



## **Proposal for the delivery of the MountainBikeNI Consortium 2018 – 2019**

### **January 2018**

Outdoor Recreation NI has prepared this proposal in order to request support from trail managing Councils for the period 1<sup>st</sup> April 2018 – 31<sup>st</sup> March 2019.

This proposal outlines:

1. Overview of Outputs
2. Added value gained from adopting a consortium approach
3. Proposal for 2018 / 2019

## 1. Overview of Outputs:

Outdoor Recreation NI will continue to assign staff resources to the MountainBikeNI Consortium in order to continue to promote Northern Ireland as a 'must visit mountain bike destination'.

Whilst promotion will take place under the MountainBikeNI umbrella brand each destination will be clearly differentiated within marketing activity.

The focus of marketing activity will be within Northern Ireland and the Republic of Ireland in order to deliver on key objectives:

- Increase number of visits within each trail centre
- Increase the engagement of mountain bikers with the local economy i.e. increase economic impact

Partner	MUDC	NMDDC	BCC
Partner Support	£16,666	£11,666	£5,000
Sponsorship Contribution	£5,000	£10,000	0
Partner Total	£21,666	£21,666	£5,000
% of Delivery Capacity	45%	45%	10%
<b>Fundamental Outputs</b>			
Mountain Bike NI Consortium	✓	✓	✓
MountainBikeNI.com Website	✓	✓	✓
Customer Interaction	✓	✓	✓
<b>Trail Centre Specific Outputs</b>			
Trail Cards E-commerce	✓	✓	×
Mountain Bike NI Trails Team (Volunteer Ranger Scheme)	✓	✓	✓
Sponsorship Liaison	✓	✓	×
<b>Marketing Outputs</b>			
NI Marketing via MTBNI Channels	✓	✓	✓
NI Marketing Campaigns	✓ (£2075)	×	×
ROI Marketing Campaigns	✓ (£6500)	✓ (£6500)	×
Destination Support / Business Upskilling	✓	✓	×

In addition, and at no further cost to partners, ORNI will take the strategic lead on:

- MTB Research
- Revision of Mountain Bike Strategy for Northern Ireland

## **A. Fundamental Outputs**

### **A.1. MountainBikeNI Consortium**

- Act as the Secretariat for the MountainBikeNI Consortium - minimum of 2 meetings per annum
- Agree meeting dates, venue, agenda and circulate minutes
- Prepare and agree annual work programme and provide a progress report on a quarterly basis

### **A.2. MountainBikeNI.com Website**

- Manage and maintain the MountainBikeNI.com website including:
  - All Trail Centres
    - Manage Trail Centre Profile including event calendar in liaison with trail managers
    - Update of Trail Conditions (diversions, closures etc) as required in liaison with trail managers
  - National Trail Centres Only
    - Annual update of downloadable online destination guides
    - Proactive liaison with local tourism service providers (accommodation and eatery) to ensure their web profiles are targeted to the mountain bike market and offers are available in line with campaigns
- Continue to provide high quality and accurate information and content (as required) for Tourism Northern Ireland's consumer website DiscoverNorthernIreland.com
- Provide accurate information and content (as required) for councils' tourism websites
- Proactive Search Engine Optimisation (SEO) to ensure competitive Google Ranking for key terms in both Great Britain (GB) and Republic of Ireland (ROI) markets

### **A.3. Customer Interaction**

- Deal with customer enquiries via telephone, email and social media in a timely manner

## **B. Trail Centre Specific Outputs**

### **B.1. Trail Cards**

- Manage and maintain the e-commerce platform within MountainBikeNI.com
- Proactively engage with tourism service providers and relevant retail outlets to encourage stocking and sale of trail cards
- Facilitate any reprint / redesign of trail cards<sup>1</sup>
- Provide quarterly report of trail card sales within overall work programme report

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<sup>1</sup> Additional budget will be required for trail card design and print costs

## **B.2. MountainBikeNI Trails Team (Volunteer Ranger Scheme)<sup>2</sup>**

- Lead the recruitment of MTB volunteers and manage database
- Communicate dates of maintenance days and allocate volunteers
- Manage MountainBikeNI Trails Team Facebook Group
- Proactively publicise the work of the MountainBikeNI Trails Team
- Organise a training and reward programme in conjunction with the trail sponsor

## **B.3. Sponsorship Liaison**

- In partnership with National Trail Centre managing councils recruit a title sponsor for MountainBikeNI.com and the National Trail Centres
- Agree annual support programme with sponsors and act as key liaison to maximise benefits of both parties
- Manage the ongoing relationship with the sponsor

