Classic Towns – Fiscal Year 2015 Status Report

Summary

This status report outlines the marketing tactics and activities used to promote the Classic Towns program between July 2014 and June 2015. This fiscal year we used Facebook, Twitter, Instagram, Google AdWords and a photo contest to target our most important audiences. The overall result was highly successful and increased community involvement, awareness, and general interest in the Classic Towns. We were able to create powerful digital display advertisements and e-blast templates that truly reflect the look and feel of the program. At the same time, we increased the click-through rates of our advertisements, which helped to drive more traffic to the website.

Online Advertising

In fiscal year 2015 we eliminated most third-party advertising such as Philly.com and Frontdoor. Instead we focused on using Trulia for the first part of the year, the Google AdWords suite of tools, and social media to market the Classic Towns initiative. Allocating our advertising spend towards Google search and display ads has allowed us to control everything in-house. We can monitor and manage our ads on a daily, weekly, and monthly basis so we are not spending valuable advertising dollars unless our ads are performing to their utmost ability.

This has also allowed us to experiment with different types of advertising so we can determine the most effective method. In the beginning of the fiscal year, we focused predominantly on Google search ads to promote Classic Towns. As we continued our tests, we started to include display and Remarketing advertisements, which proved to garner more clicks and impressions than the search counterpart.

January 2015 – June 2015

<table>
<thead>
<tr>
<th>Ad group</th>
<th>Status</th>
<th>Default Max. CPC</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Ads</td>
<td>Eligible</td>
<td>$2.00(enhanced)</td>
<td>1,423</td>
<td>482,273</td>
<td>0.30%</td>
</tr>
<tr>
<td>Town Events</td>
<td>Eligible</td>
<td>$6.00(enhanced)</td>
<td>131</td>
<td>60,888</td>
<td>0.22%</td>
</tr>
<tr>
<td>Total - all enabled ad groups</td>
<td></td>
<td></td>
<td>1,554</td>
<td>543,161</td>
<td>0.29%</td>
</tr>
<tr>
<td>Total - all ad groups</td>
<td></td>
<td></td>
<td>1,648</td>
<td>575,346</td>
<td>0.29%</td>
</tr>
</tbody>
</table>
The two ad versions are as follows:

**Ad Group #1: General Ads**

Below are the most recent types of display ads we have created. These are image-focused so users can visualize what they might expect when coming to the Classic Towns website. These are also geared more towards livability; allowing visitors to picture themselves buying a house or working in the towns. Creating graphics that focus on specific towns allows us to highlight the unique characteristics of the towns and begin branding them individually instead of just under the program’s umbrella.
**Ad Group #2: Town Events**

Our earlier display advertisements focused more on specific towns events and used the Classic Towns color palette. While these performed very well, we wanted to showcase the plethora of images available for the Classic Towns. We are currently running the “Explore” ad and have chosen to wait until we begin fully managing the website’s event calendar before we start running additional event advertisements.
Website Analytics

This year brought an increase of website traffic with over 10,000 more total visits and almost 6,000 more unique visitors. This represents a 50% increase in visits and a 35% increase in new visitors when comparing these numbers to the last fiscal year.

Here are some more specific website traffic stats:

<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>
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<tr>
<td>July 2012 – June 2013</td>
<td>18,577</td>
<td>14,904</td>
</tr>
<tr>
<td>July 2013 – June 2014</td>
<td>20,400</td>
<td>16,578</td>
</tr>
<tr>
<td>July 2014 – June 2015</td>
<td>30,545</td>
<td>22,451</td>
</tr>
</tbody>
</table>

Top Traffic Sources

1. Organic: 36.7% (11,820 visits)
2. Social: 18.64% (6,006 visits)
3. Direct: 16.8% (5,414 visits)
4. Referral: 14.9% (4,823 visits)
5. Paid: 7.3% (2,373 search)
6. Display: 5.4% (1,770)

Top 10 Visitor Locations

1. Pennsylvania
2. New Jersey
3. New York
4. District of Columbia
5. Florida
6. Virginia
7. California
8. Maryland
9. Massachusetts
10. Texas
Top 25 Search Terms

1. +philadelphia +towns
2. Work in Philadelphia
3. Quaint towns
4. Towns near Philadelphia
5. Best towns
6. Suburbs of Philadelphia
7. Near Philadelphia
8. South Philadelphia houses
9. Photography contests
10. South Philly homes for sale
11. South Philadelphia homes for sale
12. Jobs in Philadelphia
13. Live in Philadelphia
14. Charming towns
15. Classic towns
16. Northern liberties apartments
17. Suburbs Philadelphia
18. Towns in Philadelphia
19. Small towns near Philadelphia
20. Philadelphia real estate agency
21. Philadelphia destination
22. Best town
23. Center city apartments
24. Commercial real estate
25. Property management and real estate

