

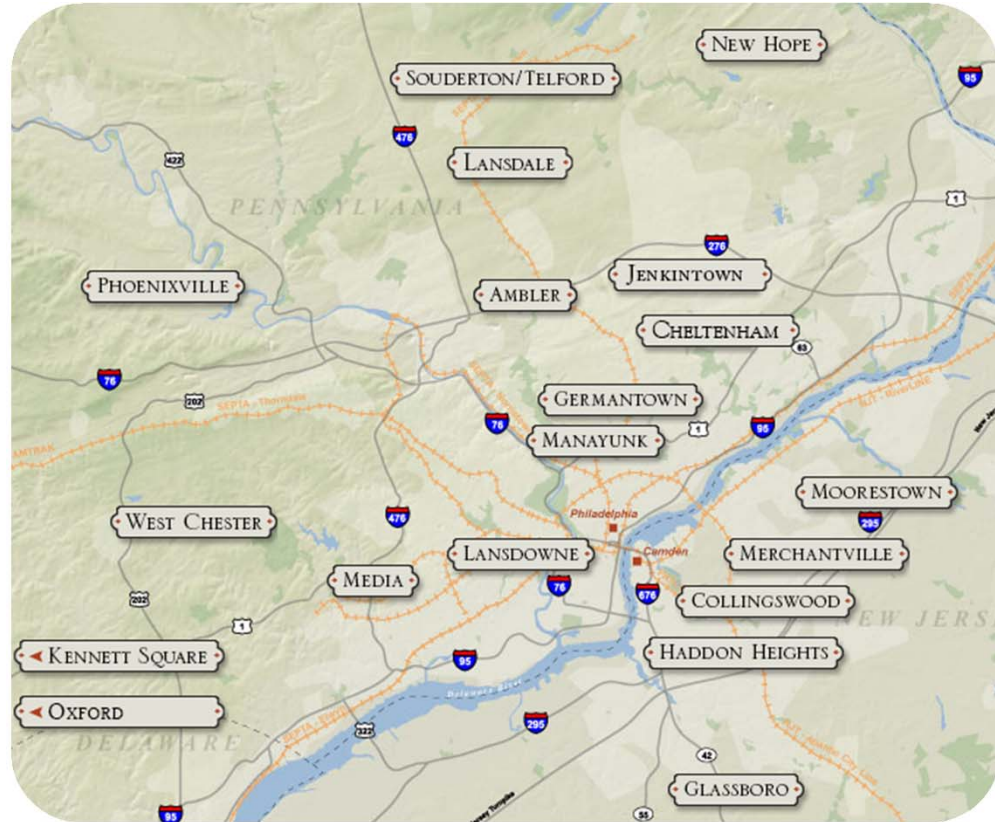


CLASSIC TOWNS OF GREATER PHILADELPHIA



About

- Developed in 2008 to assist older suburbs and neighborhoods in promoting their communities.
- Cooperative marketing program promoting assets available in developed communities
- Provides the tools to brand themselves.
- 19 participating communities



