Classic Towns – Fiscal Year 2013 Status Report

Summary

This status report outlines the marketing tactics and activities used to promote the Classic Towns program between July 2012 and June 2013.

Transit Advertising

In fiscal year 2013 we continued our previous transit advertising campaign on SEPTA, New Jersey Transit, and PATCO. We maintained the three different creative ads to reflect the seasons in which the ads would run.

To improve our ability to track how many people viewed the ads, we added unique QR codes to each ad. The SEPTA ad resulted in 30 visits to the website through the QR code, the NJ Transit ad resulted in 21 visits to the website through the QR code, and the PATCO ad resulted in 27 visits to the website through the QR code. That comes out to 79 immediate visits to the website using QR codes. These numbers are good considering the following facts:

- Some people don’t know what QR codes are.
- Not everyone has a smartphone and not everyone with a smartphone has a QR code reader app.
- To read a QR code, your phone has to be within a foot of the code to scan it. On a train this may be a challenge because people have to get out of their seats and go up to the poster. During rush hour when people are standing in the aisles this would be even harder.
- Some people would prefer to type the URL that is printed on the posters into their mobile phones. Some people would prefer to write down or remember the URL and visit the site at a later time.

<table>
<thead>
<tr>
<th></th>
<th>SEPTA</th>
<th>NJ Transit</th>
<th>PATCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Campaign</td>
<td>9/10/12 – 10/27/11</td>
<td>11/12/12-12/9-12</td>
<td>3/18/13-4/14/13</td>
</tr>
<tr>
<td>Winter Campaign</td>
<td>11/12/12-12/9-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Campaign</td>
<td></td>
<td></td>
<td>3/18/13-4/14/13</td>
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</table>
The ads ran on interior rail cards:

We found that traffic to the site coming from mobile phones was doubled during these transit campaigns.\(^1\) This indicates that in addition to scanning the QR codes, people saw the URL on the transit posters and visited the website on their phones while riding the trains:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Number of Days</th>
<th>Transit Ads</th>
<th>Number of Mobile Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/21/12 – 9/9/12</td>
<td>81</td>
<td>None</td>
<td>713</td>
</tr>
<tr>
<td>9/10/12 – 12/9/12</td>
<td>81</td>
<td>SEPTA &amp; NJ Transit</td>
<td>1,453</td>
</tr>
<tr>
<td>2/19/13-3/17/13</td>
<td>27</td>
<td>None</td>
<td>532</td>
</tr>
<tr>
<td>3/18/13-4/14/13</td>
<td>27</td>
<td>PATCO</td>
<td>550</td>
</tr>
</tbody>
</table>

\(^1\) Because the Classic Towns website is not a converted mobile site, user traffic is not frequent.
Online Advertising

In Fiscal Year 2013 we continued to run an online advertising campaign from August 2012– June 2013. The ads accounted for 32.72% of the total visits to the Classic Towns website. In other words, 5,916 visits to the Classic Towns website came from people clicking on one of these ads. We ran the ads on the following websites:

- Frontdoor.com
- Homefinder.com
- HGTV.com
- Trulia.com
- Relator.com/Move.com
- Ad Words Display/ Search

In the months of January through June 2013 the ads varied in performance. Classic Towns preformed well on Tulia.com, Frontdoor.com, and AdWords. There click through rate (CTR) were all above the 2012 national average. This means that of the banner ads across the nation, more people clicked on our banner ads. These results provided us with valuable information to plot the FY 2014 online advertisement campaign.

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2 This was a 13% increase in advertisement productivity from 2012.
3 National average data from a 2012 Google Study. The national average rose from 0.1% in 2010 to 0.3% with the advent of Google AdWord.
Like before, we ran four different versions of the ads as a test. We wanted to test if more people would click on the ad if it led them to the Classic Towns Facebook page or if more people would click on the ad if it led to the website.

We got mixed results. Some months the Facebook ads were more popular, and some months the website ads got more clicks. We continued to run the same online ad creative.

The four ad versions were as follows:

Version 1.1: Open Your Door to a Whole New World (linked to classictowns.org)

Version 1.2: Open Your Door to a Whole New World (linked to the Classic Towns Facebook Page)

Version 2.1: Places. Spaces. And Faces You’ll Love (linked to classictowns.org)
Version 2.2: Places. Spaces. And Faces You’ll Love (linked to the Classic Towns Facebook Page)

On Trulia, Version 1.1 outperformed the others. On Frontdoor, we got mixed results with no clear leading ad. Our HGTV campaign also had mixed results.