## **C. Marketing Outputs**

### **C.1. NI Marketing via MTBNI Channels**

- Increase awareness levels, visitation and spend from NI based Mountain bikers via:
  - Design and implementation of the annual content, social media and e-marketing plan against key segments and trigger points
  - Create and circulate positive media stories to local and NI media re mountain biking and events, ensuring prominent destination / local authority message (as appropriate)

### **C.2. NI Marketing Campaigns – MUDC Only**

- Increase awareness levels, visitation and spend from NI based Mountain bikers through the further enhancement of activities under C.1 via:
  - Delivery of a targeted campaign activity (within budget – proposed £2075) to include editorial, advertorial, advertising (online / offline bundles), advocacy, PR FAM Trips

### **C.3. ROI Marketing Campaigns**

- Increase awareness levels, visitation and spend from ROI based Mountain bikers via:
  - Delivery of a targeted campaign activity (within budget – proposed £13,000) to include editorial, advertorial, advertising (online / offline bundles), advocacy, PR FAM Trips

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<sup>2</sup> Council partners to deliver maintenance days including provision of lunch

#### **C.4. Destination Support and Business Upskilling**

- Business Upskilling:
  - Support Council workshops for local tourism service providers
  - Proactive engagement with local tourism service providers (accommodation, eateries and activity providers) to ensure:
    - their offering is targeted to the mountain bike market i.e. 'MTB Friendly'
    - innovative offers are available in line with campaigns
    - increased awareness of MTB product offering within their destination
  - Deliver on-line toolkit for local tourism service providers including visitor profiles and requirements, product and service advice, marketing recommendations / opportunities and best practice benchmarking
  - Distribution of two e-newsletters to relevant stakeholders re marketing campaign updates, promotional opportunities and support
- Destination Support:
  - Provide support to Council Tourism teams to accurately incorporate the promotion of mountain biking within a wider tourism offering

#### **D. MTB Research**

- Conduct on-line surveys with local businesses to establish a barometer relating to economic impact
- Proactively liaise with Tourism Northern Ireland to gain detailed understanding of methodology utilised within Mountain Bike Northern Ireland Research Study
  - Utilise learnings to identify requirements for ongoing comparable research relating to economic impact
  - Conduct primary research and analysis to provide an update on research findings relating to economic impact (Budget Dependent)

#### **E. MTB Strategy**

- The Mountain Bike Strategy for Northern Ireland 2014-2024 identified the requirement for formal review pending research findings
- ORNI will proactive liaise with key stakeholders to agree a revised Strategy to reflect:
  - Tourism NI – Mountain Bike Northern Ireland Research Study
  - Department for Economy – Tourism Strategy (pending release)
  - Local authority – Community Plans, Tourism Strategy / Action Plans, Recreation Strategy / Action Plans
  - Sport NI – Sport and Physical Activity Participation Study

## 2. Added value gained from adopting a consortium approach

Outdoor Recreation NI is able to provide the following added value to those councils supporting the MountainBikeNI Consortium:

### Consortium Approach

A consortium approach provides the following benefits:

- **Economies of scale** in campaign costs, project costs such as MTB Research
- The ability to **cross sell** between trail centres i.e. consumers interested in or visiting the Mourne based trails will learn about the Davagh Trails and vice versa
- A greater potential to attract (via tender) a **sponsor**
- **Improved brand, destination and product recognition**

### Marketing Foundation

The following marketing foundation is already in place – reducing the need for supporting councils to further invest elsewhere:

- MountainBikeNI.com website
- E-marketing Database of 13,551
- Social media following of 23,777 (Facebook, Twitter, Instagram)
- Strong relationship with MTB journalists demonstrated by generation of PR worth an equivalent advertising value of £1.3 million since April 2013

### Expertise & Knowledge

Outdoor Recreation Northern Ireland is a not-for-profit organisation whose role is to develop, manage and promote outdoor recreation across Northern Ireland therefore those councils supporting the consortium benefit from its significant expertise and knowledge.

