

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







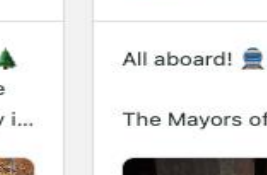




Engagements

20,987 ➡ 19,104 ➡ 21,643





| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Town of Fraser, Color... Mon 9/29/2025 2:04 pm MDT |  Town of Fraser, Color... Fri 12/19/2025 1:50 pm MST |  Town of Fraser, Color... Wed 11/12/2025 9:44 am MST |
|  <p>Moose on the Move in Fraser Golden aspens, crisp fall air... and three large visitors crossing the road to enjoy i...</p> |  <p>All aboard! The Mayors of Fraser and Winter Park...</p> |  <p>Big news, Fraser friends! The draft of Fraser's Comprehensive Plan</p> |
|  |  |  |
| Total Engagements 3,303 | Total Engagements 2,629 | Total Engagements 1,809 |
| Reactions 1,380 | Reactions 208 | Reactions 48 |
| Comments 59 | Comments 12 | Comments 0 |
| Shares 135 | Shares 8 | Shares 1 |
| Post Link Clicks — | Post Link Clicks — | Post Link Clicks 642 |
| Other Post Clicks 1,729 | Other Post Clicks 2,401 | 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




 officialfraserco

Mon 9/29/2025 2:04 pm MDT


🌲🍂 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 |

...🔍🗨️

 officialfraserco


Sat 9/6/2025 5:34 pm MDT

🚴🌟 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 |


...🔍🗨️

 officialfraserco

Wed 9/10/2025 3:52 pm MDT

🎨🌟 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

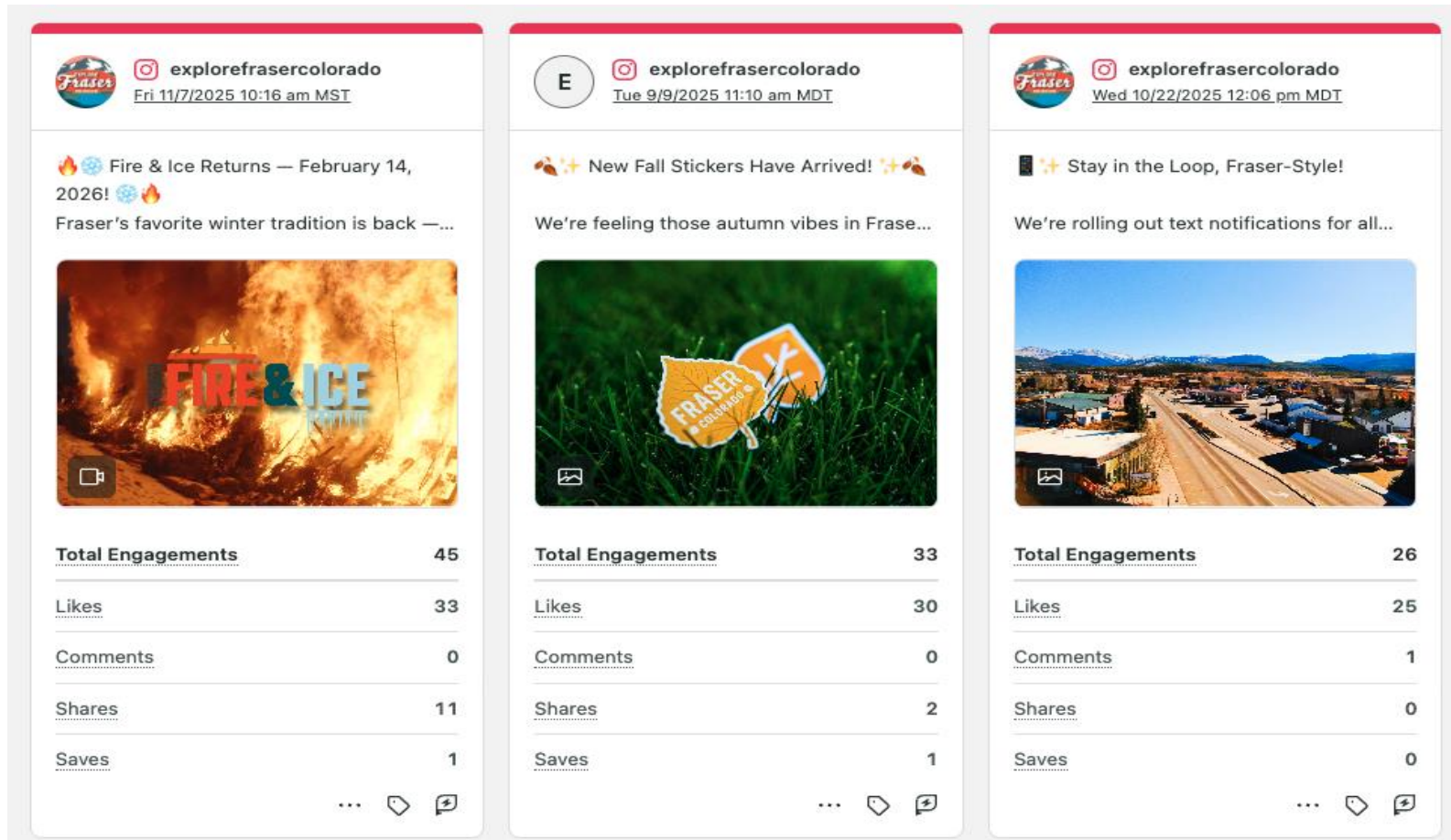
454 ➡ 895 ➡ 271





Top Instagram Posts

@explorefrasercolorado





