

2016 Mid-Year Program Review

Business Advisory Committee
Wednesday, August 17th, 2016

2016 Mid-Year Review

Ongoing Marketing Strategies

Business Attraction *“Do what you do in a place you’ll Love”*

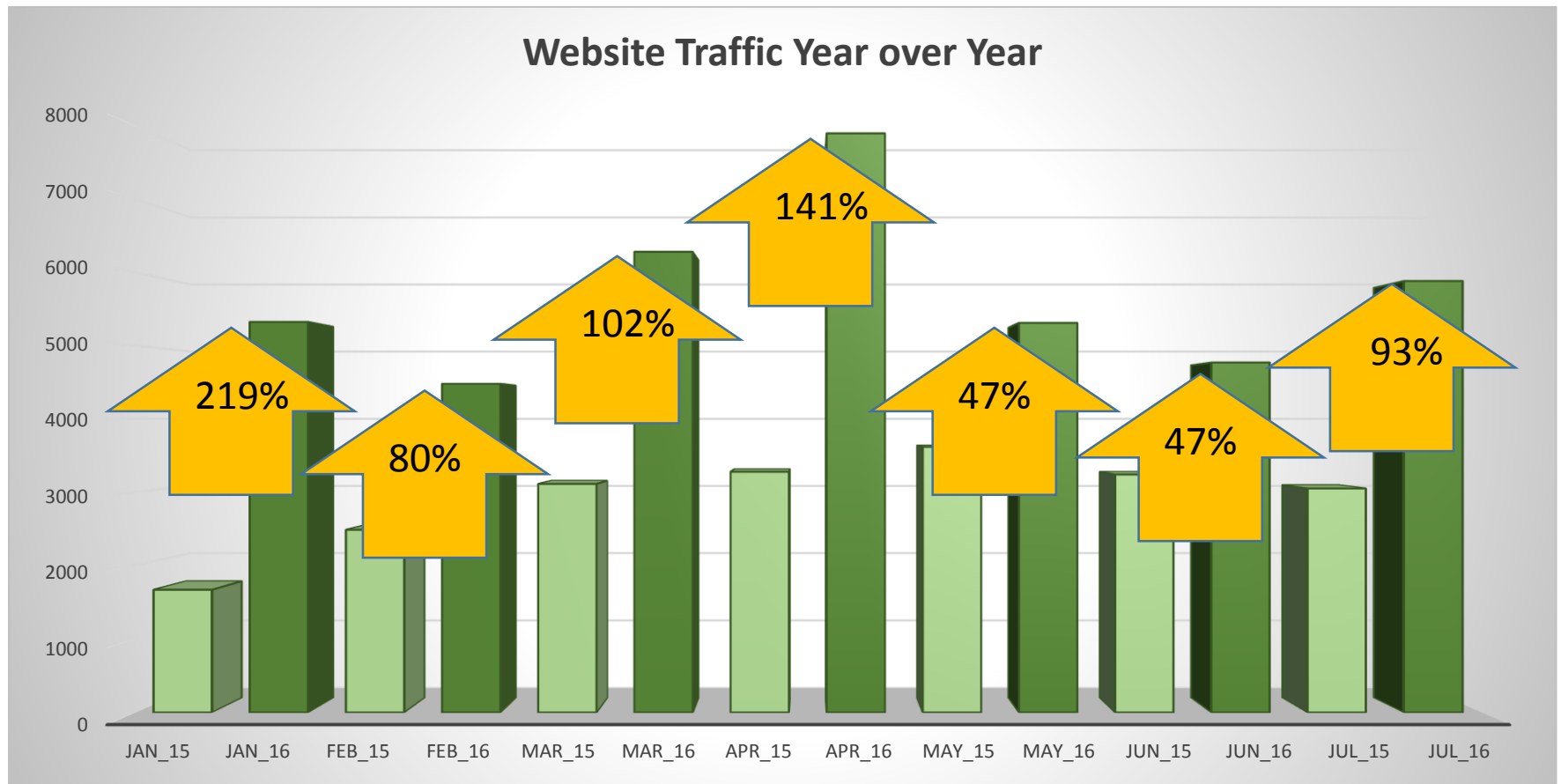
Engage prospective existing businesses & entrepreneurs through the promotion of available market opportunities, locations, support, and lifestyle benefits unique to Greene County.

