

# Heber Valley Digital & PR Report YTD 2019

## DIGITAL OVERVIEW

In digital marketing, we are running **1.** Google search ads, **2.** Facebook and Instagram ads, **3.** re-targeting ads, and **4.** marketing automation emails.

1. The purpose of the Google search ads is to capture people who are online searching for Heber Valley (or something similar to Heber Valley) and direct them to Heber Valley's website.

2. Facebook and Instagram ads serve to spread awareness about Heber Valley and capture information about potential visitors. In these platforms, we have forms to collect information and begin sending marketing emails.

3. In re-targeting, we aim to increase exposure to Heber Valley for people who have already interacted positively to Heber Valley's ads.

4. Marketing automation emails serve to maintain awareness and interest and encourage visits to Heber Valley through a visitors' email inbox.

## DIGITAL RESULTS

- Facebook and Instagram resulted in **657** form fills.

- FB and Instagram: **1,030,601** impressions have been made on **467,943** unique people. Which means each person saw Heber's ad an average of **2.2** times.

- Google Paid Search: When launched, the click-through rate was **6.46%**. We have steadily grown click-through rate to **11.23%**.



## PR NEWSLETTER/BLOG OVERVIEW

Month	Newsletter Topic	Newsletter Open Rate	Newsletter Click Per Unique Opens	Blog Posts Written (5)
March	Personas, Content Calendar and Email Automation created			
April	Experience summer with family in Heber Valley	20.8%	15%	7 Facts you did not know about Heber Valley
May	7 things worthy of your summer bucket list in Heber Valley	18.4%	9.2%	Enjoy a Day at the Dairy
June	Do you need something to do in Heber Valley?	17.5%	10.8%	How to Start Your Adventure in Heber Valley
July	Beat the summer heat in Heber Valley	22.4%	9%	Swim, Scuba, Snorkel and more at The Homestead Crater
August	Hike these Heber Valley Trails	17.9%	8.1%	Heber Valley Hiking Trails: An Adventure for Everyone



Whether you're new to Heber Valley or need something new to do, put these activities in the queue!

Whether you are coming to Heber Valley for the first time or looking for something new to experience here, we have the perfect suggestions for you! With three state parks ([Wasatch Mountain State Park](#), [Jordanelle State Park](#) and [Deer Creek State Park](#)), there is so much more to explore in the area.

## PR INFLUENCER OVERVIEW (AVERAGES)

Influencer	Content Type	Impressions/Reach	Likes	Other Notes
Outdoor Adventure Crew	22 Instagram Stories	817 Impressions	N/A	11,358 followers
Outdoor Adventure Crew	4 Instagram Posts	10,548 Impressions	258	An average of 56.25 profile visits
Outdoor Adventure Crew	Photo and Video Gallery	N/A	N/A	
Utah's Adventure Family	3 Facebook Posts	2,543 Reach	55.3	5,877 followers
Utah's Adventure Family	7 Instagram Posts	2,578 Reach	112	An average of 37.86 profile visits
Utah's Adventure Family	63 Instagram Stories	1,122 Impressions	N/A	
Utah's Adventure Family	Photo Gallery	N/A	N/A	