

# Marketing Update | May 2017

## Marketing Highlights



**Tagline Survey.** 185 Responses (137 Visitors & 45 Residents.) Top reason for returning: the people, lake, wilderness.



### Brand USA video

July 17<sup>th</sup> – a Cook County experience. Video produced in collaboration with Explore MN with other MN communities.



### MN Community – Instagram Meetup

Exploring Cook County Instameet | Sunday, May 28th | start time: TDB likely 2pm  
Location: High Falls, Grand Portage MN | Hashtag: #CookCountyInstameet

Visitor Guide Online Stats: <http://www.visitcookcounty.com/plan-your-trip/>

Lifetime stats 11,535 impressions & 438 reads (embedded on website & facebook)

Past 30 Days: 583 Impressions with 56 reads. Avg. read time: 1:47 minutes.

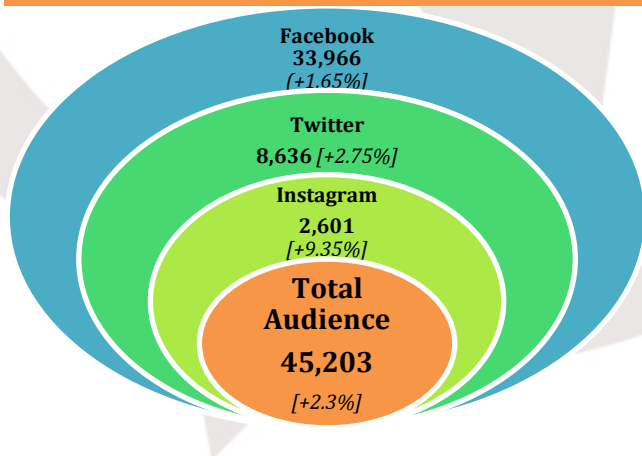
## Website Highlights

Dates: **March 15, 2017- May 8, 2017** vs. same period last year

<b>Sessions</b> <b>63K</b> + 63%	<b>New Users</b> <b>38.5K</b> + 52%	<b>Unique Pageviews</b> <b>118K</b> + 32%	<b>Pages per Session</b> <b>2.3</b>	<b>Avg. Session Duration</b> <b>2:24 min</b> + 2%
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New website coming in 2017-18 – new features to include responsive design, optimized SEO and campaign management, robust member and visitor database.

## Social Media



### Social Media Audience

**Average weekly reach:** 102K

**Average weekly engagements:** 52.5K

**Average weekly fan base growth:** 200

# Public Relations Summary

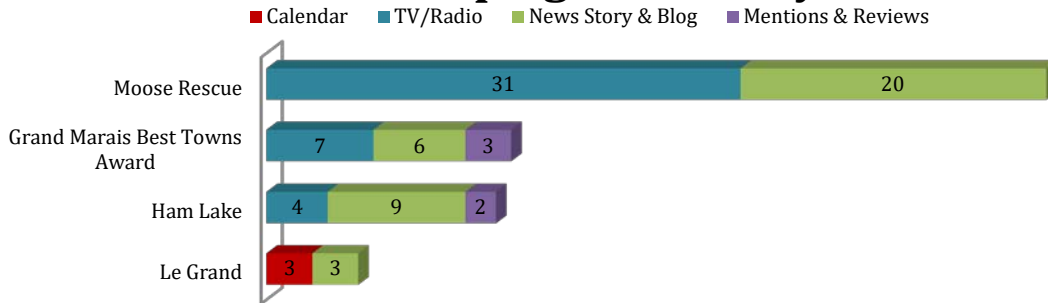
## Estimated PR impressions

(organic & campaign)  
Last 7 Weeks - (3/15 - 5/8)  
**82,510,178**

## Estimated Ad Value

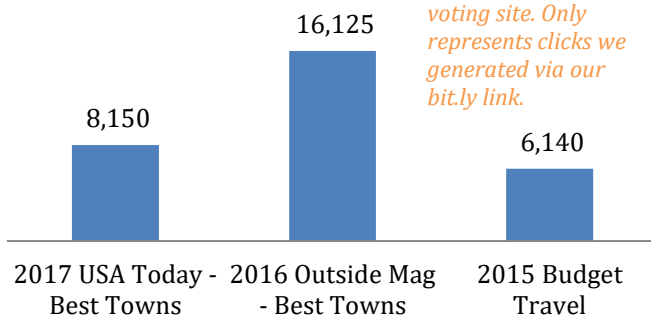
(organic & campaign)  
Last 7 Weeks - (3/15 - 5/8)  
**\$763,219**

