

Maine Office of Tourism

Meetings Marketing Campaign

FY2021-2024

MAINE.
VISITMAINE.COM



Who We Are



DE VISION

Digital Edge becomes synonymous with B2B marketing for the travel and tourism industry.



DE MISSION

Elevate the people and moments of travel and tourism, creating a space for imaginative digital solutions, collaboration, creativity and – the flagship of our agency’s edge – meetings marketing.



CORE VALUES

- Enrich the lives of our employees and clients.
- Nurture a collaborative and ideas-driven culture.
- Elevate departmental expertise.

Digital Edge *Acquired by Agital*



With a national presence, Agital's insights-driven approach to strategy is redefining how marketing services are delivered and aligned with clients' core business objectives.

From 20 to 450 Employees

From \$2 Million in Media Spend to \$250 Million



Reporting *Overview*



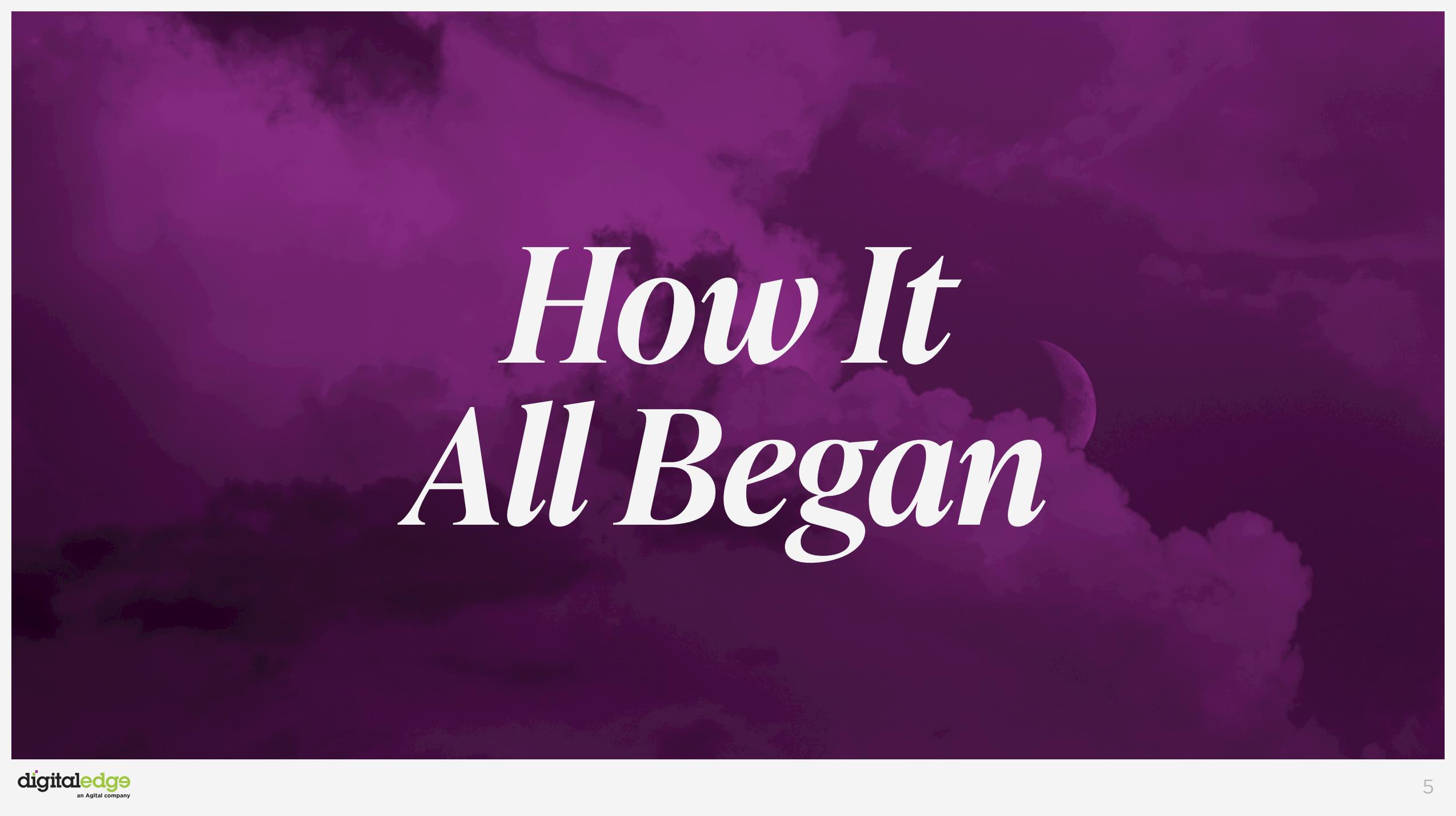
1 Goals & Objectives

2 FY 2021-2022

3 FY 2022-2023

4 FY 2023-2024

5 Recommendations



How It All Began

Why Digital Edge Was Hired

1

Creative Package & Microsite Development

2

Meetings Marketing Campaign

3

Content Development & Asset Collection

4

Segmented Content

5

Destination Experiential FAM



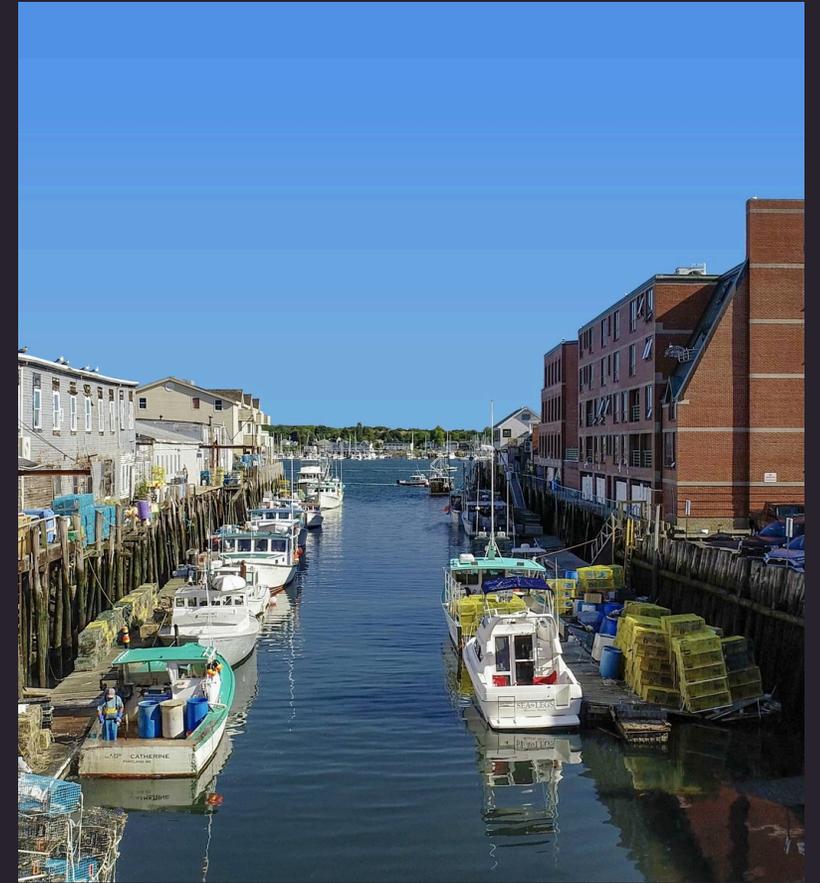
Campaign Objectives

1 Create awareness for Maine as a bucket list meeting destination.

2 Drive interest in the state's focused economic sectors

3 Create segmentation to focus on Association and Corporate Planners

4 Leverage Trade Media via Content and Emails



The CTAs

1 Main Campaign: Drive Traffic to Landing Page

2 Video Campaign: Build Brand Recognition

3 Content Campaign: Move Planners Through the Website

4 Email Marketing: Reach Planners and Expand Audiences through list rentals



DISPLAY



SOCIAL



CHANNELS

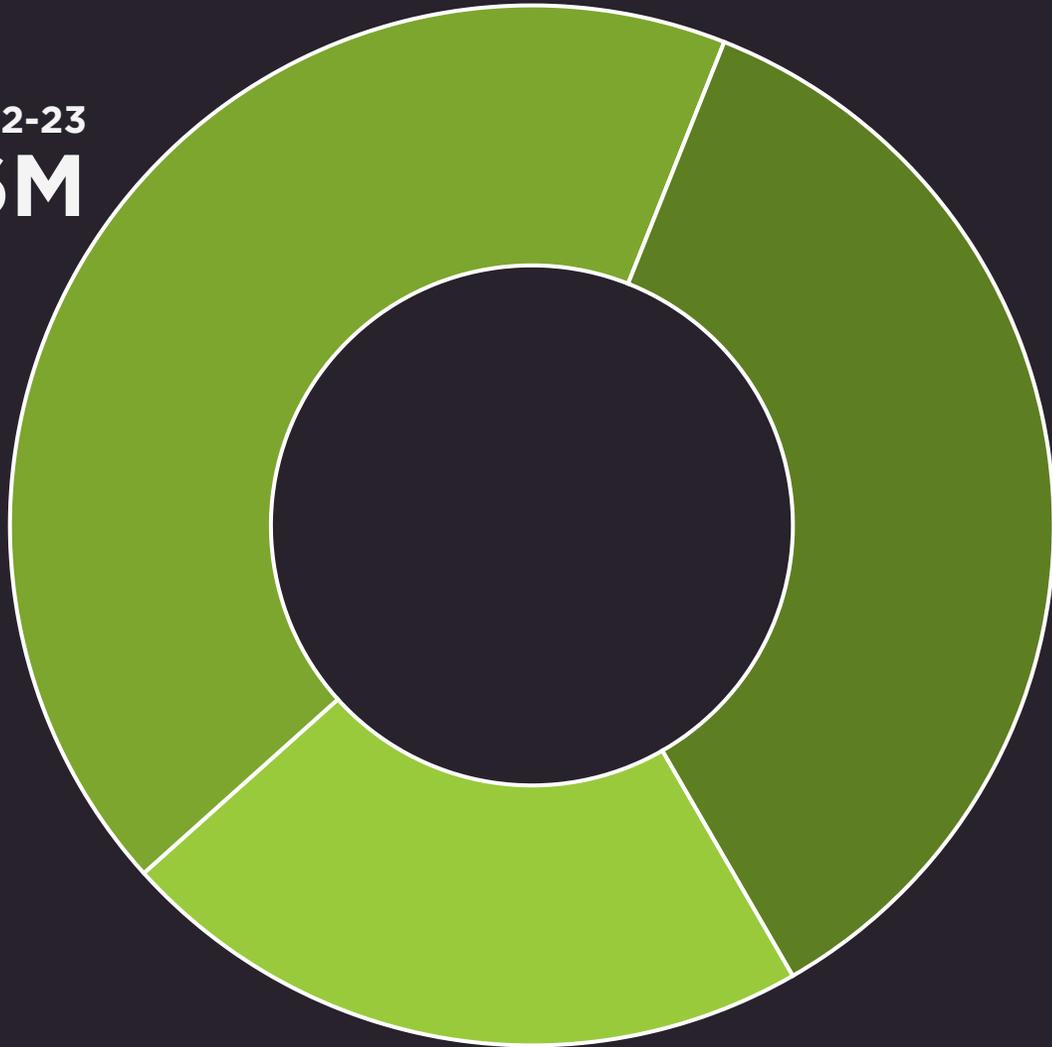
EMAIL



VIDEO



FY 22-23
6M



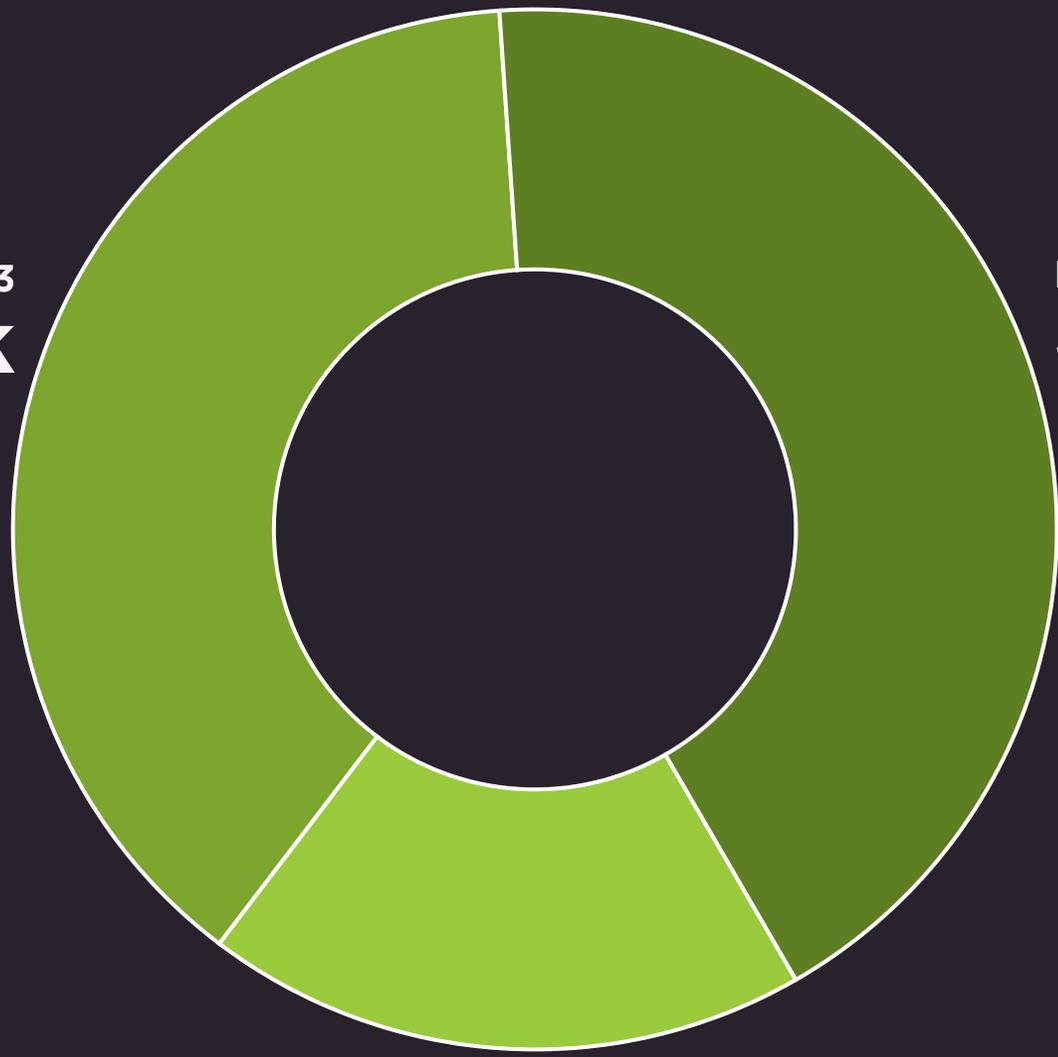
FY 23-24
5M

