



**offMetro**  
Get out of town

# Content Strategy Recommendations for offMetro

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## Team 5: Last But Not Least

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# offMetro

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Acquired by OutdoorFest	Writing up to date Articles Marketing Articles	Provides travel resources to those who wish to travel out of town	Online Community	Local middle class office workers  Employees on business trip looking for sites
The New York Times	Key Resources   Writers  Readers		Channels   Web Browsing  Keyword Searches	
Cost Structure 		Revenue Streams   Affiliate links and sponsored content		
N/A				



# offMetro's Core Value

## Targeting Viewer Interest

One of offMetro's most important goals is to target and understand their viewers



## Promoting Weekend Getaways

offMetro is targeting those who are just looking to get away for a weekend.

## Promoting Greener Lifestyles

offMetro wants to promote a greener lifestyle for its readers as it promotes off the beaten path destinations.



## Creating/Contributing to a Community

offMetro creates a community through the recommendations of local treasures.

# Offmetro's Recommendation on distribution Channel

## Social Media Referrals



Facebook



Instagram.



Email Marketing



LinkedIn Ads

# Facebook

-Ability to track beyond likes, shares and comments.

-Create Customized URLs

The screenshot displays the Facebook profile for OffMetro NY (@offmanhattan). The profile picture is a green circle with the white text 'oM'. The cover photo is a collage featuring a forest scene with sunlight and a busy market stall labeled 'MARCHÉ JEAN-TALON'. The page includes a navigation menu on the left with options like Home, About, Photos, Videos, Posts, Events, Notes, Community, and Sweepstakes. The main content area shows a video titled 'July 4th Getaways' with the subtitle 'Our Four Favorite Small Towns'. The right sidebar contains sections for Community (1,761 likes, 1,956 followers), About (website: offMetro.com/ny, category: Local & Travel Website), Page Transparency, and People (1,761 likes).

Like Share

Learn More Send Message

**Community** See All

1,761 people like this  
1,956 people follow this

**About** See All

offMetro.com/ny  
Local & Travel Website

**Page Transparency** See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - December 9, 2009

**People** >

1,761 likes

**Related Pages**

Central Park

oM

DANKIMMERMANN

MARCHÉ JEAN-TALON

See All

**Videos**

Small Town Getaways for July 4th Weekend

oM

**July 4th Getaways**

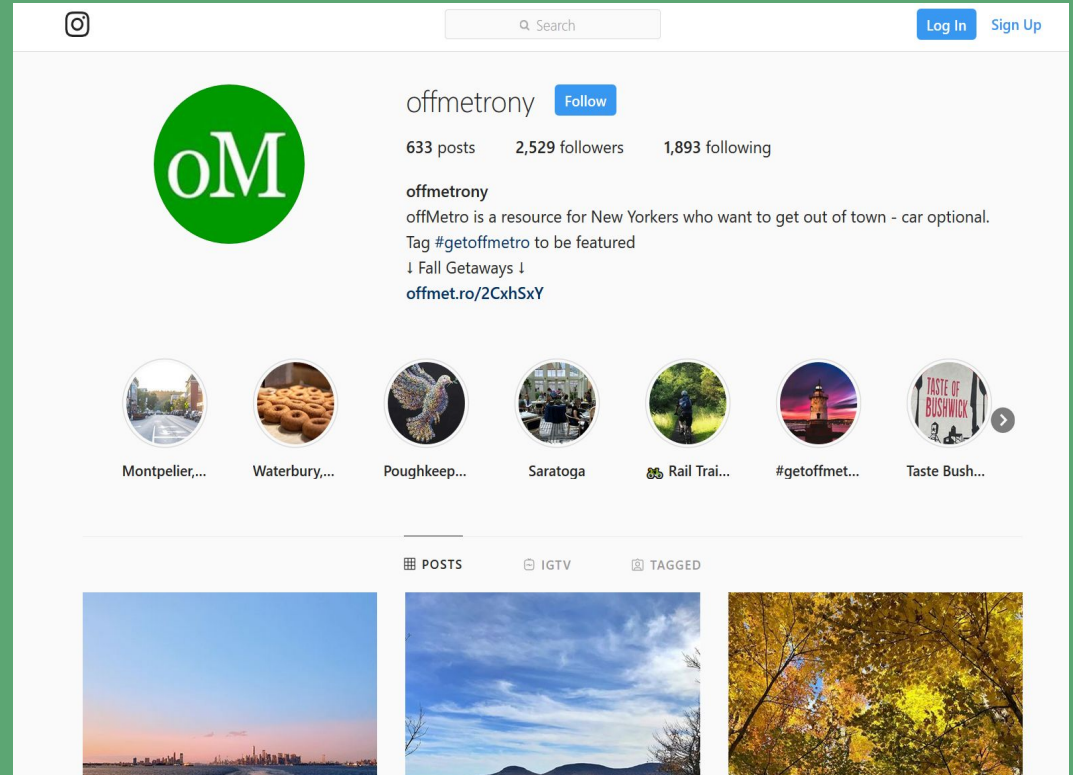
Our Four Favorite Small Towns

Create a Page



# Instagram

- Use Hashtags to promote Offmetro's website- #getoffmetro
- Get occupied in conversations.
- Write descriptive captions.



