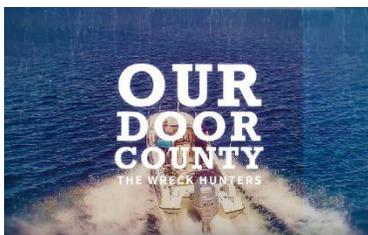


## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY JULY 2016

### MARKETING & SALES OVERVIEW



**Our Door County – Wreck Hunters:** The 7<sup>th</sup> episode of Our Door County video explores what lies just beyond Door County’s 300 miles of shoreline. Hundreds of historic shipwrecks create an underwater museum of maritime archeology and artifacts. There are currently roughly 950 YouTube views and 17.6k views on Facebook with a 50.1k reach. To view the video go to <https://www.youtube.com/watch?v=bZOBtVmrX8Y>

**Web:** Overall website visitor totals were flat compared to last year, with organic search visits being essentially flat as well (-1.4% YOY). This is quite positive considering 2015 totals include about 5,000 referrals from cloud.innline.com that aren't real visits, thus inflating traffic last year. Chicago remains our primary geographic area visiting our site (48%) and the top visited pages were the homepage, stay, events, beaches, hotel/motel/inn, experience, cherry, family fun, discover and visitor guide. Organic search was the top source to the site and direct traffic (those going to DoorCounty.com directly) came in second. Mobile again increased with 114,452 visiting the site via mobile & tablet while desktop visits dropped to 87,131. We will continue to optimize the site for mobile as it has become the more utilized device for the site.



**EMarketing:** The July email deployed between 7/14 with a remail on 7/16. Total monthly newsletters sent for the year 3,214,341 (Including VG and fat bike email but not seasonal promotions). Sent emails in July 324,801, Overall delivery rate 99.89%, overall open rate 31.08%, CTR 3.90%, CTO 12.53%. Top five clicked items were: Cherry Report, Lake Michigan Shipwrecks, Top Pet-Friendly Experiences, and Traveling Deaths Door.

**GLOSSARY:**

*CTR = Unique or Total Clicks divided by Total Delivered*

*CTO = Unique or Total Clicks divided by Unique or Total Opened*

*Clicks = Clicks on a link on the home page of the newsletter and clicks on to the other newsletter pages*

*PPC = Pay Per Click*

**Groups Sales:** In July, we worked with 8 general group tours and 1 church group. A group tour newsletter was sent to 105 qualified planners (based on number of tours they’ve brought to Door County and amount of contact Laura has with them through show appts/calls/emails) and they will continue to receive these monthly emails to help them stay informed and keep Door County on their radar.

**Meeting/Event Sales:** We received meeting interest from 3 different associations, 5 family reunions, 1 car club, 1 boating/cruise club, 6 weddings and we reached out to 306 RV rally clubs throughout the Midwest via email blast. Two hotel leads were sent to member businesses.

**Social:** In July, Visible Intelligence picked up comments referring to Door County on several Facebook pages with a significant fan base (Today Show, Nikon, AT&T, Appleton Downtown). Facebook is up to 81,069 follower's vs 67,743 followers in July of 2015. July friend impressions referring to our page was 22,907,219 million. Facebook Video views reached nearly 60k. Twitter currently has 4,878 followers that brought us 22.7 million impressions. Instagram has grown tenfold since 2015 with 12,887 follower's vs 3,842 the same time last year.

**Media:** Between our digital ads, out of home, print, social and TV buys we garnered 1.16 million impressions in July. August will begin our fall push for shoulder season traffic. **PPC:** For July, Paid Search efforts through AdWords and Bing delivered 1,365 Web Visitors through 12,694 Impressions for a Web Visitor Rate of 11% with 5,255 Engagements for an Engagement Rate of 41%. Of the Paid Web Visitors, 586 (43%) came from Lodging related terms.

## OTHER MEASUREMENTS

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for July 2016 were 8,464 (2,527 hard copy & 5,937 online) vs 7,411 in July 2015.

