

Quarter 2 April-June 2022



Visitor Touches

417 Incoming Info Request Calls
151 from outside of Georgia

M&C Group Sales

NEW LEADS

- Georgia Municipal Clerks Association – Jan. 2024
- Atlanta Game Fest (4 events) – Oct. 2022, Jan., May, Oct. 2023
- USA BMX National Event – June 2023

SERVICING

- Corvair Club Convention July, 2022
- GMOA/AMA/SCMA Regional Meeting July, 2022

Planning Schedule for Motorcoach Owners/Operators in a six state region:

- PTC Special Events:
- Sunday, July 24th Opening Dinner
 - Monday, July 25th Opening Lunch with Special Guests
 - Tuesday, July 26th Fam Tours with Motorcoach Owners & Operators



Gift Store Sales

\$3,809.50

Marketing, Advertising & PR

PRINT ADVERTISING

- **April:** Blue Ridge Motorcycling, Smokey Mountain Living, Okra Magazine, Group Tour Magazine, Guide to Georgia Events
- **May:** Better Homes and Gardens, Food Network Magazine, Sports Events Magazine
- **June:** Woman's Day Magazine, American Roads Magazine, The Magazine, Guide to Georgia Events

DIGITAL MARKETING

365 Degree Total Marketing

- Braves Trophy Tour fb & google ads (Q2) - April
- Hospitality Recruitment - May & June
- Spring Getaway Campaign – April & May
- The Camp Event - May

Website

Total Sessions: **23,581** (91% increase)
 • Mobile - **16,750** (71%)
 • Desktop - **5,732** (24%)
 • Tablet - **1,099** (5%)
 Unique Users: **20,024** (91% increase)
 Pageviews: **34,354** (81% increase)

Facebook

Reach: **187,168**
 Impressions: **398,547**
 Link Clicks: **4,131**
 CTR: **3.27%**
 Total Followers: **11,752**

Instagram

Reach: **8,035**
 Impressions: **27,499**
 Profile Visits: **1,063**
 Website Taps: **45**
 Content Interactions: **342**
 Total followers: **4,748**

LinkedIn

Reach: **2,172**
 Impressions: **8,115**
 Clicks: **85**
 CTR: **1.05%**

Google

Impressions: **467,626**
 Conversions: **8,148**
 (page views, email signups, calls, etc.)
 Clicks: **6,648**
 CTR: **1.42%**

Braves Tour Facebook

Event boosted for 13 days leading up to the event. Reminder post made weekend of event. *

Reach: **20,702**
 Impressions: **33,712**
 Clicks: **386**
 CTR: **6.31%**

*Part of the campaigns ran in Q1 so this is not all encompassing of the entire campaign, the numbers below are the portion that happened in Q2.



Hospitality Recruitment Campaign Facebook

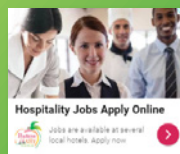
One carousel ad ran for the entire month. There were 4 additional weekly posts that were each boosted.

Reach: **71,014**
 Impressions: **151,952**
 Clicks: **278**
 CTR: **2.01%**

Google

We ran both Search Ads and Display Ads for one month.

Impressions: **401,352**
 Clicks: **4,993**
 CTR: **1.61%**
 Conversions (page views): **5,624**
 Conversion Rate: **110.02%**



Spring Getaway Campaign Facebook

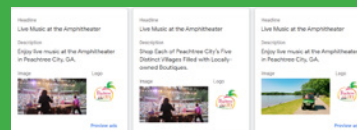
2 carousel ads ran for 2 weeks each. There were 2 additional posts weekly that were boosted.

Reach: **122,110**
 Impressions: **178,703**
 Clicks: **1,694**
 CTR: **5.50%**

Google

We ran Search Ads for one month.

Impressions: **66,280**
 Clicks: **1,655**
 CTR: **2.50%**
 Conversions (page views): **2,410**
 47 sign ups



The Camp Event Facebook

Event boosted for 13 days leading up to the event.

Reach: **13,1448**
 Impressions: **34,175**
 Clicks: **873**
 CTR: **10.2%**

