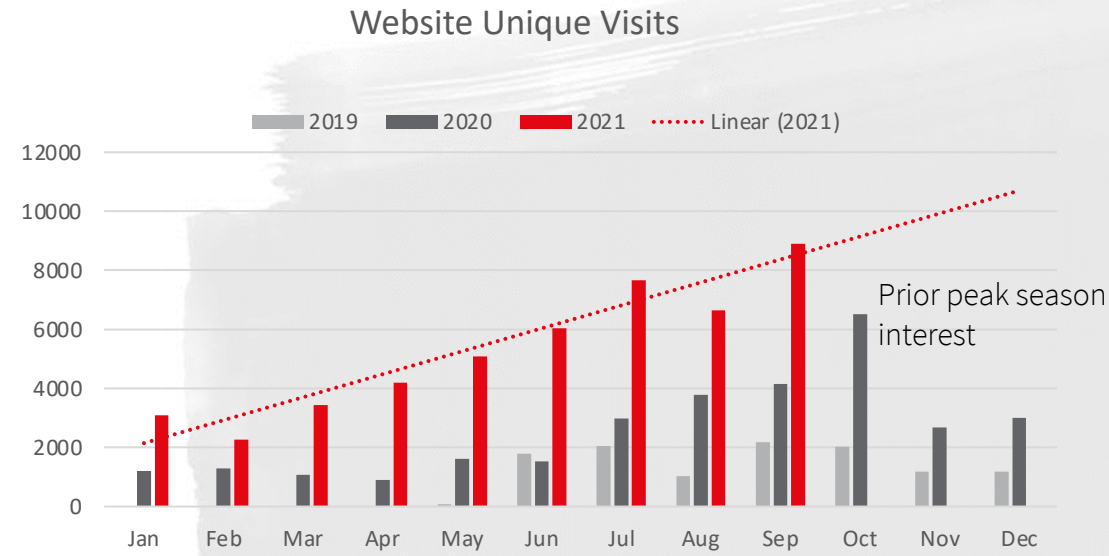
Google ad update:

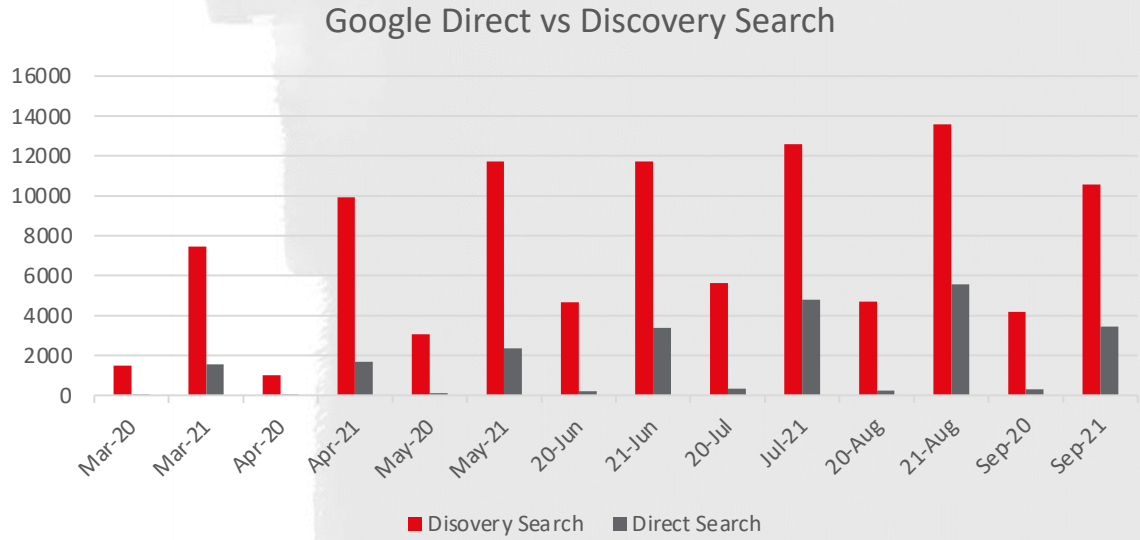
- Appears that Google has made an algorithm change
- Seasonal downturn in August and September
- Targeted push for leaf season in October

