

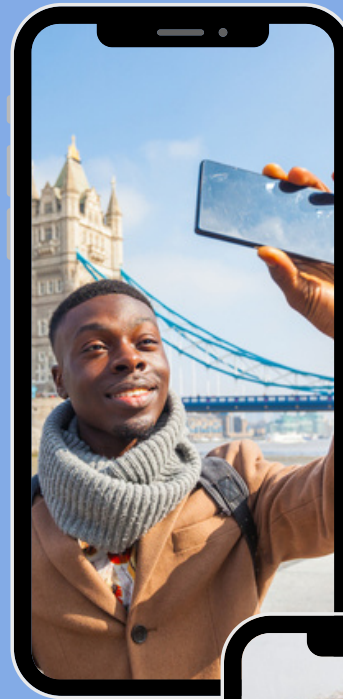
# Case Study

The reach and ROI for the partnership between:

**Goats On The Road &  
Tourism Nova Scotia (2020)**



# What our followers said about Nova Scotia.



**"Very Helpful including links to each site location and Parks Canada for the current status of each trail. Gorgeous Nova Scotia 😊"**

- GE Havingfun (Facebook)



**"Great video guys! Would love to tack that on to a large Canada road trip some day in the near future."**

- Battered Backpacks (YouTube)



**"I can't get over how green it is there! Would love to do a roadtrip along that coastline."**

- The Dharma Trails (Instagram)

# Overall Campaign Reach

Here's how the content about your destination resonated with our followers on different platforms.



1 - Blog Post



6 - Twitter Tweets



3 - Facebook Shares



1 - YouTube Video (+1 "short")



2 - Instagram Posts

## TOTAL REACH

161.5K



BLOGS & NEWSLETTER VIEWS: 26K | FACEBOOK: 11.6K | INSTAGRAM: 29.5K | TWITTER: 16.7K | YOUTUBE: 77.7K

## TOTAL LIKES & FAVOURITES

1.45K



FACEBOOK: 300 | INSTAGRAM: 900 | TWITTER: 60 | YOUTUBE: 170

## TOTAL COMMENTS

275



FACEBOOK: 120 | INSTAGRAM: 100 | YOUTUBE: 56

## TOTAL VIDEO VIEWS

8.3K



FACEBOOK: 2K | YOUTUBE: 6.3K |

# Thank-You For Partnering With Us!

This case study is a brief overview of the total campaign. For more info, please contact us directly.



Have Questions?

Contact Us:

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