- Product knowledge gained from:
  - proactive campaigning for 10+ years for the development of mountain biking in Northern Ireland
  - driving the development of Rostrevor, Castlewellan, Blessingbourne, Castle Ward and Barnett Demesne Mountain Bike Trails
- Visitor Safety knowledge gained from:
  - membership of Visitor Safety in the Countryside Group (VSCG)
  - staff training investment including VSCG and other relevant workshops
- Mountain bike market knowledge gained from proactive:
  - benchmarking from competitor destinations
  - engagement with UK and ROI wide industry experts
  - staff training investment including learning journeys and industry conferences
- Marketing expertise gained from:
  - 9+ years of proactively promoting outdoor recreation / activity tourism in Northern Ireland via Outdoor Recreation NI platforms such as OutdoorNI.com. WalkNI.com
  - 9+ years delivering activity tourism marketing outputs for Tourism Northern Ireland

### 3. Proposal 2018 / 2019

#### Delivery of Outputs

Partner	MUDC / £	NMDDC / £	BCC / £
Partner Support	16,666	11,666	5,000
Sponsorship Contribution	5,000	10,000	0
Partner Total	21,666	21,666	5,000
% of Delivery Capacity	45%	45%	10%

#### Campaigns

Source	Amount / £	% of campaign delivery
Newry, Mourne and Down District Council	6,500	43%
Mid Ulster District Council	8,575	57%
<b>TOTAL</b>	<b>15,075</b>	<b>100%</b>



# MOUNTAINBIKENI CAMPAIGN OVERVIEW

## 2017 / 2018





SUMMER 2017 MARKETING CAMPAIGN



# CAMPAIGN OBJECTIVE

RAISE AWARENESS OF THE MOUNTAIN BIKE TRAILS AT DAVAGH FOREST AND BLESSINGBOURNE ESTATE AMONGST NORTHERN IRISH MOUNTAIN BIKERS.

# CAMPAIGN BUDGET

DAVAGH FOREST TRAILS MID-ULSTER DISTRICT COUNCIL	£1,245 (60%)
BLESSINGBOURNE ESTATE TRAILS MID-ULSTER DISTRICT COUNCIL	£830 (40%)
TOTAL	£2,075



# DAVAGH FOREST

TRAILS

GETTING THERE

BIKE HIRE

TUITION & GUIDING

EVENTS

WHERE TO STAY

WHERE TO EAT

SEARCH TRAILS

## OVERVIEW

Davagh Forest lies in an untouched rural landscape of rolling hills and sweeping forests.

Located approximately 6 miles north west of Cookstown, Davagh Forest offers gentle mountain biking and walking trails as well as an impressive 16km red trail with some rock slab drops you will never forget!

The Davagh Forest Trails are a Mid Ulster District Council Facility.

[ORDER YOUR TRAIL CARD HERE](#)


Check out [#DavaghRocks](#) photos on Instagram


Download [DavaghNav](#) from your Apple or Android App Store for GPS Activated Navigation


## TRAILHEAD FACILITIES

 Changing Facilities

 Bike Hire

 Car Parking

 Toilets

 Bike Wash

## TRAIL CENTRE CONDITIONS

**Trail Ranger Update: 05/01/18**

Following a brief closure due to Storm Eleanor, all fallen trees have been cleared and the trails have been reopened.

