

Geauga Parks District Sees Quality Results

REPORTING

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When your marketing goal is to inspire and educate the public, engaging the citizens of your community and encouraging them to take action, you might feel like the outcomes match most marketing goals. But in the case of Geauga Parks District, these goals also impact taxpayer sentiment and regular use of parks in the area.

The Geauga Park District, among the Ohio Metroparks, manages a system of nature preserves scattered throughout Geauga County, Ohio.

Their 22 open parks, represent 10,000 acres miles of walking, bicycle and horse trails, picnic areas, and a nature center The park district is operated by a three-member Board of Park Commissioners, each appointed to three-year terms by the Geauga County Probate Judge.

Their marketing campaign needed to engage the next generation of nature lovers and future land stewards, educate residents about the services and locations available to them, and encourage land use.

THIS CAMPAIGN USED:

- Youtube
- RRM Display
- Social Display
- Re-Messaging Display
- Paid Social Media Ads

The brand exposure for Geauga Parks District over 3 campaign phases was significant, with almost 1.6 million impressions served through Facebook, YouTube, OTT, RRM display, display re-messaging and social display to residents of Geauga County.

PAID SOCIAL



Paid social ads led the campaign in impressions and clicks, and garnered a 1.45% click thru rate, against an industry average of .9%.

YOUTUBE



The videos, shown on youtube offered a remarkable completion rate, with 67.5% of active viewers watching to completion.

Quality Reporting

As an agency, we strive for transparent reporting that is understandable and guides recommendations on next steps that everyone can agree are appropriate. In the case of our reporting for Geauga Parks District, the marketing coordinator had this to say,

“Not only is the presentation very clear and consumable, but the results seem very strong. This type of reporting goes a long way in our relationship Thank you so much!”