



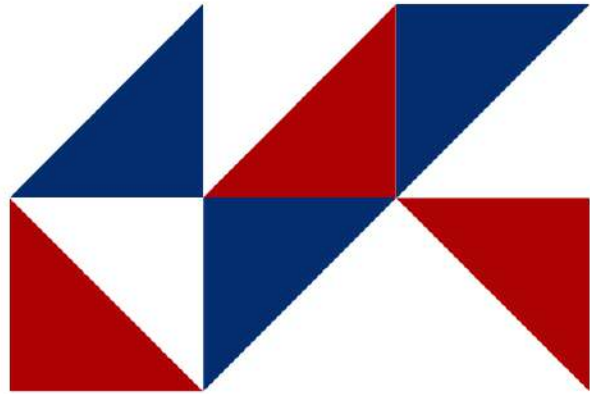
Case Study: Greene County Tourism



Google Ads Campaign For Central VA Tourism Department

► CLIENT

- Greene County, VA is located north of Charlottesville, right at the doorstep of the Blue Ridge Mountains.
- They came to us to devise a new Google Ads campaign to bring more awareness to their attractions and traffic to their website.
- We ran a successful campaign with Greene County for nearly 2 years, from October 2021 through June 2023.



► KEY RESULTS:

- 700% Increase in visitors to key website pages (attractions, lodging, etc).
- 11,000 clicks from Google Ads (first year of campaign).
- 44% increase in total website visitors (monthly stats).