



Visit San Luis Obispo County Marketing Committee Meeting February 9, 2016

- Update on Branding Creative
- Public Relations Highlights
- Co-Op Opportunities
- January 2016 Digital Media Results
 - SEM
 - Digital Banners
- January 2016 Social Media Results
- Q & A
- Appendix

Fall Branding Campaign



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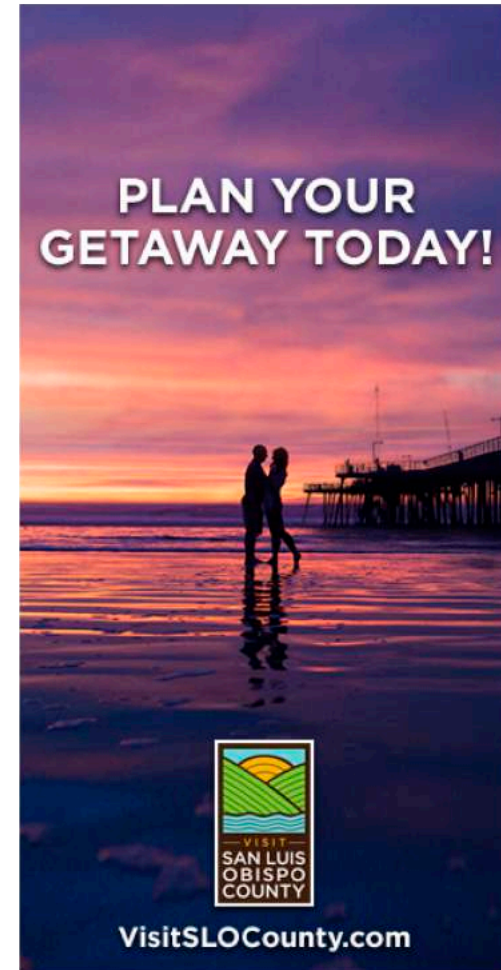
New Banners (10 static and 3 animated approved)

Static Banners



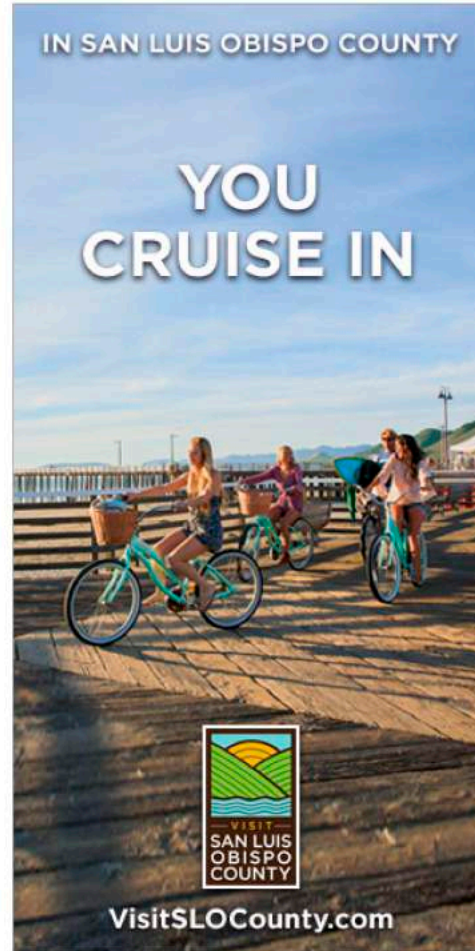
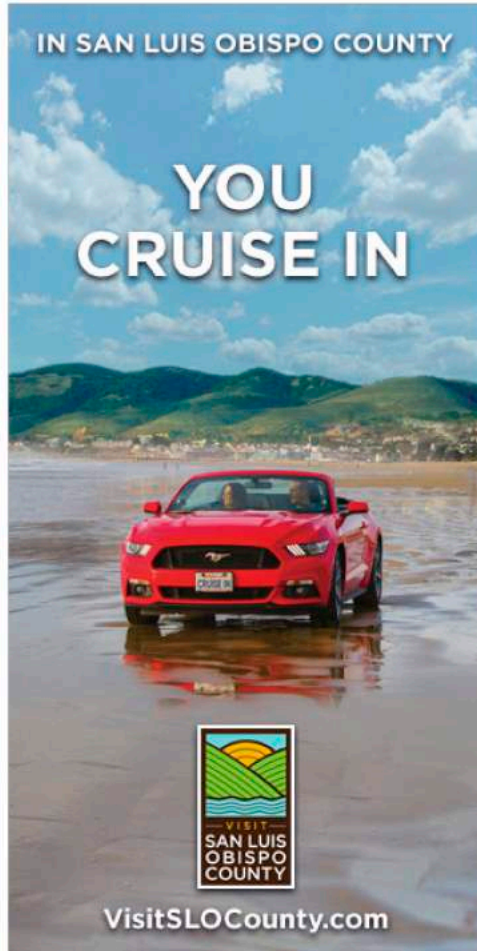
New Banners (10 static and 3 animated approved)

