



**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
July 2017**

**MARKETING & SALES OVERVIEW
SITE DATA**

Web Statistics - Google Analytics

Sessions 197,398 ↓ -2.1%	Unique Visitors 144,000 ↑ 11.9%
Avg. Session Duration 00:03:43 ↓ -25.9%	Goal Completions 15,419 ↑ 18.3%
Pages Views / Visit 3.9 ↑ 5.3%	Bounce Rate 46.8% ↑ 14.0%

Top Traffic Sources

Source	Sessions
1. google	102,720
2. (direct)	19,336
3. bing	8,013
4. yahoo	6,290
5. Facebook	4,845
6. Door County Visitor Bureau	4,727
7. m.facebook.com	2,720
8. fishcreekcampground.com	2,631
9. doorcounty.com	1,934
10. RocketFuel	1,789

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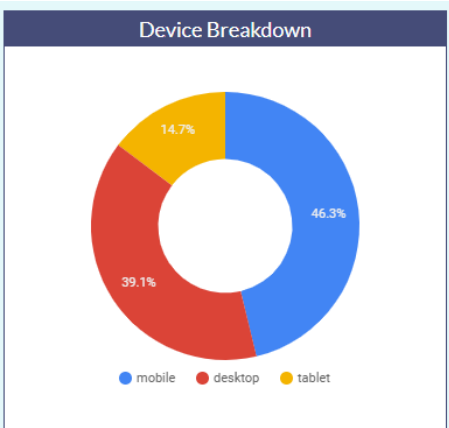
Notes

- We inadvertently lost Google Analytics tracking on the site for 4-day stretch toward the end of the month, but using daily averages from the rest of the month, we are able to confidently estimate total traffic in July to be just under 200,000 sessions, about 2% less than July '16, but 18% more than June
- For the 2nd straight month, mobile was the primary vehicle of traffic, accounting for 46% of sessions
- Organic traffic was again the #1 source, driving more than two-thirds of site traffic
- The "Stay" and "Experience" sections are still among the most visited, aside from the home page. The Family Fun page has also been one of the most visited lately

Most Viewed Pages

Page	Pageviews
1. /	51,802
2. /stay/	18,322
3. /experience/events/	16,654
4. /experience/everything-cherry/	16,362
5. /experience/	11,641
6. /stay/hotel-motel-inn/	9,126
7. /discover/guides-and-reports/visitor-guide/	8,256
8. /family-fun/	7,968
9. /interactive-map/	7,888
10. /stay/find-lodging/	7,015

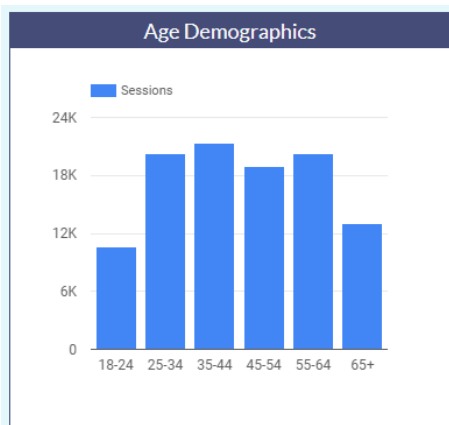
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Top Traffic Type

Default Channel Grouping	Sessions
1. Organic Search	112,390
2. Direct	19,336
3. Referral	13,195
4. (Other)	8,113
5. Social	5,339
6. Paid Search	5,207
7. Email	4,845

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Notes

- The top 5 cities driving the most traffic to DoorCounty.com were mostly the same again, although the gap between #1 Chicago and #2 Madison continues to grow. Also Minneapolis fell out of the top 5 in July but was still 7th
- For the first time this year, 35-44 was the #1 age group in driving traffic, narrowly edging out 25-34 and 55-64. The average site visitor has definitely gotten younger as the year has gone on
- No change in gender demographics - every month this year has consistently shown two-thirds of site visitors are women

