COUNTY OF ULSTER

OFFICE OF ECONOMIC DEVELOPMENT

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To: Suzanne Holt

From: Chris Fury

Re: Facebook - 2015 Summary and 2016 Plan

Date: November 25, 2015

**2015**

**Budget** - $50 per month

**Objectives** –

* Generate awareness and familiarity with the Ulster County Office of Economic Development (UCOED)
* Educate the growing Facebook network that UCOED staff are experts in economic development and are available to help their businesses grow and thrive

**Strategy** –

* Promote UCOED’s Facebook page through a Page-Like Advertising Campaign
* Utilize targeting parameters such as:
	+ Geographic - users in the Ulster County region
	+ Business-minded individuals who are more inclined to like the UCOED’s Facebook page and benefit from the services

**Results** –

* Since August 2015 (when the Facebook Page-Like Campaign began) UCOED’s network has increased by over 200 people: from 1,246 page likes on August 1st 2015 to 1,495 today
* According to Facebook, this campaign is succeeding:



**2016**

**Proposed Budget** - $100 per month

**Objectives** –

* Continue the momentum by generating awareness on a greater scale
* Put a stronger emphasis on attracting businesses from NYC

**Strategy** –

* Maintain the 2015 strategy that has proven to be effective
* Build on the current strategy with an additional $50 a month which will be used to target business owners in the NYC area