

### Client

*Nestled in Central Virginia as the gateway to the Blue Ridge Mountains and Skyline Drive, Greene County has amazing options for recreation, hiking, history, wineries, breweries, and more.*

### Goals & Actions

*Greene County Tourism started with us in November 2021, with the goal of improving their footprint online to draw more visitors to the county's attractions.*

### We Launched

- We launched a Google Ad Campaign for Greene County as a straightforward, effective way to get more visitors to their website!*

## RESULTS OVER 1 YEAR



**44% Total Increase**

*In Website Visitors*



**11,000+ Clicks**

*From Google Ads*



**700% Increase**

*In Visitors To Key Website Page*

