

## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY

January 2016

### MARKETING & SALES OVERVIEW

January made for a great month of laying the foundation for 2016. The website has been transferred to a more robust server, backend modifications have been made to allow for better inhouse management, redirects and SEO issues are in the final stages of being addressed. All around the site is seeing some great speed improvements as well as a better overall mobile experience. Emarketing has kicked off in full swing with 3 blasts going out; Visitor Guide, eNewsletter and the NOR campaign. Our new video series Our Door County launched and we've gotten some great feedback on the episode A New Year, A New You. We also attended the Travel & Adventure show in Chicago a couple weeks ago and had an overwhelming amount of interest.

### HIGHLIGHTS

**Web:** Web Visits and Unique Visits reported down YOY while Time on Site, bounce rate, number of pages visited and page views all saw a dramatic positive increase. YOY visits are reporting down for a couple reasons. The old sites booking engine used to drive new traffic off the site, to Inlines website, and then back to DoorCounty.com when a user would select a property causing analytics to count twice. This issue was rectified by July of 2106. The second major item affecting site stats are organic visits that come from people searching for the site. Our media buy started in January last year where this year it will start in spring. Mobile visits accounted for just under half of the visits, 30,943. Top pages viewed were Stay, Visitor Guide, Events, and the Booking Search. Top referring sites were Travel Wisconsin, Facebook, Midwest Living, Trip Advisor and our online Visitor Guide.

**On the Horizon:** Now that the latest round up updates are finished on the site we will be shifting some of our marketing efforts to beef up visits. This will include redirecting all social advertising to the site and less on engagement, we will shift our paid search to be heavier during the next couple months, conduct special promotional eblasts and contests to drive new traffic to the site. We will also be building up other areas of the site with fresh content and frontend functionality. Ie. Specific member Inline listings for Group, Meeting and Weddings that easily searchable and can be made into an itinerary.

**Our Door County – A New Year. A New You:** January marked the first month of our 12 month series of Our Door County. January's focus was an inside look at one of our more adventurous couples and how they Live Life Well. February's will be a focus on visual arts and why Door County is such a great place to do the things you love. To view January's video go to <https://www.youtube.com/watch?v=ZNhCKZEAts>



**Sales:** We attended the Travel and Adventure show in Chicago Jan 22-25<sup>th</sup> where we met thousands of travelers, tour operators and travel writers from all over the world. There was a TON of interest in Door County and by the time we left we had depleted all of our collateral pieces. Here is a picture of our booth and a timelapse video of the first day. <https://youtu.be/mOs-tkJ5hpU>



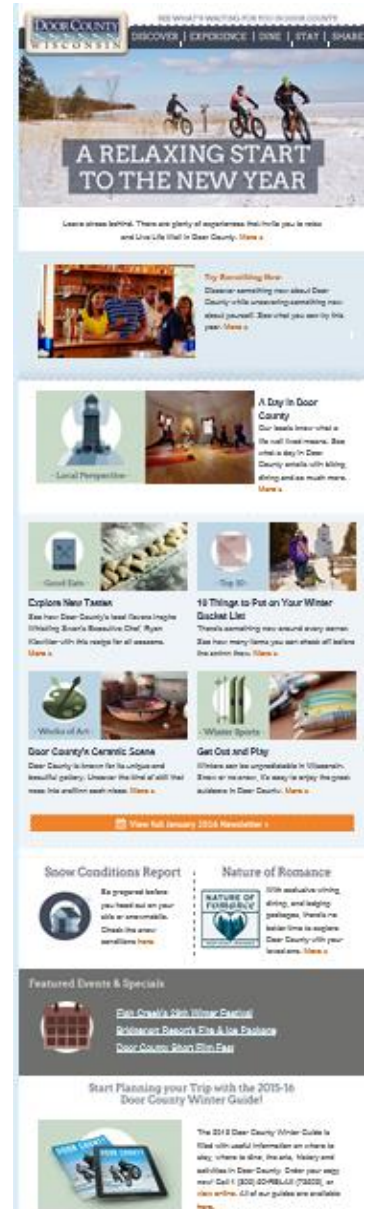
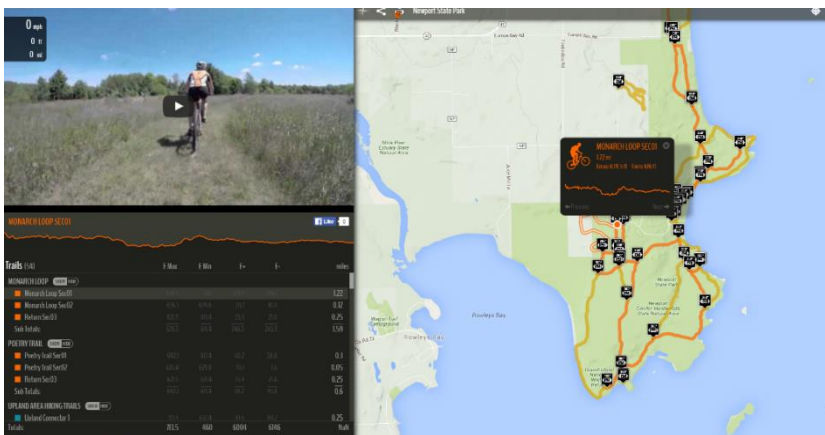
**Winter Photoshoot:** This past weekend we worked to expand our winter image library and will continue to do so in a couple more weeks. Thanks to some great visitors and businesses we were able to capture the essence of both winter festivals and about two dozen other activities/attractions we will highlight through PR and marketing initiatives.

