

**Town of Bethlehem Marketing Wrap-up Report (January – November 15, 2022)**

This year’s marketing plan focused on creating a strong rural economic marketing plan to strengthen the Town of Bethlehem. Our goals were to increase interest in visiting, vacationing and becoming a resident of Bethlehem by generating traffic to your website and social media handles. Once at the website people could explore seasonal activities, local businesses, and places to dine and stay.

We also wanted to further engage local businesses in the Just Be campaign by highlighting them in e-newsletters and social media. In each newsletter, we created an itinerary-style format showcasing different seasonally relevant activities and businesses.

From late spring to fall 2022, we filmed and created a series of video blogs (vlogs) highlighting why the Town of Bethlehem is a great tourism destination. We created eight videos total. Topics included: agriculture, biking, hiking, summer gazebo concerts, touring Main Street, an itinerary of a day in Bethlehem, historical markers, and fall foliage. These videos were used on social media in both paid advertising as well as posts. This content was created so that it will have a long shelf-life and can be used again in the future.

**Website Google Analytics (1/1/22 – 11/15/22):**

Google Analytics provides us with direct data on how the website and marketing campaigns are performing. Sullivan Creative regularly monitors the website statistics and we continue to see website traffic and engagement increase year over year.

* Users: 40,017
  + Increase of 26.3% from 2021 (31,697 users)
* Sessions: 52,948
  + Increase of 21.8% from 2021 (43,470 users)
* Pageviews: 107,204
  + Increase of 10.6% from 2021 (96,886 users)

**Top Channels for User Acquisition *(How users are getting to the website)*:**

1. Organic Search: 23,316  
   *A strong organic search means the website SEO is working very well. Organic search encompasses the unpaid search results that appear on your search engine results page. For example, when I type "biking in Bethlehem" in Google, the unpaid results are all a part of organic search.*
2. Direct: 8,546
3. Social: 5,285
4. Referral: 2,757
5. Other: 856

**Top 5 Referring Sources:**

1. Facebook
2. Visit-NewHampshire.com (part of visitnewengland.com)
3. Youtube.com
4. VisitNewEngland.com
5. Linktr.ee (Instagram)

**Top Location (States) of website visitors:**

1. New Hampshire: 9,766
2. Massachusetts: 7,613
3. New York: 4,137
4. Virginia: 2,797
5. Connecticut: 1,228
6. Vermont: 999
7. Maine: 929
8. Florida: 799
9. California: 591
10. Pennsylvania: 587

**Digital Advertising:**

*New England Focus (Yankee) dedicated newsletter* - This consisted of a New England Focus (Yankee) dedicated newsletter which focused on planning a summer trip to Bethlehem. We wrote and provided the content, it consisted of a 900+ word article with links throughout and several images.

*Results:* 161,013 sent; 103,833 opens; 1,517 clicks, 1.46% click-thru-rate

*VisitNewEngland.com (VNE) Level 1 Advertising Package* - Package included website listings in up to 4 major categories (such as Outdoor Adventures, Family Activities, etc.) with social media links, one featured advertiser placement (positioned at top of the page), and one social media post on VNE’s Facebook page (75,000 followers). Run dates: January 2022 thru December 2022 – still in progress

*Listing Pages Results (as of 11/1/22):* 198,942 views; 895 clicks; .45% click thru rate  
*Graphic Ads Results (as of 11/1/22):* 161,046 views; 279 clicks; .17% click thru rate

**Social Media:**

Your social media platforms have continued to grow this year. We ran a variety of social media campaigns using both the carousel and video ad formats. We know that running a combination of ad formats works to keep users engaged. People generally engage with a video longer while carousel ads typically have higher click thru rates. This combination helped us reach a broader audience.

We also continuously posted and shared content to the Discover Bethlehem NH Facebook page. The posts and shares would highlight local businesses, seasonal activities, and upcoming events.

