



Marketing Update

Board Meeting

Visit Cook County MN • November 2020



Overview

Marketing Update

November 2020

Review

- Fall Campaign
- Public Relations

Winter

- Winter
- Trends & Tactics

Partnerships

- Google My Business
 - See Source
 - Giant Voices
-

Review



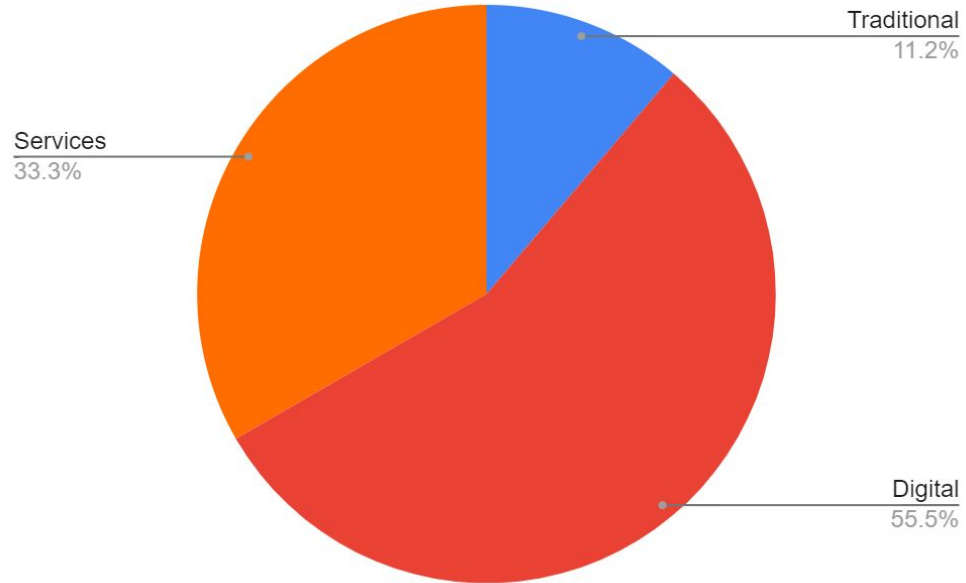
Fall Marketing

August - October 2020

Spent: \$31,095

Campaign Breakdown

Fall Budget Actual





Fall Marketing

August - October 2020

Spent: \$31,095

Ad Impressions

7.1M

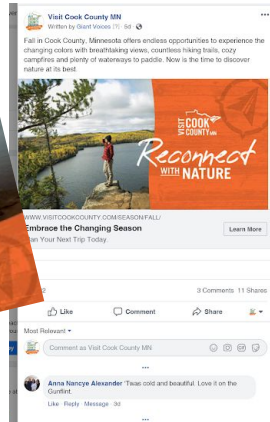
Campaign Clicks

29,458 Users

Total website users: 107,727

Avg. Cost Per Acquisition

\$1.63/user



Campaign Highlights

Reconnect with Nature

- Total impressions: 7,082,177
- CPI: \$0.0034 (formerly \$0.005)
- CPM: \$3.40 (formerly \$4.81)
- Average CTR: 0.64%
- Average CPC: \$0.58

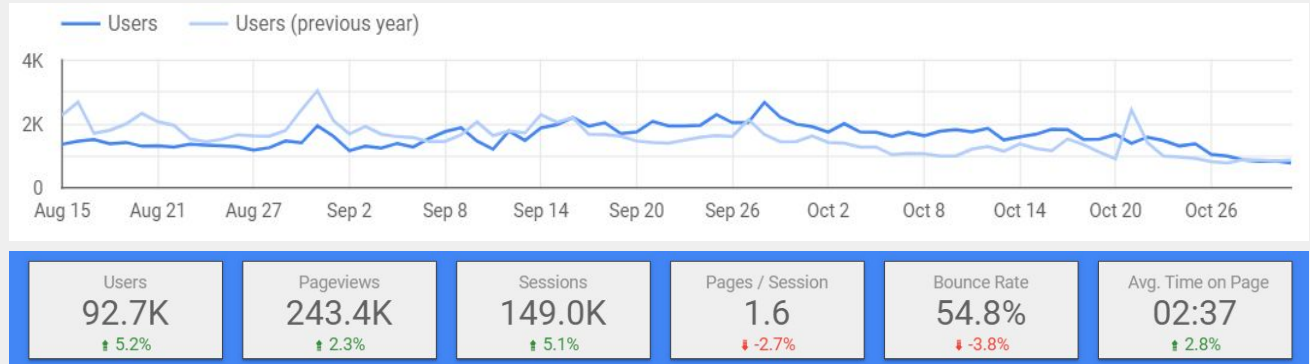


Fall Marketing

August - October 2020

Spent: \$31,095

Website Analytics



Highlights

- General traffic +5.2% from last year
- Continuing to see increased user engagement: lower bounce rate, increased session duration and deeper page exploration



Public Relations

June - September 2020

Featured Highlights - June - Oct.

