WINTER IN NORWAY CASE STUDY

INTRODUCTION:

In January 2019, we launched a promotional marketing campaign for Winter in Norway via our website and social channels. We created two interlocking, evergreen articles which are still seasoning on Google for SEO. Between our web pages and associated social media promotion, we have garnered over 124.8k Impressions on our Norway campaign so far. The detailed statistics and approach are described below.

STRATEGY:

It was our goal to write two related but unique articles highlighting travel to Norway. Visiting Norway In Winter – The Magic Of Snow And Shadows was a long form narrative piece describing the adventures and impact from the trip from Jenn's first person point of view. The second piece was a quick hitting parlor piece highlighting the activities - 13 Reasons You'll Love Winter In Norway.

We interlock the articles via links building a silo structure that enhances SEO, web visibility, and web authority.

COLEMAN CONCIERGE WEBSITE STATS/ PAGEVIEWS GENERATED AS OF 5/14/19:

- **Total PV Generated for Destination and Surrounding Areas**: 1,789 Total Pageviews
- **Visiting Norway In Winter – The Magic of Snow and Shadows**: 906 Pageviews
- **13 Reasons You'll Love Winter in Norway**: 883 Pageviews

PROMOTIONAL CAMPAIGN- SOCIAL MEDIA RESULTS

INSTAGRAM @coleman_concierge & @conciergecorner

- **IG Stories- 29,198 views over 73 stories**
- **Totals for sixteen posts over both Instagram accounts:**
  - Impressions- 67,405
  - Reach- 53,665
  - Likes- 14,741
  - Comments- 493

Individual Posts for @coleman_concierge

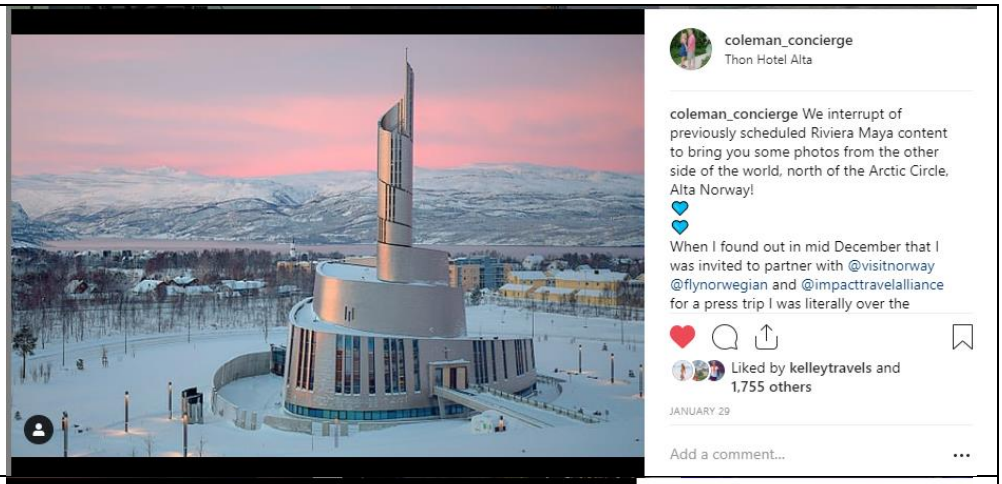
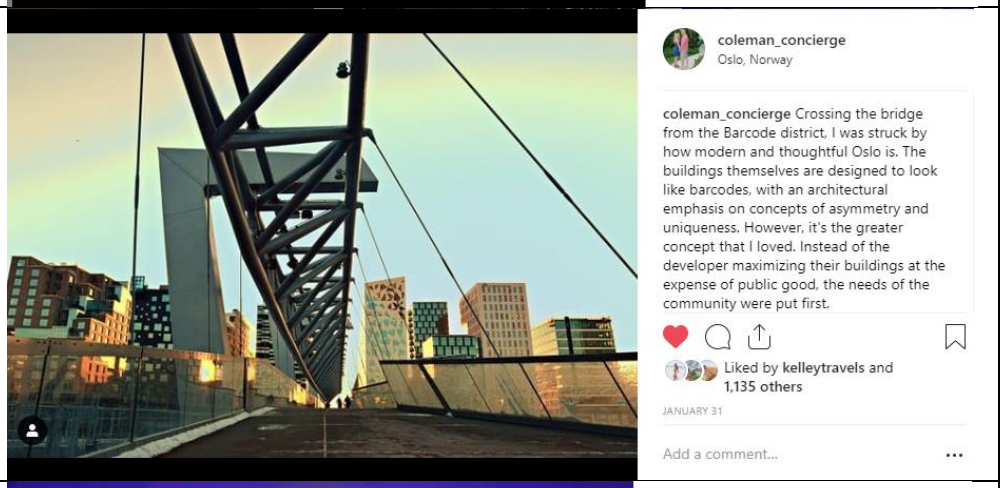
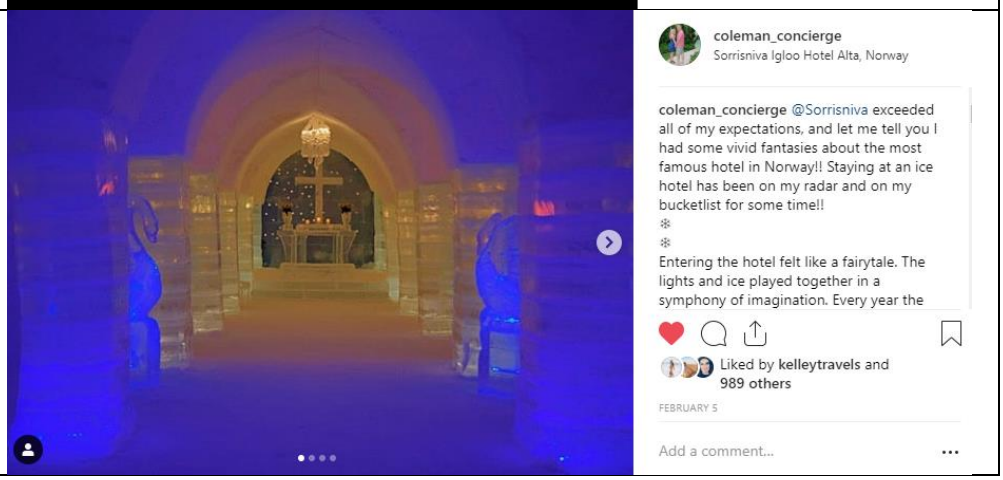
Photo #1- Northern Lights Cathedral • Impressions- 7739 • Reach- 6008 • Likes- 1880 • Comments- 44	
Photo #2- Barcode Bridge • Impressions- 3787 • Reach- 2023 • Likes- 1220 • Comments- 51	
Photo #3- Sorrisniva • Impressions- 4104 • Reach- 2480 • Likes- 1076 • Comments- 42	

