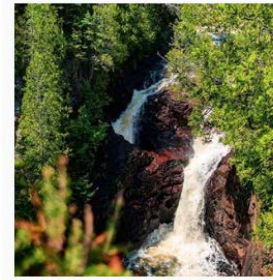


Spring & Summer Marketing Highlights

Directive from Summer MKG Survey – work with more influencers and increase social media marketing.

1. Wander The Map | Social Media & Content Creation

Influencer adventure travelers based in MN with a large international and regional following. Spent 4 nights and 5 days at the end of June. They experienced the Gunflint Trail, Grand Marais, Hovland, and Lutsen-Tofte-Schroeder. In addition to updates on their social media outlets as well as ours, they will be producing content for VCC to reuse both in 2018 and in the summer of 2019 and beyond.



Additional Deliverables:
- 6 blog posts
- Photos & Video per activity



Blog posts & Activities:

- Overall VCC trip recap
- Ziplining
- Canoeing & Day Trip BWCA
- Grand Marais tour of art via e-bike
- Sailing & Lake Superior
- Lutsen/Tofte with SNG, LMC, Wine

Lead generation

Goal: Gathering segmented lists of user interests is a priority of 2018/19. Tactic: Create multiple campaigns with a downloadable content piece.

Hubspot Campaigns

- April/May - Waterfalls
- June – Ultimate Summer Vacation Planner
- July – Beginner BWCAW Family Adventure
- July/August – Berry Picking Guide
- September – Gallery Guide Planner
- October – Moose Themed
- November – TBD
- December – Winter Vacation Guide

Each piece of downloadable is being intergrated into the traditional and social media marketing outreach throughout the season. As well as guiding public relations campaigns.

Results: as we continue to develop rich list data we are learning more about our website users. We can then tailor content to speak and reengage with these segmented intrest groups in deeper ways potentially building in new marketing opportunities and deals for stakeholders.

Upcoming Photo Contest

Theme: Weddings of the North

URL: <https://weddingsofthenorth.hscampaigns.com/>

Dates: now until August 30, 2018

Goal: gather images of weddings in Cook County to show the uniqueness and variety of options. This will also become the curated photo collage at the back of the 2019 Visitor Guide. Eventually, this will be turned into a Lead-gen content campaign for Hubspot.



Upload your photo to win!

* Required field

	Photo Title * <input type="text"/>	YOU HAVE 46 DAYS LEFT TO ENTER <small>Photo contest ends at 11:59 CDT, Sunday, Aug 26th</small>
	Photo Description <input type="text"/>	

Hot Items

Dark Sky Caravan!

Partnership with UofM professor Joel Halvorson and the UMD Planetarium.

Daily programming will run from 5pm-11pm.

Planetarium shows will be offered on the half hour

In the event of cloudy skies, programming will be limited to the planetarium.

Day/Date

#1 Saturday, August 11th

#2 Sunday, August 12th

#3 Monday August 13th

#4 Tuesday August 14th

#5 Wednesday August 15th

#6 Thursday, August 16th

#7 Friday, August 17th

Location

UMD Planetarium

Tettegouche Visitor Center

Birch Grove Community Center, Tofte

Grand Marais – Voyager Brewing Company

Grand Portage Community Center (TBD)

Seagull Lake Community Center

Seagull Lake Community Center

Next up: Dark Sky Festival tentitively planned for December.

