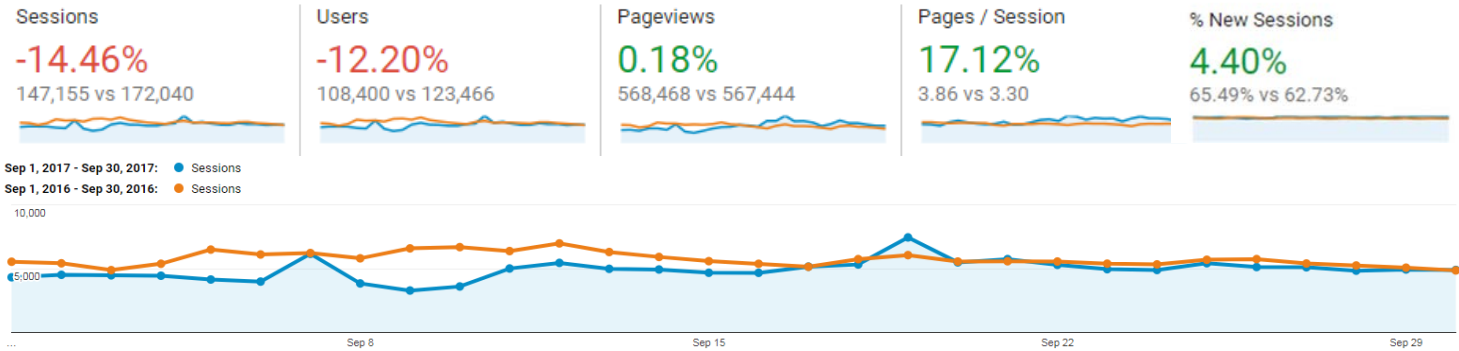




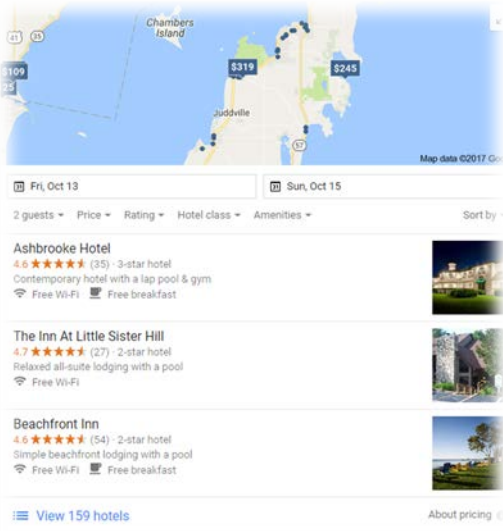
## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY September 2017

### MARKETING & SALES OVERVIEW

**WEB:** We continue to monitor web traffic and the affects Googles new algorithm is altering traffic to the site. The biggest intrusion we are seeing are in key areas like Stay, Experience and Events. These are areas Google is now serving up their own results first and organic results second. (See below) It is great for the consumer because they can move seamlessly through the planning process but not great for destination websites that historically dominated in that traffic referral. We can't compete with Google but we can ensure the content on our site is still viable for search engines.



### Google Search Results Example



**Hotels, Motels & Inns | Stay | Door County Visitor Bureau**  
<https://www.doorcounty.com/stay/hotel-motel-inn/>  
 101 results - Visit Website > Village Green Lodge, 10013 Poplar St. Visit Website > Village View Inn. Visit Website > Water Street Inn. Visit Website > Waterbury Inn. Visit Website > Wave Pointe Resort. Visit Website > Westwood Shores Waterfront Resort. Visit Website > Whistling Swan Inn & Restaurant. Visit Website > White Birch Inn.

**Lodging in Door County | Stay | Door County Visitor Bureau**  
<https://www.doorcounty.com/stay/>  
 Where should you stay in Door County? We have all the options you need for your style and budget -

### Year Over Year (YOY) DoorCounty.com

<a href="/experience/">/experience/</a>	
Sep 1, 2017 - Sep 30, 2017	<b>5,064</b> (0.89%)
Sep 1, 2016 - Sep 30, 2016	<b>13,031</b> (2.30%)
<b>% Change</b>	<b>-61.14%</b>
<a href="/experience/events/">/experience/events/</a>	
Sep 1, 2017 - Sep 30, 2017	<b>19,291</b> (3.39%)
Sep 1, 2016 - Sep 30, 2016	<b>27,067</b> (4.77%)
<b>% Change</b>	<b>-28.73%</b>
<a href="/stay/">/stay/</a>	
Sep 1, 2017 - Sep 30, 2017	<b>12,133</b> (2.13%)
Sep 1, 2016 - Sep 30, 2016	<b>25,289</b> (4.46%)
<b>% Change</b>	<b>-52.02%</b>

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

Queries	Clicks	Impressions	CTR	Position
1. door county	7,076	42,937	1,648%	2.24
2. door county wisconsin	2,022	13,091	1,545%	2.15
3. door county wi	1,966	10,669	1,843%	2.15
4. door county hotels	1,548	12,872	1,203%	1.98
5. door county lodging	658	3,180	2,069%	1.96
6. door county map	612	3,771	1,623%	2.01
7. door county events	589	2,134	2,760%	2.02
8. things to do in door county	533	3,729	1,429%	4.15
9. map of door county	371	2,098	1,768%	2
10. washington island	330	8,598	384%	5.54
11. door county fall colors	287	1,616	1,776%	2.73
12. door county chamber of commerce	267	355	7,521%	1.01

