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# Marketing Report

Visit Cook County Board Retreat - 2019

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# Goals & Priorities

- Prioritize Digital & Social Media
- Increase User Traffic to the Website
- Reinstate Lodging Tiers
- Brand & Sub-brand Research
- Increase Search Prominence

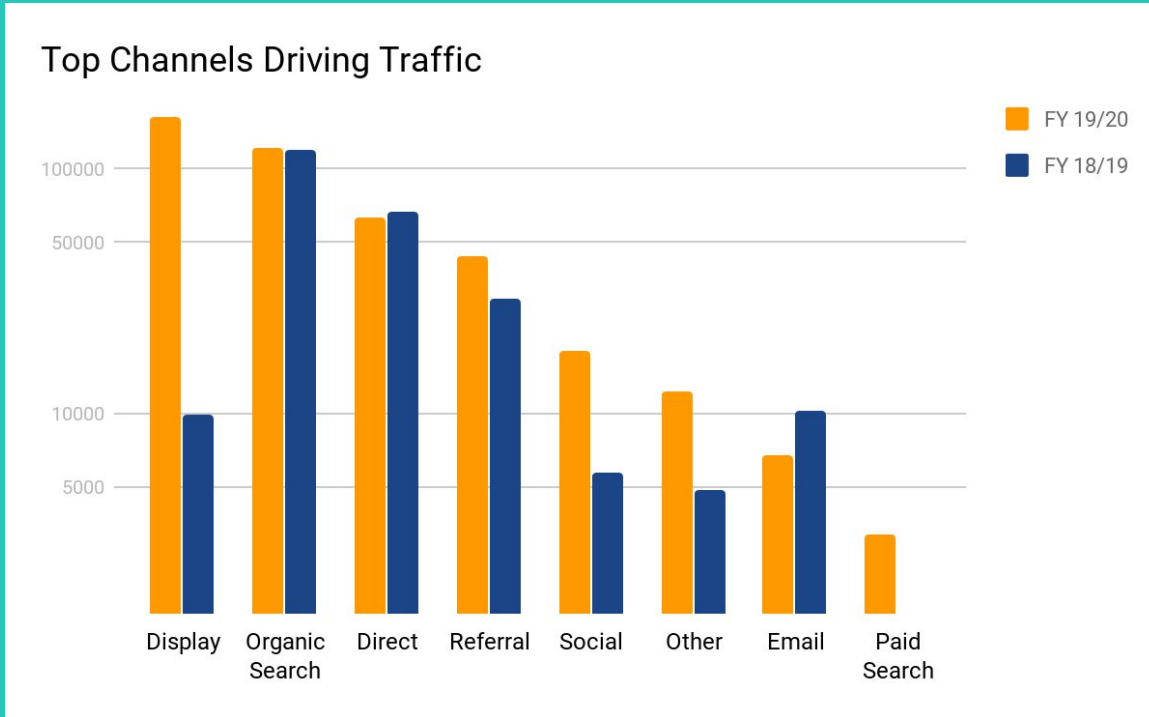
## Goal 1

# Prioritize Digital & Social Media

**Reduce traditional advertising methods** in favor of more trackable digital ads. Track cost effectiveness of marketing campaigns.

- **Increase budget**  
Added \$70,000 to be spread across all seasons specific to digital
- **Track**  
Develop a robust universal tracking mechanism for all campaigns
- **Monitor Changes**  
Successes and challenges

