



Hudson Valley

» HAPPENINGS «

CASE STUDY

MEDIA KIT 2018

Case Studies



Hudson Valley HAPPENINGS



LET THE FASTEST GROWING SOCIAL MEDIA INFLUENCER
IN THE HUDSON VALLEY HELP GROW YOUR BUSINESS


106K


20K

**WWW
+BLOG**
LAUNCHING
FALL 2018


LAUNCHING
FALL 2018


LAUNCHING
FALL 2018


LAUNCHING
FALL 2018



Hudson Valley HAPPENINGS



Solution PREMIUM PACKAGE

Results

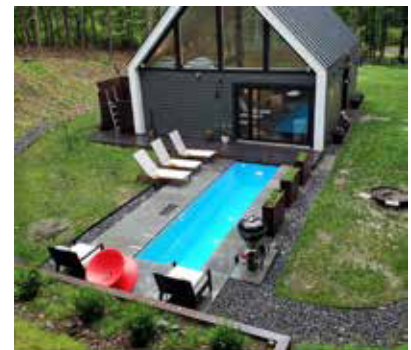
- **107K+ impressions** on HVH Facebook and Instagram
- **18 bookings** and **\$3.8K+ ROI** within 7 days
- **1200% increase in web search** within 7 days
- **925 HVH bio-link clicks** to Maitopia website

“ My husband and I design + build homes for a living, and we also rent our own properties on Airbnb/VRBO. We had a truly great experience with Hudson Valley Happenings. Their Instagram stories were frequent and thorough, highlighting both their favorites and ours. We’re already planning another collaboration with them in the Spring! ”

MAITOPIA

Private Cabin Rental
Redhook, New York

HVH settled upon the beautiful private cabin in the woods, Maitopia with the goals of both spreading awareness and ultimately driving bookings via a new potential set of customers in the social media sphere. HVH focused on our loyal Manhattanite followers by showcasing an easy to get to destination serving all their needs.



View Insights

Promote

Liked by sarahmai, audreysfarmhouse and 3,827 others
 hudsonvalleyhappenings Sometimes we stay at a #house that gets in our bones and makes us never want to part from it. #maitopia was one of these #spaces! This steel cottage in the woods had absolutely everything we were looking for.
 POOL ✓ FIREPLACE ✓ SOAKING TUB ✓ PET FRIENDLY ✓ SERENE SETTING ✓. Thank you to the owners for hosting us and for letting us rejuvenate and recharge in your home. See our story on it for more amazing photos or want to book it yourself? Then click the link in our bio
 View all 270 comments

CASE STUDY



Hudson Valley HAPPENINGS



Solution

BASIC PACKAGE

Results

- **\$5,000 in revenue** for the SOLD OUT \$500 per ticket event
- **1.25MM impressions** on NYLON magazine web and social
- **157K impressions** via influencers
- **20 bookings** and **\$3.6K+ ROI** within 7 days
- **42% increase in web traffic** within 2 days

GLENS FALLS HOUSE WOMEN'S RETREAT

Hotel & Restaurant
Round Top, New York

HVH co-sponsored a women's retreat at the Glens Falls House to raise awareness and brand recognition for the hotel and restaurant. HVH contracted NYLON magazine for press coverage of the entire event. In conjunction with media, we gathered 10 inspirational influencers to descend on the hotel and experience a magical weekend in the true sense of the word retreat.



CASE STUDY CASE STUDY



Hudson Valley HAPPENINGS



Solution

CUSTOM EVENT PACKAGE

Results

- **2,700 attendees**, surpassing the goal of 2,700
- **23,050 impressions** on HVH Instagram
- **127K+ potential reach** on HVH Facebook and Instagram
- **250 added followers** to Kingston Instagram within 1 day

KINGSTON & PHOENICIA FLEA EXPERIENCE

Flea Event
Kingston, New York

HVH closed down North Front Street in the City of Kingston, procuring the Phoenicia Flea artisanal vendors to sell their wares. The purpose was to raise awareness for the uptown storefronts and restaurants, driving new customers to this up and coming area of Kingston. HVH contracted NYC's Sutherland Nightclub and their top DJ's to spin and make the event a true experience.



