

**RR<sup>TM</sup>  
NMI  
EST. 1895**  
REDRIVER, NM

# WINTER CAMPAIGN REPORTING

NOVEMBER 2021 - JANUARY 2022

PREPARED BY THE GOOD FOLKS AT:





## OBJECTIVES & STRATEGIES

- Continue to generate awareness (reach new audiences) and become more top-of-mind among prospects in select feeder markets.
- Increase website traffic to educate consumers on all Red River has to offer.
- Track and optimize as we go.

## STRATEGIC CAMPAIGN INITIATIVES

- **Digital and Static Billboards** - Mass media awareness tactic to reach drivers in Dallas.
- **Facebook/Instagram Video and Static** - Community-based awareness and direct response tactics targeted to prospective travelers in select markets with high propensity to engage and click on relevant ads.
- **Pre-Roll Video and Display** - Hyper-targeted digital ads in various formats designed to reach specific audiences on hundreds of websites at the right times in the right places with relevant messaging, based on geography, demographics, interests and online behaviors.

## STRATEGIC CAMPAIGN INITIATIVES - CONTINUED

- **Print Ads** - Full-page ads in Texas Monthly, Taos News Winter Magazine and New Mexico Magazine, designed with the purpose of getting readers excited for winter escapes.
- **Google Paid Search** - Low-funnel, in-bound advertising tactic designed to pique interest and drive clicks among consumers in relevant feeder markets who are actively researching travel to Red River and New Mexico.
- **AccuWeather Display** - Weather-triggered digital ads that are served to Dallas residents only when snow is forecasted or actually falling in Red River, leveraging the relevancy and timeliness of Mother Nature.



OUTDOOR BOARDS

A photograph of two people in winter gear, one in a yellow jacket and one in a red jacket, throwing snowballs at each other in a snowy mountain setting.

IN LIFE, IT'S IMPORTANT  
TO MAKE EVERY  
SNOWBALL COUNT.  
REDRIVER.ORG

RED RIVER, NM

A vertical red banner on the right side of the ad featuring the Red River, NM logo and a topographic map.

A photograph of a person snowboarding down a snowy slope, with snow spraying up around them.

IF YOUR MEMORY IS A BLUR,  
YOU WENT FAST ENOUGH.  
REDRIVER.ORG

RED RIVER, NM

A vertical red banner on the right side of the ad featuring the Red River, NM logo and a topographic map.

A photograph of a young girl smiling, wearing ski goggles and holding skis.

MOGULS LOOK LIKE GOOSEBUMPS.  
FEEL LIKE THEM, TOO.  
REDRIVER.ORG

RED RIVER, NM

A vertical red banner on the right side of the ad featuring the Red River, NM logo and a topographic map.

A photograph of a person skiing through deep powder, with a large cloud of snow behind them.

POWDERLICIOUS  
CONDITIONS.  
REDRIVER.ORG

RED RIVER, NM

A vertical red banner on the right side of the ad featuring the Red River, NM logo and a topographic map.



## DV360 PRE-ROLL VIDEO



WATCH FULL VIDEO HERE:

<https://www.youtube.com/watch?v=DR7qqg4e6gs>



FACEBOOK/INSTAGRAM STATIC AND VIDEO SAMPLES



**Visit Red River, NM**  
Sponsored · 🌐

You're on vacation. Spray as much darn snow as you want. Skiing, snowboarding, snowshoeing, snowmobiling, tubing ...[See More](#)



REDRIVER.ORG

**Experience Winter Euphoria**  
Plan your winter getaway to one ...

[LEARN MORE](#)

 Like

 Comment

 Share



**Visit Red River, NM**  
Sponsored · 🌐

Treat your family to a trip full of winter activities in one of the most charming mountain towns in the southwest.



REDRIVER.ORG

**Quite A Day. That's Every Day.**

[LEARN MORE](#)

 Like

 Comment

 Share



**Visit Red River, NM**  
Sponsored · 🌐

Experience sun-sparkled snow and powder-frosted mountains in one of northern New Mexico's most charming ski towns.



