

Visit Valley Forge

Digital Marketing and PR Recap
March 2022



VALLEY FORGE
TOURISM & CONVENTION BOARD

Marketing Recap

Our Make It Montco winter getaway campaign performed terrifically in the month of February. This campaign highlighted all the amazing winter activities that our county has to offer. During this month, this campaign earned over 3.1M Google impressions, 998K Facebook impressions and 81K TV impressions.



In the month of February, our *Make It Main Street* Campaign continued to highlight small locally owned businesses in Montgomery County, PA. This campaign was strongly promoted on Google and Facebook. During the month, this campaign reached over 1.7M viewers on Google Ads! We also earned over 508K impressions on our Facebook advertisements!



Social Media Recap

Facebook



Our Facebook's top performing post showcased the upcoming Valley Forge Revolutionary 5-Mile Run at the Valley Forge National Historical Park on April 24th. This post reached over 61K users!



Instagram



In March, Visit Valley Forge's top Instagram post showcased Montco's Main Streets with special guest, Super Bowl Champion, Fletcher Cox! This post reached 18,189 users. The post earned 53 likes and was viewed 4,375 times.



YouTube



Visit Valley Forge celebrated Women's History Month by spotlighting three locally owned women businesses in Montgomery County.



@VisitValleyForge



@VisitVF

PR Recap

36 Total Publications

179K Total Radio Audience

\$73K Total Online and Print Publicity Value

2.1M
Total Online
And Print Audience



'The wave of the future': Montco tourism board using tracking software to understand visitor interests

Website Recap



Valley Forge Website
(03/01/2022—03/31/2022)

51K Users	9.32% Increase YOY
62K Sessions	13.07% Increase YOY
103K Pageviews	5.94% Increase YOY
50K New Users	8.42% Increase YOY
00:01:02 Avg. Session Duration	

Most Viewed Pages

1. Homepage
2. Make It Main Street
3. Things To Do—Valley Forge Park
4. Revolutionary Run
5. Make it Montco



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Montgomery County's Hotels Offer Guests Access to Indoor Pools One of the best little surprises you...

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