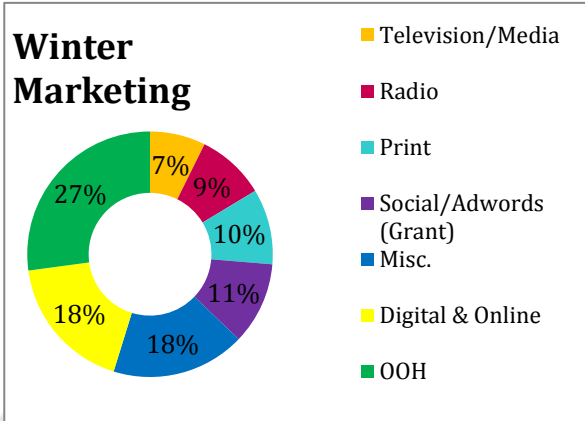




P.O. Box 1330  
 116 West HWY 61  
 Grand Marais, MN 55604  
 218.387.2788  
 VisitCookCounty.com

## Marketing Update | January 2016



### Budget: \$98,600

**7% TV/Media:** Thunder Bay, more TBD  
**9% Radio:** Live call in reports  
**10% Print:** Lake Superior Mag., MNMO, MN Snowmobile, MN Trails, WallEye  
**11% Social/Adwords:** Explore MN grant (split with spring/summer/fall)  
**18% Misc:** Trade Shows, creative, maps  
**18% Digital/Online:** Pre-roll video, TC.com/Forum emailers, Midwest wknds  
**27% OOH:** Bus Wraps, Digital Billboards



## Winter Campaign Highlights



### VCC + LINPR + GV + (media) = better rates & increased stories

Our relationships with Twin Cities media partners continues to increase resulting in increased PR stories about the region and better advertising rates.

*i.e.* Clear Channel Outdoor (Digital Billboards) is exceeding expectations by **+74.86%**!

Total impressions for the four week campaign: **6,034,712** (only paid for 61,250)



### Canada

- Canada accounts for about 2.5% of overall website traffic with Thunder Bay being half of that (about 1.25% of overall site traffic).

- We are rocking the Thunder Bay TV market, receiving **60% spot bonus!!!** – all of which has run in news or primetime TV. Additional bonus commercials ran during last week's NFL playoff games.

- Upcoming presence at the upcoming Central Canada Outdoor Show on Feb. 26-28.



### Video Pre-roll

Completed views of the video pre-roll campaign are trending at **80.35%**. Numbers are up due to increased interest on mobile platforms.



### Live Radio with Linda Kratt

Lots of positive buzz being shared with the weekly radio spots – feel the versatile nature of this buy has been important given the unusual winter we have been experiencing.

*Stations: WTIP, B105 Duluth, KQDS Duluth, Cities 97 Twin Cities, KCLD St. Cloud*



### Digital

Last weekend Pascha scored a great deal for a CityPage.com take over for only \$700!



P.O. Box 1330  
 116 West HWY 61  
 Grand Marais, MN 55604  
 218.387.2788  
 VisitCookCounty.com

## Website Highlights:



Sessions +13% [22,946 vs. 20,263]  
 Users +14% [15,792 vs. 13,821]  
 Unique pageviews +12%  
 [41,780 vs. 37,198]



### Page stats (unique pageviews):

XC ski +11% [833 vs. 754]  
 Snowmobile +15% [2,468 vs. 2,147]  
 Snowshoe +48% [288 vs. 195]  
 Northern lights +96% [2,697 vs. 1,377]



### Adwords & Social Media (with @aimClear)

As a side project through an Explore MN "Adwords Grant" we've been working with social media and adword gurus @aimClear out of Duluth.

March 2015 – December 31, 2015	Impressions	Clicks to site	Cost Per	Total Spend
<b>Google Adwords / Remarketing</b> <i>(recent visitors &amp; similars)</i>	1,500,270	4,477	\$0.94	\$4,207.11
<b>Reach Rocket</b> <i>(a tool for boosting FB posts to targeted audiences)</i>	280,143	4,602	\$0.97	\$4,481.30
<b>Total:</b>	1,780,413	9,079	\$0.96	\$8,688.41

Additional resources are planned be spent on Adwords and Social Media boosted posts throughout 2016 through Visit Cook County as well as @aimClear.

## Why it is important to link to [www.VisitCookCounty.com](http://www.VisitCookCounty.com)



**It's all about trust.** Google has several measurements for establishing a quality site from a spam site. By linking to the VCC website it is like casting a vote to say this site is a quality website with relevant content. You can choose to land on any page, cross country ski trail conditions or the specific community page. It is likely it will increase your rank on Google as well.

**Way North of Ordinary has gone way bye-bye.** By the end of 2016 it is important all traces of WNO are gone. We are no longer paying for the copywrite usage and have been given a deadline to remove that text from any promotional or online materials.

