

# Office of Tourism & Economic Development

## Metrics Dashboard

MONTH | AT-A-GLANCE - February 2024

### Web Trends

#### VisitMarylandsCoast.org

Visitors



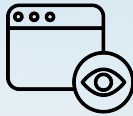
5,128

Time on Site



:35

Page Views



10,280

#### ChooseMarylandsCoast.org

Visitors



185

Time on Site



:26

Page Views



352

#### WorkMarylandsCoast.org

Visitors



251

Time on Site



1:39

Page Views



1,119

### Social Media Reach



95,007



11,549



3,798



790

### Newsletters

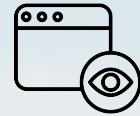
#### Tourism: Spring Adventures

Recipients



122,349

Open Rate



2.73%

Click Thru Rate



.34%

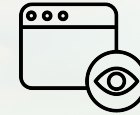
#### Ec. Dev.: Business Resource

Recipients



1,528

Open Rate



4.83%

Click Thru Rate



1.25%

### Top Social Post



The Original Thrashers french fries.

Posted on February 3 to Facebook.

Reached 42,812 people and had 7,977% more reactions than our median post (1,050).



# Visitor Information

Welcome Center Guests



11,286

Bus Quantity



5

## Advertisements

No new placements this month.

Currently have radio spots running on Ocean 98 and Talk of Delmarva.

## Blogs

February 14:  
Marketing Workshops Coming Soon!

February 20:  
Worcester County Trails and Greenways  
Master Plan

February 22:  
Golf Courses Near Ocean City, MD

February 27:  
Worcester County, MD Women-Owned  
Businesses



## Highlight

**free MARKETING WORKSHOPS**  
tips and tricks with Maryland's Coast  
Worcester County Office of Economic Development

Local employees and Worcester County business owners - You are invited to participate in our NEW in-person series for FREE. Let's better your business together. Different sessions will be held weekly this spring at two different time frames. Can't make these dates? No problem, contact our office, we are willing to meet individually to assist you.

COME TO ALL OR JUST ONE. THE CHOICE IS UP TO YOU! ALL DATES WILL BE OFFERED TWICE AT 10-11AM OR 3-4PM

**WORKSHOP SERIES LOCATION:**  
MARYLAND'S COAST OFFICE  
101 WEST GREEN STREET  
SNOW HILL, MD 21863

[click here to pre-register](#)

**WORKSHOP CALENDAR:**

- SESSION 1: Wednesday, February 28  
SETTING UP YOUR GOOGLE MY BUSINESS ACCOUNT
- SESSION 2: Wednesday, March 6  
VIDEO CONTENT AND UTILIZING YOUTUBE
- SESSION 3: Wednesday, March 13  
CANVA DESIGN TUTORIAL
- SESSION 4: Wednesday, March 27  
POSTING TO FACEBOOK AND INSTAGRAM
- SESSION 5: Wednesday, April 3  
FACEBOOK AND INSTAGRAM PAID ADVERTISING

DON'T MISS OUT ON THESE FREE ADVERTISING WORKSHOPS FOR YOUR BUSINESS. FOR MORE INFORMATION CONTACT BRIANNA DIX, [BDIX@MARYLANDSCOAST.ORG](mailto:BDIX@MARYLANDSCOAST.ORG) OR 410-432-3112 x2123.

MARYLAND'S Coast  
Worcester County

Our office started up a digital marketing workshop. This series includes 5 different topics and is open to any Worcester County business or individual looking for marketing assistance. The free sessions are offered on Wednesdays at 10am or 3pm. The first class was held on February 28 and had 9 attendees that learned about, "How To Set Up Your Google My Business Profile".