

Marketing Update | September 2016

Marketing Highlights



Impressions. YoY we have received nearly 54 million impressions compared to 38 million last year. That is a whopping \$16 million difference!



New emailers. Take 5 Media has delivered open rates of 17.47% and 17.89% along with impressive click through rates of 15.14% and 12.84%. Biggest surprise was MN Monthly emailer with a 21.12% CTR!



Transit Bonus. Bus contract was scheduled to end August 15th however they are keeping it up longer as they like the creative – **bonus of 515,076 impressions** so far. **+ Plus** we sent them creative to produce extra bus tails and grill signage that will be running all year long at no charge!

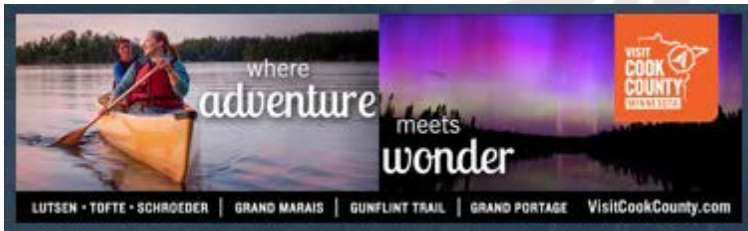


New digital market. Ran an online campaign with Iowa Sportsman that resulted in 761,836 impressions.



NEW VCC Lure – design complete! Expected to hit the streets mid-October

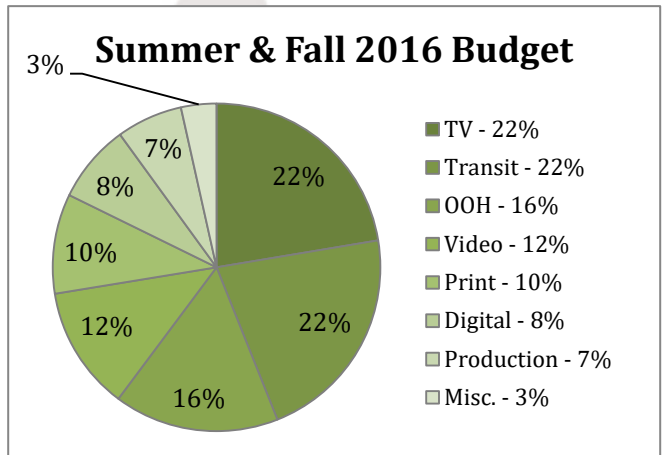
Summer & Fall 2016 | Budget: \$124,800



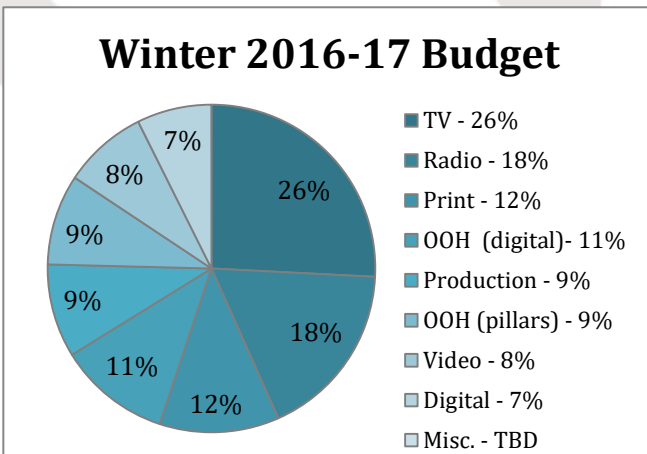
Theme: Juxtapose

New for summer 2016:

- > co-op with Northland News Center for commercials with local businesses
- > USA Today – Great Lakes publication
- > Testing new targeted emailer partners
- > Iowa Sportsman online ads
- > homepage takeovers on City Pages, Star Trib, and Twincities.com
- > addition of voiceover on summer video with increase of digital video ads on Comcast & YouTube pre-roll



