

# Marketing Communications

September 2019

The fall and group marketing campaigns launched in late September and include social, digital and native ads. MCCVB garnered 240 press hits, in large part due to its distribution of a fall events press release garnering nearly 57 million impressions with an ad value of nearly \$2.7 million.

## SOCIAL PERFORMANCE

MCCVB earned  
216,874 social  
engagements



September YTD  
5 21,278  
Followers

September YTD  
97 129,449  
Fans

September YTD  
785 38,769  
Followers

September YTD  
71,145 216,874  
Engagements

+2% YTD STLY

+3% YTD STLY

+36% YTD STLY

+22% YTD STLY\*\*

## WEBSITE PERFORMANCE

1,685 unique visits to  
MeetInMonterey.com in  
September

4,855 unique visits to  
MeetInMonterey.com YTD

	September	YTD
referrals to members	23,659	90,527
page views	241,774	933,916
room nights booked on web	46	216

## EARNED MEDIA

MCCVB worked to secure Monterey County placements in articles in the following targeted publication categories:

- 7 International
- 223 National Lifestyle
- 1 California
- 5 Monterey County
- 4 Group/Industry

TOTAL PLACEMENTS	
September	YTD
240	326

Overall Earned  
Media

September  
\$2,693,855  
  
YTD\*  
\$4,147,093

Earned Impressions  
(domestic)

September  
56,781,713  
  
YTD\*  
188,111,202

\*YTD includes additional earned impressions and value previously unaccounted for.  
 \*\* YTD STLY is an acronym that stands for: year-to-date same time last year.

## FOOTNOTES

Social engagements have declined in performance this year due to shifting algorithms in primary social channels. Facebook advertising is also not performing as well as it has in the past.

