



Town of Bethlehem

2023 WINTER CAMPAIGN WRAP-UP

APRIL 17, 2023

Google Analytics – Web Traffic Overview

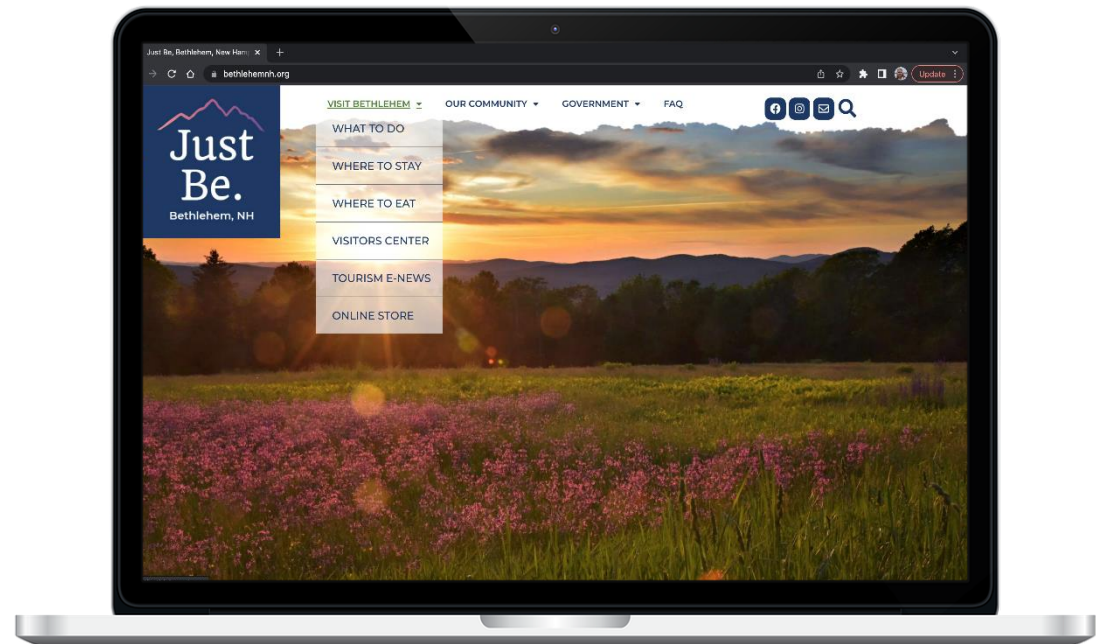
Town of Bethlehem website traffic from January 1 – March 31, 2023.

