
Marketing Committee

Visit Cook County -
February 2020

Agenda

- Review Goals & Priorities
 - ◆ AB Testing
- Website
 - ◆ North Shore Page
 - ◆ Content Audit/Review
- Winter Marketing Update
- Survey Results
- Summer Marketing Ideas
- Sharing Analytics
- Other Discussion

Goals & Priorities

– Goals & Priorities

- 1. Prioritize Digital/Social Media:** Continue to prioritize digital/social media directed at potential customers known to be interested in a northern MN vacation and reduce less trackable/focused media like radio, billboards, print, TV and track cost effectiveness of all marketing campaigns on cost per click basis.
- 2. Increase User Traffic:** Progress to increase User traffic to website (from \$5 of Budget/User to \$1 Budget/User; base year 2018)
- 3. Brand/Sub-Brand Research:** Implement A/B testing on the sub-brands of Lutsen-Tofte-Schroeder, Grand Marais, Gunflint Trail, Grand Portage, BWCAW, North Shore Cook County.
- 4. Increase Search Prominence:** Progress toward goal to become a top first-page URL in searches for vacation and sub-brand words like “Gunflint Trail”, “Grand Marais”, “Lutsen”, “Grand Portage”, “Lake Superior”, “MN North Shore”, “Boundary Waters”, “Visit North Shore”, “MN North Shore”, etc.

Website

Website

North Shore Page - broadening our reach

- Consider and make recommendations for implementation of a Visit the North Shore page on our website offering listings to retail, dining and experiences outside of Cook County along the North Shore.

