

Marketing Update | October 2018

Hot Opportunities + Partnerships

PR

Earned – Fox 21 Duluth: LIVE from SHTA and FOX 21 Linda in Studio

Earned – KBJR Duluth: Get Outdoors Series with Adam Lorch <http://bit.ly/2R8A6ci>

Earned – WDIO Duluth: Lip Sync Challenge (with CVR) <http://bit.ly/2R3CNMm>

Earned – LakeTime Magazine: Best of Minnesota – Grand Marais wins the vote

Earned – Minnesota Monthly November: Lake Superior Storm Festival <http://bit.ly/2R6QgmD> + upcoming story about Lutsen in December + other future collaborations pending

Earned – Midwest Living Magazine: February – Hygge Festival

Earned (Upcoming) Conde Nast Travler – Luxury in the Wilderness BWCAW – likely summer 2019

Social + SEO

Murray – to appear at upcoming UMD Hockey games in Nov/Dec and January

Stormy Videos Playlist: <https://youtu.be/BG4RGZnkTyA>

Winter Videos Playlist: <https://youtu.be/Oe6uiHt33ro>

SEO – new ads targeting lodging and dining seekers – tracking conversions, seasonal fall campaign directing to fall download and connected to youtube video

EMT

Recent Visit – also update your listing <http://bit.ly/2OvLrLL>

EMT Coop Advertising: <http://bit.ly/2OxRarr>

Explore MN Hike Campaign - Sept 5 - Oct 21, 2018 <http://www.exploreminnesota.com/travel-topics/hikemn/>

Marketing Projects

Visitor Guide 2019

Fall & Winter Marketing – highlights bus wrap, emailer blitz, and social media contest

Hygge Fireplace Tour

Website Reports

Updates

HTTP vs HTTPS – affects your analytics tracking

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General Visit Cook County Website Stats

Sep 23, 2018 - Oct 22, 2018

General Website Stats (MoM)

Unique Pageviews

62.4K

↑ 9.0%

Avg. Session Duration

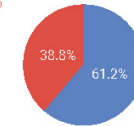
01:52

↓ -12.2%

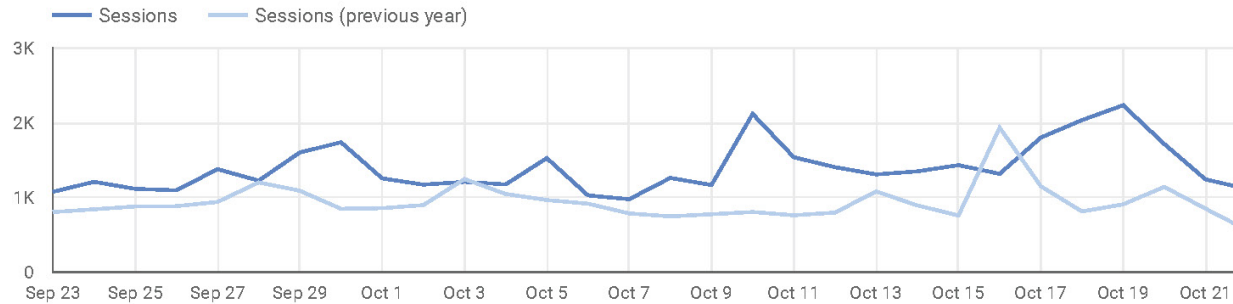
Pages / Session

1.8

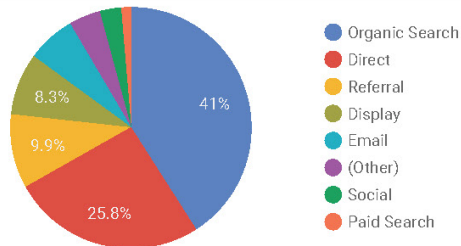
↓ -8.3%



● New Visitor
● Returning Visitor



Top Channels



Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions	% Δ
1. google	19,994	21.0% ↑
2. (direct)	10,819	11.7% ↑
3. Take5	2,308	234.0% ↑
4. Facebook	1,759	162.9% ↑
5. bing	889	-4.0% ↓
6. exploreminnesota.com	684	16.9% ↑
7. ref.ppcmate.com	554	8.8% ↑
8. m.facebook.com	550	1.1% ↑
9. lutsen.com	378	-6.7% ↓
10. facebook.com	302	33.0% ↑

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Top Landing Pages | MoM comparison

Page Title	Sessions	% Δ
1. Find a complete list of Webcams in Cook County, Minn...	9,851	41.4% ↑
2. Fall Colors MN North Shore Fall Getaways Visit Co...	4,342	198.2% ↑
3. Moose Madness Festival in Grand Marais, MN October	3,906	712.1% ↑
4. Experience the Northern Lights in Minnesota Visit Co...	3,130	-36.2% ↓
5. Home - Visit Cook County Minnesota	2,854	-18.4% ↓
6. Communities Grand Marais Visit Cook County, MN	1,861	-23.1% ↓
7. Art Along the Lake: Fall Studio Tour - Visit Cook County...	1,853	34.2% ↑
8. Lake Superior Storm Festival - Cook County, Minnesota	1,703	1,170.... ↓
9. Minnesota Summer Activities The Fun Doesn't End V...	1,314	29.3% ↑
10. Events Visit Cook County, MN	1,020	-5.8% ↓