Overview

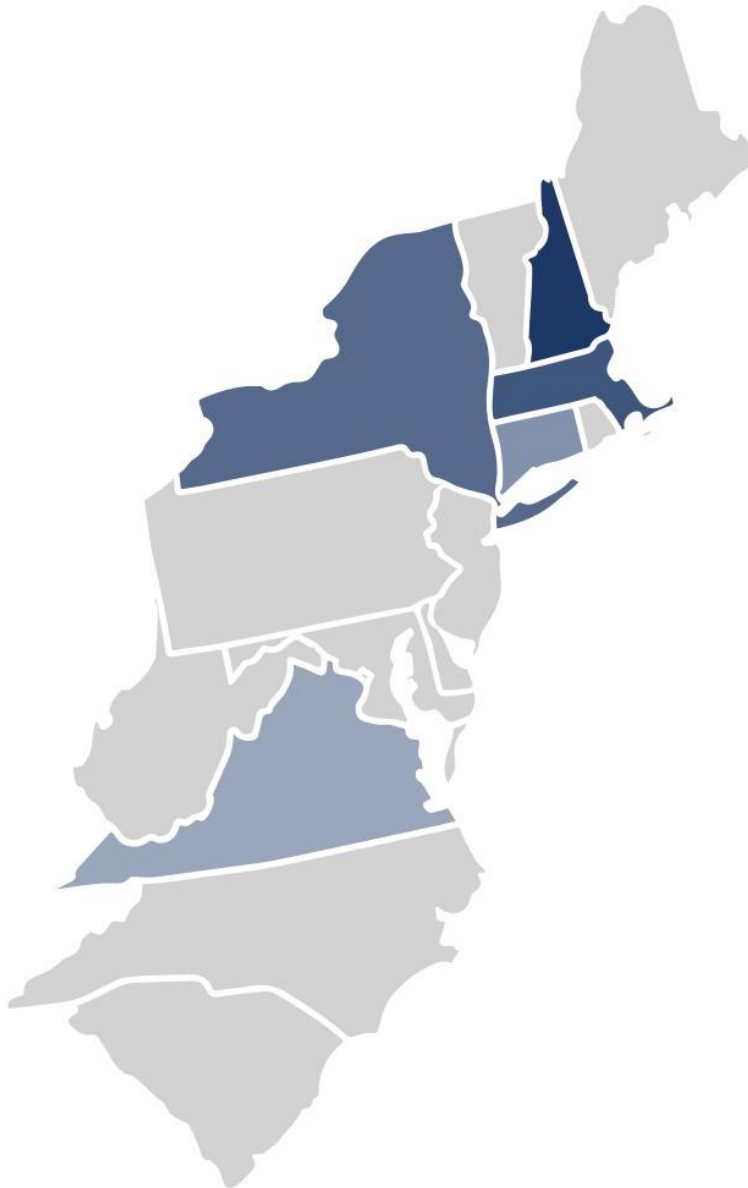
- **Users:** 7,729
(10% increase from 9,289 users from Jan – March 2022)
- **Sessions:** 11, 303
- **Page Views:** 23,593
- **New Visitors:** 85%

