



2016 YEAR-END REPORT

Strategic Marketing Planning & Creative Implementation

Marketing Program Deliverables:

INTERVIEWS & INTAKE

- Intake: held one-on-one interviews with key community stakeholders, leaders, and business owners
- Placemaking assessment and walking/driving tour. Assessed:
 - Signage and Wayfinding
 - Community Spaces
 - Parks, Trail access and signage
- SWOT analysis
- Attended Parks & Rec Meetings

MARKETING PLAN

- Completed SWOT
- Developed branding/positioning strategy
- Developed full tactical marketing plan

BRAND DEVELOPMENT

- Logo and graphic standards
- Story lines
- Print and digital ad creative
- Photo shoots to gain needed new imagery

WEB

- Designed, developed and built FindEllenville.com new web site

PACKAGES & ITINERARIES

Worked closely with community partners to coordinate and develop:

- Theater, dining & shopping packages
- Itineraries
- "Unique Stay" packages





PUBLIC RELATIONS

- Developed releases, pitch ideas and framework for PR program
 - “Soft Landing” Development Fund
 - Ellenville Million Marketing Launch
 - “Bikeville” event
 - Ellenville Million Update
 - “Paint the Town Blue” sidewalk chalk & music event
 - Holiday Shopping Opportunities
- Media pitching, follow-up, and clipping
- Pitching to bloggers and social media influencers



COLLATERAL

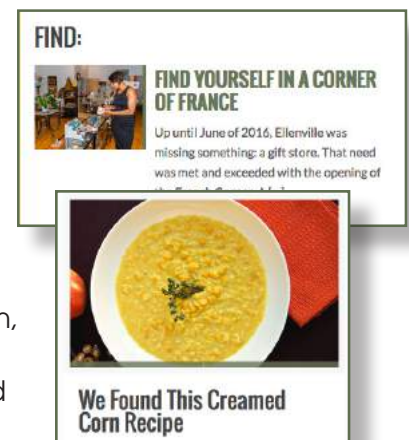
- Met periodically with Parks & Rec Committee to assess and gather existing resources/maps for various trails to develop signage and wayfinding strategy.
- Developed Find Ellenville brochure and map guide to link all the trails with the downtown businesses and eateries. Brochure was produced in the thousands, and is placed throughout Ulster County, at the Thruway Information Center, and distributed at the Sam’s Point Visitor Center.
- Developing Signage artwork for bus stop, Lippman Park, and Resnick Park display cases.



SOCIAL MEDIA

Launched platforms, built ongoing strategy, developed content on monthly basis, monitored and responded on a daily basis. Leveraged boosted posts to gain followers and expand reach.

- Facebook
- Twitter
- Pinterest
- YouTube
- Instagram
- Blog – developed ongoing, revolving stories highlighting the people, events, and businesses of Ellenville:
 - Find “Jeff”! {this concept put the people of Ellenville front and center as the friendly, approachable faces of the town }
 - This is What You Can Find at ____ {The person being interviewed is linked to a specific site, like an event, a museum, or recreation site}
 - We Found Marcus {or someone else from the community} and Got ... {e.g. His Signature Bolognese Recipe}





COMMUNITY RELATIONS

- Attended Parks & Rec Meetings
- Collaborated with community partners on events
 - Ellenville Public Library & Museum
 - Renegades Cycling Club
 - Youth Commission
 - Hunt Memorial Committee
 - Shops, Lodgings, and Restaurants
- Provided input and recommendations for Hunt Memorial Committee as they developed their Visitor Center

ADVERTISING

- Developed Print and Digital advertising to positively impact perception and raise awareness of dining, outdoor, and recreational opportunities in Ellenville.
- Developed Print advertising to raise awareness of funding and other business opportunities in Ellenville.

FIND YOUR FUN IN ELLENVILLE

A NIGHT OUT ON THE TOWN? YES, PLEASE.

Enjoy a big evening in a small town—round up your friends and step out in Ellenville! After a day of touring and tasting along the Shawangunk Wine Trail, cap it off with culture and cuisine.

- Canal Street is a burgeoning restaurant row with eclectic eateries—such as Aroma Thyme Bistro, the Public House, or the Gentlemen's Grill steakhouse.
- In the mood for food with international flair? Try Gabby's Cafe, a Mexican cantina; Tony and Nick's Italian Kitchen; the Sock House for Asian delicacies; or the European Deli for authentic Polish dishes.
- How about dinner and a show? Shadowlands Stages is an Art Deco gem presenting a seven-month season of professional Equity plays and musicals.

WHERE'S THE FUN WHEN THE SUN GOES DOWN?
FIND OUT IN ELLENVILLE, NEW YORK.

108 Canal St., Ellenville, NY 12428 • 845-447-7800 • findellenville.com

FIND YOUR FUTURE IN ELLENVILLE

YOU'LL FIND SHIATSU MASSAGE AND OTHER SPA SERVICES IN ELLENVILLE BUT THERE'S LOTS OF OTHER WAYS TO WORK OUT THE KINKS, TOO...

Need time off the grid? In Ellenville, you have options. Indulge in massage treatments, aromatherapy, and Reiki at Hester's Haven Resort & Spa. Take yoga or Tai Chi with views of the Shawangunk Mountains, and stroll the Suburban Gardens. Maybe you'd rather work it out on your bike. Upper Park is one of the best mountain biking trails in New York State. Or try the Long Path, Emily Carrage Trail, and the Shawangunk Loop.

