

Marketing Update

Quarterly Marketing Update

Quarterly Marketing update including website, social media, ad campaigns analytics, visitor stats and other fun stuff.

Agenda

- Social Media Stats and Analytics
- Explorefrasercolorado.com Stats and Analytics and Stats
- Frasercolorado.com Stats and Analytics
- Active Marketing Campaigns
- Events
- The End



Social Media

Facebook, Instagram, YouTube

Analytics for all platforms can be found [HERE](#)



Social Media Definitions

- **Net follower growth** - a metric that measures the number of new followers gained minus the number of followers lost over a specific period of time. It's a key indicator of how well a social media account is performing and growing its audience.
- **Impressions** - Impressions are a metric that measures how often content is seen by a target audience. They count each time a user sees content, even if they don't engage with it.
- **Engagement** - an umbrella term for actions that reflect and measure how much your audience interacts with your content.



Facebook Key Take Aways



Net Follower Growth

179 → 299 → 480



Impressions

365,961 → 376,641 → 356,497



Engagements

20,987 → 19,104 → 21,643



Top Facebook Posts

 Moose on the Move in Fraser. Golden aspens, crisp fall air... and three large visitors crossing the road to enjoy it...

Total Engagements 3,303

Reactions 1,380

Comments 59

Shares 135

Post Link Clicks —

Other Post Clicks 1,729

... \$ ⚡

 All aboard! The Mayors of Fraser and Winter Park...

Total Engagements 2,629

Reactions 208

Comments 12

Shares 8

Post Link Clicks —

Other Post Clicks 2,401

... \$ ⚡

 Big news, Fraser friends! The draft of Fraser's Comprehensive Plan

Total Engagements 1,809

Reactions 48

Comments 0

Shares 1

Post Link Clicks 642

Other Post Clicks 1,118

... \$ ⚡



Instagram Key Take Aways

@officialfraserco



Net Follower Growth

373 → 237 → 184



Impressions

79,856 → 121,951 → 121,691



Engagements

2,541 → 3,842 → 2,985



Top Instagram Posts

@officialfraserco

 Moose on the Move in Fraser. Golden aspens, crisp fall air... and three large visitors crossing the road to enjoy it...

Total Engagements 293

Likes 255

Comments 2

Shares 33

Saves 3

 Sneak peek time! Our trail crew from Avid Trails took a spin on the new pump track at the Fraser Bike Park to give you a...

Total Engagements 278

Likes 200

Comments 8

Shares 62

Saves 8

 Public Art Update in Fraser! The mural on Camber Brewing, painted by...

Total Engagements 208

Likes 194

Comments 1

Shares 11

Saves 2



Instagram Key Take Aways

@explorefrasercolorado



Net Follower Growth

164 → 436 → 1,085



Impressions

12,934 → 25,710 → 17,171



Engagements

454 → 895 → 271



Top Instagram Posts

@explorefrasercolorado

 **explorefrasercolorado**
Fri 11/7/2025 10:16 am MST

🔥❄️ Fire & Ice Returns — February 14, 2026! ❄️🔥
Fraser's favorite winter tradition is back —...



Total Engagements	45
Likes	33
Comments	0
Shares	11
Saves	1

...

 **explorefrasercolorado**
Tue 9/9/2025 11:10 am MDT

🍂✨ New Fall Stickers Have Arrived! ✨🍂
We're feeling those autumn vibes in Frase...



Total Engagements	33
Likes	30
Comments	0
Shares	2
Saves	1

...

 **explorefrasercolorado**
Wed 10/22/2025 12:06 pm MDT

📱💡 Stay in the Loop, Fraser-Style!
We're rolling out text notifications for all...



Total Engagements	26
Likes	25
Comments	1
Shares	0
Saves	0

...



YouTube Key Take Aways



Net Follower Growth

34 → 27 → 72



Impressions

N/A →



Engagements

144 → 138 → 425



Town of Fraser YouTube

Town of Fraser

The screenshot shows the YouTube channel page for 'Town of Fraser'. The channel banner features a yellow background with the text 'TOWN OF FRASER' and 'ART.NATURE.COMMUNITY'. Below the banner, the channel name 'Town of Fraser' is displayed with a profile picture and 610 subscribers. A description of the town is visible, followed by 'Customize channel' and 'Manage videos' buttons. The main content area includes a 'Explore Fraser Colorado' section with a 'Play all' button and a grid of video thumbnails. Below this is a 'Shorts' section with a grid of video thumbnails. The overall theme is mountain and outdoor recreation.