Acquisition Overview

- **Organic Search:** 3,514
- **Direct:** 1,799
- **Organic Social:** 1,749
- **Paid Search:** 557
- **Referral:** 190
- **Unassigned:** 37



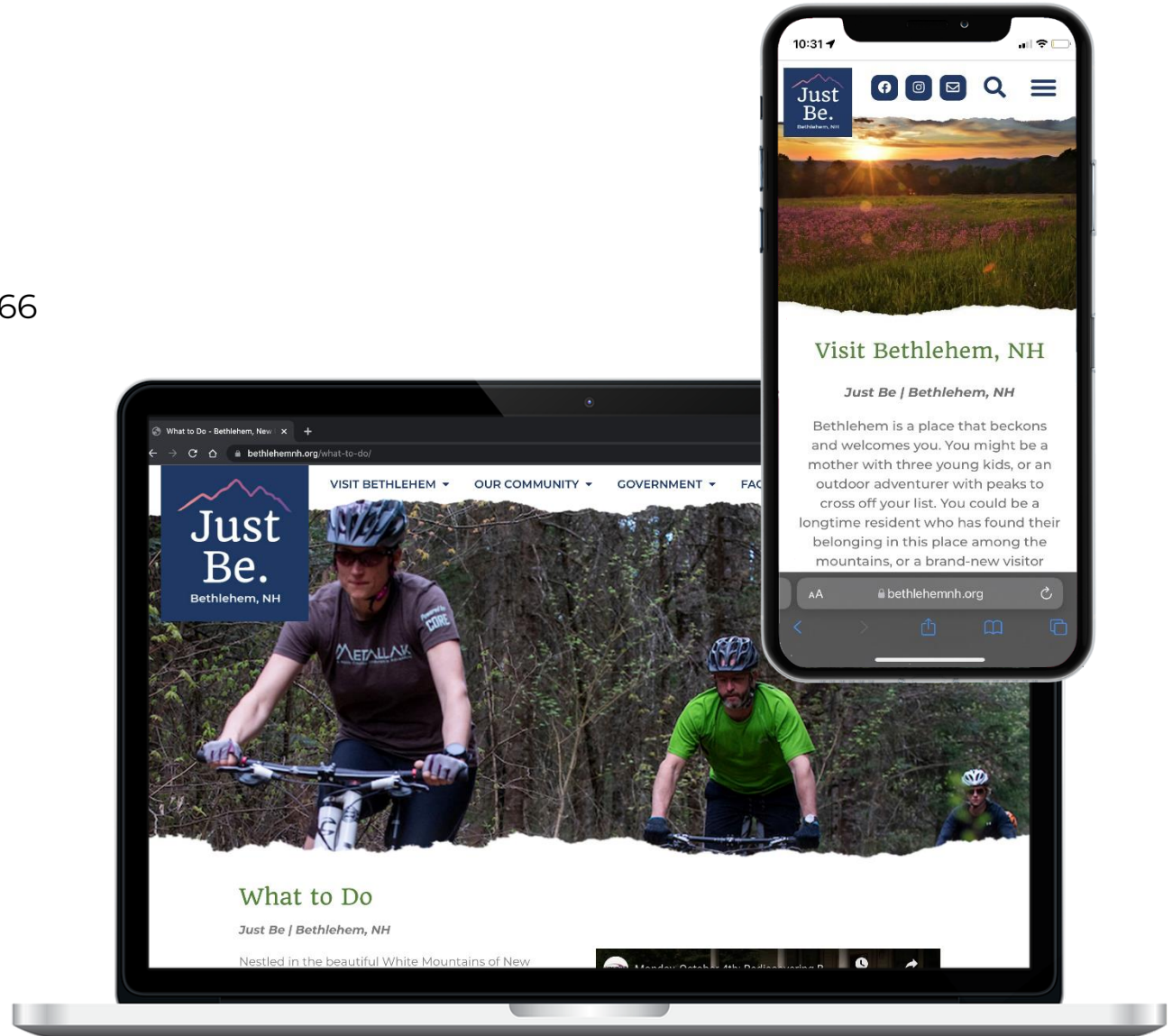
Google Analytics - Top Geolocations



1. **New Hampshire** 1,855
2. **Massachusetts** 1,664
3. **New York** 660
4. **Virginia** 647
5. **Connecticut** 376

Google Analytics - Top 10 Web Pages

1. Homepage: 4,288
2. What to Do: 3,159
3. Departments: 827
4. Where to Eat: 776
5. Where to Stay: 448
6. Town Clerk: 412
7. Agenda & Minutes: 395
8. Boards & Committees: 366
9. Elections & Voting: 348
10. Assessment Dept.: 345



Google Advertising - Winter Campaign Overview

Overview

Dates: February 1 – March 31, 2023

Clicks: 631

Impressions: 12,805

CTR: 4.83%

CPC: \$0.81

Amount spent: \$513.07

Top keywords:

- Snowmobile New Hampshire
- Winter outdoor activities
- What to do in New Hampshire
- Bethlehem New Hampshire
- Hiking New Hampshire

Things to Do in Bethlehem, NH | Discover Bethlehem, NH | Ski, Snowmobile, Fat Bike

[Ad](http://www.bethlehemnh.org) www.bethlehemnh.org

Soak in the views on snow-covered trails. Make Bethlehem your home base for winter fun. Leisurely strolls to all day adventures, find a trail to explore this winter in Bethlehem.

[Things to Do](#)

[Where to Stay](#)

[Where to Eat](#)

[Plan Your Future Memories](#)

