



MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY SEPTEMBER 2016

MARKETING & SALES OVERVIEW



Savor Door County- Two new Our Door County Videos launched in September. Home Grown which is based on the food growers of Door County and A Tradition of Fish episode that focuses on the fish boil story. As of Oct 6th these two videos have reached over 40 viewers organically across YouTube and Facebook. To view these video's and more go to: www.DoorCounty.com/savordoorcounty

Web: Stronger overall performance in September with a 14.5% increase in unique visitors and slightly positive growth in organic search visits compared to 2015. September was a tumultuous month from Google's standpoint, with two major algorithm updates. One was earlier, when a local search update was released that impacts a lot of the tolerances Google uses for ranking results. This might, for example, impact results for a search like "restaurants fish creek wi" to include more results outside of Fish Creek. Google also updated their Penguin algorithm, which now runs year-round. This used to only update manually and not often, so sites impacted with spam-related penalties would have to wait until the next update before they could recover. This means there was a lot of fluctuation in search results and rankings for all sites throughout the month. We're not seeing any negative impact, but will keep monitoring and take action if needed.



EMarketing: The July email deployed 9/9 with a remail on 9/11. Total monthly enewsletters sent for the year 3,942,585 (Including VG and fat bike email and mid-summer promo but not seasonal promotions). Sent emails in September 363,905 Overall delivery rate 99.88%, overall open rate 29.14%, CTR 3.63%, CTO 19.78%. Top five clicked items were: 9 Door County Secrets to Find on Your Next Visit, Fall Color Report, See What's Happening this Fall, View Full Newsletter and Savor Door County Roasted Garlic.

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 September we worked with 5 General Group Tours, 1 Bank Group, conducted 1 Meet and Greet and sent an eNewsletter to 100 tour operators (Featuring the newest Our Door County – Homegrown)

Meeting/Event Sales: We received inquiries from 1 Association Meeting, 1 Business Retreat, 3 Family Reunions, 9 Weddings, conducted 1 Hotel Search and included our Door County Wedding Guide in 150 welcome bags at Mad City Bridal Show in Rockford, IL (September 11).

Social: In September, Visible Intelligence picked up comments referring to Door County on several Facebook pages with a significant fan base (Beekman, Hammer Nutrition, US News & World Report, US Navy and Jimmy Johns). Facebook is up to 84,653 follower's vs 69,752 followers in September of 2015. September friend impressions referring to our page was just over 10.5 million. Facebook Video reaching nearly 40k with Savor Door County's Cinnamon Apple Pork Chops reaching 18.5 people just on its own. Twitter currently has 5,019 followers that brought us 3.9 million impressions. Instagram has grown to 16,658 follower's vs 4,397 the same time last year.

Media: Between our digital ads, out of home, print, and social we garnered 4.5 million impressions in September. **PPC:** For September, we added additional dollars to our PPC buy to beef up visits to the site. The buy delivered 9,289 Visitors through 64,362 Impressions for a 14% Visitor Rate, and 41,708 Engagements for an Engagement Rate of 65%. Of the Site Visitors, 1,787 (19%) came from Lodging related terms.

OTHER MEASUREMENTS

Visitor Guide: Hard copy visitor guide requests and online visitor guide visits (combined total) for September 2016 were 4,748 (1,391 hard copy & 3,357 online) vs 4,636 in September of last year. We are projecting to run out of guides around the end of October early November.

COMMUNICATIONS & PUBLIC RELATIONS

- 13 articles were reported as a result of our media marketing program and reached a total of 13,325,257 readers/listeners/viewers for September. A few highlights of media outlets that ran Door County stories included Travel + Leisure online, Men's Journal online, St. Louis Post-Dispatch, Chicago Tribune, Travellife Magazine digital edition, St. Louis Homes and Lifestyles online, Lighthouse Digest and Backpacker 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 \$16,110,382 worth of earned media coverage for Door County, including \$264,471 in September.
- The return on investment for our media marketing program to date is 906%. For every dollar we've spent, we've gotten back \$9.06 worth of media coverage measured in terms of ad value equivalency.
- We welcomed 5 journalists to Door County on an arts & culture themed press trip September 12-15.
- We have one group editorial press trip with Geiger & Associates remaining this year, a fall themed trip, which will take place October 17-21.
- DCVB media assistance was provided to 32 journalists/media outlets in September 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, Fodors.com, Canadian World Traveler magazine, USA Today, Milwaukee Journal Sentinel, WGBA NBC 26, WFRV CBS 5, Men's Journal online and locally WDOR, DoorCountyDailyNews.com and the Peninsula Pulse.
- Views of DCVB produced videos across all online platforms totaled 59,224 in September. This total includes videos from the Our Door County series, Explore The Door series, Savor Door County series, Facebook Live, aerial highlight video, TV ads, etc. that are hosted on video portals which currently include YouTube, Vimeo and Facebook. The month-over-month decline is a result of two things – one of our *Explore The Door* videos garnered 111,898 views in August but only 37,151 in September. The remaining difference is attributed to Facebook video views. On a positive note, our YouTube channel is celebrating its' ten-year anniversary! Our first video posted to YouTube on October 12, 2006.

Recent Media Hit Highlights

- Door County was the focus of a couple of editorial features in the Sunday September 25, 2016 issue of the *Milwaukee Journal Sentinel*. A feature article headlined “[Door County Apples Ready For Picking](#)” appeared on the front page of the travel section, and Door County was a part of a couple fall round-up stories headlined “[5 Fall Getaways in Wisconsin](#)” and “[Fall is an Ideal Time for Camping in Wisconsin](#)” in a separate fall section.
- Door County spokesperson Jon Jarosh appeared in-studio on WFRV’s [Local 5 Live](#) program on September 19, 2016 to talk about the fall season in Door County. View an online clip of the 4-plus minute interview [here](#).
- Door County spokesperson Jon Jarosh appeared in-studio on WKOW ABC 27’s *Wake Up Wisconsin* program in Madison on October 1, 2016 to talk about the fall season in Door County. Watch a replay of the interview [here](#).
- The *Dallas Morning News* included Door County in an October 3, 2016 story titled “The five trips you must take if you really really love fall.” Check out the online version of the story on DallasNews.com [here](#).
- *Canadian World Traveler* included a 2-page story about Door County in their Fall 2016 issue. Check out the digital edition of the story [here](#).
- Door County was included in a fall-round up story in the *Rochester Post-Bulletin* in the October 2, 2016 issue. Check out the online version of the story [here](#).
- Door County was featured on the cover of the Fall/Winter 2016 issue of *Experience Wisconsin* magazine as well as featured in the magazine in stories about [six sensational autumn drives](#) and [25 things to do in Wisconsin](#). Check out the online version of the magazine [here](#).
- Door County’s Island Orchard Cider was included in a “10 Great Places” story in *USA Today* on September 30, 2016 headlined “10 Great Apple Cider Tasting Rooms for a Fall Treat.” Check out the online version of the story on USAToday.com [here](#).
- The *Chicago Tribune* published a story headlined “Door County’s Bounty of Culinary Delights” in a story that ran in the Sunday September 18, 2016 print issue of the newspaper. Check out the online version of the story [here](#).
- A fall travel story about Door County ran in the *St. Louis Post-Dispatch*’s travel section on Sunday September 11, 2016. Read the online version of travel-journalist Kathy Rodeghier’s story on StIToday.com [here](#).