TOWN OF FRASER
ART.NATURE.COMMUNITY

Town of Fraser
@townoffraser5699 · 610 subscribers · 268 videos

Nestled in the Rocky Mountains at 8,574 feet, Fraser is a vibrant mountain community kn ...more

Customize channel Manage videos

Home Videos Shorts Live Playlists Posts

Explore Fraser Colorado ► Play all

Explore Fraser, Colorado 🌲 Discover the funky charm, mountain adventures, and creative spirit of Fraser, CO, your gateway to year-round fun in the Rockies. This playlist is packed with insider...

Too Soon for Fall? Not in Fraser, CO 🍂 Ride It Wh...
Town of Fraser 818 views • 4 weeks ago

Find Your Flow in Fraser
Town of Fraser 260 views • 3 months ago

Fraser Community Influencer Emily
Town of Fraser 218 views • 5 years ago

Fraser in Bloom: A Summer of Flowers 🌸
Town of Fraser 171 views • 2 weeks ago

Winter Park Film Festival
Town of Fraser 278 views • 2 weeks ago

Bike Park Update August 21, 2025
Town of Fraser 139 views • 2 weeks ago

Shorts

POV: Riding the new Fraser Bike Park pump...
1K views

New Camber Brewing Mural | Jerem...
528 views

Fraser Bike Park Build | Asphalt Progress 🛠️...
1K views

Fraser Selfie Stands #frasercolorado ...
99 views

Fraser in a Flash 8 28 25 #frasercolorado ...
105 views

Quick look at the Tipperary Creek Trail i...
22 views

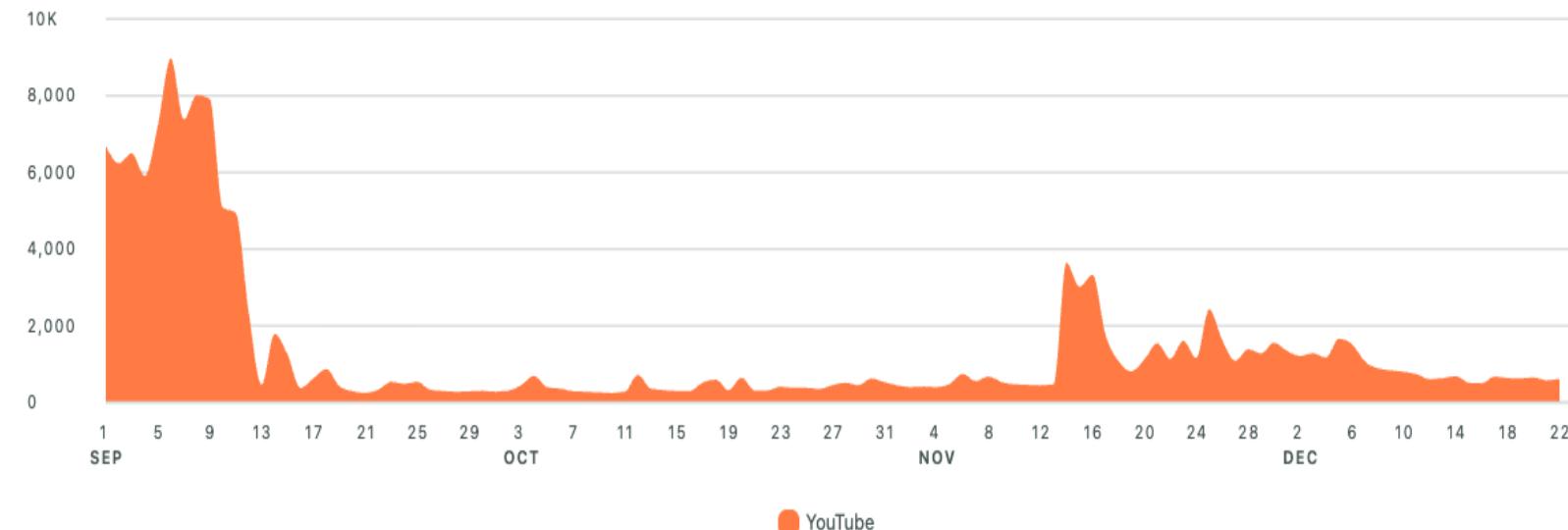


Town of Fraser YouTube

Town of Fraser

Video Views

Review how your videos were viewed across networks during the selected time period.