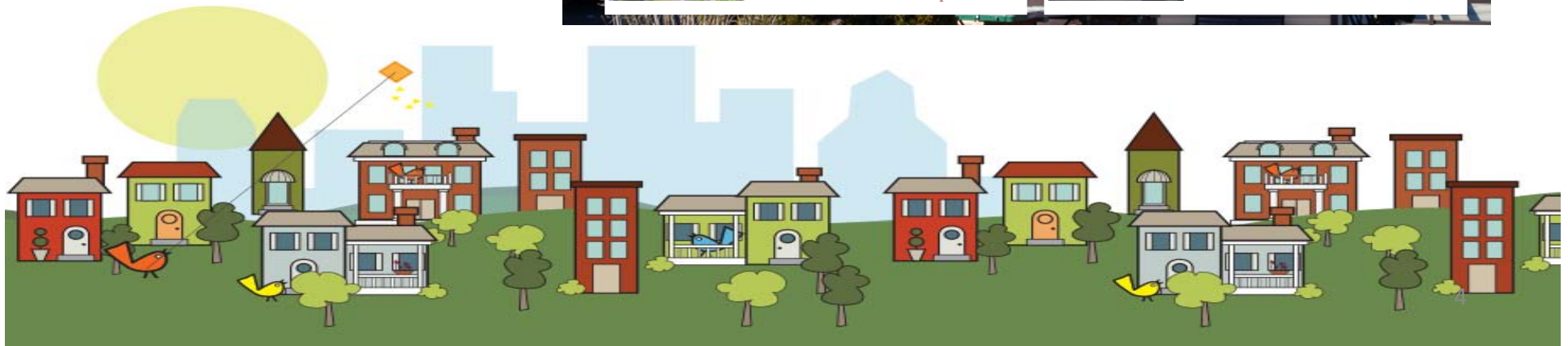
Municipal Partners

- Eligibility
- Rolling Admission Process
- “Fact Finding Mission”
- What is the “there, there?”
- Financial Commitment



Elements of Cooperative Marketing

- Website
- Email/Blogs
- Social Media
- Contests



Measuring CTGP

What are the most important elements of measuring an online cooperative marketing campaign?



Google Ranking (search optimization)

The screenshot shows a Yahoo search results page for the query "classic towns". The browser tabs include "Philadelphia local news" and "classic towns - Yahoo Search". The search bar contains "classic towns" and the search button is labeled "Search".

Web
[Classic Towns of Greater Philadelphia](http://www.classictowns.org)
www.classictowns.org Cached
The Classic Towns of Greater Philadelphia initiative is committed to the region's older communities. Explore our website to learn more about visiting the Classic ...

Local
[Explore - Classic Towns of Greater Philadelphia](http://www.classictowns.org/explore)
www.classictowns.org/explore Cached
Located near Philadelphia with an easy commute to New York City and Washington DC, the Classic Towns of Greater Philadelphia are ideal communities for visitors ...

Classic Towns - Image Results

[More Classic Towns images](#)

Home | I Love Classic Towns
contest.classictowns.org Cached
Thanks for all the photos. The "I Love Classic Towns" Photo Contest is closed. Click here to see the winning photos. Click here to see the photos that will be part of ...



Click through Rates

The effectiveness and success of the Classic Towns campaign relies upon the emotional response extoled from the web visitor. Even with current technology, this is virtually impossible to fully quantify.

“I love your website- it is easy to use, pretty and I check it out for things to do in the area on the weekends. Found out about some pretty interesting things that I never knew about before- like the Firebird Festival in Phoenixville. “



