

A look back - Summer/Fall 2020

- Supported 11 press/influencer trips
- Media results (June September)
 - 207 pieces of coverage
 - 4.1MM coverage views
 - 17.9K social shares from coverage









The Boston Globe

















A look back – Summer/Fall 2020

- Worked with Maine-based photographers to add more than 300 photos to the photo library
 - Traditional camping
 - Maine Guides
 - Fly fishing in Aroostook County
 - Rangeley
 - Mt. Kineo
 - Maine Beaches









A look back - Summer / Fall 2020



feedfeed

Feedfeed collaboration

- Goal was to keep Maine top-of-mind with those who wouldn't be visiting this year
- @thefeedfeed: 1.8MM followers
- Four influencers with combined following of 455K
- Results
 - 398.5K total engagements,
 - Reach of 4.5MM





feedfeed

brown butter maine lobster rolls

The Brown Butter Maine Lobster Rolls video was shared on <u>@thefeedfeed</u> and <u>@thefeedfeed.recipevideos</u>. This video was also promoted across <u>Facebook</u>, <u>Twitter</u>, <u>Pinterest</u>, <u>Youtube</u>, and lives on our site <u>HERE</u> in perpetuity.





"First YUMMY but yes @visitmaine so beautiful and truly a destination with great food, people and much to enjoy that takes your breath away."

"Beautiful and yum! I am a huge fan of @atlanticseafarms (and @visitmaine) and I can't wait to make this @dianemorrisey!!!!!!"

"What a gorgeous presentation of so many of our favorite Maine goods! Thank you for highlighting Maine cheese. ""

"Love Maine. Always fun, and my mouth is watering!!"

"Goodness, I want to @visitmaine now! This looks amazing"

Winter 2020



Leverage Maine's outdoor opportunities, safe and healthy environment.

- Outdoor recreation
 - Wide-open spaces / Healthy lifestyle/ Responsible travel
- Winter getaways
 - Lodging / Dining / Museums
- Sustainability
- Retail component
 - Holiday shopping / Maine products
- What's New in 2021

Winter 2020

- Proactive pitching
- Content development
- Respond to leads and requests
- Press visits
- Monthly media e-newsletter
- Weekly snow reports

Maine

A brand-new winter Camaval kicks off this month, and a new w museum devoted to minerals, gems and meteors has just open heading to Maine this month, stop at one of the state's classic and check into one of its highly ranked inns for some winter or new exhibit of the painter and inventor Rufus Porter, a bevy of offering cross-country skiing and snowshoeing, and a previe Restaurant Week.

For writers, editors and bioggers looking for short-lead ne under Happening Now. Those in search of longer lead new

Happening No

Late January is when the inaugural Carnava



February 2020 - February may mark the middle of winter, but it's a busy time up north. The Maine bicentennial celebrations kick off next month, with community events and concerts. The restaurant boom continues, with new openings in Portland and Biddeford. It's been a great ski season so far, and there are some insider tips about hitting Maine's family mountains, Windjammer season is on the horizon, and it promises to be a busy year with sailings that mark the bicentennial. The Abbe Museum Indian Market has been such a success that it's returning for a third year and a blockbuster show of the works of Winslow Homer and Frederic Remington is headed for the Portland Museum of

For writers, editors and bioggers looking for short-lead news, there are details res writing entering and unsigned notating for many-new terms, where with ventures under Happening Now. Those in search of longer lead news can scroll down to

Happening Now

Maine Bicentennial



Social Media & Content Integration

- User generated content
- Maine and/or New England-based influencers
- Acquire photo/video assets
- Themes:
 - Holiday shopping
 - Holiday events
 - Outdoor activities
 - Winter getaways
 - Responsible travel





DO YOU HAVE NEWS TO SHARE?

Charlene Williams cwilliams@marshallpr.com

Thank you!