YouTube

Video Views Metrics

Totals % Change

Video Views

151,465 ▷ 107.2%

YouTube Video Views

151,465 ▷ 107.2%



Top YouTube Videos

Town of Fraser

<div><p>TO Town of Fraser Fri 10/3/2025 7:15 am MDT</p><p>Moose on the Move in Fraser 🦌🍁 Fall in Fraser means golden aspens... and the occasional moose sighting! 🦌🍁...</p></div>	<div><p>TO Town of Fraser Fri 10/17/2025 9:06 am MDT</p><p>Fraser Bike Park Soft Opening! 🚲 Pum... The Fraser Bike Park is officially rolling! ⭐ The pump track is now open for rider...</p></div>	<div><p>TO Town of Fraser Tue 9/16/2025 2:20 pm MDT</p><p>Fraser Bike Park Update Pump Track ... Big progress in Fraser! The pump track is now complete, and crews are already...</p></div>																																				
<table><tbody><tr><td>Total Engagements</td><td>25</td></tr><tr><td>Reactions</td><td>18</td></tr><tr><td>Comments</td><td>3</td></tr><tr><td>Shares</td><td>3</td></tr><tr><td>Other Post Clicks</td><td>0</td></tr><tr><td>Subscribers Gained from Video</td><td>1</td></tr></tbody></table>	Total Engagements	25	Reactions	18	Comments	3	Shares	3	Other Post Clicks	0	Subscribers Gained from Video	1	<table><tbody><tr><td>Total Engagements</td><td>18</td></tr><tr><td>Reactions</td><td>13</td></tr><tr><td>Comments</td><td>1</td></tr><tr><td>Shares</td><td>4</td></tr><tr><td>Other Post Clicks</td><td>0</td></tr><tr><td>Subscribers Gained from Video</td><td>0</td></tr></tbody></table>	Total Engagements	18	Reactions	13	Comments	1	Shares	4	Other Post Clicks	0	Subscribers Gained from Video	0	<table><tbody><tr><td>Total Engagements</td><td>15</td></tr><tr><td>Reactions</td><td>3</td></tr><tr><td>Comments</td><td>0</td></tr><tr><td>Shares</td><td>11</td></tr><tr><td>Other Post Clicks</td><td>0</td></tr><tr><td>Subscribers Gained from Video</td><td>1</td></tr></tbody></table>	Total Engagements	15	Reactions	3	Comments	0	Shares	11	Other Post Clicks	0	Subscribers Gained from Video	1
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How do we compare

Included in this Report

[Town of Fraser, Colorado](#)

[Town of Granby](#)

[Town of Winter Park](#)

[townofwinterpark](#)

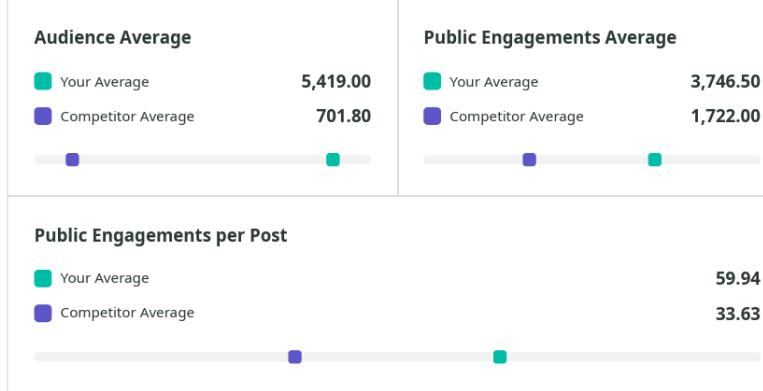
[Town of Crested Butte, Colorado](#)

[Town of Nederland, Colorado](#)

[officialfraserco](#)

Summary

Compare your profile performance to your competitors.



Wins

- Strong overall audience size compared to peer mountain towns
- Higher average engagement per post, especially on Facebook
- Content resonates with community (wildlife, weather, seasonal moments perform best)
- Fewer posts still drive strong engagement → quality over quantity is working

Opportunities

- Instagram follower growth trails some competitors
- Increase use of Reels and carousel posts to boost reach and discovery
- Slightly higher Instagram posting cadence could improve visibility
- Continue expanding video-first content across platforms



Wins



- Strong overall growth: +1,823 followers (+91%) across platforms
- Instagram performing especially well: +1,269 followers (+136%)
- YouTube gaining traction: +72 subscribers (+148%)
- Engagement is up overall (+11%), with Facebook driving the majority
- Video is a clear win: +94% total video views
- YouTube video views more than doubled (+107%)
- Engagement rate improved to 5%, up from previous period



Opportunities

- Instagram impressions relatively flat (+1.2%) despite follower growth
- Instagram engagement rate (2.3%) trails Facebook (6.1%)
- Opportunity to convert strong IG follower growth into more interactions
- Increase Reels volume to capitalize on video momentum
- Explore more cross-posting or promotion of YouTube content
- Continue encouraging link clicks (big growth, but still room to scale)