National Average : 10%

Classic Towns Average : 24.3%

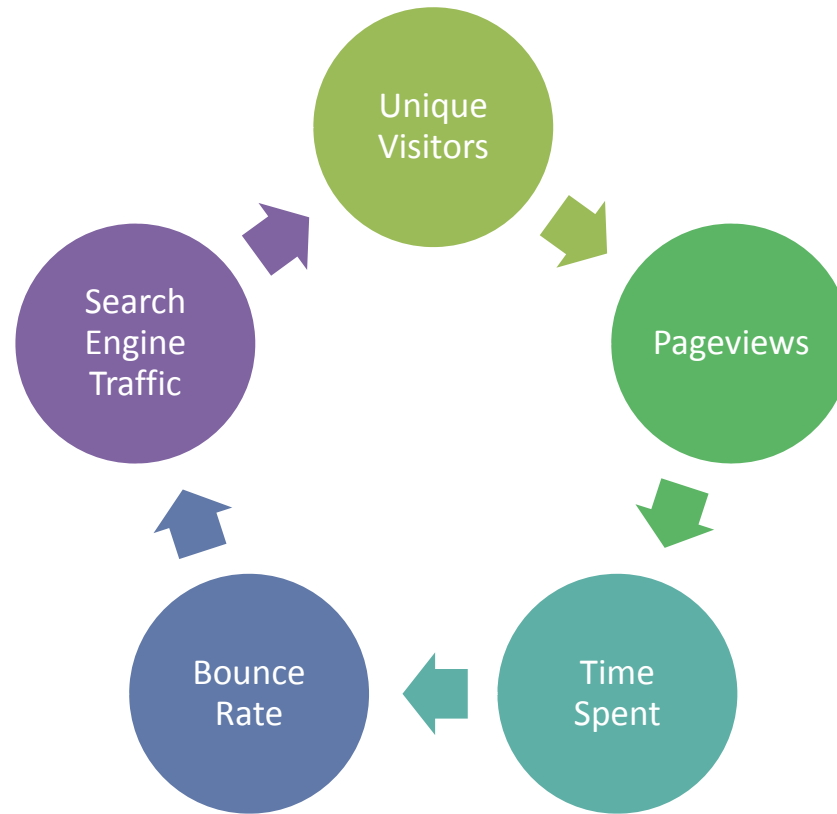


Remarketing



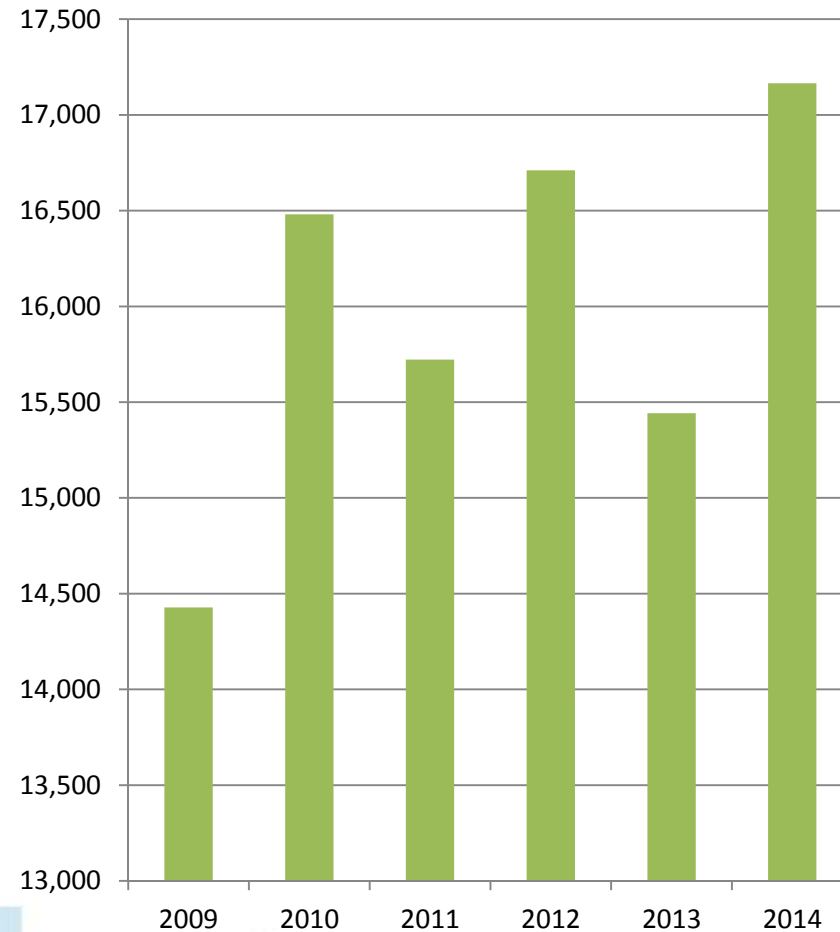
Website Traffic

The Classic Towns online marketing program uses five metrics to analyze message effectiveness.

