
INTERACTIVE

DIGITAL SURGEONS

WEBSITE MAINTENANCE

- Research, competitive analysis, and analytics
- Implemented rotating banner on homepage
- Added Florida Travel & Life video to homepage
- Managed mailing list
- Adding and removal of subscribers
- Assisted with Amelia Island Dashboard help/support
- Modified Residence Inn-Amelia Island listing on the website
- Re-designed Seaside Salute landing page

NEXT STEPS

- Add August Newsletter to archive on Amelia Island newsletter page
- Design and launch of September Newsletter
- Re-design September newsletter signup page for the Fairbanks House promotion
- Re-design and add AmeliaIsland.com/gators landing page
- Re-design and add BBQ Cook-off landing page

SOCIAL MEDIA CAMPAIGN

The Facebook Campaign has continued to be successful, with growth to over 4,300 fans.

AUGUST NEWSLETTER ANALYSIS

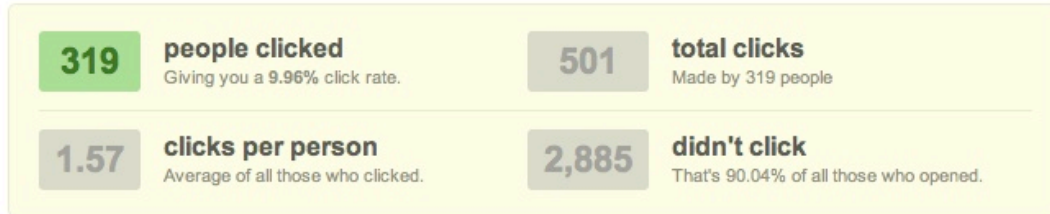
Email Open Rate Over Time:

Day Range	Unique Opens	Total Opens	Unique Clicks	Total Clicks
4-Aug-09	2448	3280	218	323
5-Aug-09	479	619	55	98
6-Aug-09	178	231	20	23
7-Aug-09	86	110	9	9
8-Aug-09	64	77	6	9
9-Aug-09	63	70	4	5
10-Aug-09	44	60	5	6
11-Aug-09	41	56	1	3
12-Aug-09	32	44	2	3
13-Aug-09	22	29	1	2
14-Aug-09	22	32	2	4

15-Aug-09	15	20	1	2
16-Aug-09	11	19	0	0
17-Aug-09	23	28	2	5
18-Aug-09	15	19	2	2
19-Aug-09	12	17	0	0
20-Aug-09	10	14	1	1
21-Aug-09	10	11	0	0
22-Aug-09	8	10	1	2
23-Aug-09	8	9	0	0
24-Aug-09	9	11	0	0
25-Aug-09	10	17	2	4

Link Click Activity

Amelia Island August Newsletter 2009 - Sent 4 Aug 2009 at 8:46 am



Link (URL)	Unique	Total
www.ameliaisland.com	92 (who)	110
www.youtube.com/user/AmeliaIslandCVB	78 (who)	90
www.ameliaisland.com/pressreleases/view_full_story.php?id=107	68 (who)	110
www.facebook.com/AmeliaIslandFlorida	35 (who)	40
www.fantasticfudge.com	31 (who)	42
Link to web-based version of this email	28 (who)	41
www.pablosmexicangrill.com/dinnermenu.htm	23 (who)	23
twitter.com/aigetaways	19 (who)	22
ameliaisland.com/	8 (who)	8
www.meetingsmeanbusiness.com/facesoftravel	5 (who)	9
www.twitter.com/faceoftravel	4 (who)	6

The website and YouTube links were a large driver, representing the bulk of clicks.

Since July's newsletter launch, we have diversified where the links were driving to on the Amelia Island website, and overall engagement time has increased. We believe it will continue to increase with each newsletter launch, as we work to implement this strategy further.