VISIT DENVER

MARKETING ADVISORY COMMITTEE

SEPTEMBER 5, 2019
TODAY’S AGENDA

- Who is Location3?
- Why Search Engine Optimization?
- Why Search Engine Marketing?
- VISIT DENVER Impact
- Questions?
Location3 is the digital marketing agency that delivers enterprise-level strategy with local market activation.

Founded in 1999 | Denver, CO
Online audiences are spending 5% of their online time on search engines and the path to purchase is not linear.
Tailoring Tactics To Meet Your Local Goals

**LOCAL GRAND OPENINGS**
- Local Listings
- Paid Search
- Display
- Video
- Audio
- Paid Social
- DOOH (Digital Signage)

**BRAND AWARENESS**
- Local Listings
- Display
- Video
- Audio
- Paid Social
- OTT TV
- DOOH (Digital Signage)

**CUSTOMER ACQUISITION**
- Paid Search
- Paid Social
SEARCH ENGINE OPTIMIZATION

MARKETING ADVISORY COMMITTEE
Driving Growth for Local Visibility

PAID

LOCAL

ORGANIC
WHERE USERS CLICK IN GOOGLE
Q1 2019 SAMPLE FROM 1B+ SEARCHES ON 10M+ US MOBILE & DESKTOP DEVICES

Zero-Clicks result when users get the information they are seeking directly from the search engine result pages (SERPs).

Q1 2019 Google Searches that result in:

- Organic Clicks: 41.45%
- Paid Clicks: 3.58%
- Alphabet’s Clicks: 6.01%
- Zero-Clicks: 48.96%

Data from Jumpshot & SparkToro Q1 of 2019
ESTABLISHING THE FOUNDATION
SEARCH ENGINE OPTIMIZATION

On-Page SEO
- Hyper-local non-brand keyword research
- Title tags
- META descriptions
- Header (H1)
- On-page keyword strategy
- Local Schema markup for location pages
- Content optimization

Off-Page SEO
- Identify existing citation profile for each location
- Build national & local citations
- Citations including links are priority

Tool Investment: Screaming Frog
SEARCH ENGINE OPTIMIZATION
WHAT CAN YOU DO TODAY?

Website
• Does your site say what you do?
• Does it say where you are?
  • Update NAP (Name, Address and Phone)
• Is it secure?
  • Upgrade to a secure site (https)
• Is your site mobile friendly?
  • Check here: https://search.google.com/test/mobile-friendly
SEARCH ENGINE OPTIMIZATION
WHAT CAN YOU DO TODAY?

GOOGLE MY BUSINESS
• Ensure your business information is up to date
  • Name, address, phone
  • Add high quality imagery
  • Respond to reviews
    • Google uses reviews to learn more about your business
    • Learn from your reviews to find areas of improvement with your business
  • Answer questions that people ask

QUESTIONS & ANSWERS
Be the first to ask a question

SEND TO YOUR PHONE

REVIEWS
Write a review
Add a photo

Profiles
Twitter

VISIT DENVER
Website Directions Save

Address: 1555 California St #300, Denver, CO 80202
Hours: Closed - Opens 9AM Thu -
Phone: (303) 892-1112

4.2 ★★★★☆ 38 Google reviews
Corporate office

Suggest an edit · Manage this listing

Know this place? Answer quick questions

See photos See outside

Google uses reviews to learn more about your business
• Learn from your reviews to find areas of improvement with your business
• Answer questions that people ask
SEARCH ENGINE OPTIMIZATION
WHAT CAN YOU DO TODAY?

- Snippets – Building content that is targeted to earn the rich snippet in search
- Local SEO – For platforms where local intent is a big focus such as Google and Siri.
  Location pages optimized and listings managed.
- Long-tail – People are often asking questions and content that focuses on long tail
- Mobile – Being mobile friendly and secure can result in being a trusted answer
- Bing – Managing location information that directly feeds Alexa
- Listings Management – Google Assistant utilizes Google Maps and Google my Business to send users to the right place
CORE SEM BEST PRACTICES
MARKETING ADVISORY COMMITTEE
OPTIMIZE MEDIA SPEND
MULTI-CHANNEL INTEGRATION FOR AWARENESS & CUSTOMER ACQUISITION

AWARENESS
- Greatest scalability
- Highest costs
- Measured by unique reach, viewability, exposure

INTEREST & CONSIDERATION
- Actively seeking your products
- May not know your brand

CONVERSION
- Most efficient revenue
- Limited scale
- Maximize these tactics before moving up the funnel
TARGETING TACTICS
INCORPORATE MULTIPLE TACTICS ACROSS ACQUISITION AND RETENTION EFFORTS

Prospecting
- Demographic
- Geographic
- Behavioral/In-Market
- Contextual
- Interest/Affinity
- App Ownership
- Geofencing
- Lookalike

Remarketing
- Site retargeting
- Search retargeting
- Audience list match

Exclusion
- Users who took a website action
- Site traffic to irrelevant sections of site
- IP addresses