**EMarketing:** The new Visitor Guide eBlast deployed on 1/14 with a re-mail on 1/16. Overall open rate was 17.92%, CTR 2.12%, Clicks 4,248, CTO 11.82%. The January email deployed on 1/22 with a re-mail on 1/25. Total monthly newsletters sent for the year 688,006 (including new VG eblast, but not including Seasonal Promotions. 201,702 initial emails sent (without re-mails) Open rate was 23.32%, CTR 3.53%, Click to open 15.15%. We introduced our new template and will start doing A/B testing to ensure it is the best it can be.

**Social:** Social started off the year with a bang. Facebook had nearly a million impressions and Twitter came in with a whopping 22million impressions. In January we ran two separate Facebook ad flights; Winter Fun in Door County had ads both directing traffic to the website focusing on engagement within Facebook, the second flight focused on Weddings in Door County.

**Media:** Our major marketing push does not happen for a couple months so we are bridging the gap with national coverage on TripAdvisor and paid ads through social.

**Interactive:** All 5 of the state parks have been mapped and are now online for visitors to enjoy. We had them at the Travel & Adventure Show and both potential visitors and other destinations showed a huge interest in the project. Here is a screen cap of one of the parks and to see the rest go to <http://www.doorcounty.com/experience/scenic-attractions/parks/>



**ON THE HORIZON:**

**Digital:** We are working with Peninsula film works to increase our video library. This includes monthly Our Door County spots, Insider video intros, Vlogs (Video blogs) and snippet teasers. We are also looking at a partnership video with DCEDC for a cross promotional piece showing the value of tourism. Trail Genius has also begun its winter mapping project of each of the state parks. We'll be addressing opportunities to also capture the new ATV trails in Southern Door.

**WIGOT:** This year we will be one of the the WIGOT sponsors which allows us to set up our 10x20' booth during the marketplace.

**eMarketing:** February's eNewsletter focus will be about doing the things you love.

## OTHER MEASUREMENTS

**Lobby Traffic:** There were 807 visitors to the welcome center in January. (Down from 870 in January 2015)

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for January 2015 were 7,526 (4,753 hard copy & 2,773) vs 4,632 in January 2015. The increase is a direct result of our eblast sent out.

### 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*

## COMMUNICATIONS & PUBLIC RELATIONS

- 11 articles were reported as a result of our media marketing program and reached a total of 767,047 readers/listeners/viewers for January. A few highlights of media outlets that ran Door County stories included Brava Magazine, Midwest Living online, The Knot, Travel Girl Magazine, Cobb Life Magazine and Chicago Magazine 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 \$14,603,010 worth of earned media coverage for Door County, including \$147,959 in January.
- The return on investment for our media marketing program to date is 881%. For every dollar we've spent, we've gotten back \$8.81 worth of media coverage measured in terms of ad value equivalency.
- We have seven group editorial press trips scheduled with Geiger & Associates this year including a winter themed trip February 18-21, spring themed trip May 19-22, islands & lighthouses themed trip June 16-19, summer themed trip June 20-24, outdoor recreation themed trip August 22-25, arts & culture themed trip September 12-15 and a fall themed trip October 17-21.
- DCVB media assistance was provided to 24 journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included the Chicago Tribune, Milwaukee Journal Sentinel, TravelWisconsin.com, the Journal & Topics Newspaper Group and locally WDOR radio, DoorCountyDailyNews.com and Door County Living magazine.
- Sent out two media releases in January announcing the availability of our 2016 Official Visitor Guide and sharing results of the county-wide Big Bundle Up campaign.
- Capture Door County Photo Contest - our photo contest continues to grow! Through Jan 31, a total of 24,687 photos have been entered/uploaded by 3,822 users. Those users have cast 125,071 votes and our monthly challenges have garnered 770,822 votes. Our Feb. 2016 photo challenge is "Winter Activities."
- A new **Discover Wisconsin** TV show episode featuring Washington & Rock Islands will premiere on Sat. Feb. 20, locally at 10 AM on FSN or 6:30 PM on WFRV Channel 5. The show will be available on DiscoverWisconsin.com after the weekend, and the episode will be rebroadcast later this year and once more in 2017.

## RECENT MEDIA HITS

- The **Milwaukee Journal Sentinel** ran a Door County sleigh ride story in their Sunday 2/7/16 travel section.
- **Circle Wisconsin 2016 Tour Planner** – Door County is prominently featured in the recently released guide, including on the cover, in several photos and in editorial copy.
- Door County was one of eight destinations featured in an article titled "8 Honeymoon Spots by Sunset" in the Winter 2015 issue of **The Knot** magazine. Check out the online version of the story [here](#).
- Door County was the focus of a feature article in the Holiday 2015 issue of **Travelgirl** magazine. View a clipped version of the article, [here](#).
- Door County outdoor recreation was the subject of a feature article in the January 2016 issue of **Cobb Life** magazine. Check out the online version of the story on the magazine's website, [here](#).
- Sturgeon Bay was the focus of a winter travel article titled "Sturgeon Bay's Snowy Getaway" in the February 2016 issue of **Brava Magazine**. Check out the online version of the story on [bravamagazine.com](http://bravamagazine.com) [here](#).