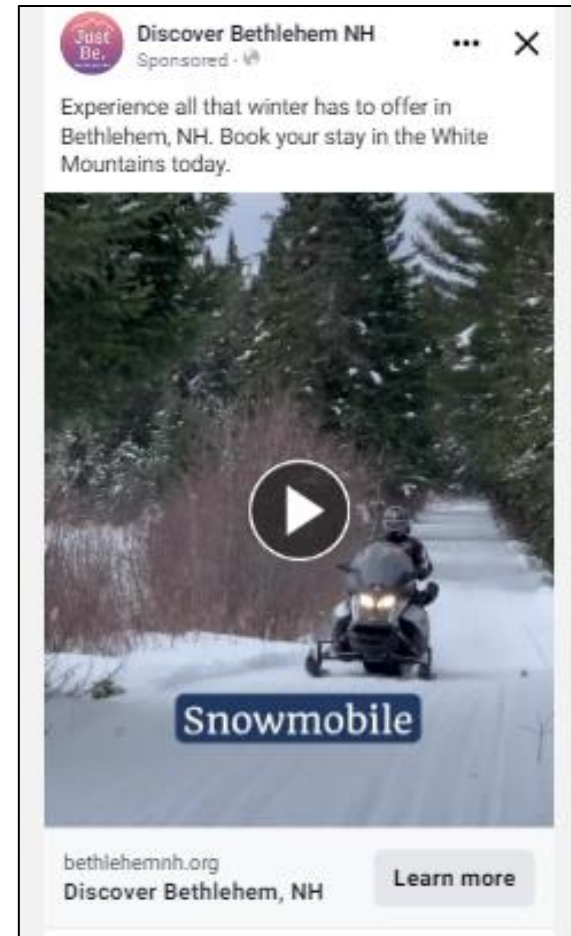
Example Display Ad

Social Media- *Paid Social Media*

Town of Bethlehem's Winter Paid Social Media campaign consisted of one video ad and a set of 3 display ads. Ads ran from Feb 7 – March 11. The total budget was \$675; \$175 towards video and \$500 towards display ads.

Winter Paid Social Media Campaign - Video:

- **Impressions:** 29,249
- **Reach:** 14,665
- **Link Clicks:** 1,116
- **CPC:** \$0.16
- **Amount spent:** \$175.00



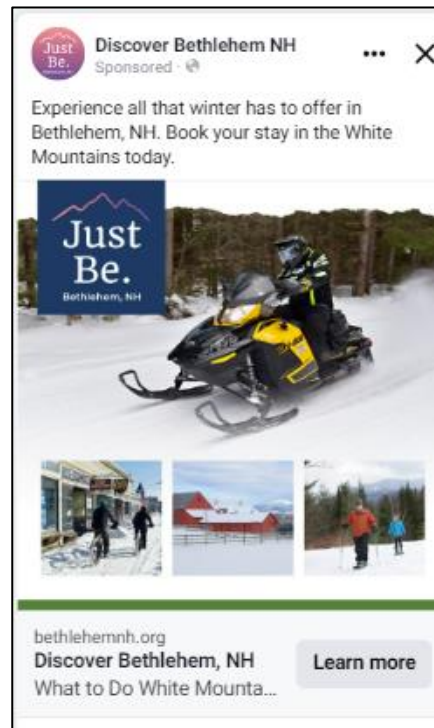
Social Media- Paid Social Media

The display ad set consisted of three static graphics. The ad set distributes money throughout all three ads based on how they are performing. The display ad total budget was \$500.

- **Impressions:** 63,529
- **Reach:** 31,681
- **Link Clicks:** 632
- **CPC:** \$0.41
- **Amount spent:** \$256.53

- **Impressions:** 47,516
- **Reach:** 20,793
- **Link Clicks:** 266
- **CPC:** \$0.37
- **Amount spent:** \$99.53

- **Impressions:** 37,066
- **Reach:** 20,426
- **Link Clicks:** 347
- **CPC:** \$0.41
- **Amount spent:** \$143.94









Social Media- *Unpaid Social Media*

Facebook:

- Page Likes: 910
 - Up +392 likes from March 2022
- Total Post Engagement: 1,639
- Total Post: 85

Instagram:

- Total Followers: 1,109
 - Up +334 followers from March 2022
- Total Post Engagement: 1,473
- Total Posts: 72

	Cozy up and find a nook to read a book Legacy ... Discover Bethlehem NH	Boost post	Post	Tue Jan 10, 2:00pm	876
	Bring a piece of NH home with you from Loneso... Discover Bethlehem NH	Boost post	Post	Wed Jan 25, 11:00am	875
	After you spend a day exploring Bethlehem you ... Discover Bethlehem NH	Boost post	Post	Sat Mar 18, 3:00pm	836
	The Colonial Theatre is back and kicking off the 2... Discover Bethlehem NH	Boost post	Post	Tue Mar 14, 6:00pm	692
	Fat bike across miles of groomed trails througho... Discover Bethlehem NH	Boost post	Post	Mon Feb 13, 6:00pm	665
	SAVE THE DATE! Summerfest is back on August 1... Discover Bethlehem NH	Boost post	Post	Wed Mar 15, 6:00pm	646