Consumer Engagement

“Connecting local businesses with the community we share”

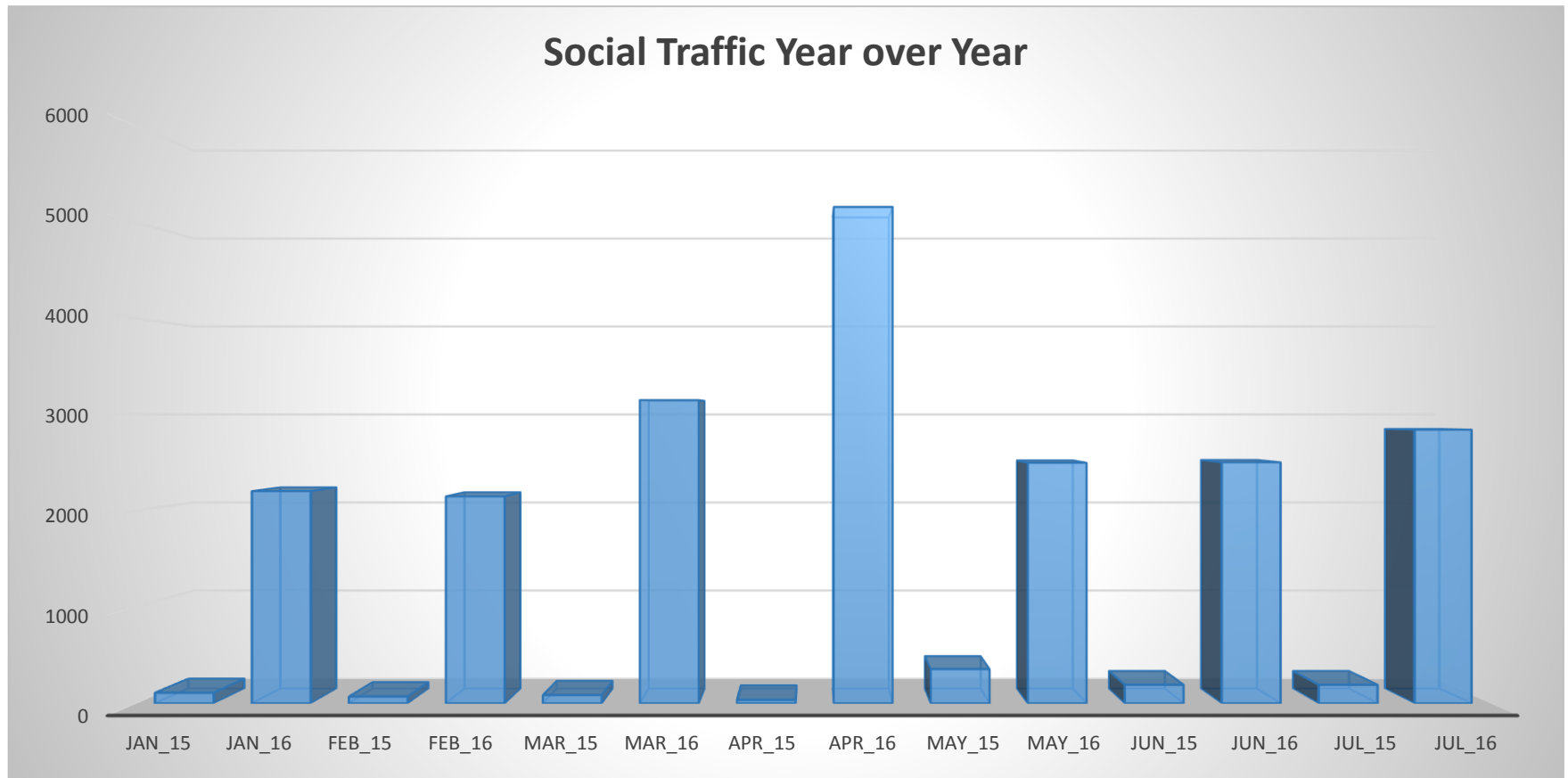
- **Calendar of Seasonal Promotions**
 - **General Overall Appeal**
 - **Unique Communities / Experiences**
 - **Businesses Relevant to Promotion Focus**

