

Case Study: Summer Lakes Campaign

Crawford County Convention & Visitor's Bureau



Bull Moose Progressive Marketing
Marketing reformed for business impact





Executive Summary

The Crawford County Convention & Visitor's Bureau, the official tourism promotion agency for Crawford County, Pennsylvania, required a comprehensive campaign to promote both outdoor recreation at the multiple lakes in Crawford County, as well as prove return on investment for their membership through their tourism promotion efforts. To help, Bull Moose Marketing utilized a strategy they had already created for them and executed a three-month campaign.

Challenges

The Visitor's Bureau, by its very nature as a tax dollar and membership revenue funded entity, has to prove return on investment to its stakeholders while not always seeing how their efforts pay off given their efforts help other entities (local retail, attractions, hotel, etc) rather than the visitor's bureau itself.

The Visitor's Bureau also faced the need for a website overhaul.



Image, Map, and Data Heavy

Bull Moose Marketing executed a strategy heavy on social media as well as a customized map for tourists to find not only the various lakes throughout Crawford County, but member businesses as well.

Email marketing was utilized as well in the form of a monthly newsletter with featured events, a lake spotlight, and more.

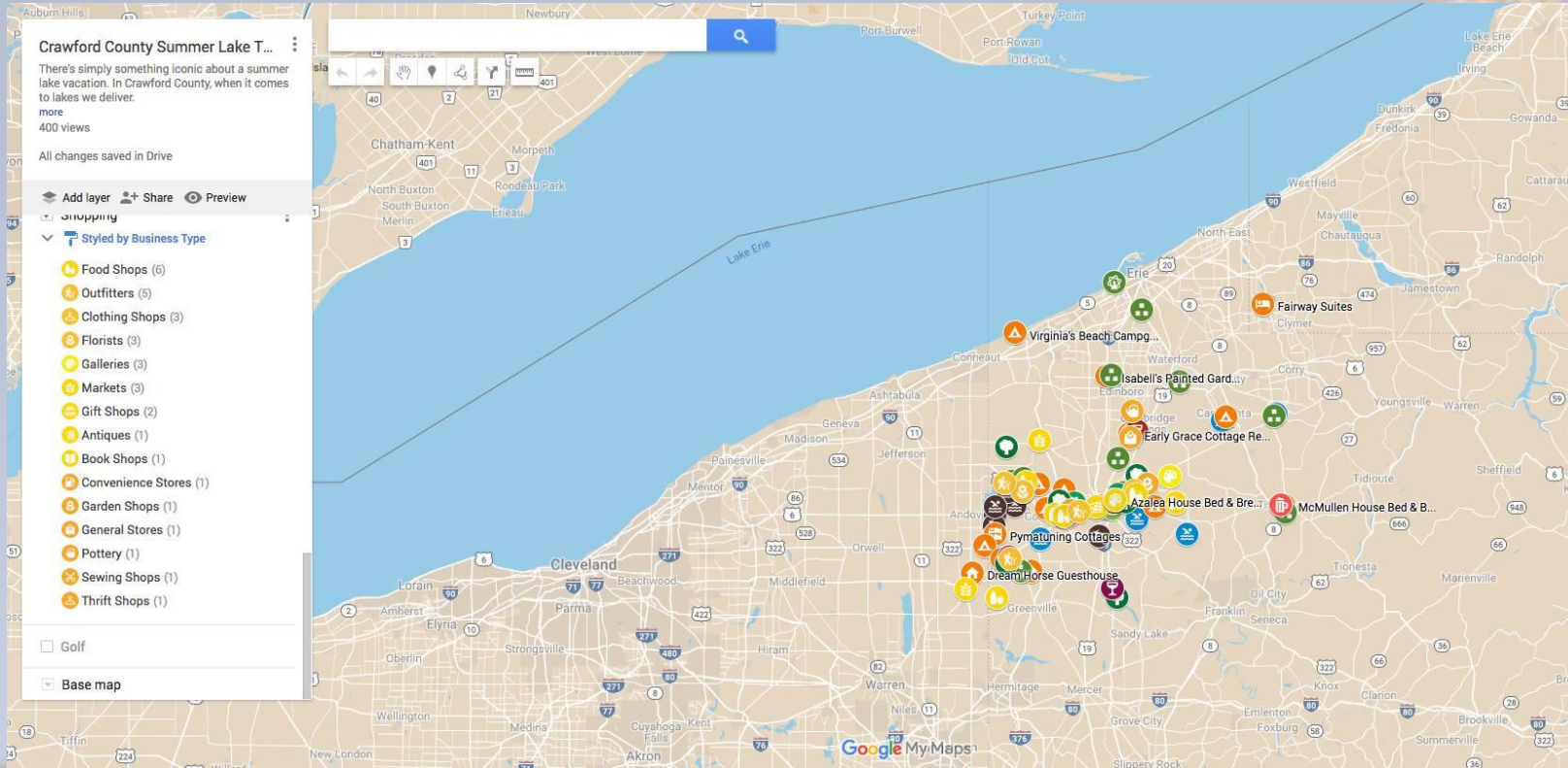
Through a tourism basket giveaway, leads were also collected to add to mailing lists for future campaign distribution.

Social media data collection was key with this campaign, as with all digital marketing efforts. While plans to update their website were in early stages, social media allowed a more accurate view of engagement.