FY 21-22
3M

**13.1 +
Million**

**TOTAL MEDIA
IMPRESSIONS REACHED
OVER 3 YEARS DRIVING
BRAND ENGAGEMENT**

FY 22-23
40k



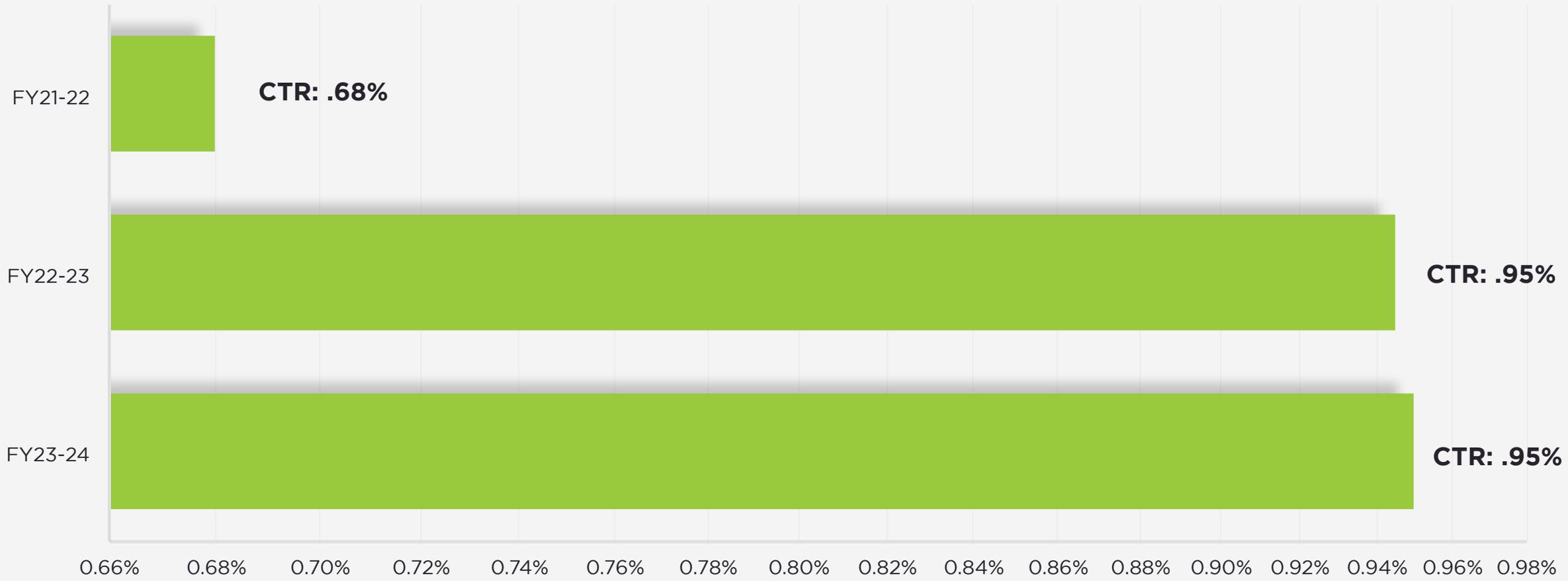
FY 23-24
45k

FY 21-22
20k

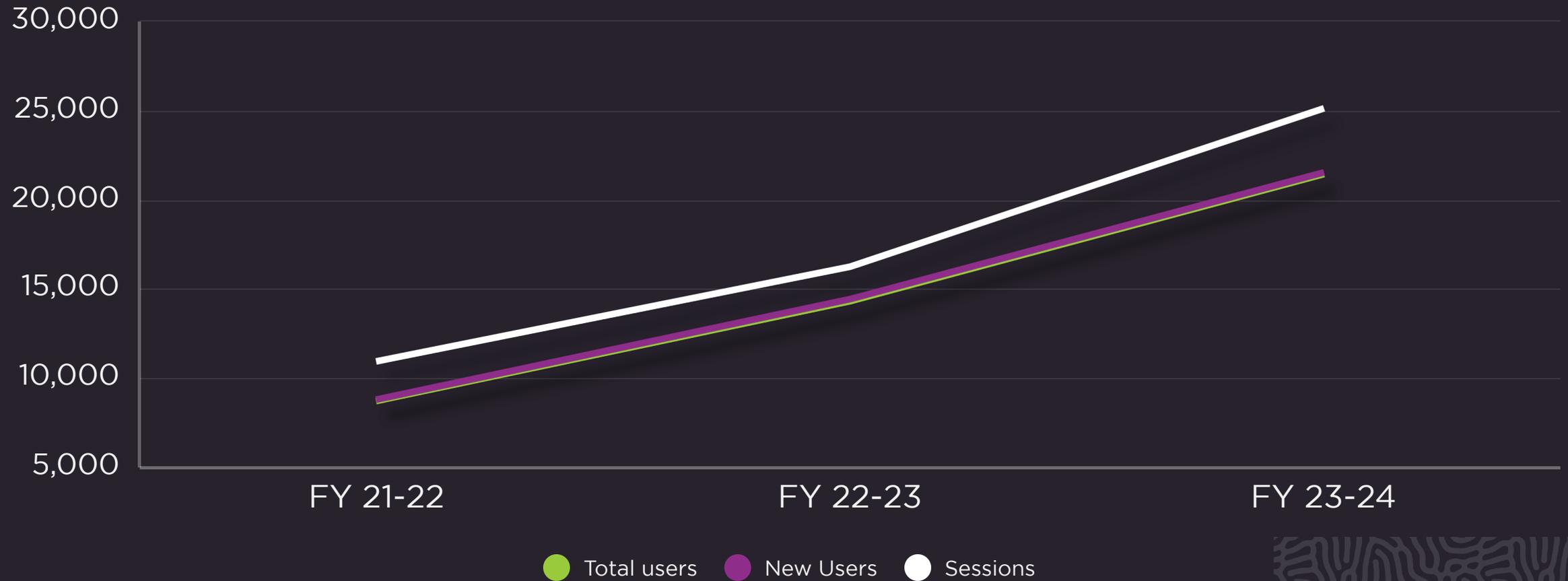
**105 +
Million**

**TOTAL MEDIA CLICKS
REACHED OVER 3
YEARS DRIVING
PLANNER ENGAGEMENT**

Average CTR Growth



Meetings Webpage Growth



FY 2021 - 2022

Creative

The Creative



Your Meetings
Market

Maine



Plan Now ▶

Your Meetings
Market

Maine



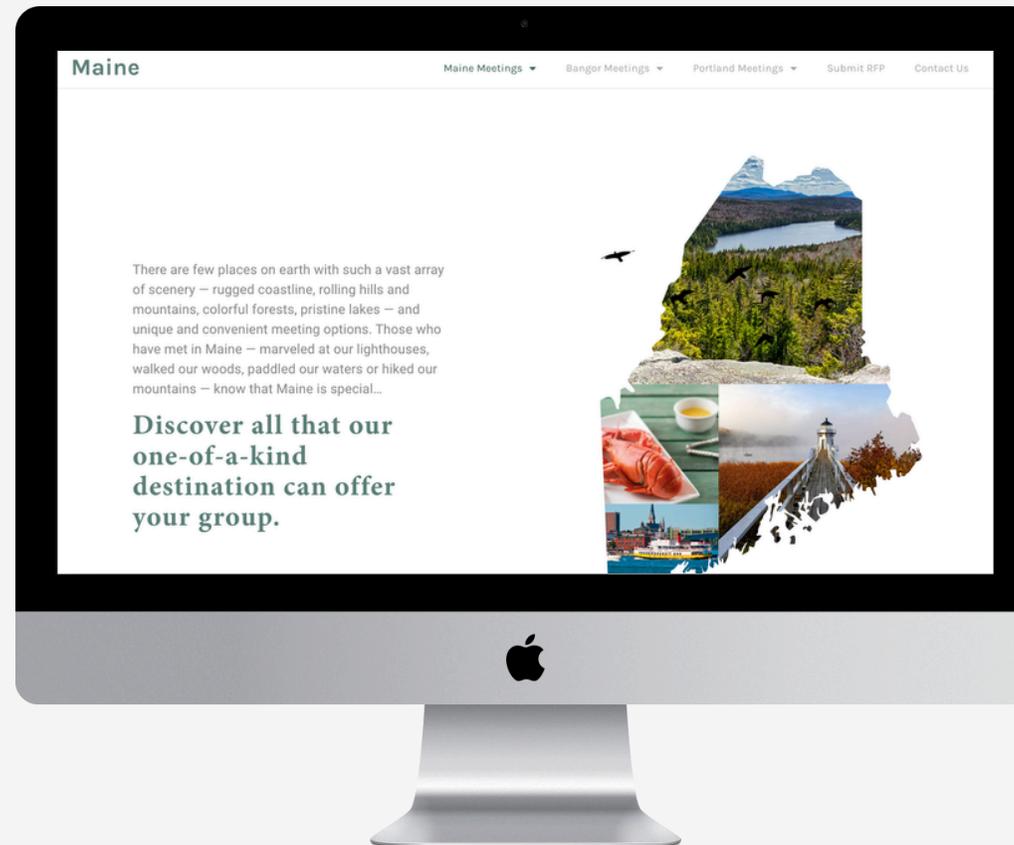
Plan Now ▶

Your Meetings
Market

Maine

Plan Now ▶

Landing Page



Meetings Landing page

Maine



Seas the Day by Meeting in Maine

Greater Portland lays out the perfect seaside meeting for your group. Boasting 112,500+ sq. ft. of downtown meeting space, spacious hotels with views of the sea, award-winning restaurants, cool attractions, and amazing activities, this historic seacoast town has everything to make your event memorable. And the welcoming, New-England vibe makes meeting here that much better.

[Plan Maine](#)



9 Top Team-Building Group Activities in Portland

If you're looking for some of the best team-building activities, Portland has you covered. Whether you want to help your group build camaraderie, explore nature or capture the essence of the Greater Portland area, there's something for everyone to do.

[Activities Around](#)

Your Maine Meeting Starts Here

Make your next meeting one to remember. Reach out to us or submit an RFP to start the planning process and have all your questions answered.

[Submit RFP](#)

Maine



Maine Meetings Spark Creativity & Imagination

There's no other place with a sense of openness for new ideas and creativity than Maine, especially Portland. Its breathtaking views, New England charm, offbeat experiences, and welcoming vibe will help your attendees think unconventionally and gain new perspectives.

[Here's What's Waiting](#)



