

# LUMINARY

## **Task 1 - Email Marketing**

*Monthly continuous email messaging and reporting*

- The June newsletter was sent on 6.13. To date (5/20) it has received 558 opens and 60 clicks
- The most popular link is the featured blog post. This month, we highlighted three successful businesses in Phoenicia.
- The second most popular link was to the Ulster for Film website.

## **Task 2 - Event Sponsorships**

*Coordination of participation in 2-3 events*

- We have completed negotiations with the EastxNortheast festival and have allocated a \$1,500 budget toward sponsorship of the event which will now take place in both June and August. The Ulster for Film video will play as a short promo in front of at least 6 screenings. Other benefits include video placement in select locations throughout the event at participating venues, and direct introductions to film producers and directors. A full report will be available later this summer.

## **Task 3 - Event Production**

*Attendance of 3 NYC Tech Meet Ups, Coordination of 2 happy hour events, Coordination of 1 bus tour*

Number of registrants: 182 (this includes 3 walk ups)

Number of check-ins on site: 62

Number of actual bus tour sign ups: 6

Number of people who approached me about the bus tour: At least 15, I lost count!

The eventbrite page received 1,502 page views.

The majority of registrants (145) came from either Brooklyn, Manhattan, or the Bronx.

The rest were from part of Queens, Long Island, or the Hudson Valley. (We had 1 from Philly and 1 from Orlando too!)

## **Task 4 - Paid Advertising Placements**

*Paid print and digital placements to promote the benefits of doing business in Ulster County and promotion of task 3 event production*

- The Brownstoner article Luminary arranged to promote this event and our other upcoming events has reached over 30,000 people. 200 people clicked on the eventbrite link to register for the event directly from Brownstoner. Brownstoner reported that our article reached primarily males, ages 25-54 with a household income of over \$150,000.

- The Facebook campaign received 12,117 impressions and received 136 clicks.



-Escape Brooklyn article receive 15,000 impressions and 236 clicks. Their Instagram post received 1,312 likes and 61 comments. It has been recommended to the Office of Economic Development that follow up be done with those who engaged on this social media post. Additionally all registrants were sent to be added to the mailing list and Luminary will be recommending a follow up strategy for all who attended the event.

**Task 5 - Reprints**

*Printing, shipping, delivery, and storage of 5,000 Ulster for Business Rack Cards*

-This is complete.

**Task 6 - Chronogram advertisements**

*Complimentary advertising for 11 months.*

-The July Chronogram ad featuring film is on stands now.