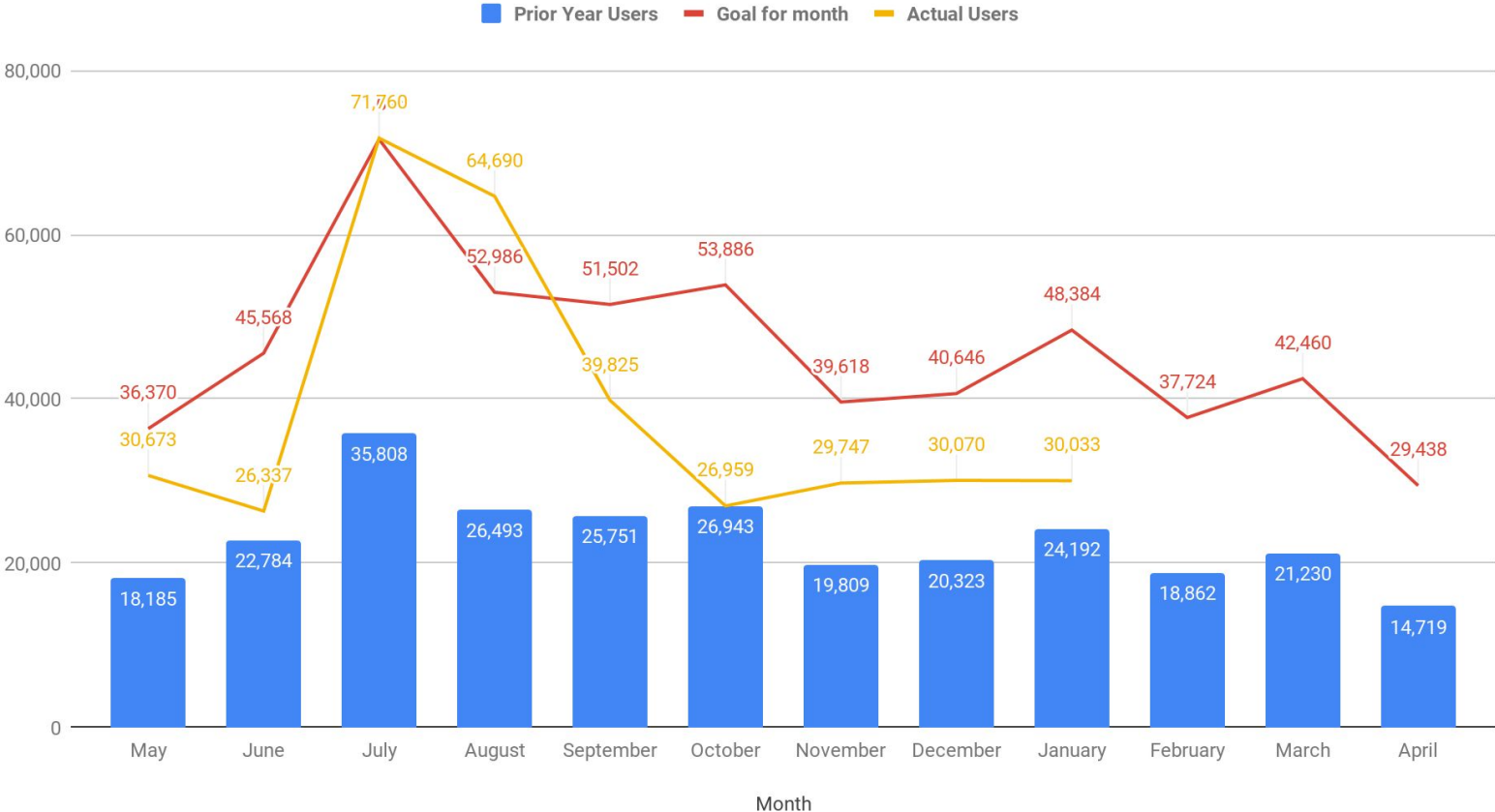
Pixel Tracker - following the user

- Achieve top or near top revenue booked by member lodging properties from VCC referral levels within 1-2 years (verify with properties who make their website performance available to the VCC)

Content Audit - refreshing content

- Reviewing existing pages for improvements

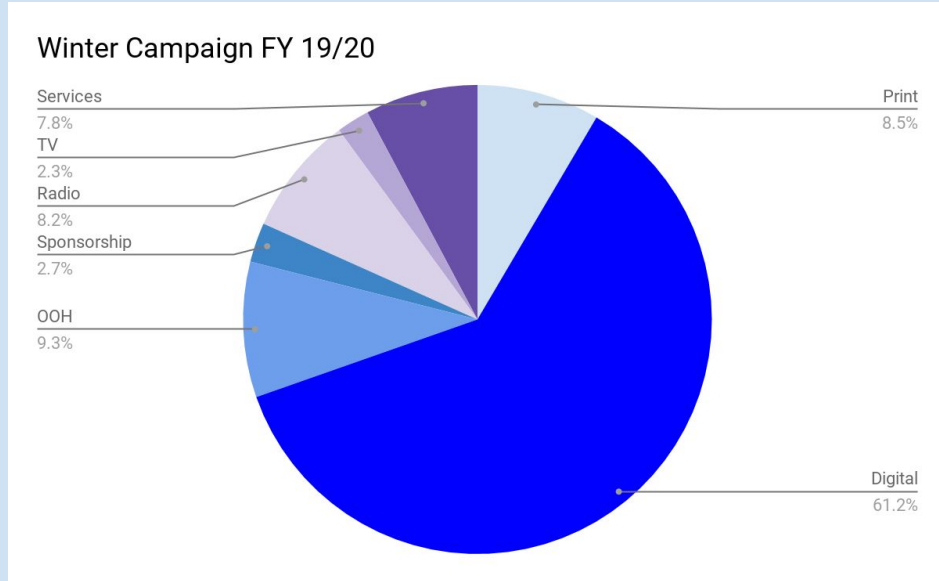
Prior Year Users, Goal for month and Actual Users





Winter 19-20

Winter Campaign



Spend: \$128,500

New: Co-op social with EMT, native programmatic display

Campaign focus: winter wonder, northern lights, family trips, trails

Highlights: refining digital campaign,

VISIT COOK COUNTY

WINTER MARKETING STRATEGY MATRIX



PRINT

Est. Reach: 2,003,835
Percent: 7.7%

Lake Time, Lake Superior Magazine, MSP Magazine, AAA Living, Directories.



RADIO

Est. Reach: 500,000
Percent: 8.8%

On air + digital – keeping listeners current on events, snowfall, etc. in Cook County.



EMAILERS

Est. Reach: 1,128,596
Percent: 11.3%

Solo and combo: snowmobiling, events, hygge, general winter wonder.



VIDEO

Est. Reach: 267,500
Percent: 6.2%

Pre-roll with Inform – :08 & :15 spots, highly targeted.



TELEVISION

Est. Reach: 2,500,000
Percent: 2.4%

Bookend :15 spots in Twin Cities and Duluth.



VISIT COOK COUNTY

Inspiring people to experience winter at its best.