Maine



© Maine Office of Tourism | 59 State House Station | Augusta, ME 04330

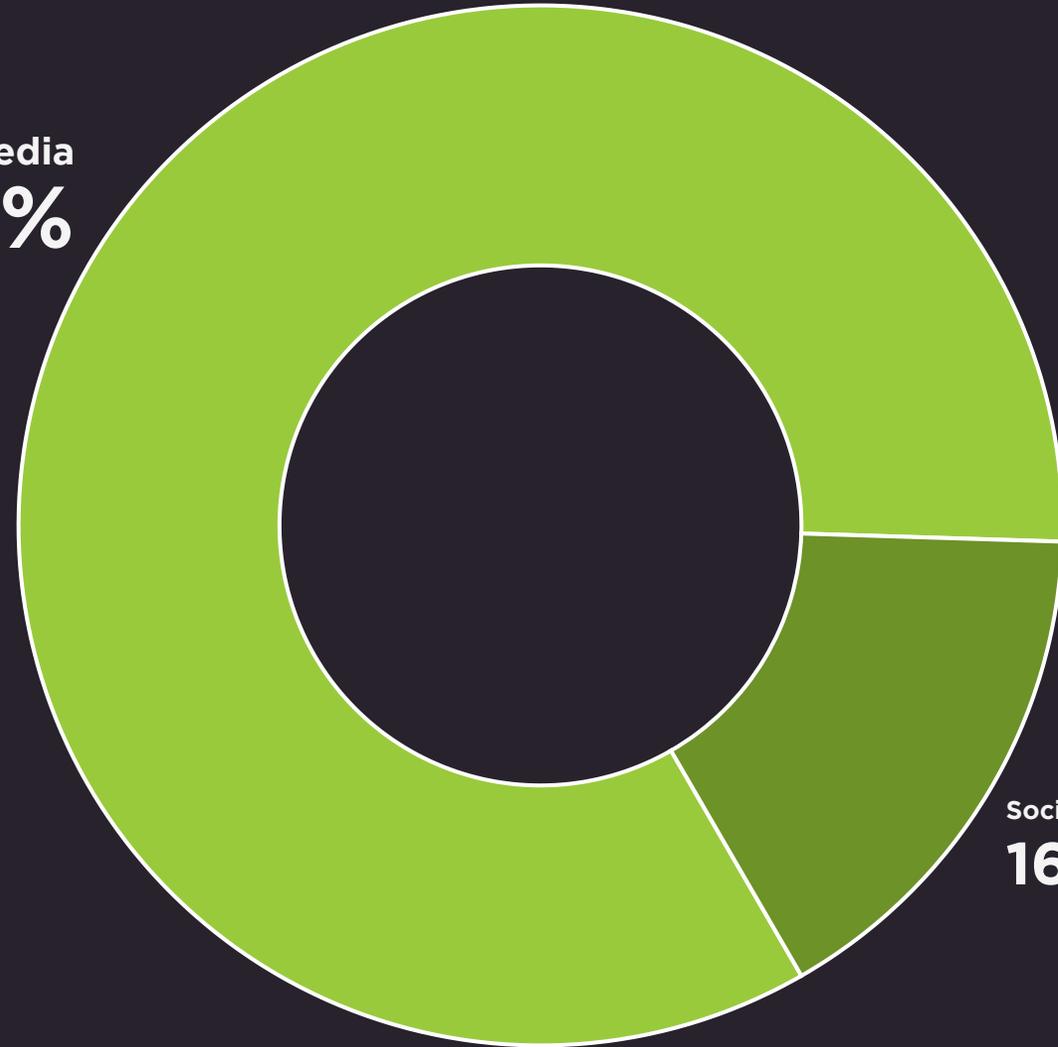
Campaign Reports

FY 2021 - 2022

2.8M

**TOTAL MEDIA
IMPRESSIONS**

**Digital Media
83.8%**



**Social Distribution
16.2%**

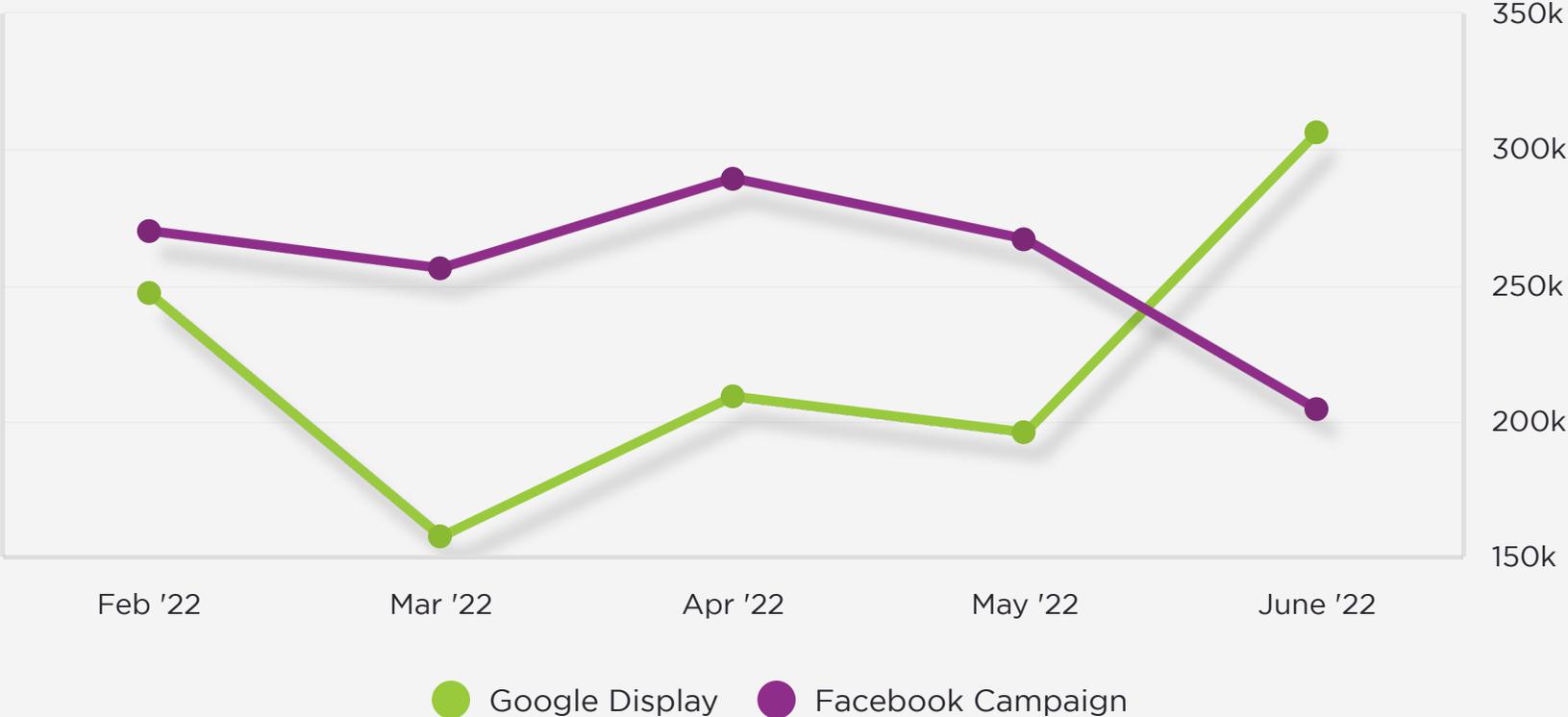
Always-On Digital Campaign

Awareness Campaign *Impressions*

2.4M

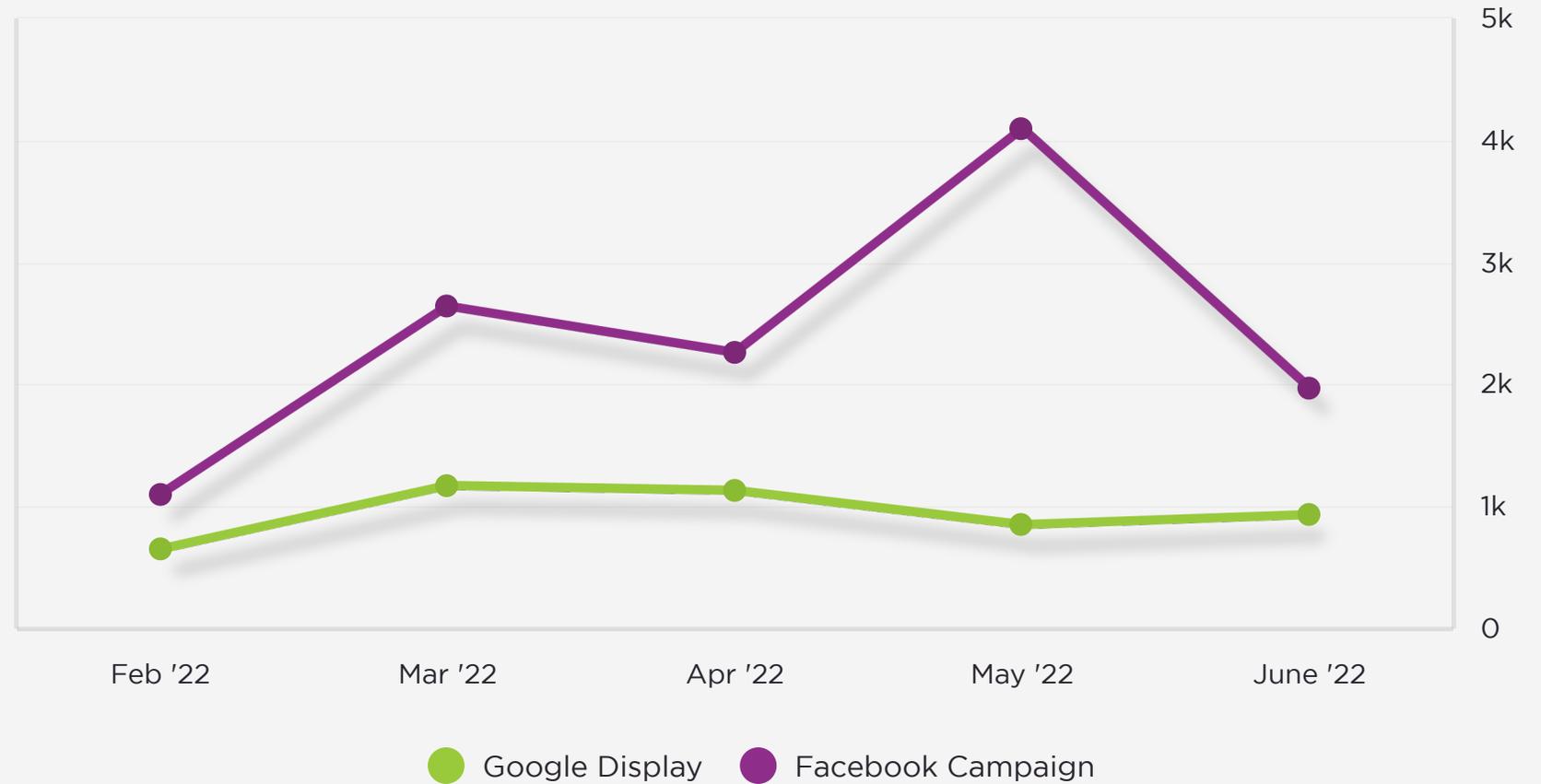
IMPRESSIONS

Feb - June 2022



Awareness Campaign *Clicks*

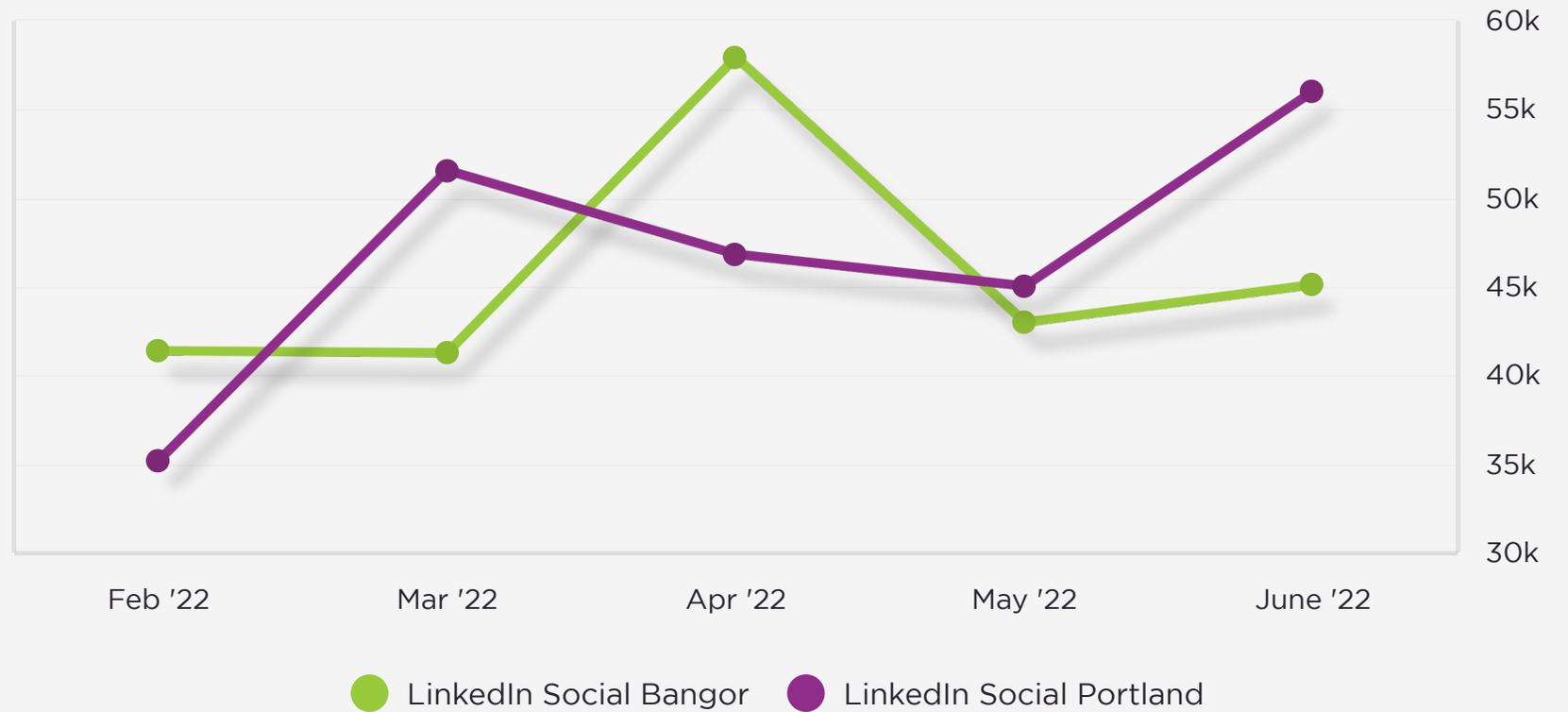
16k
TOTAL CAMPAIGN
CLICKS



463K
IMPRESSIONS

Feb - June 2022

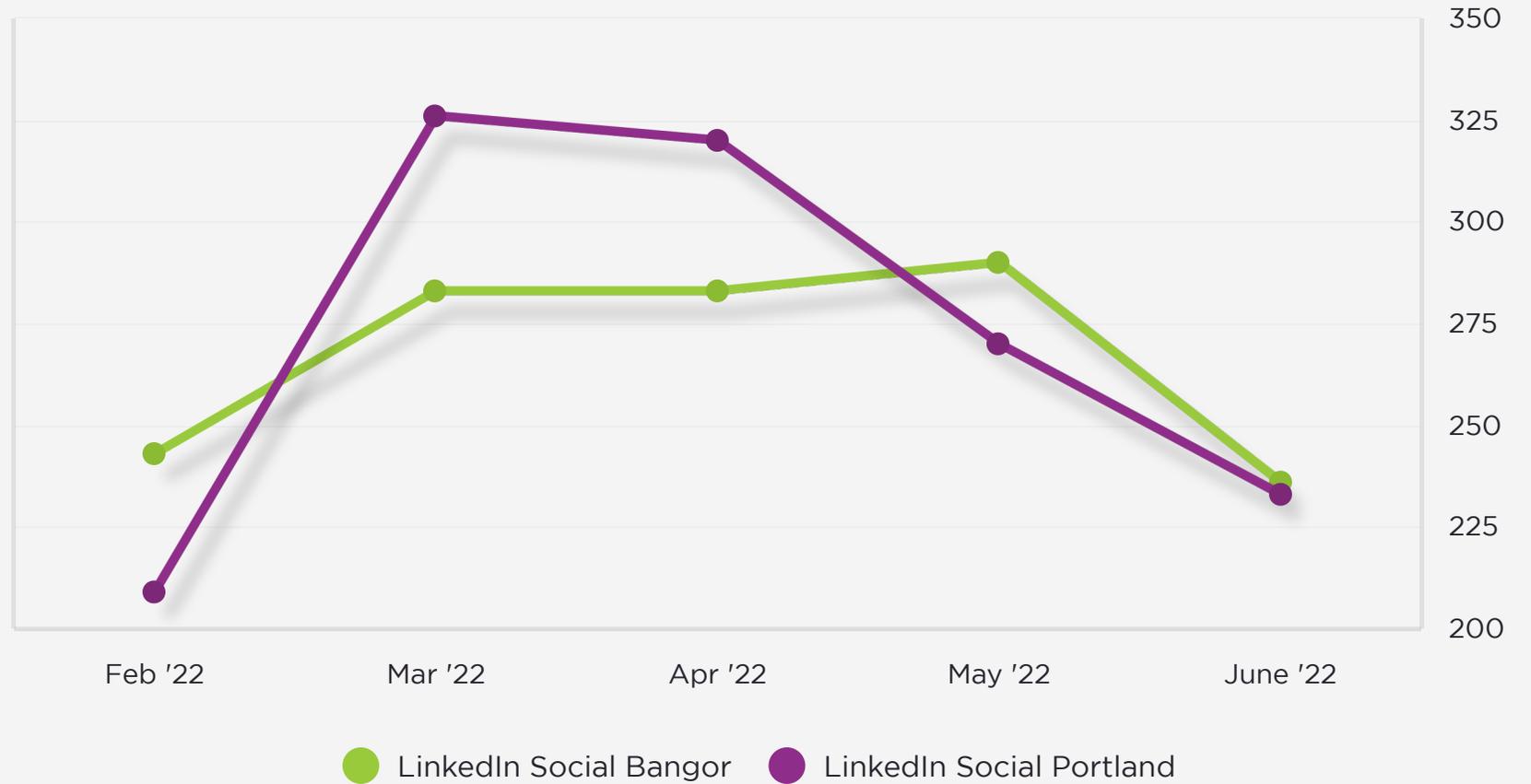
Social Campaign Impressions



Social Campaign *Clicks*

2.6k

TOTAL CAMPAIGN
CLICKS



2021-2022 Campaign CTR's

0.46%

Google Display

0.42%

**LinkedIn Social
Portland**

0.68%

**Facebook Digital
Media**

0.59%

**LinkedIn Social
Bangor**

Industry Benchmarks