RELAXATION, YOUR WAY. FIND IT IN ELLENVILLE, NEW YORK.

108 Canal St., Ellenville, NY 12428 (845) 447-7800 • findellenville.com

FIND YOUR PATH IN ELLENVILLE

IT MAY LEAD 2,200 FEET ABOVE SEA LEVEL.

The trek up to Sam's Point—the highest point of New York's Shawangunk Mountains—is a good place to start. 360° views of the Wallkill Valley. There in and around Ellenville—each offering accessible right from our Berne Road.

- Looking for waterfalls? Minnewaska State Park Preserve, Story Kill Falls, Awosting Falls, and more.
- Walk backwards through history along the Erie Canal. In the 1800's, this was where boats were loaded and unloaded.
- Shred the trails on two wheels in Long Path, Emily Carrage Trail, and the Shawangunk Loop.

WHERE DOES YOUR PATH LEAD? FIND OUT IN ELLENVILLE, NEW YORK.

108 Canal St., Ellenville, NY 12428 (845) 447-7800 • findellenville.com

FIND YOUR PATH IN ELLENVILLE

Minnewaska State Preserve

Photo by Steve Aaron

findellenville.com

FIND YOUR FUTURE IN ELLENVILLE

IT'S ONE FUNDING OPPORTUNITY AWAY.

Surrounded by gorgeous scenery and a tight-knit community, Ellenville is a place to call home—for you and your business.

- Looking for assistance to start a new business or relocate or expand the one you have? Grant funds for infrastructure costs are available to new and growing businesses that are creating jobs within the Village of Ellenville and the Town of Wawarsing. Call 845-340-3556 for more information and an application to the Ellenville Million Economic Development Fund.
- Need better access to high speed internet? Ulster County wants to hear from business owners in Ellenville and Wawarsing, and throughout the County, who need increased broadband services. Please call the Office of Economic Development at 845-340-3556 to tell us about your needs and how we can help your business.

What does your future hold? Find out in Ellenville, New York.

Michael P. Han, County Executive
(845) 340-3556 • oweb@ulster.ny.us



EVENT PLANNING

- “Bikeville”
 - collaboration with Ellenville Public Library & Museum, Renegades Bike Club, restaurants, and TopShelf jewelry; event planning and promotion; medal and flyer design and production; event coordination and attendance
- “Paint the Town Blue”
 - collaboration with the Hunt Memorial Committee, Youth Commission, and band; event planning and promotion; signage and flyer design and production; event coordination and attendance



9:30 am	Registration: Ellenville Public Library & Museum, Canal Street Parking Lot
10:00 am	Educational & Safety Tips, courtesy of Renegades Mountain Biking Club
10:30 am	Enjoy a ride around town, including a portion of the n O&W rail trail
11:30 am	End at Hunt Memorial Building on Liberty Square • Receive a memento entitling you to discounts at local • Participate in a free drawing for some fun stuff!
12:00 pm	Enjoy lunch and shopping at our Bikeville partners below

ACE Hardware	10% discount off any regularly priced item
Aroma Thyme Bistro	1/2 off draft beers and wine for anyone 21 or older; 1 beverages for any age.
Cohen's Bakery	10% discount off bakery purchase
Mimmy's	10% discount off food product
Sook House Japanese Korean Restaurant	10% discount off food product
Tony & Nick's Pizzeria	10% discount off takeout or dine in

To Register, call the Ellenvil
Riders: bring water and a sna
and don't forge
* All children under 14 MUST have



Show your support for Ellenville and help us transform the sidewalks of the downtown area into a colorful work of art!



Chalk competition, vote and enjoy live music from the reggrass Express.

Chalk competition, vote and enjoy live music from the reggrass Express.

10:00 a.m.	Registration in front of the Hunt Memorial Building
10:30 a.m. - 1:30 p.m.	Artists create their masterpieces on Liberty Square
1:30 p.m. - 2:00 p.m.	Judging
2:30 p.m. - 3:00 p.m.	Awards Ceremony
3:00 p.m. - 5:00 p.m.	Live music by Hudson Valley Bluegrass Express

Information and competition rules visit: FindEllenville.com/paintthetownblue

SPONSORED BY:



108 CANAL ST. ELLENVILLE, NY 12428
(845) 447-7850 • FINDELLENVILLE.COM





MARKETING PROGRAM ROI:

WEB

Launched: August 10, 2016

Visitation:

Approximately 1,000 visitors/month. Visitation was highest during August and September. *Visitation has dropped with decrease of advertising placement in October, November and December.*

Visitation Drivers:

- Peaks in visitation correlate with print and digital advertising appearances, social media content, and boosted posts.
- Top pages visited are directly driven by blogs, social media posts, and digital ads.
- “Top Ten” pages are consistently popular.

Engagement:

Length of visit is increasing

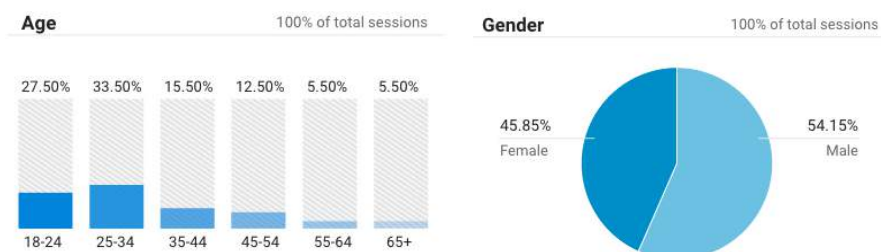
- August: 2.3 Avg Minutes On Site
- October: 3.4 Avg Minutes On Site
- December: 6.6 Avg Minutes On Site

New vs. Returning Traffic

- October: Returning – 16.4%; New – 83.6%
- November: Returning – 37.8%; New – 62.2%
- December 1 - 18: Returning – 35.6%; New – 64.4%

This means that in four short months, over a third of your traffic is Returning Traffic, meaning that they have come to like and rely on the FindEllenville site to find out what’s happening and what there is to do in Ellenville. Returning visitors also spend more time on the site. Roughly two thirds are New Traffic, which means that the promotional program is still driving a steady stream of new visitors to your web site.