Animated Storyboards



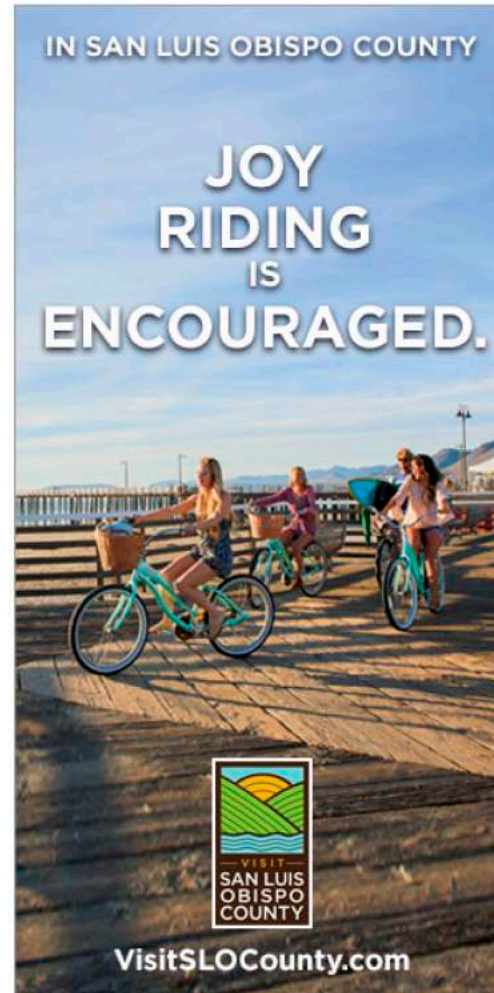
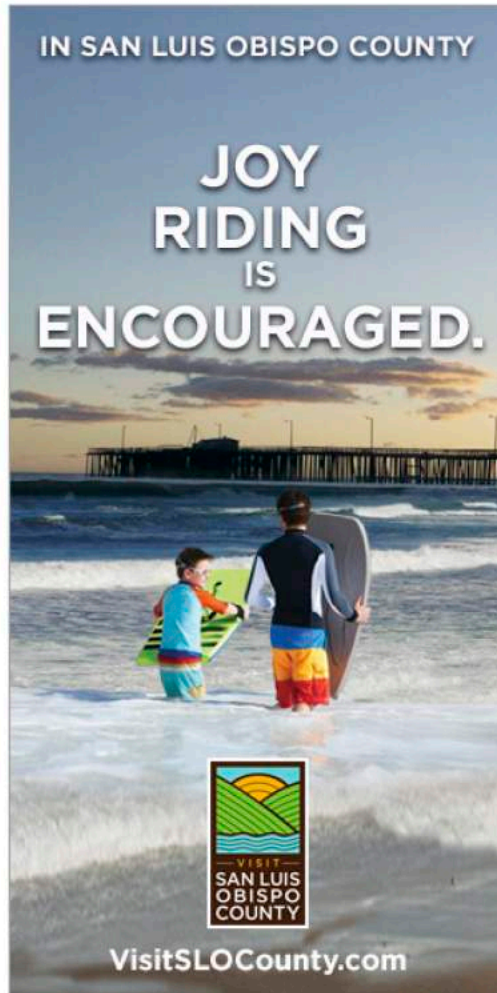
New Banners (10 static and 3 animated approved)

Animated Storyboards



New Banners (10 static and 3 animated approved)

Animated Storyboards



Co-Op Ad Templates

- Joy Riding



Co-Op Ad Templates

- Hang Time



IN SAN LUIS OBISPO COUNTY

GET SOME QUALITY HANG TIME.

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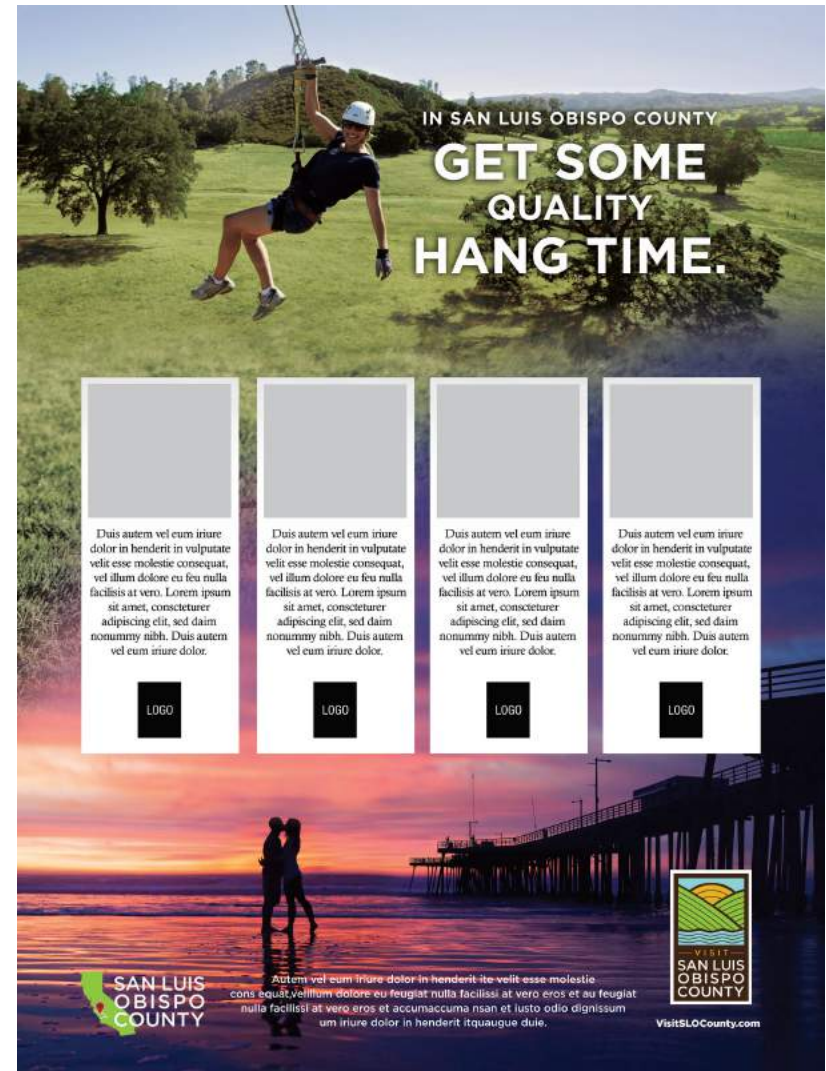
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Co-Op Ad Templates

- Cruise In

IN SAN LUIS OBISPO COUNTY

YOU CRUISE IN AND FLY OUT.



