



## WE INSPIRE PEOPLE TO GO OFF THE BEATEN PATH

Created in 2015, Hudson Valley Happenings is dedicated to a simple idea—more knowledge, better travel. We collaborate with talented local writers and photographers for more in-depth storytelling. Point-of-view videos bring to life the food, music, destinations, lodging, and great outdoors of this dynamic region.

Our media channels engage and inspire our exploding fan base of over 120K followers with useful and current information. Followers can discover the Hudson Valley and find their perfect destination, be it catching butterflies at Mohonk Preserve, glamping in the Catskills, antiquing in Hudson, or boozing it up at a Woodstock festival. We also specialize in "upstate, out-of-state trips" taking fans on national and global adventures.



## PROMOTIONAL CAMPAIGNS

- Social deliverables across HVH's 165K followers
- Original content management and production
- Easy Insta-Bomb feature photo sharing
- Social media takeovers and giveaways
- Blog and directory features
- Website display ads

## HVH Studio

- · Experiential marketing
- Event production and management
- Retreat programming and implementation
- Community, town, or regionally inspired media campaigns

## INSTA COLLEGE

- Manage social growth and management
- Brand marketing and consultation
- Social media content strategies
- Employee tutorial on how to bring your business into the NOW



# AUDIENCE AUDIENCE

## FAST GROWING • HIGHLY ENGAGED • HYPER LOCAL

HVH has the fastest growing online audience in the Hudson Valley. In order to meet audience demand and expand our reach, this Fall 2018 HVH is launching four new social media channels—YouTube, Twitter, Pinterest, Tumblr—and a new website and blog.

# 55% FEMALE 45% MALE

GENDER

## 126K

SOCIAL MEDIA FOLLOWERS 44% 17-24 49% 25-45 7% 45-65

> A G E G R O U P S

804K

MONTHLY IG IMPRESSIONS

124K

MONTHLY IG UNIQUE VISITORS 1.7K +

AVG IG POST ENGAGEMENT 89K

MONTHLY IG PROFILE VISITS



**f** 20K

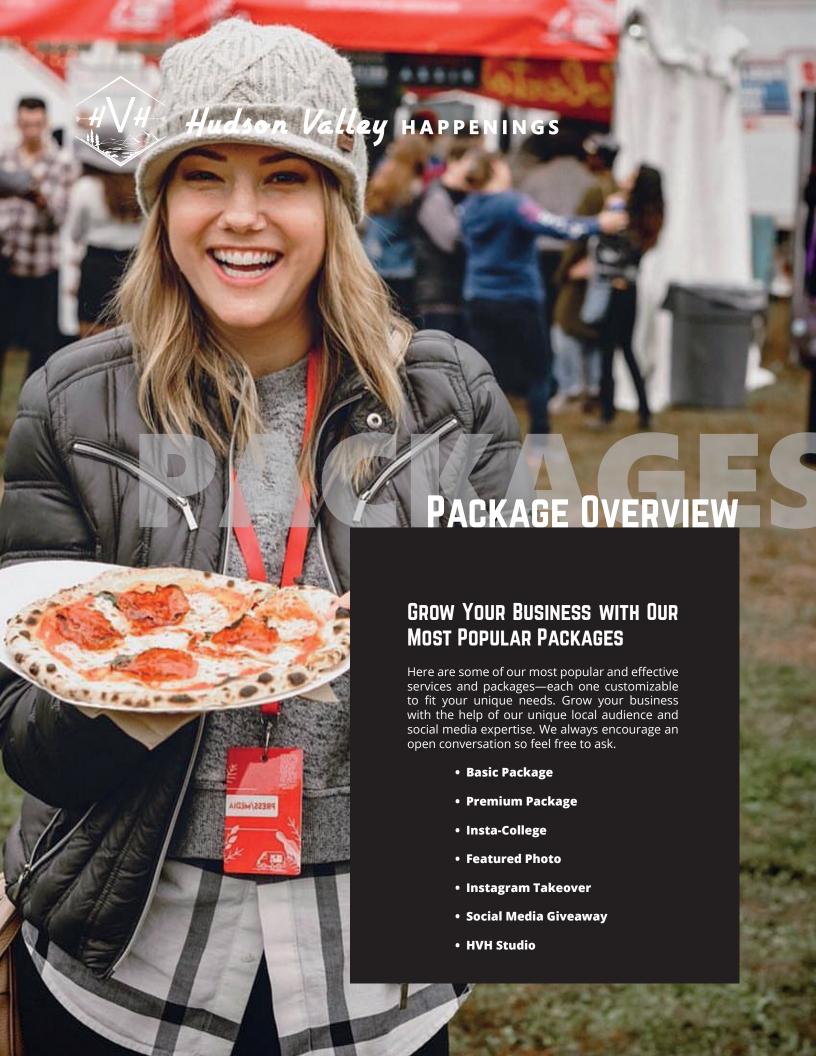
WWW +BLOG LAUNCHING FALL 2018



LAUNCHING FALL 2018



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## INSTAGRAM TAKEOVER

#### **Contact for Quote**

Do you love our feed and the look of our stories? Do you have your own event coming up soon? Why not borrow our eyes and let us handle the social media content for you. HVH will go to your location and capture all the special moments, create and edit your unique story, and upload them to your Instagram feed and stories. Let the world see what is happening and increase brand awareness with real POV (point-of-view) marketing.

