

# Marketing and Advertising Campaign

Ulster County Economic Development Alliance  
September 5, 2017

# Summary of all activities

- 1. Lead Gen: Facebook Advertisements/Google Adwords**
- 2. Social Media**
- 3. Print Advertisements -- Chronogram, Upstate House, Upstater**
- 4. Photography**
- 5. Content development -- for website and social media**
- 6. Coherent visual identity and established brand presence**
- 7. Video production (ongoing)**

# Facebook - Lifetime

# Facebook

	June	July	August
Engagement (clicks)	279	1,055	1,046
Reach	30,211	51,765	73,792
Cost per month	\$232.39	\$351.94	\$546.85

# Adwords - Lifetime

# Adwords

	June	July	August
Engagement (clicks)	342	596	794
Reach	30,211	51,765	73,792
Cost per month	\$232.39	\$351.94	\$546.85

# August Adwords - Detailed

Campaign	Clicks	Impressions	CPC	Total Cost
Food & Bev	135	8294	\$ 2.91	\$ 392.84
Tech/Mfg	184	10591	\$ 2.36	\$ 434.42
Film	474	18299	\$ 2.45	\$ 1,159.70
Brand	2	321	\$ 4.80	\$ 9.59



**New for September**

**Brand Campaign - Increased  
Visibility  
Retargeting Ads**

# Retargeting Ads



ULSTER COUNTY NEW YORK  
the future of filmmaking is here

 **Ulster County**  
OFFICE OF ECONOMIC DEVELOPMENT  
County Executive Michael P. Hein

let's get started

This advertisement features a man in a hat and vest operating a professional video camera in a workshop setting. The text at the top reads "ULSTER COUNTY NEW YORK" in blue and "the future of filmmaking is here" in white. The bottom left contains the Ulster County seal and the text "Ulster County OFFICE OF ECONOMIC DEVELOPMENT County Executive Michael P. Hein". The bottom right has a blue box with the text "let's get started" in white.



ULSTER COUNTY NEW YORK  
manufacturers succeed here

 **Ulster County**  
OFFICE OF ECONOMIC DEVELOPMENT  
County Executive Michael P. Hein

let's get started

This advertisement features a man in an apron working at a pottery wheel in a workshop. The text at the top reads "ULSTER COUNTY NEW YORK" in blue and "manufacturers succeed here" in white. The bottom left contains the Ulster County seal and the text "Ulster County OFFICE OF ECONOMIC DEVELOPMENT County Executive Michael P. Hein". The bottom right has a blue box with the text "let's get started" in white.

# New for September

# Updated Landing Pages

[Tech/Manufacturing](#)

[Brand](#)

[Film](#)

[Food/Beverage](#)

# New for September

## WDST Ads - 30-second/15-second

**ATTENTION ALL BUSINESS OWNERS AND ENTREPRENEURS! County Executive Mike Hein would like you to know that Office of Economic Development is here to help you accomplish your business goals. 845-340-3556 or [ulsterforbusiness.com](http://ulsterforbusiness.com). Ulster County: Do Business Differently.**

# **New for September**

## **Bottom-of-the funnel outreach:**

**Direct prospecting and research**

**New for September**

**UlsterforBusiness.com Launch  
Week of September 11**

# **Lead Generation**

**Introducing...**  
**Samm Liotta!**

**Samm will be another resource on the account and will utilize her community relations skills to enhance communications with paid vendors, internal and external resources, and lead prospects.**



**Samm Liotta**

**[samm@luminarymedia.com](mailto:samm@luminarymedia.com)**

**845-334-8600 x 114**