

UNbelievable Results with the Council Bluffs Convention & Visitors Bureau

Reaching New Visitors & Spreading Brand Awareness

Neapolitan Labs is proud to have worked with the Council Bluffs Convention & Visitors Bureau since 2015, assisting them with website design and functionality, social media, and marketing. In that time, our goals have been to entice potential visitors to the area and spread awareness of their UNleash Council Bluffs branding to local residents.

Focusing on the User

We've worked with the Council Bluffs CVB to create a website that has the user in mind, making five key pages easily accessible: Eat, Play, Stay, Events, and Venues. Potential visitors and locals can use the pages to browse local attractions, restaurants, and more.

Our Submit an Event tool allows the public to submit events to the calendar, keeping it up to date while engaging the community.

The homepage dynamically pulls in blogs, events, featured pages, and pages that are currently trending on the site. Website visitors are always greeted with new content to capture their attention and give them a reason to regularly return to the site.



Website Results

20%

Increase
in website
visitors¹

2x

Winner of
Iowa Tourism
Award

27%

Increase in avg.
time spent on
homepage¹

19%

Increase in
pageviews¹

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Social Media

We've worked with the Council Bluffs CVB on multiple social media campaigns with goals of raising brand awareness and increasing website traffic. During the COVID-19 pandemic, we created getaway-themed campaigns to promote weekend visits, staycations, and reunions in Council Bluffs to a more localized audience.

We've also added a new feature to our website platform, Mint Chip Lab, that allows our partners at the CVB to easily request Facebook boosted ads for specific blog posts and other website pages.



Marketing

In addition to social media marketing on Facebook and Instagram, we run Google and native ads for the Council Bluffs CVB, taking care to target precise locations and demographics that match their ideal audience.

Our team creates graphics and copy as needed and monitors the ads so that the CVB staff can rest assured their marketing needs are met without adding more to their busy plates.

Social Media & Marketing Results

351,000+

Impressions from
getaway-themed
Facebook ad campaigns



Native Ad CTR was
2x the industry avg. for
getaway-themed ads

113%

Increase in
Google Ad clicks¹



Our work has been **award-winning** due in no small part to Neapolitan Labs. The Council Bluffs Convention & Visitors Bureau has won the outstanding social media execution award and outstanding website award (twice) from the Iowa Tourism Office because of our partnership with Neapolitan Labs. **They are an extension of the CBCVB team!"**

Mark Eckman
Council Bluffs CVB Executive Director

¹Results are based on statistics between July 1, 2019, and June 30, 2020, and the previous year.

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