Summary

This status report outlines the marketing tactics and activities used to promote the Delaware Valley Regional Planning Commissions Classic Towns program between July 2015 and June 2016. This fiscal year we built on the social media following we had acquired from the previous year and used new tactics and promotional methods to build awareness. We utilized a combination of display, search, and remarketing advertisements, video blogs, original written articles, social media campaigns, and email blasts.

Through postcards, social media shout-outs, articles and videos, we focused on building relationships with local residents and businesses so they could begin relying on the brand for news, events, information, and their own promotional goals. Through the year we’ve noticed that individual community members and businesses are sharing, liking, and engaging with other users through the social media channels that help to expand the overall reach of the program.

We are excited to announce that this year we’ve more than tripled our total website visits, making this the greatest year of traffic since the website was originally launched. In the next fiscal year we plan to diversify our content, continue building rapport with the towns and their community members, further increase our traffic, and position ourselves as The Greater Philadelphia region’s source for information, news, and happenings in these special communities.

Online Advertising

In fiscal year 2016 we focused solely on using the Google AdWords suite of tools to market the program because we didn’t see the same amount of traffic from third party advertising as we did from our in-house efforts. After experimenting with a few different types of advertising we chose to do a mix of Display, Remarketing, and Search ads, as they all offer different values to the Classic Towns brand. For example, the Search advertisements allow us to use strong call-to-action keywords for which users are currently searching, while the Display ads allow us to promote the many visual elements of the brand. The Remarketing ads are used for bringing users back to the site so we can build a core group of brand loyalists.
### Display Campaign June 2015 – June 2016

<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>Placements</td>
<td>Eligible</td>
<td>auto: $0.09</td>
<td>20,047</td>
<td>3,729,963</td>
<td>0.54%</td>
</tr>
<tr>
<td>Topics</td>
<td>Eligible</td>
<td>auto: $0.09</td>
<td>52,020</td>
<td>12,315,746</td>
<td>0.42%</td>
</tr>
<tr>
<td><strong>Total - all enabled ad groups</strong></td>
<td></td>
<td></td>
<td>72,067</td>
<td>16,045,709</td>
<td>0.45%</td>
</tr>
<tr>
<td><strong>Total - all ad groups</strong></td>
<td></td>
<td></td>
<td>72,067</td>
<td>16,045,778</td>
<td>0.45%</td>
</tr>
</tbody>
</table>

### Remarketing Campaign June 2015 – June 2016

<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>
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<td>$2.00(enhanced)</td>
<td>533</td>
<td>96,276</td>
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<tr>
<td>Placements</td>
<td>Eligible</td>
<td>$1.00(enhanced)</td>
<td>6,197</td>
<td>1,934,402</td>
<td>0.32%</td>
</tr>
<tr>
<td>Keywords</td>
<td>Eligible</td>
<td>$1.00(enhanced)</td>
<td>5,205</td>
<td>1,962,904</td>
<td>0.26%</td>
</tr>
<tr>
<td><strong>Total - all enabled ad groups</strong></td>
<td></td>
<td></td>
<td>11,935</td>
<td>4,013,582</td>
<td>0.30%</td>
</tr>
<tr>
<td><strong>Total - all ad groups</strong></td>
<td></td>
<td></td>
<td>11,935</td>
<td>4,013,582</td>
<td>0.30%</td>
</tr>
</tbody>
</table>

### Search Campaign June 2015 – June 2016

<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>Classic Towns</td>
<td>Eligible</td>
<td>auto: $0.37</td>
<td>2,947</td>
<td>146,915</td>
<td>2.01%</td>
</tr>
<tr>
<td><strong>Total - all enabled ad groups</strong></td>
<td></td>
<td></td>
<td>2,947</td>
<td>146,915</td>
<td>2.01%</td>
</tr>
<tr>
<td><strong>Total - all ad groups</strong></td>
<td></td>
<td></td>
<td>2,951</td>
<td>147,421</td>
<td>2.00%</td>
</tr>
</tbody>
</table>
**Themed Advertisements**

Below are the newest round of Display and Remarketing advertisements we’d like to implement for the next fiscal year. We’ve decided to focus on specific themes surrounding the brand, knowing that our users have a diverse set of interests and reasons to visit the website. These themes were driven by our top search terms including local events, things to do, and information about moving and relocating. We’re planning to run ads around the different seasons, taking trips to the towns, finding a new home, and the towns’ rich culture and communities. While we’ve previously only utilized stationary advertisements, we’ll begin testing out animated advertisements to see what performs greater.