2016 Mid-Year Review



Overall Traffic to BuyInGreene.com up 95% from Jan-Jul 15 to Jan-Jul 16

2016 Mid-Year Review



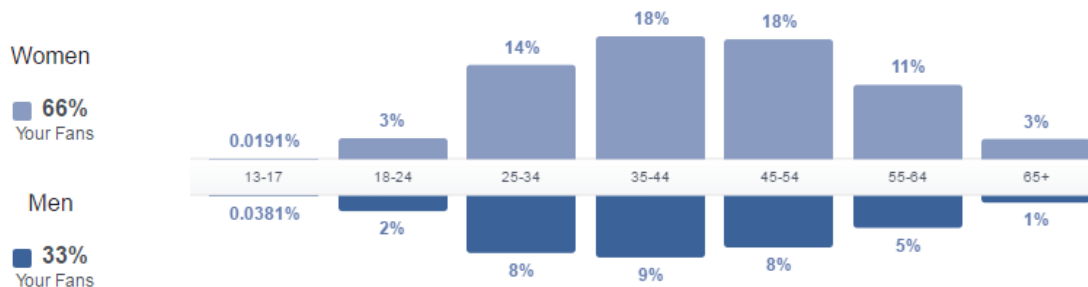
Social Media Traffic to BuyInGreene.com is **20 times more** than last year
Up from 1,044 (Jan-Jul 15) to 20,498 (Jan-Jul 16)

2016 Mid-Year Review

Facebook (mirrored to Twitter, LinkedIn, Google+, Pinterest)



The people who like your Page



- Over 2,200 new followers in 2016
- Average Weekly Reach is 40,000+
- Added over 500 Twitter followers in 2016

2016 Mid-Year Review

Consumer Engagement



Buy In Greene

Published by HubSpot [?] · 21 hrs · ✱

Sending your teen off to college this year? Find everything you need, from dorm room supplies, books, moving companies, computer repair shops, furniture stores, and more in Greene County! Local businesses are having great back to school sales right now! <http://hubs.ly/H03Q09d0>



Seasonal promotions supported by eNewsletters & Social Posts resulted in over 15,000 sessions so far in 2016.

2016 Mid-Year Review

Greene County Businesses



Business Support Programs

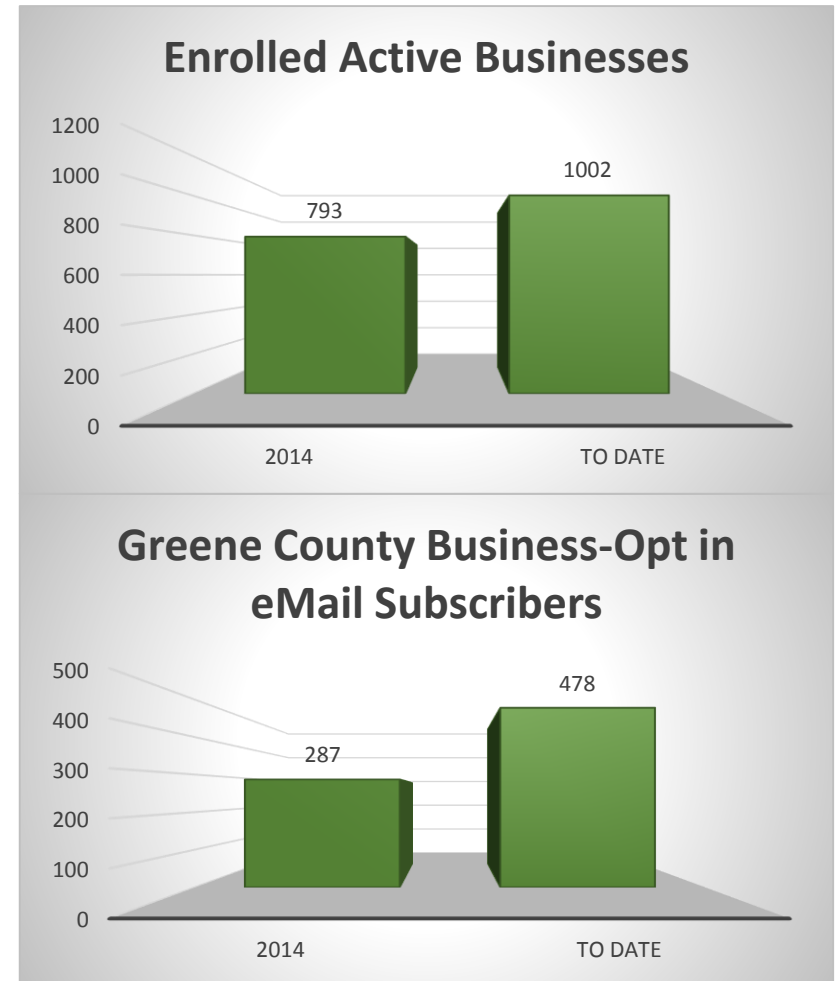
Greene County has two economic development loan programs for job-creating expansion projects, as well as other support services to help you and your business.

