



POCONO MOUNTAINSSM

VISITORS BUREAU

BACKGROUND

The mission of the Pocono Mountains Visitors Bureau (PMVB) is to enhance the economic and environmental well-being of our region and members through the promotion of tourism and the comprehensive marketing of our destination.

BUSINESS OBJECTIVE

The objectives for the 'Life's Greater in the Pocono Mountains' campaign were to increase fan base, increase engagement, drive referrals to PoconoMountains.com, increase brand value and awareness and drive overnight visitation.

MARKETING SOLUTION

In the winter season, the PMVB's campaign messaging – 'Life's Greater in the Pocono Mountains' – focuses on juxtaposing the target audience's hectic, indoor city life with the refreshing, outdoor offerings of the Pocono Mountains. A Facebook tiered giveaway promotion was created to support and enhance this messaging, also rewarding fans and potential fans of the PMVB page with a chance to make their life greater – at the top of the mountain – by being a part of the community.

The 'Life's Greater At The Top Winter Giveaway' used a custom Facebook application in which fans enter a sweepstakes for a chance to win winter-sport themed prizes. Rather than just a simple sweepstakes, however, this was a tiered giveaway where the more 'likes' the page received, the better the prizes given away – from a t-shirt, to lift tickets to a full weekend ski getaway. Users were encouraged to rally their own friends to join the community, driving up page 'likes' to get to the next level, to get the better prizes.

The Facebook promotion supported the 'Life's Greater in the Pocono Mountains' campaign message in a way that constantly reminded fans on the page of the winter activities available in the mountains, plus rewarded them with prizes to increase their affinity. It also allowed the PMVB to reach a target living in two of the most expensive media markets in the country, in a very cost-effective way.

RESULTS

The following results were achieved by the end of the contest / promotion:

25,000 fans – over 92% increase in Facebook fans, far surpassing the goal of 20,000

36,361 views of the Life's Greater At The Top Winter Giveaway Facebook tab application – nearly double the goal

3,224 entries – over 61% more than the goal

A significant increase in social media engagement on the PMVB Facebook page and of people talking about the PMVB Facebook page: 16,791 people 'Talking About This' [Facebook metric]

A huge amount of messaging impressions on Facebook: Total Reach of 12,619,807 people; Total Impressions: 44,750,463

Overall, increased buzz surrounding the Pocono Mountains and spread the message in a cost-effective way throughout the Philadelphia and New York metro areas that the Pocono Mountains is a great winter getaway