Visitor Demographics:



Device Usage

desktop: 53.40%
mobile: 41.47%
tablet: 5.13%



Traffic Sources:

- 64% Direct Traffic (print advertising/public relations, repeat visitors)
- 5% Search Traffic (people are now searching for "Find Ellenville")
- 36% Referral Traffic (digital ads and social media)

Top Referrers (August - December):

- Facebook (63%)
- Chronogram (online Featured Events & Articles)
- Marbella Restaurant
- Instagram
- Record Online (online editorial as a result of public relations)
- Bikeovernights.org (digital advertising)
- Arts Mid-Hudson (Paint the Town Blue online event listing)
- Poughkeepsie Journal (online editorial as a result of public relations)
- The Community Guide (online event coverage as a result of public relations)

PUBLIC RELATIONS

One way to measure earned media is by calculating the value of the exposure gained compared to its equivalent exposure in paid advertising.

- The Find Ellenville Public Relations program, to date, has achieved over \$9,500 in earned value. In addition, there have been multiple mentions and appearances gained on sites, forums, event calendars, etc., that can not be calculated in this way.

Word-of-mouth "buzz" and Search results also indicate that the promotional efforts increased awareness and impacted web visitor searches.

COLLATERAL

The map and brochure has proved very popular across the county. After the initial print run that stocked information centers around the county, in town, and at Honor's Haven, an additional 10,000 were printed by request for distribution at Sam's Point Visitor's Center. Visitors are loving them and using them.

SOCIAL MEDIA

Goals:

- Grow followers
- Drive visitation to web site and actual foot traffic downtown
- Increase awareness and engagement

Measured by:

- Referral traffic to web site
- Reach (how many people received message)
- Exposure (how many people received message based on connection to original recipient)
- Amplification (how many people repeated and/or shared your message)
- Page and Post Likes
- Word-of-mouth and Search



Boosted Posts – Reach and Amplification

Visitor interaction on Boosted Posts (October, \$25/each):

Looking for a place where both your business and family life can thrive? (target: M/W, 35-55, Kingston +25mi, interested in food industry, entrepreneurship, technology)

- Post Engagements: 135, 70% Female, 30% Male
- Reach: 1,452
- Post Likes: 134

Business owners and entrepreneurs – find your future in Ellenville, NY (target: M/W, 35-55, Brooklyn +25mi, interested in food industry, entrepreneurship, technology)

- Post Engagements: 404, 37% Female, 61% Male
- Reach: 1,597
- Referral Traffic: 1 photo click, 10 link clicks
- Post Likes: 392

Stay more than a day when you visit Ellenville, NY (target: M/W, 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 150, 72% Female, 26% Male
- Reach: 5,677
- Referral Traffic: 72 link clicks
- Amplification: 46 post shares, 18 shares
- Page Likes: 14

Leaves are peeping, get in your fall adventures (target: M/W, 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 468, 54% Female, 44% Male
- Reach: 3,054
- Referral Traffic: 1 photo click, 16 link clicks
- Amplification: 2 comments, 4 shares
- Post Likes: 444
- Page Likes: 1

NY Times claims, “The Night Alive” is an extraordinary performance at the Shadowland Stages (target: M/W, 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 122, 50% Female, 50% Male
- Reach: 6,905
- Referral Traffic: 36 link clicks
- Amplification: 13 shares
- Post Likes: 60
- Page Likes: 11



Visitor interaction on Boosted Posts (November & December, \$20/each):

#CozyinEllenville with the family & try the Family Great Escape package at Jellystone Park Camping, visit Sam's Point Preserve and enjoy breakfast at Mimmy's! (target: M/W, 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 94, 67% Female, 33% Male
- Reach: 229
- Referral Traffic: 1 link click
- Post Likes: 53

A perfect gift to give that special someone can be a weekend they will never forget! Enjoy your weekend stay with the Couple Getaway package at Honor's Haven and receive 10% off your tickets at Shadowland Stages & 10% off your dinner at Sook House Korean Japanese Restaurant. (target: M/W, 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 61, 51% Female, 49% Male
- Reach: 2,444
- Referral Traffic: 20 link clicks
- Amplification: 10 shares
- Post Likes: 31
- Page Likes: 7

Looking for a place where both your business and family life can thrive? Find it in Ellenville, NY: a tight-knit community that's rich in history, flavored with diverse cuisine and immersed in natural beauty. With an award-winning hospital and top ranking schools right in town, Ellenville is the perfect place to start or grow your business! (target: M/W 30-60, Ellenville +50mi, interested in culture, arts & music, outdoor recreation)

- Post Engagements: 269; 53% Female, 46% Male
- Reach: 2,929
- Referral Traffic: 22 photo clicks
- Amplification: 2 comments, 8 shares
- Post Likes: 237
- Page Likes: 2

