

3 Year Marketing Plan Results

JULY 2014 - FEBRUARY 2017

Events Newsletter Open Rate

2014 Baseline: 18%

Industry Average: 18%

Goal: 20%



Result: 23%

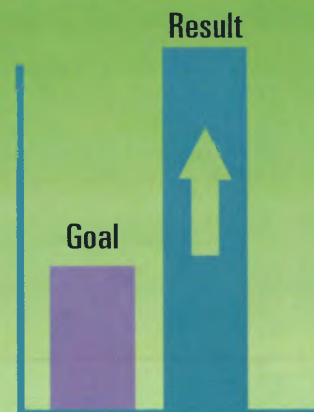
ES Services Web Visits

2014 Baseline: 50,211

Goal: 168,633

Result: 452,090

268%
of Goal



Ann Arbor Web Visits

2014 Baseline: 59,072

Goal: 207,216

Result: 169,769

82%
of Goal

YouTube Video Views

2014 Baseline: 4,006

Goal: 15,018

Result: 16,620

111%
of Goal

Social Media Referrals

2014 Baseline: 2,797



110%
of Goal

Goal: 11,391

Result: 12,506

PR Views & Hits

Goal: 50,000

Result: 50,590



Achieved
111%
of Goal

SPARK
@nn arbor usa

M E D C
SMARTZONE

A2 TECH TREK 2016 HIGHLIGHTS

75% growth in attendance

#A2TechTrek
trended in the U.S.

11k visits to landing page



1,800 with **1,314**
registrations attendees

66 participating companies

328 average attendee traffic to each company

TECH talk



Leading companies will provide key insights on evolving innovations, research, and technology

11 AM - 1 PM
MICHIGAN THEATER

AFTER THE TALK
TAKE THE WALK

IT'S ALL HAPPENING
JUNE 16, 2017

TECH TREK²⁰¹⁷

3 PM - 7 PM
DOWNTOWN A2



Over 65 area tech companies open their doors to showcase their latest innovations