OUT OF HOME

Est. Reach: 3,789,024
Percent: 9.9%

Digital boards in high-traffic metro locations.



SOCIAL MEDIA

Paid and organic campaigns focusing on various events and seasonal highlights. Goal to inspire travelers and provide helpful content for trip planning. Targeting likely travelers with outdoor interests.



LEAD GENERATION

Est. Reach: 4,190
Open Rate: 25.6%

Inspiring and tracking prospects with informative yet beautiful content.



SEO

Overall campaign focused on targeted keywords related to winter outreach. Additional localized campaign targeting visitors to discover business listings and adventures.



COLLATERAL

Est. Reach: 2,003,835
Visitor Guide + maps



PR

Bringing awareness to winter events and winter conditions. Targeting several long lead publications to earn media in targeted markets.

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

PARTNERSHIP



PAID DIGITAL

Est. Reach: 5,000,000
Percent: 27.5%

Programmatic display and video, Google ads, banner ads, geofencing.

EVENTS

Lake Superior Storm Fest
Nov 8-11

Winterer's Gathering
Nov 22-24

Oh Ole Night
Nov 29

Light up Lutsen
Nov 29

Dark Skies Festival
Dec 13-14

Gunflint Mail Run
Jan 10-12

Norpine Fat Bike Classic
Jan 10-12

Beargrease
Jan 27-28

4rd Annual Hygge Festival
Feb 7-16

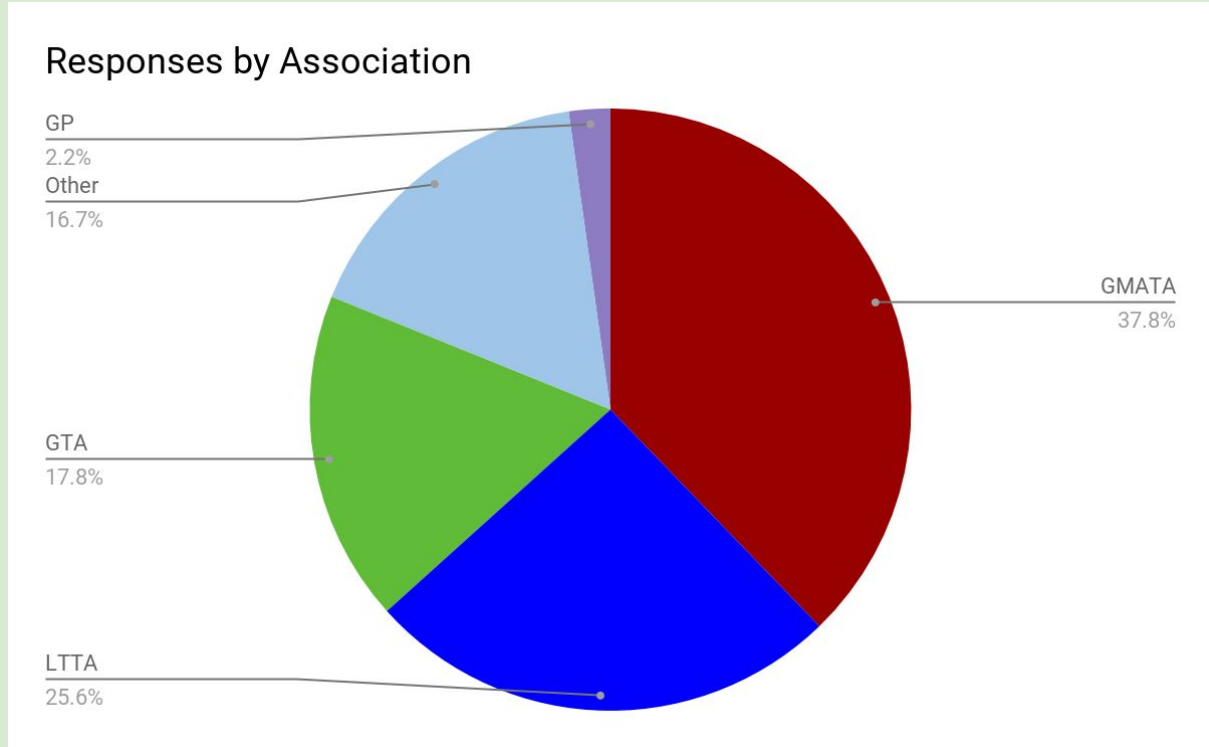
Dog Days of Winter
Mar 7



Summer Survey

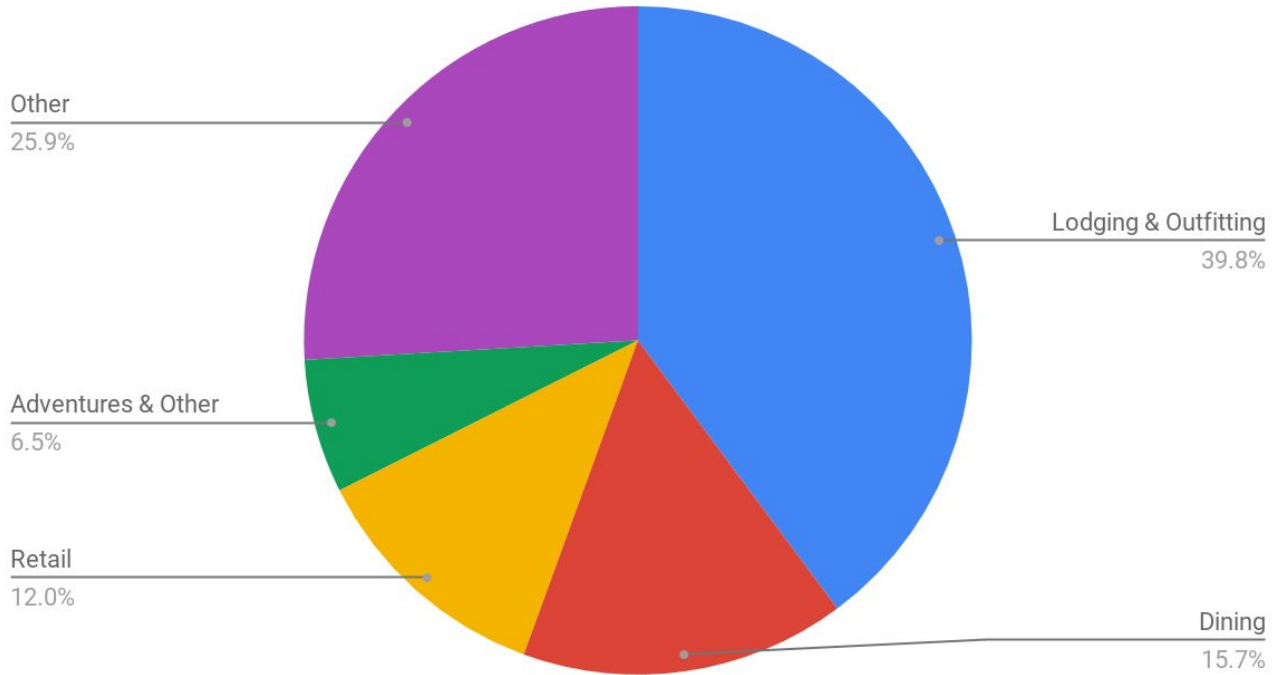
– Summer Survey | Q1

- ★ Sent to all stakeholders
- ★ Great Response!
 - 90 respondents
 - 68% completion rate
 - 9 minutes average completion time
 - More than half chose to provide name
- ★ Lodging Partners make up the greatest portion of respondents