**Current Advertisements:**

![Current Advertisement Example](image1.png)

**Future Advertisement Example:**

![Future Advertisement Example](image2.png)

**Future Animated Advertisement Example:**

![Future Animated Advertisement Example](image3.png)
This past fiscal year we've seen more traffic to the website than we have seen since its initial launch in 2008. When we compare last fiscal year to this year, we see an incredible 207% increase in total visits and a 238% increase in unique visitors.

<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>
<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>
<tr>
<td>July 2015 – June 2016</td>
<td>93,727</td>
<td>75,809</td>
</tr>
</tbody>
</table>

**Top Traffic Sources 2015**

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 Traffic Sources 2016**

1. Display: 73.19% (68,599 visits)
2. Organic: 11.40% (10,689 visits)
3. Direct: 4.48% (4,202 visits)
4. Referral: 3.90% (3,658 visits)
5. Social: 3.86% (3,616 search)
6. Paid: 3.16% (2,966)
**Top 10 Visitor Locations**

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

**Top 25 Search Terms**

1. Visit +philadelphia  
2. Philadelphia tourism  
3. Local events Philadelphia  
4. Local events  
5. +Philadelphia towns  
6. Places around Philadelphia  
7. Things to do in nj  
8. Towns in Philadelphia  
9. Best towns in Philadelphia  
10. Moving to Philadelphia  
11. Suburbs of Philadelphia  
12. Towns around +Philadelphia  
13. Best towns in pa  
14. Quaint towns in pa  
15. Suburban Philadelphia  
16. Towns near +pa  
17. Apartments +pa  
18. Apartments philadelphia  
19. Philadelphia destination  
20. Suburban Pennsylvania  
21. Best Places to live near philadelphia  
22. Local events Philadelphia  
23. Philadelphia neighborhoods  
24. Places to visit in Philadelphia  
25. Quaint towns  

**Top 25 Site Pages**

1. Homepage (73,308)  
2. Explore (20,718)  
3. About (3,995)  
4. Haddon-Heights (2,249)  
5. Calendar (1,768)  
6. Quakertown (1,596)  
7. Germantown (1,555)  
8. Ambler (1,371)  
9. Oxford (1,186)  
10. Lansdowne (1,175)  
11. Photo-Contest-Winners (1,053)  
12. Jenkintown (1,008)  
13. Manayunk (946)  
14. Souderton-Telford (926)  
15. Kennett-Square (874)  
16. Phoenixville (874)  
17. New-Hope (859)  
18. Classic-Towns-Haunts (800)  
19. West-Chester (798)  
20. Cheltenham (732)  
21. Blog (668)  
22. Moorestown (633)  
23. Media (630)  
24. Collingswood (626)  
25. Merchantville (533)  

**Top 20 Referring Sites**

1. M.facebook.com (2,253)  
2. Facebook.com (810)  
3. City-data.com (704)  
4. L.facebook.com (249)  
5. Dvrpc.org (233)  
6. T.co (184)  
7. Lansdowneborough.com (166)  
8. Downtownbordentown.com (156)  
9. Jenkintownboro.com (153)  
10. Haddonhts.com (140)  
11. Phoenixville.org (113)  
12. Lm.facebook.com (96)  
13. Theculturetrip.cm (80)  
14. Merchantvillenj.gov (76)  
15. Cityofbordentown.com (73)  
16. Beta.dvrpc.org (72)  
17. Historickennettsquare.com (65)  
18. Uptime.com (62)  
19. Newhopeborough.org (59)  
20. Cheltenhamtownship.org (38)
## Cities finding website through SEO