City

City	Sessions
1. Chicago	26,714
2. Madison	8,014
3. Milwaukee	5,694
4. Sturgeon Bay	4,956
5. Green Bay	3,724

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Avg resp. time
880ms

EMARKETING

Newsletter Analytics

Total Recipients	Successful Deliveries	Bounces	Total Opens
200,066	199,671	395	42,434
Open Rate w/ Remail	Total Clicks	Click-Through Rate	
21.25%	6,410	3.21%	

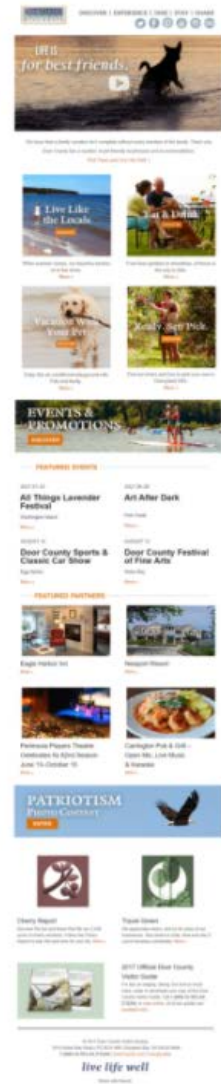
Top Newsletter Links

URL	Total Clic...
1. https://www.doorcounty.com/experience/itineraries/a-door-county-weekend-with-your-dog/?utm_source=Do...	532
2. https://www.doorcounty.com/experience/pet-friendly/?utm_source=Door+County+Visitor+Bureau&utm_cam...	399
3. https://www.doorcounty.com/newsletter/july-2017/our-door-county-family-traditions/?utm_source=Door+Co...	366
4. https://www.doorcounty.com/newsletter/july-2017/pet-friendly-dining-in-door-county/?utm_source=Door+Co...	347
5. https://www.doorcounty.com/experience/everything-cherry/?utm_source=Door+County+Visitor+Bureau&utm...	305

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Notes

- For the July newsletter, we once again had about 4,000 new subscribers to send to as a result of another lead generation campaign. That put total recipients just over 200,000
- Open rates for the original July send were almost identical to June's, but the remail didn't match the June remail's unusually high open rates. So cumulatively, final open rate ended up around 21%, which put it more in line with April and May's numbers
- Click-through rate was 3.2%, almost exactly matching June's which was the highest of the year. There were over 6,400 total clicks
- The dog / pet-friendly content was popular, as was the content block on cherry picking



DISCOVER | EXPERIENCE | DINE | STAY | SHARE



Temperatures are rising and so are our spirits. Come experience all that summer brings to Door County by touring our state parks, letting a breeze power your sails and discovering our sustainable side. Don't let summer slip away without paying us a visit.

[VIEW THE DOOR COUNTY SEASONAL](#)

Seasonal Campaign

The summer seasonal blasted in July creating 22,516 clicks to the website. Along with the seasonal blast, e-postcards went out to Travel Green Certified businesses **that** opted in to blast to their database on their behalf. Average open rates for those member blasts averaged 29% and drove direction to their package on their website. To view the seasonal blast go to <https://www.doorcounty.com/summer-seasonal/>

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

VIDEO INITIATIVE



In July we released our quarterly historic video about Door County cherry orchards. It went out in our seasonal blast, on YouTube, our site and was uploaded directly to Facebook. To date this is the highest performing video we have launched on social. The stats to the right reflect 100% organic engagement on Facebook with no paid support. You can view the video in the summer seasonal <https://www.doorcounty.com/summer-seasonal/>

116,465 People Reached

47,139 Video Views

3,916 Reactions, Comments & Shares

2,505 Like	489 On Post	2,016 On Shares
261 Love	44 On Post	217 On Shares
3 Haha	0 On Post	3 On Shares
11 Wow	0 On Post	11 On Shares
1 Angry	0 On Post	1 On Shares
339 Comments	36 On Post	303 On Shares
798 Shares	781 On Post	17 On Shares