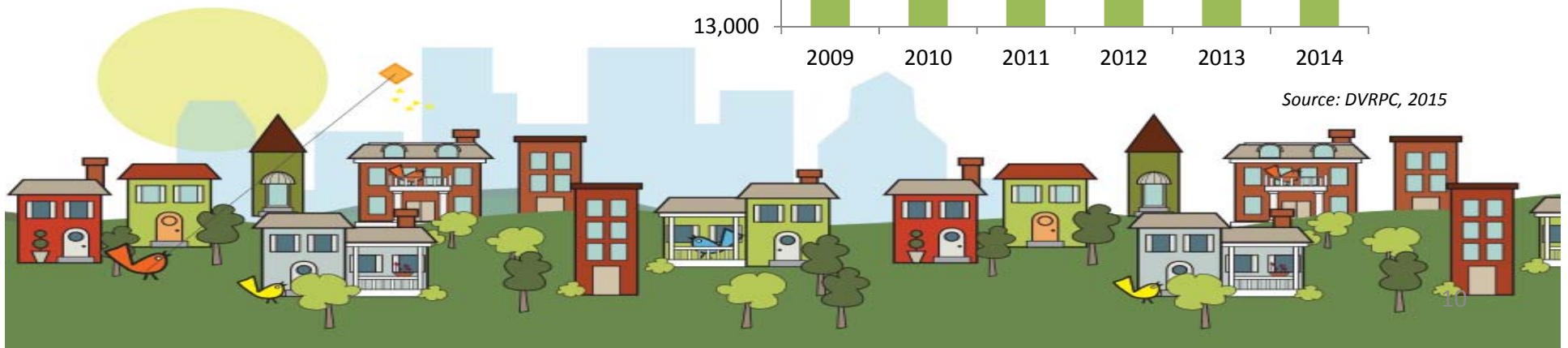


Unique Visitors . . .

are the best indicator of the site's overall traffic. A unique visitor refers to the number of individuals who visit the website during a given period of time. Each visitor is counted only once. This number varies depending on the campaign and the amount of content on the website.

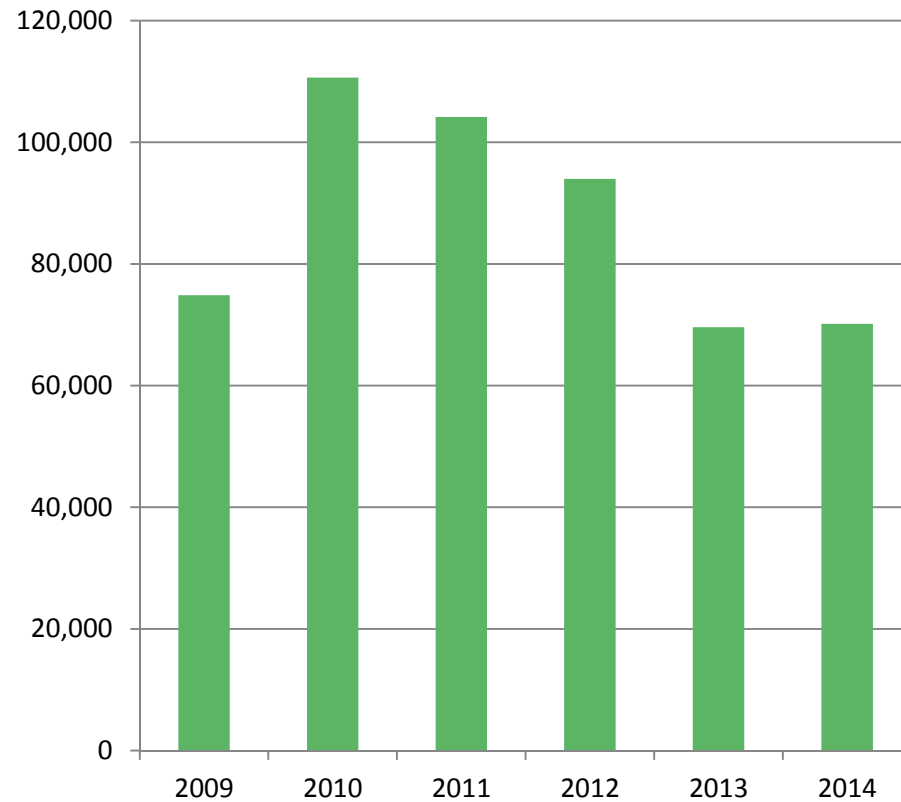


Source: DVRPC, 2015



Pageviews . . .

are the cumulative number of individual pages that visitors click on during a given period of time. If the pageviews are higher than the unique visitors, that may be indication that the audience is finding the content interesting and will continue to click on additional pages.