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Eblast Templates – Consumer, Travel Trade and Members



- Currently in production with Email Monks.
- ETA to launch first newly branded 2/25 (TWISC).

Pre-Roll

Joy Ride

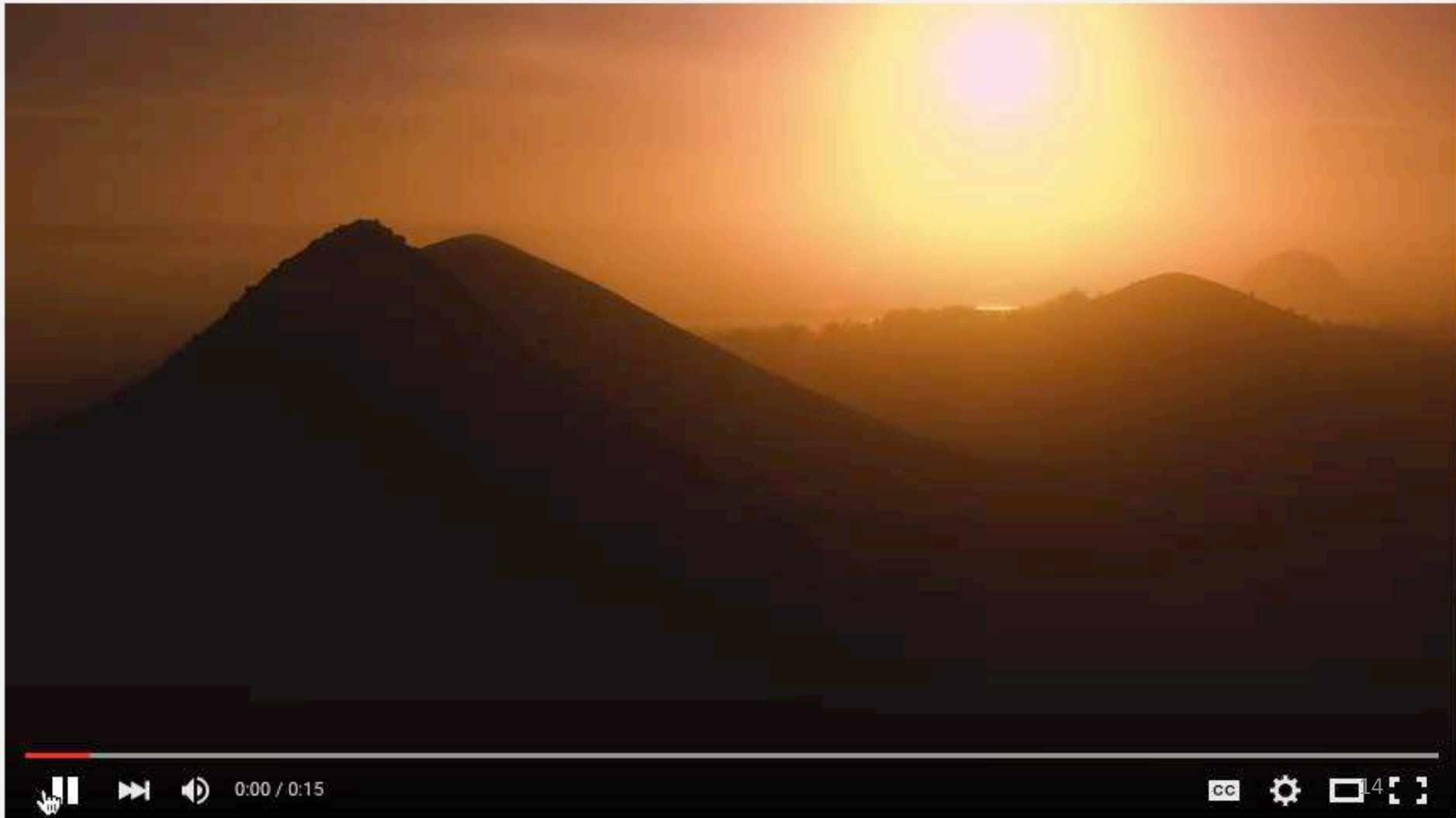
Pre-Roll

Cruise In



Pre-Roll

Hang Time



Public Relations Highlights



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Approved Public Relations Kit



Completed in January:

- Press Releases - Catalyst
 - Valentine's Day Release
 - Released Thursday, January 28, 2016
 - Distribution-
 - 228 websites, with a potential total audience of 12,937,917 unique visitors per day. The release has generated 254 release views – 160 from PR Newswire for Journalists service. Also distributed to TravMedia (metrics not available).
- Press Releases - VSLOC
 - Savor
 - Released Friday, January 22, 2016
 - Distribution-
 - (metrics not available).

Upcoming:

- FAM Trips
 - Betsy Malloy– Examiner
 - Requested to visit February 26-28, 2016.
 - Staying at the Allegretto. Currently working to develop itinerary.
 - Will McGough – Gear Patrol/Outside Magazine/Conde Nast
 - Requested to visit February 28 – March 6, 2016.
 - Currently working with VSLOC and Mental Marketing to develop his itinerary.
 - Terry Gardner – Chicago Tribune
 - Requesting to visit in March.
 - Catalyst is following up in early February to begin planning.