# Website Analytics



Largest areas of growth in Display, Social & Other\*

\*Other is a mix of digital marketing efforts

Google analytics data from 5/1/19 - 11/11/19

## Goal 2

# Increase User Traffic

**Double traffic to website** from 275,000 to 550,000 during the 19/20 fiscal year.

→ **Shift strategies**

Goal 1 sets the stage for increasing digital marketing efforts

→ **Track**

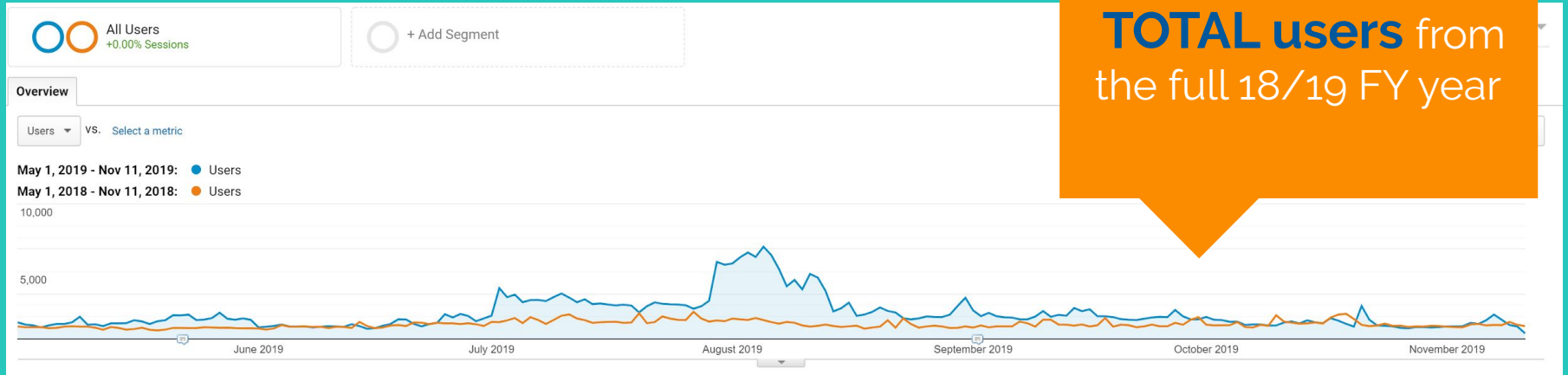
Update monthly tracker

→ **Evaluate Traffic**

Successes and challenges

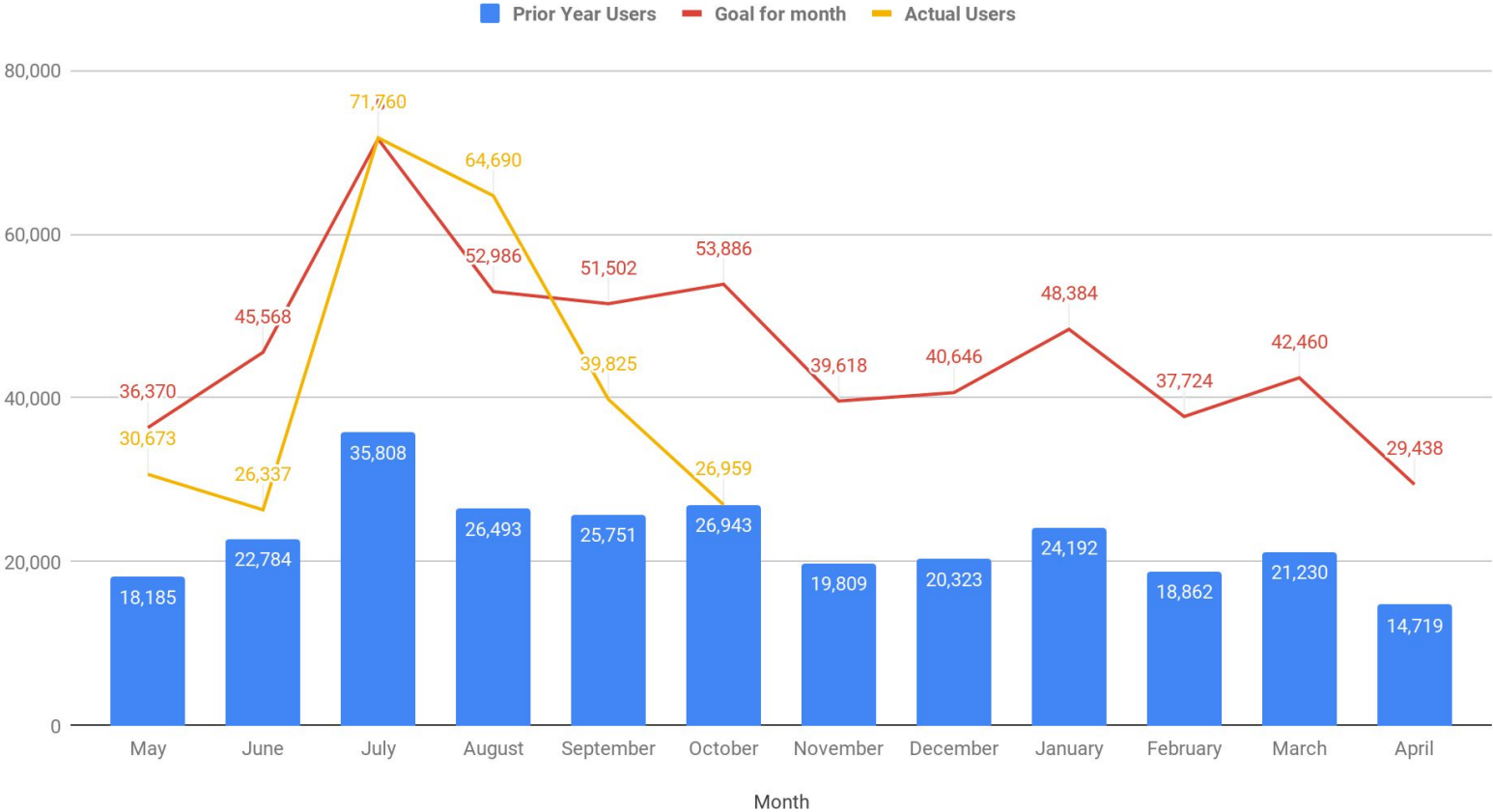
# Website Analytics

In the first  
**6 months** of FY  
19/20 we have  
**exceeded the**  
**TOTAL users** from  
the full 18/19 FY year



Google analytics data from 5/1/19 - 11/11/19

Prior Year Users, Goal for month and Actual Users



## Goal 3

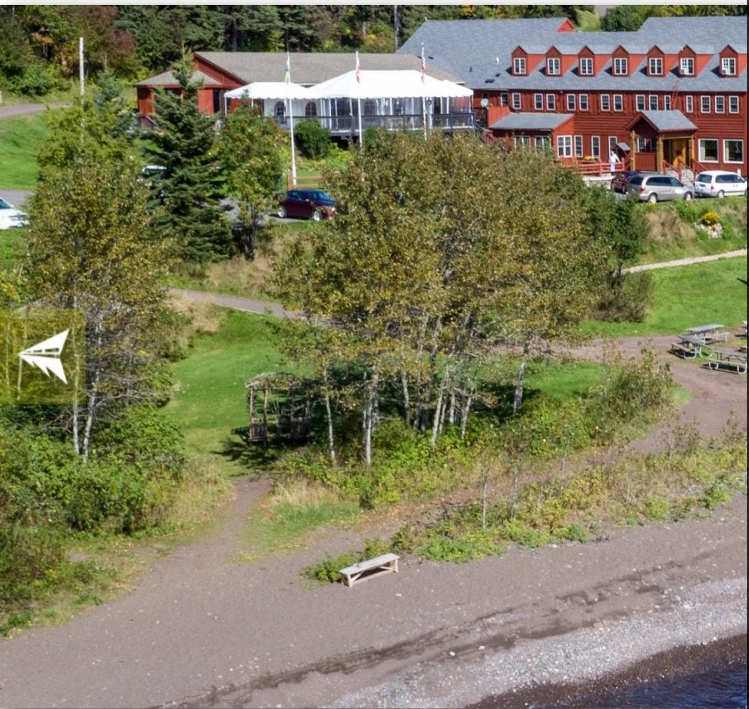
# Reinstate Lodging Tiers

**Implement tiered lodging display** based on pillow count to distribute clicks more equitably on a per pillow basis.

- **Pillow Count**  
Acquire the most accurate data possible from partners
- **Develop**  
Redesign website appearance & function
- **Implementation**  
Successes and challenges



View All  
View All A-Z



# Tiered Lodging

- Expanded top levels listings
- Increased number of listings per page
- Lower levels, reduced in size to maximize number on page
- Reworked navigational menu to drive users to search by community vs lodging type
- Reworked all sales components
- Hot Deals integration deeper into the website and listings

<https://www.visitcookcounty.com/lodging/>



## Lutsen Resort on Lake Superior

This iconic resort on Lake Superior's shore features rich historic charm, romance, breathtaking views and provides a classic resort experience to guests.

- First Resort in MN
- Historic + Modern Lodging Options
- Complimentary Kayak Tours

- Lake Superior
- Restaurant/Bar
- Online Booking Available
- Wi-Fi
- Pet Friendly

## Goal 4

# Brand & Sub-brand research

**Research the brand** “Visit Cook County” and sub-brand communities to uncover what resonates with consumers.

- **Methodology**  
Identify a firm to work with to achieve
- **Challenges**
- **Discussion**  
What is the goal of the board

