



CASE STUDY: nelson county tourism

GOAL: Increase brand awareness of Nelson County, Virginia, and all there is to offer visitors, specifically targeting Roanoke, Raleigh/Durham, NC, Virginia Beach, and Richmond, VA, through the Virginia Tourism “WanderLove” 2022 campaign.

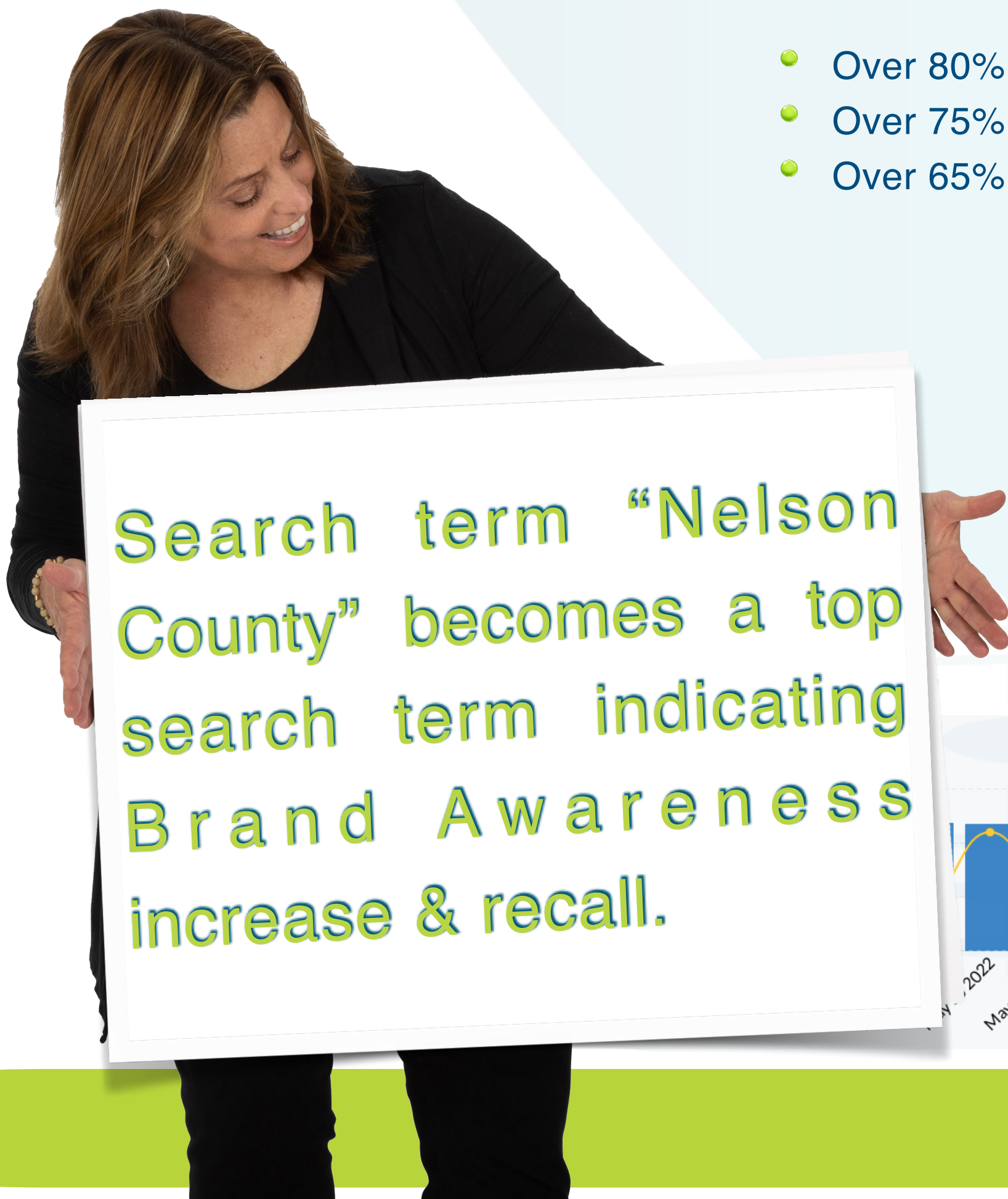
6 month RESULTS summary:

- Search term “Nelson County” moved to top of search terms to website, indicating brand recall, brand awareness, and brand recognition.
- Top 5 cities to website changed to include areas being targeted by ads: Virginia Beach, Roanoke & Richmond.
- Landing pages for website changed to campaigns that mentioned specific locations in campaigns, like Crabtree Falls.
- Home Page moved to top of Landing Page (from Blue Ridge Tunnel page, which always dominated the landing page based on years of promotion.)