Co-Op Opportunities

- 5-page advertorial: **\$39,369 net**
- Each additional page: **\$7,873 net**
 - “Advertorial” snip required
 - 1 cover page, 2 pages county overview, 2 pages of half-page advertorial (4 co-op partners)
- Available issue: April
 - The Great Southwest – The Definitive Travel Guide
- Commitment Date:
 - Space: **2/10/16** – Materials: **EOD 2/12/16**

Publication

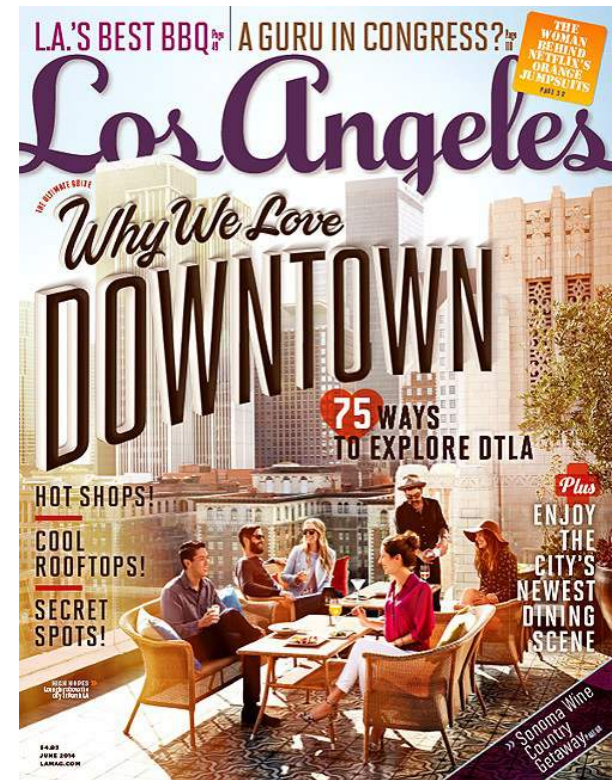
116,204 circulation

57% Female; 43% Male - Average age: 54

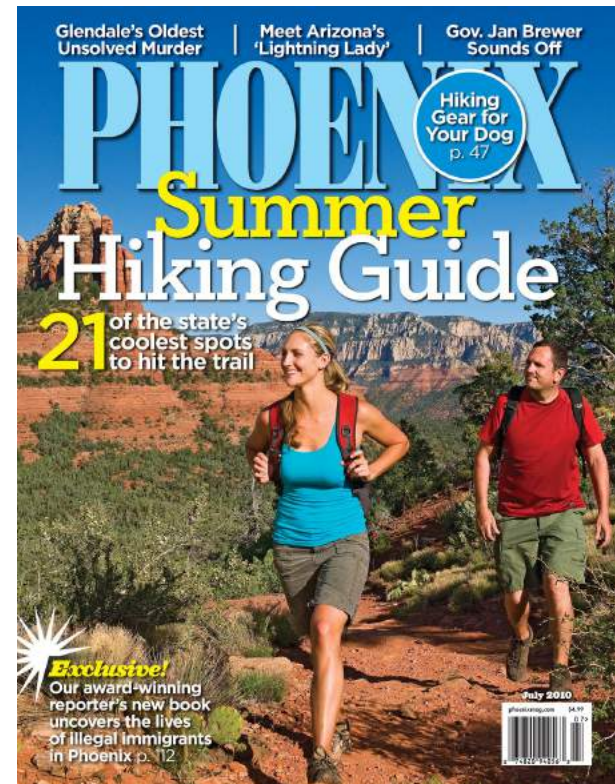
55% Married

Average HHI - \$214,100

89% took a domestic trip – 89% travel in US avg. 5x



- 2-page spread: **\$10,512.80**
- 5-page advertorial: **\$27,200**
- Available issues: May
 - May: 50th Anniversary
- Commitment Date:
 - May: **3/15/16** – on sale: 4/21/16



Publication

67,474 circulation
92% Age 35+ - 66% Female; 34% Male
66% One or more children
77% College degree
\$179,737 average household income

January Digital Media Results



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Media Spend Breakdown and Landing Page Results – Month to Month Comparison

December

Total Visits to the Landing Page: **13,104**

Total Media Spend: \$110,175

-Radio: \$48,599

-Online: \$59,671

-Social: \$1,905

January

Total Visits to the Landing Page: **13,938**

Total Media Spend: \$135,623

-Radio: \$62,365

-Online: \$71,258

-Social: \$2,000

Results Versus December

- SEM clicks increased 6% over December. Full month delivered 93,039 impressions and 2,184 clicks.
- Click rate rose 35% over the previous month to 2.35%.
- Average cost per click for January was \$4.58, down 21% over December.

Overall Results

- Average SEM click-rate for Nov-Jan is 1.83%.
- CPC is continuing to drop as campaign progresses. Establishing keywords on search engines takes time to solidify.
- Market click-rates are continuing to increase: LA was up 40% over previous month, SF was up 39%, Bakersfield and Fresno were both up 24%, Phoenix was up 96%, and Las Vegas was up 49%.
- Top keywords are: Beach Camping, Camping Park, Beach Resorts, Winery Tours, Camp Sites, RV Park, Beach Campsite

Results Versus December

- Click-rate for January increased 69% over December (.20% versus .12%).
- Stronger call to action banners were sent to sites on January 7 which contributed to the significant increase.
- Nettra continues to optimize, which resulted in a click-through increase of 1,028% above December (.57% versus .21%).
- Quantcast generated the highest overall click-through increase, reaching a .34% click-through - 78% above December and 325% above industry average.
- ATS Mobile was removed the first week of January – 7 days of running showed 95% increase in click-through but higher click-through was still 38% below average.
- All markets saw an increase in click-through rate. Phoenix and Las Vegas saw the highest increase of 193% and 142% respectively. SF increased 108% versus December, Bakersfield was up 97%, Fresno 73% and LA 69%.

Overall Results

- Campaign to date has generated 48,167,027 impressions and 60,396 clicks to the landing page - .13% click-through rate – 63% above industry average.
- Since the campaign launched in November, Quantcast has generated the highest overall click-through rate at .27%, followed by Nettra at .26%, Trip Advisor at .16%, and Sunset at .12%.
- The strongest market in terms of click-through is Phoenix at .34% followed by Las Vegas at .26%, LA at .15%, SF and Fresno at .13% and Bakersfield at .12%.
- All markets are currently performing above industry average.
- The highest performing banner size is mobile at .18% which is not surprising as mobile is outperforming display banners industry-wide.
- The next highest performing banners sizes are 300x250 which are generating a .15% click-through rate followed by the 300x600 banner at .12%.