REDRIVER.ORG

**Powderlicious Conditions**  
Red River offers an array of wint...

[LEARN MORE](#)

 Like

 Comment

 Share



**Visit Red River, NM**  
Sponsored · 🌐

In life, it's important to make every snowball count. Plan your winter getaway to one of the most charming northern New ...[See More](#)



REDRIVER.ORG


**Experience Winter Euphoria**  
Skiing, snowboarding, snowsho...

[LEARN MORE](#)

 Like


 Comment

 Share



**Visit Red River, NM**  
Sponsored · 🌐


You're on vacation. Spray as much darn snow as you want. Skiing, snowboarding, snowshoeing, snowmobiling, tubing and fun for the whole family!





REDRIVER.ORG

**Experience Winter Euphoria**  
Plan your winter getaway to one of the most char...

[Learn More](#)


 Like

 Comment

 Share



DV360 DISPLAY SAMPLES



IN LIFE,  
IT'S IMPORTANT  
TO MAKE EVERY  
SNOWBALL COUNT.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



POWDERLICIOUS  
CONDITIONS.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



AT THE FORK  
IN THE ROAD,  
KEEP GOING  
STRAIGHT.

**RR**  
REDRIVER, NM


PLAN YOUR TRIP



IF YOUR  
MEMORY IS  
A BLUR,  
YOU WENT  
FAST ENOUGH.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



MOGULS  
LOOK LIKE  
GOOSEBUMPS.  
FEEL LIKE  
THEM, TOO.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



DV360 DISPLAY SAMPLES



QUITE A DAY.  
THAT'S  
EVERY DAY.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



FRESH TRACKS.  
THE ENGINE ROARING,  
SNOW-IN-THE-FACE KIND.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



EXPERIENCE  
WINTER  
EUPHORIA.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



YOU'RE ON  
VACATION.  
SPRAY AS  
MUCH DARN  
SNOW AS  
YOU WANT.

**RR**  
REDRIVER, NM

PLAN YOUR TRIP



CUE CARD SAMPLES

RR  
REDRIVER

You're  
on  
vacation

Plan Your Trip

RR  
REDRIVER

Spray  
some snow

Plan Your Trip

RR  
REDRIVER

Visit  
Red  
River

Plan Your Trip

RR  
REDRIVER

Experience

RR  
REDRIVER

Winter Euphoria

RR  
REDRIVER

Visit Red  
River

Plan Your Trip



GOOGLE PAID SEARCH

Ad · www.redriver.org ▾

Visit Red River, New Mexico | Experience Winter Euphoria

Experience powder-frosted mountains in one of New Mexico's most charming ski towns. Skiing, snowboarding, snowshoeing, snowmobiling, tubing, family adventures and more! [Adventure](#). [Outdoors](#). [Shopping](#). [Family Fun](#).

Live Web Cams

Check out the current scene  
See the ski area or view the town

Adventure

Year-round outdoor fun for all  
Hiking, skiing, fishing, OHV

Stay

Hotels, cabins, condos, RV resorts  
Time to kick back and enjoy

Eat & Drink

Breakfast, lunch, dinner, sweets  
Craft beer, wine, spirits and bars

Ad · www.redriver.org ▾

Winter Activities Galore | Red River, New Mexico

Skiing, snowboarding, snowshoeing, snowmobiling, tubing, family adventures and more! Escape city life and get back to nature with your friends and family. [Adventure](#). [Outdoors](#). [Shopping](#). [Family Fun](#).

Live Web Cams

Check out the current scene  
See the ski area or view the town

Adventure

Year-round outdoor fun for all  
Hiking, skiing, fishing, OHV

Stay

Hotels, cabins, condos, RV resorts  
Time to kick back and enjoy

Eat & Drink

Breakfast, lunch, dinner, sweets  
Craft beer, wine, spirits and bars

Ad · www.redriver.org ▾

Spray Some Snow | Red River, New Mexico

An array of winter sports, activities for the entire family and affordable lodging. Plan your winter getaway to one of the most charming New Mexico ski towns in the Rockies. [Adventure](#). [Outdoors](#). [Shopping](#). [Family Fun](#).