# Email Marketing

- Increase Brand Recognition
- Educating current and prospective clients
- Target Wider Audience



# LinkedIn ADS

- Ads sold through auction
- Creating Ads





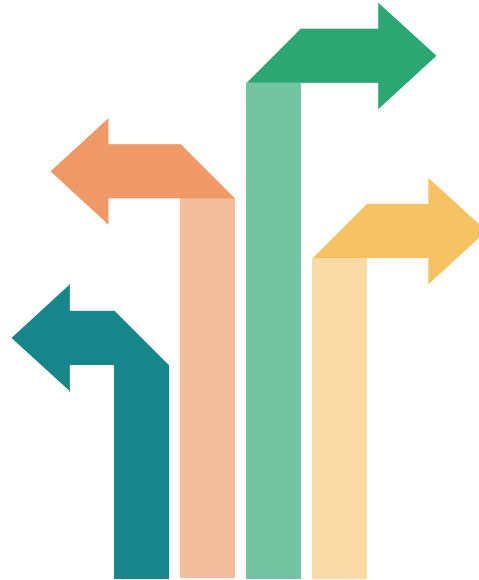
# Trends that we found

## Mobile Devices

We found that about half of offMetro's audience is via mobile devices.

## Retention

We found that offMetro can attract a lot of users but seems to have an issue with retaining them.



## Wednesday Spike

Every Wednesday there is an obvious and significant increase of views.

## Seasonal trends

There appears to be a strong correlation between seasonal activities and viewers.

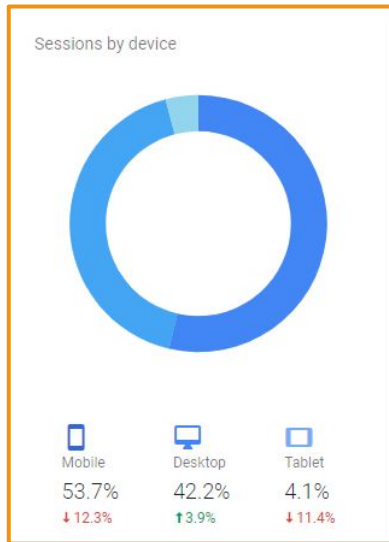
# Analytics behind the trends

## Wednesday Spike

## Mobile Devices

## Seasonal trends

## Retention



Page	Pageviews	Page Value
/ny/7087/apple-orchards-near-nyc/	851	\$0.00
/ny/25446/thanksgiving-getaways/	527	\$0.00
/ny/27368/hiking-trails-long-island/	329	\$0.00
/ny/	299	\$0.00
/ny/68233/weekend-ge...montpelier-vermont/	252	\$0.00
/ny/7540/fall-getaway...ytown-sleepy-hollow/	213	\$0.00
/ny/68204/the-artistic...village-of-catskill-ny/	179	\$0.00
/ny/a-self-guided-brooklyn-graffiti-tour/	175	\$0.00
/ny/12993/paintball-near-nyc/	111	\$0.00
/ny/68233/weekend-g...4snxDiybvHd_a7VfAE	107	\$0.00

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.5%	0.8%	0.4%	0.5%	0.2%
Sep 8 - Sep 14						
Sep 15 - Sep 21						
Sep 22 - Sep 28						
Sep 29 - Oct 5						
Oct 6 - Oct 12						
Oct 13 - Oct 19						

# Our offMetro overall recommendations



**Timing** posts could improve the activity that articles receive and give a better representation of what is generally sought after.



**Mobile** users make up about half of the users but out of all device types, it has the highest bounce rate of 85.86%.



**Seasonality** in what users search is important for increasing readers. For example, right now users are currently looking up fall themed activities.



**Retaining** viewers or returning viewers is extremely limited. About only 12% of users are returning to the site.



# Timing

We recommend that the most articles should be published on Wednesday. Historically, Wednesdays have been the most active days for offMetro