Summary on Boosted Posts:

For a minimal spend of **\$185**, we attained:

- a reach of **24,287 people**
- engagement with **1,703 people**
- 103 shared and repeated messages



Social Media, continued

Reach and Amplification Overall

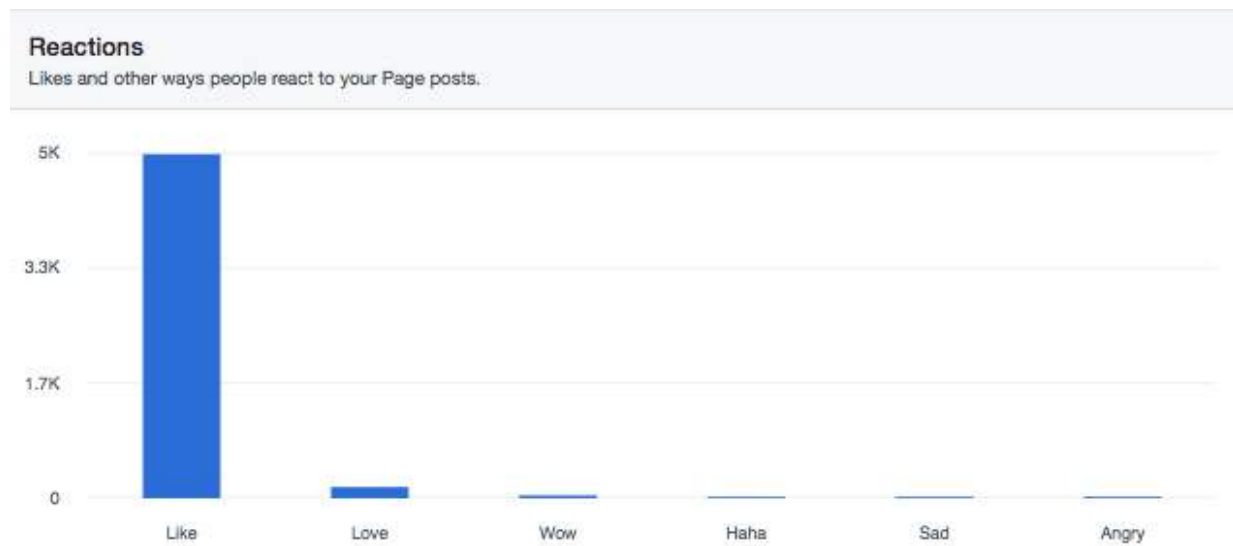
Followers:

Page Likes increased on average of 54% per month



Reactions:

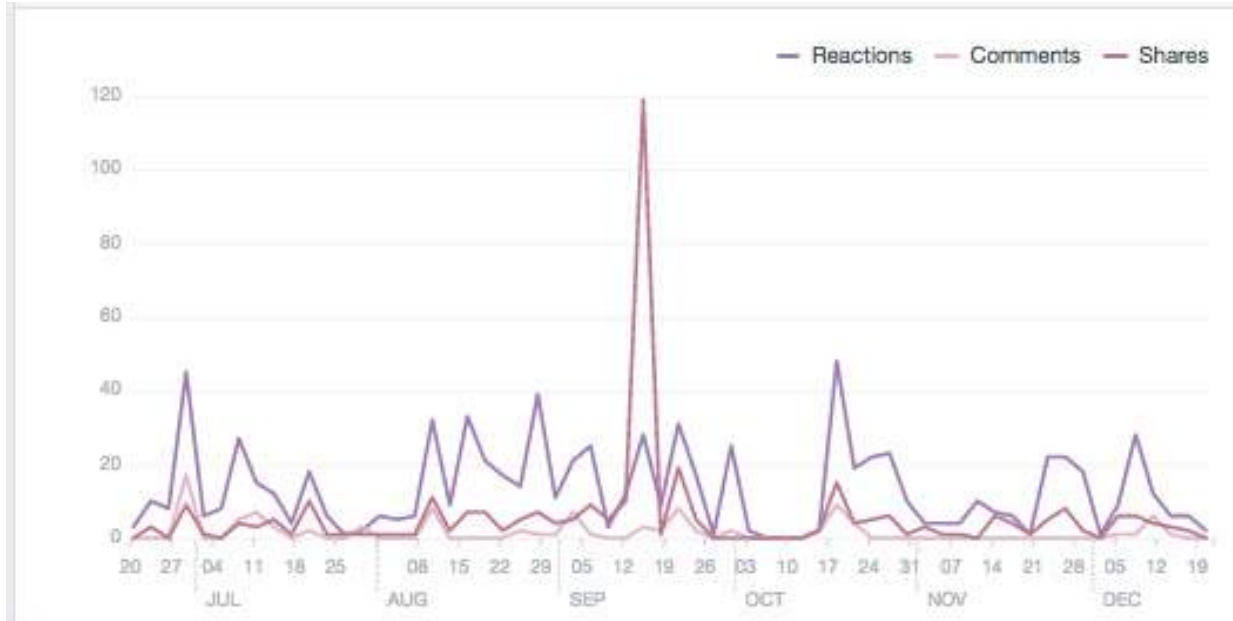
Over 5,000 Likes in just six months (Post likes and shares.)