<table>
<thead>
<tr>
<th>City</th>
<th>Organic Searches</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>1,390</td>
<td>00:01:28</td>
</tr>
<tr>
<td>Washington</td>
<td>526</td>
<td>00:01:09</td>
</tr>
<tr>
<td>New York</td>
<td>421</td>
<td>00:01:21</td>
</tr>
<tr>
<td>Mount Laurel</td>
<td>132</td>
<td>00:01:15</td>
</tr>
<tr>
<td>Hamilton Township</td>
<td>115</td>
<td>00:01:23</td>
</tr>
<tr>
<td>Glenside</td>
<td>105</td>
<td>00:00:57</td>
</tr>
<tr>
<td>West Chester</td>
<td>91</td>
<td>00:01:06</td>
</tr>
<tr>
<td>Cherry Hill</td>
<td>82</td>
<td>00:00:57</td>
</tr>
<tr>
<td>Abington</td>
<td>77</td>
<td>00:01:08</td>
</tr>
<tr>
<td>Bordentown Township</td>
<td>76</td>
<td>00:01:30</td>
</tr>
</tbody>
</table>

## Best Organic Landing Pages - Goal Completions and Conv. Rate

<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Goal Completions</th>
<th>Goal Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>3,895</td>
<td>146.10%</td>
</tr>
<tr>
<td>/explore/</td>
<td>1,343</td>
<td>105.50%</td>
</tr>
<tr>
<td>/about/about-dvrpc/</td>
<td>64</td>
<td>55.65%</td>
</tr>
<tr>
<td>/lansdowne/</td>
<td>48</td>
<td>17.91%</td>
</tr>
<tr>
<td>/ambler/</td>
<td>36</td>
<td>16.98%</td>
</tr>
<tr>
<td>/2015-photo-contest/</td>
<td>28</td>
<td>16.57%</td>
</tr>
<tr>
<td>/haddon-heights/</td>
<td>24</td>
<td>11.16%</td>
</tr>
<tr>
<td>/manayunk/</td>
<td>22</td>
<td>8.18%</td>
</tr>
<tr>
<td>/new-hope/</td>
<td>22</td>
<td>10.58%</td>
</tr>
<tr>
<td>/phoenixville/</td>
<td>20</td>
<td>12.66%</td>
</tr>
</tbody>
</table>
Email Blasts

In FY16, we sent out eight email blasts and updated the ever-growing list of subscribers. We felt our emails blasts from previous years had room for improvement. The past two years we’ve worked to make the emails tell more of a story, through engaging email subject lines, creating specialized templates to support our campaigns (including multiple pictures and links) and changing how we format the body of the email. The worldwide average for a marketing email click-through-rate is 3.26%, meaning our campaigns are doubling and tripling that number. In the next fiscal year, outreach efforts will focus on building a stronger email list, by adding new opt-ins throughout the website so users have more opportunities to subscribe.

October 2015

Open Rate: 17%
Click Rate: 6%
Unique Opens: 430

October 2015

Open Rate: 18%
Click Rate: 6%
Unique Opens: 428
Road Trip in the Classic Towns

Join us on an exciting road trip through Quakertown, Ambler, Cheltenham and Merchantville! Time frame: Less than a day!

We’ve selected a special collection of Classic Towns that you can visit in a day trip—bring your friends and family, there’s plenty to do!

Here’s an insider look at our itinerary:

Quakertown: We wanted to start with one of our newest additions—Quakertown! Founded in the 18th century this charming destination is surrounded by nature and basking with life.

Ambler: Just north of Philadelphia lies the beautiful town of Ambler—known for its friendly community and historic theater—not to mention a superb farmer’s market.

Cheltenham: Aces of options—charming Cheltenham has the space for you to relax and enjoy this autumn weather! With year-round events, indoor and out, there’s always something to do.

Merchantville: Merchantville has flourished and become home to quaint streets and vintage lamps, ideal for an afternoon stroll—what better way to take in the shops, restaurants, and markets?

Enjoy!

Welcome Quakertown!