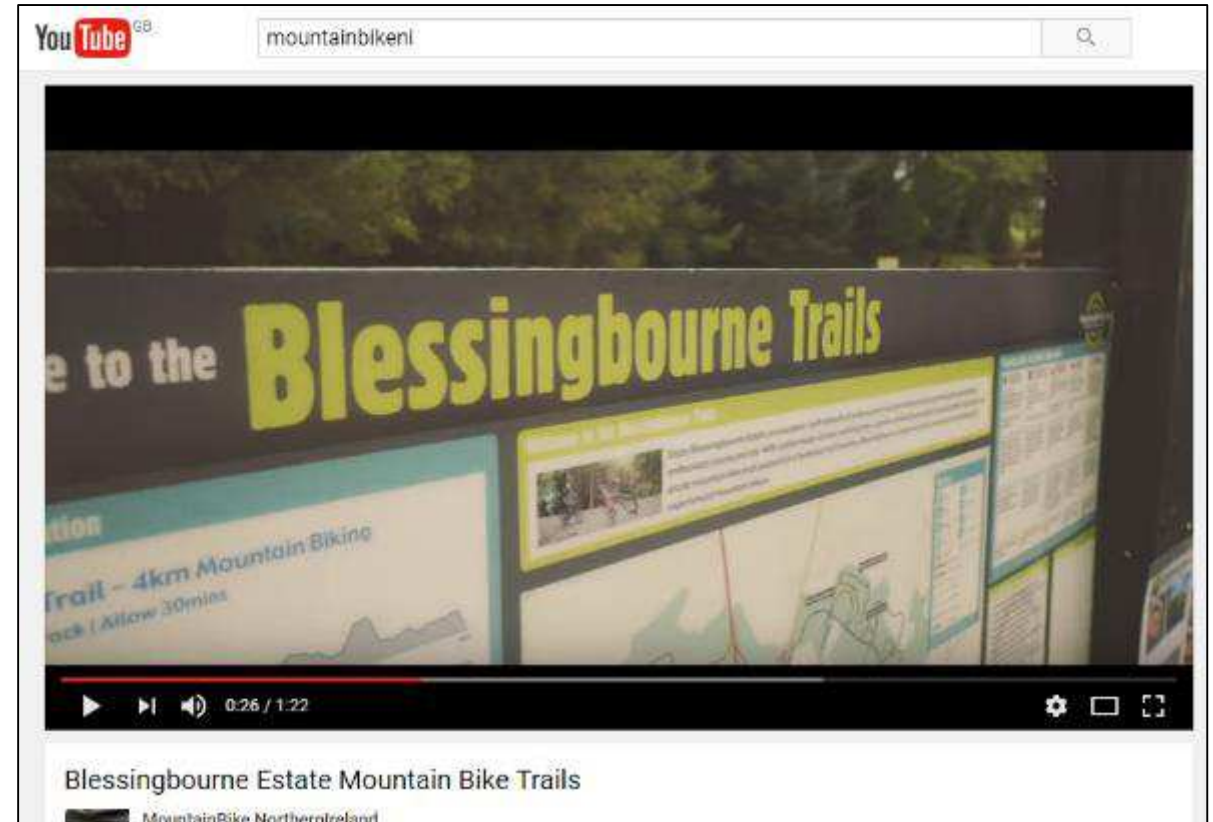
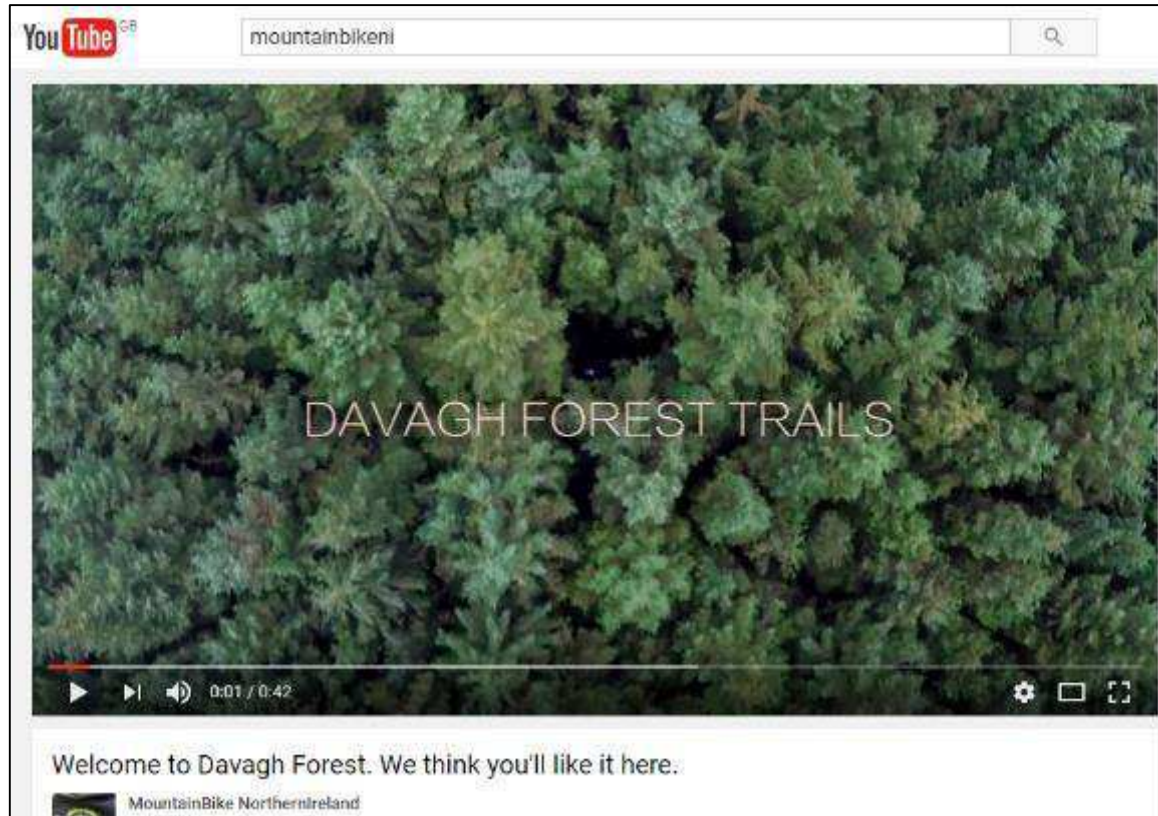
THESE TRAILS ARE  
PROUDLY SPONSORED BY




E-NEWSLETTER  
SIGN UP



# CAMPAIGN VIDEOS




# CAMPAIGN ADVERTISING

**MountainBikeNI**

Published by Ethan Loughrey [?] · August 8 at 7:00pm · €


Welcome to [Davagh Forest](#). We think you'll like it here.