GROUP & MEETING SALES

Groups Sales

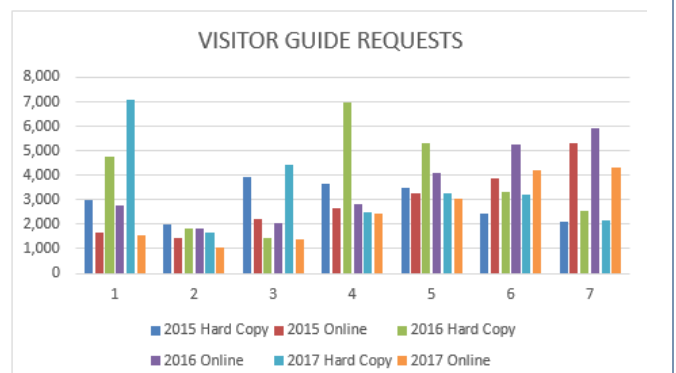
In July we worked with 1 church group, 1 Bank Group and 3 general groups. Sent a summer blast to 117 qualified tour operators throughout the country.

Meeting/Event Sales

Last month we worked with one annual conference, 1 class reunion, 4 family reunions, 2 weddings and conducted 1 hotel search. Also sent a wedding mailer to 500 leads supplied by the Bridal Expo – Chicago & Milwaukee.

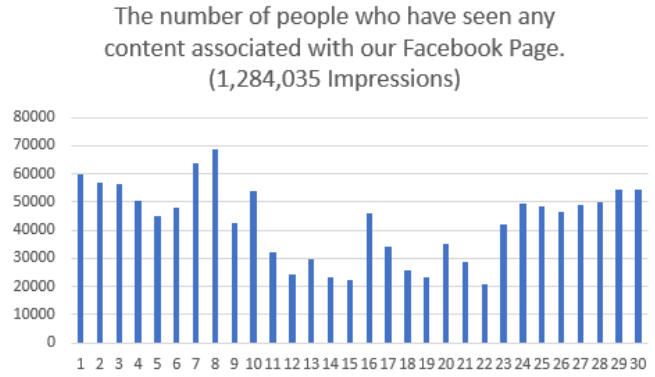
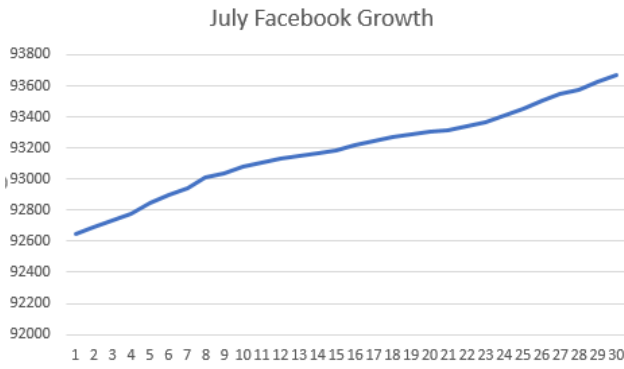
PUBLICATIONS

Current publications being circulated in and around the county are the Door County Visitor Guide and niche brochures. The winter guide will be sent to print next week and will be available for distribution starting the first week in September. Contracts for the 2018 Visitor Guide have been sent out and the deadline to participate is Sep 29th. YTD both hard copy and digital requests are down which could be contributed to people finding information faster via web search, social and 3rd party review sites.

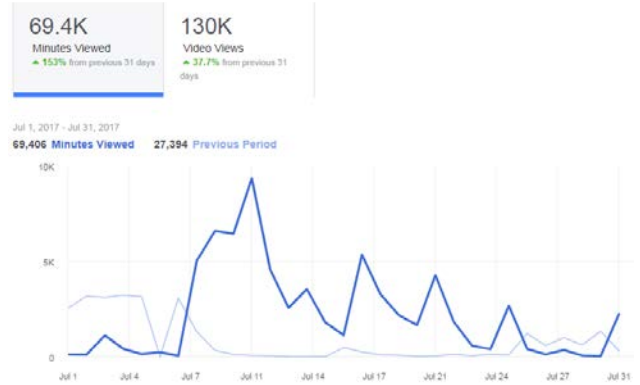


SOCIAL INITIATIVE

FACEBOOK



We've had great success over the past month garnering nearly 1.3 million impressions. In addition to our edited videos the PR department has been generating great reach with Explore The Door Live. Crowdriff has proven to be a great resource when it comes to user generated photos and those photos are getting the reactions we were hoping for.



