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# Marketing Update

Visit Cook County MN • September 2020

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# Overview

## Marketing Update

September 2020

### Review

- Summer Campaign
- One Moose Apart & Face Coverings
- Public Relations

### Refocus

- Budget Revisions
- Acquisitions
  - Biking photo shoot
  - ATV Map
- Google My Business

### Looking forward

- Winter
  - Trends & Tactics
  - Capacity Assessment
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# Review

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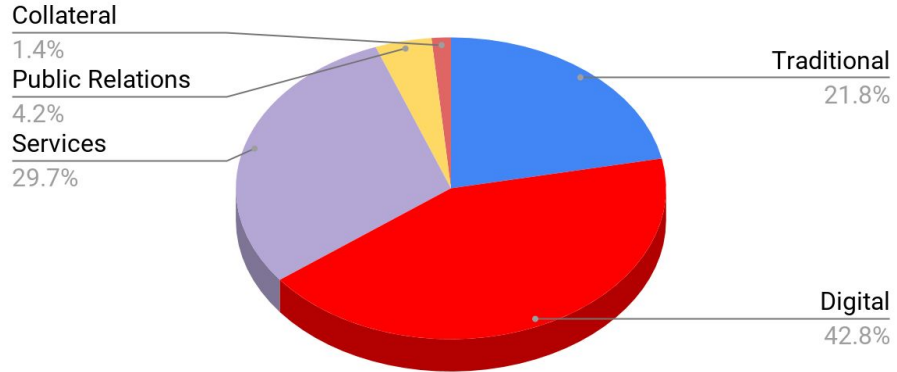
# Summer Marketing

May - August 2020

## Campaign Breakdown

### Summer Budget 2020

Actual Spend: \$23,553





# Summer Marketing

May - August 2020

Impressions

5.6M

Campaign Clicks

24,845 Users

Total website users: 105,232

Avg. Cost Per Acquisition

\$0.61/user



## Campaign Highlights

- Reconnect with Nature
- Organic traffic +7.4%
- Increased user engagement: lower bounce rate, increased session duration and deeper page exploration
- Map content downloads up 30%!
  - GFT Hiking Map up 79%

# Visitor Messaging

## One Moose Apart



- One Moose Apart T-shirts!
  - Fundraiser raised \$9,469!
  - 662 shirts
  - Funds distributed to **Empty Bowls** & the **Violence Prevention Center**



**How to find:**

Order by contacting  
Maggie@visitcookcounty.com

**Custom Face Coverings**



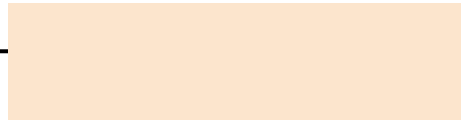
# Visitor Messaging

**23,000**

Face Coverings ordered in total!

**5,000**

NEW - Children's face coverings





# Fall Marketing

August - October 2020

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## Review of Fall Campaign to date

### Marketing Message

- Reconnect
- Art events

### Media Spend

- \$33,445

### Tactics

- Social Media
  - Google Display & Remarketing
  - Search ads
  - Emailers
  - Banner Ads
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# Fall Marketing

August - October 2020

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## Highlights

### Google Display and Keyword Ads

- Impressions: 2,205,153
- Clicks: 11,236
- CPC: \$0.32
- CTR: 0.51%

### Display Ads

- Kare 11 Banner ads
- EMT Retargeting via Media One
  - 786,000 Impressions
  - 4,784 sessions to date





# Fall Marketing

August - October 2020

## Highlights

### Social Ads

- Facebook campaign
- EMT Instagram Takeover

### Emailers

- Star Trib
- Orange 142
- ADS Data Direct (EMT Co-op)





# Public Relations

June - September 2020

## Featured Highlights - Aug/Sept

- NY Times [\(link to PDF\)](#)
- NACO [\(link to PDF\)](#)
- MPR [\(link to story\)](#)
- Kare 11 [\(link to story\)](#)
- Fox 21 [\(link to story\)](#), KBJR [\(link to story\)](#)
- Walking Tourist / Travel Awaits