Live Web Cams

Check out the current scene  
See the ski area or view the town

Adventure

Year-round outdoor fun for all  
Hiking, skiing, fishing, OHV

Stay

Hotels, cabins, condos, RV resorts  
Time to kick back and enjoy

Eat & Drink

Breakfast, lunch, dinner, sweets  
Craft beer, wine, spirits and bars

Ad · www.redriver.org ▾

Explore Winter in Red River | Powderliscious Conditions

When you're on vacation, spray as much snow as you want. Experience powder-frosted mountains in one of New Mexico's most charming ski towns. [Adventure](#). [Outdoors](#). [Shopping](#). [Family Fun](#).

Live Web Cams

Check out the current scene  
See the ski area or view the town

Adventure

Year-round outdoor fun for all  
Hiking, skiing, fishing, OHV

Stay

Hotels, cabins, condos, RV resorts  
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Eat & Drink

Breakfast, lunch, dinner, sweets  
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ACCUWEATHER WEATHER-TRIGGERED DISPLAY

RUNS BEFORE SNOWFALL



RUNS DURING SNOWFALL





## PRINT ADS

**SOME PEOPLE PREFER  
BEACH VACATIONS.  
WE LIKE ADRENALINE  
VACATIONS.**

Cross-country and downhill skiing. Snowboarding. Snowmobiling.  
Snow shoeing. Hiking. Fishing. Toasty fires at the end of the day.  
We're that sleepy town that's never sleepy.

**RR**  
REDRIVER.ORG

WINTER EUPHORIA.  
COULD BE THE ALTITUDE.  
COULD BE THE COUNTLESS  
THINGS TO DO IN IT.

Cross-country and downhill skiing. Snowmobiling.  
Snow shoeing. Hiking. Fishing. Toasty fires at the end  
of the day. We're that sleepy town that's never sleepy.

**RED RIVER**  
REDRIVER.ORG

YOU'RE ON VACATION.  
SPRAY AS MUCH DARN  
SNOW AS YOU WANT.

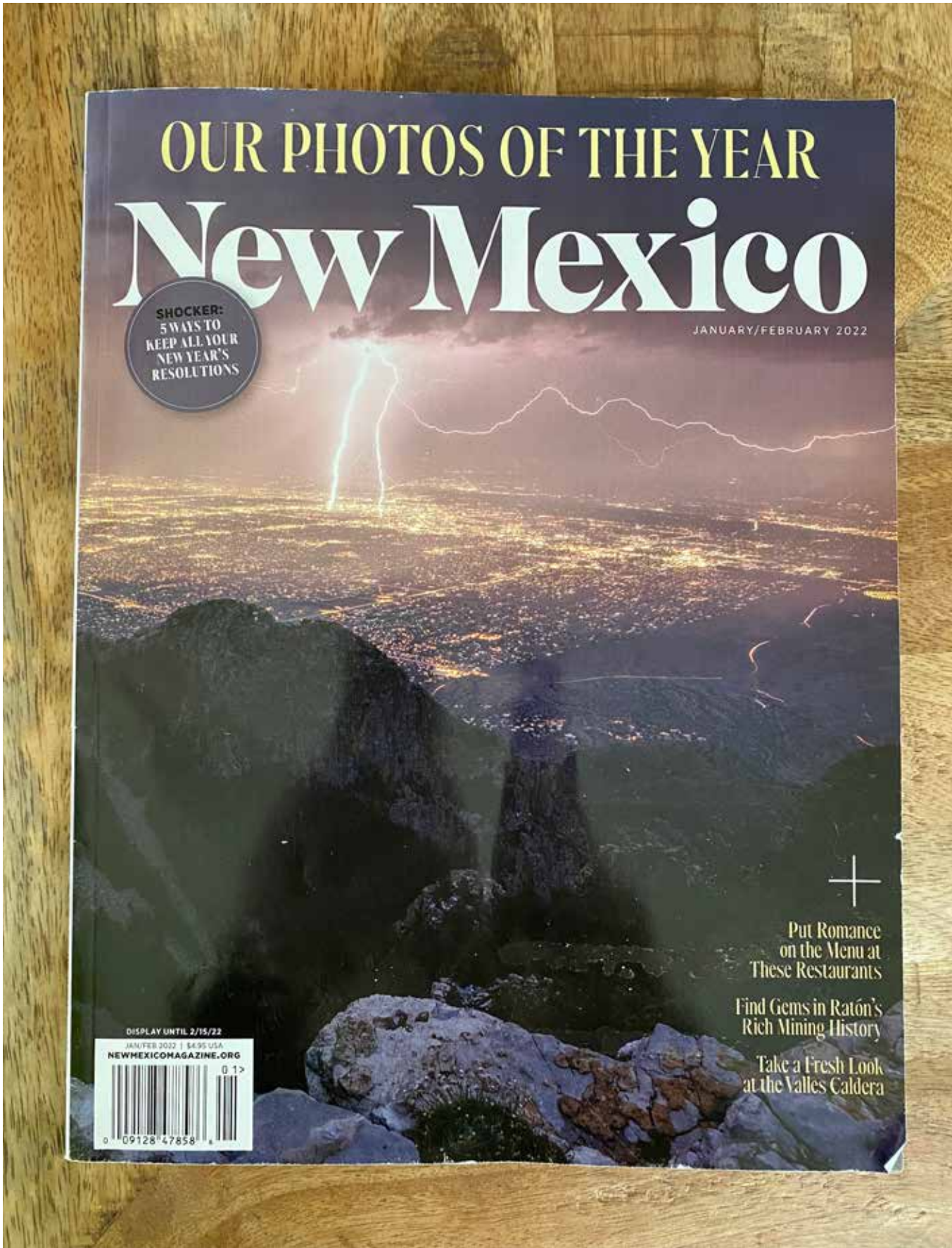
Cross-country and downhill skiing. Snowboarding.  
Snowmobiling. Snow shoeing. Hiking. Fishing. Toasty fires at  
the end of the day. We're that sleepy town that's never sleepy.