What this means for 2026

- Double down on video-first content, especially Reels and YouTube Shorts
- Use strong Instagram follower growth to drive higher engagement, not just reach
- Maintain Facebook as a core community channel for updates, events, and engagement
- Increase Instagram posting consistency to improve visibility and impressions
- Continue highlighting hyper-local, seasonal content (wildlife, weather, events)
- Focus on content that supports tourism, events, and local businesses
- Track performance by impact, not volume — quality remains key





Websites

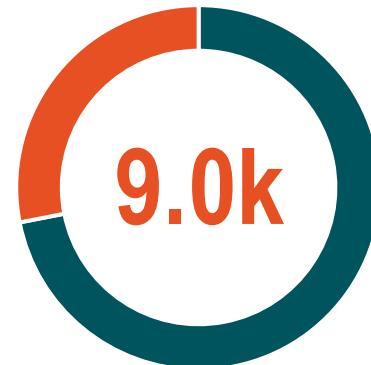
<https://www.frasercolorado.com/>

<https://www.explorefrasercolorado.com/>





Frasercolorado.com



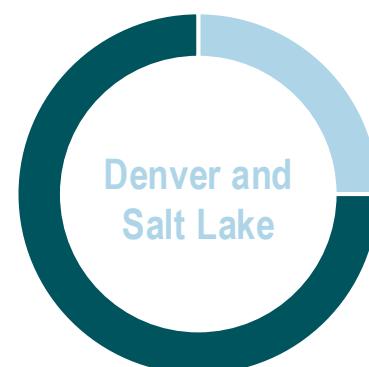
Monthly Visitors



Average Engagement Time



Top Visited Page

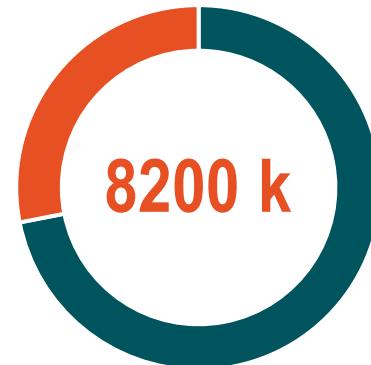


Top Audience

By location



Explorefrasercolorado.com



Monthly Visitors



Average Engagement Time



Top Visited Page



Top Audience

By Location

Top Searched Words

explorefrasercolorado.com

20.0%
Fraser Events

20.0%
**Things to do in
Fraser**



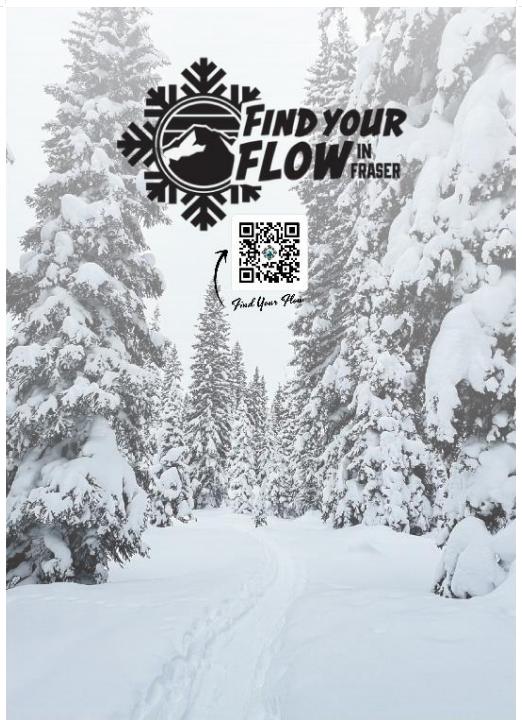
30.0%
**Fraser Fire &
Ice 2026**

30.0%
**Fraser Bike
Park**



Ad Campaigns

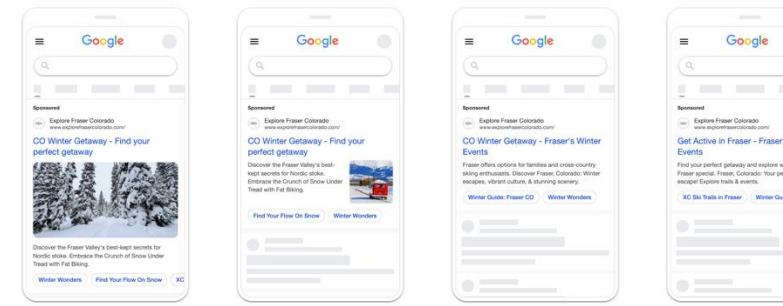
Digital and print ads currently running



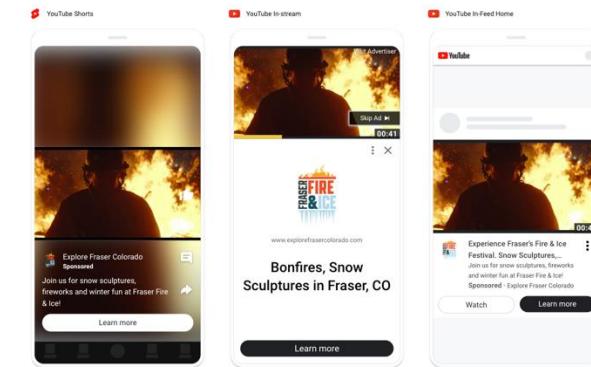
Explore Grand Full-Page Print



Sky-Hi/Summit/Steamboat
Full-Page Print



Google Display Ads



Google YouTube Ad



Ad Campaigns

Cost & Reach

Explore Grand Full-Page Print - \$1255 = Unknown reach due to limited tracking ability

Sky-Hi/Summit Daily/Steamboat Full-Page Print - \$3650 = Unknown reach due to limited tracking ability

Google Display Ads (Find Your Flow on Snow) - \$1075 = 12,791 Clicks & 1,057,941 Impressions