Welcome to Davagh Forest

MOUNTAINBIKENI.COM

[Learn More](#)


**MountainBikeNI** with [Blessingbourne](#) and 2 others.

Published by Ethan Loughrey [?] · November 16, 2016 · €

We're delighted to to show off our new video at [Blessingbourne](#) Estate Mountain Bike Trails.

[Blessingbourne](#) - located just outside Fivemiletown in Co. Tyrone - is perfect for mountain bikers, families and couples for a weekend break. The Estate boasts over 12km of red and blue trails, a pump track, miles of walking trails, a play park and much more.


For more information on the trails at [Blessingbourne](#), visit: <http://mountainbikeni.com/blessingbourne/> ... See More








-1:01



# ONLINE MARKETING

 Send this to a friend


 MountainBikeNI.com  
MTB Trails Northern Ireland  
powered by 



[TRAILS](#) [NEWS](#) [EVENTS](#) [TRAIL CARDS](#)


## Davagh Enduro 2017

Last weekend, hundreds of people gathered at [Davagh Forest](#) to take part in and watch the Davagh Enduro and Davagh Youth Enduro 2017. After a one year hiatus, it was agreed by everyone who attended to have been a huge success. Pictures from the day are available to see on [IndustryImage's website](#) for the adult Enduro, while pictures from the Youth Enduro are on the [Enduro website](#). You can also follow all updates from the organisers on the [Davagh Enduro Facebook page](#).



## Enjoy a Free Mountain Bike Picnic at Blessingbourne Estate!

To celebrate a year of winning multiple awards, the team at [Blessingbourne](#) are offering a prize to one of our MountainBikeNI followers. You can win free bike hire for up to 4 people, along with a delicious lunch hamper.



### meet the authors



[more >](#)

**blog ethics**  
find out more >

### recent posts

 **rss feed**

August 14, 2017  
[Discover The Middle Arris Corrie: Glynn Gosselin, Our Top 10 Wales](#)

August 11, 2017  
[2016's Queen of the Mountains](#)

July 26, 2017  
[5 Things you didn't know about the Mourne Mountains](#)

July 17, 2017  
[Former Irish Downhill Champion Visits Davagh and Blessingbourne](#)

June 27, 2017  
[Photo Blog of Davagh Forest and Blessingbourne Estate](#)

**archives**

## Photo Blog of Davagh Forest and Blessingbourne Estate

Posted on June 27, 2017 @ 5:01 PM in [Mountainbiking](#)

A picture is worth 1,000 words, or so they say. With that in mind, we want to show off some of our favourite social media photographs from [Davagh Forest](#) and [Blessingbourne Estate](#).