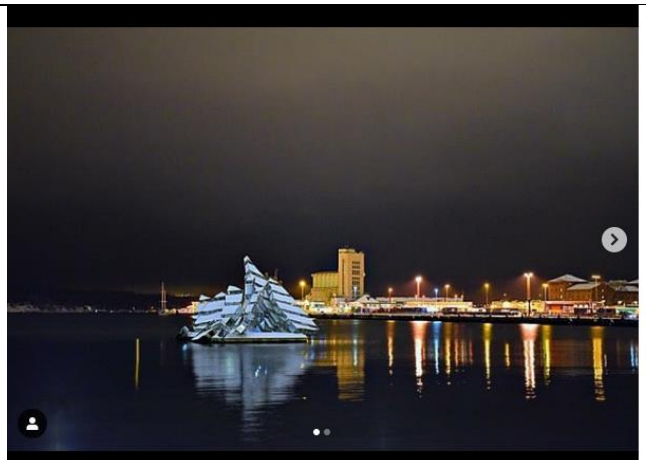
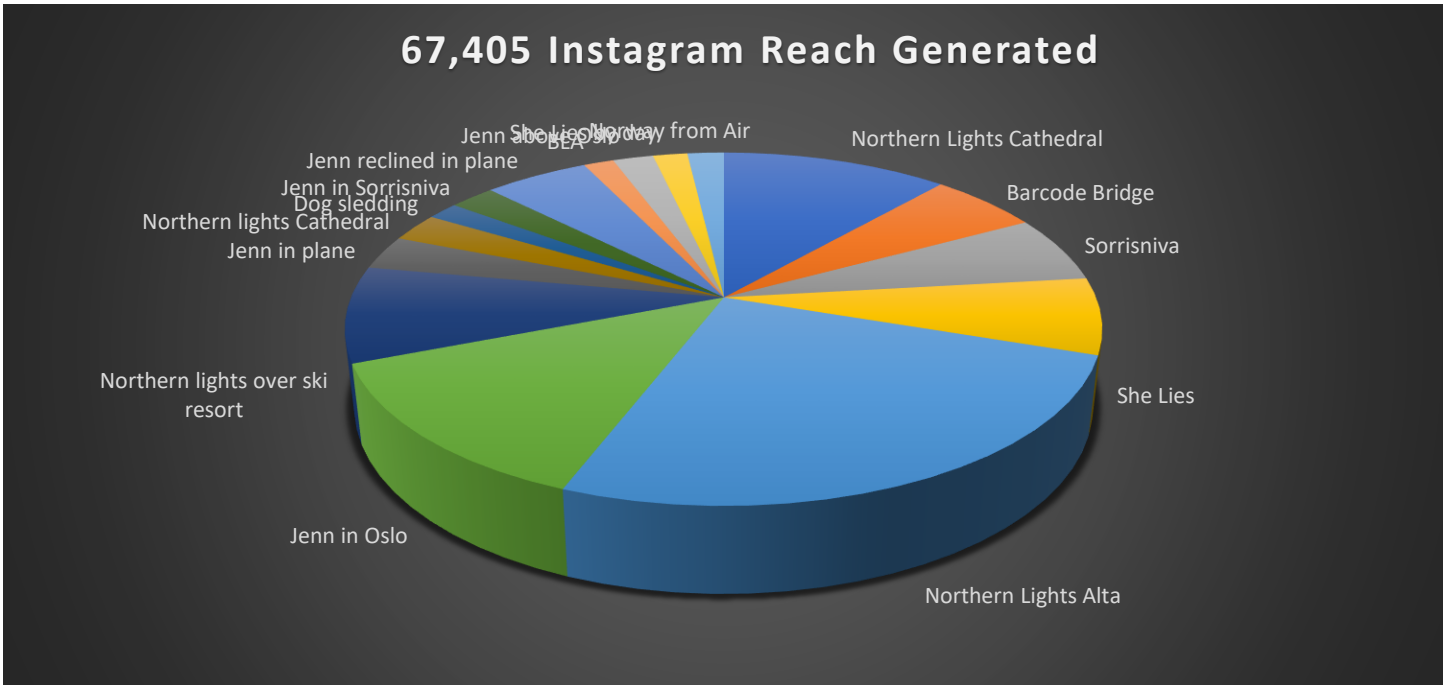
Photo #4- She Lies • Impressions- 4714 • Reach- 3240 • Likes- 1385 • Comments- 55	 coleman_concierge She Lies coleman_concierge Ok guys...I'm going deep!! This photo was taken on my very 1st night in Norway right after conquering 3 fears (in order of scariness). 1. Jumping in to the icy fjord after heating up in the floating sauna 2. Appearing on IG stories and in the 2nd photo here in my bathing suit Liked by kelleytravels and 1,240 others FEBRUARY 6 Add a comment...
Photo #5- Northern Lights Alta • Impressions- 17303 • Reach- 14386 • Likes- 2345 • Comments- 81	 coleman_concierge Alta, Norway coleman_concierge I have dreamed of photographing the Northern Lights since I became a halfway competent photographer. I listened to every lesson with the emphasis on how I could shoot the Northern Lights (and the Milky Way but that hasn't happened yet). When I got a chance to go to Alta Norway in the winter and had to jump on it. Thus began my true Northern Light photoshoot preparation Liked by kelleytravels and 2,181 others FEBRUARY 12 Add a comment...
Photo #6 – Jenn in Oslo • Impressions- 8922 • Reach- 7544 • Likes- 1770 • Comments- 50	 coleman_concierge Oslo, Norway coleman_concierge Regular followers of our feed might have noticed that we focus on landscape and wildlife photography instead of photos of us. If you have been following us for a while you also know that we have been focusing more on being present on our Instagram as the faces behind Coleman Concierge, though it has been mostly in our stories. Oslo was so beautiful! I had always heard about the charm of European countries and their neighborhoods, but the closest I had gotten previously was Quebec City in Canada. Oslo was filled with cute, Instagramable neighborhoods and locations! So much so it inspired to try an experiment..... Liked by kelleytravels and 1,585 others FEBRUARY 14 Add a comment...