Google YouTube Ad (Fire & Ice) - \$813.91 = 6,214 & 130,709 Impressions



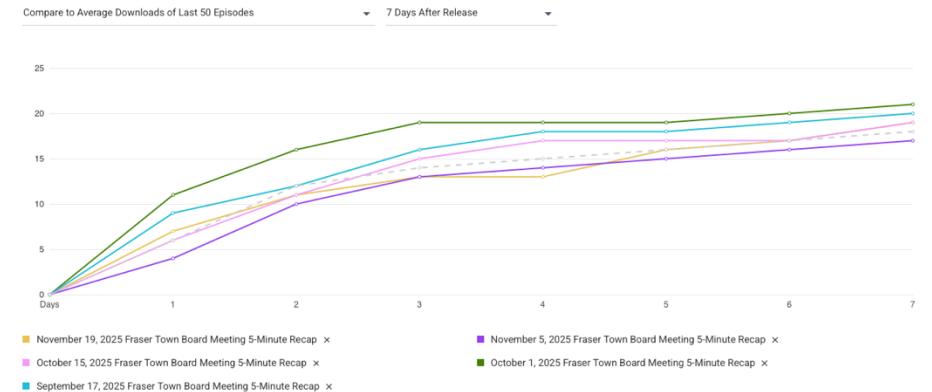


Fraser Podcast

Spotify
Apple Podcast
Audible
iHeartRadio



Sources



Episode Title	Released (GMT)	7 Days After Release	Compare to Average
November 19, 2025 Fraser Town Board Meeting 5-Minute Recap	Nov 25, 2025	19	+5.56%
November 5, 2025 Fraser Town Board Meeting 5-Minute Recap	Nov 14, 2025	17	-5.56%
October 15, 2025 Fraser Town Board Meeting 5-Minute Recap	Oct 21, 2025	19	+5.56%
October 1, 2025 Fraser Town Board Meeting 5-Minute Recap	Oct 07, 2025	21	+16.67%
September 17, 2025 Fraser Town Board Meeting 5-Minute Recap	Sep 23, 2025	20	+11.11%

Fraser Town Board 5-Minute Summary ▶ Play all

Want a quick, easy way to stay in the know? Catch the highlights from Board of Trustees meetings all in 5 minutes or less! Just search "Town of Fraser 5-Minute Summary" on your favorite...

Video Title	Published	Views	Last Updated
Fraser Board of Trustees 5-Minute Meeting Recap Dec...	13 days ago	13 views	13 days ago
Fraser Board of Trustees 5-Minute Meeting Recap Nov...	11 days ago	11 views	2 weeks ago
Fraser Board of Trustees 5-Minute Meeting Recap Oct...	12 days ago	12 views	1 month ago
Fraser Board of Trustees 5-Minute Meeting Recap Oct...	14 days ago	14 views	1 month ago
Fraser Board of Trustees 5-Minute Meeting Recap Sept...	6 months ago	6 views	2 months ago
Fraser Board of Trustees 5-Minute Meeting Recap Sept...	2 months ago	27 views	2 months ago



What's Next?



- Fire & Ice 2026 February 14th
- MORE VIDEO!
- Continue to utilize YouTube more for promo and engagement
- New Spring event celebrating the start of biking season located at bike park.
- New live camera install before fire and Ice overlooking Lion Ponds



Thank You!