## Goal 5

# Increase Search Prominence

**Progress toward being in the top search results** for vacation and all sub-brand words

→ **Increased digital spend**

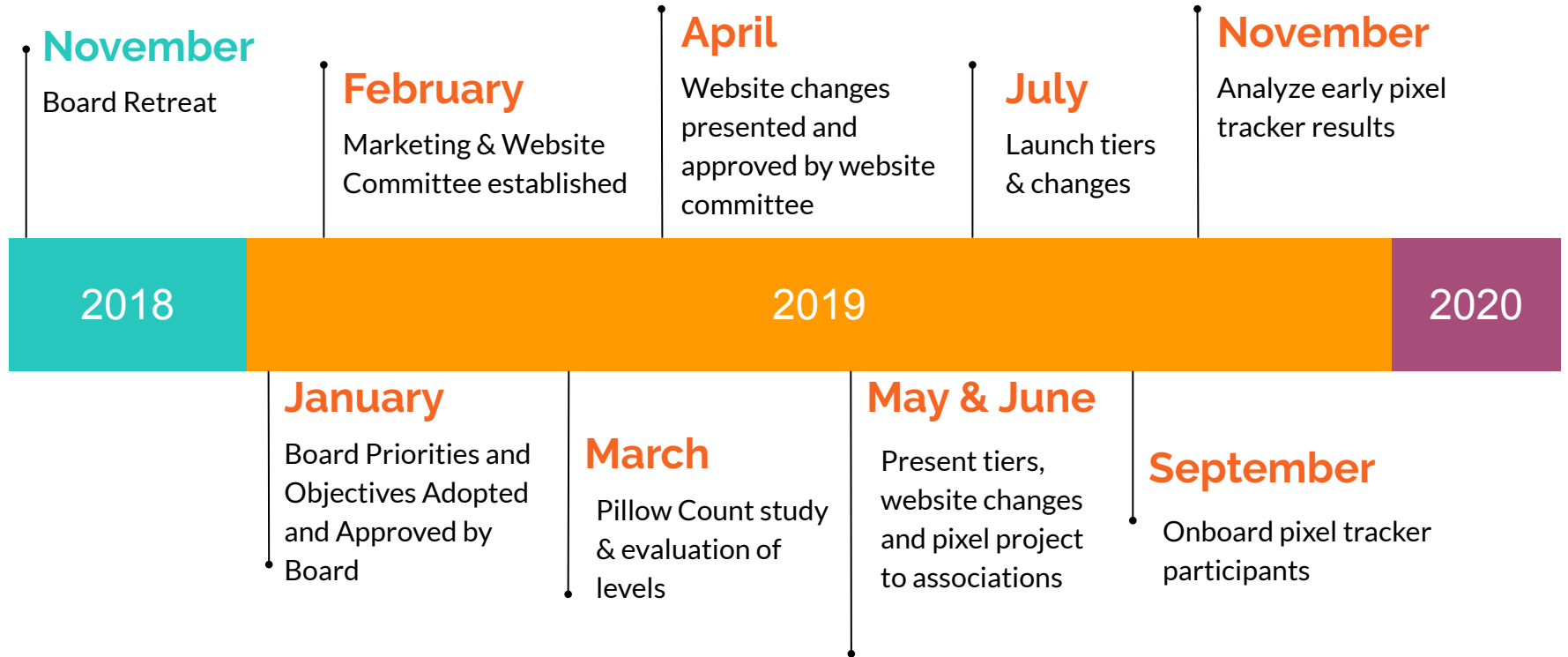
Halo effect of increased adwords spending

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# Website

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# Website & Pixel Timeline





LUTSEN - TOFTE  
SCHROEDER  
GRAND MARAIS  
GUNFLINT TRAIL  
GRAND PORTAGE

# Website Edits

- Tiered listings
- Community pages: add social feeds
- Community pages: reduce size of banner and add ability to have sliders/video
- Integrate blog into Adventure/Interest Pages
- Events Newsletter
- Adjust Hot Deals for better presentation
- Reduce "slider" on homepage
- Breakout of Winter Trail Conditions

EVENTS IN  SEARCH

NARROW YOUR RESULTS

EVENT CATEGORY  VENUES  DAY

« October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27 Murder Mystery Weekend	28 North Country Fair Beer Bingo	29 Time Night	30 Date Night at the Winery, Gordon Thorne & Friends	31 Wild Wonder Art Exhibit by Deb Kirkeide and Kristen Palm	1 Timothy Cochrane Book Signing (National Author's Day)	2 Wild Wonder Art Exhibit by Deb Kirkeide and Kristen Palm

View All 4 Events »

Murray the Moose

Want to view our Monthly Events Newsletter?

Click here to start planning your trip around music, events and activities in Cook County MN.

