CLASSIC TOWNS OF GREATER PHILADELPHIA
About

- Developed in 2008 to assist older suburbs and neighborhoods in promoting their communities.
- Cooperative marketing program promoting assets available in developed communities.
- Provides the tools to brand themselves.
- 19 participating communities.
Municipal Partners

- Eligibility
- Rolling Admission Process
- “Fact Finding Mission”
- What is the “there, there?”
- Financial Commitment
Elements of Cooperative Marketing

- Website
- Email/Blogs
- Social Media
- Contests
Measuring CTGP

What are the most important elements of measuring an online cooperative marketing campaign?
Google Ranking
(search optimization)
Click through Rates

The effectiveness and success of the Classic Towns campaign relies upon the emotional response extolled from the web visitor. Even with current technology, this is virtually impossible to fully quantify.

“I love your website- it is easy to use, pretty and I check it out for things to do in the area on the weekends. Found out about some pretty interesting things that I never knew about before- like the Firebird Festival in Phoenixville.”

National Average : 10%
Classic Towns Average : 24.3%
Remarketing

The Best Towns Around Philadelphia

Old City Hall Holiday Train Show
November 28th - December

Explore Classic Towns®

First Friday Arts & Farmers’ Marts
Website Traffic

The Classic Towns online marketing program uses five metrics to analyze message effectiveness.
Unique Visitors . . .

are the best indicator of the site’s overall traffic. A unique visitor refers to the number of individuals who visit the website during a given period of time. Each visitor is counted only once. This number varies depending on the campaign and the amount of content on the website.

Source: DVRPC, 2015
Pageviews . . .

are the cumulative number of individual pages that visitors click on during a given period of time. If the pageviews are higher than the unique visitors, that may be indication that the audience is finding the content interesting and will continue to click on additional pages.

Source: DVRPC, 2015
Search Engine Traffic . . .

is the amount of traffic being referred to the website through search engines such as Google, Yahoo or Bing. This number is an indication of how effective the content optimization is performing, i.e., what search words are tagged to the website.

Source: DVRPC, 2015
Bounce Rate . . .

is the percentage of visitors who come to the website and then immediately “bounce” or leave before clicking on any other pages. A bounce rate of less than 40% is acceptable for campaigns that are selling a tangible product. In the case of the Classic Towns campaign, a bounce rate of less than 47% is acceptable simply because the site does not require any action from the visitor.

Source: DVRPC, 2015
**Time Spent . . .**

refers to the total amount of time clicking through various pages. The average time spent on websites is less than 60 seconds. The average time spent on the Classic Towns website is 2.57 minutes.

*Source: DVRPC, 2015*
Email Marketing/Blogs

Blog

All Aboard! Down by the Station Day
Posted by dvrpc on April 29, 2015
Visit Haddon Heights on Saturday, May 9th from 10am to 3pm along Station Avenue for Down by the Station Day! No tickets are required to Celebrate National Train Day and National Historic Preservation Week by visiting our…

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Community Heart & Soul Workshops
Posted by dvrpc on April 20, 2015
The Pennsylvania Humanities Council (PHC) and the Ortan Family Foundation are hosting three workshops across the state to introduce Pennsylvania to Ortan’s Community Heart & Soul™, a resident-driven approach to community planning and development that aims…

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Social Media

The Classic Towns campaign began a social media campaign in October 2014. The Classic Towns social media campaign strives to engage residents, community groups and businesses on the upcoming events or interesting facts. How is #classictowns performing?
Photo Contests

- Opportunity to share what you love about living in a #classictown or why you choose to visit a #classictown.
- Held in 2012 and 2015
- Engagement and awareness

Photo credit: Maureen Schoenberger
www.classictowns.org