Facebook - 0.78%

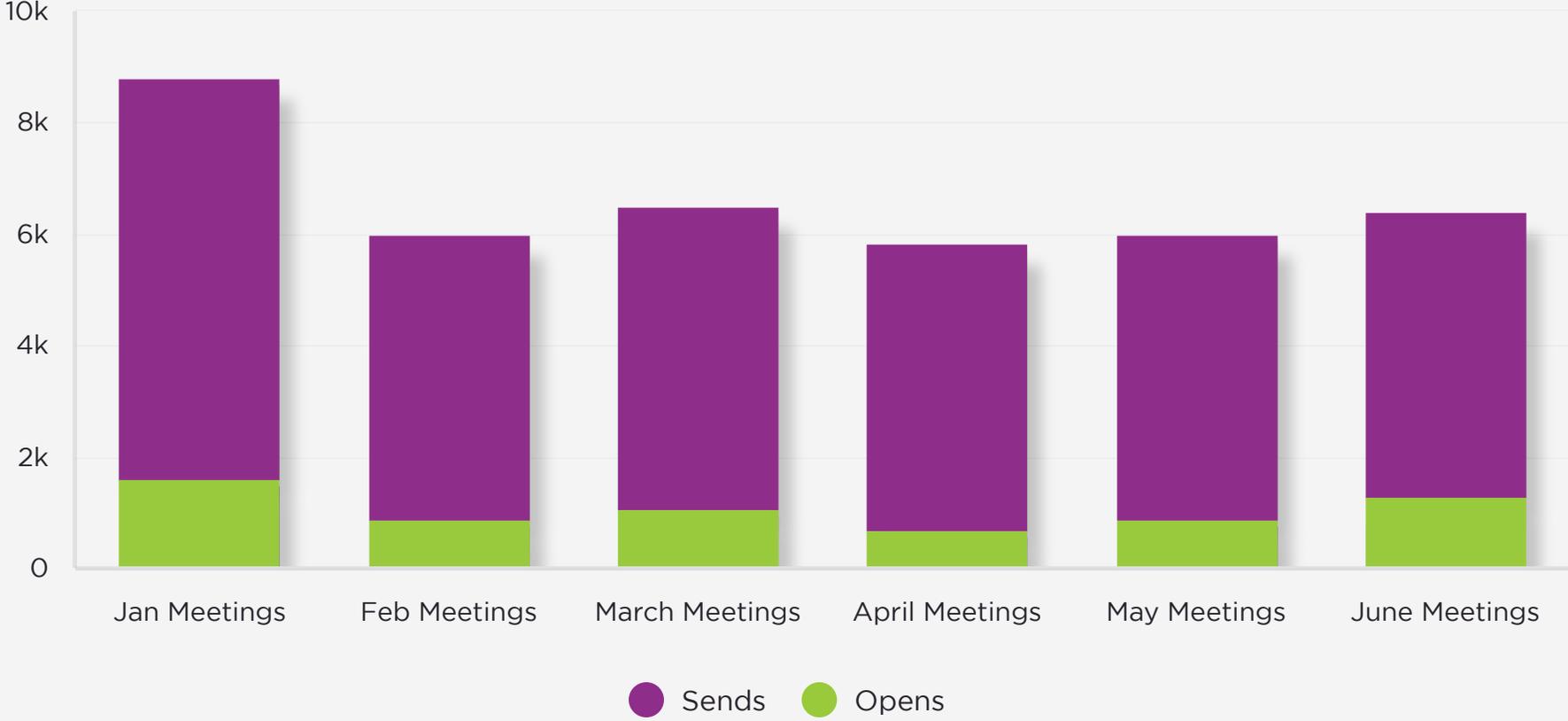
Google - 0.46%

LinkedIn - 0.39%



Email Performance - *Sends & Opens*

2021-2022



20.79%
Average Open Rate

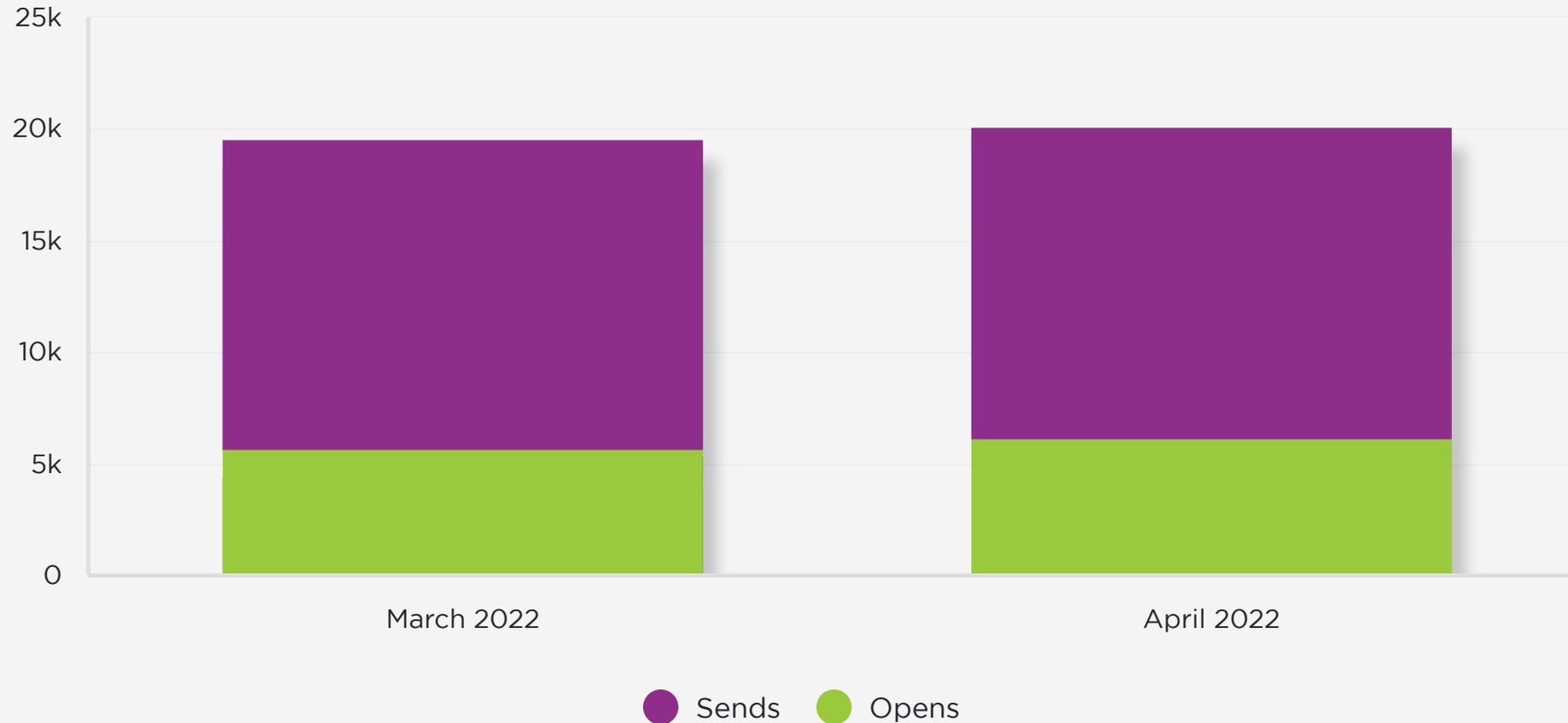
1.42%
Average CTR

Trade Media

FY 2021 - 2022

Northstar Email Performance - *Sends & Opens*

2021-2022



42.46%

Average Open Rate

.75%

Average CTR

Meetings Website Insights

FY 2021 - 2022

Maine Meetings Content Marketing

- **Landing Page**

<https://mainemeetings.com/>

- **Visit Bangor**

<https://mainemeetings.com/visit-bangor-maine/>

- **Visit Portland**

<https://mainemeetings.com/visit-portland-maine/>

- **Bangor 72-Hour Itinerary**

<https://mainemeetings.com/visit-bangor-maine/72-hour-itinerary-bangor/>



Website *Traffic*

- **8,727 Total Users**
- **8,802 New Users**
- **10,952 Sessions**
- **14,862 Page Views**



