

# Visit Valley Forge

## Digital Marketing and PR Recap May 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 591.9K Google impressions, 598.6K Facebook click to Site impressions, 264.6K Facebook Remarketing impressions, and 194K Facebook Video impressions.



### Social Media Recap

#### Facebook

Our Facebook's top performing post introduced our summer campaign! This campaign emphasizes that kids make the rules in Montgomery County, PA This post reached over 92.8K users!



#### Instagram

In May, Visit Valley Forge's top Instagram post showcased our latest branded Arts Montco wall at the Philadelphia Premium Outlets. This post reached 1,177 users.



#### YouTube

Visit Valley Forge released two Make It Main Street videos to highlight locally owned Ukrainian businesses!



# PR Recap

# 401.6K

## Total Online And Print Audience

# 43

## Total Publications

# 183K

## Total TV Audience

# \$44K

## Total National TV Publicity Value



**READING EAGLE**  
“Valley Forge Tourism Board outlines upcoming events during travel rally”

# Website Recap



## Valley Forge Website (05/01/2022—05/31/2022)

<b>54K Users</b>	4.46% decrease YOY
<b>65K Sessions</b>	.54% increase YOY
<b>110K Pageviews</b>	.34% increase YOY
<b>54K New Users</b>	4.29% decrease YOY
<b>00:01:04 Avg. Session Duration</b>	

## Most Viewed Pages

1. Make It Montco
2. Homepage
3. Things To Do—Valley Forge Park
4. Meetings
5. Things to do



**Make It Montco This Memorial Day Weekend**  
 May 23, 2022  
 Celebrate the Start of Summer during Memorial Day weekend in Montgomery County, PA!  
 We've all been  
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