



**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
OCTOBER 2016**

**MARKETING & SALES OVERVIEW**



**Our Door County- The Music Makers** The new Our Door County Videos launched in October. Music Makers is based on the life of Door County musicians and why they love to call the county home. To view the new video and more go to: [www.DoorCounty.com/savordoorcounty](http://www.DoorCounty.com/savordoorcounty)

**Web:** In October, we saw continued improvement compared to 2015 with 8.4% more organic visits and 17.6% more unique visitors. For organic search, we saw gains across all major search engines, with Google being the largest total gain (about 5.5k visits for a 9% increase). Google mobile performance showed the biggest improvement with 43% growth. When we look at organic traffic by search engine and then device, Google mobile is also the largest share of visits, representing 38% of organic traffic. This growth is largely due to the increased priority of mobile experience and the performance issues faced last year.

Device Type	Visits	Mobile OS	Visits
Desktop	52,193	iOS	46,216
Mobile	57,293	Android	26,346
Tablet	16,338	Windows	839

**EMarketing:** The October email deployed 10/6 with a remail on 10/8. Total monthly newsletters sent for the year 4,304,975 (Including VG and fat bike email and mid-summer promo but not seasonal promotions). Sent emails in October 362,390. Overall delivery rate 99.74%, overall open rate 26.27%, CTR 3.11%, CTO 11.83%. Top five clicked items were: Door County’s Best Fall Color Drives, Our Door County – Fish Boil, Fall Color Report, Cherry Pie Recipe and View the Full Newsletter.

**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 October, we worked with 2 general group tours, 2 Bank Group and sent an eNewsletter to 100 tour operators (Featuring the newest Our Door County – The Tradition of Fish)

**Meeting/Event Sales:** We received inquiries from 1 Family Reunion and 6 Weddings and emailed wedding info to 143 leads received from the Mad City Bridal Show in Rockford, IL.

**Social:** In October, Visible Intelligence picked up comments referring to Door County on several Facebook pages with a significant fan base (Harley-Davidson, Berkeley Running, BRIDES, Self Magazine). Facebook is up to 86,529 follower’s vs 70,929 followers in October of 2015. October friend impressions referring to our page was just over 18.4 million. Facebook Video views reaching nearly 41k with the two Explore the Door Fall Live episodes reaching 72k viewers. Twitter currently

has 5,068 followers that brought us 2.5 million impressions. Instagram has grown to 17,818 follower's vs 4,804 the same time last year.

**Media:** Between our digital ads, out of home, print, and social we garnered 3.38 million impressions in October. **PPC:** For October, Paid Search efforts through AdWords delivered 1,357 Web Visitors through 11,487 Impressions for a Web Visitor Rate of 11.81% with 5,767 Engagements for an Engagement Rate of 50%. Of the Paid Web Visitors, 542 (40%) came from Lodging related terms. 58% of Paid Visitors were new, viewing 4.25 pages per session, and spending 5 minutes and 28 seconds on site with a Bounce Rate of 33%.

## OTHER MEASUREMENTS

**Visitor Guide:** Hard copy visitor guide requests and online visitor guide visits (combined total) for October 2016 were 2,266 (438 hard copy & 1,828 online) vs 3,054 in October of last year. We are projecting to run out of guides over the next month. Paper Boy has been pulling and reallocating as needed to keep things stocked until they are gone.

## COMMUNICATIONS & PUBLIC RELATIONS

- 17 articles were reported as a result of our media marketing program in October and reached a total of 65,351,054 readers/listeners/viewers. A few highlights of media outlets that ran Door County stories included Rider Magazine, RoadRUNNER Magazine online, the News-Herald (Ohio), the Montreal Times and Montreal Times online, Men's Journal online, Canadian World Traveler and the Rochester Post-Bulletin. 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 \$16,246,674 worth of earned media coverage for Door County, including \$136,292 in October.
- 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 14 journalists to Door County on a fall themed press trip October 17-21. This was our seventh and final scheduled group press trip of the year.
- DCVB media assistance was provided to 20 journalists/media outlets in October by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included WTMJ AM 620 and WTMJ NBC 4, WLUK FOX 11, WKOW ABC 27, WHBY AM 1150, Road & Track and TravelWisconsin.com.
- Views of DCVB produced videos across all online platforms totaled 104,412 in October. 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 our YouTube channels, Vimeo and Facebook.
- Our regional fall PR campaign wrapped up in October, which promoted autumn travel to Door County. The campaign, which began in early September, targeted print, online and broadcast outlets. DCVB spokesperson Jon Jarosh appeared on 4 radio/audio interviews and 6 in-studio television interviews that aired on 11 different TV stations in media markets including Green Bay, Milwaukee, Madison, northern Illinois and most of Wisconsin. Additional efforts garnered media coverage in a variety of print and online media outlets. Editorial coverage for Door County in September/October reached an estimated audience of 12.7 million with an earned media value of \$164,542.

### Recent Media Hit Highlights

- Door County was included in a fall getaway story picked up by a number of media outlets across the country including the [Dallas Morning News](#), the [Atlanta Journal-Constitution](#), the [Palm Beach Post](#), the [Dayton Daily News](#), the [Austin American-Statesman](#) and [The Columbian](#).
- Door County was the focus of a fall travel story in the Evansville (IN) Courier & Press in the Sunday October 9, 2016 issue. Check out the online version of travel journalist Tracey Teo's story on CourierPress.com [here](#).