Reactions, Comments & Shares:

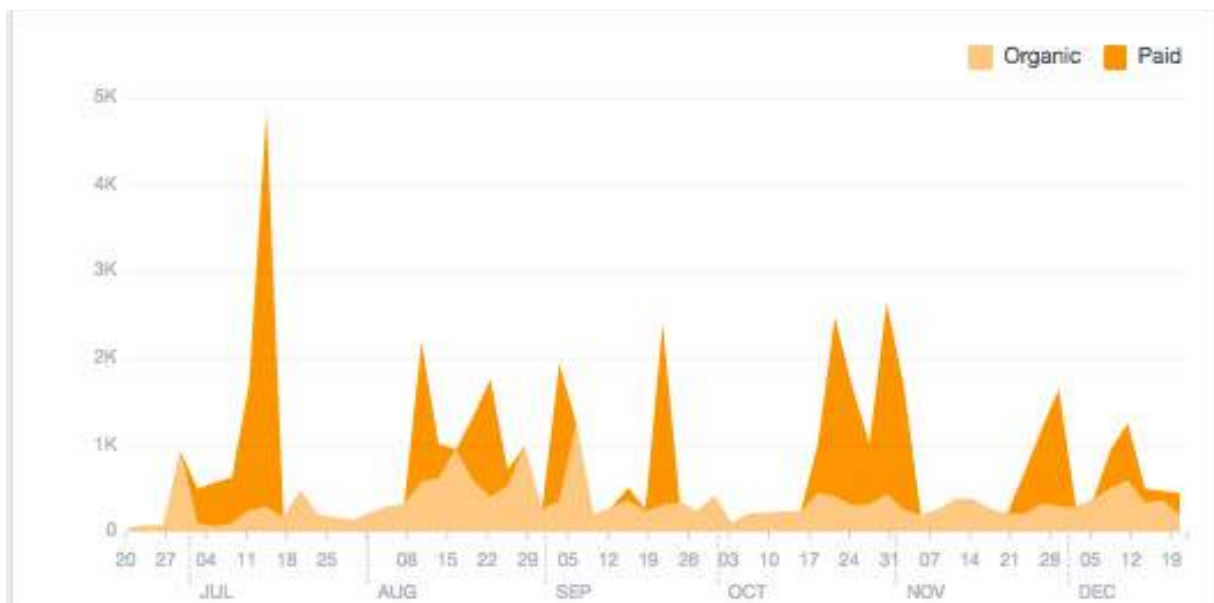
Peaks in activity coincide with ad and blog appearances, social posts, and boosted posts.



Post Reach – the number of people your posts were served to:

Organic post reach averaged 348 people per post over the six month period.
(For paid post reach, see pages 7 and 8)

People Reached in last 28 days





Geographic Reach

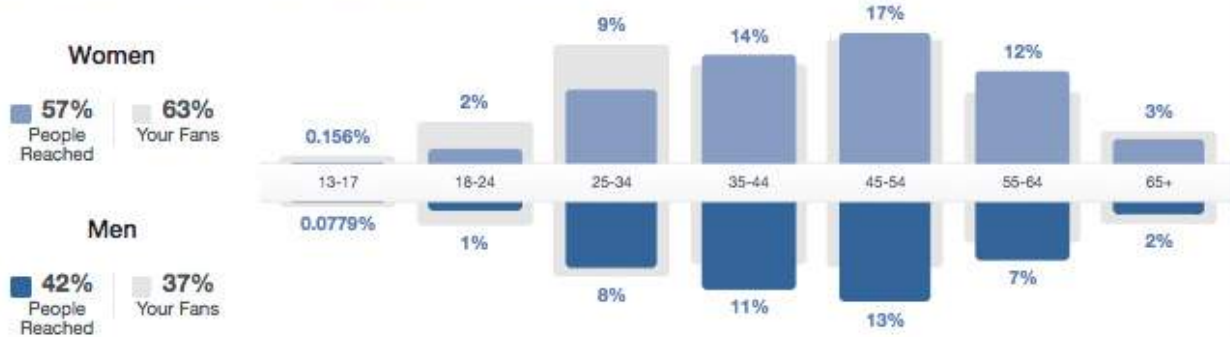
Your Facebook posts are reaching across the Hudson Valley. Top markets include Wawarsing, Poughkeepsie, Kingston, Newburgh, NYC, Wallkill, Middletown, Kerhonksen, Saugerties, Wappingers Falls, New Paltz, Accord, Highland, Warwick, Peekskill, and Goshen.

Women constitute 57% of people reached, but 63% of your fans.

Men account for 42% of people reached, but 37% of your fans.

See age breakdowns below.

The number of people your post was served to in the past 28 days.



Country	People Reach...	City	People Reach...	Language	People Reach...
United States of America	10,088	Wawarsing, NY	695	English (US)	9,590
United Kingdom	35	Poughkeepsie, NY	489	Spanish	391
Germany	15	Kingston, NY	448	English (UK)	128
India	13	Newburgh, NY	433	Spanish (Spain)	81
Canada	12	New York, NY	330	German	16
Peru	12	Wallkill, NY	252	Korean	6
Puerto Rico	11	Middletown, NY	222	Japanese	6
Mexico	7	Kerhonkson, NY	212	Arabic	5
Czech Republic	7	Saugerties, NY	202	Russian	4
Japan	6	Wappingers Falls, NY	183	Italian	4



Instagram

- Posted content 1-3 x a week since June.