**Website Analytics**

We continue to have a lot of traffic to the Classic Towns website. We monitored the traffic on a monthly basis and implemented search engine optimization strategies to increase traffic. Although there was a slight decrease in traffic we believe this is linked to the absence of the “I Love Classic Towns” Photo Contest.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2010 – June 2011</td>
<td>20,365</td>
<td>15,574</td>
</tr>
<tr>
<td>July 2011 – June 2012</td>
<td>21,401</td>
<td>16,617</td>
</tr>
<tr>
<td>July 2012-June 2013</td>
<td>18,577</td>
<td>14,904</td>
</tr>
</tbody>
</table>
From July 2012 to June 2013, the Classic Towns website received an average of 52.6 visits per day, viewing approximately 4 pages per visit. These visits lasted 02:27 minutes on average, proving that our optimization strategies were effective.

Here are some more specific website traffic stats:

**Top Traffic Sources**

1. Referral Traffic (8,622 visits)
2. Search Traffic (4,424 visits)
3. Direct Traffic (5,444 visits)

**Top 10 Visitor Locations**

1. Pennsylvania
2. New Jersey
3. New York
4. Maryland
5. Virginia
6. Delaware
7. California
8. Florida
9. District of Columbia
10. Massachusetts

**Top 25 Search Terms**

1. classic towns
2. classictowns.org
3. towns in philadelphia
4. classic towns of greater philadelphia
5. manayunk
6. philadelphia towns
7. overbrook farms
8. classic towns philadelphia
9. overbrook farms philadelphia
10. dvrpc
11. dvrpc classic towns
12. classic.towns.org
13. ambler fireworks 2012
14. american towns
15. classic towns greater philadelphia
16. classic towns of philadelphia
17. american towns
18. classic towns dvrpc
19. ambler philadelphia
20. classic towns pa
21. philadelphia town
23. pa classic town
24. best small towns near philadelphia
25. explore counties philadelphia

**Top 20 Referring Sites**

1. phoenixville.org
2. city-data.com
3. ad.doubleclick.net
4. dvrpc.org
5. contest.classictowns.org
6. trulia.com
7. frontdoor.com
8. lansdowneborough.com
9. googleads.g.doubleclick.net
10. downtownbordentown.com
11. newhopeborough.com
12. bristolborough.com
13. haddonhts.com
14. google.com
15. soudertonborough.org
16. adsremoe.scrippsnetwork.com
17. facebook.com
18. merchanvillenj.gov
19. cityofbordentown.com
20. telfordborough.org
**Top 25 Site Pages**

1. Homepage
2. Explore
3. About
4. Calendar
5. Phoenixville
6. Classic Towns Times – Current Issue
7. Ambler
8. Manayunk
9. Ardmore
10. West Chester
11. Lansdowne
12. Haddon Heights
13. Media
14. Germantown
15. Collingswood
16. New Hope
17. Bordentown City
18. Kennett Square
19. Overbrook Farms
20. Lansdale Borough
21. Phoenixville- Visit
22. Souderton-Telford
23. Moorestown
24. Phoenixville – Play
25. About DVRPC

**E-Newsletters & E-Blasts**

Between July 2012 and June 2013 we sent out 3 Classic Towns newsletters and four E-Blasts. The newsletters contained feature stories on activities and attractions in the towns, as well as of interest stories on communities, housing, real estate, and the like. These newsletters were sent to a list of over 3,000 people including realtors, developers, DVRPC staff, and other groups.

The most popular newsletter (highest open rate) was Spring 2013, which also had the most clicked on links. The second most popular newsletter (second highest open rate) was the Winter 2012/2013 edition.

The E-Blasts contained short bites of information ranging from the winners of “I Love Classic Towns” Photo Contest to two towns being recognized by *Philadelphia* Magazine’s list of “Hottest Philadelphia Neighborhoods”.

Here are the newsletters we sent in fiscal year 2013 with some data for each one:
It's almost time to “fall back,” so that’s what we’re doing with this edition of the Classic Towns Times. We’re reflecting on the “I Love Classic Towns” Photo Contest, the first-ever Classic Towns’ pop-up dining experience, the remarkable renovation of the Ambler Theater, and a few of our favorite news stories. At the same time, we’re looking forward to celebrating fall in the Classic Towns. There's a calendar full of colorful fall fun. So hurry. Pretty soon we’ll be saying farewell to fall and welcoming winter.

Classic Towns Photo Contest Winners Announced

There's much to love about Manayunk — fine restaurants, diverse housing options, a vibrant, walkable Main Street, and a range of recreational opportunities unrivaled in the region. This former milling town is now a thriving cosmopolitan community. See for yourself.

