Heber Valley Digital & PR Report YTD 2019

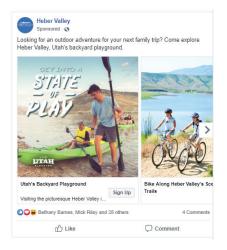
DIGITAL OVERVIEW

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.

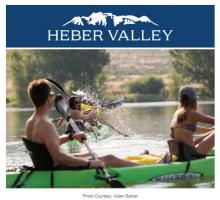
DIGITAL RESULTS

- 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 | Newsletter Click | Blog Posts Written (5) | | |
|--------|--|------------|------------------|---|--|--|
| | | Open Rate | Per Unique Opens | Blog Posts Wittell (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 | |