Instagram Post Likes:

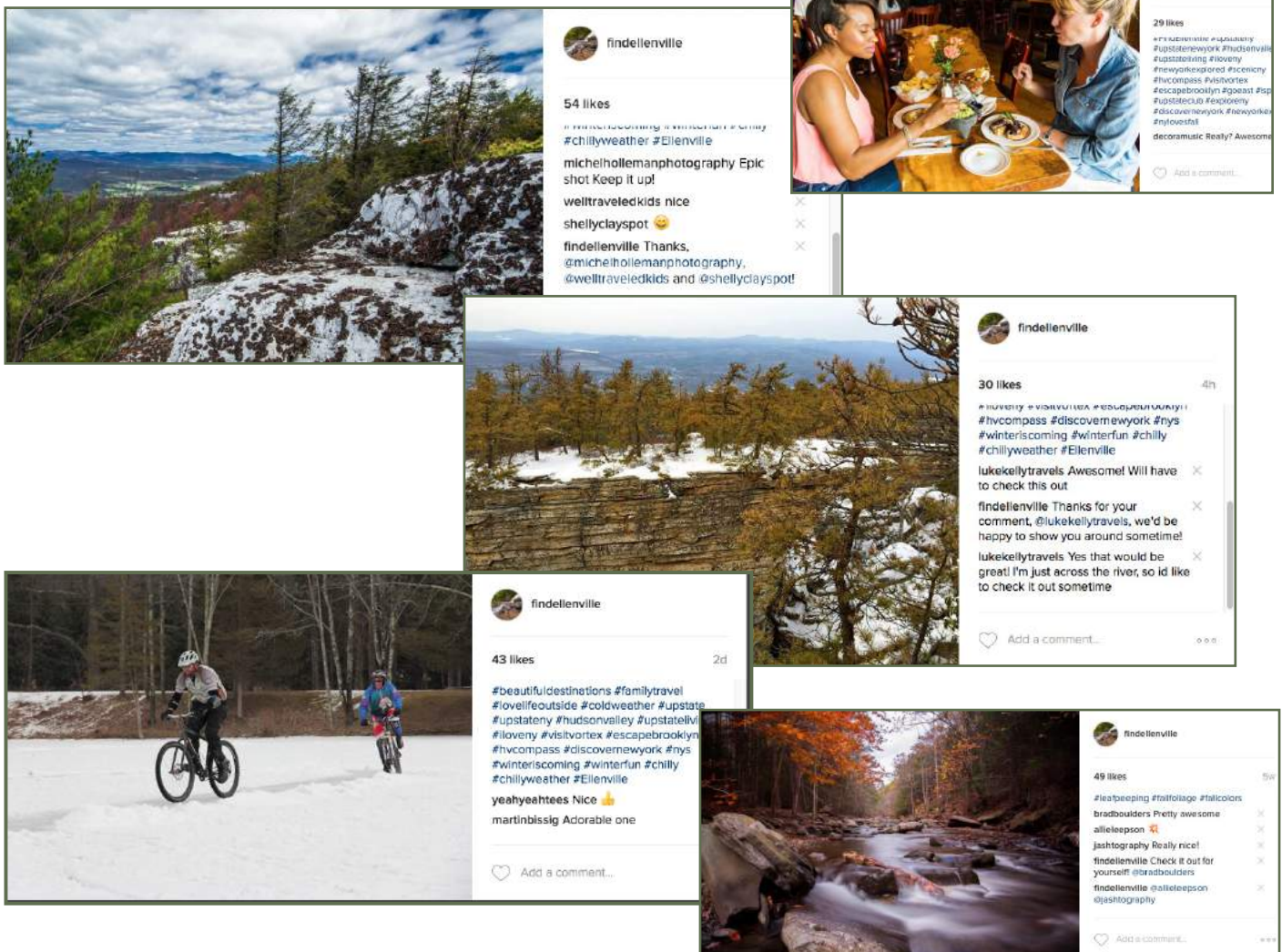
June 2016 – October 2016: Avg 5 – 10 likes

October 2016 – December 2016: Avg 20 – 50 likes; Avg 1-2 comments per post

- Follow local businesses, tag local businesses
- Follow prominent hikers, local adventurers.
- Add popular hashtags in comments to boost reach.

Instagram Comment Examples:

- Response from local influencers, including Luke Kelly, interested in visiting area.
- Response from world travelers.





Blogs

Search algorithms reward original content, such as blog posts. Find Ellenville blogs drove inbound links and visitors to your web site.

Some of the most popular blog posts were:

- The Top Ten Places to Take a Selfie in Ellenville
 - 164 visits
- Five Ways to Weekend in Ellenville
 - 24 visits
- We Found Marcus Guiliano, Who Founded Aroma Thyme
 - 16 visits
- The Top Ten Ways to Spend an Afternoon in Ellenville
 - 302 visits
- We Made Fall Famous
 - 26 visits
- We Found This Creamed Corn Recipe
 - 49 visits
- Blogs Landing Page
 - 28 visits
- Find the Perfect Gift at the French Corner
 - 17 visits
- Find Your Last-Minute Christmas Gifts in Ellenville
 - 10 visits

ADVERTISING

Goals:

- Drive visitation to web site and social media platforms

Measured by:

- Web traffic
- Reach (how many people received your message)
- Click-throughs
- Word-of-mouth and Search



Digital Ad Results

Media	Date Run	Impressions	Click-Thrus	Click Thru Rate	Emails Sent	Emails Opened	Open Rate
Adventure Cyclist	August	247,474	220	.09%			
American Hiker enews	Aug. Sept.		6 19	1% 4%		5,077 4,771	
Chronogram - enews	August 25		150	2.90%	5,070	1,400	27.6%
Chronogram - "Find Ellenville" online article	August	388 page views					
Chronogram - enews	Sept. 15		17	3.10%	5,050	1,600	31.6%
Chronogram - "Eat Ellenville" online article	Sept.	807 page views					
HV Today Enews	August Sept.		4,242 425	15.8% 16.45%	184,743 15,754	26,900 2,583	14.5% 16.40%

Click-Through Rates and Open Rates are well above industry norms and constitute a good return on the advertising investment.