Capturing as much engagement data as possible allowed the Visitor's Bureau to prove ROI to their stakeholders in a market that is otherwise difficult to identify transparent return on marketing dollars.



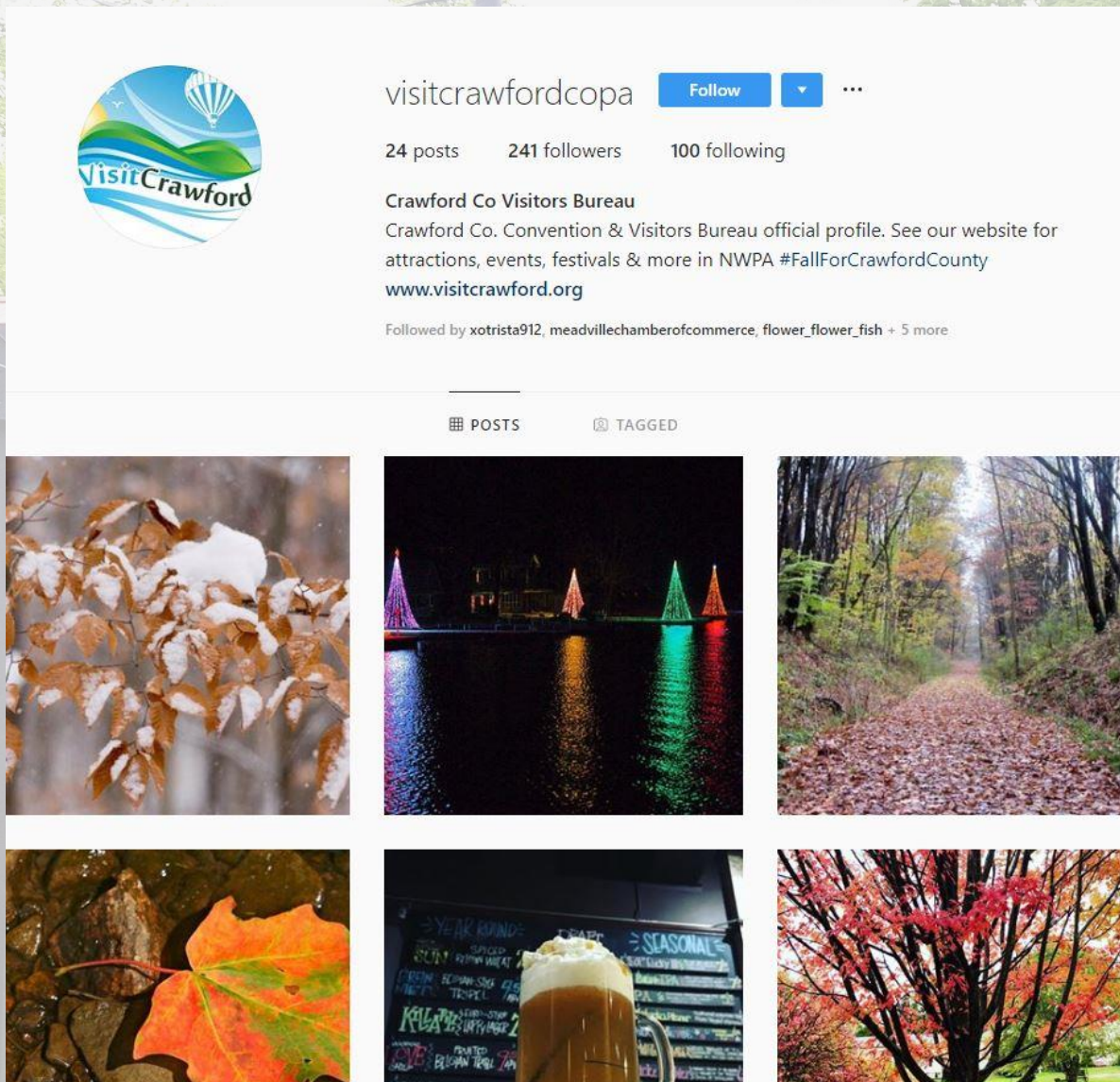
Map



Detailed digital travel map allowed for members to be featured as well as lakes, boat launches, etc.



Instagram











































Instagram is a relatively new channel for the Visitor's Bureau, but followers increased by over 15% during the campaign period.



Facebook

Total Page Likes Increased by over 150 during the engagement period, showing long-term value of the Visitor's Bureau's promotional efforts (more people want to keep aware of future posts).

07/09/2018 7:48 am		An Evening with Alabama			75		0 0		
07/08/2018 10:57 am		Second Saturday Demonstration			75		3 1		
07/06/2018 2:05 pm		Doesn't this just make you wish you were a kid again? Want to			710		45 26		Boost Post
07/03/2018 12:30 pm		Conneaut Lake is looking great!			61		20 3		Boost Post
07/02/2018 12:33 pm		Have you gotten your flares for Light Up the Lake? We still have			3.1K		139 36		Boost Post
07/01/2018 9:10 am		Crawford County Convention & Visitors Bureau shared a post.			52		14 4		Boost Post
07/01/2018 8:36 am		Youth Hockey Pickup for ages 4-14. No experience necessary!			176		1 1		
06/29/2018 3:35 pm		Meadville Improv Jam			173		1 1		

Organic engagement increased significantly for campaign related posts.





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to work and live.**

To Contact Us

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