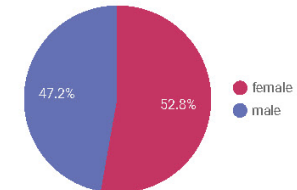
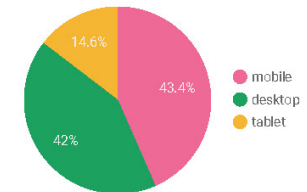
1 - 10 / 596 < >

Top Second Page Navigation | MoM comparison

Second Page	Sessions	% Δ
1. (not set)	29,258	22.5% ↑
2. /resources/webcams/	3,012	35.1% ↑
3. /events/	856	7.0% ↑
4. /	748	21.0% ↑
5. /hot-deals/	551	-17.0% ↓

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Users



City Unique Pag...

City	Unique Pageviews
1. Minneapolis	9,000
2. Chicago	3,325
3. Saint Paul	3,125
4. Grand Marais	2,507
5. (not set)	2,293

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Questions?

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By Region Website Stats

Questions?
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Sep 23, 2018 - Oct 22, 2018

Breakdown by LOCAL Users		City	Sessions
	1.	Grand Marais	1,336
	2.	Schroeder	202
	3.	Two Harbors	134
	4.	Silver Bay	35

City	Sessions
1. Minneapolis	6,189
2. Chicago	2,446
3. Saint Paul	1,800
4. Omaha	1,303
5. Duluth	854

Breakdown by Non-Local User	

Unique Pageviews
3,112

Sessions
1,707

% New Sessions
43.94%

Avg. Time on Page
00:01:49

Pages / Session
2.21

Top Landing Pages | The first page they visit

Page Title	Ses...
11. Communities Gunflint Trail Visit Cook County, MN	41
12. Discover Minnesota Hiking Trails Visit Cook County, MN	31
13. The Top Minnesota Bike Trails Visit Cook County, MN	18
14. Go Agate Hunting Visit Cook County, MN	18
15. Rainy Day Fun Things to Do Inside Visit Cook County, MN	17
16. Lake Superior Storm Festival - Cook County, Minnesota	16
17. Festivals and Events Minnesota Things to Do Visit Cook County, MN	15
18. Page not found - Visit Cook County Minnesota	14
19. Looking for a room tonight? Find Lodging Availability & Business Hou...	14
20. Fall Colors MN North Shore Fall Getaways Visit Cook County, MN	13

Top Landing Pages | The first page they visit

Page Title	Sessions
1. Find a complete list of Webcams in Cook County, Minnesota	9,478
2. Fall Colors MN North Shore Fall Getaways Visit Cook County, MN	4,253
3. Moose Madness Festival in Grand Marais, MN October	3,590
4. Experience the Northern Lights in Minnesota Visit Cook County, MN	3,011
5. Home - Visit Cook County Minnesota	2,335
6. Communities Grand Marais Visit Cook County, MN	1,772
7. Lake Superior Storm Festival - Cook County, Minnesota	1,652
8. Art Along the Lake: Fall Studio Tour - Visit Cook County Minnesota	1,623
9. Minnesota Summer Activities The Fun Doesn't End Visit Cook Coun...	1,288
10. Events Visit Cook County, MN	813

Unique Pageviews
56,960

Sessions
38,681

% New Sessions
62.24%

Avg. Time on Page
00:02:19

Pages / Session
1.79

Top Sources Driving Traffic (overall)

Source	Sessions	Campaign	Ses...
1. google	1,014	1. (not set)	1,626
2. (direct)	302	2. Marketing Updates	14
3. bing	45	3. 51565_Giant_Voices_VCC_Fall_Colors_...	13
4. m.facebook.com	42	4. FB-Moose-Madness	12
5. exploreminnesota.com	27	5. Weekly Lodging Availability	6
6. yahoo	23	6. AWN_004:78a897a632e539bb_000000...	6
7. hs_email	20	7. CCVB October 2018	4
8. grandmaraisartcolony.org	18	8. Storm-Festival-2018	4
9. lutsen.com	17	9. 59dfd163e-10_10_2018_Taconite_Har...	4
10. facebook.com	16	10. AWN_004:78a897a632e539bb_000000...	3

Top Sources Driving Traffic (overall)

Source	Sessions	Campaign	Sessions
1. google	18,262	1. (not set)	30,402
2. (direct)	10,159	2. display-google-remarketing-us	3,370
3. Take5	2,279	3. 51565_Giant_Voices_VCC_Fall_Colors_D2	1,344
4. Facebook	1,699	4. 51565_Giant_Voices_VCC_Fall_Colors_D3	930
5. bing	791	5. Fall-Art-2018	727
6. exploreminnesota.com	624	6. FB-Moose-Madness	525
7. ref.ppcmate.com	552	7. Storm-Festival-2018	446
8. m.facebook.com	485	8. search-google-general-local	429
9. lutsen.com	347	9. CCVB October 2018	90
10. facebook.com	273	10. Lake Superior - Storm Festival	89