Winter 2016 – 17 | Budget: \$107,800



Theme: Storybook winter

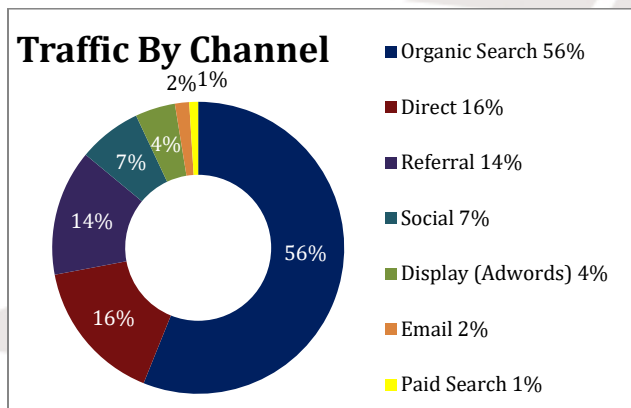
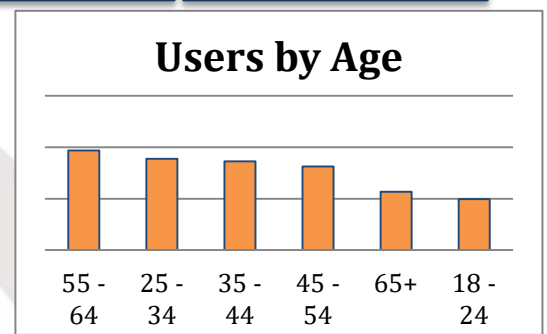
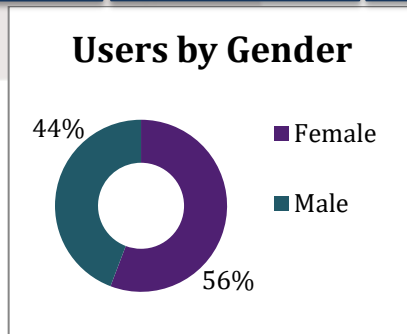
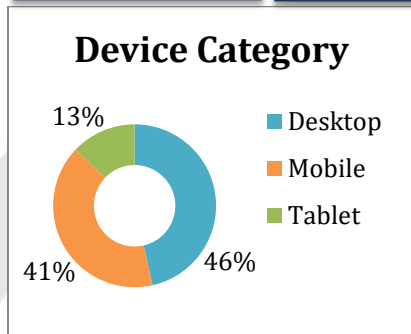
Winter marketing highlights & possibilities:

- > **Markets targeted** – Using the zip code data provided by lodging properties GV is continuing to refine targeted marketing to the Twin Cities metro and key suburbs.
- > **Skywalk takeover** – partnership with LMC to takeover 5 pillars in popular skywalk in January. Will include an event in skywalk as well – details TBD.
- > **Kare11** – weather report sponsorship, advertising schedule and digital media opportunities being discussed.
- > **Geo Targeting** – continue using geo targeting filters to promote mobile app downloads. Additional geo targeting considered at premier events in target markets.
- > **Direct marketing** to cross country ski and snowmobile clubs

Website Highlights

Dates: Aug 20, 2016 – Sept. 19, 2016 vs. same period last year

Sessions 30.3K + 9.17%	New Users 21.7K + 6.15%	Unique Pageviews 51.8K + 3.2%	Pages per Session 2.3	Avg. Session Duration 2:24 min + 7.1%
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Top Landing Pages	Sessions	Page / Session	Sess. Duration
HOME	4,867	2.32	2:37
GMATA Page	4,228	3.11	3:17
Northern Lights	3,445	1.39	1:06
GM webcam	2,771	1.51	3:30
GTA Page	1,161	2.46	2:29
Fall Color Drives	981	1.25	1:02
Calendar	973	3.62	3:01
L.S. Agates	699	1.47	1:02
LTTA Page	655	3.49	3:37
Festivals & Events	619	2.45	2:14

Recent updates to the website

- A. Fall Drives Page | www.visitcookcounty.com/falldrives
- B. Interactive Map – reworked
- C. “Things To Do” navigational menu reordered
- D. Optimizing pages for SEO + Site Improve
- C. New GM webcam installed and launched

Keywords & Google Ads | partnership with @aimClear

Remarketing: targeting people who have visited our website, or similar sites, in the past 30 days.