FY 2022 - 2023

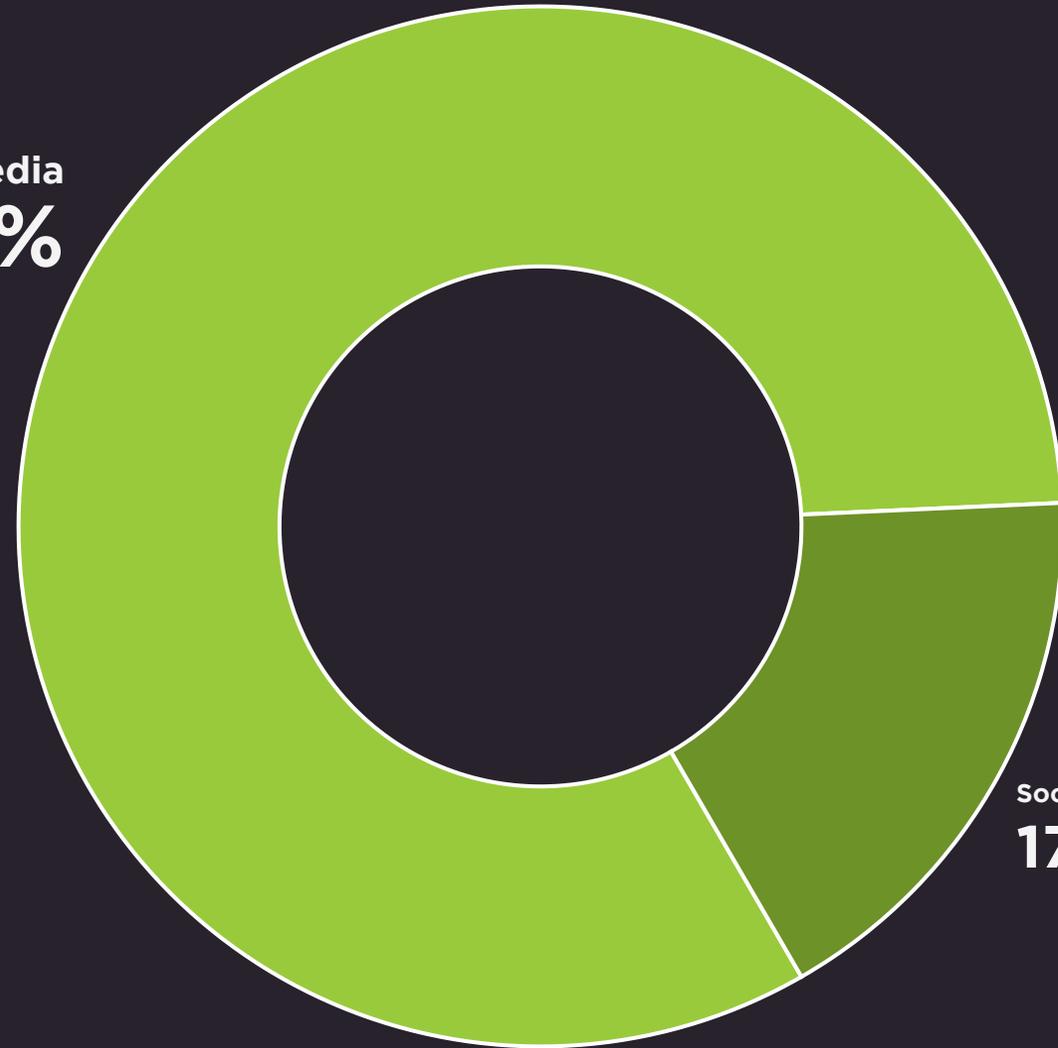
Campaign Reports

FY 2022 - 2023

5.6M

**TOTAL MEDIA
IMPRESSIONS**

**Digital Media
82.6%**



**Social Distribution
17.4%**

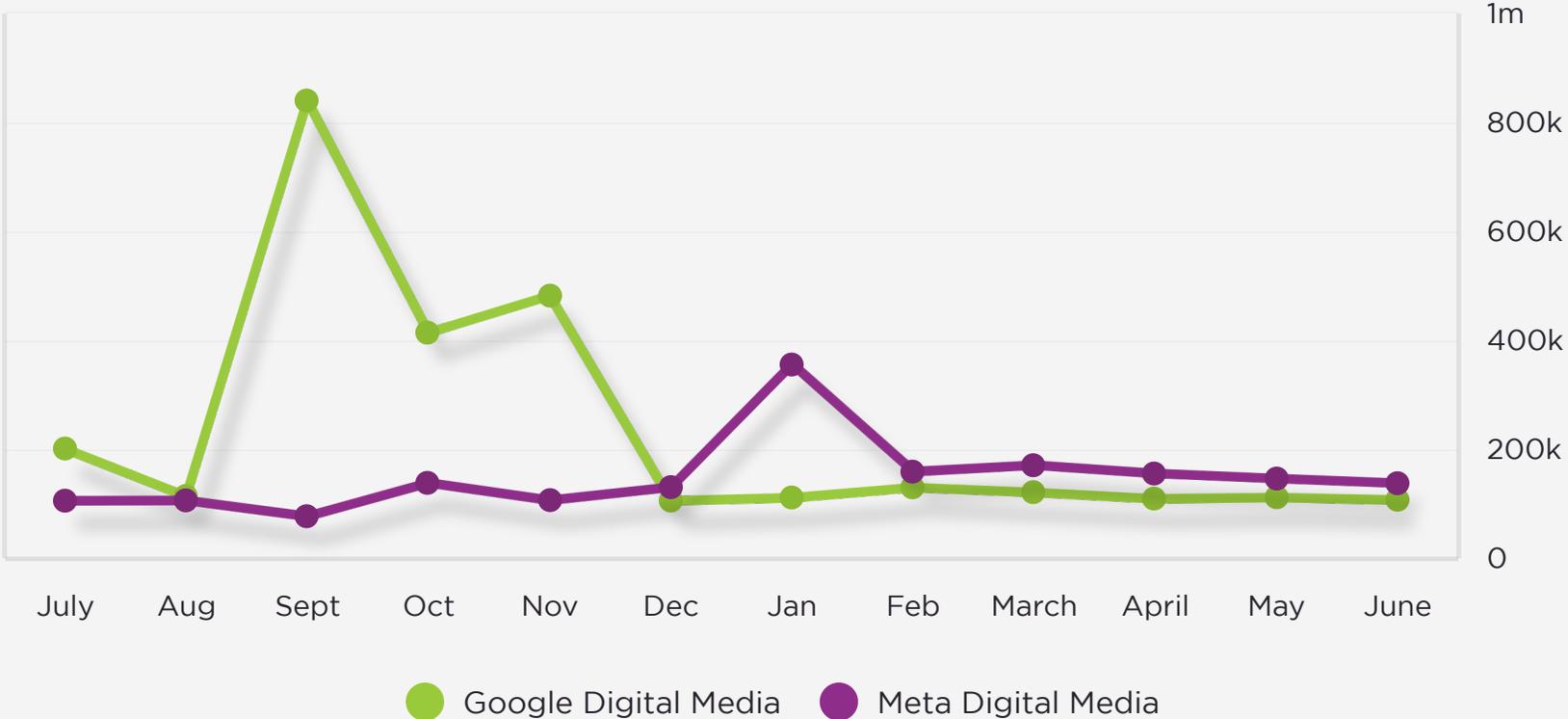
Always-On Digital Campaign

Awareness Campaign Impressions

4.6M

IMPRESSIONS

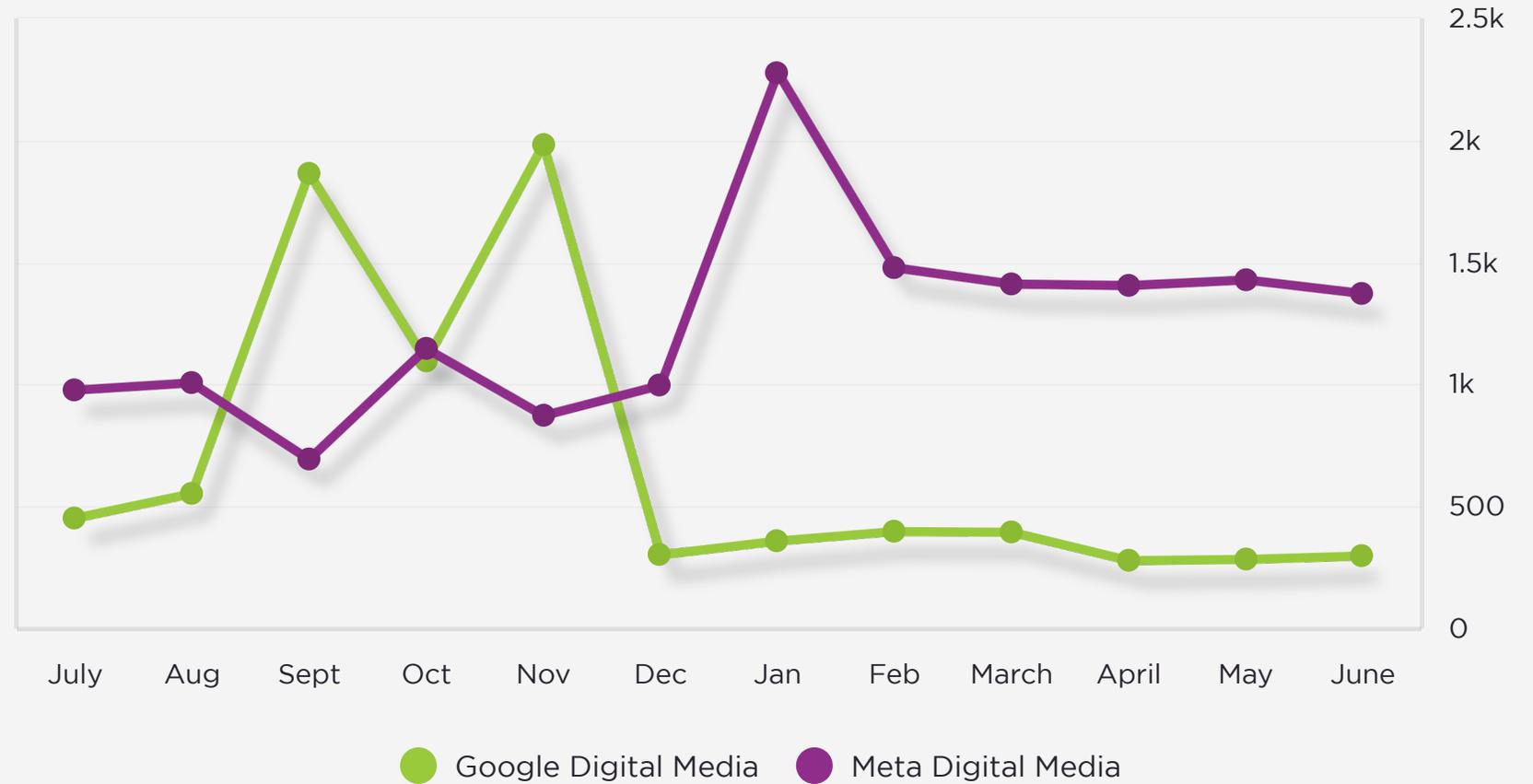
July '22 - June '23



Awareness Campaign *Clicks*

23k

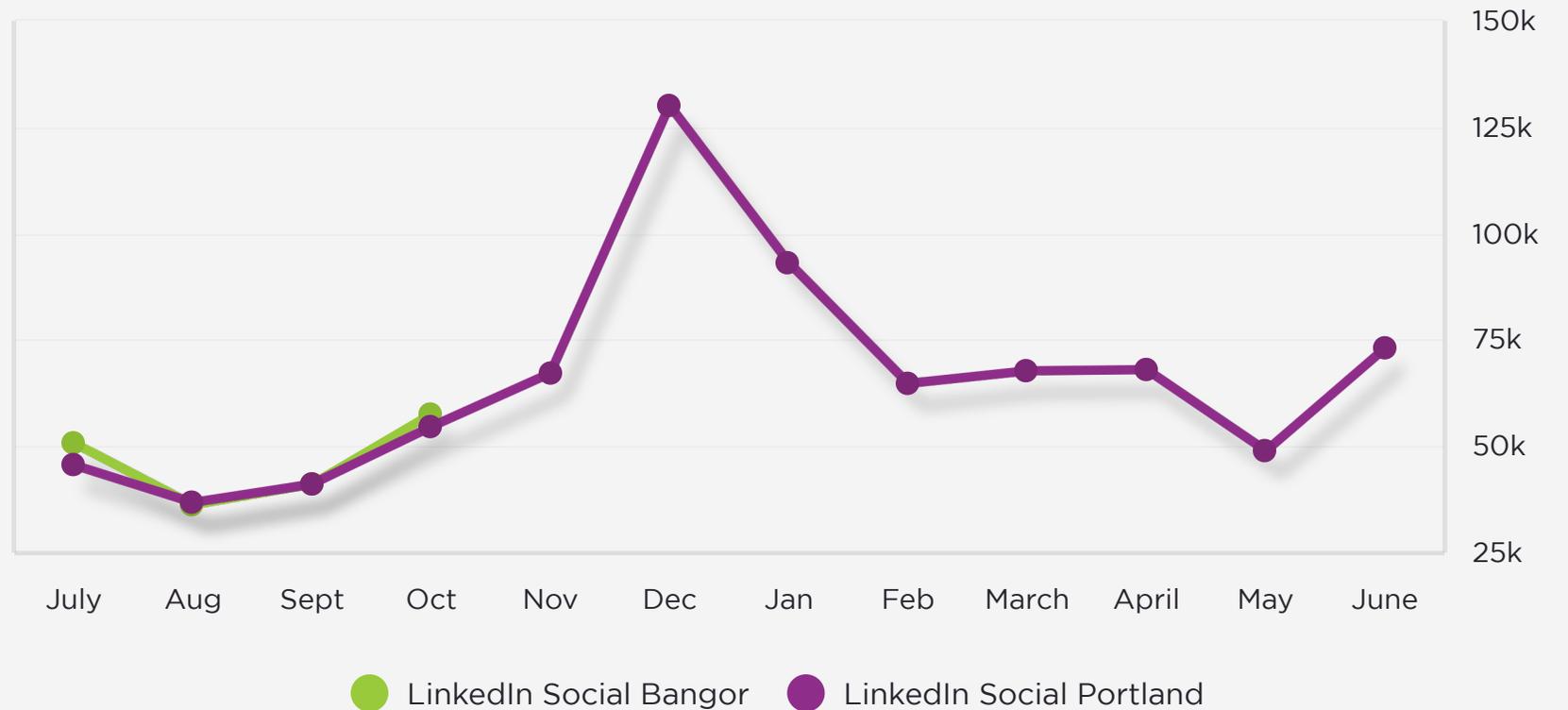
TOTAL CAMPAIGN
CLICKS



977K
IMPRESSIONS

July '22 - June '23

Social Campaign Impressions



Social Campaign *Clicks*

6k

TOTAL CAMPAIGN
CLICKS





2022-2023 Campaign CTR's

0.30%

Google Display

0.69%

**LinkedIn Social
Portland**

0.87%

**Facebook Digital
Media**

0.54%

**LinkedIn Social
Bangor**

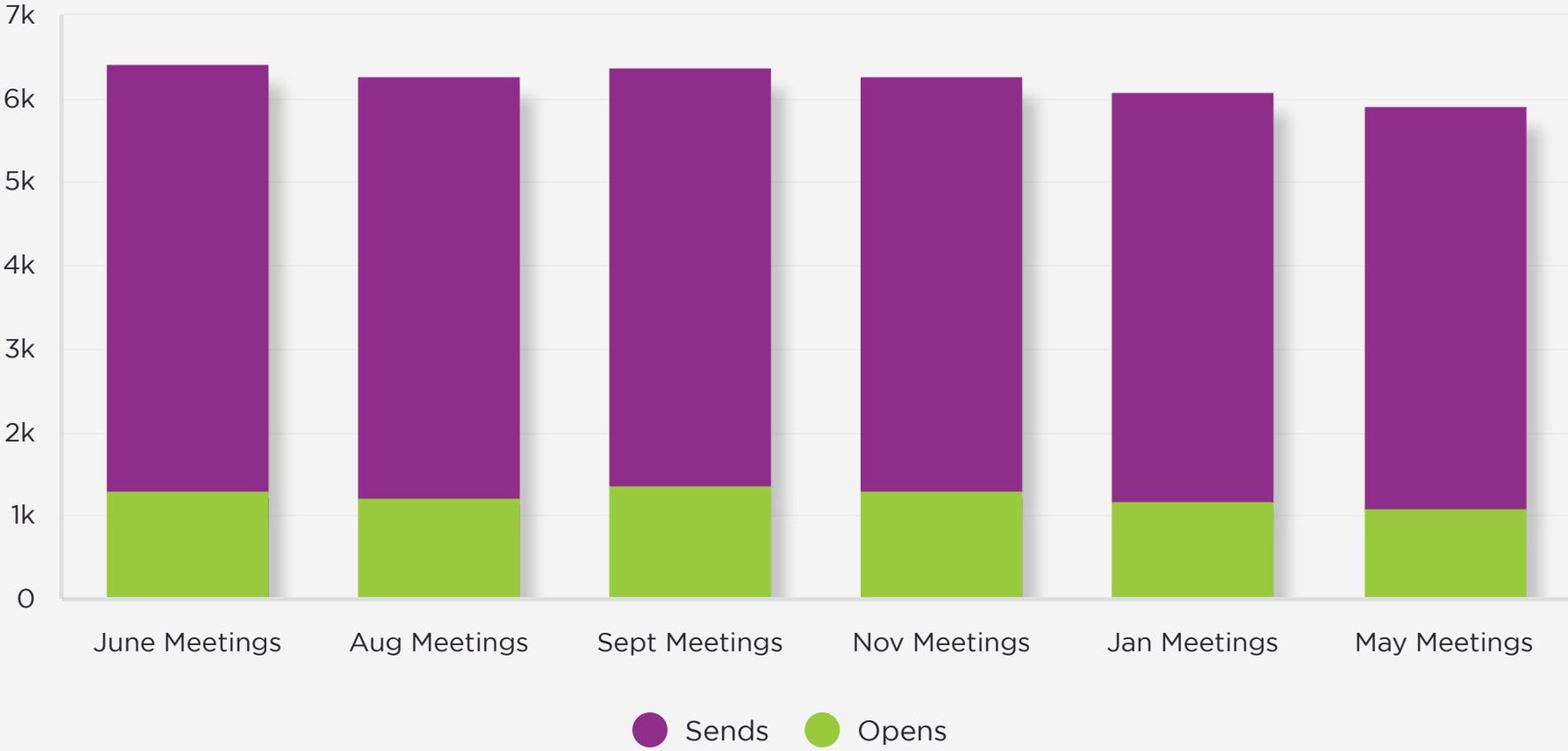
Industry Benchmarks

Facebook - 0.78%

Google - 0.46%

LinkedIn - 0.39%

Email Performance - *Sends & Opens*



25.75%
Average Open Rate

1.02%
Average CTR

Content

FY 2023 - 2024

Visit Maine and Visit Portland Meetings Content

- **Medical Meetings**

<https://mainemeetings.com/medical-meetings/>

- **Seasons of Maine**

<https://mainemeetings.com/seasons-of-maine/>

- **Portland Small Town Takeover**

<https://mainemeetings.com/visit-portland-maine/create-small-town-takeover/>

- **9 Top Team-Building Activities**

<https://mainemeetings.com/visit-portland-maine/9-top-team-building-group-activities/>

- **Ultimate Guide to Group Dining**

<https://mainemeetings.com/visit-portland-maine/the-ultimate-guide-to-group-dining/>

- **Top 3 Reasons the cross Insurance Arena is the Ultimate Event Venue**

<https://mainemeetings.com/visit-portland-maine/top-3-reasons-the-cross-insurance-arena-is-the-ultimate-event-venue/>

- **Marine Agriculture Meetings in Maine**

<https://www.visitportland.com/blog/2023/07/13/marine-agriculture-meetings-in-maine/>



Where Meetings Meet the Bucket List



Create a 'Small Town Takeover' Experience for Your Maine Meeting

This Is How A
Small Town  Takeover Feels
In Portland, Maine.

Meeting in Maine is easy... Leaving is the hard part.

Maine

You won't want to leave
after your **YouTube** *meeting in Maine.*

MaineMeetings.com

Meetings Website Insights

FY 2022 - 2023

Meetings Pages *Users*



	Total Users	New Users	Sessions
FY 2021-2022	8,727	8,802	10,952
FY 2022-2023	14,312	14,430	16,249
Change	+64%	+63.94%	+48.37%