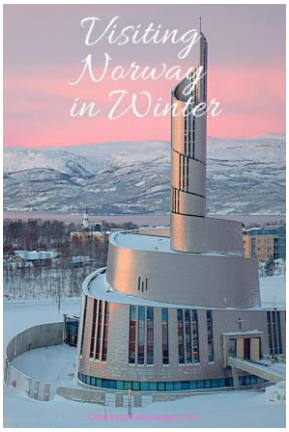
Photo #7- Northern lights over ski resort

- Impressions- 5928
- Reach- 4913
- Likes- 1584
- Comments- 54

@coleman_concierge (Landscapes)	Impresssions	Reach	Likes	Comments
Northern Lights Cathedral	7739	6008	1880	44
Barcode Bridge	3787	3023	1220	51
Sorrisniva	4104	2480	1076	42
She Lies	4714	3240	1385	55
Northern Lights Alta	17303	14386	2345	81
Jenn in Oslo	8922	7544	1770	50
Northern lights over ski resort	5928	4913	1584	54
@conciergecorner (Lifestyle)	**Impresssions**	**Reach**	**Likes**	**Comments**
Jenn in plane	2098	1684	408	16
Northern lights Cathedral	1753	1542	344	10
Dog sledding	1078	896	317	7
Jenn in Sorrisniva	1562	1240	430	17
Jenn reclined in plane	3577	2997	477	19
BLA	1033	847	366	15
Jenn above Oslo	1381	870	379	13
She Lies by day	1178	961	372	10
Norway from Air	1248	844	388	9
Totals	67405	53475	14741	493