## VCC Mobile App



	7/20/15 – 8/20/15		8/20/15 - 9/23/15		9/24/15 – 1/18/16	
Sessions	1351 iOS	Total 1621	840 iOS	Total 993	2053 iOS	Total 2543
	270 Android		153 Android		490 Android	
New Users	269 iOS	Total 390	110 iOS	Total 168	250 iOS	Total 359
	121 Android		58 Android		109 Android	
Average Daily Users	22 iOS		15 iOS		11 iOS	
	7 Android		4 Android		4 Android	
Median Session Duration	1 min 9 sec iOS		57 sec iOS		55 sec iOS	
	3 min 31 sec Android		3 min 7 sec Android		2 min 36 sec Android	



P.O. Box 1330  
 116 West HWY 61  
 Grand Marais, MN 55604  
 218.387.2788  
 VisitCookCounty.com

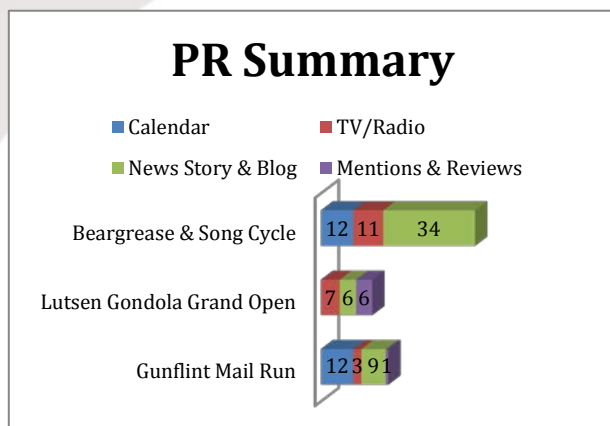
## New content



New **“About Us”** page on the website, you can find a copy of the Visit Cook County Infographic here. <http://www.visitcookcounty.com/about-us-about-us-visit-cook-county-mn/>

**Blog content:** 5 Fun Facts About The John Beargrease Sled Dog Marathon & Top spots to watch the race in Cook County. <http://www.visitcookcounty.com/2016/01/john-beargrease-sled-dog-marathon/>

## Public Relations Summary



**Meltwater.** New software for tracking media hits, more robust than Google Alerts. Also allows VCC, GV & LINPR to research competitor’s mentions.



**“Can Cool Cook County Stay Hot?”**  
*Twin Cities Business by Gene Rebeck*  
<http://bit.ly/HotCookCntyMN>

### Strength in media relationships

Recent Star Tribune features:

*“Grand Marais and Ely are winter wonderlands”*  
 - *“Midwest Traveler: cold winter beauty of Grand Marais,*

*Minn.”*

– *“Thru-hike adventure? In our techie world, everything is there for the taking. Superior Hiking Trail”*

– *“First Person: Alone and in pursuit of a white wonder. Or was it? Off the Gunflint Trail and off in the distance, there appeared ... a snowy owl?”*

**Find all of these and more:** <http://press.visitcookcounty.com/>

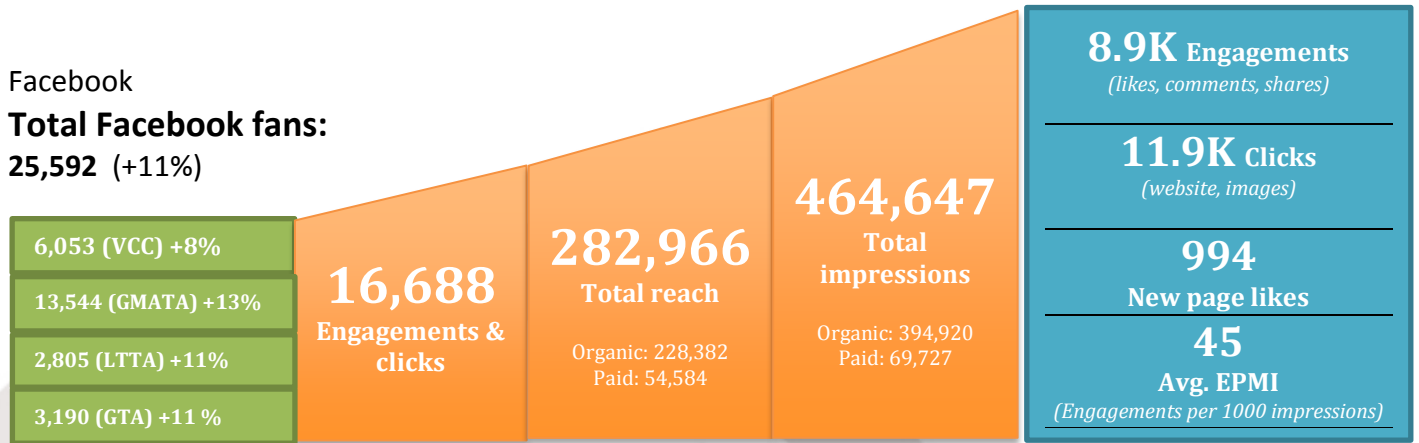


P.O. Box 1330  
 116 West HWY 61  
 Grand Marais, MN 55604  
 218.387.2788  
 VisitCookCounty.com

## Social Media

Facebook

**Total Facebook fans:**  
**25,592 (+11%)**



Twitter

**Total Twitter followers:**  
**5,426 (+12%)**

