

# VISIT NC Farms APP

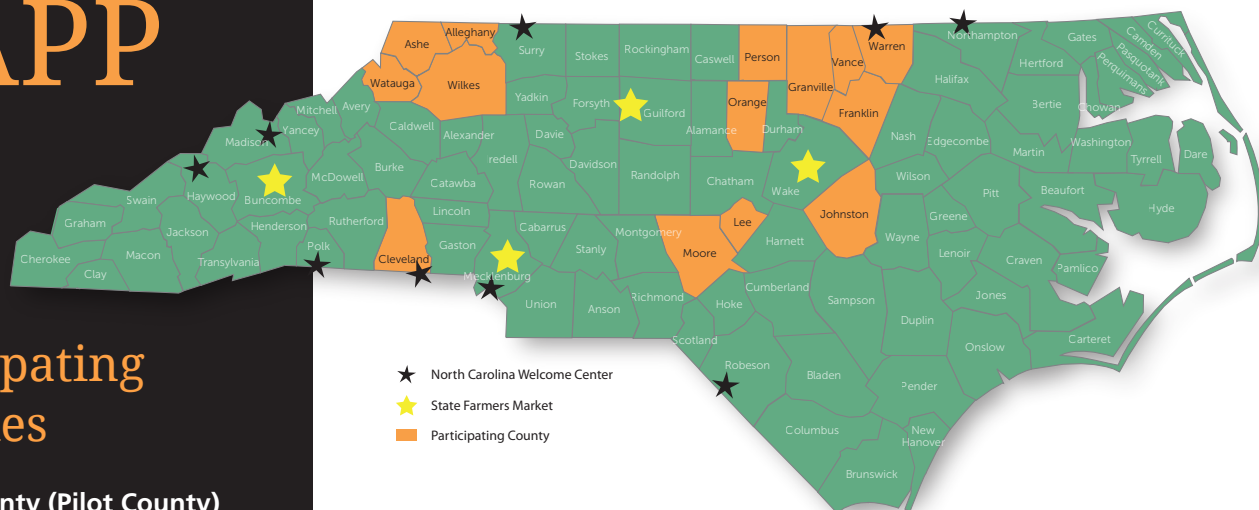
NORTH CAROLINA

## North Carolina

51 MILLION PEOPLE  
VISIT YEARLY

6TH  
MOST VISITED STATE

Increasingly, people want to know where their food comes from and many people living in urban areas seek out farms for activities.



## Participating Counties

Orange County (Pilot County)

----- June 2019 -----

Cleveland County

High Country (includes Ashe, Avery and Watauga counties)

Johnston County

Kerr-Tar Region (includes Franklin, Granville, Person, Vance and Warren counties)

Lee County

Moore County

Wilkes County

All North Carolina Welcome Centers and State Farmers Markets have marketing materials for visitors.

## Users

### ACTIVE DEVICES

120 January 2019  
881 June 2019

### iOS DOWNLOADS

41 January 2019  
446 June 2019

### ANDROID DOWNLOADS

13 January 2019  
235 June 2019

## June 2019 Facebook Campaign

Two-week Facebook advertising campaign targeted to adults, 18+, living in 8 early-adopter regions of the state to encourage downloads of the Visit NC Farms app. Customized ads highlighted farms in each region. Additional generic ads were served statewide to encourage app downloads.

### \$1366 BUDGET

141,435 Impressions

2,052 Clicks

9,000+ People/county

# VISIT NC Farms

NORTH CAROLINA

## Sponsor Group Opportunities

Associations  
Chambers of Commerce  
County Cooperative Extension  
Farm Bureau  
Farmers & Producers  
Nonprofits  
Private Enterprise  
State Agencies  
Tourism Agencies  
Visitors Bureaus

Learn more at  
[visitNCfarmstoday.com](http://visitNCfarmstoday.com)  
[#VisitNCFarms](https://twitter.com/VisitNCFarms)

AVAILABLE IN:



## Investment

INITIAL 50 ASSETS

**\$5500**

ADDITIONAL 50 ASSETS

**\$1000**

MARKETING MATERIALS

**\$500**

DEDICATED ADMINISTRATOR

**3-4 hours/week**

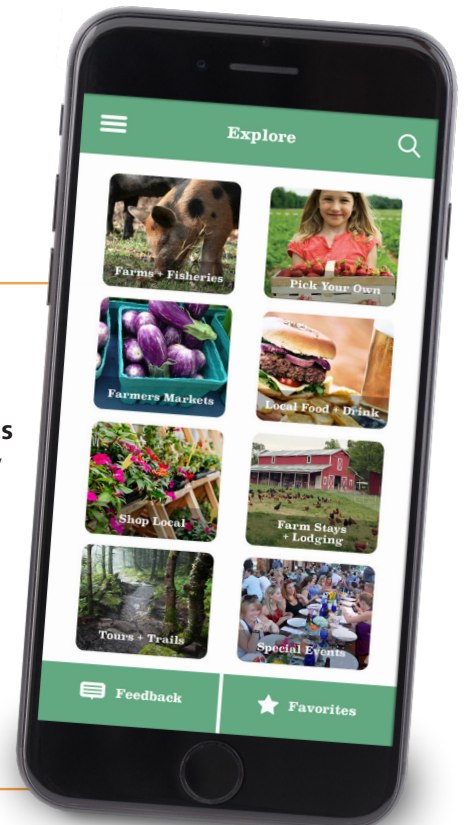
MAINTENANCE CONTRACT

**\$300/month**

### See for yourself!

**While connected to Wifi, download the Visit NC Farms app from the App store.** It may take a few minutes to gather all data.

**Explore the app.** Learn about the state's top industry of agriculture, local food and experiences connected to farms across North Carolina.



## Traditional Media Comparison

BUSINESS CARD AD

**\$75 ONE WEEK**

AVERAGE CIRCULATION

**10,000**

### MORE ACCURATE DATA FROM APP ANALYTICS IS AVAILABLE THAN FROM TRADITIONAL MEDIA

These analytics allow us to learn more about user behavior including which assets they looked at most, what activities they clicked (Call, Get Directions, etc.), and which products were highest in search. Targeted Push Notifications show devices sent to and open rates for each.

**Push Sent to 264 Devices**

**21% Open Rate**

**LATEST STATS**