

Visit Valley Forge

Digital Marketing and PR Recap
June 2022

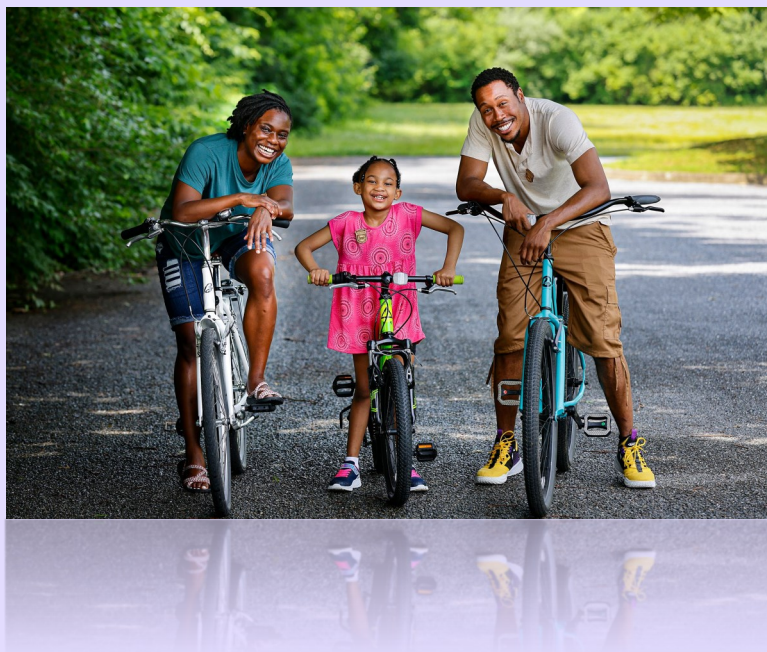


VALLEY FORGE
TOURISM & CONVENTION BOARD

Marketing Recap

#MAKEITMONTCO

During this month, Visit Valley Forge continued their new summer campaign! The goal of this campaign is to highlight all the amazing activities that our county has to offer. During this month, this campaign earned over 338.1K Google impressions, 617.0KK Facebook click to Site impressions, 273.9K Facebook Remarketing impressions, and 69K Facebook Video impressions.



Social Media Recap

Facebook



Our Facebook's top performing post congratulated our neighbors in Philadelphia for being selected as a 2026 World Cup host! This decision will positively impact Montco, PA! This post reached over 23.8K users!



Instagram



In June, Visit Valley Forge's top Instagram post showcased Morgan's Brooklyn BBQ in King of Prussia! This post reached 1,231 users and was liked by 53 users.



YouTube



Visit Valley Forge released two Make It Main Street videos to celebrate pride month! Our Crave Montco Month video was also released!



@VisitValleyForge



@VisitVF

PR Recap

39 Total Publications
427K Total TV Audience
\$68K Total National TV Publicity Value

5.07M
Total Online
And Print Audience



“American Revolution comes to life at Valley Forge at Washington Memorial Chapel”

Website Recap



Valley Forge Website

(06/01/2022 — 06/30/2022)

63K Users 58.17% increase YOY

76K Sessions 62.04% increase YOY

128K Pageviews 30.24% increase YOY

62K New Users 60.14% increase YOY

00:01:03 Avg. Session Duration

Most Viewed Pages

1. Homepage
2. Make it Montco
3. Restaurant- Crave Montco Month
4. Things to Do- Valley Forge Park
5. Things to do



Celebrate Pride Month at Montco's LGBTQ+ Events & Friendly Businesses