Top Website *Traffic Sources*

- **FACEBOOK/BANNER**

4,315 Sessions

- **LINKEDIN/PAID SOCIAL**

3,417 Sessions

- **GOOGLE/CPC**

3,172 Sessions

- **STACKADAPT/BANNER**

1,914 Sessions

- **NORTHSTAR EMAIL**

1,136 Sessions

- **(Direct)/(None)**

547 Sessions

Top Website *Geo Locations*

- **NEW YORK**

2,809 Sessions

- **PENNSYLVANIA**

1,670 Sessions

- **ILLINOIS**

1,183 Sessions

- **VIRGINIA**

1,049 Sessions

- **MASSACHUSETTS**

1,052 Sessions

- **CALIFORNIA**

915 Sessions

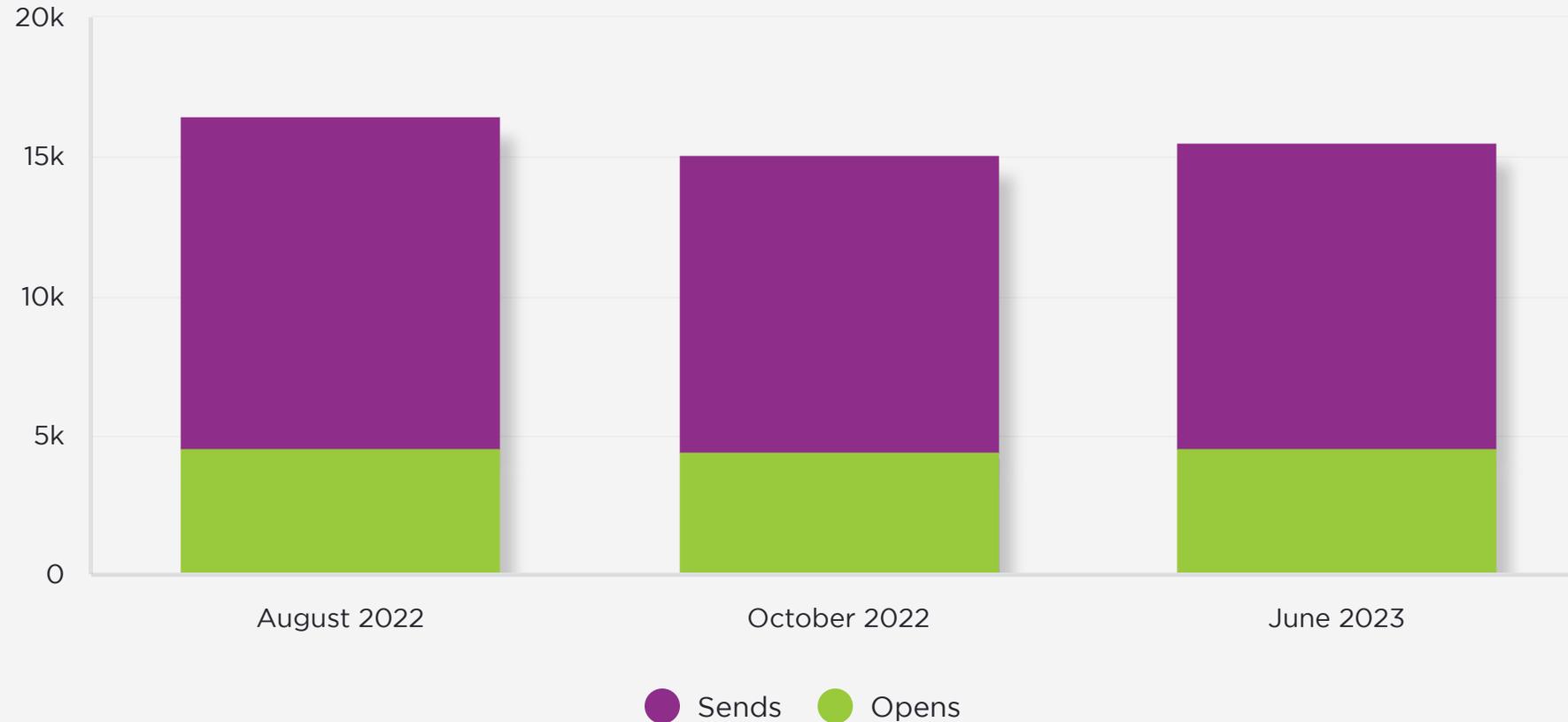


Trade Media

FY 2022 - 2023

Northstar Email Performance - *Sends & Opens*

2022-2023



40.05%
Average Open Rate

.61%
Average CTR

FY 2023 - 2024

Creative

FY 2023 - 2024

The Creative - Main Meetings



**BIG-MEETINGS
APPEAL.
SMALL-TOWN
FEEL.**



MAINE.

MEET NOW

**BIG-MEETINGS
APPEAL.**



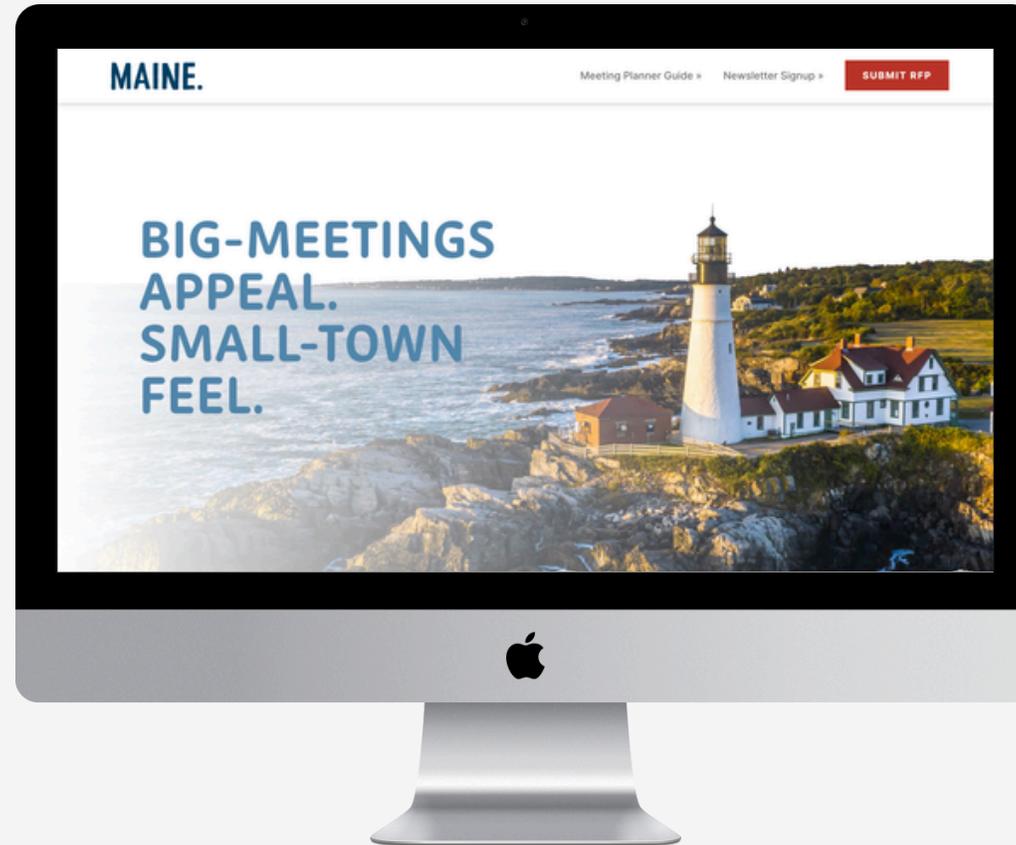
**SMALL-TOWN
FEEL.**

BIG-MEETINGS APPEAL.



SMALL-TOWN FEEL.

Landing Page



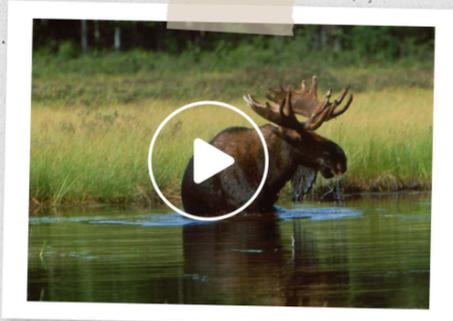
2023 Meetings

MAINE.

MAINE MEETINGS DRIVE ATTENDANCE

Searching for an appealing meeting destination that drives attendance is a tall task. To attract attendees away from home, you need to select a setting that provides an engaging and meaningful group travel experience. A meeting in Portland, Maine, puts attendees near activities in different regions of the state, allowing them to stay and play post-meeting — and giving you a strategic attendance driver.

[GET MORE DETAILS](#)



YEAR-ROUND & SEASONAL ADVENTURES

YEAR-ROUND & SEASONAL ADVENTURES

See the unique year-round adventures that allow your attendees to extend their business travel into bucket-list trips.



PLAN A DESTINATION THAT ATTRACTS ATTENDEES

Get your meeting or conference to Maine with the help of the Visit Portland team. Submit your RFP to start planning.

[SUBMIT RFP](#)



PLAN A DESTINATION THAT ATTRACTS ATTENDEES

Get your meeting or conference to Maine with the help of the Visit Portland team. Submit your RFP to start planning.

[SUBMIT RFP](#)



MAINE.

f in v

The Creative - FAM



Landing Page



2023 FAM

MAINE.



GET READY FOR YOUR MAINE EXPERIENCE!

Congratulations! You've qualified for the Maine FAM tour in Portland. We'll see you in June.

Arrival: June 2

Departure: June 5

Please fill out a registration form so we can ensure your personal preferences and requirements are met during your visit.

[COMPLETE THE FORM](#)



HERE'S A SNEAK PEEK AT THE ITINERARY



Tour Unique Hotels & Venues



Experience the Vibrant Downtown



Dine on Locally Sourced Seafood



View Historic Coastal Lighthouses

MAINE.

f in v

© Visit Portland | 1375 Congress Street | Portland, ME 04102

[Unsubscribe](#)

MAINE.



THANK YOU FOR EXPERIENCING PORTLAND

Thank you so much for joining us in Portland! From our land and sea tours to exploring our walkable downtown, we hope you got a true taste of our New England destination's big-meetings appeal with a small-town feel.

Now, spread the word about our meeting destination!
Visit Portland's complimentary services include:

- **Overnight accommodations and event space availability**
 - Bid proposals and presentations
 - Site inspections and area tours
- **Marketing materials for event promotion**
 - Itinerary and program ideas
- **Images, video and PR distribution for events open to the public**
 - Gift ideas
 - Guides for attendees

If you refer a friend, let us know so we can reach out and jump-start the planning process.

[LET US KNOW](#)