We’re pleased to announce a new addition to the collection of Classic Towns of Greater Philadelphia. This charming town is brimming with secrets to share and hosts a number of events and activities throughout the year—for all to enjoy!

Quakertown joins 19 other towns currently in the Classic Towns program. The area’s historic past and contemporary vibe on business and the community make it a perfect fit. Classic Towns looks forward to showcasing all the wonderful opportunities Quakertown has to offer!

EXPLORE QUAKERTOWN

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. Classic Towns helps keep our region strong by encouraging people to rediscover the beauty, history, and opportunities available in our region. Explore the Classic Towns and learn more about the program here.

Like us on Facebook, Follow us on Twitter and Instagram

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Open Rate: 17%
Click Rate: 8%
Unique Opens: 417

Open Rate: 18%
Click Rate: 10%
Unique Opens: 438
Take A Trip With Us!

Welcome to our second edition of The Classic Towns Road Trip. On this festive journey, we’re getting ready for the holidays by sharing some of the great places you can visit to find a special gift, take a stroll, and even learn to dance! Whether you live in or around the Classic Towns, grab a friend or a loved one to explore all of the merry and bright sites they have to offer!

We began our trip in Lansdowne, a beautiful borough located in Delaware county, just five miles southwest of downtown Philadelphia. Watch as Peter Kadel, a world-class ballroom dance instructor, shows Bethany a few moves! Next we visit the suburban haven of Collingswood, N.J., to sample a few gourmet treats at Blue Moon Premium Olive Oil and Vinegar Shop. We wrap up our trip at Quincy’s Marquet Basquet Gifts in Media, Pa and Kevana Creek Winery in West Chester, Pa.

Take a look at our trip and more by viewing our Holiday Video Blog! Don’t forget to visit our website to learn more about each town. You might even discover a new neighborhood to call home, a place to expand your business, or a weekend destination in the Classic Towns of Greater Philadelphia.

Like us on Facebook, and follow us on Twitter, Instagram, and YouTube.

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Open Rate: 17%
Click Rate: 9%
Unique Opens: 418

The Classic Towns "Chirp"

Chirp, Chirp! No, we’re not just excited that spring is finally here and the birds and flowers are out (even though we’re pretty darn happy about that, too). Something very special has just hatched: The Classic Towns "Chirp", the number one source for everything fun, exciting, and interesting happening in the towns.

Follow

If neighborhood hidden gems, art shows, local eateries, beer festivals, food tours, and envyable houses are your thing, we recommend taking a look at our Facebook, Twitter, Instagram, and website to start planning your weekend.

Open Rate: 19%
Click Rate: 11%
Unique Opens: 452
April 2016

Spring has sprung in the Classic Towns!

Appealing to the foodie and the wellness guru in all of us, culture and business in the Classic Towns of Greater Philadelphia support the well-being of residents and visitors alike. Whether it’s a long bike ride, a live concert in the park, or legendary octopus tapas you’re into, the Classic Town’s finest neighborhoods have you covered!

Hot Yoga, Fresh Juice, and Sun!

Beginning in Jenkintown, PA, we get an intro to hot yoga from Jenkintown Hot Yoga’s Stephanie Weinstain. After a warm-up it’s off to Manayunk, PA to hydrate with an energizing juice at The Juice Merchant. In this hip-yet-classic town we explore the sights on a sunny day with a bike ride by the Schuylkill River on The Manayunk Towpath.

Diverse Cuisine and Culture

We travel next to the educational, artistic and musical hub of Moorestown, NJ. Built in 1921, the Perkins Center for the Arts is a great place to see an art show, learn, or hear live concerts. Our last destination is distinguished Bordentown City. Home to many diverse eateries, Bordentown is proud of its eclectic and homey Under the Moon Cafe.

Join Bethany as we explore the Classic Towns of Greater Philadelphia!

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

Open Rate: 16%
Click Rate: 8%
Unique Opens: 390

June 2016

Cultural Summertime Roadtrip

Arts and the outdoors go hand in hand in this summer’s Classic Towns cultural experience roadtrip. Meet the friendly faces and vibrant businesses that make up the Classic Towns, where organic produce, historic landmarks, and international artwork are right at your fingertips!