YouTube Key Take Aways



Net Follower Growth

34 ➡ 27 ➡ 72



Impressions

N/A ➡



Engagements

144 ➡ 138 ➡ 425





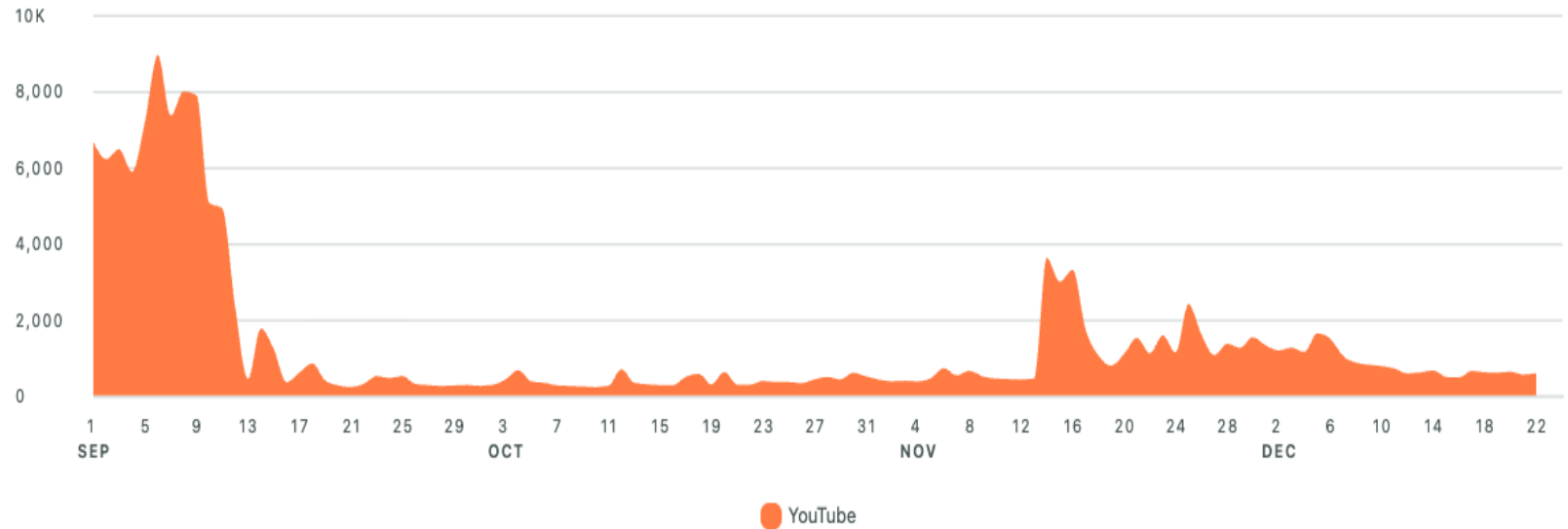


Town of Fraser YouTube

Town of Fraser

Video Views

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



Video Views Metrics

Totals

% Change

Video Views

151,465 ↗ 107.2%

YouTube Video Views

151,465 ↗ 107.2%



Top YouTube Videos

Town of Fraser



Town of Fraser
Fri 10/3/2025 7:15 am MDT

Moose on the Move in Fraser 🦌🍁
Fall in Fraser means golden aspens... and the occasional moose sighting! 🦌🍁...



| | |
|-------------------------------|----|
| Total Engagements | 25 |
| Reactions | 18 |
| Comments | 3 |
| Shares | 3 |
| Other Post Clicks | 0 |
| Subscribers Gained from Video | 1 |



Town of Fraser
Fri 10/17/2025 9:06 am MDT

Fraser Bike Park Soft Opening! 🚲 Pum...
The Fraser Bike Park is officially rolling! 🎉 The pump track is now open for rider...



| | |
|-------------------------------|----|
| Total Engagements | 18 |
| Reactions | 13 |
| Comments | 1 |
| Shares | 4 |
| Other Post Clicks | 0 |
| Subscribers Gained from Video | 0 |



Town of Fraser
Tue 9/16/2025 2:20 pm MDT

Fraser Bike Park Update | Pump Track ...
Big progress in Fraser! The pump track is now complete, and crews are already...



| | |
|-------------------------------|----|
| Total Engagements | 15 |
| Reactions | 3 |
| Comments | 0 |
| Shares | 11 |
| Other Post Clicks | 0 |
| Subscribers Gained from Video | 1 |