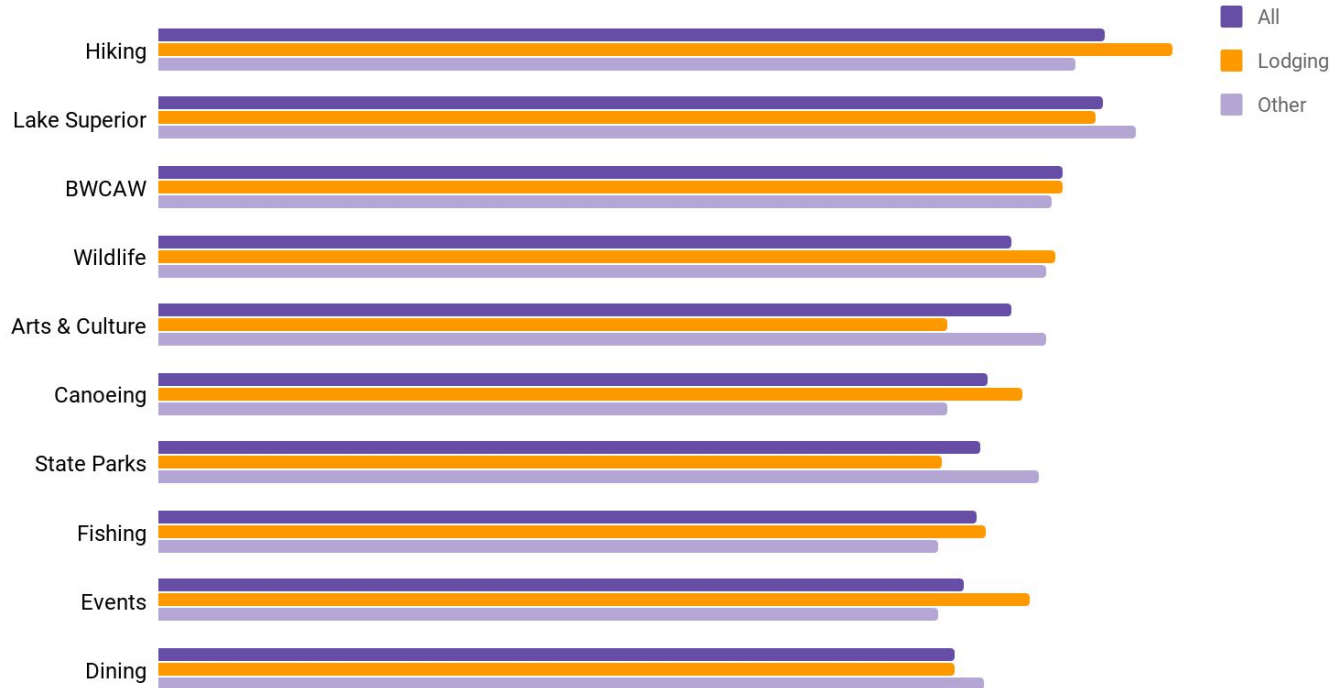
– Summer Survey | Q2

Primary Business



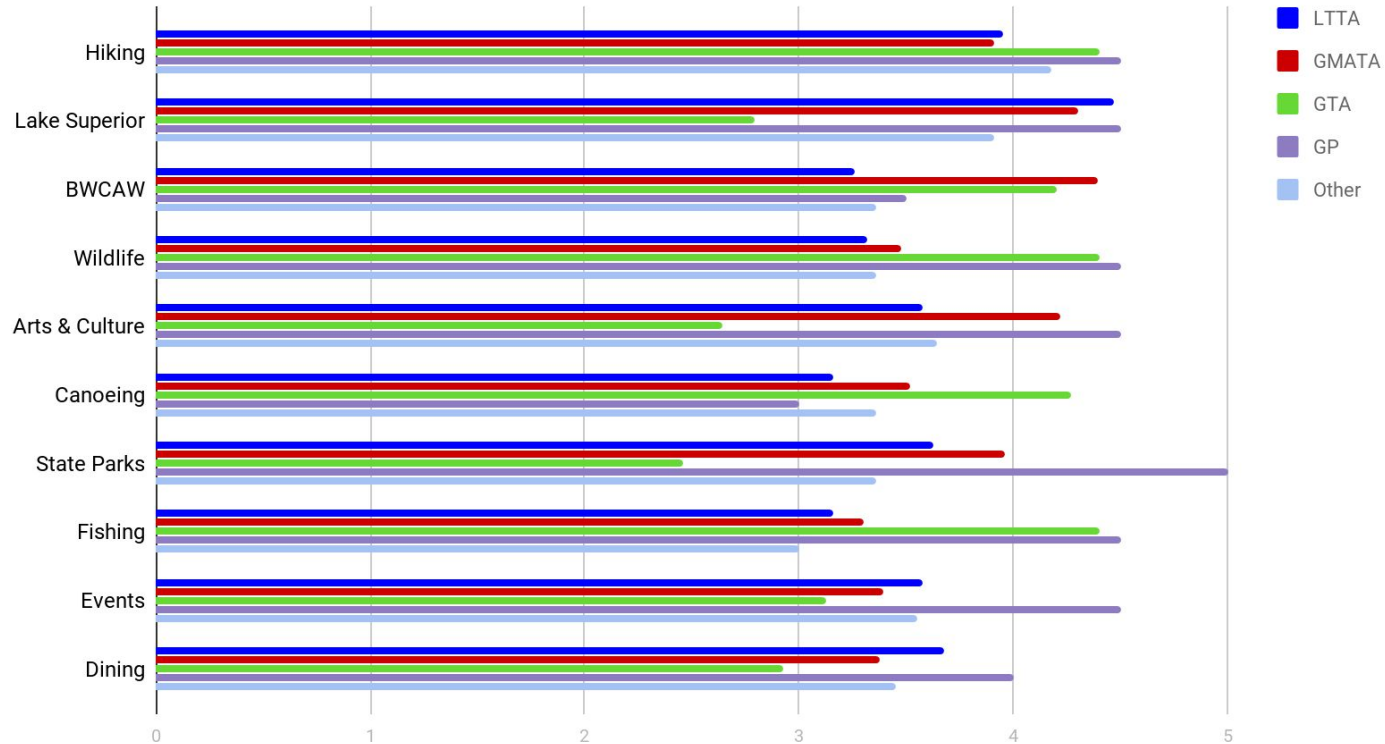
— Summer Survey | Q3

Activities & Interests



Summer Survey | Q3 (detail)

Activities & Interests by Association



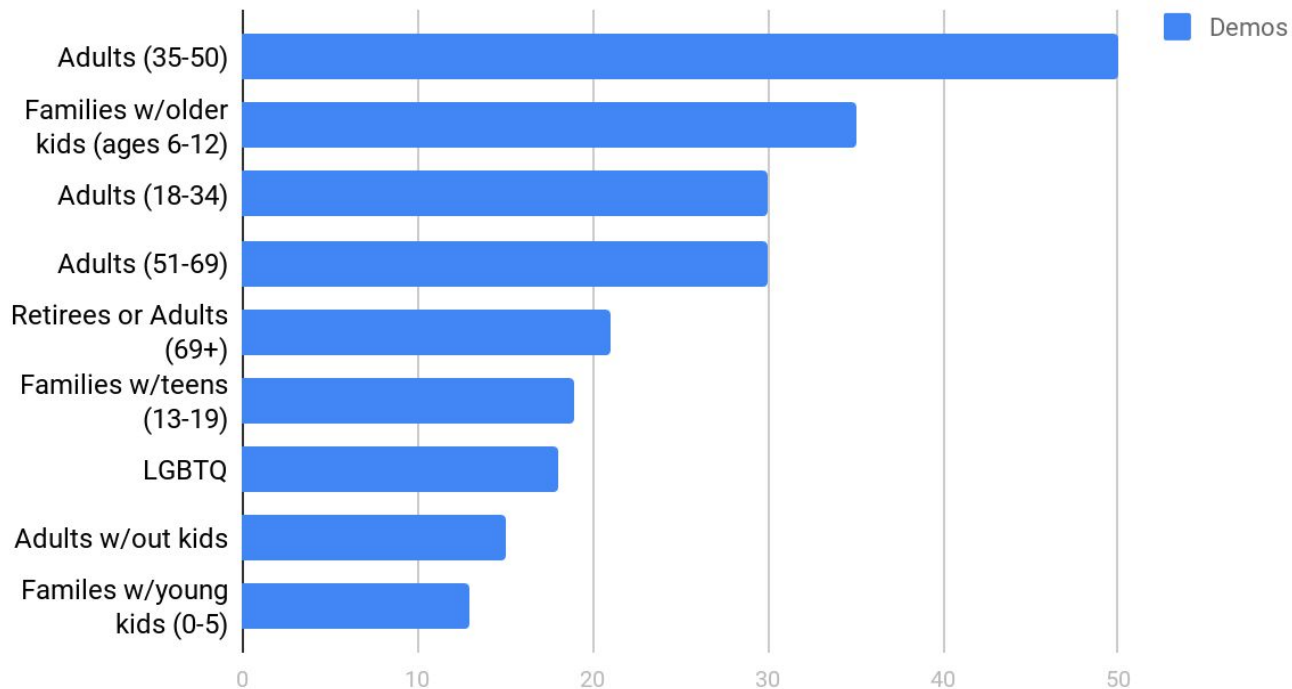
– Summer Survey | Q4

Ranking of Months

1. February
2. June
3. October
4. January
5. May
6. September
7. March
8. December
9. July
10. August
11. November
12. April

– Summer Survey | Q5

Target Demo Rank



– Summer Survey | Q6

★ *New Question*

How well do you know what VCC is presently doing for marketing and PR?

