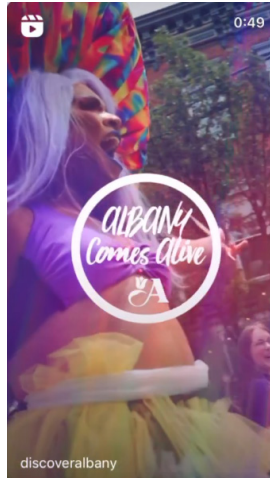


CONTENT MARKETING PROMOTIONS

Discover Albany offers tailored promotional strategies and extensive networks to boost visibility and attract visitors. From established social media video series to event promotion, collaboration opens doors to showcase offerings and connect with the community. Leveraging Discover Albany's expertise accelerates growth and solidifies brand identity in New York's capital region.



Sponsor a Video Series: \$850 per video

The videos will appear on @discoveralbany Instagram, Facebook and Tik Tok. Your business would be invited as a collaborator on the Instagram post and would be tagged on Facebook. The video would also include your logo and the caption would recognize you as the sponsor of this series. This will give your business access to our followers and bring more eyes to your brand.

Business Spotlight Reel (only 1 available per month): \$1,200

Our marketing team will visit your business and shoot a promotional reel. The reel will appear on @discoveralbany Instagram, Facebook and Tik Tok where we would invite your page as a collaborator and tag you on Facebook.

Blog Spotlight (only 1 available per month): \$500

Our office will interview you about your business for a post on the Discover Albany blog. The blog will then be promoted through our social media channels with your business tagged.

**Length and style of video to be discussed and mutually agreed upon based on the goals of the partner, platform(s) utilized, and current media best practices.*

3.1M+

Impressions across platforms

126.8K

Engagements

(likes, shares, comments, saves & clicks)

4.1%

Average Engagement Rate across platforms

12.8K

Post Link Clicks driving traffic to albany.org

57K+

Followers across platforms



Our largest and most active community, with 1.7M+ views and 73K+ engagements in 2024.



High impact visuals and Reels content generated 910K+ views and 33K+ engagements



A highly engaged professional audience with a 24% engagement rate, ideal for meeting & convention messaging.



Short-form video content delivered 130K+ views as we grow our reach to new audiences.

AUDIENCE DEMOGRAPHICS



TOP CITIES
Albany
New York City
Guilderland
Troy
Schenectady

AGE
18-24: 4.1%
25-34: 29.5%
35-44: 33.9%
45-54: 16.9%
55-64: 9.7%

GENDER
Men: 25.7%
Women: 52.5%
Nonbinary: 21.8%



TOP CITIES
Other: 70%
Albany: 13.4%
Schenectady: 5.7%
Troy: 3.9%
Brooklyn: 3.2%

AGE
18-24: 18.9%
25-34: 41.4%
35-44: 23.4%
45-54: 10.4%
55+: 5.9%

GENDER
Men: 28%
Women: 71%
Other: 1%



TOP CITIES
Albany
Troy
Guilderland
Schenectady
Latham
Clifton Park

AGE
18-24: 0.8%
25-34: 10.4%
35-44: 25.9%
45-54: 24.6%
55-64: 20.3%
65+: 18%