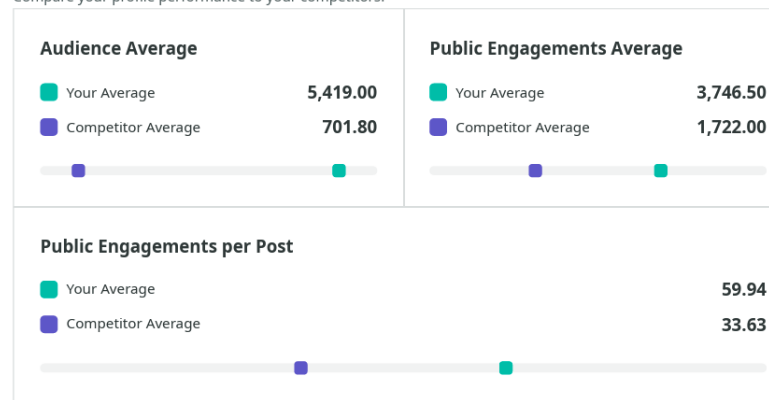
How do we compare

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



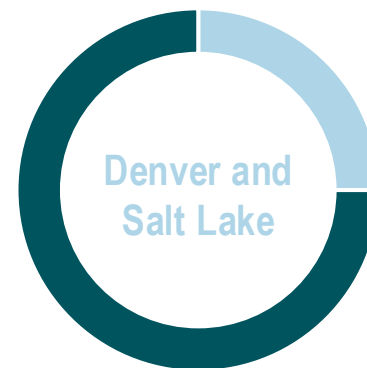
Monthly Visitors



Average Engagement Time



Top Visited Page

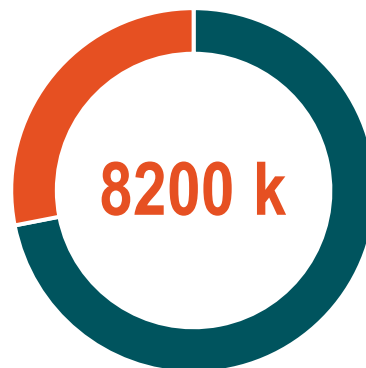


Top Audience

By location



Explorefrasercolorado.com



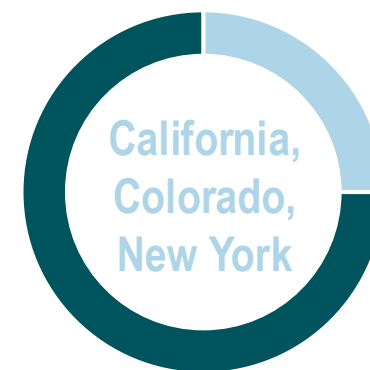
Monthly Visitors



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**



Ad Campaigns

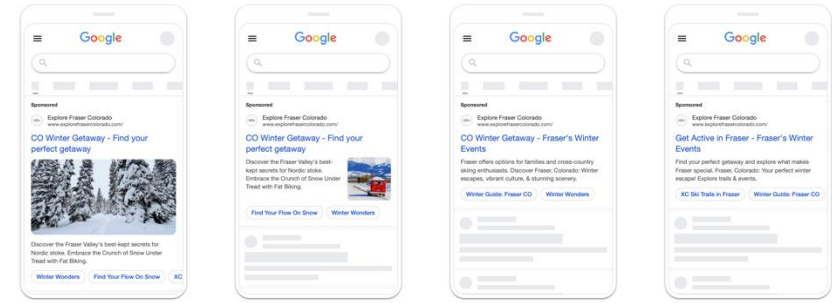
Digital and print ads currently running



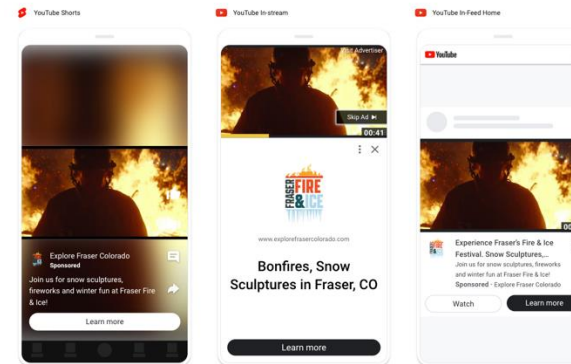
Explore Grand Full-Page Print



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

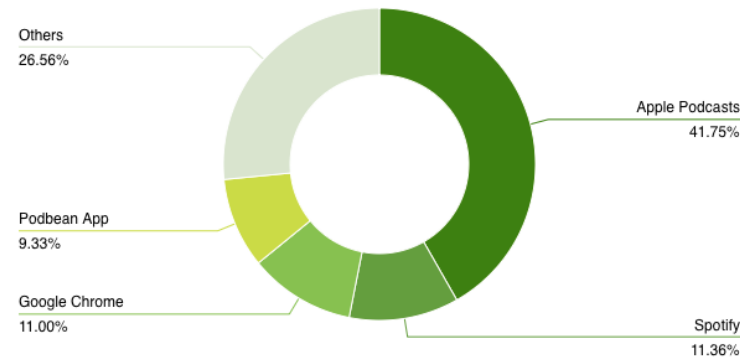




Fraser Podcast

Spotify
Apple Podcast
Audible
iHeartRadio

Sources



| Sources | Downloads | Percent |
|-----------------|-----------|---------|
| Apple Podcasts | 349 | 41.75% |
| Spotify | 95 | 11.36% |
| Google Chrome | 92 | 11.00% |
| Podbean App | 78 | 9.33% |
| Safari | 25 | 2.99% |
| Podcast Website | 21 | 2.51% |



Fraser Town Board 5-Minute Summary



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...

Fraser Board of Trustees | 5-Minute Meeting Recap Dec...

Town of Fraser

13 views • 10 days ago

Fraser Board of Trustees | 5-Minute Meeting Recap Nov...

Town of Fraser

11 views • 2 weeks ago

Fraser Board of Trustees | 5-Minute Meeting Recap Nov...

Town of Fraser

12 views • 1 month ago

Fraser Board of Trustees | 5-Minute Meeting Recap Oct...

Town of Fraser

14 views • 1 month ago

Fraser Board of Trustees | 5-Minute Meeting Recap Oct...

Town of Fraser

6 views • 2 months ago

Fraser Board of Trustees | 5-Minute Meeting Recap Sept...

Town of Fraser

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!