We want you to grow and succeed in Greene County, NY!

[Learn More](#)

Greene County's Economic Development Office will be holding another Microenterprise class on September 22rd & 23rd at the Greene County IDA.

[Click here to download the application and learn more about the Microenterprise Assistance Funding Program.](#)



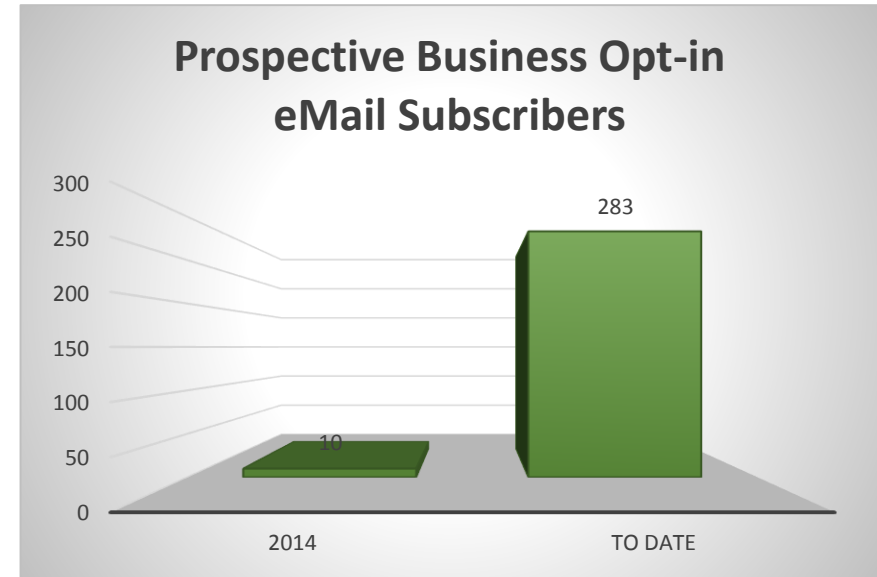
2016 Mid-Year Review

eBook Downloaders (Prospective Businesses)

Download our FREE eBook:
“Starting a Small Business”

If you are considering entrepreneurship, use this helpful guide as a roadmap to success:

Get the New Business Startup eBook



280+ Downloads to Date

2016 Mid-Year Review

Prospective Entrepreneurs Respond to Inbound Marketing



- Concierge New Business Nurturing and Development
 - Personalizing the Process across the County
 - Step by Step Support & Guidance

2016 Mid-Year Review

Success Story – Start To Finish

- January 2016 – NY Metro Couple with 2nd Home in New Baltimore find Business link to Support Programs at InvestInGreene.com
- January 22, 2016 – They download our eBook, **“Starting a Small Business”** and are contacted by the EcoDev team.
- February 10, 2016 – They meet with the team to discuss their plans.
- March 2016 – Reed Street Location Secured
- April 2016 – **Quantum Fund Financing** application submitted & approved.
- June 2016 – Retail Liquor License granted
- July 13, 2016 – Grand Opening & Ribbon Cutting