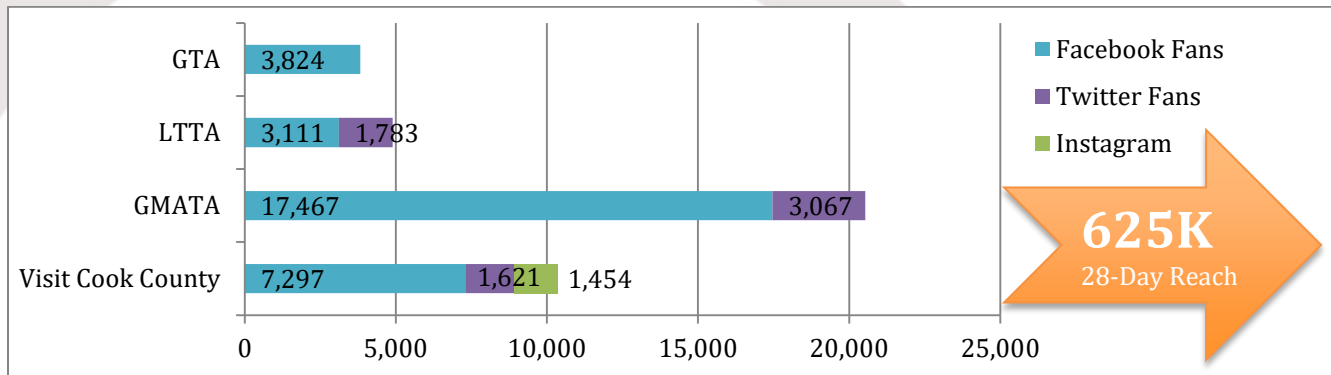
Month	Theme	Impressions	CTR	CPC	Total Spend
March 2016	Spring Calls, Waterfalls	87,210	0.28%	\$0.76	\$186.93
April 2016	Spring Calls, Waterfalls	250,357	0.27%	\$0.50	\$340.52
May 2016	Adventure (BWCA Expo)	321,924	0.85%	\$0.12	\$339.50
June 2016	MN Biking Paradise	235,483	1.11%	\$0.12	\$322.03
July 2016	Superior Golfing	176,091	1.68%	\$0.12	\$345.10
August 2016	Chill vibes & boat rides	162,643	1.56%	\$0.11	\$288.44
Grand Total	Remarketing: Keyword & Image	1,233,708	0.95%	\$0.16	\$1,822.52

Mobile App | Report period 5/1 – 9/20



	iOS	Android
Active Devices	2,152	1,075
NEW devices	395	220
Sessions	3,597	1,927
Ave. daily users	15	8

Social Media

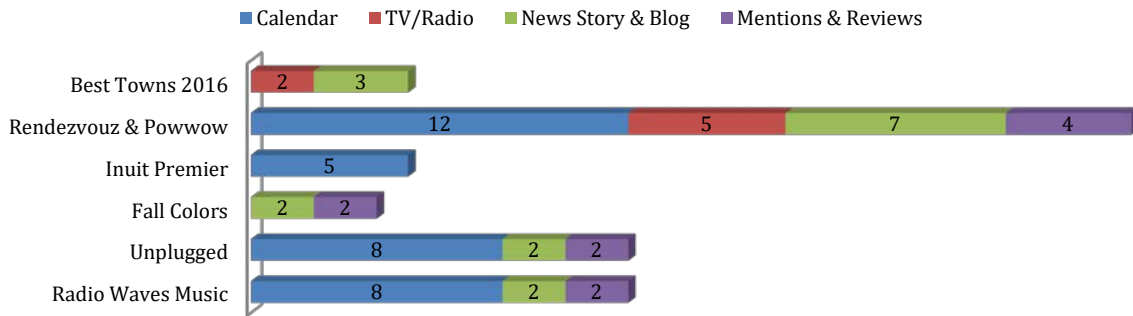


Facebook Ad Spend

Date	Campaign	Impressions	Clicks	CTR	CPC	Spend	Link Clicks	Post Likes	Page Likes
9/1 – 9/30	Fall (2 Facebook ads PLUS 2 Instagram ads)	105,679	2,064	1.19%	\$0.81	\$600	415	294	47
7/26-8/15	Rendezvous Days	47,850	340	1.27%	\$0.82	\$500	340	224	20
TOTAL:		153,529	2,404	1.23%	\$0.82	\$1,100	755	518	67

Public Relations Summary

PR Summary



Other Stories:

- **Pioneer Press:** “Going up north for fall color? 10 things to eat and do while there” <http://www.twincities.com/2016/09/15/north-shore-fall-colors-duluth/>
- **Lavender Magazine:** “A Getaway on the Breeze” <http://www.lavendermagazine.com/our-scene/a-getaway-on-the-breeze/>
- **Star Tribune:** “North Shore’s stunning Naniboujou Lodge is for sale” <http://www.startribune.com/north-shore-s-stunning-naniboujou-lodge-is-for-sale/392254791/>
- MPR News: “Aging paddlers? More BWCA trips, but fewer young visitors” <https://www.mprnews.org/story/2016/09/02/aging-paddlers-more-bwca-trips-but-fewer-young-visitors>
- **Business North:** “Grand Marais named one of “The 16 Best Places to Live” http://www.businessnorth.com/around_the_region/grand-marais-named-one-of-the-best-places-to-live/article_0650490a-707b-11e6-b4ac-837635005de8.html
- **Outside Magazine:** “The 16 Best Places to Live” <https://www.outsideonline.com/2105956/best-places-live-us-2016>

Interviews & Live Broadcasts

- Linda at the MN State Fair with WTIP
- Live on air radio interview with WCCO

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