Jump into the Arts

We’re welcomed by the mayor of Lansdowne, PA at Sycamore Park where the Art InsideOut program and a 400-year-old sycamore tree bring out the town’s rich culture and history. After touring the program, we head to Collingswood, NJ where gallery owner Kimberly Camp discusses the globally-sourced original artwork available at Galerie Marie.

Genuine People, Genuine Fun!

We stop by Haddon Heights, NJ, where the weekly farmers’ market is in full swing. You’ll get a taste of offerings from artisans, bakers and local crafters in this thriving community. The end of the line is the West Jersey Depot in Glassboro, NJ, an historic train station built in 1863 and recently restored to its former glory.

Like us on Facebook, and follow us on Twitter, Instagram, and YouTube!

Open Rate: 12%
Click Rate: 9%
Unique Opens: 296
Social Media

This is the second year Classic Towns has used social media to promote and expand the program’s reach. Our strategy is to use Facebook, Twitter, and Instagram to create a digital personality and voice for all of the towns under the Classic Towns umbrella. We use a combination of posts about events, restaurants, happenings, small businesses, real estate, historic facts, news, and resident highlights, to encourage a sense of community within these neighborhoods and offer a platform where residents current and prospective can share their opinions and become part of the conversation.

When we began using social media we, we planned biweekly social posts for channels. While this was a great way to make sure we were continually posting, we found this rigid management style didn’t allow for the natural fluidity and of-the-minute nature of social media. In the past six months, we’ve shifted our focus to make sure our content is not only interesting but also timely. We keep our planning loose, and spend a significant time interacting daily with users, sharing their content, and posting about what people are actually talking about. We’ve found that this encourages more engagement and interaction among our followers.

Paragraph ensures that we are featuring each town once to twice a month and that our content is different on each channel, so our followers aren’t just seeing the same thing posted everywhere. We’ve created consistent weekly content such as our ever-popular #ClassicTownsFactFriday which allows us to showcase the unique characteristics of each of the towns and the House of the Month, which shows the many real estate options available. Facebook is constantly one of the top third-party traffic referrers to the website. For the past six months, Facebook has held the first, second, and fourth spot as a top referrer, (consisting of desktop, tablet, and mobile), bringing in a total of 2,643 users. Since this time last year, we have seen a 37% increase in Facebook followers, a 149% increase in Twitter followers, and a 102% increase in Instagram followers.
Classic Towns of Greater Philadelphia

Ranked #1 in 2005 by Money Magazine’s 100 Best Places to Live in America, Moorestown, New Jersey has a long history of community, culture and beautiful architecture. Home to the Moorestown Theater Company and the Philharmonic of Southern New Jersey, Moorestown is an excellent place to see live performing arts!

Classic Towns of Greater Philadelphia

Make it Moorestown. Located in Burlington County, New Jersey, Moorestown’s origins date back to the late 17th century when European settlers arrived and established farms. With the advent of the railroad and automobile, it grew from an

Classic Towns of Greater Philadelphia

I love living and working in Haddon Heights. I get to meet and photograph the wonderful children and families of this town and also bring families from other towns here to take their photos in the many beautiful locations we have here. Haddon Lake Park is one of my favorite locations in town and I love that I get to enjoy it with my own family and also my clients!

--Sarah McEffrey of Sara McEffrey Photography

Classic Towns of Greater Philadelphia

Haddon Heights has it all. A turn of the century railroad town located in Camden County, New Jersey, Haddon Heights was founded as a bedroom community for...

Classic Towns of Greater Philadelphia

Get ready for some summer fun in the Classic Towns with Galerie Marie, the Haddon Heights Farmers Market and more as we explore arts and culture in unique and beautiful towns!

ROAD TRIP

A Cultural Experience in the Classic Towns - Classic Towns of Greater Philadelphia

Town News - Back to Town News A Cultural Experience in the Classic Towns It’s time to explore the Classic Towns again with our latest road trip! This summer we...

