



LovelIrvington Talking Points

1 message

Suzan French Gennace <sfrench@flackshack.com>

Sat, Mar 6, 2021 at 2:28 PM

To: Tripp Bugg <tbugg@town.irvington.va.us>, Jason Trollip <Jason.Trollip@tidesinn.com>, Sharon Phillips <sphillips@town.irvington.va.us>

I know this is long. Please feel free to pick and choose the points you consider most relevant. Kindly advise if you have any questions or want any additional information.

Success is measured in a variety of ways, some of which have been affected by COVID or accurate figures not readily available.

- Social Media: followers, engagement (likes, shares, comments, etc.), clickthrough rates
- Sentiment: perception of residents, local businesses and other stakeholders; external perception (reviews/comments); developer/new business inquiries
- Media: media hits, interest/new awareness from media, bloggers, influencers
- Website: visits to the website, unique visitors, specific pages visited; time period comparisons
- Sales (may be affected by COVID; long tail item wherein impact may not be realized immediately): increased occupancy, local business revenue, meals and lodging tax

Town of Irvington now has a mechanism to speak directly to tourists: Love Irvington

- Branding, thoroughly researched and strategically designed name and logo
 - Name that could remain consistent across all platforms (website, social media) due to availability and limitation on numbers of characters.
 - Name that ties in with Virginia is for Lovers.
 - Colors that are calm and evoke seaside imagery.
 - Font/design that is reminiscent of colonial Virginia, The Tides Inn and a sail
- Informative and visual website with local business listings and topical blogs that promote the town's assets; and news articles that validate how great the town is.
- Social media that amplifies our messaging, enabling us to reach a greater number of people.
 - Focus on Instagram, where we can share beautiful, compelling images and 'talk' directly to potential visitors and travel media.
 - Twitter, where we chat with travel bloggers and writers, who help generate awareness by sharing to their audiences.
 - Pinterest, which drives people to our website where we 'sell' the Town.
 - Facebook, primarily to support local businesses and share their information.
 - Google My Business to help in searches
 - Yelp for geotargeting searches
 - Virginia.org listing
- Media outreach which promotes Irvington to a much wider audience.
- Partnerships/co-marketing Northern Neck Tourism, Virginia's River Realm, Virginia Tourism Corporation.

ANALYTICS

Social media across Instagram, Facebook, Twitter (past 30 days):

- Followers: 1,800
- Posts: 585
- Impressions/Reach (how many times our content has been seen via accounts reached; profile visited; clicks to website, email, directions and calls): 58,204
- Engagement/Interaction (Likes, comments, shares, saves, mentions): 6,038

Media publications

- Chesapeake Bay Magazine: Best Places to Retire by the Bay
- DC blogger Heather Bien (3,052 Instagram followers) sharing/tagging us in photos: "An afternoon in Irvington spent plotting our escape to split time between DC and somewhere on the Rappahannock. I'll be back sooner rather than later."
- Conde Nast Traveler: Best Weekend Getaways from Philadelphia

Website (last 30 days)

- Sessions 148 (300% increase)
- Unique Visitors 99 (209% increase)

IMPACT

Feedback:

The Tides Inn

Thanks for a great call this morning! We appreciate the teamwork.

Suzan, looks great so far. Thank you so much!

Wonderful thanks Suzan. Looks good.

Very nice!

Suzan, thank you so much!

Steamboat Era Museum

Thanks Suzan. This is terrific. Our webmaster just told me we are getting increased sales from Love Irvington's Facebook and Instagram promotions. She said "These posts (our Facebook and Instagram posts) are also magnified by all the awesome accounts like loveirvington that repost our images & increase our reach.

This looks great.

I enjoyed the blog - makes me want to go plop myself in front of my neighbor's fireplace, as they have a mighty nice one complete with a white chimney! :)

Northern Neck Tourism

Social media channels and site look great.

Looks great - will share!

Windswept Experience & Supply

Thanks so much for all of this hard work

Sharp & intuitive-- excellent! In the past few years, websites have (understandably) taken a backseat to social media channels. I think the site serves as a nice landing hub to offload folks onto social-- especially with the rolling Insta-feed mentioned.
Thanks all for the phenomenal work!!
Wow. Genius!!!!