Acquisition

Customer Retention
TARGET AUDIENCE SEGMENTATION
IMPROVE MEDIA COST EFFICIENCY BY REACHING MOST RELEVANT AUDIENCES

Segment audiences and serve each a relevant message that resonates with them

- Also recommend sequential messaging based on the users’ actions on site and adjust landing pages correlating with creative messaging

Implement exclusion targeting to limit wasted impressions

- Exclude current or lapsed customers as well as your own employees from targeting using list provided by B includes personal data such as name, email, and phone number
LOCALIZED, HIGHLY SEGMENTED CREATIVE
PAY PER CLICK

- Ad text in updated structure emphasizes geography to correspond with location closest to user’s proximity
- Aligns with consumer trends that users prefer localized ads in their search experience when looking for a local business

Local Pizza Delivery - Delivered Right To Your Door
Ad: www.example.com/mobile/ordering
Come To Mountain Mike’s Pizza! See Menu Now, Order From Your Mobile Device Today

Mountain Mike’s In Santa Rosa - Delivered Right To Your Door
Ad: www.example.com/CA/Santa-Rosa
Pizza Coupons & Discounts: Find Mountain Mike’s Pizza Locations In Santa Rosa

<table>
<thead>
<tr>
<th>Category</th>
<th>Clicks</th>
<th>Avg CPC</th>
<th>AW Conv. (Historic)</th>
<th>AW Conv.% (Historic)</th>
<th>AW CPL (Historic)</th>
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<tbody>
<tr>
<td>Brand performance</td>
<td>45,712</td>
<td>$0.24</td>
<td>9,123.2</td>
<td>20%</td>
<td>$1.18</td>
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<td>Nonbrand performance</td>
<td>6,285</td>
<td>$1.37</td>
<td>1,251.2</td>
<td>19.9%</td>
<td>$6.90</td>
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## EFFICIENT SCALE AND COST
### PAID SOCIAL MEDIA

### Volume
- Facebook is the largest social media audience. While growth has slowed, it still has the largest active user base at **1.44 billion monthly active users**.

### Targeting
- Facebook has more **audience information** than any other social network for use in targeting and you can import your own custom audiences.

### Cost
- There are very **low minimum spend requirements** for Facebook advertising and the CPC or CPM are lower than other digital advertising options.

### Performance
- Ads can have many different goals on Facebook. From promoting blogs to generating leads. We have seen success from many types of ads and placements.

### Measurement
- Easily track spend, performance, and ROI. Facebook has a robust performance and analytics reporting dashboard.
PAID SOCIAL
CONSIDER OTHER PLATFORMS BASED ON CAMPAIGN OBJECTIVE
Dynamic creative gives us the opportunity to scale more than a dozen ad variations across paid social
• Improve performance by reducing frequency for users
• Identifies top performing images, CTA, descriptions, headlines, and text to improve CTR and CR
THE IMPACT FOR VISIT DENVER
CONTINOUS GROWTH AND ENGAGEMENT
The overall number of sessions increased by 4.64% YoY in Q2. The bounce rate decreased for paid search and the other category YoY for Q2, keeping visitors on the site longer.

Organic search represented less of the total search traffic in 2019 due to the influx of traffic coming from myriad "Other" traffic sources, like Facebook, MediaIQ and eTargetMedia, which is a great case for media mixing success.

New sessions and new users increased by 5.37% and 10.26% YoY for Q2.
# Q2 TOP KEYWORDS DRIVING SESSION VOLUME

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<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
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<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
<td>New Users</td>
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<tr>
<td></td>
<td>% of Total</td>
<td>(Avg for View:</td>
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<tr>
<td></td>
<td>232,544</td>
<td>73.56%</td>
<td>171,050</td>
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<td></td>
<td>(2,911,308)</td>
<td>(2,172,006)</td>
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<td></td>
<td>23%</td>
<td>7.99%</td>
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<td>(7.48%)</td>
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<td>(4.04%)</td>
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<td>9,844</td>
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<td>(4.23%)</td>
<td>(4.04%)</td>
<td>(3.71%)</td>
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<td>3. +vacation for +families</td>
<td>6,827</td>
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<td>(2.94%)</td>
<td>(3.71%)</td>
<td>(3.71%)</td>
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<td>6,688</td>
<td>81.09%</td>
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<td>(2.88%)</td>
<td>(3.17%)</td>
<td>(3.17%)</td>
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<td>6. red rocks concerts</td>
<td>4,699</td>
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<td>(2.25%)</td>
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<td>4,535</td>
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<td>(1.96%)</td>
<td>(1.71%)</td>
<td>(1.71%)</td>
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<td>8. denver comic con</td>
<td>4,225</td>
<td>81.42%</td>
<td>3,440</td>
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<td>(1.82%)</td>
<td>(2.01%)</td>
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<td>9. +denver +museums</td>
<td>4,106</td>
<td>69.92%</td>
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<td>(1.77%)</td>
<td>(1.68%)</td>
<td>(1.68%)</td>
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<tr>
<td>10. +things +to +do +in +denver</td>
<td>4,068</td>
<td>65.61%</td>
<td>2,669</td>
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<tr>
<td></td>
<td>(1.76%)</td>
<td>(1.56%)</td>
<td>(1.56%)</td>
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QUESTIONS?