### Most Viewed Pages

Page	Pageviews
1. /	48,682
2. /experience/events/	19,291
3. /autumn/	15,262
4. /stay/	12,133
5. /stay/hotel-motel-inn/	9,390
6. /interactive-map/	6,340
7. /discover/guides-and-reports/visitor-guide/	6,271
8. /stay/log-cabin-log-house/	5,970
9. /stay/find-lodging/	5,728
10. /experience/	5,064

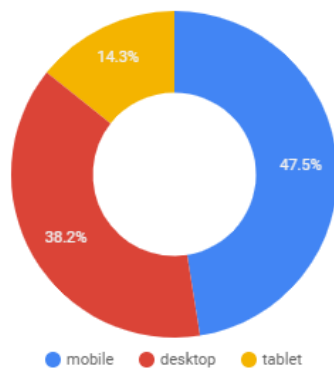
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### Top Traffic Type

Default Channel Grouping	Sessions
1. Organic Search	89,974
2. (Other)	16,490
3. Direct	16,341
4. Referral	8,786
5. Email	7,286
6. Paid Search	5,127
7. Social	3,146

1 - 8 / 8 < >

### Device Breakdown



## Ad Placement & Impressions

In September we had ads running in Brand USA's annual guide (International), Social LGBT targeted ads (Chicago, Mke, GB/App, Madison), Social lead generation ads (IL, WI, MN), Google Adwords, Beloit Visitor Center, WI Tourism Travel Guide, Fall Display Interactive, Digital Outdoor and LGBT print which garnered 30,509,295 impressions.

## Interactive Results

Door County Fall 2017: September



Vendor	Impressions	Clicks	CTR
AdRoll	1,051,908	3,183	0.30%
Gimbal	1,789,133	5,733	0.32%
TOTAL	2,841,041	8,916	0.31%

## Social Initiative

Social continues to be the main driver of impressions with video being our best performer. Facebook brought in roughly 2.5million impressions and currently has just under 100k followers. Twitter generated 5 million impressions. Instagram followers have increased to 25.5k and has shown great engagement since the inception of Crowdriff.

**Door County Visitor Bureau**  
Published by Leslee Perley [?] · September 5 · 🌐

Fresh from the Door County water to your plate with a side of history. Learn about the generations of hard working fishermen who continue to reel in the local flavors of Door County.  
#LiveLifeWell #LoveLocal #FreshFish

10:28

Get More Likes, Comments and Shares  
Boost this post for \$100 to reach up to 25,000 people.

96,901 people reached Boost Post

👍👎🗨️👍 471 25 Comments 590 Shares

### Performance for Your Post

**96,901** People Reached

**50,102** Video Views

**2,909** Reactions, Comments & Shares

1,917 👍 Like	432 On Post	1,485 On Shares
198 ❤️ Love	38 On Post	160 On Shares
1 😂 Haha	1 On Post	0 On Shares
8 😲 Wow	0 On Post	8 On Shares
195 Comments	45 On Post	150 On Shares
590 Shares	590 On Post	0 On Shares

**10,862** Post Clicks

815 Clicks to Play 🎥	5 Link Clicks	10,042 Other Clicks 📄
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## COMMUNICATIONS & PUBLIC RELATIONS

- 7 articles were reported from our media marketing program efforts in September and reached a total of **9,599,786** readers/listeners/viewers. A few media outlets that ran Door County stories included Southern Boating online, Food and Wine online, World Property Journal online and Coast to Coast Magazine. View all articles from the program via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since our media marketing program began, the program has generated **\$19,511,451** worth of earned media coverage for Door County, including **\$62,018** in September.
- The return on investment for our media marketing program to date is **996%**. For every dollar we've spent, we've gotten back **\$9.96** worth of media coverage measured in terms of ad value equivalency.
- We hosted 8 journalists on our Food & Wine themed press trip September 14-17.
- We hosted social influencers Scott & Collette Stohler from Roamaroo on an individual press trip Sept. 24-28.
- We have one group editorial press trip remaining with Geiger & Associates this year, a Fall themed trip scheduled for October 9-12.
- DCVB media assistance was provided to 26 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 OnMilwaukee.com, NBC 26, FIDO Friendly magazine, Travel + Leisure, Byways Magazine, Chicago Tribune and Midwest Living Magazine. We also sent out 2 national press releases and 1 regional press release in September.
- Our fall PR campaign got started on broadcast TV in Milwaukee on [FOX 6](#) (9/27) and in Madison on [NBC 15](#) (9/30). Additional TV interviews are scheduled for early October in Madison, Minneapolis and Chicago.
- Views of DCVB produced videos across all online platforms totaled **131,248** in September. Organic views were 100% of the total for the month. These totals include videos from all of our video initiatives including the Our Door County series, Explore The Door 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 our own site, DoorCounty.com.

### Recent Media Hit Highlights

- Our fall PR campaign kicked off in late September with appearances by Door County spokesperson Jon Jarosh on broadcast TV outlets including [FOX 6 WITI](#) in Milwaukee (9/27), [NBC 15 WMTV](#) in Madison (9/30), [ABC 27 WKOW](#) in Madison (10/1), [NBC 11 KARE](#) in Minneapolis (10/2), [CBS 4 WCCO](#) in Minneapolis (10/5) and [WCIU "The U"](#) in Chicago (10/9). We had the chance to talk about the fall flavors of Door County along with fall colors and other activities and things to experience during the fall season.
- *The Washington Post* named Peninsula State Park in Door County one of the "Top Leaf-Peeeping Destinations in the U.S." in a story that posted on 10/6/2017. Read the story on [washingtonpost.com](http://washingtonpost.com) [here](#).
- Door County was featured in a recent article in *Women's Running online* that posted on October 4, 2017. Check out the story on [WomensRunning.com](http://WomensRunning.com) [here](#).