**SC’s Old 96 District Fiscal Year End Report on $100 Grant Fund through SC PRT**

**We worked with the following publications:**

* AAA Living Magazine
* American Road Magazine
* Atlanta Magazine
* Atlanta Parent Magazine
* Bob Redfern Outdoor and Military TV Show
* Charlotte Magazine
* Charlotte Parent Magazine
* Garden and Gun Magazine
* Our State
* SC PRT Vacation Guide
* Southern Flavor Magazine

The calculations from using the above publications along with other digital marketing techniques resulted in the following statistical and balanced facts.

**Our top 5 Geo targeted destinations were**:

* Atlanta
* Charlotte
* Greenville-Spartanburg
* Asheville
* Raleigh-Durham

**We were featured in additional publications such as**:

* Knoxville News
* Tasting Table
* Style Blueprint TN

**We highlighted the message that Old 96 District is a destination appeal:**

* Small-town Southern Charm
* Outdoor Adventures
* Revolutionary War History
* Farm-to-Table Fine Dining
* Festival Fun

**Digital Marketing was done to expand our message across many different platforms**:

* Search Engine Optimization and organic search traffic.
* PPC (pay-per-click) website advertising.
* Social Media Marketing via Facebook, Instagram, YouTube, Twitter, and Pinterest.
* Targeted Emails along with Display ads, native ad, and social media paid posts.
* We highlighted 4 online giveaways throughout the fiscal year.