PINTEREST:



Totals over 4 pins:

- 24.9K Impressions
- 144 Saves

FACEBOOK:

- **Totals over 5 posts:**
  - 697 Reached / 230 Reactions, comments, shares
- **Visiting Norway in Winter**
  - 136 Reached / 77 Reactions, comments, shares
- **Alice's Video**
  - 63 Reached / 8 Reactions, comments, shares
- **My Fjord Video**
  - 379 Reached / 106 Reactions, comments, shares
- **13 Reasons to Visit**
  - 119 Reached / 39 Reactions, comments, shares

TWITTER: 839 Impressions over 4 tweets

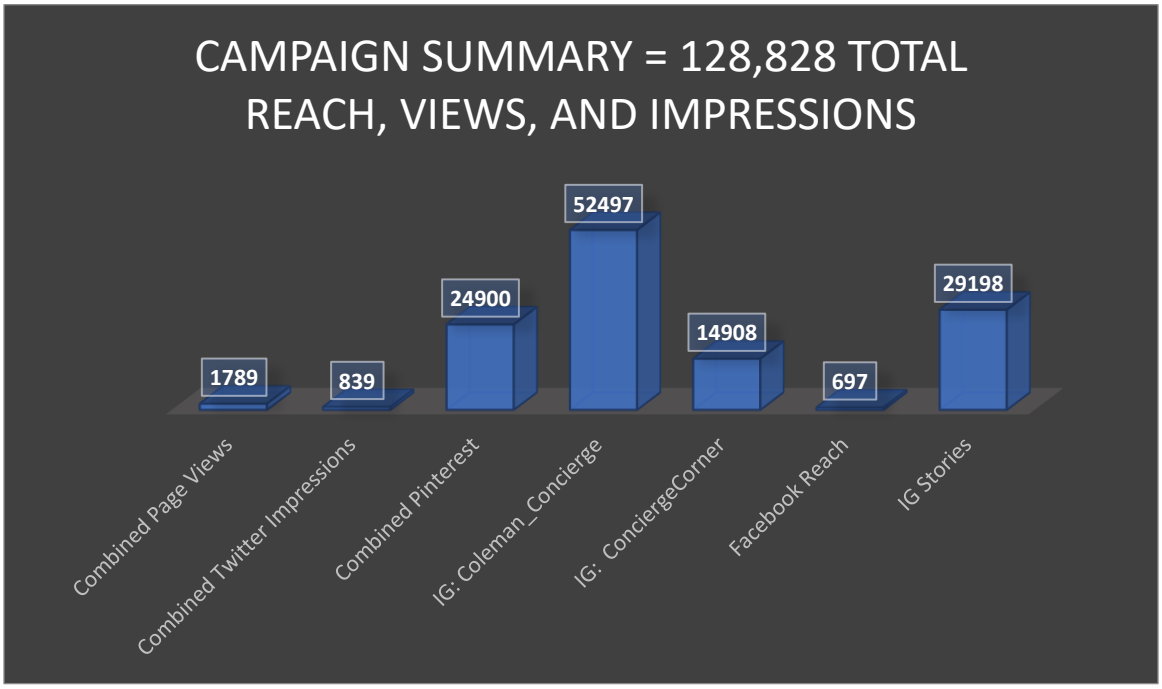
A couple of our favorite comments we have received so far…

“Norway is an absolute winter wonderland! I would love to stay in a SORRISNIVA even for 1 night - though i don't know if I'll be able to handle the cold. You've totally inspired me to add Norway to my list and not just for the Northern lights.” - **Ketki Gadre**

“Oh my goodness - it sounds like that was a once-in-a-lifetime trip! Everything sounded incredible from the saunas to the dog sledding to the ice hotel to the Northern Lights. Hope I can check all of that out for myself one day! I'm so sorry; however, that you were sick. That is no fun when you're traveling - but it sounds like you were a total trooper and made the best of it!” – **Brianne**

“This is a dream trip Mr. Misadventures and I want to do, particularly to do #8 and #9 - those animals. I still think the highlight of the trip was jumping in the fjord - I was astonished!” - **Andi Fisher**

Campaign Summary:



Winter in Norway campaign successfully generated over 124.8k impressions on our web platform and social media outlets. This kind of viewership is sure to inspire many to choose to visit Norway in the winter. Our rich Pinterest pins and evergreen high-ranking SEO optimized content will continue to draw more viewers every day. We look forward to an ongoing partnership with Visit Norway, Norwegian Airlines, Impact Travel Alliance, North Adventure, Visit Natives and Visit Oslo to continue to build and enhance our Norway content.