Events Calendar

Come one, come all, and see why fall's more fun the Classic Towns. Here are a few of our favorite.

Open Rate: 16.61%
Click Rate: 23.04%

Top Links:
- Calander
- Manayunk
- Homepage
The Most Classic Season.

Come home to the Classic Towns for the holidays. There’s so much to see, to do, and to celebrate. Learn about it all here in the holiday edition of The Classic Towns Times. And so you can make the most of your time in the Classic Towns, we’re giving you a Classic Towns Gift Guide, offering a local recipe, and sharing a few other surprises.

We wish you happy holidays and a Happy New Year. Make it a tradition and a resolution to spend more time in the Classic Towns.

Picture Perfect Classic Towns

Open Rate: 17.08%

Click Rate: 20.65%

Top Links:
- Haddon Heights
- Planning Professionals
- Classic Gifts

FEATURED TOWN
Haddon Heights, New Jersey

Why not visit Haddon Heights for the holidays? Offering a small town feel just minutes from Center City, Haddon Heights, New Jersey has it all — a distinct identity, a thriving business district, and exceptional schools. This turn of the century railroad town has changed with the times, while maintaining its historic character and small town charm. See for yourself. And stop by the Haddon Heights Municipal Building at 625 Haddon Avenue, located in the heart of the downtown district.
Spring is so colorful and wonderful in the Classic Towns of Philadelphia. Flowers begin to bloom, birds begin to chirp, and people proudly get out and about for fun, fresh air, and exercise. We’re giving you a few ideas on ways you can get in on the action.

And for all the colors you’re sure to see outside, don’t forget to check out the colors on the wall as the “I Love Classic Towns of Greater Philadelphia” Gallery Show continues its tour through the Classic Towns. For the remainder of March it will be at Lansdale Borough Hall. In April it makes its way to Ardmore at various storefronts and art galleries. Then, come May, the show will take over Downtown Bordentown’s Borough Hall, before heading to downtown West Chester for the month of June. Be sure to check the “I Love Classic Towns” website for updates on the show’s schedule.

**Walk! Heights Campaign**

Open Rate: 19.83%

Click Rate: 23.08%

Top Links:
- National Real Estate Blog
- Homepage
- Spring 2013 Events
E-Blasts

We sent out four e-blasts to our photo contest list of regional photography groups, organizations, and interested parties. The e-blasts were as follows:

- A Picture Perfect Evening: Contest Announcement
- “I Love Classic Towns” Gallery Show Arrives in Ardmore
- Two True Classics
- “I Love Classic Towns” Moving North

The first ever “I Love Classic Towns” Photo Contest was a huge success. Our objectives for the photo contest were to get towns and residents more involved with the Classic Towns program, raise awareness of Classic Towns among the general public, obtain the rights to photos of the towns that could be used for the website and marketing materials, drive traffic to the site, and create a traveling gallery show to continue the momentum and spread the word. Although the contest occurred primarily in the Fiscal Year 2012 the winners were announced in the Fiscal Year 2013.
Contest Timeline

Contest Launched: February 13, 2012
Submission Period Ended: April 14, 2012
Public Voting Began: April 15, 2012
Public Voting Ended: May 14, 2012
Judges Voted: May 29, 2012
Winners Announced: August 15, 2012

Contest Stats

- Number of Participants: 163
- Number of Submitted Photos: 1,212
- Number of Approved Photos: 1,091
- Number of Votes: 7,727

Media Coverage

The Photo Contest gained a lot of local press for Classic Towns from the commencement of the Contest to the announcement of the winners. Here are some examples of media coverage:

- Winners Names in Photo Contest, The Patch, August 2012
- West Chester Photographer Wins People, Daily Local, August 2012
- Collingswood, Haddon Heights Take the Cake, Retrospect, August 2012
- Cinnaminson Women Wins Photo Contest, Philly Burbs, August 2012
- Vote for Ambler in Classic Town Photo Contest, The Patch, April 2012
- Do you Love Classic Towns? The Reporter, March 2012
- Classic Towns Highlighted in Photo Contest, MSNBC, February 2012
- Classic Towns Highlighted in Photo Contest, Philly Burbs, February 2012
- Classic Towns Photo Contest, Merchantville.com, February 2012
- Point and Shoot for Profit, Philly.com, February 2012
- Delaware Valley Launches Photo Contest, The Reporter, February 2012
- Show How Much You Love Classic Manayunk, The Patch, February 2012