



LEARN TO SKI/SNOWBOARD

2017-18 EARNED, OWNED, PAID MEDIA

SEO VALUE: \$22,824
PR/MEDIA VALUE: \$6,160,728
CAMPAIGN VIEWS: 24,000,000
PAID GOOGLE GRANT: \$20,424
SOCIAL MEDIA VIEWS: 129,566
SOCIAL VALUE: \$28,504

TOTAL BUDGET: \$95,750
PROGRAM VALUE: \$6,232,480
17/18 ROI: 6560.51%
\$124,000,000 Total Program LTV

WEB TRAFFIC

84% NEW VISITORS ON WEBSITE

127 SEO KEYWORDS VALUED AT \$1,900 MOS
 SPEND 1:16 MIN TO VIEW 2 PAGES OR MORE

MOST ENGAGED PEOPLE

53% FEMALE
AGES 35-44

17/18 WEB PR-PRINT, BROADCAST, SOCIAL

109 STORIES

7,723 NEW VISITOR SESSIONS

3,200,000 IMPRESSIONS
50,637 ENGAGEMENTS
1:11 SECONDS TIME ON SITE

\$1,321,460 MEDIA VALUE

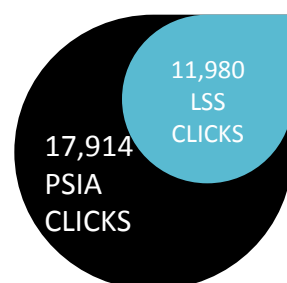
17/18 PRINT, TV, RADIO PR

340 STORIES

219,438,466 Print Audience Coverage
5,893,823 TV News, Radio Coverage

\$2.8M TV/Radio Ad Value

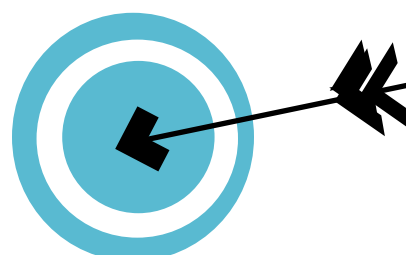
ADVERTISING-GOOGLE GRANT



LEAD GENERATION FOR 2 WEBSITES
4.82% CTR
370,615 VIEWS
\$20,424 GRANT

TOP REFERRALS TO WEB

THESNOWPROS.ORG
 PATAGONIA.COM
 SAMINFO.COM



REFERRALS 16% OF SITE TRAFFIC
 SEO 46% OF SITE TRAFFIC

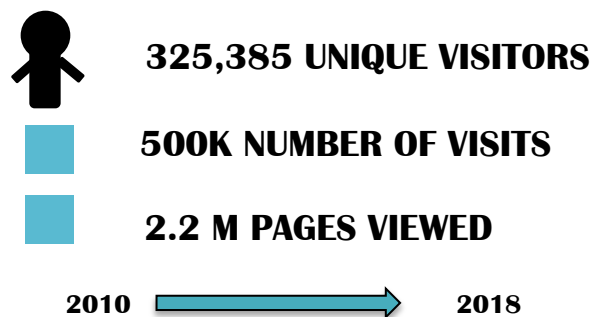
ONGOING ONLINE PR 2015-18

236 STORIES

23,500,00 IMPRESSIONS
120,137 ENGAGEMENTS

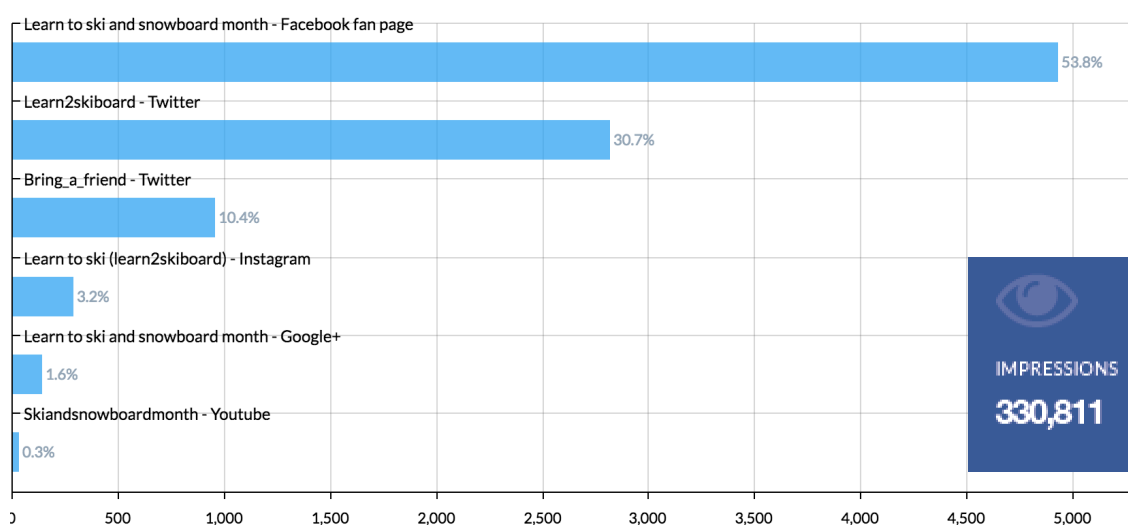
\$3,360,728 MEDIA VALUE
 1 Billion+ Positive Impressions/Endorsements