Success Stories Interaction

- Breathing New Life into a Classic Restaurant Location in Leeds, NY
- Joe's Garage - An Elegantly Versatile Event Venue at the Head of Main Street Catskill, NY
- Starting a Business on Historic Reed Street in Coxsackie, NY
- Investments in Outdoor Adventure Lead to Business Expansion in Tannersville, NY
- Field Goods Named Small Business of the Year by Greene County Chamber of Commerce
- Mansion + Reed, A Place for People by the River in Coxsackie, NY
- The Nuts & Bolts of Starting a Business in East Durham, NY
- Greene County Legislature Unanimously Supports New York State Tax Credit for Filmmakers
- Northeast Treaters Invests for Growth in Athens, NY
- Building a Home Furnishings Destination in Freehold, NY
- Bringing Manufacturing Jobs to Durham, NY
- Ready for Some Farm Fresh Eggs, Greene County? Well Then, Rent a Chicken!
- Massage, Wellness & Tanning on Main Street Cairo, NY
- Festival Attendees Bring \$\$\$ to Greene County Businesses

Breathing New Life into a Classic Restaurant Location in Leeds, NY

August 11, 2016

Joe's Garage - An Elegantly Versatile Event Venue at the Head of Main Street Catskill, NY

July 26, 2016

Starting a Business on Historic Reed Street in Coxsackie, NY

July 14, 2016

Investments in Outdoor Adventure Lead to Business Expansion in Tannersville, NY

June 16, 2016

Field Goods Named Small Business of the Year by Greene County Chamber of Commerce

June 10, 2016

Those attending the Greene County Chamber of Commerce Annual Gala, held on Thursday, June 9th, at Windham Mountain Resort, witnessed the 2016 Small Business of the Year awarded to Field Goods, LLC. "This company with a massive reach and mission has been connecting small upstate New York Farms with local communities for the past 5 years; enabling consumers to obtain farm-fresh, in-season produce through a subscription service that delivers to both workplaces and community centers" cited board member Karl



2016 Mid-Year Review

Tracking Interactions through HubSpot



I am a...

Hard-Working Innovator with Entrepreneurial Spirit

Internal Notes

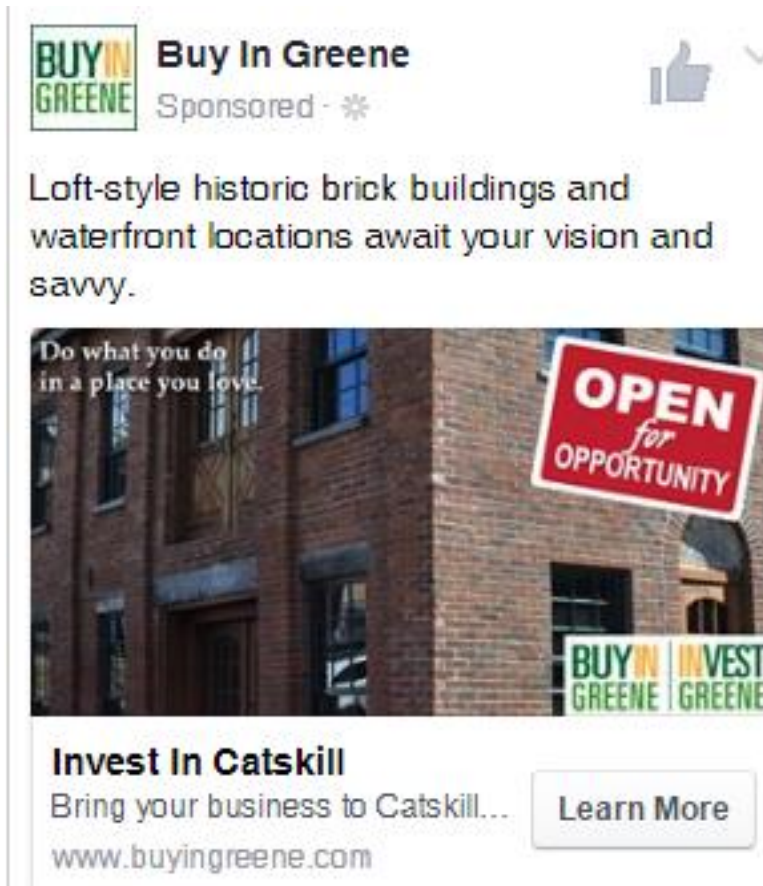
Roles	Risk taker and family provider
Goals	Independence from a corporate job and urban life, freedom and small business success with growth potential.
Challenges	Not enough time and resources to get a business underway. Lacking confidence to make the leap to small business ownership.

