Classic Towns of Greater Philadelphia
2014 Status Report
Summary

This status report outlines the marketing strategies and new activities that were used to promote the Classic Towns program between July 2013 and June 2014. Activities centered on the Classic Towns website with a new look and user-friendly enhancements. This report summarizes staff activities and provides quantifiable outcomes of our online marketing efforts.

Online Advertising

During fiscal year 2014, Classic Towns advertisements solely focused toward online media. Media purchases focused on the top two performing websites from 2013, Trulia.com and Frontdoor.com. They accounted for 32% of the total visits to the Classic Towns website. Traditional online advertisements are often assessed by their click through rate (CTR). According to Smart Insights, the national average click through rate (CTR) is 11%. Trulia.com averaged above 20% and frontdoor.com is performing in line with the national average.

For FY 2014, we increased the number of visits by over 1,500 by using Google AdWords. To measure the impact of the Classic Towns advertisements on Google, a different type of measure is used. Google AdWords are more accurately assessed by their ad position on the page. For example, an ad position of “1,” means that our ad is the first ad on the page. The Classic Towns Google AdWords appeared at 1.6, which is considered very high. The best performing advertisement group for AdWords was Philadelphia Suburbs.

Website Analytics

This year brought increased website traffic and almost 2,000 more unique visitors than the previous year. Traffic was monitored on a monthly basis and marketing strategies were adjusted to increase traffic to the website.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>(FY 11) July 2010 – June 2011</td>
<td>20,365</td>
<td>15,574</td>
</tr>
<tr>
<td>(FY 12) July 2011 – June 2012</td>
<td>21,401</td>
<td>16,617</td>
</tr>
<tr>
<td>(FY 13) July 2012 – June 2013</td>
<td>18,577</td>
<td>14,904</td>
</tr>
<tr>
<td>(FY 14) July 2013 – June 2014</td>
<td>20,400</td>
<td>16,578</td>
</tr>
</tbody>
</table>

From July 2013 to June 2014, the Classic Towns website visitors viewed approximately 3.4 pages per visit. These visits lasted 02:34 minutes on average. Classic Towns website viewers stay on each page 2 times longer than the national average of 50-60 seconds. Another area where the Classic Towns website exceeds the national average is the number of visitors who continue viewing other pages within the site. This is referred to as the “bounce rate.” Classictowns.com has a bounce rate under 50 percent.
Site Traffic

Top 5 Visitor Locations
1. Pennsylvania
2. New Jersey
3. New York
4. California
5. Florida

Top 10 Search Terms
1. Not Provided
2. Manayunk
3. Classic towns of Greater Philadelphia
4. Classic towns
5. Towns in Philadelphia
6. Towns near Philadelphia
7. Towns near Philadelphia
8. Philadelphia towns
9. Suburbs of Philadelphia
10. Historic towns Delaware Valley

Top 10 Referring Sites
1. Phoenixville.org
2. Google AdWords
3. Googleleads.g.doubleclick.net
4. City-data.com
5. Dvrpc.org
6. Facebook
7. Trulia.com
8. Lansdowneborough.com
9. Newhopeborough.com
10. Downtownbordentown.com

Top 5 Site Pages
1. Homepage
2. Explore
3. About
4. Calendar
5. Phoenixville
The design of the banner advertisements were refreshed for FY 2014. As in previous years, we ran two different designs. The click through link went directly to the website as opposed to the Facebook page, as in previous campaigns. The two ad versions were as follows:
E-Blasts

We sent out eight e-blasts to our updated list of organizations and subscribers. Through the first part of the year we used the “Classic Towns Bulletin” template. With the launch of the new website, we released a new template that fits with the new website design and features seasonal colors and photography. The e-blast subjects ranged from new towns joining the program to the release of video blogs.

July 2013

Open Rate: 16.83%
Click Rate: 4.3%

July 2013

Open Rate: 19.37%
Click Rate: 19.02%
October 2013

Open Rate: 21.38%
Click Rate: 29.41%

November 2013

Open Rate: 16.07%
Click Rate: 13.04%
December 2013

Open Rate: 17.33%
Click Rate: 17.91%

March 2014

Open Rate: 18.3%
Click Rate: 24.69%
May 2014

Open Rate: 17.38%
Click Rate: 14.22%

June 2014

Open Rate: 17.36%
Click Rate: 17%
Website Enhancements

New Look!

In March 2014, the Classic Towns website was launched with a fresh look that provides a more visual experience of each of the participating communities. Additional upgrades include calendar features, a video and written blog.
Calendar Features

The updated calendar allows Classic Town administrators to add events as well as upload a photo. In addition, if the event is part of a series or happens weekly or monthly, you can now set the event to automatically appear. Calendar events can now be seen on the individual town pages.
Blog Features

Winter Video Blog

Check out The Classic Towns of Greater Philadelphia’s video blog! One of the many wonderful aspects of living in and visiting the Classic Towns of Greater Philadelphia is how much there is to do! While the winter may put a damper on the outdoor activities, folks in and around Wayne, Llanerch, and Media did not keep quiet during the chilly winter months. Whether it was looking for animals or using an ice cream maker, winter was all about the comfort.

Tags:
- Wayne
- Llanerch
- Media
- Pennsylvania

Summertime in the Classic Towns

This summer, take some time and explore the many events in the Classic Towns. From celebrating food and festivals and family picnics, to discovering the art scene and nightlife, there are the moments happening all...

Mark your calendars for the Manayunk Arts Festival!

Whether you are an artist or just interested in something fun to do on a summer weekend, the Manayunk Arts Festival is for you. Manayunk’s main thoroughfare will be closed to traffic and music...
New Classic Towns

Cheltenham Township (September 2013)

Oxford Borough (December 2013)
Classic Towns Events

Trolley Tour of Chester County

As a Classic Towns participant, opportunities are available to learn from other communities about their successes and how your community may benefit. In September 2013, we held our third Trolley Tour which featured Classic Towns in Chester County – Phoenixville, West Chester, and Kennett Square. The tour started in Phoenixville and participants toured the new downtown redevelopment. Lunch was had in West Chester after a walking tour led by Malcolm Johnstone, the director of the Business Improvement District. The final stop was in Kennett Square where the group toured historic sites and cooled off with ice cream.

SOS Roundtables

As part of the DVRPC work program, staff holds quarterly roundtables to discuss topics of interest to our constituents. During 2013, we held three Roundtables that highlighted issues or strategies that each of the Classic Towns participated. They include:

December 6 – How to Create More Effective Signage;
March 4 – Let’s Create the Place for the Business; and
June 9 - Effective Municipal Website and Social Media Tactics.
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