WEBSITE TIMELINE OVERALL

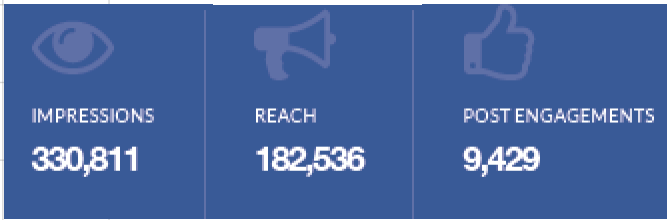


SHARE OF SOCIAL VOICE

AUDIENCE SPLIT

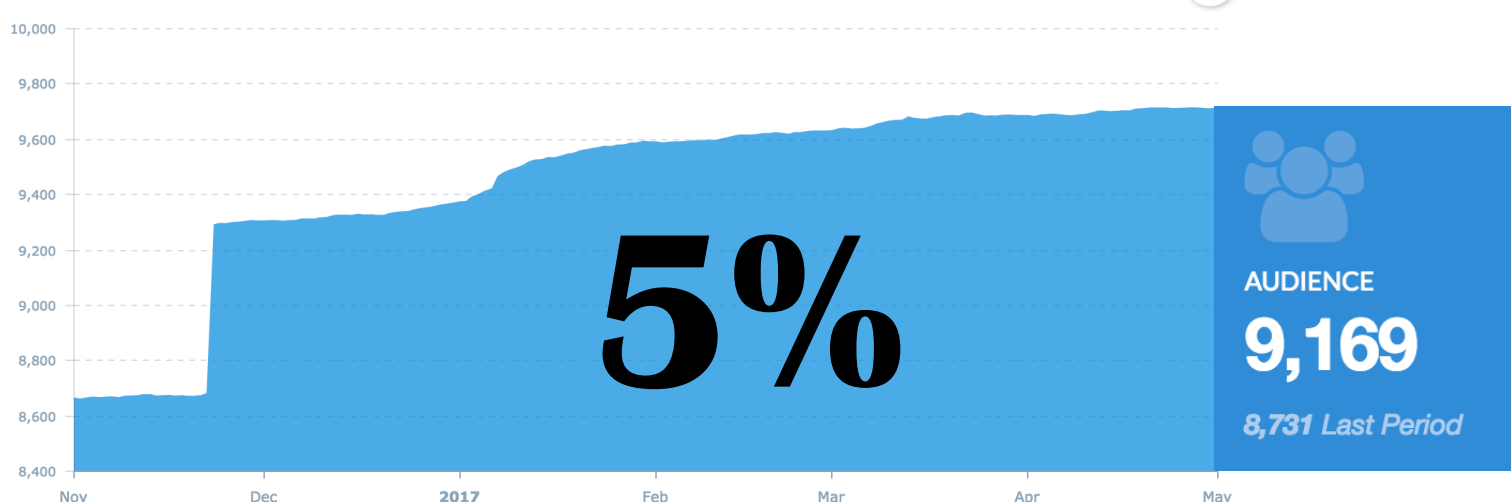


FACEBOOK **f 84.6%**
 TWITTER **t 9.8%**
 PINTEREST **p 4.4%**
 REDDIT **r 1.3%**



Audience Growth

AUDIENCE GROWTH BY DAY



SOCIAL MEDIA OVERALL GROWTH 2017 TO 2018

STATE TRAFFIC TOP 10