# BRAND ADVOCACY



## Former Irish Downhill Champion Visits Davagh and Blessingbourne

Posted on July 17, 2017 @ 6:41 PM in Mountainbiking

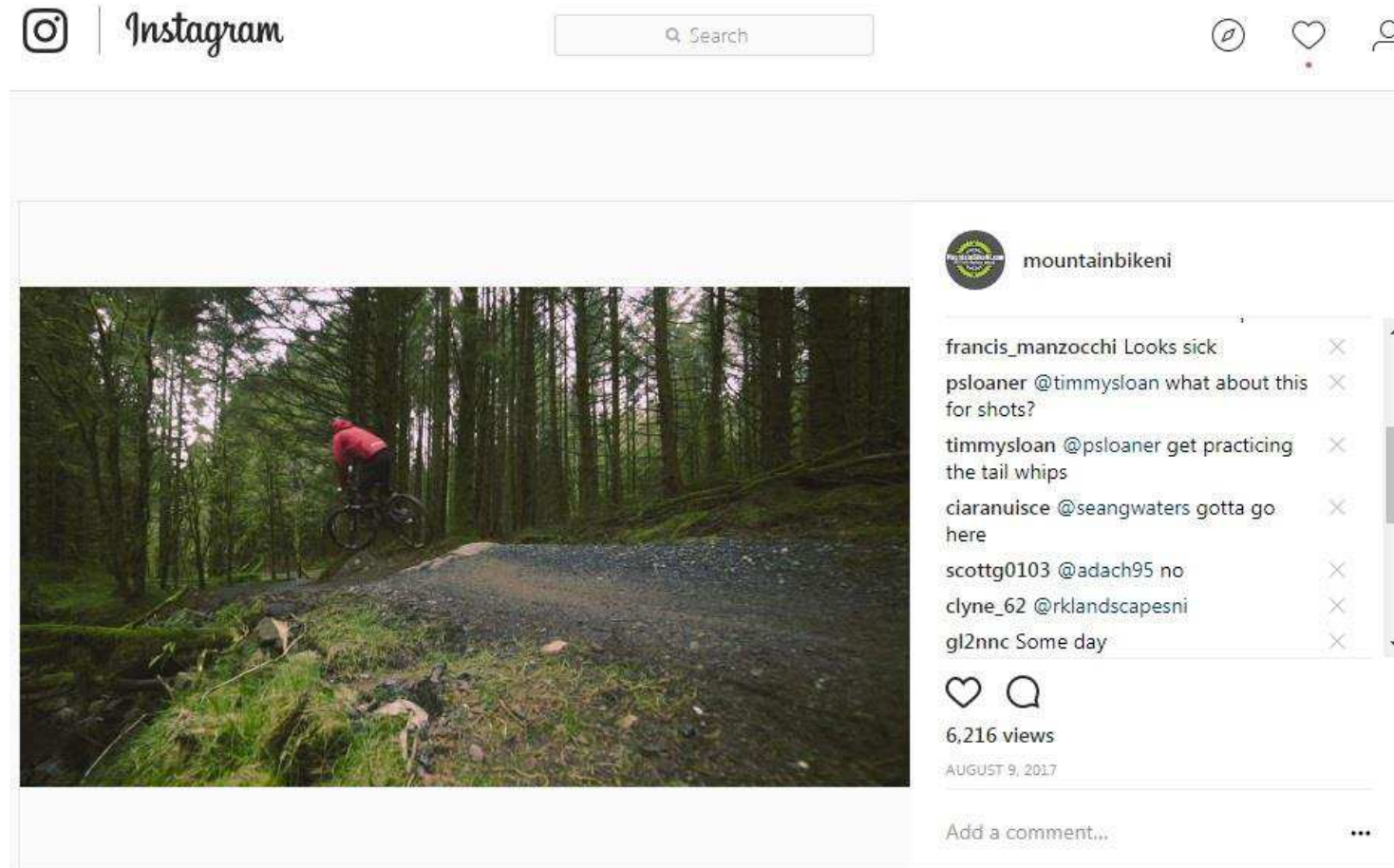
Newry-based mountain biking legend Glyn O'Brien and fellow adventurer wife Catherine took a trip west to Blessingbourne Estate and Davagh Forest recently to visit the mountain bike trails on offer there.

[Blessingbourne Estate](#)

On a typically damp summer evening we made our way to the beautiful [Blessingbourne Estate](#), in Fivemiletown, Co. Tyrone.




# SOCIAL MEDIA






# SOCIAL MEDIA

**MountainBikeNI** ✓  
Written by Ethan Loughrey [?] · 11 August 2017 · 🌐

12km of great trails in the picturesque Clogher Valley, Blessingbourne Estate has something for all the family to love.



**Try a Weekend at Blessingbourne Estate MTB Trails**  
Winner of the Best MTB-Friendly Accommodation 2016, Blessingbourne promises a fantastic weekend away.  
[MOUNTAINBIKENI.COM/BLESSINGBOURNE/](http://MOUNTAINBIKENI.COM/BLESSINGBOURNE/) [Learn More](#)

👤 29,283 people reached


58k Views


👍 Like   💬 Comment   ➦ Share


👍 160   Chronological ▾


21 shares   18 comments

View 1 more comment


 **Aaron Smyth** James Keown, Hilary Keown  
Like · Reply · Message · 21w

 **Noel Kelly** Look class ian. Cheeky wee day with coffee ☕  
Like · Reply · Message · 21w

 **Wayne Hanna** Michael Murray make sure you bring a few quid to pay the man  
👍 1

**MountainBikeNI** ✓  
Written by Ethan Loughrey [?] · 9 August 2017 · 🌐

Davagh Forest Mountain Bike Trails are amazing. Come explore them for yourself.