Top 25 Site Pages

1. Homepage (17,314)
2. Explore (11,695)
3. 2015-photo-contest (9,432)
4. Meet-winners-2015-iloveclassictowns-photo-contest (1,530)
5. Jenkintown (1,511)
6. Oxford (1,378)
7. About (1,358)
8. Calendar (1,333)
9. Phoenixville (1,299)
10. Ambler (1,114)
11. Lansdowne (1,080)
12. Cheltenham (1,046)
13. Blog (1,014)
14. Manayunk (963)
15. West Chester (831)
16. Germantown (820)
17. New Hope (785)
18. Haddon Heights (767)
19. Event-Old-City-Hall-Holiday-Train-Show (748)
20. Media (702)
21. Collingswood (657)
22. Kennett Square (642)
23. Photo-contest-rules-and-restrictions (628)
24. Bordentown City (574)
25. Merchantville (555)
**E-blasts**

We sent out seven e-blasts and constantly updated the list of organizations and subscribers throughout the year. In the first part of the year, we kept with a simpler template showcasing one photo and a paragraph of text. As the campaigns progressed, we re-worked the templates to make them more media-rich, incorporating additional pictures, links, and social media feeds. We also increased the copy to tell more of a story in each email. For the #ILoveClassicTowns photo contest we designed a special header that kept with the photo contest’s specific brand. The e-blast subjects ranged from new towns joining the program to the release of video blogs, seasonal events, and the contest.

**October 2014**

![E-blast example](image)

**Harvest Celebration**

Pumpkin-flavored delights, crisp autumn mornings, and neighborhood camaraderie. These are just a few of the things we cherish most about the season. From annual traditions like Bordentown’s Annual Cranberry Fest Craft show to local farmers’ markets, the Classic Towns have been embracing the autumn spirit.

Check out our October video blog to get a glimpse into the festivities and hear what a few locals have to say about these charming communities. Don’t forget to visit our website to explore the towns, read the news, and find local events.

Open Rate: 19.8%
Click Rate: 15.2%
Unique Opens: 511

**November 2014**

![E-blast example](image)

**Jenkintown - The Newest Classic Town**

We are pleased and excited to announce that the borough of Jenkintown, Pa., has become the newest addition to the Classic Towns program. The borough boasts some of the region’s most quaint and historic houses as well as a collection of eclectic shops and restaurants. One unique feature is the historic Jockey Hollow Theater, which has shown movies to residents for the past 110 years! Located just one mile outside downtown Philadelphia, Jenkintown’s local train station allows for easy access to and from the city.

Jenkintown joins no other towns currently in the Classic Towns program. We believe Jenkintown’s rich history, charming neighborhood, and commitment to local business and community will make it an excellent addition. Classic Towns looks forward to promoting all the wonderful opportunities the community has to offer.

**Explore Jenkintown**

**About the Classic Towns**

The Classic Towns of Greater Philadelphia is a unique program designed to promote the region’s timeless communities as premier locations to live, work, and play. The Classic Towns program helps keep our region strong by encouraging people to rediscover the beauty, history, and opportunities available in our region’s classic towns. Explore the Classic Towns and learn more about the program here.

Like us on Facebook, Follow us on Twitter and Instagram

Open Rate: 15.2%
Click Rate: 11.8%
Unique Opens: 390
December 2014

Open Rate: 17.3%
Click Rate: 11.4%
Unique Opens: 440

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February 2015

Open Rate: 17.1%
Click Rate: 12.1%
Unique Opens: 428
February 2015

Show Your Love for the Classic Towns

With Valentine’s Day approaching this week, we’re getting that warm and fuzzy feeling at DVRPC. Now it’s your turn to show us how much you love the 30 beautiful and unique Classic Towns of the Delaware Valley. Enter the #ILoveClassicTowns photo contest!

It’s open to participants of all ages! But yet, we’re awarding prizes up to $500.

How to Enter:
1. Take a photo in one of the Classic Towns of Greater Philadelphia. To view all the Classic Towns communities, visit classictowns.org.
2. Using the hashtag #ILoveClassicTowns, upload your photo to any of the following:
   - Website: classictowns.org
   - Twitter: @classic towns
   - Instagram: @classic towns

Facebook: Classic Towns of Greater Philadelphia
3. Check back April 6 through April 30 to vote for your favorite photos.
4. Winners will be announced by May 15.

