

2018 Marketing and Advertising Review



2018 Google Adwords Campaign Reach



Campaign Start Date: May 1, 2018

Campaign End Date: August 7, 2018

Total Impressions

324,767

Total Clicks

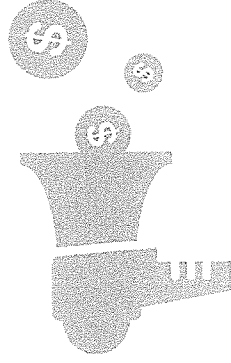
1,303

Total Conversions

5

Toward the beginning of August, Luminary recommended a pivot in PPC spending to the Facebook platform. Upon approval, we paused the Google Adwords campaign. No PPC spending as occurred since the campaign was paused. Campaigns are currently being created and are expected to launch in October on Facebook. These campaigns will be centered around the previously produced manufacturing and film videos with a CTA to drive traffic to UlsterForBusiness.com or UlsterForFilm.com. These campaigns will be set up to run through the end of 2018.

Event Sponsorships



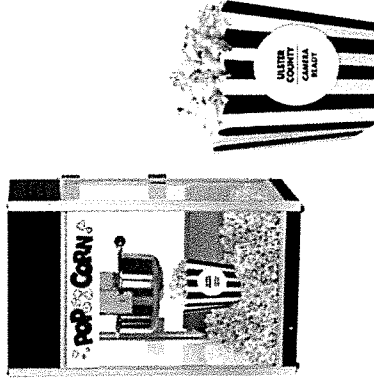
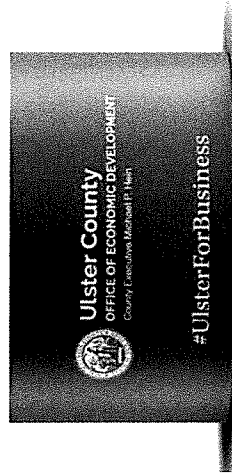
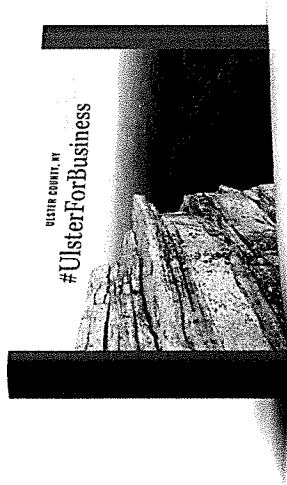
Woodstock Film Festival - October 2018 - Promoting Ulster for Film

- Event presence with booth material creation
- Email blast presence (2) to attendees and film producers
- Logo with link on website
- Full page ad in program
- Passes to WFF events

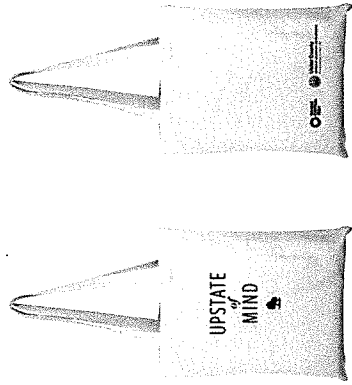
Tech Up for Women - November 2018 - Promoting Ulster for Business

- Event presence with booth material creation
- Email blast (3) to attendees prior to event
- Logo and bio with link on website
- Full page ad in program
- Press Release highlighting Ulster County sent to attendees

Event Execution - Material Creation



GCT North - Planning and Follow Up



Key Responsibilities

- Assisted with planning and coordination of kick-off event in NYC
- Attended kick-off event in NYC
- Created promotional materials for marketing and use during the summer
- Created welcome tote bags for each participant with UCEDA guides
- Assisted with answering participant questions about the area
- Conducting interviews with kick off event attendees and GCT North participants for feedback
 - 1 business is renting space from the Senate Garage and has moved upstairs
 - Interviewed 8 event attendees.
 - Have 1 GCT North participant interview completed
 - Have appointments scheduled with 3 others this week

