

1



2

2020 Campaign Challenges

- Launched during the start of global pandemic
- Personal stories, hard to engage with
- Themes were too vague to connect to the campaign
- My Greeley was hard for visitors to adopt
- Most of the outreach was paid vs. personal organic growth like word of mouth
- Lack of community interaction

My GREELEY
A Story Best Lived In



3

2020 Results

	2020					TOTAL
	Teaser	Subject #1	Subject #2	Subject #3	Subject #4	
	March	April - June	June-August	Sept. - Nov.	Nov. - Jan.	
Facebook Followers	10,646	10,681	10,672	10,641	10,629	4,857,156
Instagram Followers	5,331	5,844	6,262	6,618	6,722	
Digital (Paid) Advertising Impression Total	356,356	1,005,678	1,251,077	1,160,252	1,083,793	

myGreeley.com



4

2021 Timeline & Background

- April - May 2021
Contracted with new consultant
- July 2021
Established new campaign direction
- August 2021
Soft launch of campaign
- August - November 2021
Development of new campaign assets



5

2021 WORK



- New look and Tagline – “A Story Best Lived In.”
 - Spanish: “Una historia major vivida”
- Parallel campaign
- Voice and tone established
- New creative marketing content
- Marketing content strategy
- Strategy integration



6

2021 WORK

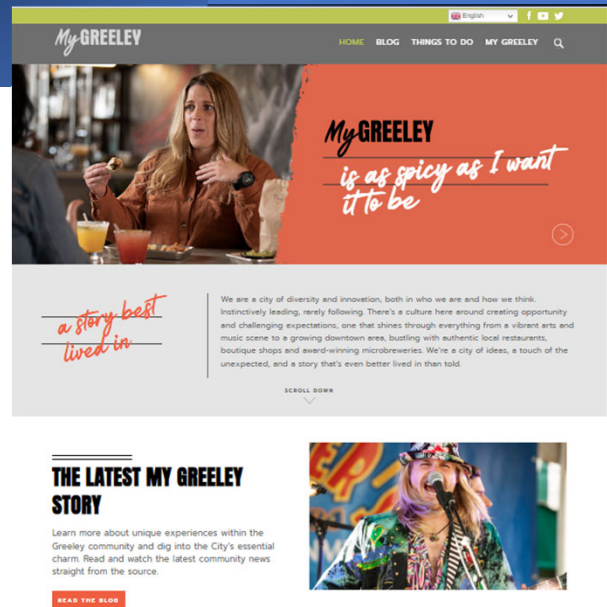
My GREELEY

A Story Best Lived In

GREELEY

A Story Best Lived In

MYGREELEY.COM



7

2021 WORK

Articles	2020	2021	2022
	5	16	27

Community Story Submissions (Photo, Content, Video)

2019	2020	2021	2022 YTD
0	14	145	125

- Radio Ads
 - KUNC and Colorado Radio, 99.1 and more



8

2021 WORK



Billboards, Bus Benches, Shelters, and Ads

MyGREELEY

HOME BLOG THINGS TO DO MY GREELEY

FALL FUN AT TIGGES FARM

October 1-30th

The City of Greeley is an interesting juxtaposition between an urban environment and one that supports both its rural history and current farming community. Farmers can still easily find agricultural supplies and equipment repair items and local businesses know how to cater to the particular needs of a farm and the farming community.

Greeley got its start in 1870 as an agricultural colony and flourished after implementing irrigation ditches, growing potatoes, and sugar beets. Today, farmers around Greeley grow baby carrots, onions, sugar beets, potatoes, alfalfa, feed corn, wheat, barley, dry beans, oats, and late crop of livestock.

Tigges Farm is a part of that agricultural history. The multigenerational family-owned farm has been in operation since 1934 started by Philip and Lucy Tigges and then purchased by their son Robert and his wife Mary in 1963. In 1967 the farm grew to include a produce stand and first opened to the public, giving Greeley residents and visitors a chance to enjoy fresh local produce and see farming life up close. The farm has continued to expand its offerings since then with community events, free venues, and historical displays available for everyone's enjoyment.

Today, Tigges Farm is a free, family-friendly farm that opens each year in mid-August, offering both a produce stand that features fresh produce, jams, jellies, roasted green chiles, and a gift shop with handmade items and fall decor. Since 2008 the farm has been run by Mary's children Kathy Robert, Ken Tigges, and Gale Loeffler, and fifth-generation family members assist in running it during the fall when it's open to the public.