Open Rate: 16.1%
Click Rate: 12.3%
Unique Opens: 399

May 2015

Spring has sprung in the Classic Towns!

The birds are chirping, flowers are blooming, and the sugary smell of springtime is in the air! In our latest Springtime in The Classic Towns video, we invite you to explore three different unique attractions that are sure to fill your springtime with fun and delight. Experience The Ebenezer Maxwell Mansion, located in Germantown, is an impeccably restored Gothic-style home, built in 1835, and is on the National Register of Historic Places. This tour will leave you with the truest feeling of taking a step back in time, no DeLorean required. Downtown West Chester is the home of Gemelli Gelato. Gemelli serves some of the finest artisanal Italian gelato and desserts made from scratch using farm-fresh ingredients. But don’t take our word for it; the proof is in the pudding! The Authentic Philly Food Tour is one of the very best ways to experience Manayunk in the springtime. You’ll be served a progressive-style lunch of all your favorite Philly foods while experiencing and learning fun facts about this 300-year-old neighborhood.

Like us on Facebook, Follow us on Twitter, Instagram and YouTube

Open Rate: 17.1%
Click Rate: 10.1%
Unique Opens: 435
May 2015

#ILoveClassicTowns Photo Contest Winners

The 2015 #ILoveClassicTowns Photo Contest turned out to be our most exciting year yet!

Thank you to all who participated – you did an outstanding job highlighting the charming and unique attributes that make the Classic Towns of Greater Philadelphia so special. We received 564 submissions from across the 19 towns, and with so many great photos to choose from, picking out the top three was no easy task for our qualified panel of judges. Without further ado, we are honored to introduce you the winners of the 2015 #ILoveClassicTowns Photo Contest!

1st Place: Dan C. of Oxford

2nd Place: Ben N. of West Chester

3rd Place & People’s Choice: Sharon H. of Phoenixville

1st Place Winner: Dan C. of Oxford, Pa

Congratulations to Dan C. on winning 1st place in this year’s #ILoveClassicTowns Photo Contest! Dan’s photo of the Miss Oxford Diner, located in Oxford, perfectly embodies the unique spirit of the Classic Towns. As a life-long resident of Oxford, and regular at the diner, Dan was proud and grateful to accept this award on behalf of his hometown.

Like us on Facebook, Follow us on Twitter, Instagram and YouTube

Open Rate: 18%
Click Rate: 20.4%
Unique Opens: 446
Photo Contest

This year’s #ILoveClassicTowns photo contest proved extremely successful for the program. Using social media, we were able to streamline the submission process so that visitors could use a hashtag to send in photos through Facebook, Twitter, Instagram, and the website. The contest spread like wildfire, with hopeful participants throughout the Delaware Valley and beyond engaging with the brand and voting for their favorite photographs. We recorded an impressive 502 entries and had 6,800 votes. The contest resulted in 12,800 visits to the Classic Towns website, helping awareness for the program and all towns involved.

Photo: The Miss Oxford Diner
2nd Place Winner: Bennett N. of West Chester, Pa.
Photo: High Street
Location: West Chester, Pa.

3rd Place Winner: Sharon H. of Phoenixville, Pa.
Photo: Steel City Coffee House
Location: Phoenixville, Pa.
Social Media

This is the first year Classic Towns used social media as a means for promoting and expanding the program’s reach. After looking at the most popular platforms, we chose Facebook, Instagram, and Twitter, as they best aligned with our goals. Facebook provides the greatest tool for increasing awareness of the brand, while Instagram allows us to showcase strong visuals, and Twitter highlights quick snapshots of the best that the Classic Towns have to offer.

We plan out a comprehensive biweekly social media strategy, where we identify unique offerings for each town. Our content ranges from events, towns in the news, fun facts, historic sites, and local businesses. Once we have collected a diverse amount of information, we strategically schedule out on the right channels at the right time, ensuring that we touch on every town at least once a month. We utilize engaging photos and trending hashtags to strengthen our posts as well as connect with similar businesses and topics to increase the chances of re-posting, re-tweeting, and sharing.

Since our foray into social media this November, our Facebook account has quickly become the top three referrers to the website and has brought in 5,598 additional users. Our social presence as a whole has contributed to 20% of the traffic, second only to organic search.
Sessions: 30,545
Sessions via Social Referral: 5,968
Conversions: 14,563
Contributed Social Conversions: 1,337
Last Interaction Social Conversions: 764