- ATS was removed from the plan the first week of January.
- All other websites are performing above industry average.
- Catalyst continues to work with McClatchy to optimize across all of their site categories.
 - Recent removal of underperforming sites resulted in a 38% increase in click-through from December to January.
 - Attention to optimization will continue to further increase click-through rate.
- **As Quantcast and Nettra are performing significantly above industry average, Catalyst recommends increasing their overall spend.**
 - **Each site should increase \$2,500 per month.**
 - **Dollars from ATS can be utilized across these two sites.**
 - **Remaining dollars could come from campaign overage.**

January Social Media Results



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- In order to increase engagement, VSLOC used beautiful area imagery rather than the branding campaign ads in their Facebook Ads for the month of January.
- Boosted 15 Facebook posts
- Boosted 4 Facebook promotions



	December	January	Change
Reach	122,843	153,751	+30,908
Impressions	231,895	271,337	+39,442
CTR	5.30%	4.88%	-0.42
CPC	\$0.26	\$0.20	-\$0.06
New Facebook Fans	499	994	+495
Total Followers	13,693	14,612	+919
Total Page Engagement	5%	4%	-1%

- Twitter

	December	January	Change
New Followers	62	116	+54
Total Followers	5,797	5,910	+113
Tweets	74	84	+10
Tweet Impressions	43,900	43,300	-600
Profile Visits	671	928	+257
Link Clicks	72	150	+78
Mentions	42	105	+63
Retweets	68	53	-15
Favorites	199	197	-2
Total Engagements	611	784	+173

- Instagram

	December	January	Change
New Followers	316	505	+189
Total Followers	2,068	2,581	+513
Likes	2,640	3,491	+851
Comments	231	163	-68

- Continue boosting Facebook posts consistently to increase page impressions and engagement.
- Continue with promotions on Facebook page.
 - We recommend mixing up the promotional giveaways and not hosting similar giveaways in consecutive weeks. (i.e. multiple dining giveaways in January led to lower promotion engagement).
- Tag influencers and partners in posts to increase the reach of posts.
 - Use Nuvi to find VSLOC influencers on twitter and Instagram and utilize them to increase your reach and to take notice of posts from influencers and leverage their following to increase VSLOC's.
- Post engaging content asking followers to comment, like or share regularly.
 - Posts like this increase overall page engagement because you are giving your followers a direct call to action.
- Continue to post general County related content despite the theme of the month.

- Q &A

Appendix

Romance Month Creative (February)

- Strategy:
 - Focus on out of market feeder markets for overnight stays
 - Sent out Press Release 1/28
 - Kraftwerk updated VSLOC website with branding banners (following pages);
 - VSLOC Staff created assets for social campaign; and deployed WooBox to run an interactive vote-for-me MiniMoon Giveaway Campaign to leverage peer-to-peer sharing;
 - Catalyst creating digital banners based on this visual direction
 - Use digital banners and social media as the most targeted and efficient media for this outreach.
 - Target: Dating, Weddings, Marriage, Wineries or Beaches, Romance (love), Relationship Status: In a Relationship, Married, Engaged. Show imagery that represents romantic getaways in the area.


Romance Month Social Marketing



Facebook Cover image, and VSLOC website banner;

Below, screen grab of Facebook/WooBox MiniMoon Contest

Facebook Twitter Email



Enter now
Win a Mini-Moon Vacation
in San Luis Obispo County
SUBMIT YOUR PHOTO
MOST VOTES WINS

Enter Vote

How to Enter

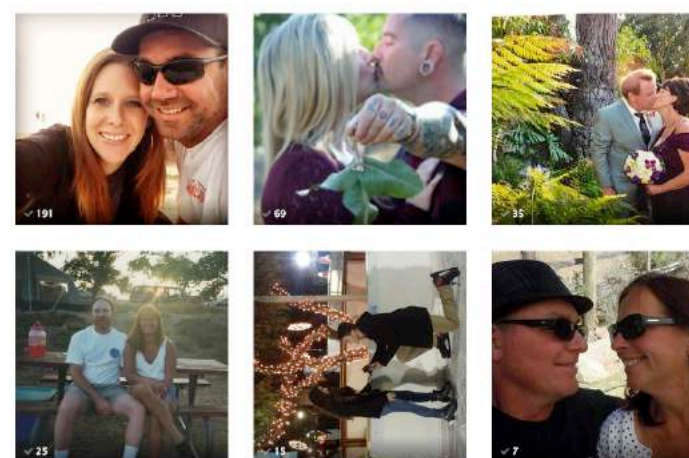
Submit a photo of you and your sweetheart cooking, traveling, hiking, kayaking, at your wedding, or just simply enjoying the sunset—we want to see you with the one you love, doing what you love! To enter: • Please include a short description of the photo and; • Tell us what you want to do on your Mini-Moon in San Luis Obispo County!

How do you win? We want you to vote! The photo and description with the most votes will win a Mini-Moon Vacation in San Luis Obispo County.

Vote for your Favorite Sweetheart

The photo with the most votes by midnight of February 29th will be our big giveaway winner! You can vote once per day so increase your chances by sharing the contest with friends, family, and coworkers and tell them to vote.

Enter Vote



A grid of six photos of couples. Each photo has a vote count in the bottom left corner: 191, 69, 35, 25, 15, and 7.