Write a message

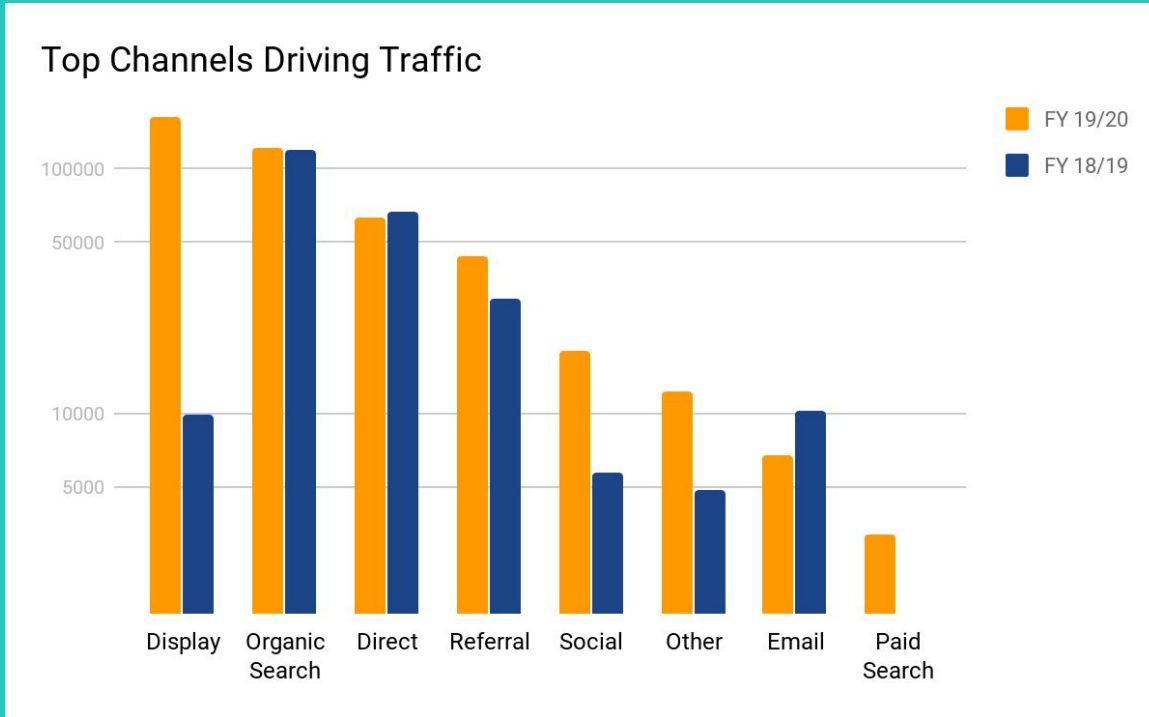
Want to get event updates in your inbox?

Then subscribe to our Event Newsletter by filling out the form! Every month you'll find the latest and greatest of things to do in Cook County in your inbox.