Select comments on our Instagram posts:

Chesapeake Doughnut Co. on Instagram: Thanks for helping visitors find all the best local food & fun.
Miss Mary Seafood on Instagram: That's awesome! I love that we are turning into a foodie destination! Thank you for keeping that seafood local!
Tides Inn: Thanks for sharing! We cannot wait to show off Chef Truman Jones' masterful creations. Chef Truman is the best. We're so excited to have everyone back on the 15th!
Virginia's River Realm: We love Bryan! Can't wait for it to open! Toooo cute! Looks fresh! Cute cute cute. We love @dredgeirvington! Pretty! Yumm! Can't wait to try it out!
The Dandelion: Thank you @loveirvington! We agree.
Willabys: <emoticon>
IG user skywatch_DC (1,122 followers): I'm on my way into town!! Visiting for the first time.
Chesapeake Bay Wine Trail: Thank you for the tag!
Virginia Restaurant, Lodging, & Travel Association: Congratulations!
Virginia Digest (3,032 followers): Woah!!
Smoky Oak BBQ blog (1,931 followers): Beautiful photo
HH Lifestyle Travel blog (2,134 followers): YOMMMM!
touchse by mia travel blog (2,268 followers): Thank you so much for mentioning!
Charles McCool travel blogger (2,743 followers): Thank you for sharing!
Chris Milliman, Alexandria Living photo editor & travel writer (7,757 followers): I love this spot!
Other: Can't wait to come back to Irvington!

Select activity (retweets, comments, likes) on our Twitter posts: (NOTE: each activity from a user shows up on their timeline, so their followers see it as well.)

Chris Milliman, Alexandria Living photo editor & travel writer (10K followers)
Philly Food Grub Travel blog (19.2k followers): "Thanks for sharing. I had to Google Map it. A visit to the Chesapeake Bay area is high on my list of destinations when I'm ready to travel again! Fingers crossed it is this year!"
Adventuring Gal blog (25.5k followers)
Steve Kubota Food, wine, travel writer (18.7k followers)
PerthTravelers travel blogger (14k followers): "Such beautiful shoreline." "You've got this romance down. Perfection!" "I'll take all those. The roses are gorgeous."
Charles McCool travel blogger (25.4k followers): Hmmm...chilled oysters on the menu today?" "The Local is the cutest place!"
Fun in Fairfax blog (14.2k followers): "Love The Local! @CharlesMcCool and I had a delicious breakfast and a great #coffee there." "I'm looking forward to staying at Hope & Glory Inn one day. We stopped in for dessert on our last trip to @Lovelrington and it's beautiful!"
Linda Peters The Road Less Traveled host (17.1k followers): "It's all about the oysters in @loveirvington"
Tim Ebner, travel writer for Thrillist, Eater, Edible DC
Don Nadeu, New York Times, USA Today travel writer, president of Bidon Travel (27.1k followers): "So nice! Thank you!"
Southerner Says, host of Road Trip Chat (17.8k followers): "Looks up Irvington on the map..."
Nicolette Orlemans, host of CultureTrav (29.5k followers)
Roar Loud Travel, host of Sunday Sunsets and Street Art Chat (52.6K followers)
MadHattersNYC website (21k followers)
Reward My Shopping FoodTravelChat moderator: "I'm bookmarking this! Let me know if you have any contacts for the oyster suppliers."
Seema travel blogger (13.2k followers): "That looks so cosy and the fire so welcoming especially in the current weather we are having."
Angela DiLoreto travel blogger (20.5k followers): "Love it! What's your favorite drink there and I will add it to my "when I'm in the neighborhood" map."
JetsettersFlyin (12k followers): "Oysters for everyone!"
The Travel Camel blog (54.4k followers): "Looks like my type of place!"
CarpeDiemEire travel blogger (17.2k followers): "He paints it in a wonderful light. Hope it brings plenty of travellers your way."
Matthew Hirtes, founder Dreams Abroad: "I want to discover Irvington firsthand."
Leesa Truesdell, travel blogger: "You guys aren't too far from DC. Those pancakes are worth a drive the next time I head south. Thanks for joining us today. We discovered Irvington, VA!
Other: "Wow. This looks delicious. Thanks for sharing! I'll find you on insta too. Thanks for the instant craving too. Great dish."

V/R

Suzan French Gennace

sfrench@FlackShack.com | 917-284-8523 | [LinkedIn](#) | www.FlackShack.com | [Twitter](#)



Virus-free. www.avast.com