

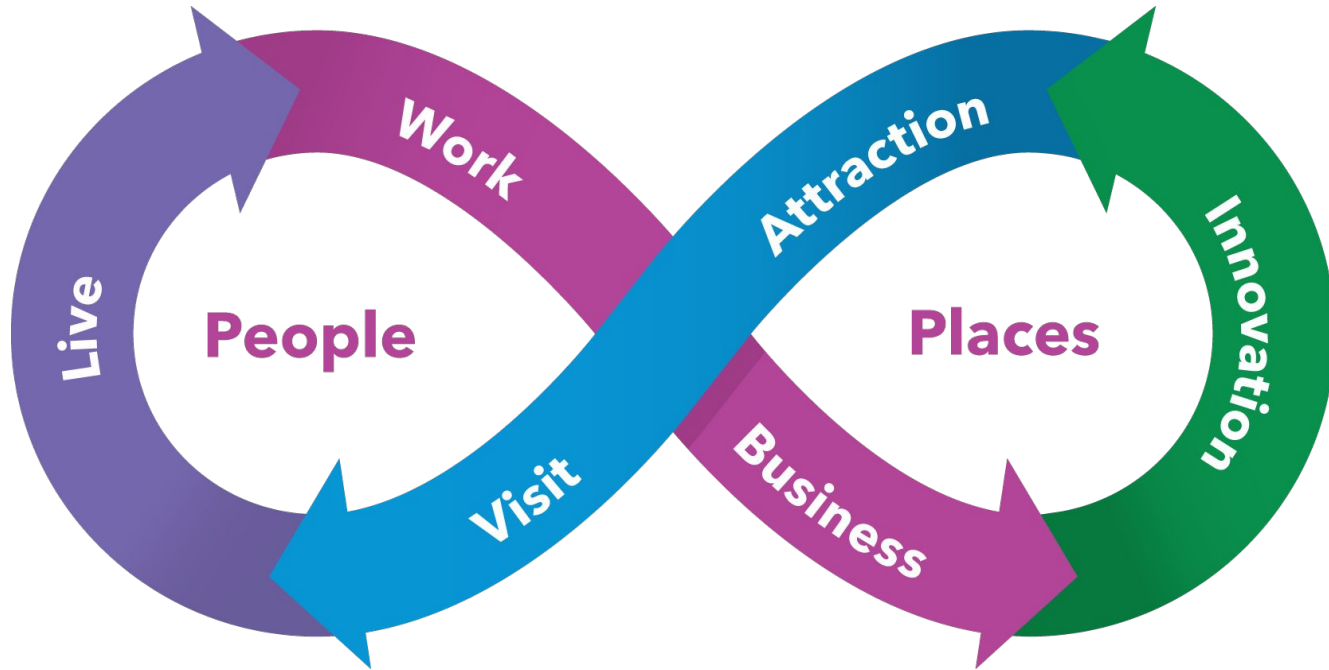
Maximize your presence:

DESTINATION MARKETING



MADDEN

▷ COLLECTIVE IMPACT



▷ FINDING YOUR AUDIENCE

- Evaluating traffic sources via analytics
- Existing organic social audiences
- Sign-ups for email communications
- Loyalty programs
- Organic website visitors



CONNECTING WITH CUSTOMERS

- Remarketing efforts via Google or social with audiences sourced from:
 - Organic social media
 - Website traffic
- Targeting subscribers to email lists
- Paid social to amplify the message to potential new followers



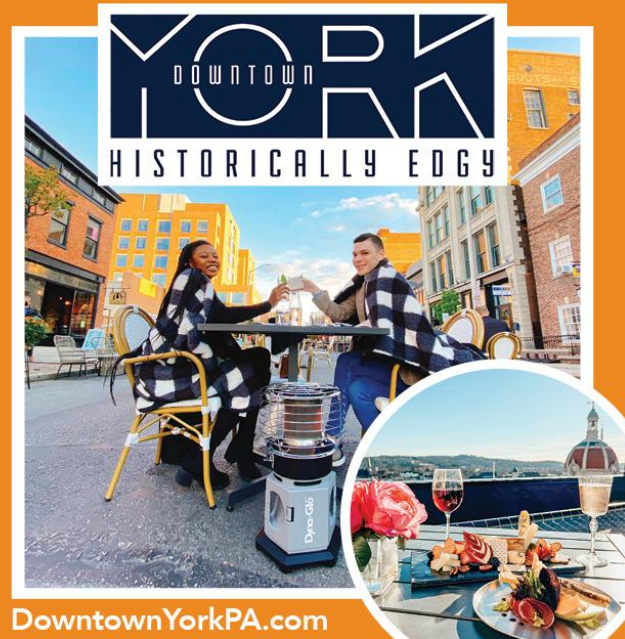
► CREATIVE SAMPLES



YORK DOWNTOWN HISTORICALLY EDGY

At the intersection of classic Americana and hip happenings, Downtown York embodies the vibe of “Historically Edgy.” The city’s central business district is home to unique locations where visitors can explore local flavors, interact with artists and creators, and experience history – all within a few blocks’ radius. Extend your time with a stay at the Yorktowne Hotel, a newly-imaged Tapestry Collection by Hilton hotel complete with a rooftop bar.

Start planning your
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CREATIVE SAMPLES

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Delicious dining, local sights and sounds, and more are waiting for you.




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Downtown York's Thriving District Awaits

Learn more


 8 4 comments 1 share

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Historic streets lined with public art installations beckon you to explore.




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   215 16 comments 8 shares

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Our walkable downtown is filled with local charm and unique shops.



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Learn more

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▷ A RISING TIDE LIFTS ALL BOATS

- Partnering with local businesses for events
 - Sip and Shop event
 - Passport programs
- Capitalizing on shared assets and content
- Amplifying content with visitors with approved reposts, engagement, comments, etc.





CONNECTING PEOPLE TO ~~PLACES~~

402K

WANT TO HOP IN?



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