Romance Month Social Marketing



Romance Month Social Marketing



January SEM Results

Overall Campaign Results - SEM

Overall Results	November	December	January
Impressions-LA	41,956	46,332	24,007
Impressions-SF	40,178	40,634	41,522
Impressions-Bakersfield	4,173	6,231	5,837
Impressions-Fresno	7,273	8,891	6,345
Impressions-Phoenix	6,053	8,462	7,491
Impressions-Las Vegas	4,905	7,987	7,837
Total Impressions	104,538	118,537	93,039

Overall Results	November	December	January
Clicks-LA	653	940	682
Clicks-SF	406	498	709
Clicks-Bakersfield	130	145	168
Clicks-Fresno	170	210	207
Clicks-Phoenix	92	130	225
Clicks-Las Vegas	85	132	193
Total Clicks	1,536	2,055	2,184
Click-Through Rate-LA	1.56%	2.03%	2.84%
Click-Through Rate-SF	1.01%	1.23%	1.71%
Click-Through Rate-Bakersfield	3.12%	2.33%	2.88%
Click-Through Rate-Fresno	2.34%	2.63%	3.26%
Click-Through Rate-Phoenix	1.52%	1.54%	3.00%
Click-Through Rate-Las Vegas	1.73%	1.65%	2.46%
Combined Click-Through Rate	1.47%	1.73%	2.35%

Overall Results	November	December	January
Total Spend	\$8,500.00	\$10,000.00	\$10,000.00
Cost Per Click	\$5.53	\$4.87	\$4.58
CPC - LA	\$5.21	\$4.26	\$5.87
CPC - SF	\$6.28	\$6.02	\$4.23
CPC - Bakersfield	\$6.54	\$6.90	\$5.95
CPC - Fresno	\$5.00	\$4.76	\$4.83
CPC - Phoenix	\$4.62	\$3.85	\$2.22
CPC - Las Vegas	\$5.00	\$3.79	\$2.59

Keyword Results – SEM - January

Los Angeles									
Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
beach camping	2,749	96	3.49%	1	state parks camp	169	2	1.18%	1
beach campsite	2,316	95	4.10%	1	beach view hotels	128	2	1.56%	1
beach camp	1,514	65	4.29%	1	camper park	74	2	2.70%	1.1
camping park	1,395	62	4.44%	1	beach front resort	201	2	1.00%	1.2
camping parks	1,438	59	4.10%	1	beach camping sites	49	2	4.08%	1
camping ground	705	26	3.69%	1	beach front resorts	200	2	1.00%	1.2
camping grounds	697	24	3.44%	1	beach camping site	45	2	4.44%	1
camping site	760	19	2.50%	1	camping resorts	170	2	1.18%	1
camping sites	843	19	2.25%	1	obispo hotels	146	2	1.37%	1
beach campgrounds	347	17	4.90%	1	local wineries	27	2	7.41%	1
beach campground	381	14	3.67%	1	paso robles wine tours	12	2	16.67%	1
paso robles wineries	187	9	4.81%	1	beach camping grounds	21	2	9.52%	1
state park camping	284	8	2.82%	1	rv parks	85	2	2.35%	1
state park camp	147	8	5.44%	1	beach camping resorts	5	1	20.00%	1
recreational vehicle parks	189	8	4.23%	1	public campground	10	1	10.00%	1
camp resort	173	8	4.62%	1	ocean view beach hotel	26	1	3.85%	1.1
state park campsite	298	8	2.68%	1	paso robles hotels in	11	1	9.09%	1
paso robles winery	193	7	3.63%	1	vacation cambria	191	1	0.52%	1
park campsites	126	6	4.76%	1	private beach hotels	33	1	3.03%	2.5
beach camps	239	6	2.51%	1.1	honeymoon beach hotels	8	1	12.50%	1
state parks campsite	311	6	1.93%	1	state park tent camping	5	1	20.00%	1
beach camping park	114	6	5.26%	1	beach camping ground	30	1	3.33%	1
recreational vehicle park	143	5	3.50%	1	beachside hotels	176	1	0.57%	1.1
beach house hotels	390	5	1.28%	1.1	beach vacation resorts	164	1	0.61%	1.3
state parks campground	62	5	8.06%	1	cambria hotels in	38	1	2.63%	1.2
state parks campgrounds	59	5	8.47%	1	state parks campsites	18	1	5.56	1
beach campsites	96	5	5.21%	1	visit atascadero	2	1	50	1
camping resort	163	4	2.45%	1	beachfront resort	977	1	0.10%	1.2
ocean beach hotel	333	4	1.20%	1.1	wine manufacturers	7	1	14.29%	1.7
state park campgrounds	88	4	4.55%	1	cambria lodges	18	1	5.56	1.2
beachfront lodging	45	3	6.67%	1.1	cayucos lodging	1	1	100	1
visit cambria	4	3	75.00%	1	vacation paso robles	192	1	0.52	1
cambria hotels	86	3	3.49%	1.3	holiday beach resorts	42	1	2.38	1.2
beach camping parks	37	3	8.11%	1	ocean view hotel rooms	9	1	11.11	1.2
rv park	83	3	3.61%	1.1	sandy beaches resort	45	1	2.22	1.1
state park campground	87	3	3.45%	1	beach front lodge	5	1	20	1.4
visit slo county	3	2	66.67%	1					