"Find Ellenville" Marketing Program Community Testimonies:

"I noticed that we are receiving more inquiries about Minnewaska State Park and ski locations."

Cindy Tejeda, Guest Services Manager at Honor's Haven Resort and Spa.

"I feel it is helpful to anyone connected to social networking... It has been helpful to my business and me. People have come into Mimmy's and said they saw us on the Internet and found us."

"I enjoy seeing all the photos of all the businesses and tourist destinations that our area offers and I believe that more people are aware of those destinations as a result of the marketing." Kimberly Warren, Owner of Mimmy's.

"I am positive that Find Ellenville is making a difference in our business district. Your company (BBG&G Advertising) has a personality of its own and it is definitely a snowball effect when it comes to generating marketing."

Luis Diaz, Chef and Owner of Marbella Ristorante

"I have liked Find Ellenville on Facebook and do see the daily posts, which are great! One restaurant has mentioned the partnering of local businesses with discounts at each establishment that Find Ellenville has helped to promote."

Jerry Maier, Ellenville/Wawarsing Chamber of Commerce.

"It seems as if there has been an increased interest in our community since your campaign began. Those who have dealt with your firm (BBG&G Advertising) directly, me included, have appreciated your approachability and quick responsiveness."

Mark Craft, Ellenville/ Wawarsing Chamber of Commerce.

The Trail Map & Brochure is well liked and used by visitors to Sam's Point."

Hank Allicandri, Sam's Point

"The Library is looking forward to partnering with BBG&G again for Bikeville 2017. We appreciate the support and promotion we have received from the marketing program, and the ability and willingness of BBG&G to get things done."

Asha Golliher, Outreach Librarian, Ellenville Public Library & Museum

"Find Ellenville has been very beneficial to this community. The marketing program has provided exposure through multiple channels, helping local businesses gain awareness and store traffic. It is making a difference in this small town on various levels. Continuing the program will drive further positive momentum and economic impact, while abandoning it will only hamper the town's revitalization and stall long term benefits. It would be in the best interest for the Ulster County Economic Development Alliance to continue the marketing program."

Richard Remsnyder, Director of Tourism, Ulster County.



2017 MARKETING PLAN

Objectives

- Grow traffic and visitation
- Turn daytrippers into overnighters
- Entice business development

Audience Segments

- Bikers – both leisure, family, and serious mountain bikers/“adventure cyclists”
- Runners
- Hikers
- Hang Gliders
- Local/regional Foodies
- Motorcyclists
- Local/regional small businesses

Tactics

Web Site

- Continue to expand and enhance User Experience
- Add ongoing content to drive marketing outreach and SEO

Blog

- Continue to promote the people, events, and businesses of Ellenville, as well as provide interesting, fun, and useful content to attract viewers and enhance SEO

Packages & Itineraries

- Review and update packages and itineraries as needed for best efficacy

Digital

- Continue to leverage digital media appearances
- Include a retargeting campaign in digital program

Advertising

- Selected advertising to niche audiences
- Advertising to local audiences via vetted media
 - Chronogram, Shawangunk Journal
 - HV Today (Hudson Valley Magazine)

Placemaking and Wayfinding

- Finalize and produce Community/Trail Map Posters in central locations and Kiosks



Automated Marketing

When we built the web site during 2016, we embedded the required code to begin to track visitor interaction and engagement. For 2017, we recommend moving to the next phase and building dynamic lists of visitors based upon their behavior and interests. This will allow us to utilize Marketing Automation and programmatic digital programs to deliver tailored content to travelers – whether they are restaurant goers, hikers, bikers, or locals.

- Track, measure, and assess how visitors are referred to website, interact with it, what they are interested in, and how to best engage with them
- Assess consumer interaction to better understand cross-channel flow and consumer interaction between devices
- Build dynamic lists of customers based on their interests, with whom they intend to travel with, level of engagement, and web behavior
- Communicate with recipients based on the parameters above

Public Relations

Continue to promote and publicize the events, attractions, and recreational opportunities available in Ellenville/Wawarsing:

- Economic Development Opportunities & Grants
- Marketing Milestones
- Promote the trail projects being done, new signage and wayfinding
- Publicize events
- Promote packages and itineraries
- Hunt Memorial Building 100th Anniversary
 - Create a sense of year-long celebration
 - Promote Anniversary events
 - Help drive financial support for building upkeep and maintenance

Social Media

- Continue to build brand awareness and inspire travel within the Hudson Valley community and other segments, by showcasing Ellenville’s “finding” opportunities
- Drive website referrals to key pages on the new website including highlighted events, itineraries, and select landing pages
- Increase downloads of maps and itineraries
- Add content for add SEO and customer value benefit
- Increase followers, brand mentions, post likes, reach and comments
- Utilize the branded hashtag, #FindEllenville on Facebook, Twitter, and Instagram to aggregate content on Ellenville’s website. Also use #EllenvilleNY to generate more activity to the area.