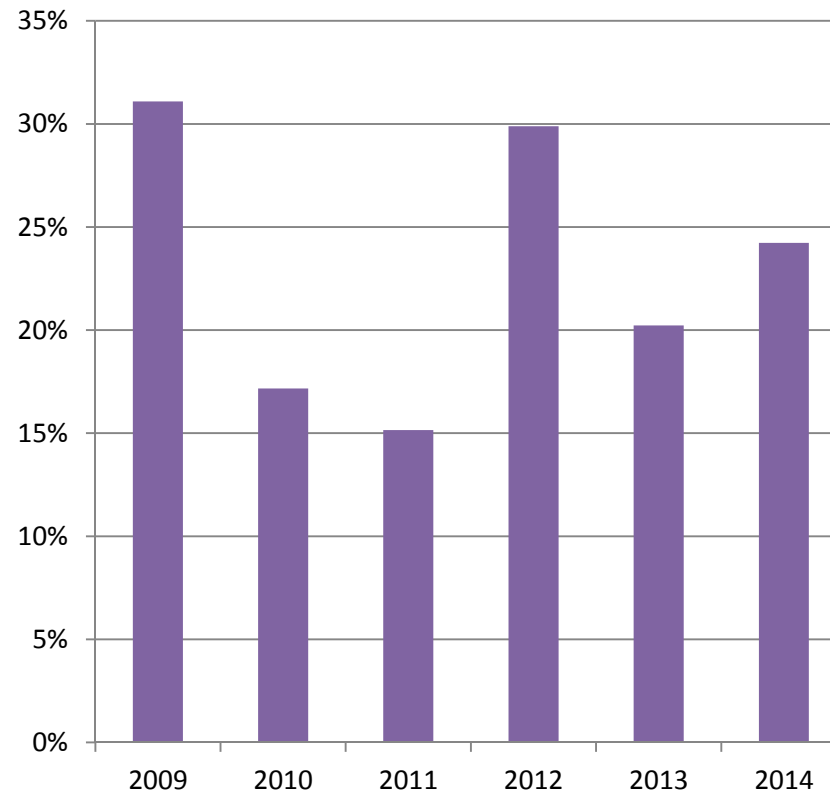


Source: DVRPC, 2015

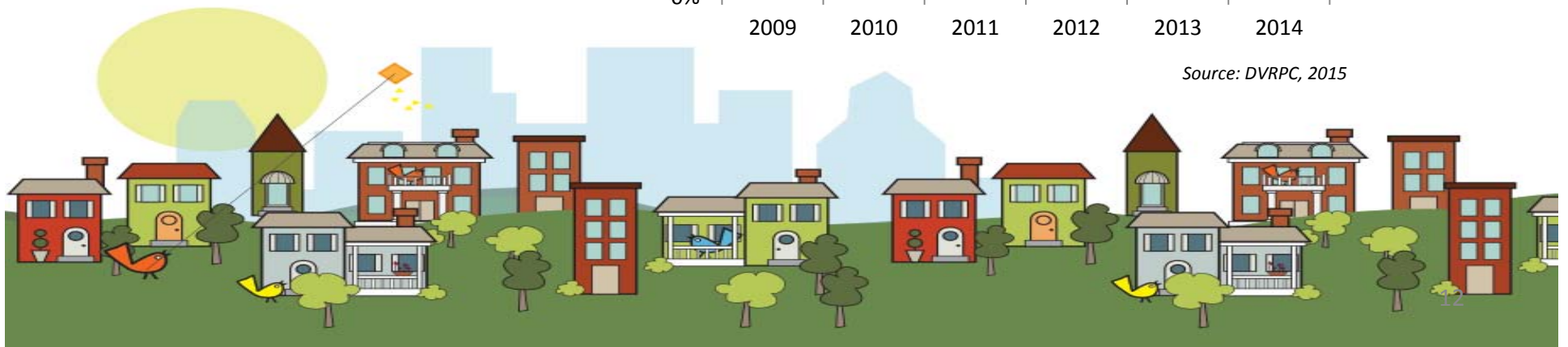


Search Engine Traffic . . .

is the amount of traffic being referred to the website through search engines such as Google , Yahoo or Bing. This number is an indication of how effective the content optimization is performing, i.e., what search words are tagged to the website.