Classic Towns of Greater Philadelphia

Did you know that Napoleon's oldest brother, Joseph Bonaparte, lived in Bordentown, New Jersey for 17 years? He was known as "Joey Bottles" because he loved wine and dinner parties, and far preferred gardening to conquering nations. #ClassicTownsFactFriday

Bordentown City - Classic Towns of Greater Philadelphia

Beautiful, blissful Bordentown City. Bordentown City sits on the bluffs of the Delaware River at the mouth of the Crosswicks Creek. Beginning as a colonial...

12 shares

Write a comment...
Lists, Lists, Lists

Posting original, engaging content to the website’s blog and advertising the articles on social media has been very successful. The Lists, Lists, Lists campaign generated the greatest amount of Facebook referrals we have seen so far, outperforming even some of the paid advertising in May of 2016. Our first List post, a collection of the exciting outdoor events in Lansdale, generated higher-than-usual visits from Facebook – 86% of whom were new users. Each of those users are now aware of the Classic Towns program and know they can engage with the brand for updates on current events and relevant news.

The Mother’s Day post connected businesses in multiple towns through shared content on social media. An article about Manayunk encouraged new businesses to move into the area, while at the same time advertised the town’s many festivals, events, and neighborhood attributes relevant to users considering relocating. A list of the artists living in Kennett Square connected on a personal level with small business owners in the town, generating a sense of pride in the community. The most recent post is a fun shout-out to the eateries in Jenkintown, one of our more recently acquired towns, for the amazing desserts they offer, and is full of fantastic photos of beautiful treats.

7. Lansdale Day

When: Saturday, June 4 – 10:00am–4:00pm
Where: Main Street

Hosted by the Rotary Club of North Penn, the Lansdale Day Celebration is an annual staple for the area. Main attractions include an arts and crafts festival, community marketplace, delectable food, and great music. Don’t forget your furry friends! Pet Alley is dedicated to pet-related items, organizations, and a dog agility show. This event has something for all ages and your chance to celebrate everything Lansdale!
The Chirp

The Chirp is an attractive addition to the website that showcases vivid and engaging photographs shared on social media by Classic Towns. Each photograph gives a snapshot of the post content when scrolled over, and with one easy click users can see and engage with the post on Facebook, Instagram, or Twitter. Always updating, the Chirp allows the website to stay current and interesting for viewers coming back to the site. The website is now a place where fresh, interesting content is available daily, encouraging users to come back for more.
Video Blog

To get a true insider perspective of these communities, Paragraph creates video stories personalized for each town. This year, we wanted to theme our blog under the idea of a roadtrip users could take in a day or a weekend. Wanting to feature many of the towns, but also make the road trip logical for a driver, we mapped out four towns per blog, that were no more than 2 hours from point A to point D. We then reached out to the most visually interesting places and storytellers we could find, including businesses, locals, event and festival organizers, artisans, and mayors to schedule interviews and tours. Our skilled videographer combined with an energetic host helped to really bring these towns to life.
Responsive Website & Homepage Update

The choice to make the website mobile-friendly was driven by the fact that almost 40% of our traffic was coming from mobile users, and they were bouncing off of the website when they found out it wasn't optimized for their devices. Additionally, we wanted to remain competitive with the industry by switching over to mobile. After we made the website responsive in July we found that our traffic was rapidly shifting to be dominated by mobile users. In August through November our mobile traffic climbed from 74% of total traffic to 80%. For the past few months, mobile traffic has remained steady at around 81% of traffic to the website.

In the next fiscal year we are excited to make changes to the homepage so that it becomes a more visually inviting representation of the brand. Making nessecary updates will help improve our bounce rate, duration of time spent on the site, and engagement levels with current brand followers and new users.
On May 20, 2016, representatives from the Paragraph team took part in the Classic Towns Trolley Tour through Lansdowne and Media to experience the history, businesses, and culture of the towns. We were able to gather beautiful photos to spread over content in upcoming social media posts, get an immersive sense of the town, and connect with the neighborhoods. It was an excellent networking opportunity that yielded invaluable connections with locals and officials from participating and potential towns.
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