66 out of 100

– Summer Survey | Q7

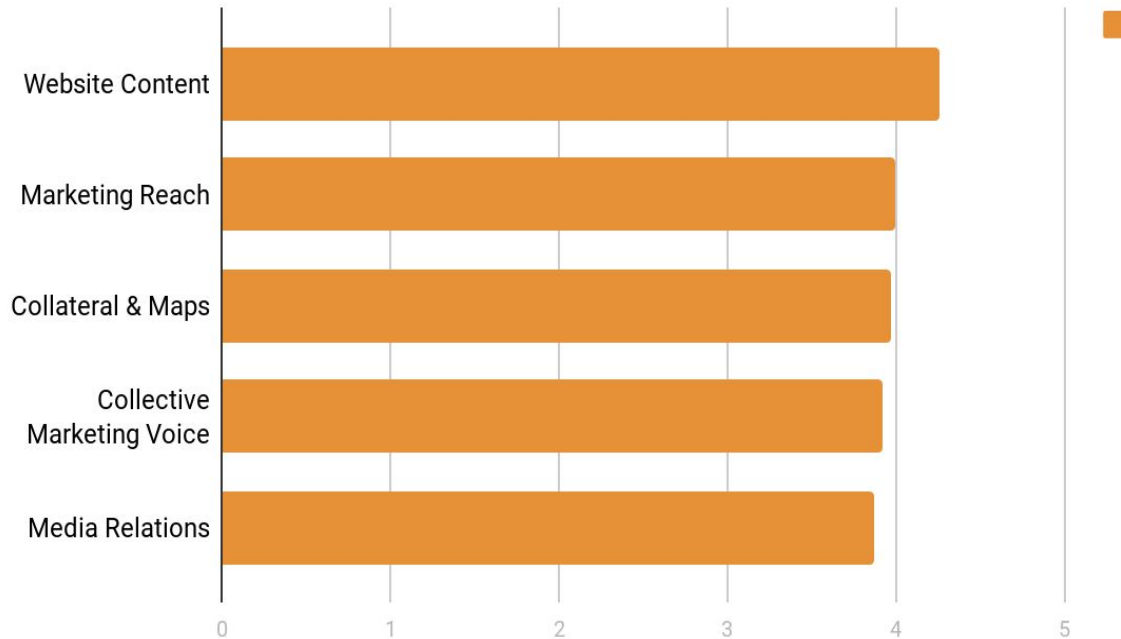
Biggest Concern or Challenge

1. Road Construction
2. Staffing & housing
3. VRBO tax reclassification / Competition with VRs
4. Unpredictability of weather / conditions
5. Filling the midweek
6. Shorter booking window

– Summer Survey | Q8

★ *New Question*

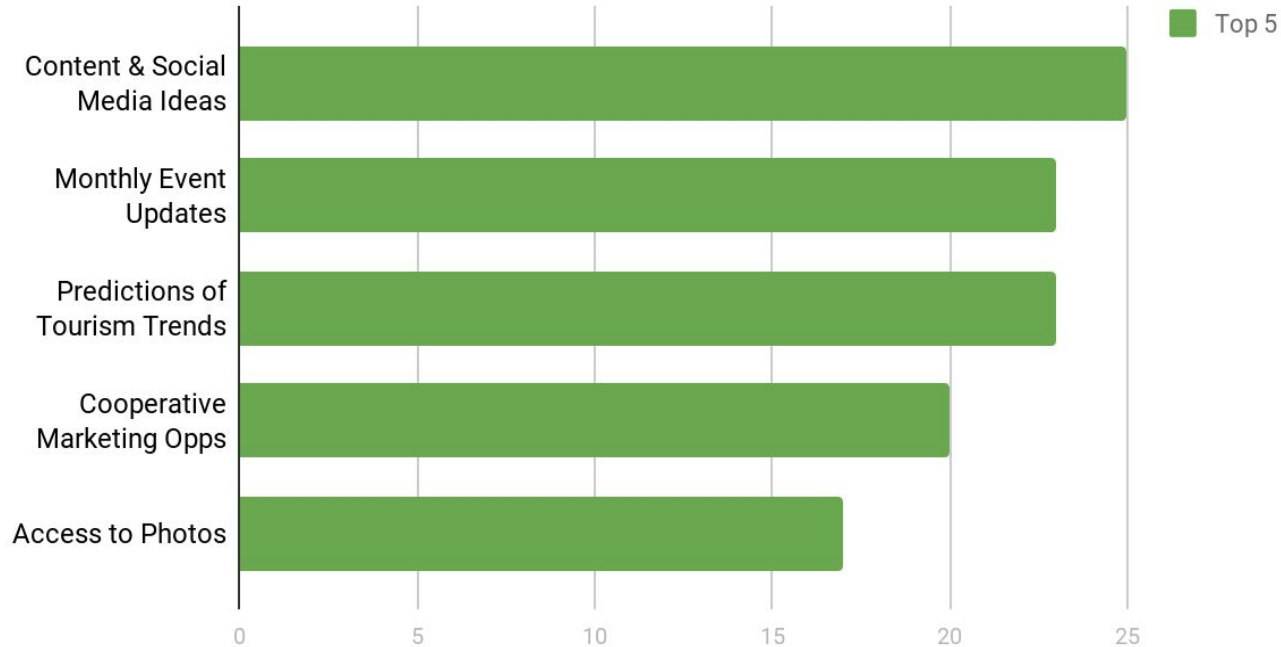
What resources that VCC currently provides are most beneficial to you or your business?