CASE STUDY CASE STUDY



Hudson Valley HAPPENINGS



Solution

PREMIUM PACKAGE

+ Insta-College

Results

- **387 added followers** to TES Instagram within 2 days
- **125% increase in Airbnb inquiries** within 7 days
- **63% increase in bookings** within 7 days
- **\$4K ROI** within 7 days
- **110% follower increase** to client Instagram within 2 days

EQUESTRIAN SUITE AT LAMBS HILL

Private Home Rental Redhook, New York

Equestrian Suites hired us to showcase their unique private rental utilizing our Premium Package. Their goals were to broaden their audience and visibility across social as well as to learn best practices in order to leverage their own social media channels. Using our Insta-College offering, we provided the staff with an in-depth tutorial on how to leverage the momentum they received after our stories and posts went live.



View Insights Promote

Liked by sarahmal, jamie.roehrs and 1,588 others

hudsonvalleyhappenings World meet @equestriansuite an #airbnb and #wedding venue for the lover of #horses 🐾 and luxury, there are so many special things about it we dont know where to begin. The #Equestrian #Suite at Lambs Hill is a private estate with panoramic views overlooking the #HudsonRiver and downtown #Beaconny. This beautifully-designed #luxury suite sits atop a barn home to Icelandic horses and miniature donkeys, and features an outdoor hot tub, gourmet kitchen appliances, and wrap-around decks. Honestly everything about this space was our favorite from walking downstairs and feeding the horses to relaxing in the hot tub and watching the twinkle of the town lights below. Thank you @equestriansuite for hosting us and letting us share your space with the world. Check out our story for more details also the link to this airbnb is our bio.

View all 67 comments

// We plan on doing a seasonal story with Hudson Valley Happenings as it was the most successful press campaign we have done to date! //

CASE STUDY CASE STUDY



Hudson Valley HAPPENINGS



Solution

CUSTOM EVENT PACKAGE

Custom Social Posts + Discount Code + Giveaway

Results

- **3000+ follower increase** to client Instagram within 3 days
- **45K+ impressions** on HVH Instagram
- **7.2MM potential reach** via shares to The Food Network, Resorts World, Gail Simmons, 5+ Musical Artists
- **\$74K+ revenue** using HVH ticket discount code promotion
- **581 entries** resulting from HVH Giveaway promotion

CATSKILLS WINE & FOOD FESTIVAL

Festival Event

Bloomingsburg, New York

Hosted by none other than *The Food Network*. The Catskill Food Festival is the premier event of the season. HVH was contracted with the goals of raising awareness within the local and NYC communities, providing unique content, and driving sales. HVH came up with a custom campaign combining social posts, a content takeover, and a giveaway. All pieces of the campaign came together to provide the most impact surrounding the event.



[View Insights](#)

[Promote](#)



Liked by [jamie.roehrs](#), [bluecasheskitchen](#) and 1,440 others

[hudsonvalleyhappenings](#) The best in food & music is coming to the Catskills THIS Columbus Day weekend, Oct 6-7. To celebrate the #Catskills Food and Wine Festival's killer line-up of celebrity chefs & chart topping musical guests, we're giving away 2 VIP PACKAGES, a value of over a \$1000.00 ** To enter, you must follow @catskillsfestival and @hudsonvalleyhappenings and tag 2 friends (or 3...or 4...) to join us for this epic weekend. We'll choose a winner on Sept 1. #CWFF18. Check out the line-up by clicking the link in our bio.

Photo: Headling band @therevivalists

View all 203 comments

[kathyhikes](#) [@skvvy_](#) [@anthonymaitoza](#) [@jeanman](#) [@reogieravrv](#) [@emilybrvan](#) [@kerenirene](#)

CASE STUDY



Hudson Valley HAPPENINGS

CONTACT CONTACT

CONTACT

Larie Pidgeon
Managing Director

Hudson Valley Happenings LLC
3085 Old Kings Road
Catskill, New York 12414

(845) 750-3006
larie@hv happenings.com

HVH WOULD LOVE TO HEAR FROM YOU

All HVH services and packages are completely customizable and can be tailored to fit almost any budget.

Contact HVH today and let's get started!

Larie XO

OUR DESIGN PARTNER | ULSTER STUDIOS LLC

Logo, Media Kit, Case Studies, and Website Design
©2018 Ulster Studios LLC



Ulster Studios
CREATIVE + MARKETING AGENCY

78 Beaver Street #178
Brooklyn, NY 11206
(845) 481-DSGN
(845) 481-3746
info@ulsterstudios.com
www.ulsterstudios.com