Quarter 3

July-September 2022

Visitor Touches

401 Total incoming calls
267 In-state calls
134 Out-of-state calls

M&C Group Sales

NEW LEADS
- Daughters of American Colonists - *Feb, 2024*
- ACCG Fall Leadership Training – *Nov, 2023*
- AFC Lightening Mens/Womens – *Jan, 2023*

DEFINITES
- Nivel – Fall Focus Group – *Sept/2022*
- GA Assn of Convention and Visitors Bureaus – *Nov, 2022*

ASSISTS
- Italian Heritage Festival - *Oct 8, 2022*
- Hispanic Heritage Festival – *Nov 12, 2022*

LOST BUSINESS
- BMX USA – *Jun, 2023*

SHOW ATTENDED
- Going on Faith Conference Panama City Beach *Sept 13-15, 2022*

Gift Store Sales

$2,766

Marketing, Advertising & PR

DIGITAL MARKETING

365 Degree Total Marketing
- Festivals - August

PRINT ADVERTISING
- *Blue Ridge Motorcycling* - Summer 2022
- *Okra* - Summer 2022
- *Smokey Mountain Living* - June-July
- *American Road* - July-August
- *Convention South* - August
- *Women's Day* - Aug-Sept
- *Better Home and Gardens/ Food Network* - Sept
- *Guide to Georgia Events* - Fall 2022
- *Smokey Mountain Living* - Fall

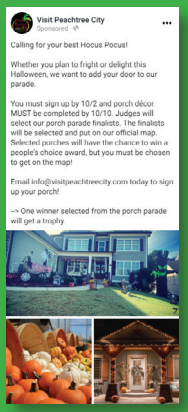
Website

Total Sessions: **21,194**
- Mobile - **15,765**
- Desktop - **5,737**
- Tablet - **692**

Unique Users: **18,774**
Pageviews: **31,858**

Facebook	Dragon Boat Festival	Shakerag Festival	Post Linking to Events Blog	World War II Heritage Day	Italian Heritage Festival	Magnolia Arts Festival	Hispanic Heritage Festival	Halloween Events: Porch Parade Sign Up	Halloween Events: Fright Lights Sign Up	The Camp Boosted Post	The Camp Carousel Ad	TOTAL
Impressions	37,964	300,115	31,135	30,132	323,721	303,815	70,551	98,626	95,734	3,045	7,844	1,302,682
Reach	22,289	175,767	16,924	24,512	128,447	142,466	46,282	39,844	31,184	1,842	4,280	633,837
Link Clicks	47	2,493	537	780	5	1	585	-	-	43	87	4,578
Ad Spend	$ 650.00	$ 650.00	$ 199.05	$ 100.55	$ 483.82	$ 504.27	$ 531.36	$ 275.87	$ 276.13	$ 17.79	$ 39.79	$ 3,728.63
Reactions, Comments, Shares, and Saves	5,654	744	73	471	5	28	6,555	63	210	14	3	13,820
Post Engagements	5,819	4,143	1,001	1,461	134	221	7,940	411	891	66	90	22,177
					ongoing	ongoing	ongoing			ongoing	ongoing	

Google Ads	Dragon Boat Festival	Shakerag Festival	World War II Heritage Day	Italian Heritage Festival	Magnolia Arts Festival	Hispanic Heritage Festival	TOTAL
Impressions	94,675	43,061	7,770	257,971	113,944	12,327	529,748
Link Clicks	1,141	1,680	360	1,219	724	852	5,976
Ad Spend	$ 271.24	$ 216.43	$ 191.63	$ 177.33	$ 133.87	$ 228.11	$ 1,218.61
			ongoing	ongoing	ongoing	ongoing	



The Camp Carousel Ad *(Ongoing)*

Porch Parade *(Ongoing)*

Facebook

Impressions: **7,844**
Reach: **4,280**
Link Clicks: **87**
Reactions, Comments, Shares, Saves: **3**
Post Engagements: **90**
Ad Spend: **$39.79**

TOTALS:

Google

Impressions: **529,748**
Link Clicks: **5,976**
Ad Spend: **$1,218.61**

Facebook

Impressions: **1,302,682**
Reach: **633,837**
Link Clicks: **4,578**
Ad Spend: **$3,728.63**
Reactions, Comments, Shares, Saves: **13,820**
Post Engagements: **22,177**