Facebook Followers have increased 60.7% since January 1, 2022

* 750 (December 31, 2021) vs. 1,205 (November 15, 2022)

Facebook Page Reach: 224,676

Instagram Followers have increased 43.2% since January 1, 2022   
690 (December 2021) vs. 988 (November 15, 2022)

Instagram Page Reach: 8,021

**Paid Social Media Breakdown:**

We ran a variety of paid social media campaigns throughout the year. Starting in the early summer, our videographer made regular trips to Bethlehem to capture footage for the summer marketing campaigns. Four videos were created each focused on a different interest/activity. In the fall we ran a carousel ad campaign to promote the region. Our videographer returned around peak foliage season to capture Bethlehem in the fall. She is using this footage to create a video that can be utilized in future marketing.

Winter Campaign – *Carousel Ads*

* **Dates Run:** January 13 – March 9
* **Impressions**: 190,963
* **Reach:** 85,795
* **Link Clicks:** 1,706
* **CPC:** $0.41
* **Amount Spent:** $706.87

Summer Campaign – *Just Be Videos (4 total)*

***Local Agriculture***

* **Dates Run:** July 25 – August 8
* **Impressions:** 30,720
* **Reach:** 14,976
* **Link Clicks:** 1,139
* **CPC:** $0.09
* **Amount Spent:** $100.00

***Shop Main Street***

* **Dates Run:** June 13 – July 31
* **Impressions:** 28,263
* **Reach:** 14,720
* **Link Clicks:** 1,105
* **CPC:** $0.18
* **Amount Spent:** $200.00

***Biking***

* **Dates Run:** Oct. 5 – 15
* **Impressions:** 26,814
* **Reach:** 14,208
* **Link Clicks:** 808
* **CPC:** $0.25
* **Amount Spent:** $200.00

***Hiking***

* **Dates Run:** Sept. 28 – Oct. 15
* **Impressions:** 66,408
* **Reach:** 36,900
* **Link Clicks:** 465
* **CPC:** $0.43
* **Amount Spent:** $200.00

Fall Campaign – *Carousel Ads*

* **Dates Run:** Sept. 15 – Oct. 10
* **Impressions:** 91,449
* **Reach:** 53,792
* **Link Clicks:** 797
* **CPC:** $0.38
* **Amount Spent:** $300.00

**Google Ads Campaign:**

Using key search terms, we developed Google ads to draw visitors to the region.

Winter Campaign

*Search Ads*

* **Dates:** February 2 – March 9
* **Total Cost:** $806.68
* **Total Clicks:** 363
* **Total Impressions:** 21,573
* **Avg. CPC:** $2,22

*Display Ads*

* **Dates:** February 7 – March 9
* **Total Cost:** $147.53
* **Total Clicks:** 306
* **Total Impressions:** 210,651
* **Avg. CPC:** $0.48

Summer Campaign

*Search Ads*

* **Dates:** June 24 – August 16
* **Total Cost:** $945.09
* **Total Clicks:** 893
* **Total Impressions:** 27,322
* **Avg. CPC:** $1.06

Fall Campaign

*Search Ads*

* **Dates:** September 17 – October 15
* **Total Cost:** $302.60
* **Total Clicks:** 304
* **Total Impressions:** 7,113
* **Avg. CPC:** $1.00

**Email Marketing:**

We produced and sent 5 newsletters themed *Just Be an Insider* from January thru September and plan to send a holiday email in early December. Emails were designed in an itinerary style, each newsletter highlighted a business or organization, activity or event, arts & culture or shopping, lodging, and dining.

* Total Email Contacts: 381
* Average Email Open Rate: 46%
* Average Click Thru Rate: 5%

*2022 E-Newsletters were sent in February, March, June, August & September*

**Print Materials:**

**White Mountain Attractions (WMA) Travel Guide 2022:** A quarter page color ad ran in the 2022 WMA Travel Guide. The print version distributes to all NH Welcome Centers and is mailed to more than 20,000 new tourist inquiries every year. The downloadable digital version receives more than 1.5 million impressions annually.

**Town of Bethlehem Year-Round Rack Card:** This rack card promotes seasonal activities in and around the Town of Bethlehem. It is distributed throughout 8 NH Welcome Centers: Canterbury, Colebrook, Hooksett North & South, Littleton, North Conway, Sanbornton, Seabrook. Distribution began in February 2022 and will continue until January 31, 2023.