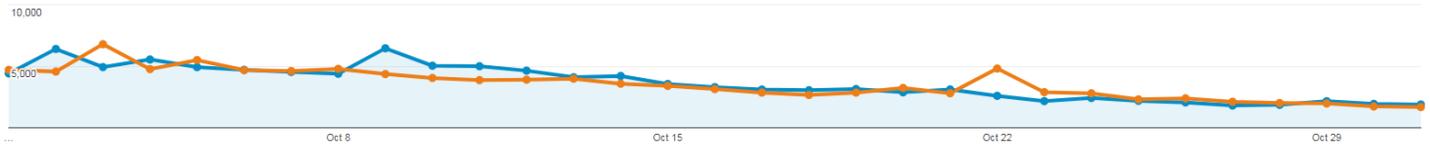




**MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
OCTOBER 2018**

**MARKETING & SALES OVERVIEW
DOORCOUNTY.COM**



Overall:

- In October we saw a continued trend throughout 2018 of increased traffic year-over-year, with 125,000+ visitors to the site, a 3% increase over Oct '17.
- For the first time since January, we did not beat last year's behavioral metrics, with the 3:23 average session duration and 3.7 page views/visit slightly down from 2017's numbers. Not an alarming drop however.
- More than half of all site traffic came from phones
- /Autumn was the 2nd most-viewed page, behind the home page. Events and Stay were the next most-viewed.
- Top cities driving traffic were unchanged, with Chicago again leading the way. Minneapolis came in at 7th.
- It was a younger crowd visiting the site in October, with 25-34 clearly driving the most sessions

Organic:

- Organic traffic to the Door County site was up 16% over October '17, the equivalent of 11,000 sessions and our single-biggest year-over-year increase of any month in 2018
- Top search queries driving those organic visits were a mix of usual searches that are popular year-round (events, hotels, lodging), as well as some seasonal searches, mainly around fall colors.

E-NEWSLETTER

- After record-setting numbers from the September newsletter, the metrics were a little below average in October
- The newsletter went out to a little over 229,000 people, a slight drop from September due to some list maintenance
- Open rate was close to 21%, a drop from the spring and summer months, but in line with the cold weather months earlier in the year
- The Fall Color segment was easily the most popular, getting 2-3 times the amount of clicks as the Fall drinks and Ephraim community spotlight.

SOCIAL MEDIA

Instagram continues to boom with engagement and followers. Engagement with posts was 65,311 likes and comments vs 35,793 in Oct '17, putting us at 177% of Octobers goal. Facebook also saw great engagement reaching 112,335 vs 99,648. Twitter gained a handful of followers but engagement keeps dropping year over year. This trend downward seems to be a continuous one for this platform while Instagram keeps gaining traction.

MEDIA

October media buy brought in roughly 9.4 million impressions through Brand USA's Guide, Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Fall Facebook/Instagram and Fall banner ads in Chicago, Milwaukee, Madison, Green Bay/Appleton and Minneapolis. We also did a lead generation campaign as well as targeted LGBT interactive campaigns. One we didn't expect this year was our partnership with Lands End in the UK and Germany which garnered 1.5 million impressions.

Google Adwords Performance:

CTR increased 9% over Oct 2017. Romantic Getaways, Events, Pet Friendly & Cabins ad groups served the most impressions. Best performing ad groups: Attractions, Events, Fish Boils and Lighthouses.

Fall Interactive Results:

Retargeting is performing best, however look a like and interest targeting are also doing well. The Best performing ads were:

Door County Visitor Bureau
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Capture the flavors and fun of fall in beautiful Door County.

doorcounty.com
A Moment in Door County.
Live Life Well with a fall getaway... [LEARN MORE](#)

👍❤️ 659 51 Comments 103 Shares

Door County Visitor Bureau
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Find your moment. Plan a fall getaway to Door County.

doorcounty.com
Live Life Well
Don't miss the festive and flavorf... [LEARN MORE](#)

👍❤️👹 578 50 Comments 91 Shares

PUBLICATIONS

The 2018/2019 Winter Guide has been distributed throughout the county and key Welcome Centers around the state. The 2019 Visitor Guide is currently in its final stages. Something to note is that while hard copy visitor guides are still very much in demand the online guide has increased 5X over the demand of the hard copy.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

The Elks Magazine, Oct. 2018

- **23** articles were reported from our media marketing program efforts in October and reached a total of **103,292,833** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included Readers Digest online, Canadian World Traveller, Frommer's online, Lavender Magazine, New York Daily News online, Elks Magazine, Food & Wine online, Architectural Digest online, St. Louis Post-Dispatch online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$22,759,978** worth of earned media coverage for Door County, including **\$652,367** in October.
- The return on investment for our media marketing program to date is **1057%**. For every dollar we've spent, we've gotten back **\$10.57** worth of media coverage measured in terms of ad value equivalency.
- We welcomed 10 journalists to Door County on a fall themed press trip October 16-19.
- All scheduled press trips as part of our media marketing program with Geiger & Associates for 2018 have now been completed. We hosted 7 group trips this year in the months of January, May, June (2), July, August and October.
- Media assistance was provided to 28 journalists/media outlets in October by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Midwest Living, Meetings Today magazine, FoodAndWine.com, WI Bride magazine, WLUK FOX 11, WFRV CBS 5 and the 2019 AAA Guidebook. We also sent out 1 national press release and 1 regional press release in October.
- Views of DCVB produced videos across all online platforms totaled **74,836** in October. Organic views were 71% of the total for the month, with sponsored views totaling 29%. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door series, AskDoCo 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 DoorCounty.com.
- Door County was part of a Lands' End Europe promotion that earned exposure in both the UK & German markets.
- Our Fall PR campaign wrapped up in October with 5 more TV appearances taking place, including in Green Bay (2), Milwaukee (2) and Rockford, IL. For the entire campaign, a total of 10 media appearances resulted in 20 media hits throughout Wisconsin and Northern Illinois and generated \$24,088.72 in media value while touching an estimated audience of 4.7 million people. Specific markets where media placements were achieved included Janesville, Milwaukee (3), Eau Claire, Madison, Rhinelander, Green Bay (2) and Rockford, IL.



Recent Media Highlights

- As part of our Fall PR Campaign, DCVB spokesperson Jon Jarosh was able to talk about Door County during live in-studio interviews in October on broadcast network TV stations including [WITI FOX 6](#) in Milwaukee, [WLUK FOX 11](#) and [WFRV CBS 5](#) in Green Bay, and [WIFR CBS 23](#) in Rockford, IL.
- *FoodandWine.com* ran a story about Door County headlined "We Can't Believe How Cool Door County is Being Right Now" that published on this popular site on October 9, 2018. Read the full story on FoodAndWine.com [here](#).
- *Expedia.com* named Washington Island as one of "[10 of the Nation's Smelliest Cities](#)," but don't let the implied story headline fool you. The article selected 10 U.S. cities/areas known for specific food or outdoor scents that can trigger positive vacation memories and remind people of their favorite travel experiences. *Expedia.com* picked Washington Island because of its' signature smell of lavender. "Inhale on Washington Island" the article reads, "and a sense of calm will overcome you." Check out the story on [expedia.com here](#).