Instrumental in developing clean logo with graphic designer. The logo had to work with the assets from Virginia Is For Lovers WanderLove campaign, as well as stand on it's own.

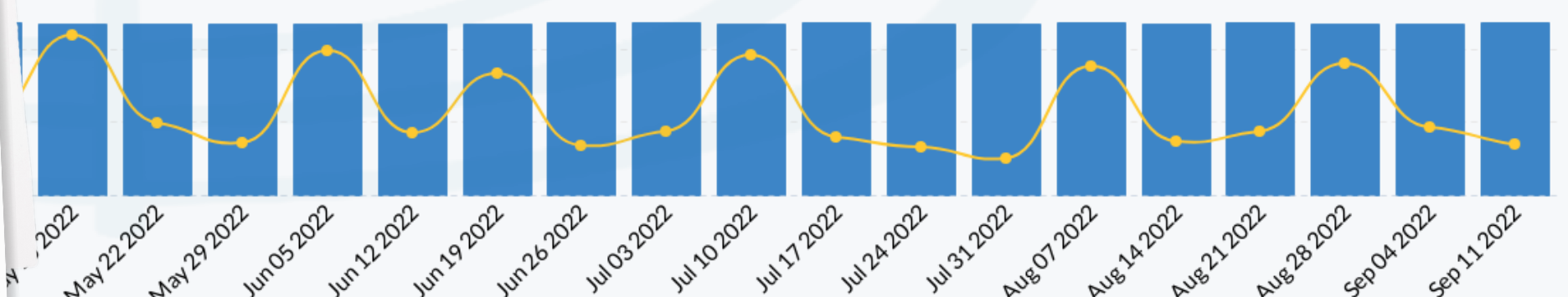
- Over 80% on average viewed video ads a quarter of the way through.
- Over 75% on average viewed video ads to the halfway mark.
- Over 65% on averaged viewed entire video ad



Search term “Nelson County” becomes a top search term indicating Brand Awareness increase & recall.



metrics that tell a story:





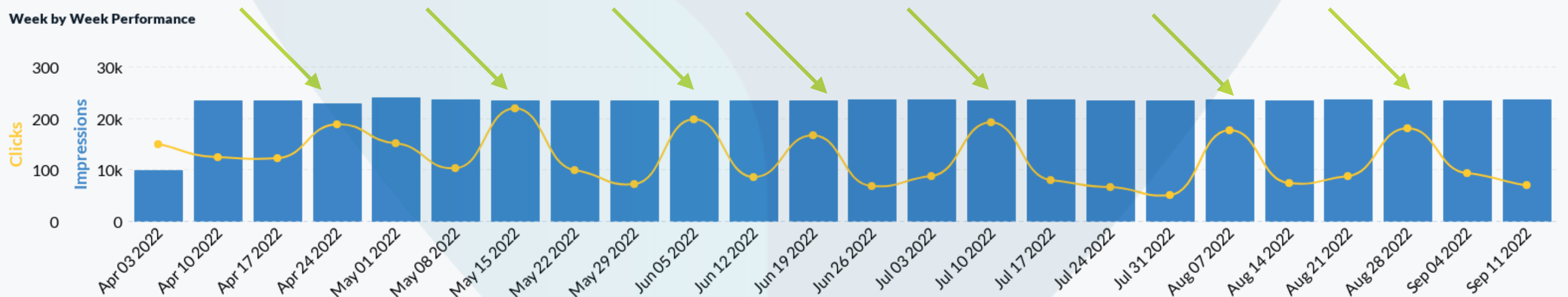
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- 13,500 direct clicks to website from ad campaign.
- Over 3 Million Impressions served.

metrics that tell a story:



When the messaging was changed, the metrics moved with the new creative. Shown below: Bounce in traffic with Mother's Day/Memorial Day/Father's Day/4th of July/Summer/Dark Skies creative changes.



The blue bar = Impressions, the Yellow = Clicks.

This shows us that people are seeing the ads and they know our product, and will engage when something new comes by, especially if it's something they will be interested in. Mobile ads can remind people they want to go to your website, and long-term consistency, with frequent creative updates is the key to their success.