- NY Times ([link to PDF](#))
- Eating Well Magazine ([link to PDF](#))
- National Geographic Travel ([link to story](#)) – no byline but did assist writer
- NACO ([link to PDF](#))
- Midwest Living ([link to PDF](#))
- MPR ([link to story](#))
- Kare 11 ([link to story](#))
- MnMo ([link to PDF](#))
- Business Insider ([link to PDF](#))
- Star Tribune: Busy summer extends to winter ([link to PDF](#)), Eagle Attack ([link to PDF](#)), Reinvent hospitality ([link to PDF](#))
- Duluth News Tribune ([link to PDF](#))
- Fox 21 ([link to story](#)), KBJR ([link to story](#), [PDF](#)), WDIO ([link to PDF](#), [PDF](#), [PDF](#))
- Walking Tourist / Travel Awaits
- Twin Cities Business

Coming Soon

- WNIN Public Radio (Covid preparations), MSP Magazine (Hygge), Business North (Winter), Star Trib (winter), EMT Winter Experience

Media Stories

311 stories

60 stories*

Reach

433M potential audience

1.4M reach*

Value

\$4M estimated ad value

\$1M est. ad value*

* amount of earned media that VCC generated, assisted with or contributed to directly.

Winter



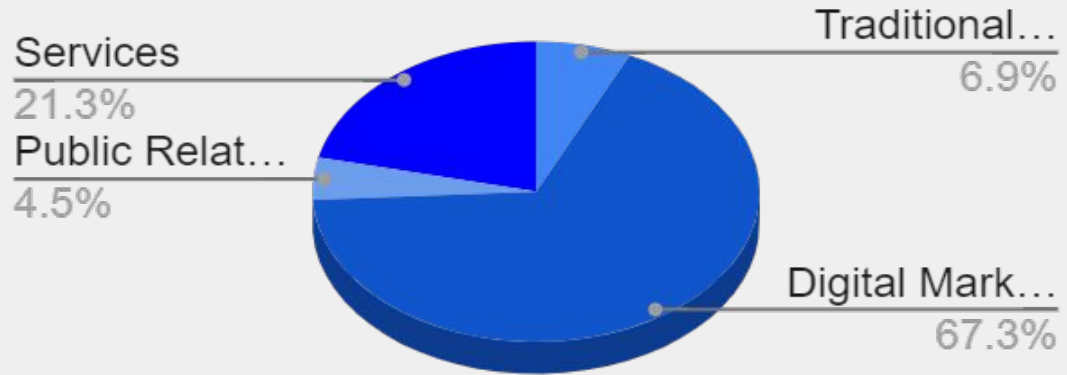
Winter Marketing

November 2020 - April 2021

Budget: \$93,105

Campaign Breakdown

Winter Allocations



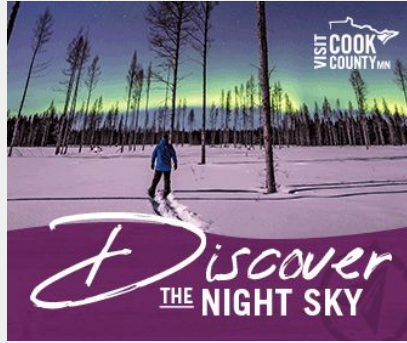
- Estimated # of Total impressions: 18,731,701
- Estimated CPI: \$0.0045
- Estimated CPM: \$4.47



Winter Marketing

November 2020 - April 2021

Budget: \$93,105



Tactics

Programmatic marketing

Winter Blitz (week of January 10-16, 2021)

In addition to the winter budget, we have a grant from Explore MN for digital marketing

Trends & Tactics



Trends

Outdoor Adventures

Unique Dining Opportunities

Fresh

Seasons: Isolation/Dark Sky, Winter Wonder & Sprinter Season



Winter One Moose Apart

Updated One Moose Apart Creative



FOR SAFETY REASONS KEEP
ONE MOOSE APART

Find More info at: [VisitCookCounty.com](https://www.VisitCookCounty.com)

- [Alpine One Moose Apart](#)
- [Silent Sports One Moose Apart](#)