Subscribe to Event Newsletter



# Website Analytics

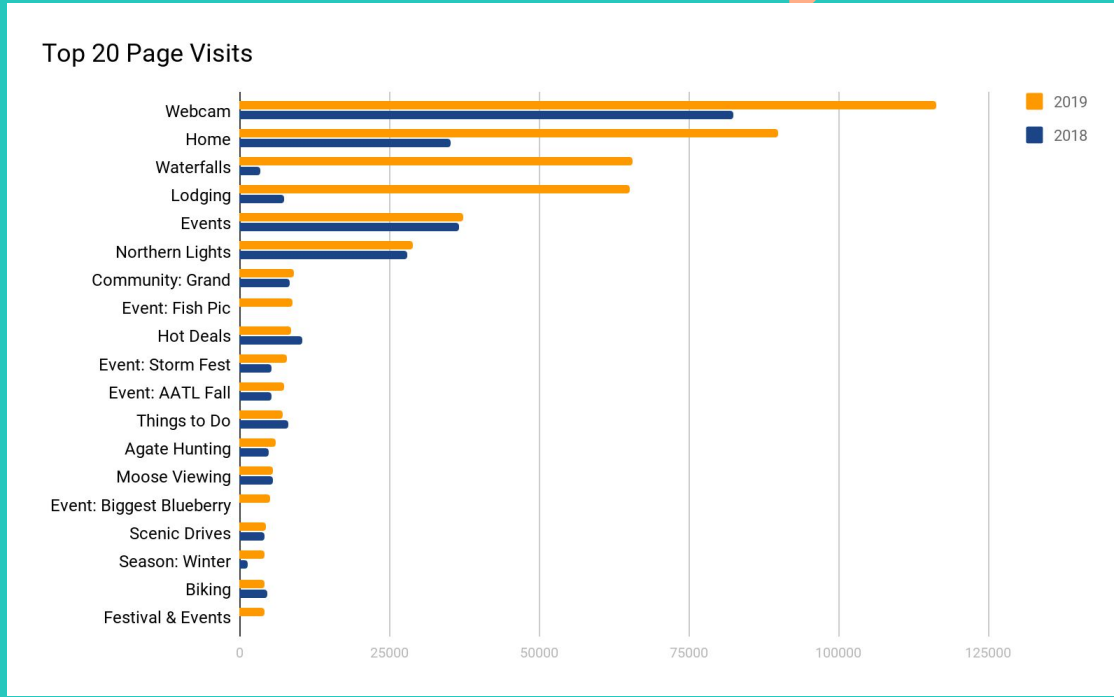


Largest areas of growth in Display, Social & Other\*

\*Other is a mix of digital marketing efforts

Google analytics data from 5/1/19 - 11/11/19

# Website Analytics



Growth *most substantial* on home page, waterfalls, lodging and individual events

Google analytics data from 5/1/19 - 11/11/19



# Website Analytics

- **Lodging Page > 479% user increase**
- **Hot Deals > 263% user increase**

## Top Lodging Pages

- Location - Grand Marais
- Type - Cabins
- Location - Lutsen Tofte Schroeder
- Amenity - Pet Friendly
- Type - Campground (*summer specific*)
- Location - Gunflint Trail

**Users on the  
lodging pages  
spend an average  
of 2:46 on site and  
view 1.7  
pg/session**

Google analytics data from 5/1/19 - 11/11/19

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# Pixel Tracker

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# Pixel Tracker

## Primary Questions

- How does VCC contribute to the visitor journey?
- How does VCC impact the journey of site visitors?
- **How many sites do users visit during the research phase?**
- How many sessions do users initiate during the research phase?
- **On average, how long are users spending in total on partner sites? How does this engagement change when VCC is present in the path?**