## SOCIAL MEDIA GIVEAWAY

### Starting at \$500 + Cost of Giveaway

For a highly engaging and impactful way to reach your goals--there's no better way than a giveaway. HVH will work with your brand to choose the perfect giveaway and promote it on our social media channels for greater exposure. HVH will provide strategies and best practices for increased engagement. Optionally, use our network of influencers to new audiences.

## 5-HOUR COURSE INSTA-COLLEGE

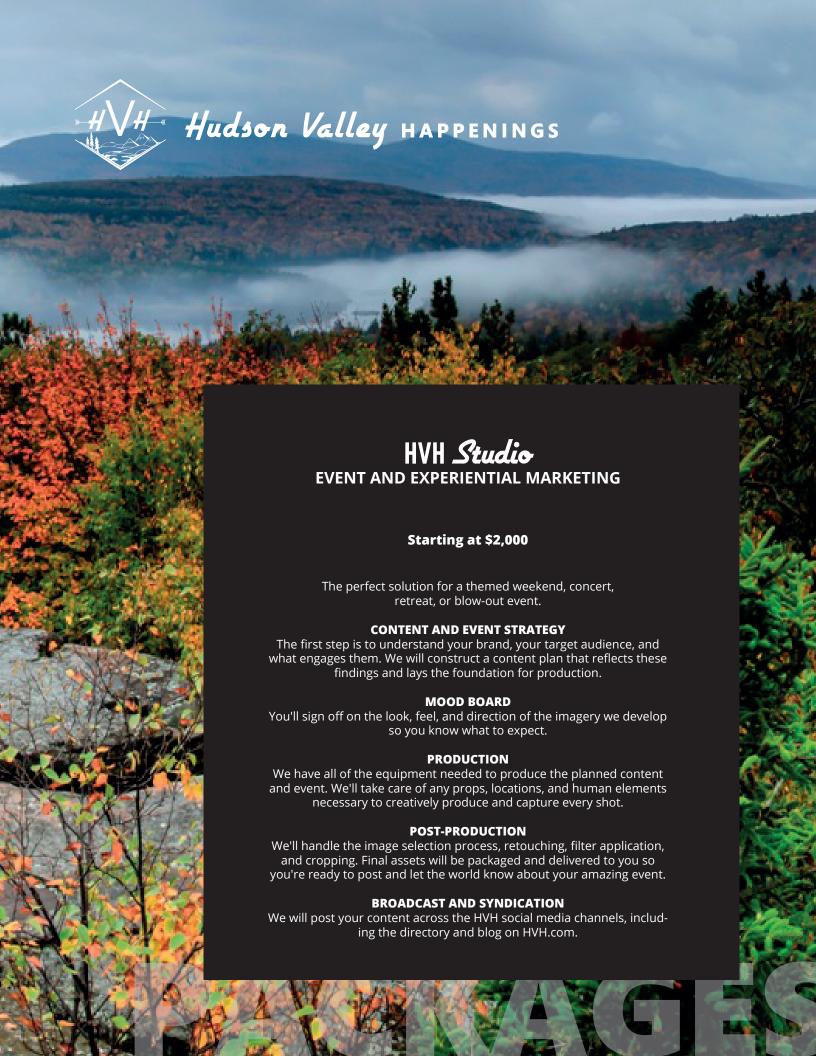
#### Starting at \$500

Grow your own Instagram page. Learn the tips and tricks it takes to have a competitive edge and how HVH went from 0 to 100k followers in only 2 years. Includes 5-hour course on growing your business with Instagram from Larie of Hudson Valley Happenings and Risa of Nylon Magazine. One-on-one, group, or team options available.

## FEATURED PHOTO

#### Shared Post \$350 Sponsored Post \$450

Featured photo or video, mention and hashtag, on the HVH Instagram or Facebook feed or story.





# CONTACT

## **CONTACT**

## **Larie Pidgeon**

**Managing Director** 

#### **Hudson Valley Happenings LLC**

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## HVH WOULD LOVE TO HEAR FROM YOU

All HVH services and packages are completely customizable and can be tailored to fit almost any budget.

Contact HVH today and let's get started!



## **OUR DESIGN PARTNER | ULSTER STUDIOS LLC**

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