

# Marketing Update | September 2017

## Current Marketing Highlights



### New Website!

Launched August 8 . Highlights – refreshed look, refined navigation, outfitters intergrated into 'adventures' pages, hot deals revamped with hot footers, HubSpot marketing and CMS.

**Coming soon:** live updatable Lodging Vacancy page.

**MNMO Best MN Towns Contest.** Voting starts September 18, 2017. <https://goo.gl/8G2mrq>



• **Editorial Feature** – A multi-page editorial feature on the Best MN Town will run in our February 2018 issue of *Minnesota Monthly*.

• **Best of MN Tickets** – 20 Tickets to our 2017 Best of MN event to participate in the celebration & metro Twin Cities area announcement.

• **Minnesota Monthly Ticket Package** – A ticket package to *Minnesota Monthly* events to be used to help your town fundraise or reward community members for contributions.

• **Party for the Winning Town** – We will throw you a party in your own town! *Minnesota Monthly* will work with the town's designated official office to coordinate a hosted party for up to 100 attendees, with food and beverage sampling. Dates, locations, and specifics to be mutually agreed upon.

• **Governor's Proclamation** – A Gubernatorial Proclamation Day for Winning Town.

• **Public Relations Assistance** – Assistance with PR outreach announcing your town as the 2017 Best MN Town.



### 2018 Visitor Guide

Content created and enroute to production. Estimated delivery date: October 19

#WokeUpNorth photo contest 217 Entries – top 10 will be included in the visitors guide



**Dark Skies:** A story in the Star Tribune about Dark Sky friendly communities by Pam Louwagie

<https://goo.gl/h1qQs8>. Attended the Dark Sky Symposium in Duluth 9/21.



**Winter Marketing.** Planning underway – anticipate adding new images and potentially reworking winter video similar to summer to add more digital content.

### Seasonal Themes 2017/18 Winter:

- November – Storm Season
- December – Dark Skies + Hygge before the holidays (see [Star Trib story from 9/17/17](#) promoting Dark Sky Season)
- January – Winter White – promoting the loveliness of winter through imagery
- February – Hygge
- March – Snow
- April – Waterfalls & Retreats

## Spring, Summer, Fall – Campaign Highlights



### New digital campaign with Orange 142

→ Drove 4,578 Clicks to the website CTR .40% (tourism average CTR .23%)

→ 1.2 Million completed reads on integrated social media platform

**Digital Emailers (Inform, Star Tribune, Take5):** Average CTR 18.62% resulted in 16K website views

**Partnership with KMSP – FOX 9 Contest:** 1,612 Facebook entries

### Created 15 new ads including:

- Awaken your curiosity – baby animals
- Discover hidden gems – agates

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

- Reimagine spring break – targeting couples without kids
- Find beauty – flowers
- Catch a trophy – fishing
- Train outside the gym – positioning CC as the ultimate training ground
- Get cultured – rich Native American history



**8 New Videos from repurposed footage from the 2015 shoot:** <https://www.youtube.com/gowaynorth>  
Arts, Dining/Shopping, Golf, Hiking, Relaxation, Water Sports, Lake Superior, Canoeing, Fall

Partnership with Brand USA & Explore MN for video to international clients outreach

## Public Relations Summary

### Estimated PR impressions

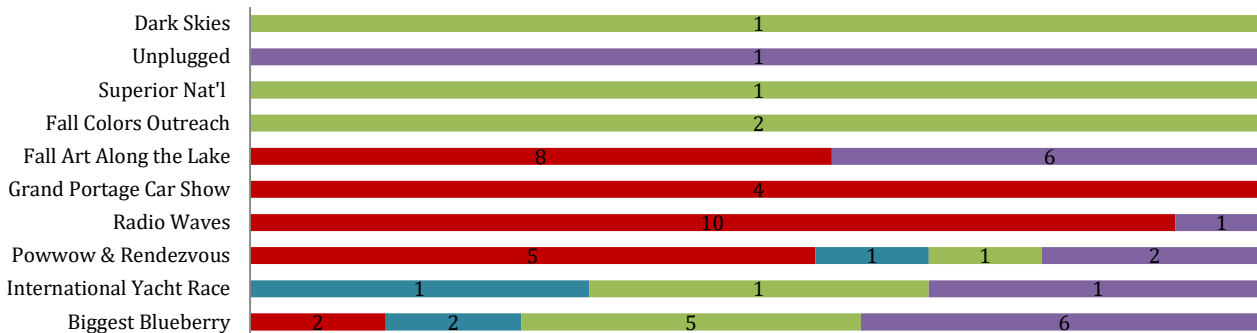
(organic & campaign)  
July 1 – September 20, 2017  
**97,485,250**

### Estimated Ad Value

(organic & campaign)  
July 1 – September 20, 2017  
**\$901,739**

## PR Campaign Summary

■ Calendar ■ TV/Radio ■ News Story & Blog ■ Mentions & Reviews



### Current PR Stories

- 'Best Minnesota Town'  
<http://www.kbjr6.com/story/36398115/northand-communities-in-running-for-best-minnesota-town>  
<http://1037theloon.com/st-cloud-is-a-top-10-finalist-for-best-minnesota-town-link-to-vote/>
- Dark Skies: <https://goo.gl/h1qQs8>  
<http://www.sctimes.com/story/news/local/minnesota/2017/09/17/northern-lights-night-skies-brighten-states-tourism-draw/675371001/>  
<http://www.kbjr6.com/story/36163989/end-of-the-gunflint-home-to-some-of-the-darkest-night-skies-on-earth>
- Fall Colors:  
<http://www.startribune.com/hike-bike-and-glide-your-way-to-autumn-colors/443101933/>  
<http://mspmag.com/travel-and-visitors-guide/32-quick-trips-for-fall/> (includes a plug for Fall Art Studio Tour)
- Foodie: <http://www.thekitchn.com/the-12-best-small-towns-for-good-food-in-the-u-s-247760>
- Random: <https://tcagenda.com/2017/get-ready-mn-millennials-new-pokemon-movie-trailer-will-hit-right-feels/>
- Resort Ownership transitions: [http://www.businessnorth.com/businessnorth\\_exclusives/younger-generation-invests-in-north-shore-resorts/article\\_b6bc3058-7091-11e7-8419-d7a380dfe6ff.html](http://www.businessnorth.com/businessnorth_exclusives/younger-generation-invests-in-north-shore-resorts/article_b6bc3058-7091-11e7-8419-d7a380dfe6ff.html)

**PR Trip Stories:** <http://duemidwest.com/2017/09/15/day-grand-portage/>  
<http://redtri.com/midwest-road-trips-for-families/>  
<https://www.lavendermagazine.com/my-lavender/editor-road-cope/>

**Expect to see:** a few stories from Lisa Myers McClintick regarding Resort Ownership transitions,