**Number of  
partners  
participating:**

11

# Pixel Tracker - Takeaways

**VCC increases engagement on partner websites**

On average from 2.08 pgs/session to 9.34 pgs and from 2min to 12 mins

**14% of visitors visit more than 2 different sites during journey**

**16% of users are in research phase for 4+ days**

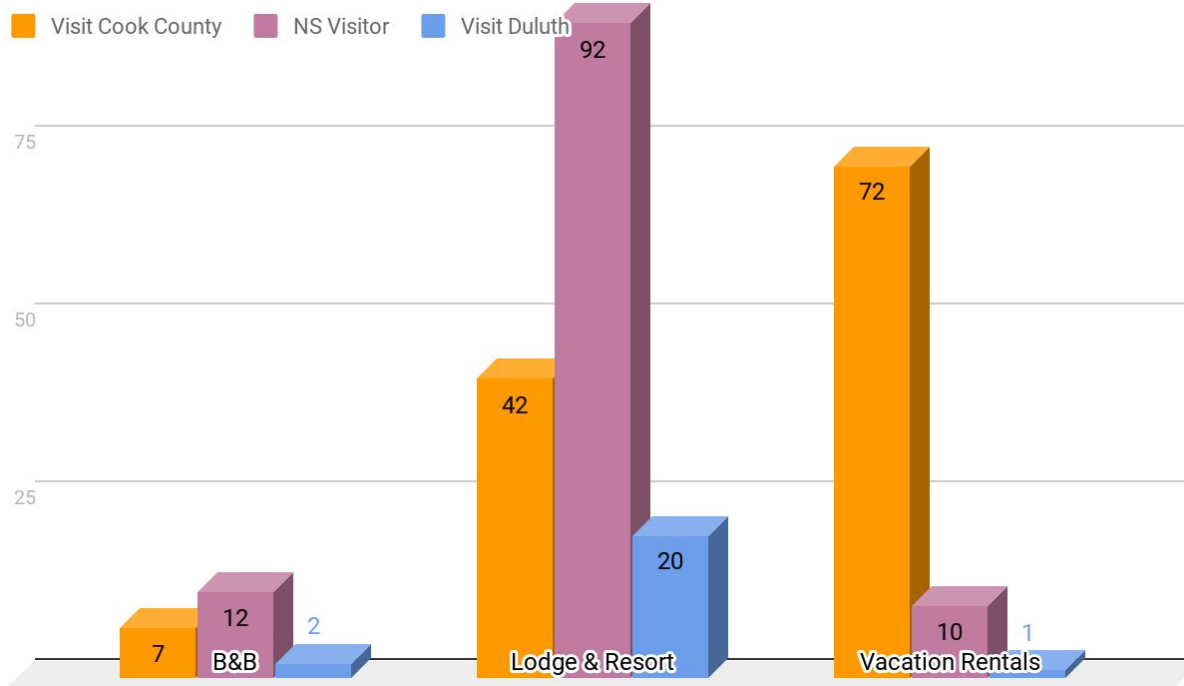
*Based on early data reporting*

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# Comparison

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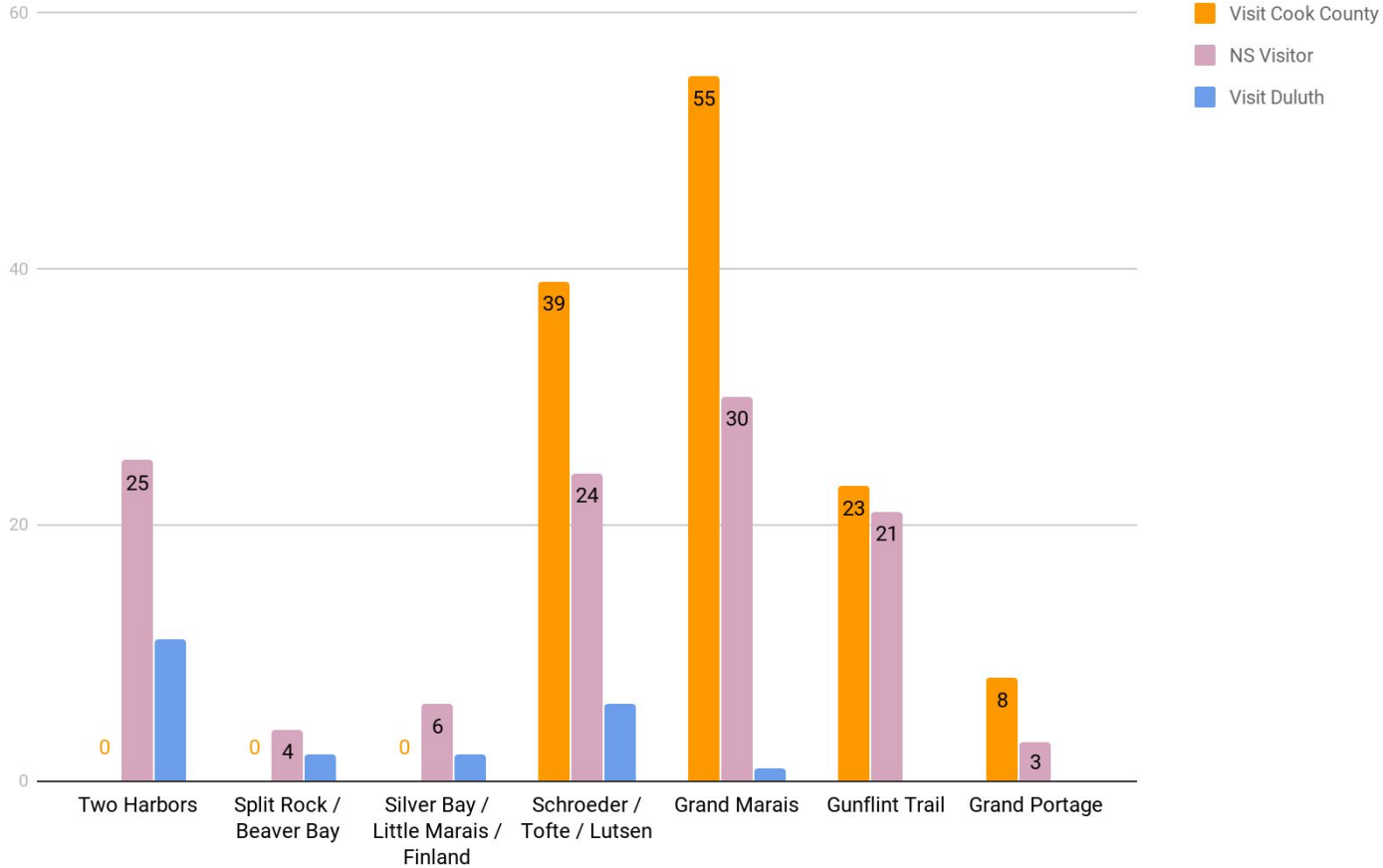
## Total Count of Properties by Type



north  
shore  
visitor



## Properties by Location



north  
shore  
visitor



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# Highway Reconstruction

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# Highway Reconstruction

NewsTribune  
NEWS SPORTS OPINION VIDEOS WEATHER BUSINESS OBITUARIES SECTIONS

GOVERNMENT AND POLITICS  
**Grand Marais tree removal causes angst, anger**

"Wait till you see what it looks like. It's not Grand Marais anymore." — Jim Raml of Cook County

Written By: John Lundy | Nov 10th 2019 - 8pm.