The Creative - Local Campaign



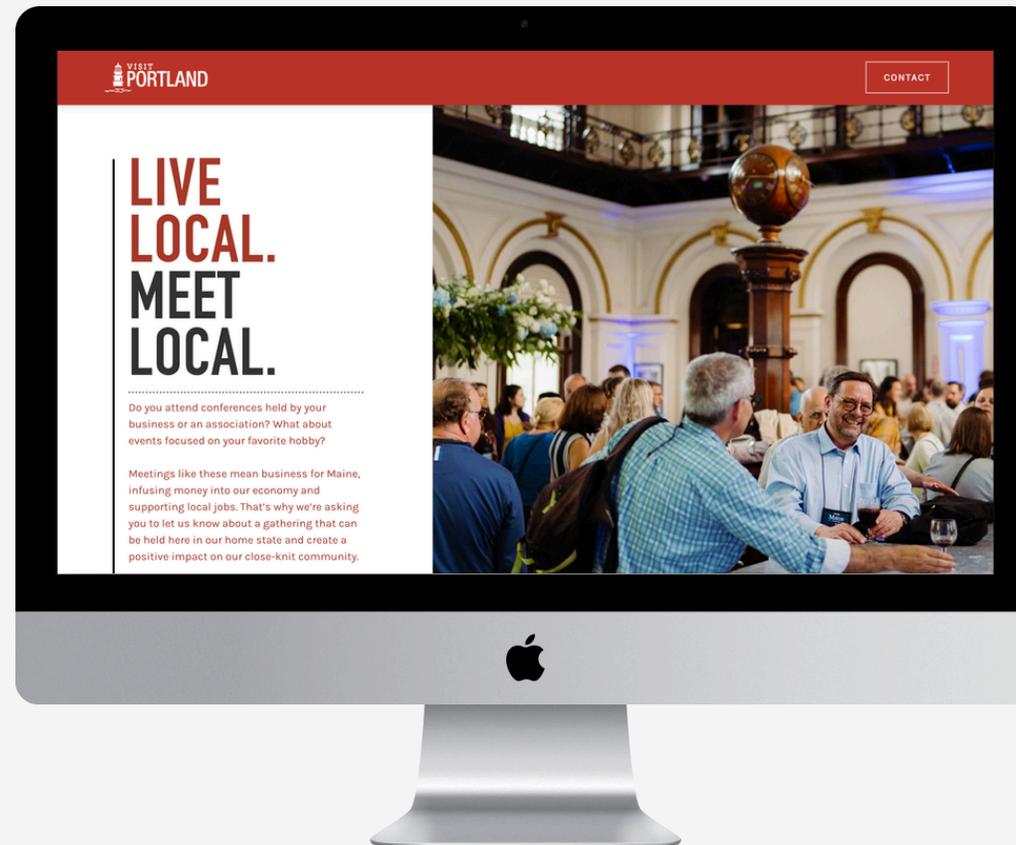
**LIVE LOCAL.
MEET LOCAL.**



**LIVE
LOCAL.
MEET
LOCAL.**



Landing Page



2023 Local Campaign

Campaign Reports

FY 2023- 2024

4.7M

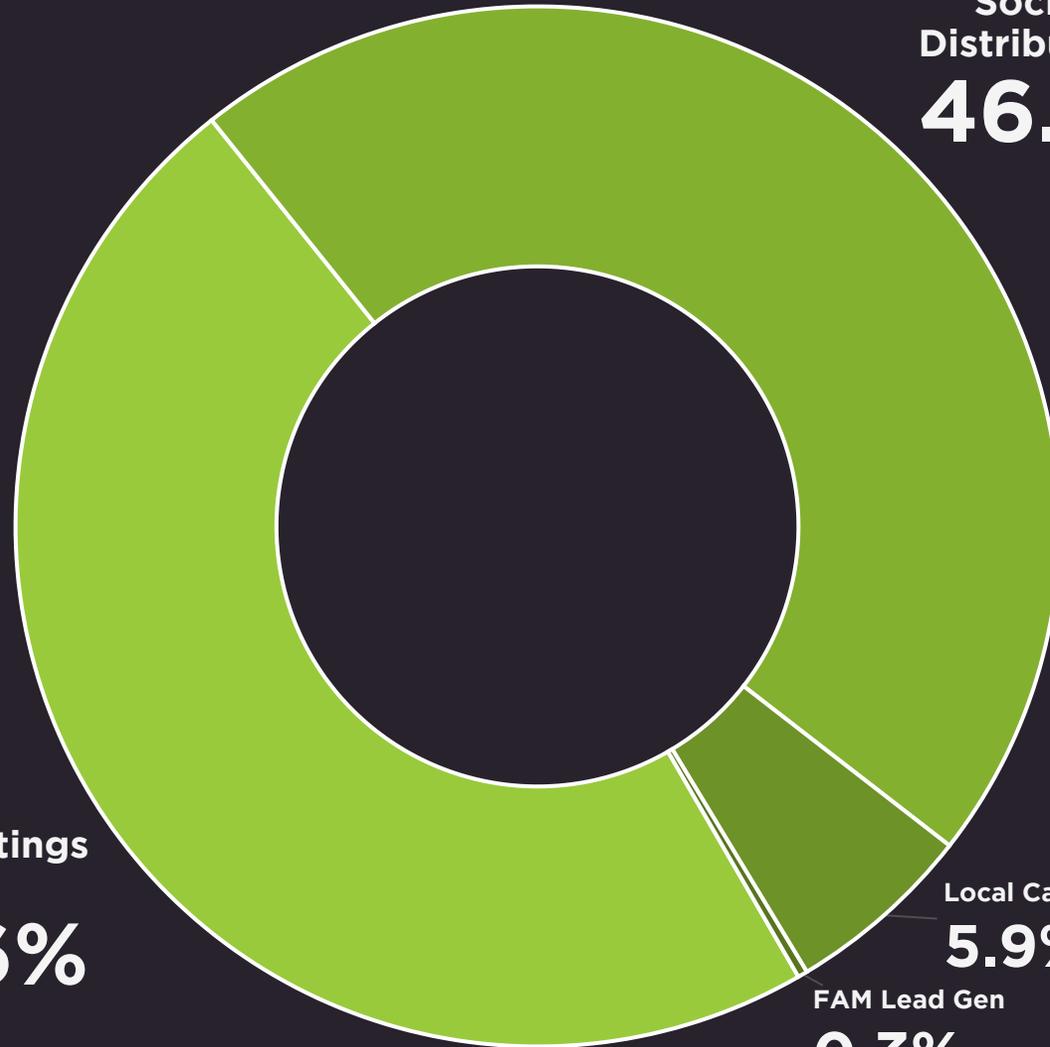
TOTAL MEDIA IMPRESSIONS

Digital Meetings Media
47.6%

Social Distribution
46.2%

Local Camoaign
5.9%

FAM Lead Gen
0.3%



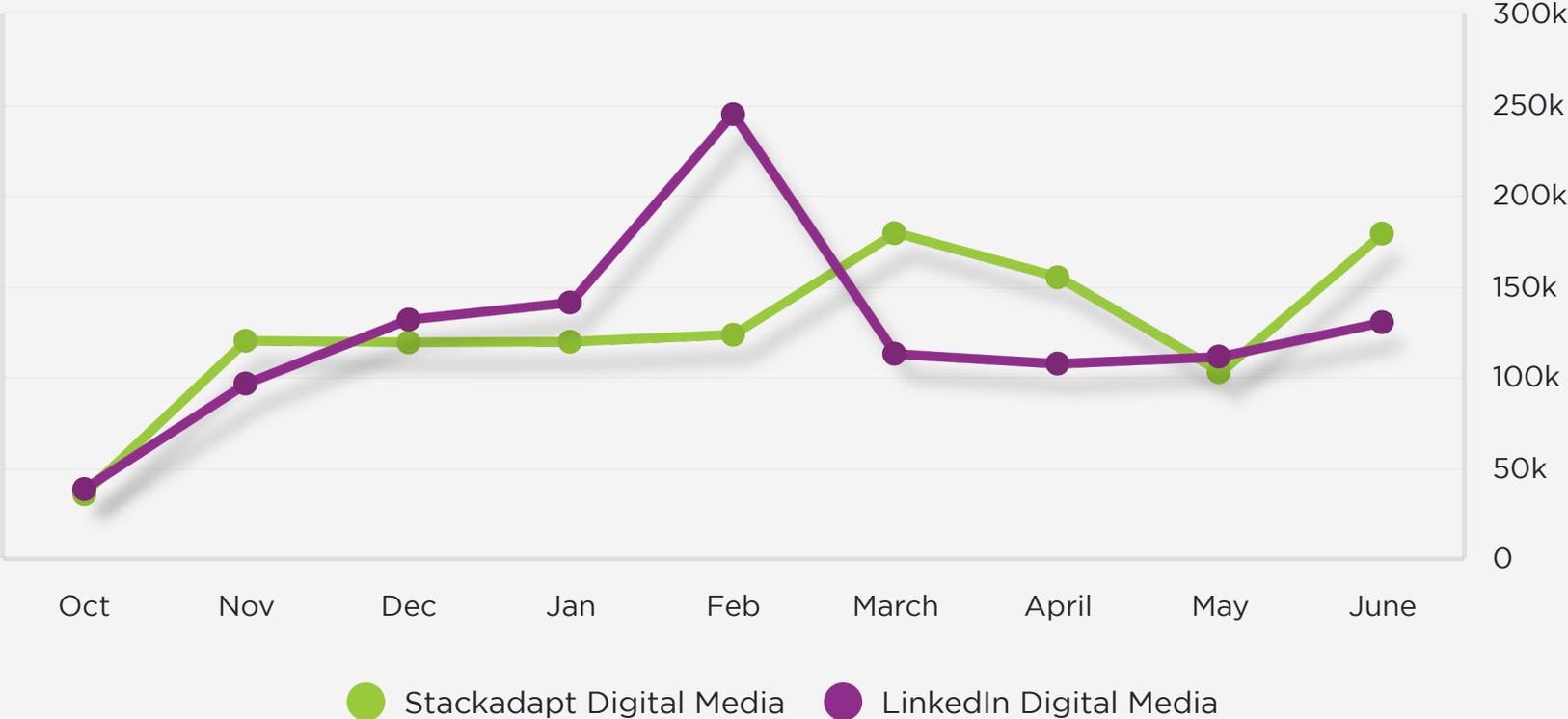
Always-On Digital Campaign

Awareness Campaign Impressions

4.6M

IMPRESSIONS

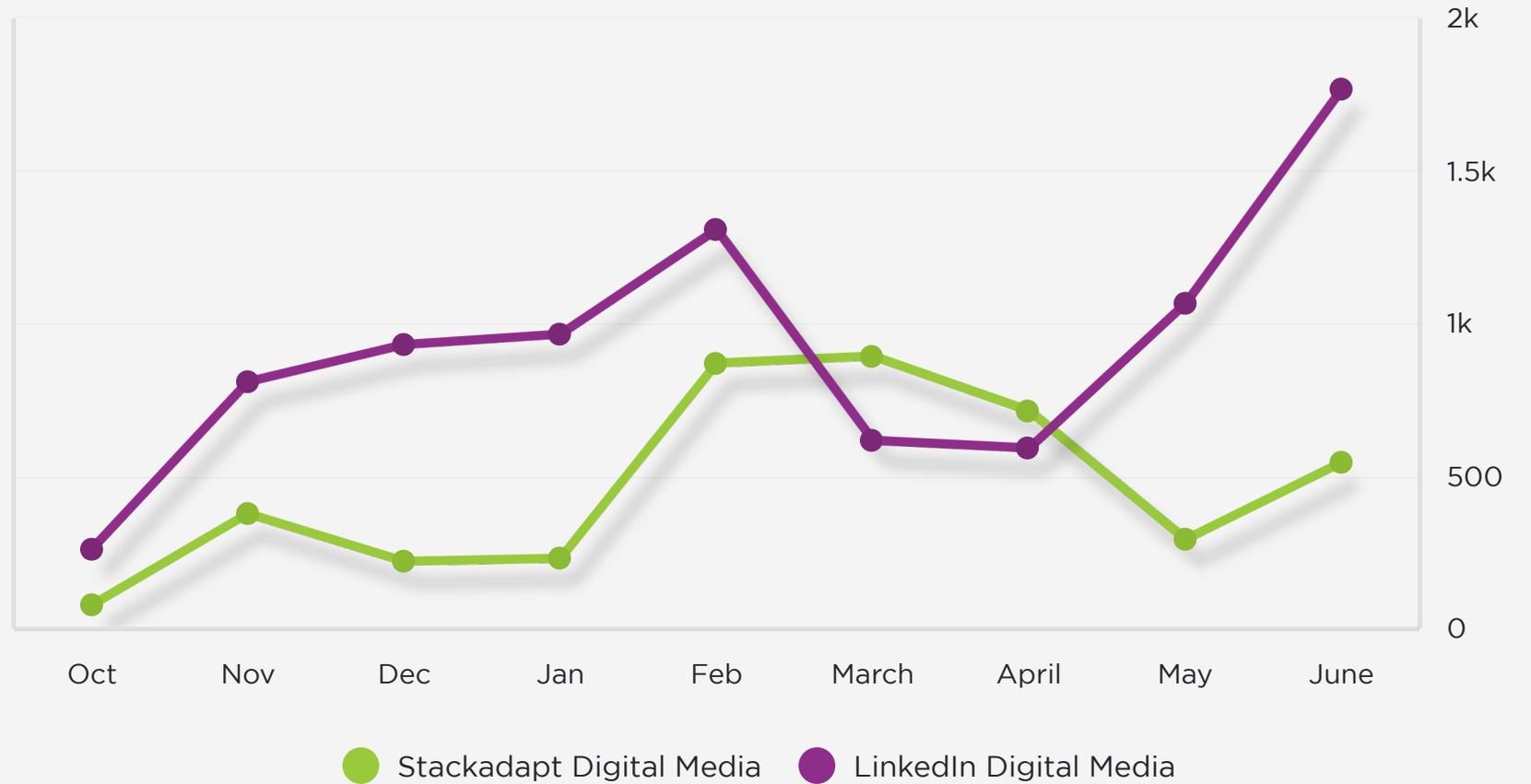
Oct '23 - June '24



Awareness Campaign *Clicks*

12k

TOTAL CAMPAIGN
CLICKS



Local Campaign *Impressions & Clicks*

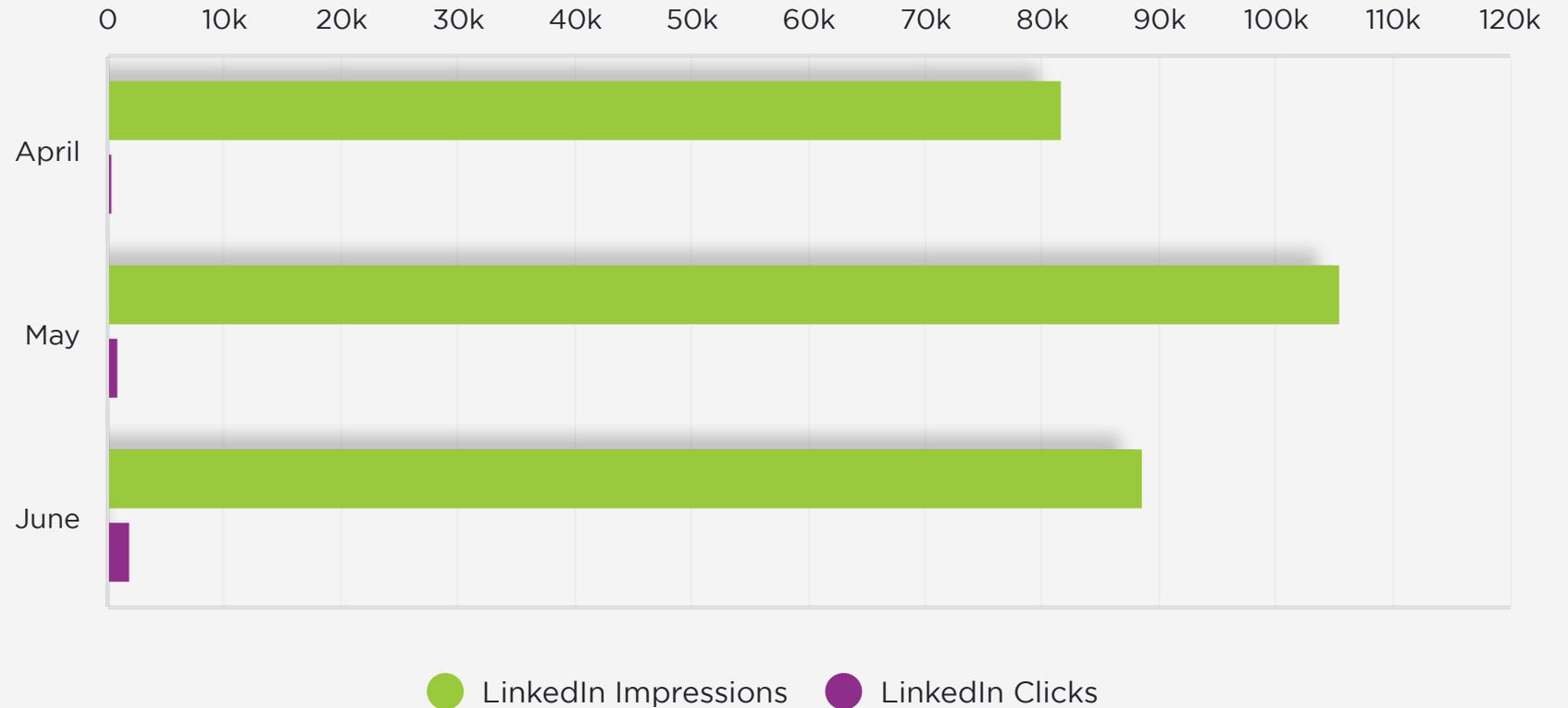
2024

275k

TOTAL IMPRESSIONS

3K

TOTAL CAMPAIGN
CLICKS



FAM Lead Gen *Impressions & Clicks*

14k

TOTAL IMPRESSIONS

55

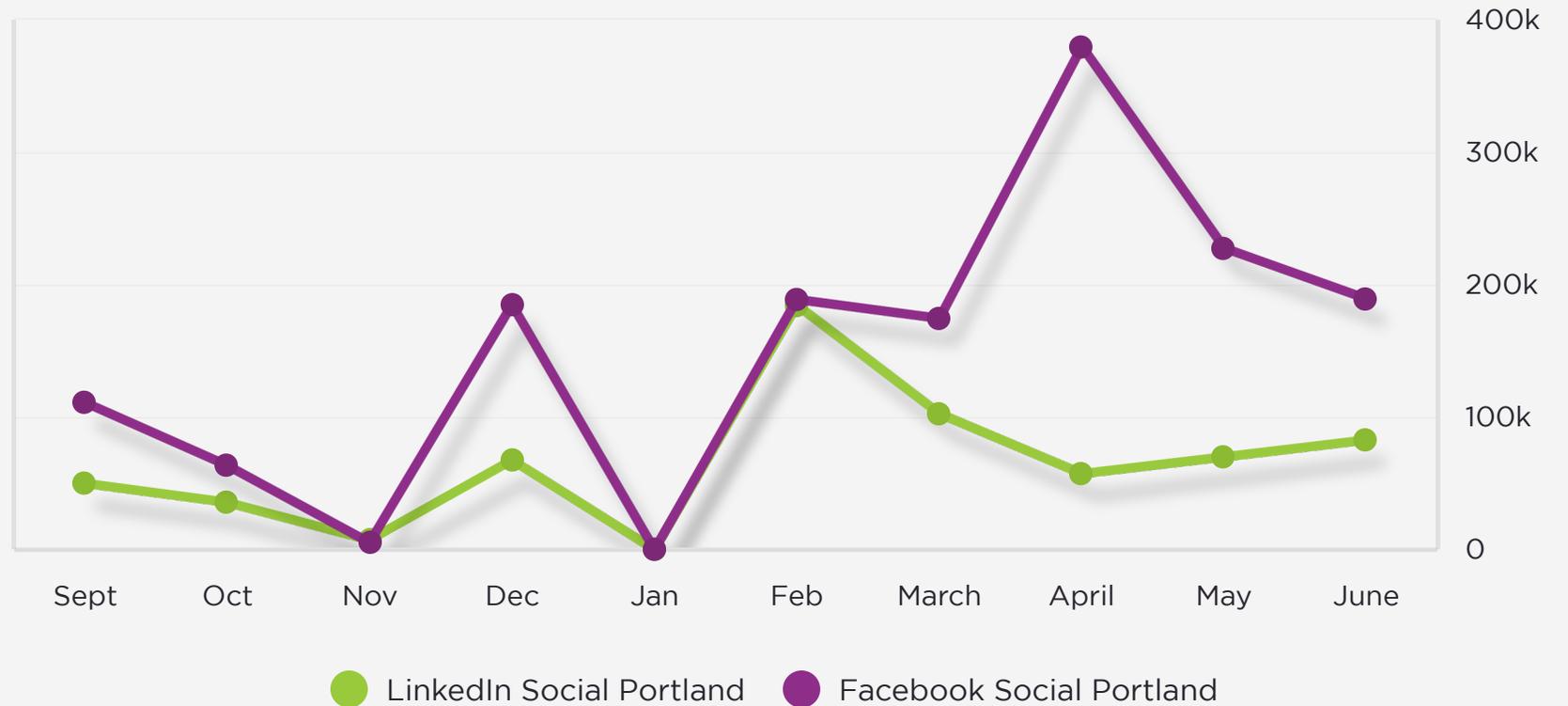
TOTAL CAMPAIGN
CLICKS



2.1M
IMPRESSIONS

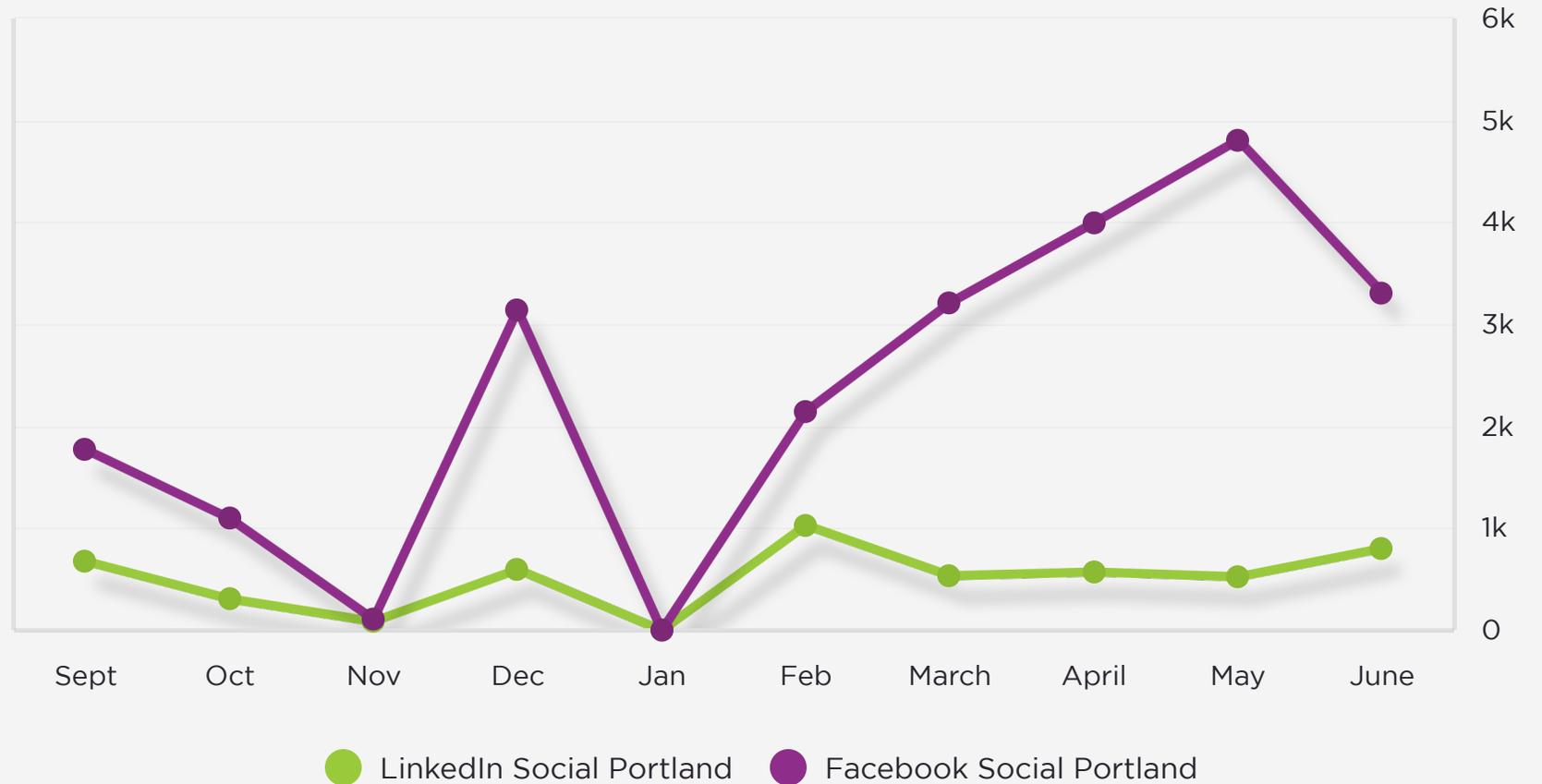
Sept '23 - June '24

Social Campaign Impressions



Social Campaign *Clicks*

28k
TOTAL CAMPAIGN
CLICKS





'23-'24 Campaign CTR's

Industry Benchmarks

Facebook - 0.78%
Google - 0.46%
LinkedIn - 0.39%

0.35%

Stackadapt Digital Media

0.39%

LinkedIn FAM Lead Gen

0.76%

LinkedIn Digital Media

1.05%

LinkedIn Social

1.23%

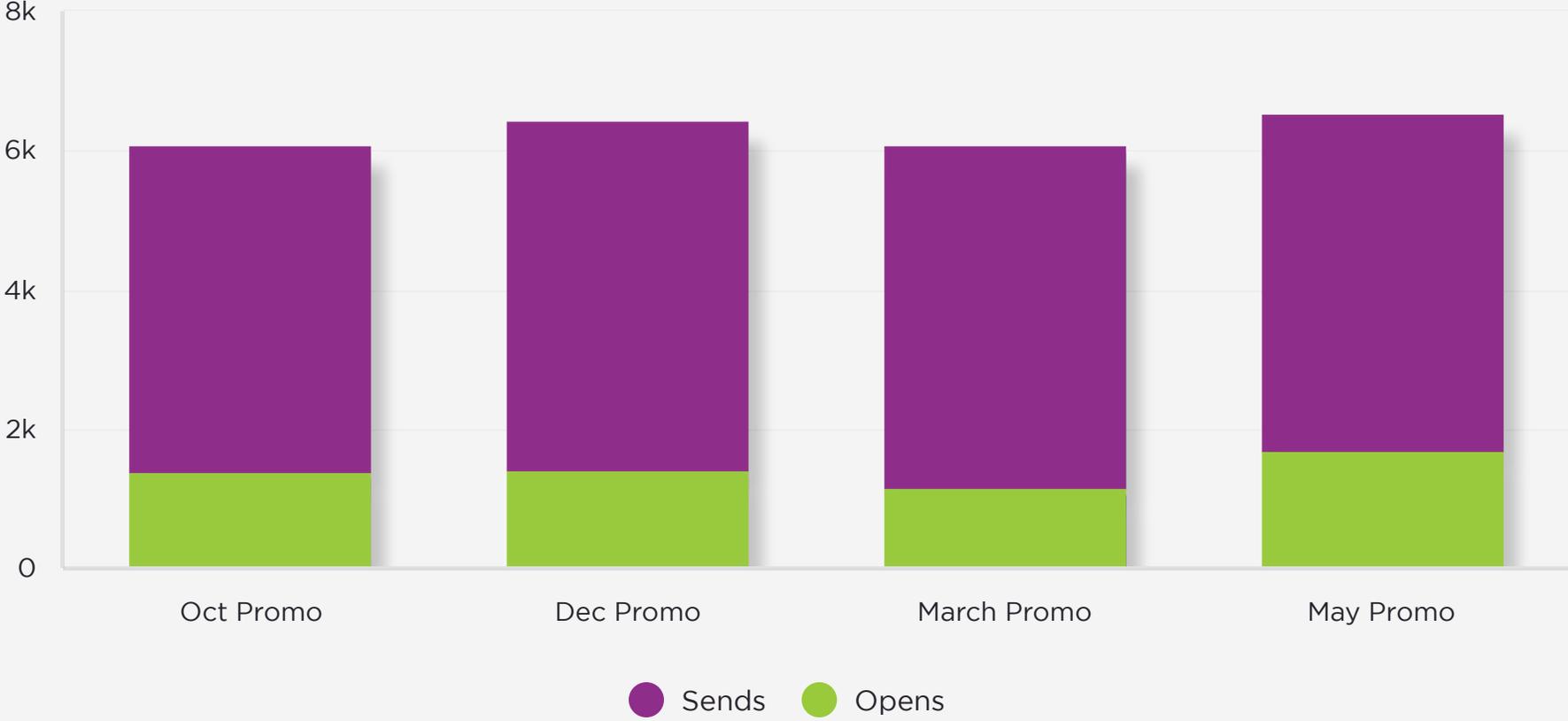
LinkedIn Local Campaign

1.80%

Facebook Social

Email Performance - *Sends & Opens*

2023-2024



27.59%
Average Open Rate

2.97%
Average CTR

Content

FY 2023 - 2024

Visit Maine and Visit Portland Meetings Blogs

- **Incorporate Wellness into your Maine Meeting**

<https://www.visitportland.com/blog/2023/11/02/incorporate-wellness-into-your-maine-meeting/>

- **Maine Makes Winter Meetings Magical**

<https://www.visitportland.com/blog/2024/01/24/maine-makes-winter-meetings-magical/>

- **Maine's Regional Activities Drive Meetings Year-Round**

<https://www.visitportland.com/blog/2024/03/25/maines-regional-activities-drive-meeting-attendance-year-round/>

- **Outdoor Recreation Manufacturing Meetings**

<https://mainemeetings.com/visit-portland-maine/9-top-team-building-group-activities/>



Endless Year-Round Adventures Await Meeting Attendees in Maine

