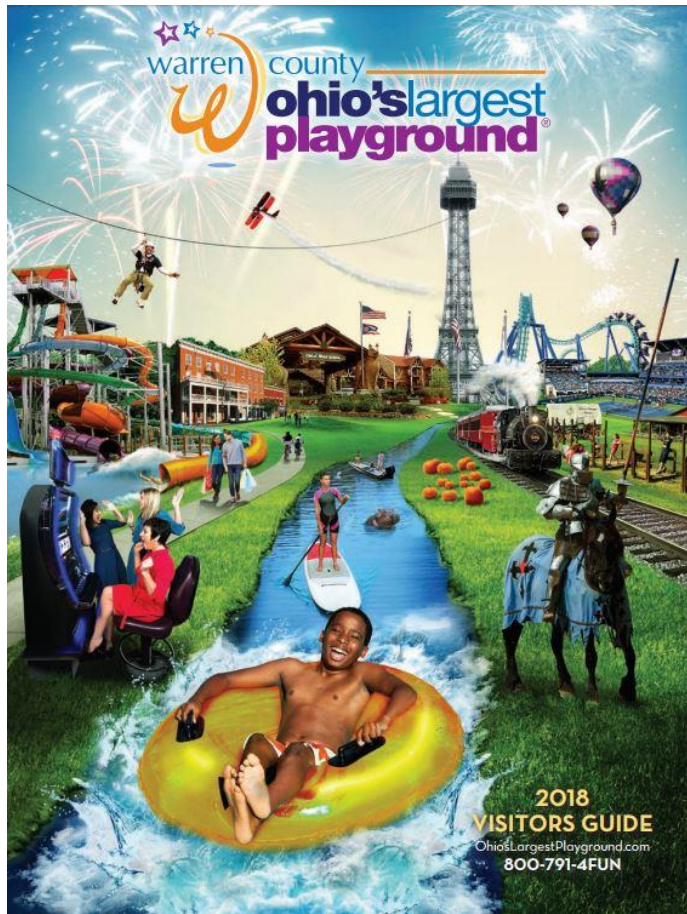




MARY FESSLER, DIRECTOR OF MARKETING

# MEDIA TRACKING ON A (NONEXISTENT) BUDGET

# TARGET MARKETS



## Evaluate:

- Visitors Guide Request Sources
- Market Penetration
- Similar Markets

## Tools:

- Export from iDSS for Print
- Google Analytics & Blue Toad for Digital & Downloads
- U.S. Census Site & Media Contacts

# ADVERTISING



## Evaluate:

- Quantity – Leads/Clicks
- Quality – Clicks/Website Traffic
- Circulation AND Readership

## Tools:

- Checkerboard Buys
- Google Analytics (tags)
- Audit Statements
- Excel



# SOCIAL MEDIA

share tweet like  
pin play

For deals, discounts, reviews,  
reservations, stories, and more,  
follow us on social media!

-  [OhiosLargestPlayground.com](http://OhiosLargestPlayground.com)
-  [Facebook.com/OhiosLargestPlayground](https://Facebook.com/OhiosLargestPlayground)
-  [Twitter.com/WarrenCountyOH](https://Twitter.com/WarrenCountyOH)
-  [Pinterest.com/WarrenCountyOH](https://Pinterest.com/WarrenCountyOH)
-  [YouTube.com/WarrenCountyOH](https://YouTube.com/WarrenCountyOH)
-  [Instagram.com/WarrenCountyOH](https://Instagram.com/WarrenCountyOH)
-  [Snapchat.com/add/WarrenCountyOH](https://Snapchat.com/add/WarrenCountyOH)
-  [StoriesFromThePlayground.com](http://StoriesFromThePlayground.com)

## Measure:

- Followers +/-
- Interactions
- Best Post Times
- Site Traffic Generated

## Tools:

- Channel-inherent
- Union Metrics (Amplified Impressions)
- Google Analytics

# COMPETITIVE



## Evaluate:

- Social
- CTR
- Travel Patterns

## Tools:

- Social Sites Open Analytics
- Advertising Partners Data Specific to them & Industry Standards
- Free Data from US Dept. of Commerce - <https://travel.trade.gov/>
- Excel



# MARY'S FAVORITE FREE (OR NEARLY FREE) TOOLS

- Excel
  - Play with charts/graphs
- Excel Add-On - <https://www.asap-utilities.com/>
  - Dissect data differently, clean up data cells, more graph options
- US Dept. of Commerce - <https://travel.trade.gov/>
  - Information on where travelers are coming from and why
- <https://piktochart.com/> and <https://infogram.com/>
  - Free infographics tools
- Union Metrics (now owned by TrendKite) <https://unionmetrics.com/>
  - Social trackers INCLUDING amplified impressions for Twitter



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