NOTE: Facebook has made some significant changes over the past year that we are aware of and are adjusting our strategy as needed. Some of those changes include: Faster webpages get priority in newsfeeds, overshared sketchy links will be demoted and buried in a user's feed, news feed now weighs "reactions" more than "likes" so if a post receives a reaction more posts like it will pop up in a user's feed, news feed videos now play sound by default, video's are prioritized in news feed based on completion rate, new algorithm prioritizes friends family in feed and Facebook still prioritizes live video over other types of posts.

TWITTER

Top Tweet earned 3,420 impressions

Make a splash in Door County! Find a beach buff.ly/2sDKnBE
pic.twitter.com/XvSAKzI7Nz



2 retweets, 1 like

Top mention earned 126 engagements

Katie Johnson
 @kjon - Jul 28

Keep your rain, DC! Heading to sunny Wisconsin wine country' | | | | |
@mydoorcounty
pic.twitter.com/IDCfTnradw



Tweets
53

Profile visits
1,440

New followers
63

Tweet impressions
48.7K

Mentions
103

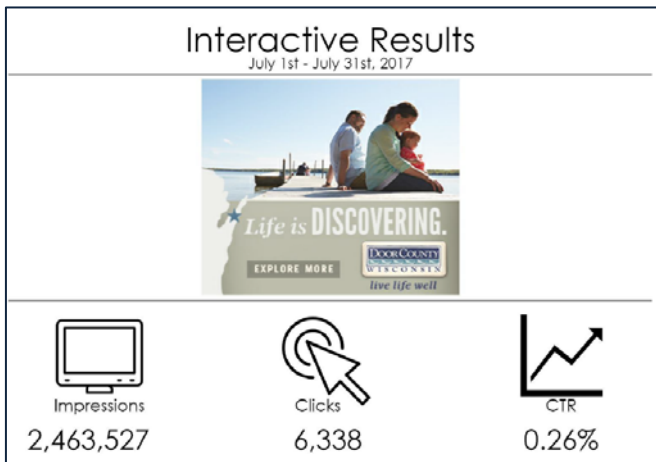
INSTAGRAM

Summary					
Total posts	41	Total likes	14,485	Total comments	222
Average likes per post	354	Average comments per post	6		

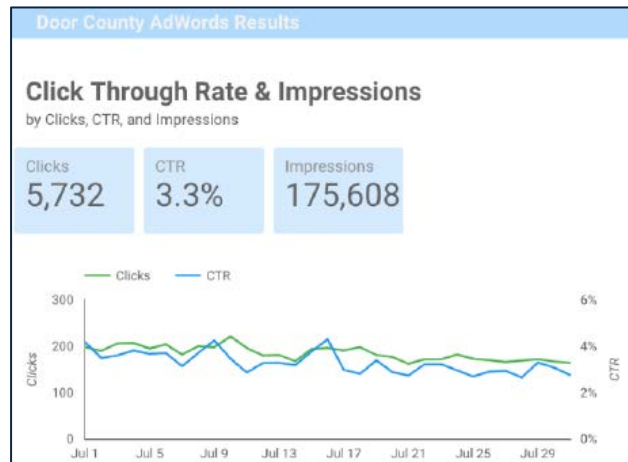
PLACED MEDIA

In July our media brought us 3.7 million impressions. Those impressions were a direct result of our advertising in Brand USA's annual guide, the Wisconsin Travel Guide and Beloit Visitor Center. Facebook and Twitter lead generation campaign as well as Google Adwords and the display interactive also contributed to those impressions. Google Adwords and the display interactive campaign were targeted to Chicago, Milwaukee, Green Bay / Appleton, Madison and Minneapolis.

