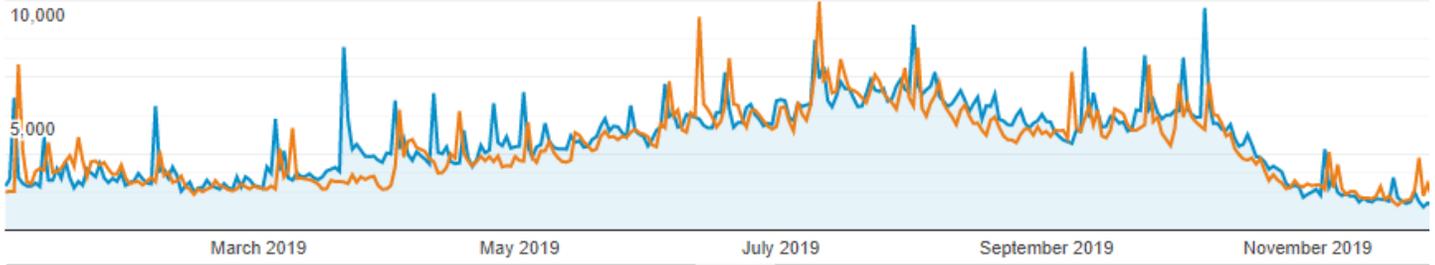




**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
November 2019**

**DOORCOUNTY.COM**

Jan 1, 2019 - Nov 30, 2019: ● Users  
Jan 1, 2018 - Nov 30, 2018: ● Users

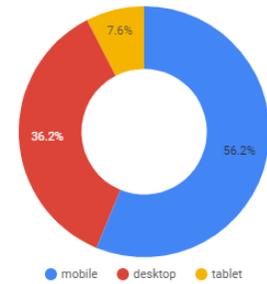


After seeing 3 straight months of increased YOY sessions, overall sessions decreased compared to November of '18. Year to date we have already exceeded all of last years visits and we still have all of December to go. The "Events" page was the most visited after the homepage for the month with the "Winter" and "Log Cabin/Log House" page close behind. We are continuing to see the majority of sessions happening on mobile device and Organic search traffic drove the most overall sessions to the site with Paid Search, Email and Direct in 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> place.

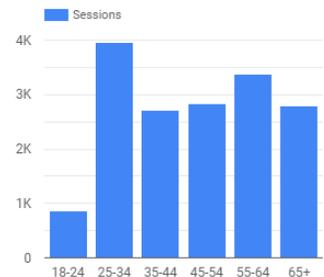
**Top Organic Queries, Click, and Avg. Position Data**

Queries	Clicks	Impressions
1. door county	1,508	16,778
2. door county wisconsin	689	6,065
3. door county wi	208	1,942
4. door county events	161	782
5. door county gift certificates	141	178
6. door county winter	120	320
7. baileys harbor	113	1,418
8. door county visitor bureau	113	205
9. door county chamber of commerce	91	145
10. washington island	89	3,086
11. door county thanksgiving 2019	86	140
12. door county visitors bureau	85	160

**Device Breakdown**



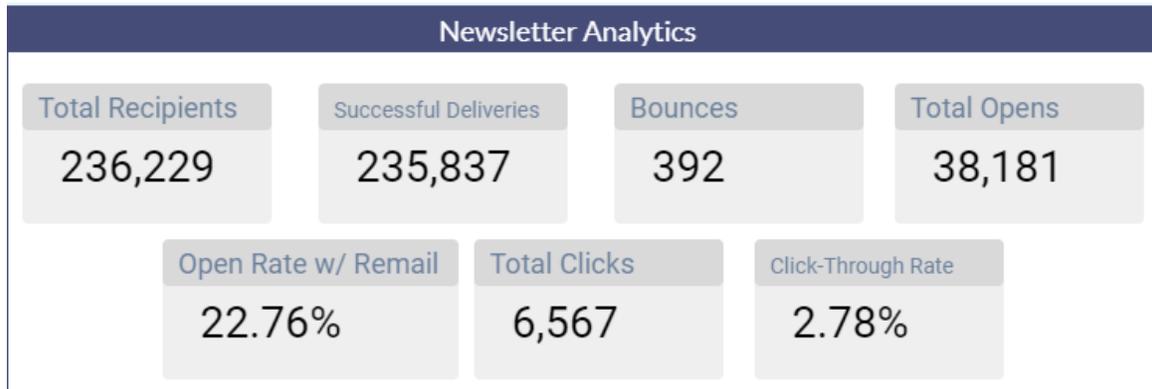
**Age Demographics**



We performed well with search queries around Door County with search queries around Door County in general as well as the start of more winter and holiday focused searches. Door County Winter started to generate traffic, as well as Door County Gift Certificates.

## E-NEWSLETTER

The November newsletter saw its highest open rate and click-thru rate over any previous November deployments. The most popular sections within the November email were “Slower Season Secrets”, “Winter Events & Winter Festivals”, “Brunch in Door County” and “Cheese & Cheesemakers of Door County”.