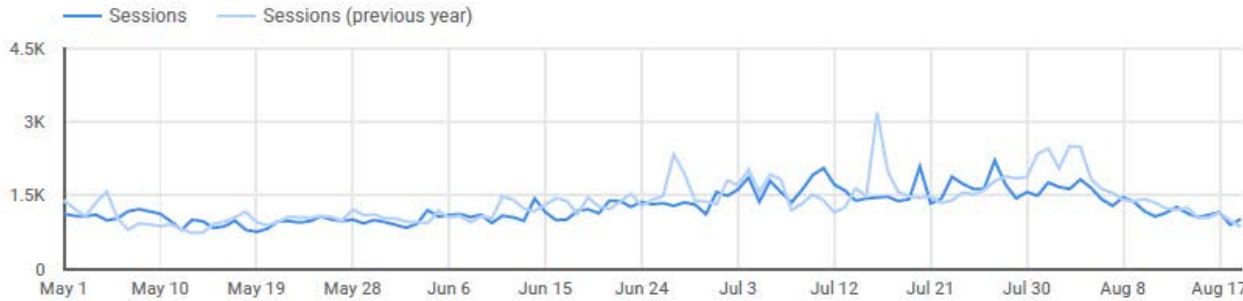


Marketing Update | July 2018

General Visit Cook County Website Stats

May 1, 2018 - Aug 19, 2018

General Website Stats (MoM)



Unique Pageviews

234.4K

↑ 40.8%

Avg. Session Duration

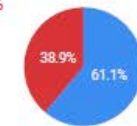
02:11

↓ -14.1%

Pages / Session

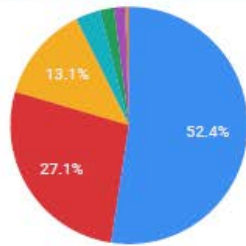
2.1

↓ -8.1%



● New Visitor
● Returning Visitor

Top Channels



● Organic Search
● Direct
● Referral
● Email
● Social
● (Other)
● Display
● Paid Search

Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions -	% Δ
1. google	68,364	61.5% ↑
2. (direct)	38,114	15.7% ↑
3. bing	3,892	30.6% ↑
4. take5tracking.com	3,377	-
5. Take5	3,052	5.9% ↑
6. exploreminnesota.com	2,113	94.6% ↑
7. lutsen.com	1,797	3.0% ↑
8. yahoo	1,686	37.0% ↑
9. bluefinbay.com	1,349	24.6% ↑
10. facebook	1,218	782.6% ↑

1 - 10 / 579 < >

Top Landing Pages | MoM comparison

Page Title	Sessions -	% Δ
1. Find a complete list of Webcams in Cook County, Minn...	28,165	0.6% ↑
2. Home - Visit Cook County Minnesota	14,489	43.8% ↑
3. Communities Grand Marais Visit Cook County, MN	14,015	39.3% ↑
4. Experience the Northern Lights in Minnesota Visit Co...	11,353	7.4% ↑
5. Fisherman's Picnic 2018 - Visit Cook County Minnesota	6,650	431.6% ↑
6. Minnesota Summer Activities The Fun Doesn't End V...	5,013	8,396...
7. Events Visit Cook County, MN	4,691	35.9% ↑
8. Communities Gunflint Trail Visit Cook County, MN	4,273	60.9% ↑
9. Grand Marais Arts Festival - Visit Cook County Minnes...	2,658	1,196...
10. Festivals and Events Minnesota Things to Do Visit C...	2,611	55.4% ↑

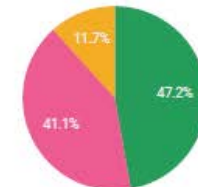
1 - 10 / 1153 < >

Top Second Page Navigation | MoM comparison

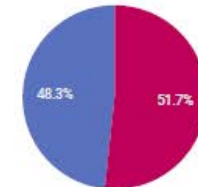
Second Page	Sessions -	% Δ
1. (not set)	93,533	35.1% ↑
2. /resources/webcams/	8,697	0.3% ↑
3. /events/	3,929	90.2% ↑
4. /hot-deals/	2,615	80.6% ↑
5. /	2,315	47.0% ↑

1 - 5 / 1993 < >

Users



● desktop
● mobile
● tablet



● female
● male

City

Unique Pag...

1. Minneapolis	29,676
2. Grand Marais	14,096
3. Chicago	11,676
4. Saint Paul	9,064
5. Omaha	7,656

1 - 5 / 4409 < >



Questions?

kjersti@visitcookcounty.com