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Visit 1000 Islands

Meetings Market Mid-Campaign Report

June 14 - July 31, 2024

PREPARED FOR:
Visit 1000 Islands
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WORKSHOP

Summary

This report covers the Meetings Market paid media campaign from June 14 to July 31, 2024.

Goal

The goal of the Meetings Market campaign is to Increase awareness of the New York portion of the 1000 Islands as a corporate and association/club meetings-friendly destination.

Strategy

To achieve the above goals, we used a strategic mix of digital media tactics. We focused on these tactics and channels because they offered the greatest return during each stage in a meeting planner's decision-making process. Our team researches your target audience to determine their media consumption habits by their demographics, attitudes, electronic devices, and frequented media channels. We employ unique tools to find specific data about your audience which enables us to hyper-target based on behavior, context, geographic location, and even time of day. Utilizing powerful content as the main medium to deliver across multiple touch points, we engaged the meeting market to engage with the Visit 1000 Islands brand.

Audience Segments

- **Primary:** Event & meeting planners and coordinators, corporate decision maker
- **Secondary:** Interested in business travel, conference & meeting centers

Geographic Targets

- **Primary:** Syracuse, Utica, Rochester, Buffalo, Albany, and Philadelphia DMAs

Tactics Used

- Digital
    - Paid Social - Meta
    - Paid Social - LinkedIn
    - Native Advertising
    - Retargeting

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Paid Social - Meta

- Facebook is the #1 social media site used by our target audience as well in the U.S. and has the highest engagement rates amongst all tactics utilized.
- Facebook offers several different types of advertising campaigns that run in conjunction with the Facebook newsfeed ads. These campaigns include Instagram and Audience Network.
- Utilizing Instagram and Audience Network increases our reach beyond the Facebook platform.

Overall

- Impressions: 1,008,300
- Reach: 369,349
- Frequency: 2.73
- Clicks: 9,957
- CTR: 0.99% (10% above the 0.90% average for a standard Meta Travel campaign)

- Reactions: 380
- Comments: 4
- Shares: 28
- Saves: 28
- Engagement: 7,014

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Campaign Demographics

Age and gender distribution

| | All ▼ | Results ▼ |

Men
31% (2,059)
Cost per result: $0.48

Women
67% (4,380)
Cost per result: $0.45

Paid Social - LinkedIn

- LinkedIn has a membership of more than 1 billion users
- LinkedIn advertising has more than quintupled in the last five years
- Audiences exposed to brand and acquisition messages on LinkedIn are 6x more likely to convert than those who only saw one of the two

Overall

- Impressions: 171,901
- Reach: 70,094
- Frequency: 2.45

- Clicks: 3,374
- CTR: 1.96%
- Avg. Dwell Time: 17s

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Performance by Job Function

Name	Impressions	Clicks	Average CTR
Operations	20,142 (11.72%)	383 (11.35%)	1.9%
Business Development	12,528 (7.29%)	216 (6.4%)	1.72%
Education	11,133 (6.48%)	208 (6.16%)	1.87%
Healthcare Services	10,122 (5.89%)	198 (5.87%)	1.96%
Sales	8,946 (5.2%)	151 (4.48%)	1.69%
Administrative	7,559 (4.4%)	150 (4.45%)	1.98%
Community and Social Services	7,142 (4.15%)	140 (4.15%)	1.96%
Customer Success and Support	7,081 (4.12%)	168 (4.98%)	2.37%
Arts and Design	5,750 (3.34%)	115 (3.41%)	2%

Native Advertising

- Native advertising is a form of display advertising that integrates branded content into the organic experience of a website. The rise of native was born out of the need for advertising to be less disruptive to the user experience. Native ad units conform to the look and feel of other content on a site.
- Native ads are sometimes referred to as "sponsored stories."
- Usually, the content will be non-promotional in nature, meaning there is no direct call-to-action.
- The content provides value not aimed at selling a product but by providing valuable information while enhancing brand authority on specific subjects.
- Native runs across all devices - desktops, mobile, & tablets, and all channels – video, display and social.

Overall

- Impressions: 260,714
- Clicks: 1,698
- CTR: 0.65% (117% above the native advertising CTR benchmark of 0.30%)
- Website Visits (not including clicks): 1,214
- Avg. Time on Site: 47s

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Meet Me in the 1000 Islands! Plan Your Event Today

Find the ideal blend of business + leisure! These stunning waterfront resorts + cozy hotels make for the perfect event.

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1000 Islands Venues: Find Rooms for 25 to 1,000

Gather in the 1000 Islands! With a variety of venues from cozy to grand, it's the ideal spot for meetings + conferences.

Retargeting

- Retargeting allows a brand to further communicate a message to a user who has engaged in some way with a brand.
- For example, if a user visits your website and leaves without completing a goal (e.g. email sign-up, downloads, purchases, etc.) we can then serve ads to the user once they have left, keeping you at the top of mind and ultimately enticing them to return to the site to complete one of the identified goals.
- For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.
- Retargeting is a bottom funnel tactic with one of the highest conversion rates among all tactics. A clear, well-defined goal should be set in place before a retargeting campaign begins.
- Website visitors who completed the goal or conversion will be excluded from retargeting.

The audience included website visitors of /meetings-conferences from the past 30 days

Overall

- Impressions:170,432
- Clicks: 719
- CTR: 0.42% (180% above the retargeting campaign benchmark of 0.15%)
- Website Visits (not including clicks): 608
- Avg. Time on Site: 48s