### Coming Soon

Interview with WNIN Public Radio, [Nat Geo Travel](#), MSP Mag

## 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.

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# Refocus

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# New Assets

## New Assets

### Business Hours Tracking

- Dining Hours
- Retail Hours



LUTSEN • TOFTE  
SCHROEDER  
GRAND MARAIS  
GUNFLINT TRAIL  
GRAND PORTAGE

[visitcookcounty.com/business-hours](https://visitcookcounty.com/business-hours)



# New Assets

## New Assets

### ATV Map

- Partnership with ATV Club

### ATV ROUTES — COOK COUNTY, MINNESOTA

**LEGEND**

- ATV Routes
- Timber Frear Loop
- Rice Lake/Panora Loop
- Grand Marais to Mid-Burnt Trail
- Hovland Woods from South Brule
- Hovland Woods from Grand Marais
- County Road - Paved
- County Road - Gravel
- Other Road
- Highway 61

**ATTENTION RIDERS**

This map was compiled from a variety of federal, state, and county data sources and may not reflect the most current legally designated ATV routes. Riders are responsible for consulting the following authoritative sources for the most up to date information about allowed routes and other travel rules and regulations:

- USDA Superior National Forest Motor Vehicle Use Map (MVDUM) - Available from the Superior National Forest Website (<http://usda.gov/superior>)
- MNDNR State Forest Classification & Forest Road & Trail Designations for Grand Portage and Pine Beetle State Forests - Available from the MNDNR website (<http://state.mn.us>)
- Cook County Ordinance # 54 Cook County Ordinance Regarding Class 1 ATV Use on County Roads - Available from the Cook County website ([co.cook.mn.us](http://co.cook.mn.us))

This map was produced by Cook County in cooperation with USFS and MNDNR State Foresters.

**mobile maps**

**GET A COOK COUNTY MAP FOR YOUR PHONE**

- Download and open the Avenza Map app
- Tap "Store"
- Tap "Find Maps"
- Enter "Cook County Government"
- Tap to Preview and install a map. Once a map is installed, it can be viewed offline.

View PDF's & trail info: [visitcookcounty.com/atv](http://visitcookcounty.com/atv)

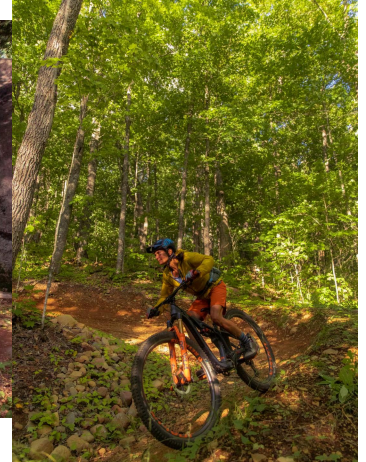


# New Assets

## New Assets

### Biking Photos

- Partnership with SCA
- New [geo referenced map](#)
- [Photos](#)



View PDF's & trail info: [visitcookcounty.com/biking](https://www.visitcookcounty.com/biking)



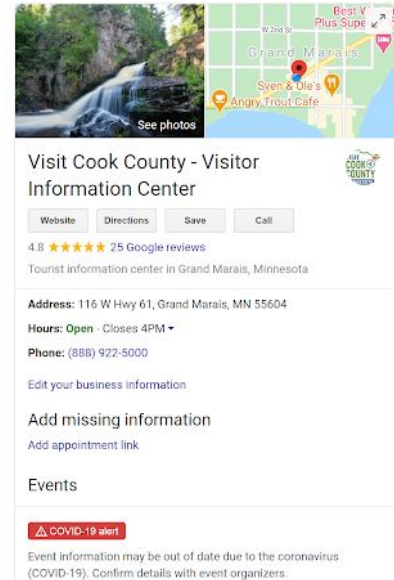


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# Google My Business

## Community Guides

- DMO program to refine and build out a stronger google presence





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# Looking Forward

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# Looking Forward: Winter

## Trends & Themes

- **FRESH!**
  - **Season Transitions**
    - Isolation Season (Nov/Dec)
    - Winter Wonderland (Jan/Feb)
    - Sprinter (March/early April)
  - **Trails** - emphasizing snowmobiling, snowshoeing, XC skiing, Alpine skiing
  - **Digital nomad** - workcations
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**Thank You!**

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