Summer Survey | Q9

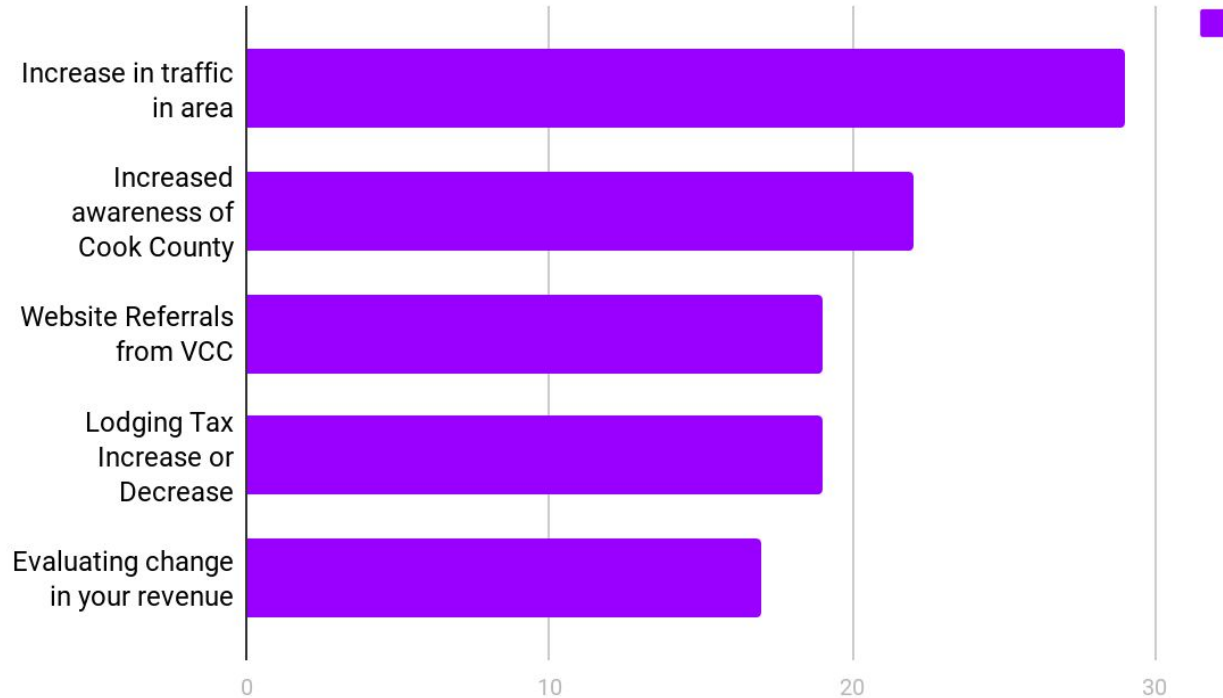
★ *New Questions*

What could Visit Cook County do to be more beneficial to your business?



Summer Survey | Q10

Tracking effectiveness of VCC





Summer Marketing Ideas

Analytics

Sharable Analytics

What are the best methods?

→ <https://www.visitcookcounty.com/resources/media-room/website-analytics/>

Thank You!