The farm is committed to being affordable to all families and will never charge an admission fee or for activities. The venues are dedicated to the Greeley community and give back.

<https://www.cityofgreeley.com/visiting/tigges-farm/>

SHARE YOUR STORIES

MY GREELEY STORIES

Article on MyGreeley.com

9

2021 WORK

Print and Digital Ads

MyGREELEY

is as spicy as I want it to be.

MY GREELEY .COM
A STORY BEST LIVED IN.

Check your ego at the door. In Greeley, when the menu says it's hot, take heed. Because whether it's birria tacos, madras curry or a spicy noodle dish you're after, you can guarantee they'll serve up the family recipe without compromise or apology. What's your local fav? Share it with us.

SHARE AT MYGREELEY.COM

MyGREELEY

is committed to my future.

SHARE YOUR GRADUATION STORIES AT MYGREELEY.COM

Want to see the benefits of a good education realized? Look no further than Greeley-Evans School District 6. Serving more than 22,000 students, District 6 offers an individualized education that gives the students the tools they need to pursue the future they want. With more than 31 career pathways, ranging from advanced manufacturing and animal & plant sciences to engineering and culinary arts, District 6 helps all students realize their own personal goals, creating greater trajectories for them and their respective communities as well.

MY GREELEY .COM
A STORY BEST LIVED IN.

MyGREELEY

is as spicy as I want it to be.

SHARE YOUR STORY

10

2021 WORK

Sharable content and digital ads

My GREELEY
has both feet planted in the future.

MY GREELEY.COM
A STORY BEST LIVED IN.

GREELEY FARMERS MARKET
8-11 PM SATURDAYS DOWNTOWN

With access to ingredients this fresh, your refrigerator may start to feel lonely. Because there's a standard to what good produce is here, one that's reflected by the more than 41 certified-Centennial farms based in Greeley. Many family-owned operations have carried on a proud agricultural heritage that's been the hallmark of Greeley, generation after generation. Which is why you'll find most locals prefer their local farms and produce stands to the grocery aisle. There's simply no substitute for the care and know-how that Greeley farmers put into their crop. Which is why food this fresh off the vine doesn't always survive the trip home.

My GREELEY
is farm right next to table.

LEARN MORE AT MYGREELEY.COM

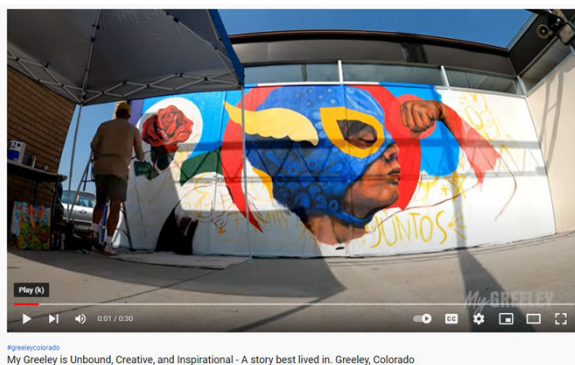
My GREELEY
LEARN MORE AT MYGREELEY.COM

Marketing Content and Media

11

2021 WORK

Commercials



<https://youtu.be/wEnJ6dyXHxM>



<https://youtu.be/Pi70420H0nU>

12

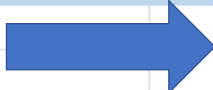
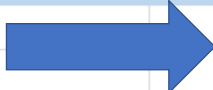
Results

	Soft Launch			
	2019	2020	2021	2022 YTD
My Greeley Facebook Followers	10,452	10,294	11,209	13,423
Impressions (PAID)	0	2,564,261	538,453	387,008
Impressions (ORGANIC)	161,808	197,114	336,753	601,636
Total Impressions	161,808	2,761,375	875,206	996,166
Content Shares	275	399	533	1,158
Instagram Followers	n/a	6,618	6,722	7,817
Youtube Subscribers	495	897	1,166	1,318

*2022 totals as of 9/19/22

13

Results

	Commercials finished in November and launched.			
	2019	2020	2021	2022 YTD
Streaming Commercials Impressions	0	753,411	120,944	8,900,769
Display Ads and Geo Fencing				
Total Display Ad Impressions	0	1,117,925	480,221	1,242,993
Website				
	2020		2022 YTD	
Total Users (new and returning)	5472			13990
New Users	5433			9669

