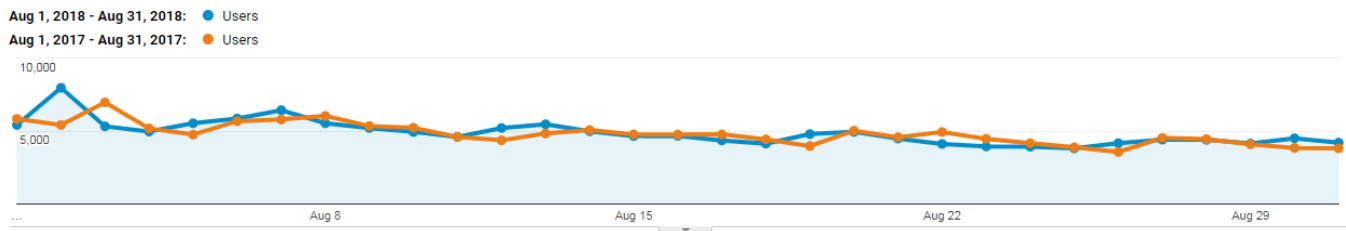




MARKETING & COMMUNICATIONS EFFORTS
EXECUTIVE SUMMARY
AUGUST 2018

MARKETING & SALES OVERVIEW

DOORCOUNTY.COM



Overall:

- Overall traffic to DC.com in August: 170,302; up 1% over August '17
- 5th straight month of YoY traffic increase
- Continued increased engagement on-site – as has been the case each month this year, the average pages viewed per session (up 21%) and average session duration (up 17%) are significantly up over Aug '17

Organic:

- Organic traffic up 7% / 8,000 sessions over Aug '17
- 37% increase in pages / session and 19% increase in avg session duration from organic traffic

E-NEWSLETTER

The August newsletter had a very solid open rate of 24.2% overall, 3rd-highest of the year. 4.25% overall click-through rate (combining original and remail like we normally do), which is the 2nd-highest of the past THREE years, behind only July '18. We currently have 229,000 subscribers, a new high and ~2,500 more than July.

Most Clicked Articles

<https://www.doorcounty.com/newsletter/august-2018/top-7-savor-door-county-recipes/>

<https://www.doorcounty.com/newsletter/august-2018/oddball-door-county/>

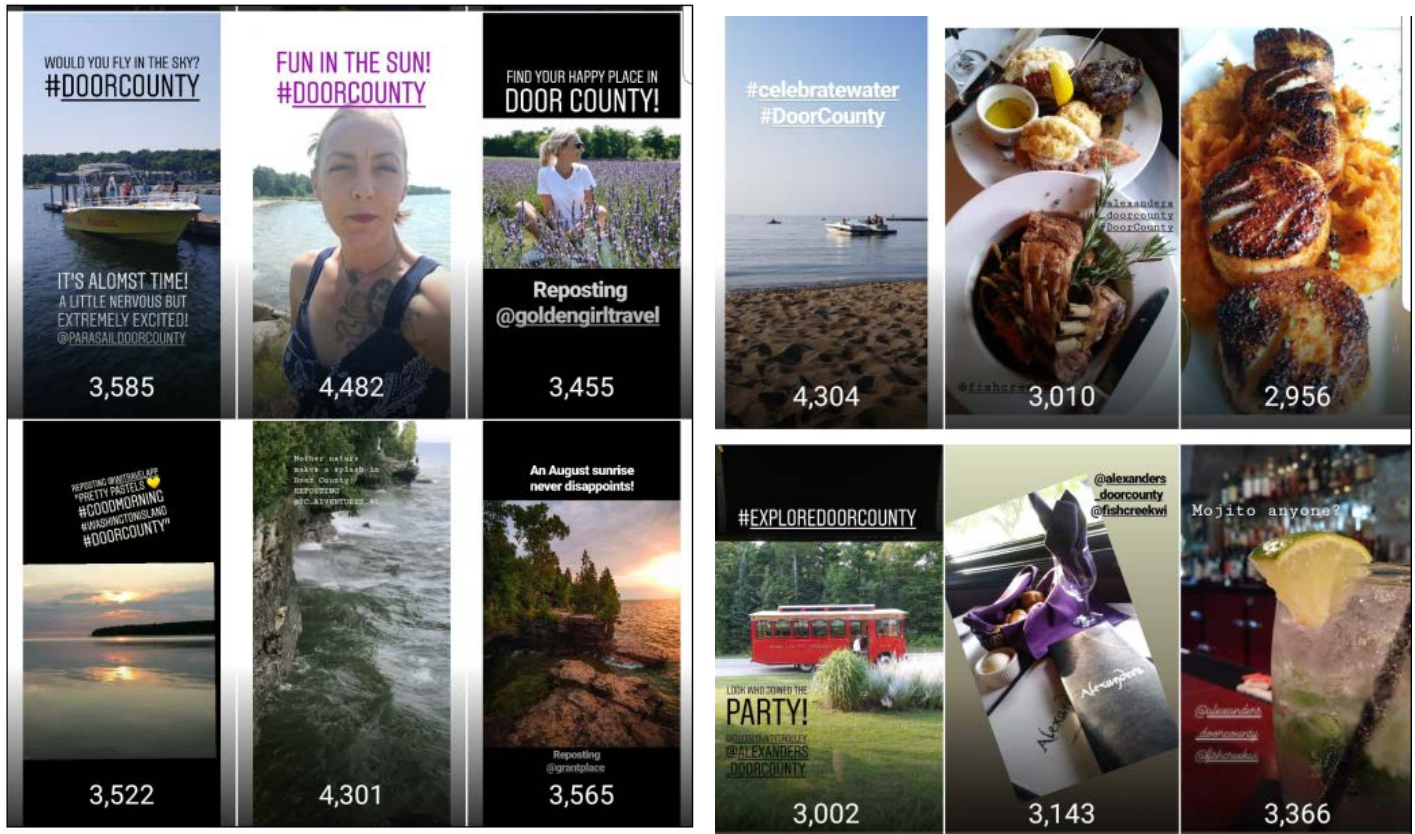
<https://www.doorcounty.com/newsletter/august-2018/best-places-to-watch-the-sunrise-and-sunset-in-door-county/>