**Welcome to Davagh Forest. We Think You'll Like it Here.**  
16km of Red Trail, Skills Park, Pump Track and some of the most beautiful scenery in Northern Ireland.  
[MOUNTAINBIKENI.COM/DAVAGH-FOREST/](http://MOUNTAINBIKENI.COM/DAVAGH-FOREST/) [Learn More](#)

👤 25,862 people reached


28k Views


👍 Like   💬 Comment   ➦ Share

👍 🍕 🍷 122   Chronological ▾

13 shares   18 comments

View 2 more comments

 **James O'Connor** Dave De Courcy Kyle Lawson Barry O'Halloran Richard Pollard John Loughran  
👍 3  
Like · Reply · Message · 22w

 **John Loughran** Trips, trips and more trips. So much on our doorstep!! I'm in.  
👍 2



## SUMMER 2017 CAMPAIGN RESULTS



**30,000** VIDEO VIEWS

**21k** VIDEO VIEWS OF DAVAGH FOREST

**9k** VIDEO VIEWS OF BLESSINGBOURNE ESTATE



**+279%** WEBSITE SESSIONS

**+12.4%** TO DAVAGH FOREST PROFILE PAGE

**+266.4%** TO BLESSINGBOURNE ESTATE PROFILE PAGE

**MOUNTAINBIKENI**





AUTUMN 2017 MARKETING CAMPAIGN



# CAMPAIGN OBJECTIVE

CONTINUE TO RAISE AWARENESS OF THE NATIONAL MOUNTAIN BIKE TRAILS AMONGST MOUNTAIN BIKERS IN ROI.

# CAMPAIGN BUDGET

CASTLEWELLAN MTB TRAILS NEWRY, MOURNE & DOWN DISTRICT COUNCIL	£1,650
ROSTREVOR MTB TRAILS NEWRY, MOURNE & DOWN DISTRICT COUNCIL	£1,650
DAVAGH FOREST TRAILS MID-ULSTER DISTRICT COUNCIL	£1,650
TOTAL	£4,950

# GEO – TARGETED ADVERTISING

The screenshot displays the MountainBikeNI website, which is tailored for users in Northern Ireland. The top banner features three scenic images of mountain biking locations: Davagh Forest, Rostrevor, and Castlewella. Below these images, the text reads: "EPIC ROCK FEATURES", "INCREDIBLE VIEWS", and "CASTLE, LAKES & TRAILS". Further down, it says "DAVAGH FOREST", "ROSTREVOR", and "CASTLEWELLAN". A central message states: "ALL MTB TRAILS WITHIN 2 HOURS DRIVE NORTHERN IRELAND IS WAITING FOR YOU". The MountainBikeNI logo and a "powered by" logo are also present.


The website's navigation bar includes links for "HOME", "RACING", "FEATURES", "NEWS", "VIDEOS", "SHOP", and "E-BIKES". Social media icons for Facebook, Twitter, and YouTube are also visible.



The "RACING" section is highlighted, featuring several articles:




- WOODLAND RIDERS ROUND 2 - AVALANCHE**: A photo of a rider on a trail.
- BRITISH NATIONAL SERIES 2019 DATES CONFIRMED**: A photo of a rider on a trail.
- ZIGA PANDUR RETIRES FROM DOWNHILL RACING**: A photo of a rider on a trail.
- WORLD CUP AND WORLD CHAMPIONSHIPS**: A photo of riders on a trail.
- ROBERT SORGE WINS RED BULL RAMPAGE 2017**: A photo of a rider on a trail.
- TEAM HUMMORS INSTAGRAM RETURNS**: A photo of a rider on a trail.

A large vertical advertisement on the right side of the page reads: "CASTLEWELLAN MTB TRAILS NORTHERN IRELAND IS WAITING FOR YOU". It features a photo of riders on a trail and the MountainBikeNI logo.

# E-MARKETING

 Send this to a friend

 MountainBikeNI.com  
MTB Trails Northern Ireland  
powered by 


TRAILSNEWSEVENTSTRAIL CARDS

## Davagh Night Enduro Returns

[Ireland's only Night Enduro](#) returns to [Davagh Forest](#) this Saturday 4th November, as one of the most anticipated events of the year. Kicking off at 1pm with the youth enduro, the adults race will begin between 6.30pm and 7pm. Riders will compete in three different categories; intermediate, sport and female, across 5 stages.

As part of their entry, entrants will receive a t-shirt, professionally printed number board, water and bananas during the event, chipped timing and all the other essentials that make a great enduro.