**RR**<sup>SM</sup>  
REDRIVER.ORG

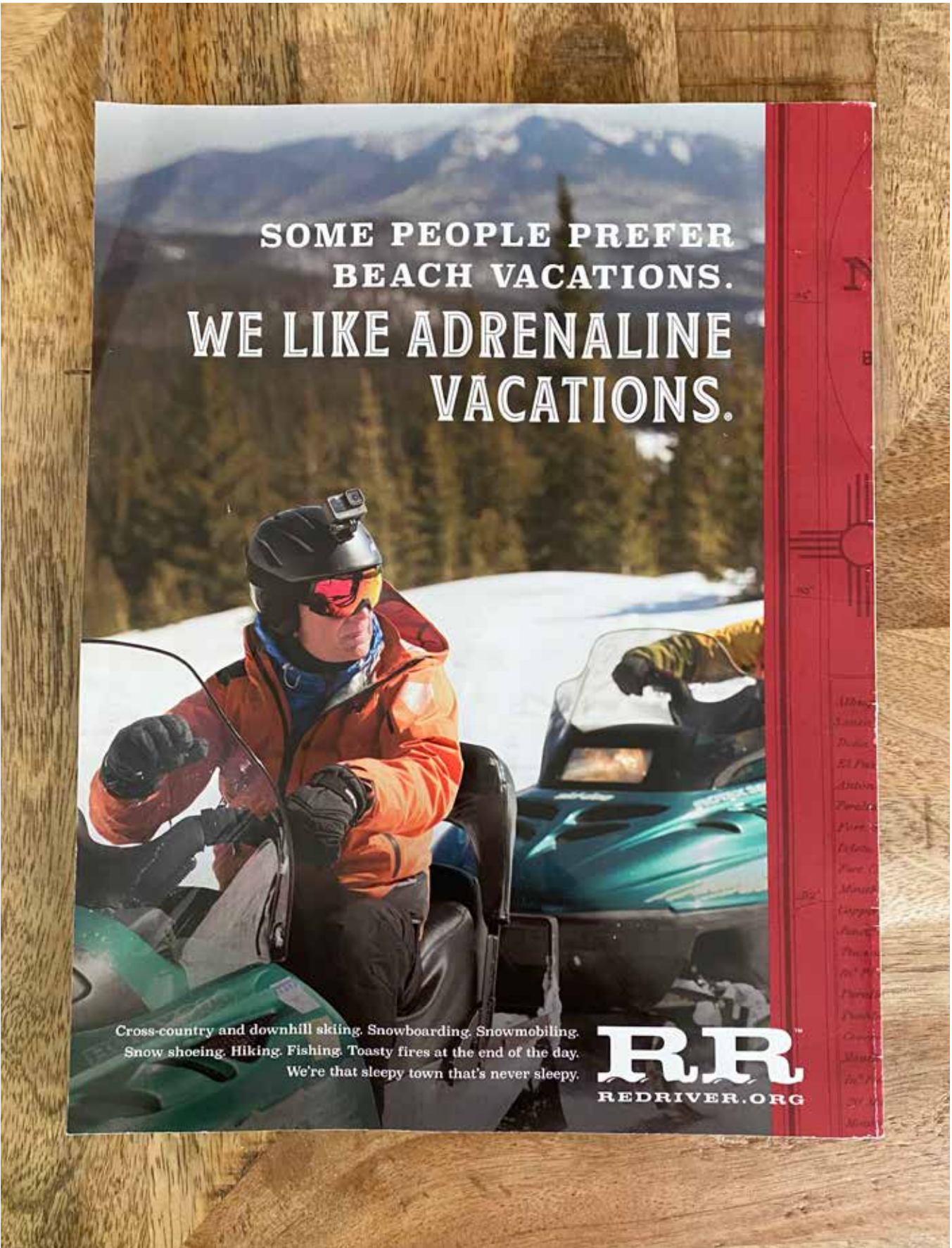
Albuquerque  
Santa Fe  
Durango  
El Paso  
Antonito  
Parachute  
Fort St. Vrain  
Julesburg  
Fort Collins  
Mouth of  
Copper Lake  
Juntura  
Tucson  
Bozeman  
Paradise  
Durham  
Corvallis  
Mouth of  
Bozeman  
20 Miles  
Mouth of