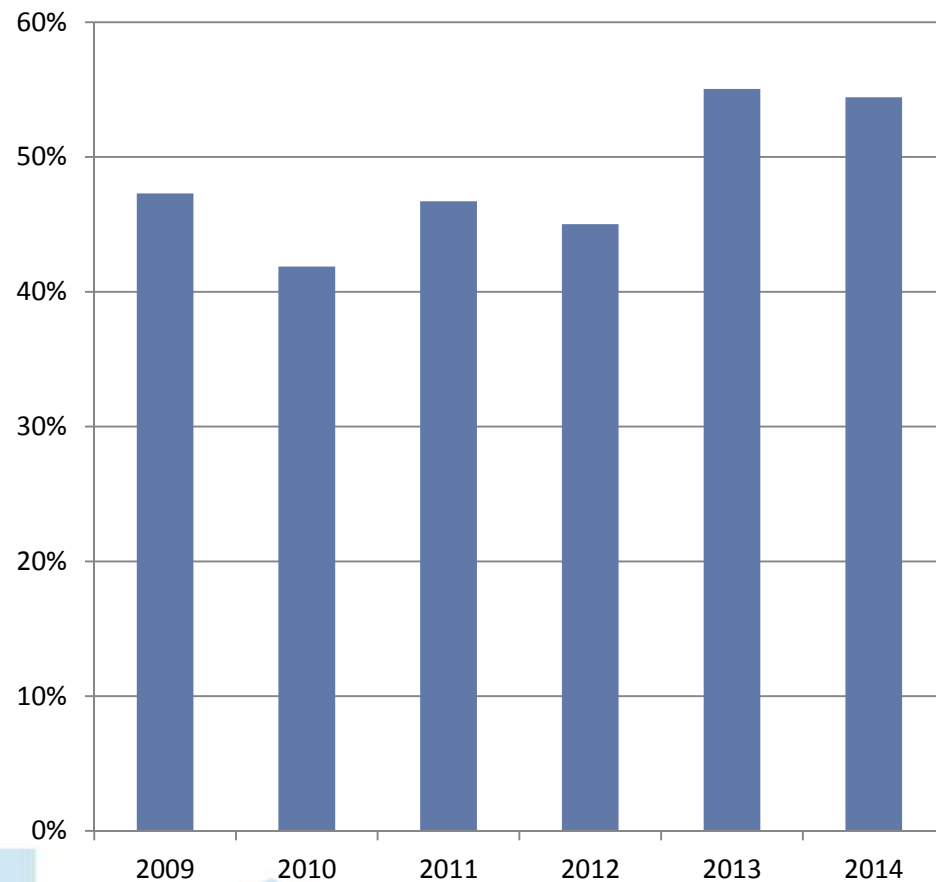


Source: DVRPC, 2015

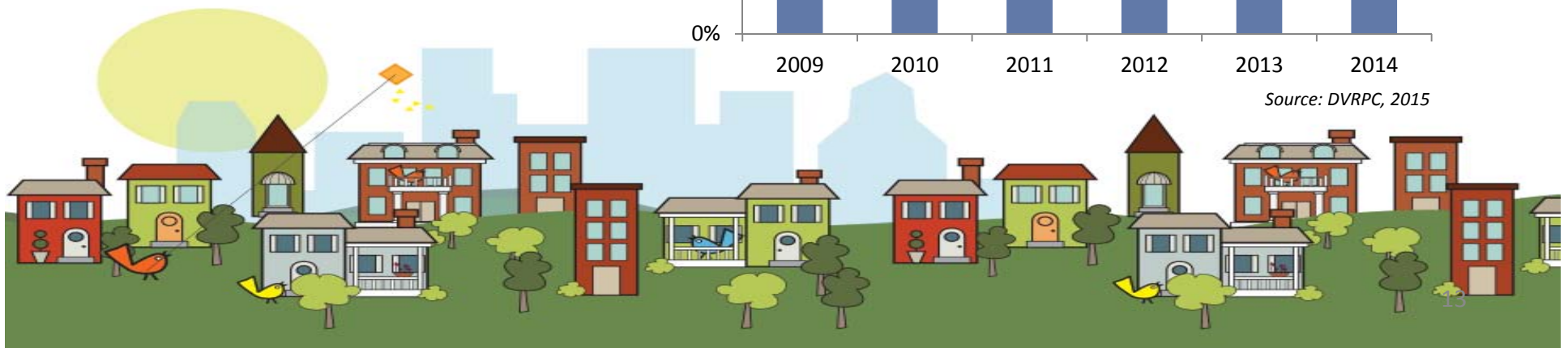


Bounce Rate . . .

is the percentage of visitors who come to the website and then immediately “bounce” or leave before clicking on any other pages. A bounce rate of less than 40% is acceptable for campaigns that are selling a tangible product. In the case of the Classic Towns campaign, a bounce rate of less than 47% is acceptable simply because the site does not require any action from the visitor.