Keyword Results – SEM - January

San Francisco									
Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
beach resorts	18253	127	0.70%	3.7	beach island resort	343	2	0.58%	3.5
beach campsite	2434	102	4.19%	1.1	state park campgrounds	73	2	2.74%	1.1
winery tours	1864	47	2.52%	2.3	beach front resort	65	2	3.08%	2.8
rv park	1151	37	3.21%	1.1	beach camping park	37	2	5.41%	1.3
camping park	1450	36	2.48%	1.2	beachside hotel	178	2	1.12%	3.7
camp sites	1140	32	2.81%	1.1	cambria lodges	32	2	6.25%	1.5
camp site	1169	26	2.22%	1.1	beach front resorts	65	2	3.08%	2.2
camping grounds	804	25	3.11%	1.1	obispo hotel	76	2	2.63%	2.7
rv parks	1139	25	2.19%	1.1	state parks campsites	17	2	11.76%	1.2
beach campground	417	22	5.28%	1	oceano hotels	59	1	1.69%	1.5
camping sites	407	16	3.93%	1.1	paso robles wine tours	12	1	8.33%	1.8
beach campgrounds	370	16	4.32%	1	public camp	7	1	14.29%	1.9
state park campsite	233	13	5.58%	1	obispo hotels in	52	1	1.92%	1.3
paso robles winery	410	13	3.17%	1.2	cambria hotels	127	1	0.79%	3.2
state park camping	210	12	5.71%	1	oceano hotel	22	1	4.55%	1.8
beach front hotel	567	12	2.12%	2.4	atascadero hotels	41	1	2.44%	2.2
paso robles wineries	336	11	3.27%	1.2	visit cambria	2	1	50.00%	1
beach house hotels	565	10	1.77%	2.9	beach camping site	25	1	4.00%	1
state parks campsite	265	10	3.77%	1	morro hotels	67	1	1.49%	2.6
camp resorts	167	9	5.39%	1.1	visit obispo	4	1	25.00%	1
rv parking	276	8	2.90%	1.3	romantic beach resort	7	1	14.29%	2.9
camping site	266	8	3.01%	1.1	park campsites	57	1	1.75%	1.4
state parks camp	192	8	4.17%	1	tour cambria	10	1	10.00%	1
state park camp	196	7	3.57%	1	public campgrounds	13	1	7.69%	1
beach camps	151	7	4.64%	1.2	vacation cayucos	144	1	0.69%	1.1
recreational vehicle parks	146	5	3.42%	1	state park campsites	14	1	7.14%	1
state park campground	86	5	5.81%	1	ocean view beach resort	7	1	14.29%	1.1
beach campsites	62	4	6.45%	1	organic winery	180	1	0.56%	1.4
ocean beach hotel	287	3	1.05%	3.9	camper park	57	1	1.75%	1.5
camp resort	85	3	3.53%	1.1	beach house resort	117	1	0.85%	3.9
state parks campground	55	3	5.45%	1	camping resorts	101	1	0.99%	1.2
state parks campgrounds	52	3	5.77%	1.1	beach view hotels	43	1	2.33%	2.2
recreational vehicle park	166	3	1.81%	1					

Keyword Results – SEM - January

Fresno									
Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
camp sites	291	14	4.81%	1	camping grounds	109	3	2.75%	1
rv park	190	13	6.84%	1.1	rv parking	66	3	4.55%	1.1
rv parks	223	13	5.83%	1.1	state park camp	20	3	15.00%	1.1
wine tour	158	13	8.23%	2.8	beach camping sites	7	2	28.57%	1
beach campsite	216	12	5.56%	1	camp resort	11	2	18.18%	1
winery tours	161	11	6.83%	3	oceanfront hotel	91	2	2.20%	2.3
camping parks	168	11	6.55%	1.1	beach resort room	8	2	25.00%	2.9
state park campsite	68	10	14.71%	1	wine companies	129	2	1.55%	1.5
beach camping	240	9	3.75%	1.1	camping resort	23	1	4.35%	1
paso robles wineries	64	8	12.50%	1.3	beachfront resort	33	1	3.03%	2
camping ground	110	8	7.27%	1	beach hotel room	233	1	0.43%	2.3
beach camp	111	7	6.31%	1.1	beach inn hotel	265	1	0.38%	1.8
camping park	162	6	3.70%	1.1	vineyard wineries	75	1	1.33%	1.1
paso robles winery	87	5	5.75%	1.3	camping resorts	23	1	4.35%	1
state parks campsite	49	5	10.20%	1	cambria hotel	6	1	16.67%	1.8
camping sites	90	5	5.56%	1.1	local wineries	12	1	8.33%	1
beach campgrounds	44	4	9.09%	1	park campsites	14	1	7.14%	1
beach campground	66	4	6.06%	1	public camping	2	1	50.00%	1
state parks camp	28	4	14.29%	1	state park campground	14	1	7.14%	1
beach front hotel	103	3	2.91%	2.1	vineyard winery	162	1	0.62%	1.3
recreational vehicle parks	36	3	8.33%	1	state parks campgrounds	13	1	7.69%	1
camping site	88	3	3.41%	1	state park camping	33	1	3.03%	1
beach campsites	25	3	12.00%	1					

Keyword Results – SEM – January

Bakersfield									
Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
rv parks	294	19	6.46%	1.1	camping site	31	2	6.45%	1.1
rv park	352	17	4.83%	1.1	beach camping tents	44	2	4.55%	1.1
camp site	138	12	8.70%	1	state parks campgrounds	11	2	18.18%	1
beach camping	112	9	8.04%	1	beach campsites	4	2	50.00%	1
wine tour	98	9	9.18%	1.7	oceanfront hotel	27	2	7.41%	1.4
winery tours	101	8	7.92%	1.6	state parks campsite	22	2	9.09%	1
camp sites	154	7	4.55%	1	slo lodging	1	1	100.00%	1
camping park	98	6	6.12%	1	rv parking	59	1	1.69%	1.1
camping grounds	45	5	11.11%	1	paso robles wine tours	7	1	14.29%	1.1
beach hotels	557	5	0.90%	1.4	bay view hotel room	4	1	25.00%	1
beach resort	242	5	2.07%	1.5	state park camp	4	1	25.00%	1
camping parks	93	4	4.30%	1	beach campgrounds	28	1	3.57%	1
paso robles winery	49	4	8.16%	1	camping sites	41	1	2.44%	1
camping ground	44	4	9.09%	1	cambria lodges	16	1	6.25%	1.9
paso robles wineries	43	4	9.30%	1.2	bay beach hotels	142	1	0.70%	1.1
beach front hotel	28	4	14.29%	1.1	beach resorts	196	1	0.51%	1.5
beach camp	68	4	5.88%	1	beach resort suites	9	1	11.11%	1
beach campground	28	3	10.71%	1	beach villa resort	31	1	3.23%	1.9
beach hotel	359	3	0.84%	1.4	beach view hotels	14	1	7.14%	1.7
beach campsite	86	3	3.49%	1	morro hotels in	28	1	3.57%	2.5
bay beach resorts	12	3	25.00%	1.4	state park campsite	22	1	4.55%	1
beachfront hotels	253	2	0.79%	1.3	beach camping sites	3	1	33.33%	1

