

think! VT MARKETING

AWARENESS

- Website traffic, including increase in UMV's (unique monthly visitors), sources of traffic, etc.
- Media coverage in terms of impressions, advertising equivalency, editorial impact, key messages

ENGAGEMENT

- Social and digital media engagement, including shares/likes/retweets, increase in followers
- Number and percentage increase in Digital Ambassadors
- Video views

DESIRE

- Perception shifts, as measured in three years by comparing the baseline perception surveys to new survey results

ACTION

- Newsletter sign-ups
- Conversations
- Business visits
- New business creations and expansions
- Net in migration of labor force participants



OUTCOMES



New jobs created



Increased capital investment



New tax payers