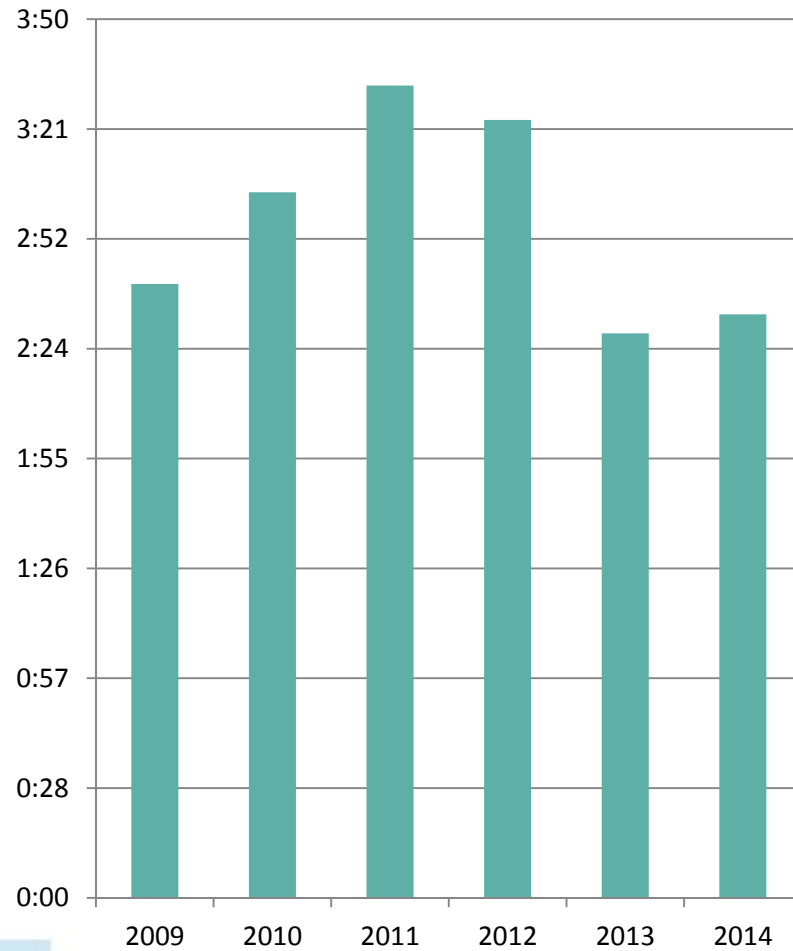


Source: DVRPC, 2015

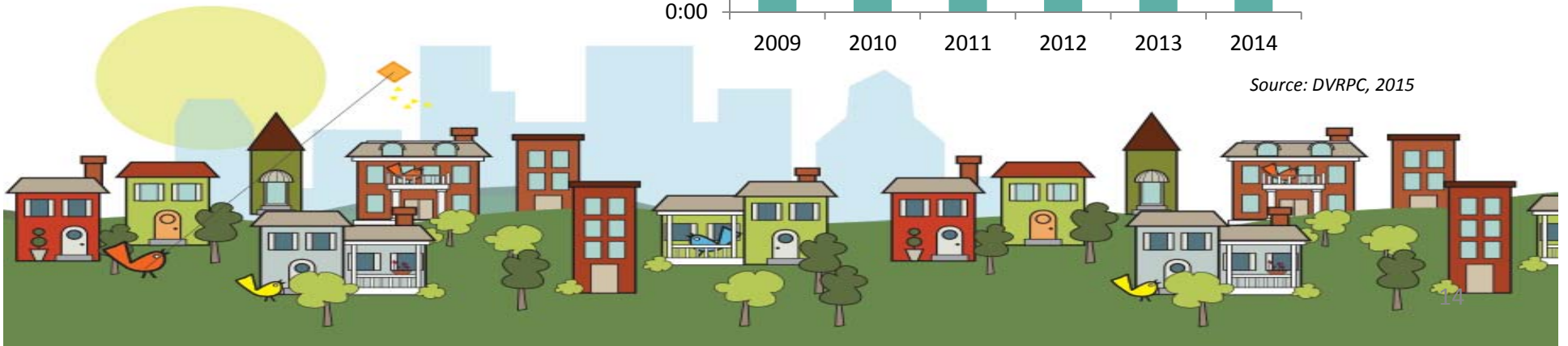


Time Spent . . .


refers to the total amount of time clicking through various pages. The average time spent on websites is less than 60 seconds. The average time spent on the Classic Towns website is 2.57 minutes.



Source: DVRPC, 2015



Email Marketing/Blogs



Blog

All Aboard ! Down By The Station Day

Posted by: dvrpc on April 29, 2015

Visit Haddon Heights on Saturday, May 9th from 10am to 3pm along Station Avenue for Down by the Station Day! No tickets are required to celebrate National Train Day and National Historic Preservation Week by visiting our...

[Read More](#)

Community Heart & Soul Workshops

Posted by: dvrpc on April 20, 2015

The Pennsylvania Humanities Council (PHC) and the Orton Family Foundation are hosting three workshops across the state to introduce Pennsylvania to Orton's Community Heart & Soul™, a resident-driven approach to community planning and development that aims...

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Talk of the Towns

— A CLASSIC TOWNS BULLETIN —

Photo Credit: Jackie Kane-McLean

Summertime in the Classic Towns: Events

The Classic Towns of Greater Philadelphia have countless events planned for this summer. Between June and September, you can enjoy a wide variety of festivals, concerts, parades, and shows that celebrate everything from art, to nature, and even honey! Check out **our blog** and **event calendar** for more information. Come out and take advantage of the wonderful opportunities in the Classic Towns this summer!



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Social Media

The Classic Towns campaign began a social media campaign in October 2014. The Classic Towns social media campaign strives to engage residents, community groups and businesses on the upcoming events or interesting facts. How is #classictowns performing?



Photo Contests

- Opportunity to share what you love about living in a #classictown or why you choose to visit a #classictown.
- Held in 2012 and 2015
- Engagement and awareness



Photo credit: Maureen Schoenberger





www.classictowns.org