Facebook

Strategy:

- Post a mix of relevant informative and inspirational content 2x a day, 7 days a week
- Share travel experience of past visitors who tag Ellenville in their posts or use the branded hashtags, after receiving permission
- Monitor page feed and actively engage with users and influencers on a weekly basis. This includes responding to direct messages, comments, and tagged posts, in addition to liking, commenting and sharing relevant content from news feed.
- Like the following pages: local attractions, travel publications, travel bloggers, and niche audience related accounts, and maintain as frequently as possible
- Employ Facebook ads and boosted posts to promote key attractions, packages, and economic development
- Measure the following analytics on a monthly basis: page likes and engagement

SEO Page Enhancements:

- Include keywords in page descriptions
- Utilize the call to action button to drive bookings
- Regularly add new photo albums from recent events and highlight top attractions
- Change cover photo seasonally to reflect seasonal attractions and upcoming events

Twitter

Strategy:

- Post a mix of relevant informative and inspirational content 2x a day, 7 days a week
- Share user generated content travel experience of past visitors who tag Ellenville in their posts or use the branded hashtag, after receiving permission
- Monitor page feed and actively engage with users and influencers on a weekly basis. This includes responding to direct messages, comments, and tagged posts, in addition to liking, commenting and re-tweeting relevant content from news feed.
- Follow and respond to conversations relating to the following keywords:
 - EllenvilleNY
 - Hiking in NY
 - Mountain Biking in NY
 - Bicycling in NY
 - Hang Gliding in NY
- Utilize 2-3 relevant hashtags per post to expand reach.
- Measure the following analytics on a monthly basis: followers and engagement.

SEO Page Enhancements:

- Include keywords in page descriptions
- Change profile and header photo seasonally to reflect seasonal attractions and key upcoming events.



Instagram

Strategy:

- Post high quality inspiring visual content 2x-3x a week
- Monitor page feed and actively engage with users and influencers on a weekly basis
- Follow local attractions, organizations and industry leaders
- Measure the following analytics on a monthly basis: followers and engagement
- Use a rich plethora of hashtags to engage users based on season or subject

Ex: "Food" - #FindEllenville #EllenvilleNY #Ellenville #upstate #upstateny #hudsonvalley #upstatetraveling #escapebrooklyn #discovernewyork #nys #food #instafood #yummy #instagood #nomnomnom #foodoftheday #foodofinstagram

Pinterest

Strategy:

- Share relevant high quality content, including photos, videos and articles
- Engage with users and influencers by liking, repinning and commenting on pins
- Monitor page feed and actively engage with users and influencers

YouTube

Strategy:

- Post videos, as budget allows and utilize keywords tags to expand video's reach.
- Add annotations at the end of each video with a unique call to action, such as: subscribe now, watch next video, download Finding Yourself in Ellenville brochure
- Continue to build playlist which curates content from outside sources that feature Ellenville's attractions and activities.

Meetup.com

- Maintain profiles for Find Ellenville and continue to engage with local groups, inviting them to explore the outdoors, history, and food in Ellenville.

Reddit

- Continue to post blog posts, upcoming events, and trail map in hiking, mountain biking, and Hudson Valley related forums.

Events

Build on 2016 events to offer people opportunities to enjoy and participate. We will provide event planning and coordination, promotion, and administrative support.

- June – Bikeville. Ellenville Library & Museum has already expressed interest to partner again for Bikeville 2017.
- Paint the Town Blue 2017
- Hunt Memorial Building 100th Anniversary activities and events



Business Empowerment

- Provide support and empowerment to Chamber Members and business community:
 - Distribute quarterly enewsletters through the Chamber and Rondout Valley Business Association, providing social media tactics and the importance of keeping an up-to-date profile on Yelp, Trip Advisor, Kayak, etc.
 - Distribute "Find Ellenville" window stickers
 - Encourage businesses to have websites and adequate web presence so cyclists, diners, event-goers and runners on the trail can find them
 - Maintain close ties and collaboration with community business partners, promoting their businesses, events, and happenings via the event calendar, social media posts, and public relations.
 - Continue to tell the stories of successful businesses in Ellenville via blog posts and social media
 - Promote Ellenville to entrepreneurs via digital and print advertising, social media posts, and blogging



2017 BUDGET

Estimated Agency Services & Tasks

Social Media Strategy & Implementation, including Blogging

Strategy, content development, implementation and management
.....\$ 12,000

Web Site Maintenance & Ongoing Enhancement

Ongoing maintenance and reporting on web stats, lead generation, conversions, tracking metrics, etc.\$ 5,000

Public Relations

Press releases, pitches, and follow-up with key media.
.....\$ 10,000

Event Planning & Coordination

Event planning and coordination, promotion, and administrative support
.....\$ 7,500

Marketing Automation

Build and implement automated marketing program, setting up dynamic forms, workflows, segmented customer leads, and customized e-marketing.
.....\$ 6,000

Creative & Marketing Services

Creative development of advertising and marketing tools needed; updates of existing tools and advertising (print & digital); signage
.....\$ 5,000

Media Placement

(Print, digital, content sponsorship, etc.)\$ 13,000

Miscellaneous

(Photography, printing)\$ 4,000

Summary: \$62,500 - \$6,000 remaining 2016 budget = \$ 56,500

Proposed 2017 budget represents our recommendations for the most effective promotion of Ellenville/Wawarsing. If further budget reductions are needed, then Marketing Automation can be eliminated, and budgets for social media, public relations, and advertising adjusted down slightly.