## Mobile

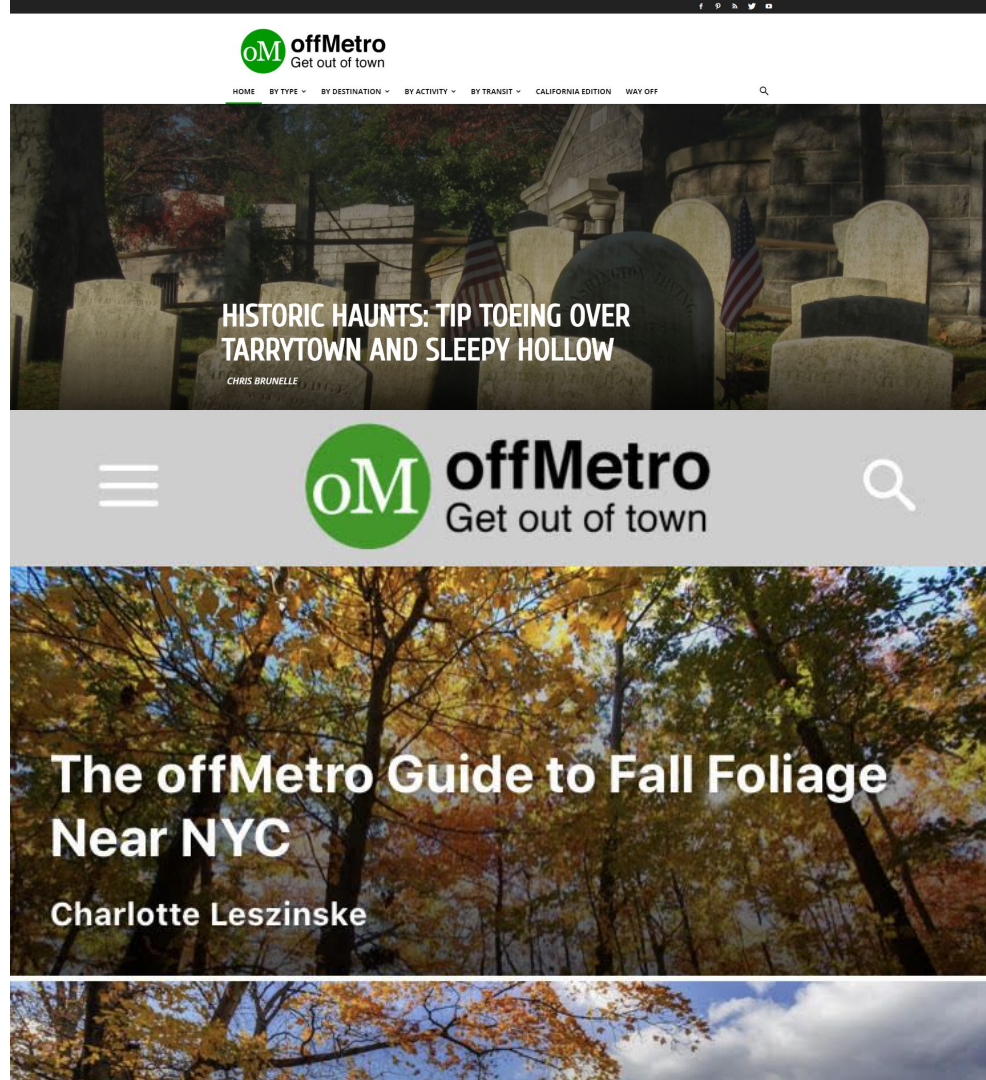
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Since about 50% of the users access the site via a mobile device, yet it has the highest bounce rate, the mobile version of the site may need some work.



## Seasonality

While there are seasonal events, we found that the most common seasonal search of apple picking is actually not the first one to appear on the page. 17.02% of views were for seasonal activities





# Retention

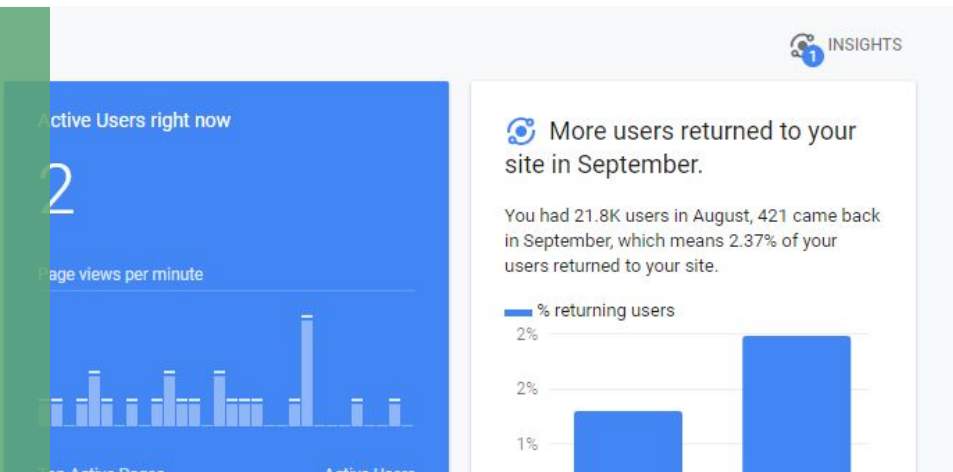
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Returning visitors are key to building a strong brand and an engaged digital community, so make sure you are giving them a reason to keep coming back!



# Most useful Google Analytics dashboards

We found that the Google Analytics Home page and Acquisitions page were the most useful



The Google Analytics home page created a lot of base information about the site activity but it also had links that would take you to different locations within Google Analytics that lead to further exploration of the data. We also found the Acquisition Dashboard as it was able to display how viewers were being acquired.

# Thanks!

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Any questions?