Email list UP 600 NEW members.
Facebook page likes UP 77%.
Facebook page reach UP 89%.
Instagram reach UP 99%.
Email database 100% growth



EST 2020

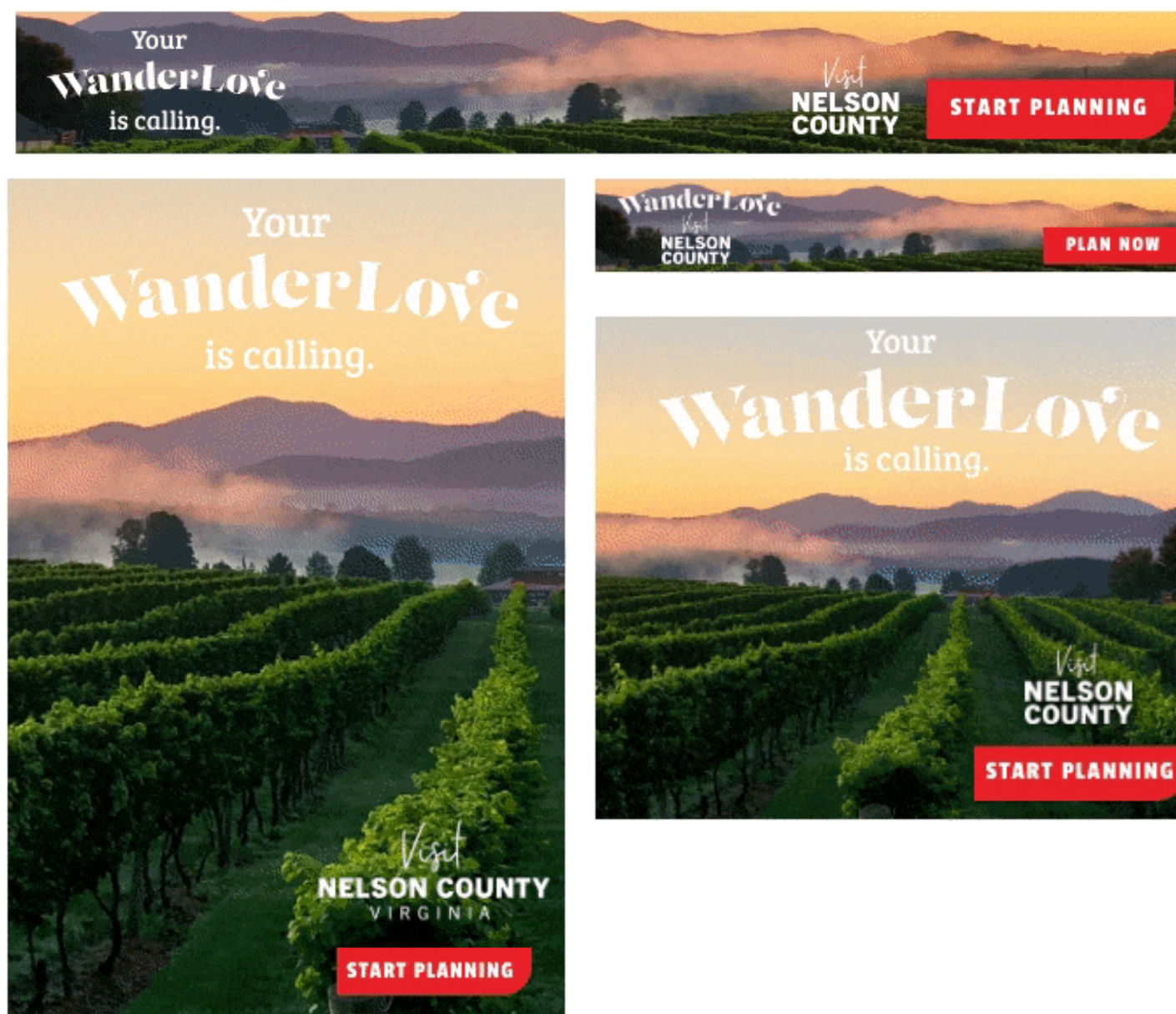
ANNE FLINN ADVERTISING
WE FIND PEOPLE





CASE STUDY: nelson county tourism Campaign strategy

MOBILE



SOCIAL MEDIA



VIDEO PRE-ROLL ADS