Demographics

Age	35-45
Income	75,000-150,000
Education	MBA or advance degree in Finance and/or business
Location	New York City or Boston with childhood ties to the Greene County, NY region.

2016 Mid-Year Review

Town Pages with Social Media Ad Support



A screenshot of a Facebook advertisement for 'Buy In Greene'. The ad features the 'BUY IN GREENE' logo in the top left, followed by the text 'Buy In Greene' and 'Sponsored - *'. To the right is a thumbs-up icon and a dropdown arrow. Below this is the text 'Loft-style historic brick buildings and waterfront locations await your vision and savvy.' A large image shows a brick building with a red sign that says 'OPEN for OPPORTUNITY' and a smaller 'BUY IN INVEST GREENE GREENE' logo in the bottom right corner. At the bottom of the ad, it says 'Invest In Catskill', 'Bring your business to Catskill...', and 'www.buyinggreene.com' with a 'Learn More' button.

BUY IN GREENE Buy In Greene
Sponsored - *

Loft-style historic brick buildings and waterfront locations await your vision and savvy.

Do what you do in a place you love.

OPEN for OPPORTUNITY

BUY IN INVEST GREENE GREENE

Invest In Catskill
Bring your business to Catskill...
www.buyinggreene.com

Learn More

<http://www.buyinggreene.com/catskill>

2016 Reach:
194,558

Page Clicks: 7,978

2016 Mid-Year Review

Town Pages with Social Media Ad Support



BUY IN GREENE Buy In Greene
Sponsored · ✱

Do what you do in a place you love. Get help starting your business in Cairo, NY.

OPEN for OPPORTUNITY

Cairo, NY has everything.... Except YOU.

Cairo, New York | Business Opportunities

Cairo, NY is The Crossroads of Commerce in the heart of Greene County, between the Mountains and the Hudson River.

[WWW.INVESTINGGREENE.COM](http://www.investinggreene.com)

[Learn More](#)