Website Platform Highlights



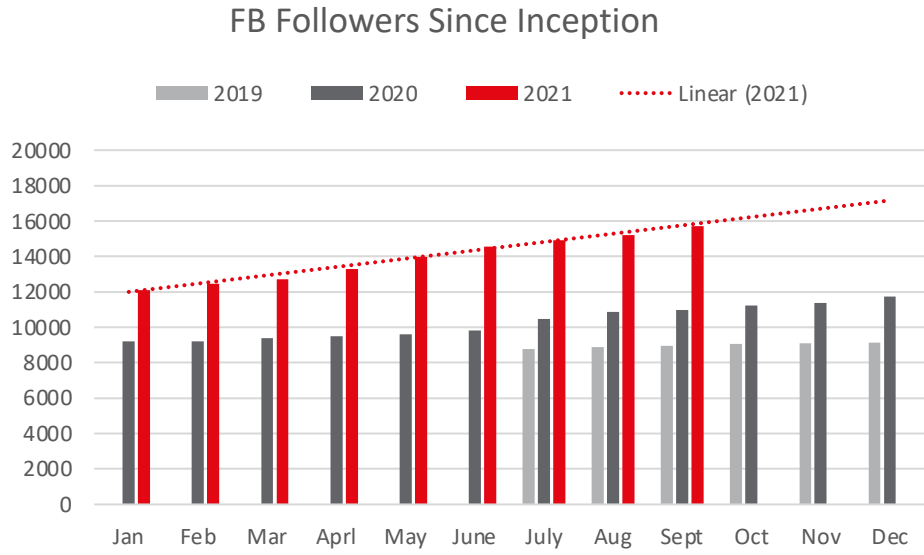
Since beginning Google ads, the other inbound sources have shifted.

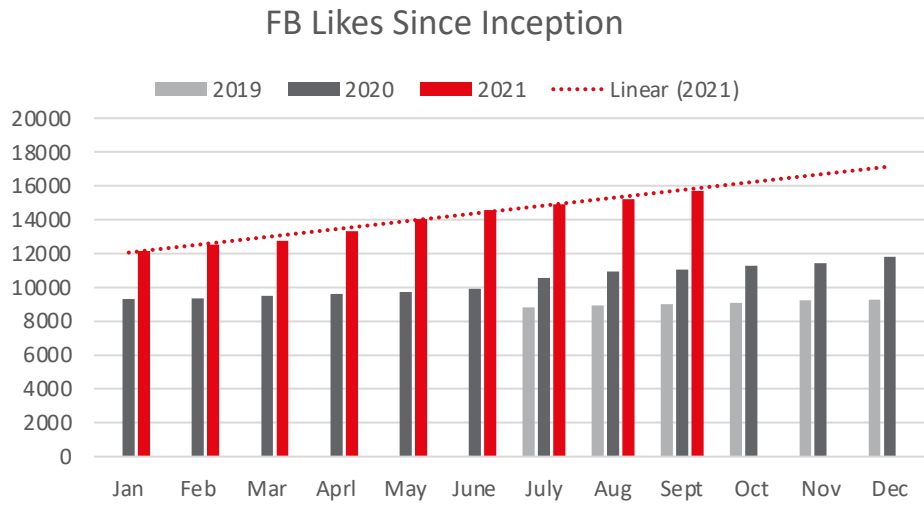




Facebook Platform Highlights

- Page performance
  - Adding average of 378 new likes per month
    - 82% over 2020
    - 383% over 2019
  - Adding average of 373 new followers per month
    - 30% increase YTD
    - 75% over 2020
    - 503% over 2019
- Boosted posts have highest reach and engagement
  - That reach and engagement causes new follows and likes
  - Increases performance of organic posts
- Potential to use forecast to set goals for 2022

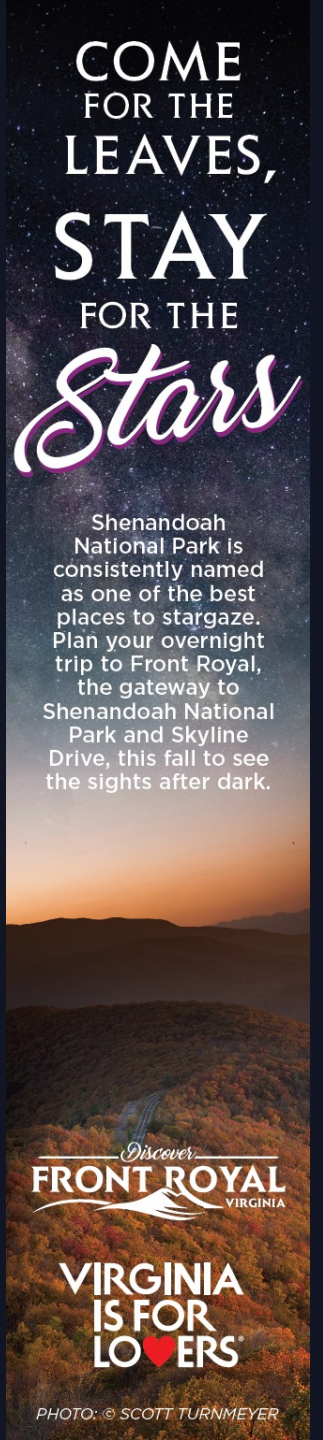




Marketing Campaign Next Steps

Advertising:

- Commitments
  - Oct-Nov run
  - Print & digital
  - Newsletter send
- Publications
  - Blue Ridge Outdoors placements
  - Northern Virginia Magazine



Thank you

Marketing Report

September 2021

Bethanie DeRose

Discover Front Royal

609-457-5361

Bethanie.derose@am.jll.com

Bethanie@discoverfrontroyal.com