## COMMUNICATIONS & PUBLIC RELATIONS

- 27 articles were reported as a result of our media marketing program and reached a total of 16,773,144 readers/listeners/viewers for July. A few highlights of media outlets that ran Door County stories included Brava Magazine, WCCO AM Radio, Milwaukee Magazine, AAA Living (Get Up and Go), St. Paul Pioneer Press, Men's Journal online, Wausau Daily Herald and Trailer Life Magazine. View all articles from the program via our Google Drive folder at <http://tinyurl.com/l6ym2mc>.
- Since our media marketing program began, the program has generated \$15,603,458 worth of earned media coverage for Door County, including \$133,852 in July.
- The return on investment for our media marketing program to date is 893%. For every dollar we've spent, we've gotten back \$8.93 worth of media coverage measured in terms of ad value equivalency.
- We have three scheduled group editorial press trips with Geiger & Associates remaining this year including an outdoor recreation themed trip August 23-26, arts & culture themed trip September 12-15 & a fall themed trip October 17-21.
- DCVB media assistance was provided to 20 journalists/media outlets in July by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Peter Greenberg Worldwide, Experience Wisconsin magazine, Minnesota Good Age, AAA Home & Away, American Pickers, Sherman's Travel and WKOW ABC 27.
- Our spring media campaign officially ended on July 9 with an interview on WKOW ABC 27 in Madison. We ended up with a total campaign reach of 44,528,872 and an ad value equivalency (AVE) of \$133,945. The campaign included 10 interviews on a combination of radio and television stations as well as accompanying online coverage along with online coverage based on a media release we distributed nationally via PRWeb, a wire service.
- Views of DCVB produced videos across all online platforms totaled 93,713 in July. This total includes videos from the Our Door County series, Explore The Door series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which currently include YouTube, Vimeo and Facebook. These were all organic views as we did not have a YouTube ad campaign running in July, 2016.
- In collaboration with our marketing department colleagues and social media team, we began posting Facebook Live videos to leverage our strong Facebook following in July. The first two live videos we posted have received nearly 27,000 views. Facebook Live videos will continue to be posted to our feed and worked into our overall social media strategy. Find us on Facebook at <https://www.facebook.com/DoorCountyWisconsin/>

## Recent Media Hit Highlights

- Door County was the feature travel story in the *Wall Street Journal's Off Duty* section in the July 16-17, 2016 weekend issue. The opening caption read: "If you're after a slower pace this summer - a quaintly all-American vacation marked by waterfront bonfires, creaky lighthouses and cherry pie - make your way to Lake Michigan, where Wisconsin's Door Peninsula is wide open." Read the online version of the story on WSJ.com [here](#).
- Door County's own Wickman House restaurant was included in a story about Moscow Mules (the cocktail) that ran in the Wednesday July 20, 2016 issue of the New York Times. View the online version of the story on NYTimes.com [here](#).
- The [Peter Greenberg Worldwide](#) radio show was recorded in Door County on July 26, with the 3-hour show airing on Saturday July 30, 2016 on 350 stations nationwide. Host Peter Greenberg interviewed local folks about history, the arts, fishing, lighthouses, shipwrecks and more during the show. Learn more about the Door County show [here](#) and listen to a condensed version of the show online [here](#).
- The *Joy Cardin Show* on Wisconsin Public Radio featured a segment about Door County cherries on Friday morning July 29. Local cherry grower Bob Lautenbach and Door County chef Terri Milligan were guests on the show. Listen or download an archived version of the show on WPR.com [here](#).
- *Trailer Life Magazine* included a full page story about Peninsula State Park in their August 2016 issue. View a clip of the article [here](#).
- Door County was the focus of two stories featuring culinary opportunities for visitors at the Savory Spoon Cooking School in the 7/25/2016 issue of the [Post Bulletin](#) in Rochester, MN and the 7/31/2016 issue of the [Daily Journal](#) in Kankakee, IL.