## MEDIA

Our media buy in November was lighter than in years past due to a harder push in early spring. We generated roughly 253k impressions through the Brand USA Guide, Google Adwords, Beloit Visitor Center, Wisconsin Travel Guide and paid social targeting weddings on Facebook, Instagram and Pinterest.

- Google Adwords: Impressions served were down compared to Nov '18 however clicks and click thru rate increased while the cost per click decreased.
  - o Add groups that served the most impressions: Romantic Getaway, Cabins, Events/Festivals
  - o Add groups with the best CTR: Attractions, Things to Do, Events

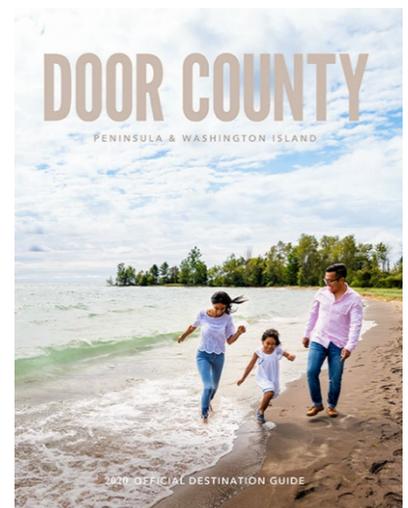
## SOCIAL

We did not do a paid lead generation campaign this year in November which effected the Facebook numbers the most. (For example, paid ads in 2018 reached 664,598 people and accounted for 758,028 of daily impressions). However our post comments increased more than double from 1,455 in 2018 to 3,114 in 2019. Instagram and Twitter saw great growth in engagement and followers.

## PUBLICATIONS

The 2020 Destination Guide has been sent to press. This year we opted for a cover that showcases one of our more unknown locations in Door County with a family enjoying their time together on “Big Water”. The guide will be available first week of January when it will be distributed throughout the county.

The 2019-2020 Supplemental Winter Guide is currently in circulation through-out the county and key gateway welcome centers across the state.



## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

NOVEMBER 2019

- 5 articles were reported from our media marketing program efforts in November and reached a total of **974,989** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included 405 Magazine (*see sample, right*), World Property Journal online and Woman’s World. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$26,036,484** worth of earned media coverage for Door County, including **\$182,681** in November.
- The return on investment for our media marketing program to date is **1,109%**. For every dollar we’ve spent, we’ve gotten back **\$11.09** worth of Door County media coverage measured in terms of ad value equivalency.
- We have 1 group editorial press trip with Geiger & Associates remaining in 2019, a holiday themed trip Dec. 5-8.
- DCVB staff attended the Star Tribune Vacation & Travel experience show in Minneapolis in mid-November to promote Door County to travel show attendees. Our efforts at the show resulted in 443 people signing up for the Door County e-Newsletter and we also had 109 people take photos in our photo booth, which was part of the Door County booth during the show. In total, we added 546 subscribers to our e-newsletter from the show. *RIGHT – a photo captured at the photo booth during the travel show.*
- Media assistance was provided to 15 journalists/media outlets in November 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 magazine, the Norwegian American Newspaper, Eating Well magazine and Real Food Traveler. Locally we assisted the Door County Advocate, Peninsula Pulse, Key to the Door, Door County Living and DoorCountyDailyNews.com.
- Views of DCVB produced videos across all online platforms totaled **21,220** in November. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included a Let It Snow video and a Door County sunset video. On YouTube, our Explore The Door video on the Door County Ice Cream Factory, our History of Door County Tourism video and the aerial highlight video were some of our most watched videos.



### Recent Media Highlights

- Travel journalist Debi Lander published a story headlined “Unexpected Boomer Adventures in Door County, WI” in a story on *My Itchy Travel Feet* on 11/26/2019. Read the story online [here](#).
- The travel couple known as *Getting Stamped* shared a fall video they created featuring Door County. Check out the video on their [Facebook page](#) or their [YouTube channel](#).
- *Leisure Group Travel* online published a story headlined “Open The Door to Wisconsin’s Door County” by Don Heimburger in November. Check it out at [LeisureGroupTravel.com](#).
- Travel journalist Steve Winston’s article headlined “Top 5 Thanksgiving Getaways in America Revealed” published on the *World Property Journal* on November 22, 2019. Door County’s Thorp House Inn & Cottages came in at the top of the list. Read the story at [WorldPropertyJournal.com](#).
- The November 2019 issue of *405 Magazine* (central Oklahoma) ran a story by travel journalist Elaine Warner about Door County’s culinary world of fish. Check out the online version of the story at [405Magazine.com](#) or the digital version of the magazine on Issuu [here](#).
- *Woman’s World* published a holiday themed story about Door County in their December 9, 2019 issue. The issue was on sale nationwide from December 2-9, 2019.