<https://www.doorcounty.com/newsletter/august-2018/family-fun-fine-art-and-upscale-dining-in-fish-creek/>

<https://www.peninsulaplayers.com/performances/2018-plays/living-on-love/>

SOCIAL MEDIA

We had some great reach in social media this month garnering nearly 2 million impressions through Facebook, 47k Instagram Likes and 65,199 impressions on Twitter. One of the most engaging ways we've reached our Instagram audience has been through Instagram Stories (see below) and not necessarily the wall posts.



MEDIA

August's media buy brought in roughly 3.4 million impressions through Brand USA's Guide, Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Summer Facebook/Instagram and Summer banner ads in Chicago, Milwaukee, Madison, Green Bay/Appleton and Minneapolis.

Google Adwords Performance:

CTR increased 55% over Aug 2017. Romantic Getaways, Events & Cabins ad groups served the most impressions. Best performing ad groups are Attractions, Dining and Events. Ad groups with the lowest CTR were Hotels, Resorts and Arts & Culture.

Summer Interactive Results:

CTR above travel industry average of .12%. Beginning and end of summer creative CTR's were about the same. Visitor Guide creative served far less impressions but the CTR was 1.43%. Banners with video had the lowest CTR but still high at .32%

Interactive Results

Summer Interactive: April 16th - September 2nd, 2018

Site	Impressions	Clicks	CTR
A.ki	4,083,337	18,875	0.46%
AdRoll	5,388,480	11,041	0.20%
Tapad	5,626,859	18,651	0.33%
Total	15,098,676	48,567	0.32%

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

- **30** articles were reported from our media marketing program efforts in August and reached a total of **6,349,408** readers/listeners/ viewers. A few media outlets that ran Door County stories during the reported time included The Oklahoman, Fodors online, Evolving Magazine, Family RVing, Group Tour Magazine, Fido Friendly Magazine, Byways Magazine, World Property Journal online, Women's Running Magazine online and Intermezzo Magazine. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$21,707,268** worth of earned media coverage for Door County, including **\$452,932** in August.
- The return on investment for our media marketing program to date is **1022%**. For every dollar we've spent, we've gotten back **\$10.22** worth of media coverage measured in terms of ad value equivalency.
- We welcomed 14 journalists to Door County on an Outdoor Recreation themed press trip August 26-29.
- We have 1 press trip remaining in 2018 as part of our media marketing program with Geiger & Associates, a fall themed trip scheduled for October 16-19.
- Media assistance was provided to 22 journalists/media outlets in August by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included the Wisconsin State Journal, HGTV's Island Life TV show, Amerika Journal, Lavender Magazine, WLUK FOX 11, Meetings Today magazine, OnMilwaukee.com and the TV show Around the Corner with John McGivern. We also sent out 1 national press release and 1 regional press release in August.
- We welcomed travel journalist Andy Tarnoff from OnMilwaukee.com on an individual press trip August 3-5.
- We welcomed travel journalist Mike Marcotte from Lavender Magazine on an individual press trip August 3-6.
- We welcomed International travel journalist Holger Jacobs from Amerika Journal on a press trip August 14-15.
- We welcomed travel journalist Bill Clevlen from Bill On The Road on an individual trip August 21-23.
- We welcomed social media influencer Eric Stoen from Travel Babbo on an individual trip August 25-28.
- Views of DCVB produced videos across all online platforms totaled **232,556** in August. Organic views were 29% of the total for the month, with sponsored views totaling 71%. 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.

Recent Media Highlights

- Door County has been nominated in USA Today's latest *10 Best Readers' Choice* travel award contest as a contender for Best Destination for Fall Foliage. The contest launched on September 4 and voting ends Tuesday October 2. A person can vote once a day for the run of the contest (so start voting!) and the winner will be announced on Friday October 12. To vote, visit 10best.com [here](#)...and vote daily!
- Door County was highlighted in a *TripAdvisor* story that featured the "20 Best Weekend Getaways from Every US Region" as a top trip in the Midwest. To read the story that published on August 14, 2018, visit TripAdvisor.com [here](#).
- Door County was featured on the Travel Channel series "*Bizarre Foods: Delicious Destinations*," in a new 30 minute episode that premiered on Tuesday, August 28, 2018. To check upcoming episode air times, visit TravelChannel.com [here](#). The crew was in Door County during the summer of 2017 to shoot the episode.
- The *Matador Network* featured Door County's Orchard Country Winery & Market in a story headlined "The best places to go apple picking in the US" in a feature that published on September 4, 2018. Read the story online at matadornetwork.com [here](#).