



Marketing Update

Visit Cook County MN • July 2020



Overview

Marketing Update

July 2020

Review

- Stakeholder Resources & Visitor Messaging
- Summer Campaign

Refocus

- Opportunities
- Content

Looking forward

- Fall & Winter

Analytics

Review



Review of Covid-19 Summer

Stakeholder Resources

- Best Practices Guide
- Facebook Group
- Business Hours
- Lodging Availability

Visitor Messaging

- One Moose Apart
 - Virtual Backgrounds
 - #DreamNorthMN
 - Facebook Frames
 - Branded Face Coverings
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Review of Summer Campaign (May-August)

Marketing Message

- Reconnect
- One Moose Apart

Media Spend

- \$16,600

Tactics

- Social Media
 - Google Display & Remarketing
 - Search ads
 - Banner ads
 - Pre-booked: MNMO, AAA, LakeTime
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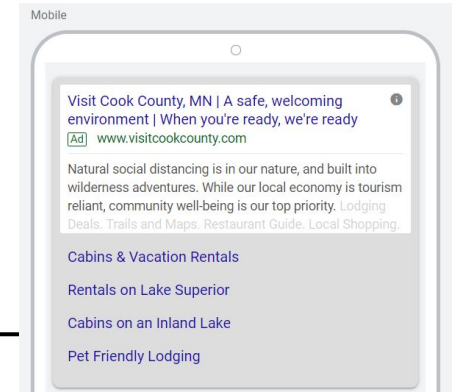
Highlights

Google Display and Keyword Ads

- Impressions: 2,910,977
- Clicks: 14,522
- CPC: \$0.42
- CTR: 0.50%

Top performers

- One Moose Apart - geolocated to NShore.
- Keyword messaging - high pages/session, low bounce rate and high outbound clicks to stakeholder sites.





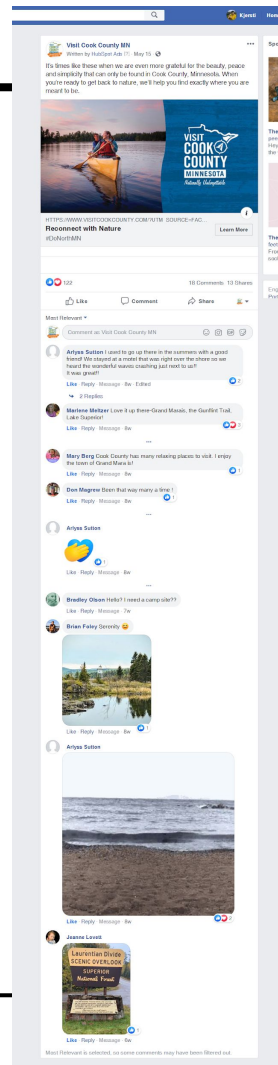
Highlights

Facebook Ads

- Impressions: 289,574
- Clicks: 3,694
- CPC: \$0.14
- CTR: 3.38%

Top performers

- Geo targeted campaign to current travelers
 - One Moose Apart - high organic engagement
 - Dining - high CTR and goal completion
- Reconnect - good time on site as well as social and web engagement



Refocus



New Opportunities

Opportunities

- **VisitCookCounty.com Updates**
 - FREE listings on VCC website (August 1, 2020 - July 31, 2021)
 - Addition of local Artists & Musicians
 - [Live/Work in Cook County](#)
- Reprint Grand Marais Maps
- 1% GTA Marketing

Outreach

- Tshirt & Fundraiser
 - Masks / Face Coverings
 - PSAs
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How to find:

Visitor Messaging

One Moose Apart



- **One Moose Apart Tshirts!**
 - Proceeds will be donated to a local entity

Link:

How to find:

Order by contacting
Maggie@visitcookcounty.com

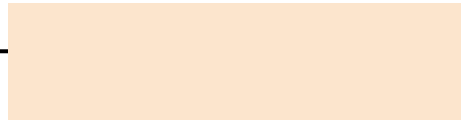
Custom Face Coverings

Visitor Messaging



13,000

Face Coverings ordered in total!



Looking Forward



Looking Forward: Fall & Winter

Fall

- Reconnect
- Art Along the Lake
- Lake Superior
- Live / Work

Winter

- Trails, Trails, Trails
 - Cozy cabins
 - Live / Work
-

Analytics



Visit Cook County Website Goal Tracker

May 1, 2020 - May 1, 2021:

550,198

percentage of goal met to date:

5.94%



Viewable: <https://www.visitcookcounty.com/resources/media-room/website-analytics/>

Updated: 7/15/20

Growth by Month: May -30%, June +25%

Note: comparison years are starting the spring of 2019 to the spring of 2020 - in January, we will be comparing 2020 to 2021 traffic.



Website Analytics

- As we start out our 20/21 fiscal year, overall traffic is down about 18% YoY from last year. Considering how aggressive our marketing was in 2019 and our total spend this fiscal year today is significantly less than what was spent last year at this time, that is surprisingly well.
 - Additionally, our YoY users are more engaged with our website. Spending on average:
 - 4% more time on site
 - viewing 5% more pages/session
 - a lower bounce rate (a decrease of around 23%)
 - Top traffic sources - Users find their way increasingly via social and organic search.
 - Top content pages are: biking, hiking, ohv/atv, alpine slide, canoeing, and moose viewing all of which have increased by at least 25% over LY
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Thank You!