[Register now to take part in the Davagh Night Enduro.](#)


 DAVAGH  
NIGHT  
ENDURO

## The Legend of #BostonDon

The [Red Bull Foxhunt](#) at [Rostrevor Mountain Bike Trails](#) was epic for many reasons; the current DH World champ, [Loic Bruni](#) was there. Colin Ross continues to be the most popular man in attendance, despite the presence of world famous superstars like Rob Warner and Gee Atherton, and [Kelan Grant](#) had a blitzing win that left the competition for dead.

But for one man, this year's event was a life changing experience. 'BostonDon' (we're legally obliged to use that name) was the only American to take part in the race. Don had travelled - unsurprisingly - all the way from Boston to take part and was blown away by the experience.


[Check out our interview with him on MountainBikeNI.](#)



TRAILSNEWSEVENTSTRAIL CARDS

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Last weekend, hundreds of people gathered at [Davagh Forest](#) to take part in and watch the Davagh Enduro and Davagh Youth Enduro 2017. After a one year hiatus, it was agreed by everyone who attended to have been a huge success. Pictures from the day are available to see on [Industryimage's website](#) for the adult Enduro, while pictures from the Youth Enduro are on the [Enduro website](#). You can also follow all updates from the organisers on the [Davagh Enduro Facebook page](#).




## Enjoy a Free Mountain Bike Picnic at Blessingbourne Estate!

To celebrate a year of winning multiple awards, the team at [Blessingbourne](#) are offering a prize to one of our MountainBikeNI followers. You can win free bike hire for up to 4 people, along with a delicious lunch hamper.


To be in with a chance of winning all you need to do is like the [Blessingbourne Facebook page](#) and email [info@mountainbikenl.com](mailto:info@mountainbikenl.com) with the name of one of the sections of [Mountain Bike Trail at Blessingbourne](#)!

You can find these on the [Blessingbourne section of MountainBikeNI](#). Entries close at 12pm on Friday 7th July - good luck!




## Photo Blog of Davagh Forest and Blessingbourne Estate

We love seeing you guys on the trails. With that in mind, we've put together a photo blog of some of our favourite pictures that you've shared on social media from [Davagh Forest](#) and [Blessingbourne Estate](#). Check it out on [MountainBikeNI.com!](#)






# SOCIAL MEDIA ADVERTISING

**MountainBikeNI**  
Published by Ethan Loughrey · 23 October ·

Excited for the only Night Enduro in Ireland?  
You bet we are. Get signing up for the Davagh Night Enduro now.  
Davagh-Enduro



**Davagh Night Enduro - Mountain Bike NI**  
Set over the Davagh forest trails riders will tool up with lights and fight it out for the fastest time over 5 stages with the added benefit of real time timing system.  
MOUNTAINBIKENI.COM

3555 people reached

Boost Post


Like Comment Share


Gauthier Divry, Eddie Macken and 23 others

Chronological


1 share

View 3 more comments

 **Alan Gardner** Matthew Ross Niki Adair ?? 🤔  
Like · Reply · Message · 2 · 24 October at 14:26

 **Niki Adair** Alastair Seeley  
Like · Reply · Message · 2 · 24 October at 20:37

**MountainBikeNI** shared a link.  
Sponsored (demo) ·



**Why Visit Davagh Forest?**  
**#DavaghRocks**

**Davagh Forest Mountain Bike Trails**  
Boundary Rock. Eagle's Rock. Davagh Rocks.  
MOUNTAINBIKENI.COM [Learn More](#)

Warren McNamara, Istvan Galambosi and 38 others

7 Comments

Like Comment Share


Chronological


 **Dermot Mc Cafferty** Noel Doherty when we going  
2  
Like · Reply · Message · 12w

 **Noel Doherty** Im free now this evening?? 😄😄  
1  
Like · Reply · Message · 12w

 **Dermot Mc Cafferty** Sound job. I'll be up  
2  
Like · Reply · Message · 12w

 **Noel Doherty** Up in the sky 😄😄😄 we'll have to give it ago one day  
2  
Like · Reply · Message · 12w

 **Dermot Mc Cafferty** Off work tomorrow and go 😄😄  
1  
Like · Reply · Message · 12w

 **Noel Doherty** I run 12 mile this evening will b enough sham  
1

# BRAND ADVOCACY





# CAMPAIGN RESULTS OVERVIEW

OBJECTIVE	RESULT
ROI WEBSITE SESSION	+15%
ROI FACEBOOK FOLLOWERS	+ 8%