**FOR SAFETY
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Partnerships

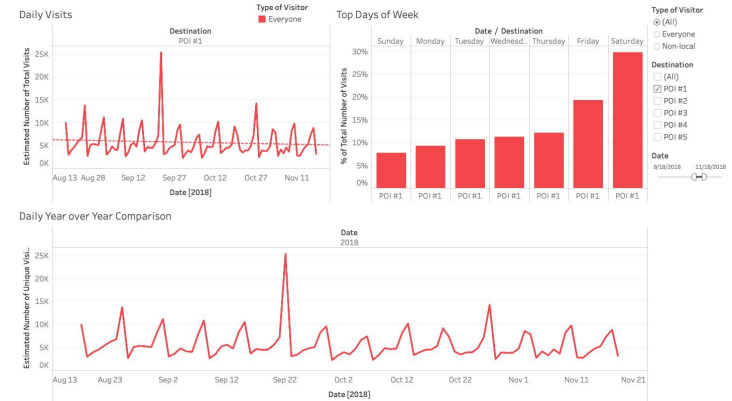


New Initiatives

See Source

Data Insights

- Total # visitors & their origin (with two year YoY comparisons)
- Determine avg. Length of stay
- Visitation by day of week/time of day
- Typical traveler and number of sites visited / nights stayed
- Event growth
- + more



Paid Programmatic Marketing

- Run targeted marketing campaigns to relevant audiences



Partnership

EMT / Miles Media

Google My Business

- Identify ways to enhance the user experience on Google platforms
 - Adding photos and content to Top Sites
 - Breakdown of each community “Top Sites” guide
- Find inconsistent or inaccurate data in Google
- VCC will be given tokens to help verify unverified businesses (help local businesses claim their listing)

Opportunity: Local Businesses to attend webinar on how to enhance their Google My Business Listing. Thursday, November 19. [Register here.](#)

Or [watch the previous recorded presentation](#) from October 27, 2020



Partnership

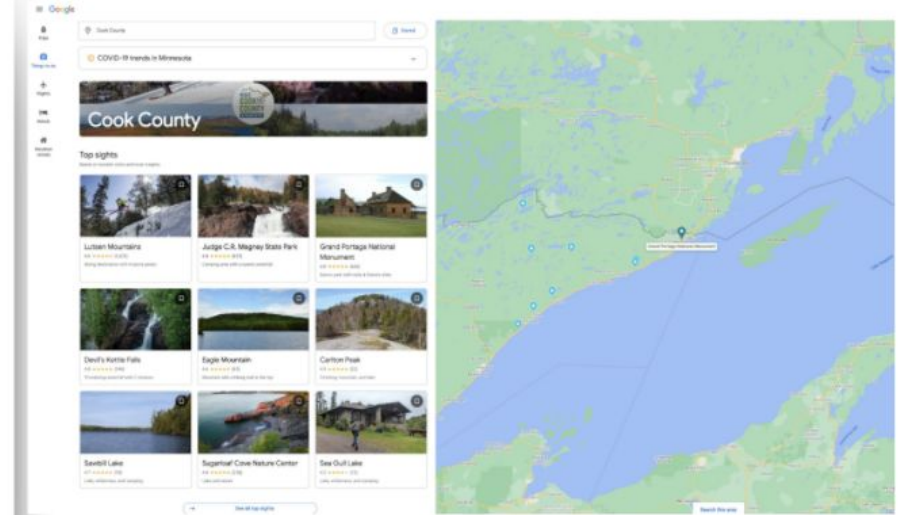
EMT / Miles Media

Google My Business

Audit findings

Travel Guide Top Sights

- Most robust content feature within Travel Guides. Includes up to 100 local points of interest in a map-based format
- Clicking on a listing includes basic info and then takes user to a SERP with location profile in Knowledge Panel
- Main sources of business information: Google My Business, Maps & Wikipedia
- Rank/inclusion is programmatically determined
- Full list of locations is included in the Top Sights Audit spreadsheet



The Cook County Travel Guide includes 100 top sights





Partnership

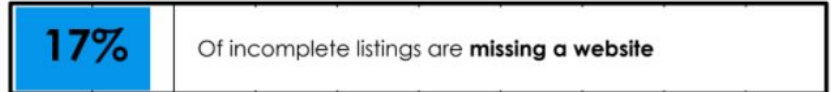
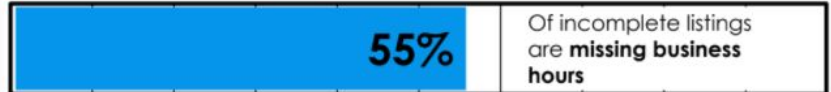
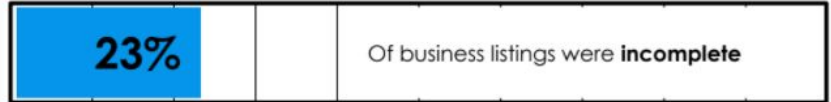
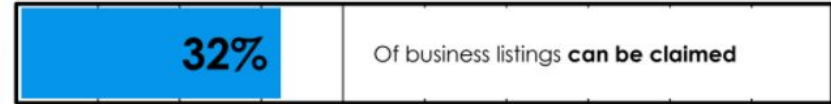
EMT / Miles Media

Google My Business

Audit findings

Google My Business Data

Cook County is above average for completeness of GMB listings, but there are opportunities to generate improvements through activation.



Thank You!