Accompanied by his dog, Jim Raml stands in front of the "Cobblestone elm" in Grand Marais on Nov. 6 to try to prevent its removal. After eight hours, Raml complied with a request from law enforcement that he leave. (Photo courtesy of Jim Raml)

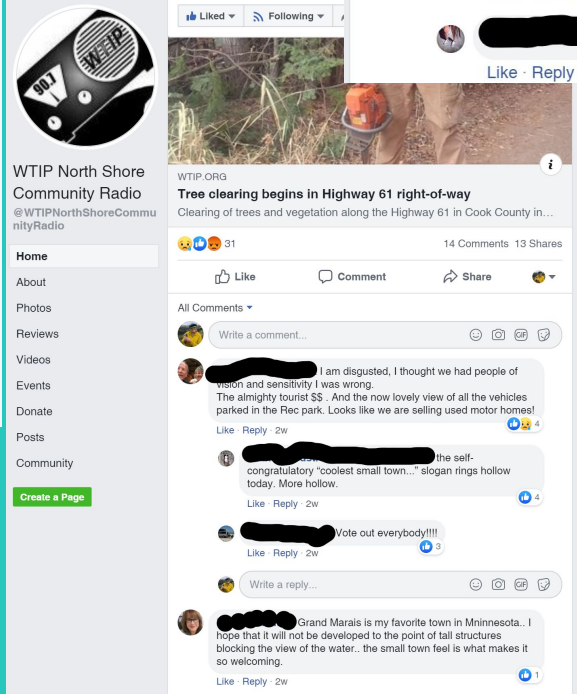
The removal of trees in Grand Marais last week to make way for highway construction was cataclysmic, in the view of one Cook County man.

"Wait till you see what it looks like," said Jim Raml, 61, who lives on Seagull Lake at the end of the Gunflint Trail. "It's not Grand Marais anymore."

WTIP North Shore Community Radio  
@WTIPNorthShoreCommunityRadio

- Home
- About
- Photos
- Reviews
- Videos
- Events
- Donate
- Posts
- Community

Create a Page



WTIP ORG  
**Tree clearing begins in Highway 61 right-of-way**  
Clearing of trees and vegetation along the Highway 61 in Cook County in...

31 14 Comments 13 Shares

Like Comment Share

All Comments

Write a comment...

I am disgusted, I thought we had people of reason and sensitivity I was wrong. The almighty tourist \$\$ And the now lovely view of all the vehicles parked in the Rec park. Looks like we are selling out motor homes!

Like Reply · 2w 4

the self-congratulatory "coolest small town..." slogan rings hollow today. More hollow.

Like Reply · 2w 4

Vote out everybody!!!!

Like Reply · 2w 3

Write a reply...

Grand Marais is my favorite town in Minnesota... I hope that it will not be developed to the point of tall structures blocking the view of the water.. the small town feel is what makes it so welcoming.

Like Reply · 2w 1

0:16 Horrible. What in the hell is wrong with people?

Like · Reply · 1w · Edited 7

Selling out Grand Marais for tourism's sake.

Like · Reply · 1w 3

Awful

Like · Reply · 1w 2

November 11 at 2:57 PM

I'm sad to see this... my beautiful hometown, taking down trees to make more sidewalk space for tourism. I don't know how this bill even passed.

They paved Paradise and put a bike path.

Like Reply · 1w

0:00 All in the name of progress. And money. What I would like to know, as a snowbird, will the parking situation in Grand Marais ever improve? Will this project improve traffic flow? I am not looking forward to returning next summer and negotiating the through town.

Like Reply · 1w

0:38 This is not progress!

Like Reply · 1w 2

No. As long as tourism is nuts, you will need to live as the rest of us: TUES AFTERNOON TO THURS AFTERNOON. And taxes.

Like Reply · 1w

and 49 others 35 Comments

Source: Social Media & Duluth News