*2022 totals as of 9/19/22

14

What's Ahead, 2022-20

- Focusing on Digital and Traditional Marketing Integration
- Building community partnerships and influencers
- Expanding our influence on visitors
- City of Greeley pride
- Media pitching



My GREELEY
A Story Best Lived In

City of
Greeley
Colorado

15

Marketing Integration

- Production of two additional commercials (English and Spanish)
- Greeley Look Book
- Consistent and integrated marketing content and messaging
- Production of radio ads



Streaming Radio Impressions YTD:
20,557 with 2.8 frequency

My GREELEY
A Story Best Lived In

City of
Greeley
Colorado

16

Partnerships & Influencers

- Greeley Grub
- UNC and City Collaboration
- Stampede, City Lifestyle, and Greeley Living
- Greeley Originals - Kick off for our holiday shopping guide



17

Integration with City Initiatives

- Greeley Profile Video
- Blogs highlighting operations and services
- Integration of video booth at UCCC and other places
- Signature events



18

Media Pitching

- Blues Jam
- Shurview Acquisition
- Food to School, Hoffman Farm
- Water, Mayor's Challenge
- Sled Hockey at the Ice Haus
- Wonderhand Studios

My GREELEY
A Story Best Lived In

9 THINGS TO DO

9 Things to do in Colorado this weekend: June 3-5

Festivals welcome summer in Denver, Lakewood, Brighton, Greeley, Elizabeth, Thornton, Johnstown and Fruita, plus fishing is free in Colorado.

THE DENVER POST

Greeley Blues Jam

Saturday. It's worth a short trip to Greeley this weekend to check out this year's **Greeley Blues Jam**, which also returns on Saturday, June 4. The event, which has hosted luminaries such as Buddy Guy (who helped launch the fest 17 years ago) is a family-friendly party with food, beer tastings and kids activities.

This year's lineup is led by **Kim Wilson and the Fabulous Thunderbirds**, with additional sets on two outdoor stages from **Al Chesis & the Delta Sonics**, **Ruthie Foster**, **Vanessa Collier** and more. 600 N. 14th Ave. in Greeley. Tickets are \$35 online and \$45 the day of the event. 970-356-7787 or greeleybluesjam.org

Greeley Blues Jam

GREELEY — The **Greeley Blues Jam** is back. The two-night family-oriented blues experience features great food, drinks and merchandise vendors. The music starts Friday, June 3, in downtown Greeley at the 9th Street Plaza and at over 15 venues. The Greeley Blues Jam continues Saturday, June 4, at the Island Grove Regional Park from 11 a.m. to 9:30 p.m. Bring your lawn chair or blanket and enjoy food, beverages, shopping and blues music. Tickets to Saturday's event can be purchased at GreeleyBluesJam.org.



City of
Greeley
Colorado

19

Summary

We are confident the campaign will have even stronger results this upcoming year.

- Continued increases in advertising/social media/earned media impressions
- Increased community engagement and participation
- Enhanced City perceptions and advocacy among residents (city survey)
- Fortified civic pride as well as new resident, business and visitor referrals

My GREELEY
A Story Best Lived In



City of
Greeley
Colorado

20

GREELEY

A Story Best Lived In
MYGREELEY.COM

my GREELEY
HOME BLOG THINGS TO DO MY GREELEY



My GREELEY

is where I can
share my story

Fill Out the Form Below to Share Your Story

MY
GREELEY
.COM

A STORY BEST
LIVED IN.

My Greeley means something different to everyone. So the more diverse array of insights, experiences and opinions we can express in this space, the better job we'll do in capturing Greeley, Colorado, means to the people who live, work, and play here.

The beauty of sharing a story is that it can be anything you want it to be (much like the City Greeley itself.) A story, a profile or remembrance. A day of beautiful Northern Colorado west and breathtaking scenery. A trick that leaves everyone else with their jaws on the ground.

No need to force or embellish what you say or how you say it. Your authentic voice is what Greeley's all about, and will show others how they might best experience the city for themselves.

MY GREELEY IS...

When you live in a place like Greeley, you're bound to have a few great stories and experiences to tell. So why not share one?

Name*

First Name Last Name

Email*

Email Address