



January – March 2013

MARKETING UPDATE



Online Marketing

- Monitor pages for Horseshoe Park on tourism sites
- Promote the Town on sites including:
 - Town Facebook – 2,417 followers **(+25%)**
 - HPEC Facebook – 2,059 followers **(+23%)**
 - Twitter – 834 followers **(+22%)**
 - Town website -97,360 visits Jan-March **(+35%)**



Partnership Marketing

- Signage for partner events including:
 - Festival of the New Oil @ Olive Mill
 - Legally Blonde @ QCPAC
 - Roots N’ Boots @ Horseshoe Park
 - Parents Night Out @ QCPAC
 - Blossom Festival @ Schnepf Farms
 - Anything Goes @ QCPAC
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events

Rediscover Your Community

- Interactive online campaign focusing on local businesses, locations and destinations in Queen Creek.
- Campaign began Jan. 7 with website **QueenCreek.org/VisitTheQC**
- Sample itineraries with a variety of themes
 - Date Night
 - Family in Town
 - Girls' Day Out
 - Savor the Great Food in QC
 - Explore the Great Outdoors



Rediscover Your Community

- Series of marketing materials focused on driving traffic to the website



Share with the world all there is to see and do in Queen Creek.
Capture the restaurants, the shops and the great outdoors.

Rediscover your community. Visit The QC.

Enter to win an iPad.
From January 7 through February 28, upload photos of you with your friends or family at any local QC venue to QueenCreek.org/VisitTheQC. During this time, the public will be invited to vote on their favorite photos. Take the winning photo and you'll win a 16GB iPad! Get out there and photograph everything - from the most intimate gathering places to the large outdoor events and activities. Have fun, be creative and explore the best times while you visit The QC.

Make a plan to have fun.
Download a variety of 'daytrip' itineraries from QueenCreek.org/VisitTheQC. Become a tourist in your own town and rediscover everything your community has to offer.

TOWN OF
QUEEN CREEK
ARIZONA

Moments to share.
QueenCreek.org/VisitTheQC



Rediscover Your Community

- Photo contest on social media / website from Jan. 7- Feb. 28 generated 53 entries. Winner was Kristi Jernigan with “Lunch at Fire House Subs,” which received 471 votes.



Rediscover Your Community Results

- Visits to the Town's website increased by 11% year-over-year
- Fans on Facebook.com/QueenCreek increased by 20%
- Followers on Twitter.com/TOQC_official increased by 18%





Rediscover Your Community Next Steps

- Continuing to update the daytrip itineraries
- Continued distribution of the Visit the QC postcard flyers
- Highlighting the campaign on the homepage of both the current and new Town website
- Queen Creek postcards?
- Introduction of new Visit the QC video on YouTube...

Questions?