<http://www.buyinggreene.com/cairo>

2016 Reach:
134,942

Page Clicks: 7,366

2016 Mid-Year Review

Town Pages with Social Media Ad Support



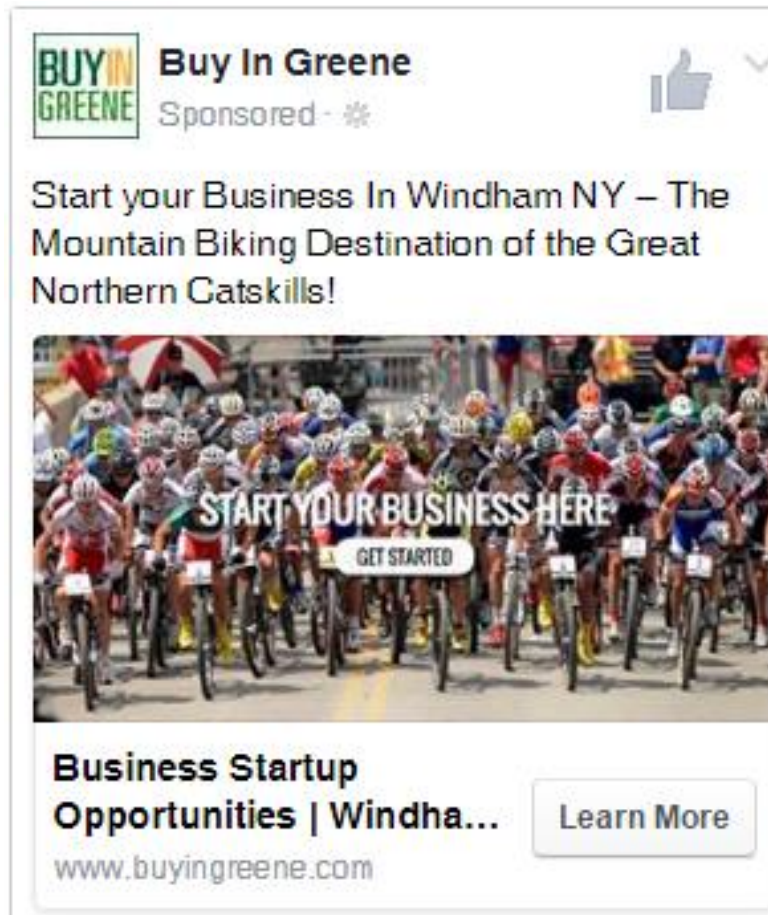
<http://www.buyingreene.com/durham>

2016 Reach:
142,390

Page Clicks: 7,456

2016 Mid-Year Review

Town Pages with Social Media Ad Support



A Facebook advertisement for 'Buy In Greene'. The ad features the 'BUY IN GREENE' logo in the top left corner, followed by the text 'Buy In Greene' and 'Sponsored - *'. To the right of the text is a thumbs-up icon and a dropdown arrow. The main text of the ad reads: 'Start your Business In Windham NY – The Mountain Biking Destination of the Great Northern Catskills!'. Below this text is a photograph of a large group of mountain bikers at the start of a race. Overlaid on the photograph is the text 'START YOUR BUSINESS HERE' in large white letters, and below it, a white button with the text 'GET STARTED'. At the bottom of the ad, the text 'Business Startup Opportunities | Windha...' is displayed, followed by the website 'www.buyinggreene.com' and a 'Learn More' button.

<http://www.buyinggreene.com/windham>

2016 Reach:
66,656

Page Clicks: 589

2016 Mid-Year Review

Town Pages with Social Media Ad Support



The screenshot shows a Facebook advertisement for 'Buy In Greene'. At the top left is the 'BUY IN GREENE' logo. To its right is the text 'Buy In Greene' and 'Sponsored · *'. Further right is a thumbs-up icon and a dropdown arrow. Below this is the text 'Get help starting your business in the thriving town of Hunter, New York! Business Loan Programs, Support Services, & More!'. The main image is a scenic view of Hunter, New York, with a cable car in the sky. Overlaid on the image is the text 'START YOUR BUSINESS HERE' and a 'GET STARTED' button. Below the image is the text 'Business Startup Opportunities | Hunter,...' and a 'Learn More' button. At the bottom left is the website 'www.buyingreene.com'.

<http://www.buyingreene.com/hunter>

2016 Reach: 7,642

Page Clicks: 75

2016 Mid-Year Review

Program Status Highlights Review

- Overall Website Traffic increased by 95% year over year
- Social Media Followers exceed 6,000
- Social Media traffic to Website increased 20X over 2015
- Consumer Engagement (eNewsletters & Social Posts) through Seasonal Promotions drove over 15,000 sessions to Greene County Business Listings.
- Review and Update of Business Listings (1002 Enrolled Active Businesses)
- Prospective Business Engagement (280+ eBook downloaders)
 - Additional Business Planning Offers
 - End-to-End Success Story (Reed Street Bottle Shop)

2017 Program Goals

- Increase Greene County Business Listings & Interaction
- Leverage Upgraded Website to Drive Consumer Engagement
- Actively Foster Potential Entrepreneurs from First Contact to Ribbon Cutting
- Systematically Expand Town Presence through Pages, Blogs, and Social Media
- Continually Promote BuyInGreene.com as a Destination for Finding Local Businesses, as well as Starting or Expanding a Business in Greene County, NY.