



ADVERTISING & MARKETING

## ODESSA DEVELOPMENT CORPORATION

### JUNE 2020 ACTIVITIES

#### STRATEGIC COMMUNICATION PLAN

CVA Advertising is working with the advertising committee of ODC and liaison David Boutin to develop and implement a Strategic Communication Plan for local, regional and national communications. One of the goals of the plan is to bolster support for the West Texas oil and gas industry and the citizens of the Permian Basin, based on recommendations in the Perryman Report entitled "Keeping It Together", which was approved at the ODC meeting in April.

The Strategic Communication Plan is in its final stages of development and creative theme and graphic logo elements are being designed for ODC approval.

#### PODCAST/TV AD SERIES

##### **Podcast - Opportunity Odessa**

Will interview new interviewees with the approval of the ODC strategic plan and the campaign being built around it.

#### TELEVISION

We were not on the air in June since all major sporting events have been postponed. However, television figures to be an important part of our Strategic Communication Plan and we will utilize the same type programming plus additional programming once the that marketing campaign launches within the next 30-45 days. New TV spots emphasizing the importance of the Permian Basin to the United States security and energy independence have been written and are undergoing copy changes as they are being readied for production.



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## OUTDOOR ADVERTISING

New outdoor billboards are being designed to compliment the ODC Strategic Plan and will be shown at the June meeting for review.

## WEBSITE

CVA is working to add key messaging developed for the Strategic Communication Plan currently in development to the website once it has been presented and approved.

## SOCIAL MEDIA/DIGITAL MEDIA

### Overview

Over the past 12 months ODC's digital presence has improved significantly. Total social engagement has increased by 32%, shares up 59%, and likes have increased by 90%, indicating that people find the information we provide valuable and relevant. Please see attached graphs to this report.

# Odessa Development Corporation Digital Report

June, 2019 to May, 2020

# Total Social Impressions

 Total Social Impressions

180.73K 274.71K

▼ 34%

IMPRESSIONS

# Total Social Engagement

 Total Social Engagement

19.33K 14.61K

▲ 32%

ENGAGEMENT

# Total Social Followers

 Total Social Followers

2.92K 2.71K

▲ 8%

FOLLOWERS

# Total Social Clicks

 Total Social Clicks

8.71K 8.62K

▲ 1%

CLICKS

# Total Social Likes

 Total Social Likes

7.93K 4.17K

▲ 90%

LIKES

# Total Social Shares

 Total Social Shares

2.11K 1.33K

▲ 59%

SHARES

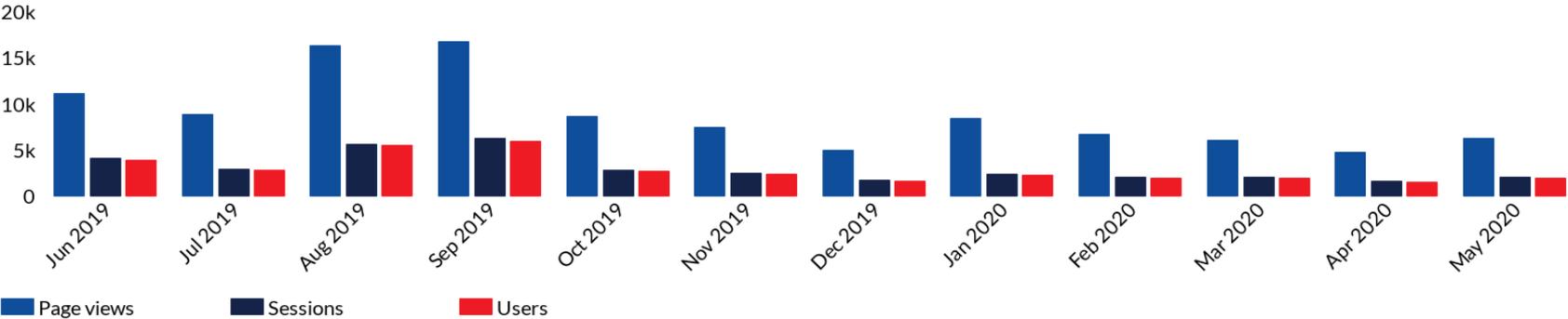
# Performance KPIs

## Performance KPIs



# Website Performance Trend

Website Performance Trend



# Sessions vs New Sessions

Sessions vs New Sessions