DISPLAY INTERACTIVE



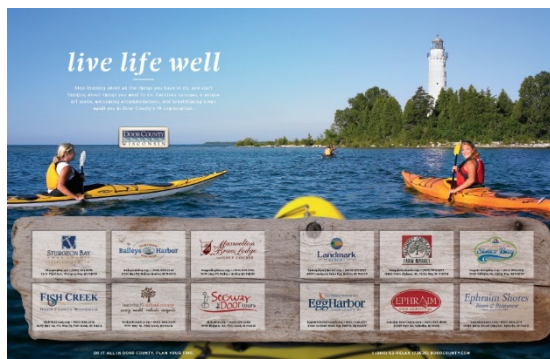
PAY PER CLICK



LEAD GENERATION CAMPAIGN

Media	No. of Email Leads
Facebook	6,267
Instagram	1,034
Total	7,301

TRAVEL WISCONSIN TRAVEL GUIDE



COMMUNICATIONS & PUBLIC RELATIONS

- 4 articles were reported from our media marketing program efforts in July and reached a total of **9,467,495** readers/listeners/viewers. Media outlets that ran Door County stories included TOWN Carolina magazine and TOWN Carolina online, Bird Watchers Digest online and NJ Online. 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 **\$19,273,145** worth of earned media coverage for Door County, including **\$42,510** in July.
- The return on investment for our media marketing program to date is **1000%**. For every dollar we've spent, we've gotten back **\$10.00** worth of media coverage measured in terms of ad value equivalency.
- We have three group editorial press trips remaining with Geiger & Associates this year including a Silent Sports/Health & Wellness themed trip August 22-25, a Food & Wine themed trip September 14-17 and a Fall themed trip October 9-12.
- We hosted two journalists working on a story for *USA Today* on an individual press trip July 1-8.
- DCVB media assistance was provided to 18 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 Local 5 Live TV show, FOX 11 WLUK, LA Splash magazine, Experience Wisconsin magazine, Everything Knoxville magazine, Delicious Destinations TV show, BRAND USA, Motorhome Magazine, Wisconsin State Farmer and the Wisconsin Department of Tourism. We also sent out 1 national press release in July.
- Views of DCVB produced videos across all online platforms totaled **156,202** in July. Organic views were 100% of the total for the month. Totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, Savor Door County series, Historic Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which include our YouTube channels, Vimeo, Facebook along with our own site, DoorCounty.com.

Additional Note – USA Today 10 Best Contest

Door County was nominated in USA Today's **10 Best Reader's Choice Travel Award Contest for Best Wisconsin Attraction**. Vote for Door County today! A person can vote once per day until midnight Monday, August 28, 2017. Vote for Door County online [here](#). Winners will be announced Friday, September 1st.

Recent Media Hit Highlights

- The *Chicago Tribune* ran a front-page travel section story about Washington Island in their Sunday July 16, 2017 issue. Check out the online version of the story on ChicagoTribune.com [here](#).
- *Milwaukee Magazine* featured a great travel article written by TV personality John McGivern in the July 2017 issue of the magazine. Check out the online version of the story on MilwaukeeMag.com [here](#).
- *LA Splash* online ran a travel story about Door County that posted in mid-July. Check out the story on LASplash.com [here](#).
- TOWN magazine (South Carolina) ran a feature travel story about Door County in their July 2017 issue headlined "Beyond The Cape." Check out the online version of the story on TownCarolina.com [here](#).
- *Bird Watcher's Digest* recently published a travel story about Door County on their web site, which you can read online [here](#).
- The *South Jersey Times* newspaper ran a Door County travel article in their Sunday July 30, 2017 issue. Check out the online version of the story on NJ.com [here](#).
- The *Journey's of Discovery with Tom Wilmer* podcast on NPR recently featured several Door County locations including [Margaret Lockwood Gallery](#), [White Lace Inn](#) and [Popelka Trenchard Glass](#) (click each link to listen to interview available online)