MAINE.

Meet in Maine
Year  and

MaineMeetings.com

Live Local. Meet Local: Help Bring More Meetings to Maine

LIVE
LOCAL.
MEET
LOCAL

You  Tube



Meetings Website Insights

FY 2023 - 2024

Top Website *Traffic Sources*

- **LINKEDIN/BANNER**

14,872 Sessions

- **STACKADAPT/BANNER**

4,099 Sessions

- **FACEBOOK/PAID SOCIAL**

2,019 Sessions

- **LINKEDIN/PAID SOCIAL**

1,122 Sessions

- **DE EMAIL**

589 Sessions

- **GOOGLE/ORGANIC**

522 Sessions

Top Website *Geo Locations*

- **NEW YORK**

2,867 Sessions

- **PENNSYLVANIA**

1,646 Sessions

- **MAINE**

1,781 Sessions

- **TEXAS**

1,295 Sessions

- **FLORIDA**

1,744 Sessions

- **MASSACHUSETTS**

1,414 Sessions



Meetings Pages *Users*



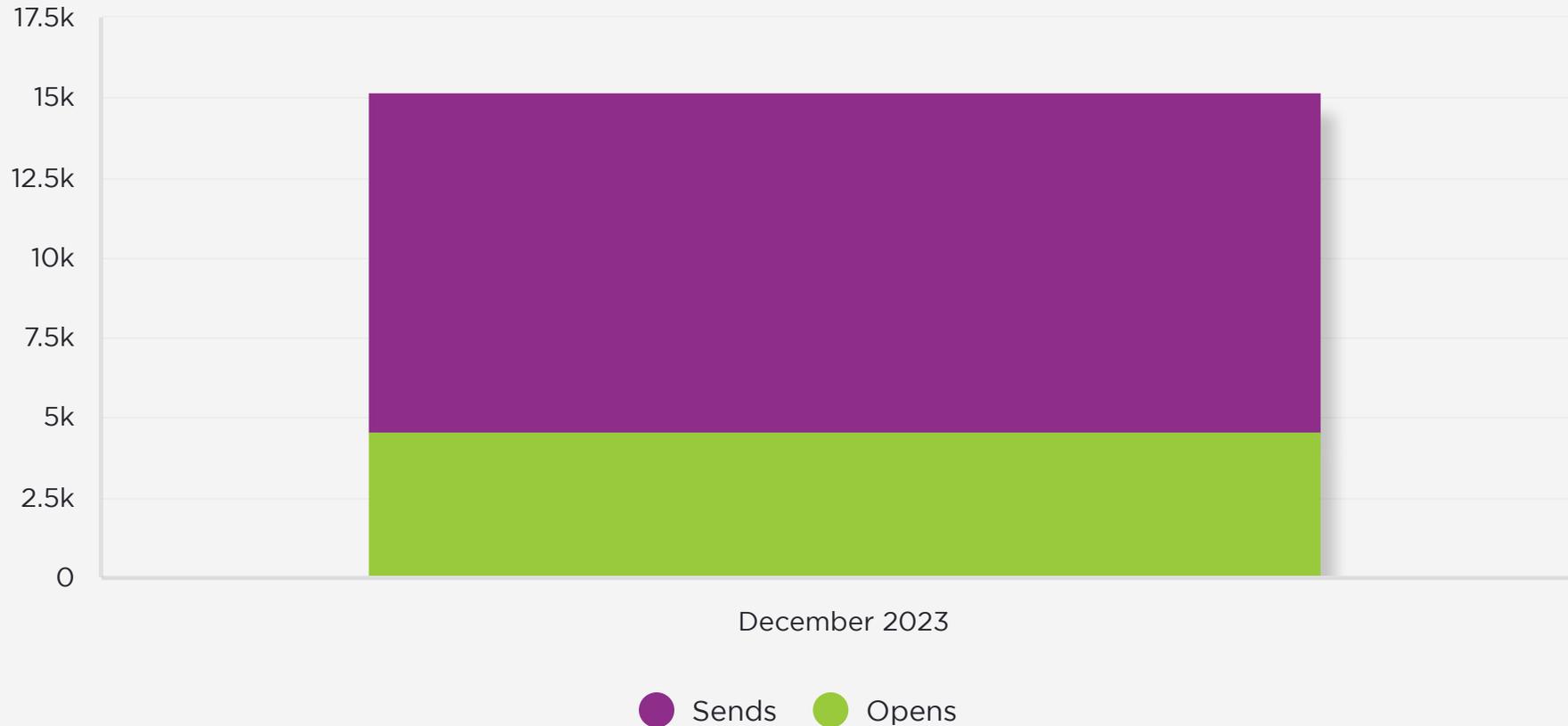
	Total Users	New Users	Sessions
FY 2022-2023	14,312	14,430	16,249
FY 2023-2024	21,430	21,525	25,113
Change	+49.73%	+49.17%	+54.55%

Trade Media

FY 2023 - 2024

Northstar Email Performance - *Sends & Opens*

2023-2024



42.97%

Open Rate

1.12%

CTR

Digital Program *Highlights*

✓ **FY21-22**

We saw a 64% increase in total users visiting the meetings landing page. And from FY 22-23 to FY 23-24, we saw a 49% increase in total users visiting the meetings landing page.

✓ **FY22-23**

We saw a 98% increase in social distribution impressions (982,611 to 1,948,832) and an increase in average CTR (1.20% to 3.82%)

✓ **FY23-24**

We saw an increase in traffic coming from Boston by 59%, from NYC by 22%, and from Chicago by 26%.

We received a total number of 19 RFP form submissions on the microsite



Opportunities FY 24-25

✓ Awareness Building

- Continue to create awareness for Visit Portland as a meetings destination

✓ Content

- Continue to leverage promotion of engaging content to provide information and highlight the topics important to planners and decision makers. Segmentation is critical to any content strategy to maximize impact.

✓ CTV & Online Video Campaigns

- Establish online and/or CTV campaign to complement awareness efforts and capture users as they stream on consume video media





Digital Edge



<http://digitaledge.marketing>



mae@digitaledge.marketing



[LinkedIn](#)