

2011 OVRCC Year in Review Highlights

A. Scenic Route 100 Byway Designation.

Designated a 31-mile stretch from Andover through Pittsfield to include Route 103 to Scenic Route 131 and 100A to President Calvin Coolidge State Historic Site.

B. Six Community/Business Breakfasts were held in; Cavendish, Chester, Ludlow, Mount Holly, Plymouth, and Weston

C. Membership:

75 new members from Jan - Oct and increased member benefits

D. Marketing:

- 1) Moved blog to Spring River Marketing
- 2) 1 year anniversary of our Mobile App
- 3) 2 successful Google ad campaigns (summer & fall)
- 4) Economic Development video
- 5) Storm Irene videos

Summation of Google AdWords campaign success:

<u>Campaign</u>	<u>Clicks</u>	<u>Impressions</u>	<u>CTR</u>
*Plymouth Folk & Blues	75	10,940	.69%
Mini Cooper Rally	157	46,041	.34%
Plymouth Cheese Festival	142	10,492	1.35%
Big Buzz Chainsaw	146	141,158	.10%
Chester Fall Festival	153	161,895	.09%
Weston Antiques Show	107	40,915	.26%
Weston Craft Show	134	121,146	.11%

*Stopped campaign due to Storm Irene event cancellation

Definitions:

- Clicks: If a customer sees your ad and clicks on it to learn more or to do business with you, it's recorded as a click.
- Impressions: The number of impressions is the number of times an ad is displayed on Google or the Google Network. We monitor your impressions to see how much exposure your ad is getting.

- CTR (click through rate): Click through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions). A keyword's CTR is a strong indicator of its relevance to the user and the overall success of the keyword. The more your keywords and ads relate to each other and to your business, the more likely a user is to click on your ad after searching on your keyword phrase.

Over the course of the campaign, Okemo Valley ads were displayed to geographically and thematically targeted audiences 532,557 times! That's a lot of impressions. Yes over ½ million!

For Example, when someone searched for "Vermont Cheese" in the geographic areas we selected--folks most likely to come to VT--the Plymouth Cheese festival ad appeared.

All of these impressions resulted in 824 visits to The Okemo Valley Chamber Website, which resulted in a 60% uplift in site traffic over the month of September.

Advertising included:

- Yankee Magazine – May Issue
- CT Magazine - May Issue
- VT Life - Nov/Dec issue
- Cape Air - Fall 2011
- VT Vacation Guides (inside front/back covers)
- So VT Arts & Living - quarterly
- Travelhost Magazine - quarterly
- 2012 USA Travel Guide - Dec/Jan 2012

Trade Shows attended*:

- New York Times Travel Show
- Boston Globe Travel Show
- Big E – Springfield, MA
- Vermont Wedding Association bridal show in Vermont

External Occurrences:

- Chester Bridges/party
- Chester Info Booth refinished
- Storm Irene videos
- FEMA/SBA/VEDA meetings
- Economic Development video at Big E and our website

- E. **Guidebooks:** Distributed by CTM to the following locations:
- VT Welcome Centers: Guilford, Fair Haven, Williston, Sharon and Hartford
 - 250 area businesses.
 - Area rental properties & condos through Okemo Valley
 - Chamber inquiry fulfillment.
 - Municipal offices in the region.
 - Travel/Trade Shows*
 - Added AAA offices
 - 2 Online versions

- F. **Non-dues revenue:**
- 1) Chamber golf tournament we turned into a charity event for 3 towns due to Storm Irene. Contributed a total of \$5,136.08 to Ludlow, Cavendish and Plymouth relief funds
 - 2) A portion of the sales from the 2012 Women of Okemo Valley Calendar from September to November totaling \$1,718.36 went to the VT/NH Susan G. Komen race for the cure.

- G. **Displays:**
- Guilford Welcome Center in July
Fair Haven Welcome Center in November

- H. **250 Anniversary Celebrations highlighted on Chambers monthly LPC-TV program:**
- | | |
|-----------|-----------|
| 7/4 | Plymouth |
| 8/20 | Andover |
| 9/16 & 17 | Ludlow |
| 10/12 | Cavendish |



Welcome to the 2011 Annual
Meeting &

Holiday Party!

2011 was a great success. Let's make
2012 even better!

2012 GOALS

Marketing Goals:

- A. Incorporate online co-ops to go along with existing print co-ops in VT Vacation Guides and May Yankee Magazine.
- B. The website strategy will consist of Search Engine Optimization (SEO), Search Engine Marketing (SEM), Paid Search & Investment in Social Media Marketing.

The NEW SEO: Google Analytics Changes the Game

Leveraging Google Analytics will enable the Chamber to manage our SEO according to our business goals. Analytics will show us which keywords are bringing visitors to our site, and which keywords produce conversion and leads. We can measurably improve our pages and show increase in traffic and visitor loyalty, and reach our audience multiple times.

An Overview of SEO Methods

The point of leveraging SEO methods is to make our site indexable and help it rank highly in the top 3 search engines. Our goal is to be the online resource that answers users questions about things to do, places to see, places to eat and stay in the Okemo Valley.

Google AdWords

Once users click on our ads, we will ensure that the landing pages are highly relevant to our user. The purpose of a landing page is to get visitors to convert, i.e. fill out a form, download a PDF, buy a product and so on. The Ad group, keywords, ads, professionally designed landing pages, and thank-you pages will form a seamless customer-centric whole.

Participating in Social Networking

Hundreds of millions of users participate in social networking sites, connecting with friends and family and establishing new online communities. As such, to fully realize the marketing potential of social networks, we will participate in active conversations with our customers and establish that invaluable one-to-one connection with our online customer base. We will use videos, enable discussions, and incorporate information into our blog. We will to get out there and participate and not wait for our customers to come to us, and as a result they will! Becoming known as a helpful resource will ensure we will build a loyal following of our own. (Flip over for more goals)

- C. Okemo Valley Mobile application: This year we have seen approx 700 user downloads of the mobile app, which is a nice start to getting Smartphone users in the area to consider it a useful resource. Remember these are people who actively searched for and downloaded our Okemo Valley Mobile App.
- D. Continue our attendance at trade shows:
- E. Interactive 2013 calendar/web contest
- F. Scenic Route 100 Byway grant: Resubmit interpretive information grant
- G. Travel with the Chamber: China Trip 3/26/12

Membership Goals:

- A. Add 50 new members in 2012 to reach 450.
- B. Add 5 new member to member (M2M) benefits.
- C. Add ribbon cuttings to Facebook.
- D. Begin quarterly new member orientations.

Programs:

- A. Exchange Program– Chamber to Chamber beginning a history exchange with the Windsor CT Chamber
- B. Legislative Breakfast with VT Chamber 1/6 at Newsbank in Chester from 8:30-10am.
- C. Morning educational series planned. Topics to include:
 - Social Media Marketing
 - Google analytics & Google adword campaigns
 - How to use our mobile app and benefit to the end user
 - Payment card processing
 - Saving money on ink cartridges & postage meters
 - How to use the Chamber website & access information
 - Email marketing with Constant Contact
 - How to best promote your business in our Okemo Valley Guidebook & map
 - Many more!
- D. 4th Annual Okemo Valley Regional Chamber of Commerce Business Expo in combination with SWCRPC home and energy show. May 12,2012 at Jackson Gore Inn.