## PR Campaign Summary



## USA Today's 10 BEST "Best Midwestern Town Contest: Grand Marais"

### Clicks to bit.ly link



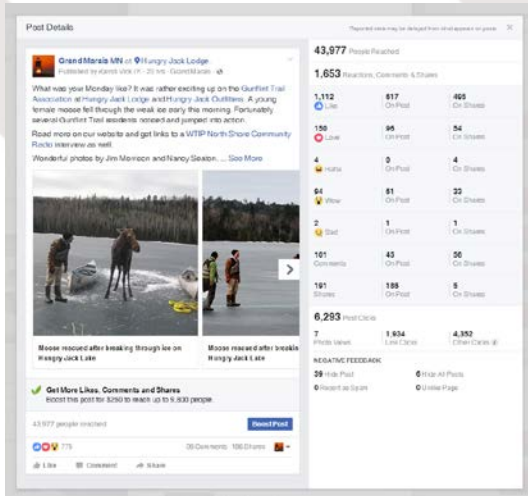
*Note: this does not account for all social or direct visits to the voting site. Only represents clicks we generated via our bit.ly link.*

Value of winning and keeping top-of-mind with our fans/potential fans is priceless.

**Estimated Broadcast Reach: 5.6M** --> Estimated Ad Value: \$52K

**Estimated Social Engagement: 9K** --> Estimated POI: \$40K

## Moose Rescue on the Gunflint Trail – April 2017



**Estimated Broadcast Reach: 12.5M** --> *Estimated Ad Value: \$120K*

**Estimated Social Engagement: 16.3K** --> *Estimated POI: \$72K*

Facebook Stats	Twitter Stats
36 Posts – VCC accounts + news media	19 Posts – just media
13,263 Likes   1,941 Shares   383 Comments	MOMENTS: <a href="https://twitter.com/i/moments/852932391207186432">https://twitter.com/i/moments/852932391207186432</a>
<b>TOTAL engagements: 15,587</b>	506 Likes; 218 Retweets; and 7 Replies
	<b>TOTAL engagement: 731</b>

## Ham Lake Run & 10 Year Anniversary on the Gunflint Trail – May 2017



**Estimated Broadcast Reach: 9.7M** --> *Estimated Ad Value: \$90K*  
**Estimated Social Engagement: TBD**

**MPR:** On Gunflint Trail, memories of 'devil's fire' still burn  
<http://www.mprnews.org/story/2017/05/01/on-gunflint-trail-memories-of-devils-fire-still-burn>

**Star Tribune:** Gunflint Trail marks 10 years after devastating Ham Lake fire  
<http://www.startribune.com/gunflint-trail-marks-10-years-after-devastating-ham-lake-fire/420822233/>

### OTHER Campaign Stories

Find more: <http://press.visitcookcounty.com/>

- **Smithsonian** | The 20 Best Small Towns to Visit in 2017  
<http://bit.ly/Smithsonian2017>
- **Women's Health Mag** | 25 Gorgeous Hikes You Have to Do in Your Lifetime  
<http://bit.ly/WomensHealthHikes>
- **Lavender Magazine** | Bump and Grind — Dr. Pamela Gonzalez Takes on the Beautiful Gravel Roads of Northern Minnesota  
<http://bit.ly/LeGrand2017>
- **Midwest Living Magazine** | 4 Minnesota Mini Road Trips  
<http://bit.ly/MWLRoadtrip>
- **Midwest Living Magazine** | 50 Romantic Midwest Getaways  
<http://bit.ly/MWLGunflint>
- **Explore Minnesota / Pedal MN** | FIVE UNFORGETTABLE BICYCLING EXPERIENCES IN NORTHEAST MINNESOTA  
<http://bit.ly/EMTbiking>
- **Star Tribune** | Types of Minnesota lichen and ferns to look for, and where to find them  
<http://www.startribune.com/types-of-minnesota-lichen-and-ferns-to-look-for-and-where-to-find-them/416352004/>
- **Star Tribune** | Roiling Lake Superior creates a crashing spectacle  
<http://www.startribune.com/roiling-lake-superior-creates-a-crashing-spectacle/415783334/>