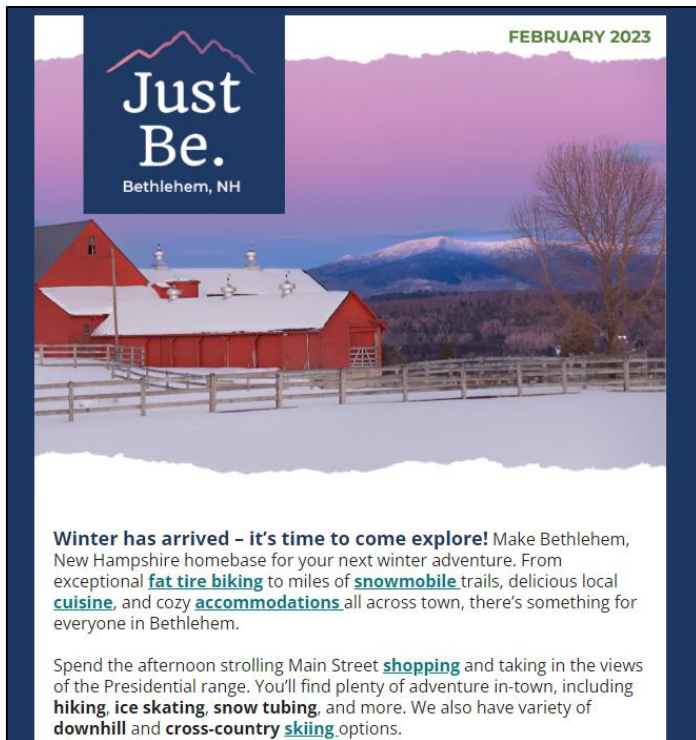
Top Posts by Reach

Email Marketing – Tourism Newsletter

Tourism Newsletters focus on seasonal activities and events happening in Bethlehem. Sullivan Creative sent outreach emails and social media messages to businesses and organizations to incorporate their updates into each newsletter.

February: Promoted winter vacation planning, activities, and seasonal events

- **Date Sent:** February 8, 2023
- **Open Rate:** 49%
- **Click Rate:** 9%



March: Featured Maple Month and local restaurants/businesses utilizing maple.

- **Date Sent:** March 14, 2023
- **Open Rate:** 46%
- **Click Rate:** 5%



Website SEO (Search Engine Optimization)

Sullivan Creative's SEO Specialist reviewed tourism pages of TOB website and provided recommendations for improved optimization and keyword suggestions. Upon initial review, the following changes were made:

- Keyword integration throughout all content on the website
- Reorganized the flow of copy on select pages to focus keywords and phrases higher up on the page
- Incorporated subheadings and bullet points to improve readability and ease of use for mobile users
- Added breadcrumbs to the What to Do pages

Top keyword searches include:

- what to do White Mountains
- white mountains hiking
- white mountains biking
- Best restaurants White Mountains NH
- Lodging Bethlehem NH
- Hotels White Mountains NH
- Bethlehem NH
- Town of Bethlehem NH

Many of the top keyword searches included "White Mountains". While this website specifically focuses on Bethlehem, NH we integrated keywords like "White Mountains" to help drive more traffic to your website.

Upcoming Work

- White Mountain Attraction - Premier Page Sponsor Ad on Things To Do webpage
 - *Ad will run from May – October*
 - *Average monthly website traffic during summer/early fall: 113,700 visitors*
- VisitNewEngland.com Dedicated E-blast on June 22
 - *Sends to 17,700 opt-in subscribers and includes a Facebook post to 76,000 followers*
- Salmon Press Summer Guide half page ad
 - *This publication promotes tourism in the White Mountains, Mt. Washington Valley, Great North Woods, and Lakes Region*
 - *Distributed to over 400 locations throughout New England*
- Summer rack card distribution
 - *Distributed to West Ossipee, East Madison, Conway, Center Conway, Fryeburg, ME, North Conway, Intervale, Kearsarge, Glen, Jackson, Pinkham Notch and Bartlett*
- Town of Bethlehem Tourism Newsletter - June and July/August
- Social Media Advertising
- Paid Google Advertising

Ongoing Work

- Year-round DiscoverNewEngland.com Listing
- Year-round VisitNewEngland.com Listing - Level 1 Advertising Package
- White Mountain Attraction Travel Guide (quarter page ad)
- Rack Card distribution in 8 NH Welcome Center throughout the state



Thank You!
ANY QUESTIONS?