PRINT ADS



FRONT COVER



BACK COVER



DIGITAL MEDIA RESULTS

	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS	VTR	SPEND	CPM	CPC	CPV	AVG. SESSION DURATION
BILLBOARDS (NOVEMBER/DECEMBER)	7,395,192	0	0.00%	0	0.00%	\$29,960.00	\$4.05	-	-	0:00:00
FACEBOOK VIDEO (11/23 - 1/31)	419,765	1,084	0.26%	112,971	26.91%	\$2,789.78	\$6.65	\$2.57	\$0.02	0:00:03
FACEBOOK STATIC (11/23 - 1/31)	1,493,180	9,974	0.67%	0	0.00%	\$5,384.92	\$3.61	\$0.54	-	0:00:13
DV360 PRE-ROLL VIDEO (11/23 - 1/31)	564,125	1,335	0.24%	474,371	84.09%	\$2,997.66	\$5.31	\$2.25	\$0.01	0:00:32
DV360 DISPLAY (11/23 - 1/31)	3,366,525	28,152	0.84%	0	0.00%	\$5,466.03	\$1.62	\$0.19	-	0:01:37
GOOGLE PAID SEARCH (11/23 - 1/31)	44,925	8,525	18.98%	0	0.00%	\$1,772.20	\$39.45	\$0.21	-	0:01:04
ACCUWEATHER (1/10 - 1/31)	779,764	2,444	0.31%	0	0.00%	\$6,996.10	\$8.97	\$2.86	-	0:00:25
PRINT (NOVEMBER - JANUARY) PLUS BONUS DIGITAL	3,153,531	0	0.00%	0	0.00%	\$18,593.00	\$5.90	\$143.02	-	0:00:00
TOTALS	17,217,007	51,514	0.77%	587,342	59.70%	\$73,959.69	\$4.30	\$0.49	\$0.01	0:00:52

BENCHMARK CTR FOR FACEBOOK STATIC IS 0.69% WITH AN AVERAGE CPC OF \$1.35

BENCHMARK CTR FOR DISPLAY IS 0.10% WITH AN AVERAGE CPC OF \$.58

BENCHMARK CTR FOR GOOGLE PAID SEARCH IS 1.55% WITH AN AVERAGE CPC OF \$1.28





# THANK YOU