Keyword Results – SEM – January

Phoenix									
Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
rv park	788	31	3.93%	1.3	beach front resort	15	2	13.33%	2.9
rv parks	764	30	3.93%	1.4	state parks campgrounds	8	2	25.00%	1.1
beach campsite	323	26	8.05%	1.3	beach camping sites	3	1	33.33%	1
camp sites	259	16	6.18%	1.3	camp resort	41	1	2.44%	1.5
camping park	235	14	5.96%	1.4	state parks camp	28	1	3.57%	1.4
camping parks	233	13	5.58%	1.3	beach campsites	14	1	7.14%	1.1
beach camp	137	10	7.30%	1.3	beach camping tents	41	1	2.44%	2.3
beach campground	77	9	11.69%	1.2	state park camping ground	1	1	100.00%	1
camping sites	78	6	7.69%	1.4	state park camping	38	1	2.63%	1.1
beach camping	226	6	2.65%	1.3	state park campgrounds	17	1	5.88%	1.2
beach campgrounds	75	5	6.67%	1.3	beach hotel suites	71	1	1.41%	5.7
state parks campsite	55	5	9.09%	1.3	vineyard winery	130	1	0.77%	2.1
camping site	64	4	6.25%	1.4	state park tent camping	3	1	33.33%	1
recreational vehicle parks	187	4	2.14%	1.5	recreational vehicle park	182	1	0.55%	1.4
camp site	204	4	1.96%	1.4	paso robles winery	7	1	14.29%	2.6
camping grounds	133	4	3.01%	1.2	recreational vehicle parking	1	1	100.00%	1
state park camp	59	3	5.08%	1.1	beach front hotel	102	1	0.98%	3.4
state park campsite	63	3	4.76%	1.4	beach suite hotel	95	1	1.05%	5.4
camping resorts	56	2	3.57%	1.8	beachfront hotel rooms	6	1	16.67%	6.3
camper park	17	2	11.76%	1.9	camp resorts	58	1	1.72%	1.8
paso robles wineries	16	2	12.50%	2.3	sandy beach resort	9	1	11.11%	3.2
camping ground	152	2	1.32%	1.4	state park camping sites	2	1	50.00%	1

Keyword Results – SEM - January

Las Vegas

Keyword	Impressions	Clicks	CTR	Avg. Position	Keyword	Impressions	Clicks	CTR	Avg. Position
rv park	684	27	3.95%	1.3	camp site	141	2	1.42%	1.2
beach camping	232	16	6.90%	1.3	state park campsite	52	2	3.85%	1.1
beach resort	1657	15	0.91%	4.3	vacation cambria	41	2	4.88%	2.1
beach campsite	242	14	5.79%	1.3	beach front hotel	170	2	1.18%	3.9
rv parks	480	14	2.92%	1.3	beach camping resorts	5	1	20.00%	2
beach camp	175	11	6.29%	1.3	recreational vehicle par	92	1	1.09%	1.5
beach campgrounds	99	10	10.10%	1.1	paso robles wineries	25	1	4.00%	1.7
camp sites	186	8	4.30%	1.4	vineyard winery	108	1	0.93%	1.8
camping parks	123	7	5.69%	1.3	state parks camp	18	1	5.56%	1.4
camping grounds	99	7	7.07%	1.6	beach camping sites	5	1	20.00%	1.2
rv parking	173	7	4.05%	1.5	camping resort	47	1	2.13%	1.9
camping sites	52	6	11.54%	1.3	private beach hotel	3	1	33.33%	1
camping park	162	6	3.70%	1.3	paso robles winery	17	1	5.88%	1.9
beach campground	108	5	4.63%	1.2	state park campground	7	1	14.29%	1.1
winery tours	153	5	3.27%	2.8	beach camping tents	80	1	1.25%	1.9
camping ground	97	4	4.12%	1.4	beach camps	22	1	4.55%	1.4
state park camping	34	3	8.82%	1.1	oceanfront hotel	58	1	1.72%	4.5
state park camp	22	3	13.64%	1.1	arroyo hotels	4	1	25.00%	5.5
camping site	66	3	4.55%	1.2					

January Fall Campaign Banner Results

Overall Campaign Results - Banners

	Impressions	Clicks	CTR
VSLOC Overall Campaign Total	19,127,436	20,383	0.11%
November	8,257,445	7,676	0.09%
December	10,869,991	12,707	0.12%
January	9,912,155	19,630	0.20%

Monthly Overall Campaign Total	November			December			January		
Vendor Totals	Impressions	Clicks	CTR	Impressions	Clicks	CTR	Impressions	Clicks	CTR
Quantcast	965,259	1820	0.19%	2,101,229	4934	0.23%	2,510,980	8,414	0.34%
TripAdvisor	132,735	218	0.16%	140,053	256	0.18%	153,706	229	0.15%
ATS Mobile	1,237,074	317	0.03%	1,365,249	438	0.03%	314,093	157	0.05%
Sunset	245,268	243	0.10%	910,042	1133	0.12%	904,661	1,008	0.11%
McClatchy	4,798,985	4636	0.10%	5,495,147	4139	0.08%	5,305,672	5,717	0.11%
Nettra	878,124	442	0.05%	858,271	1807	0.21%	723,043	4,105	0.57%

Campaign Results – Market and Banner Size

Market Overall Campaign Total		November			December			January		
By Market		Impressions	Clicks	CTR	Impressions	Clicks	CTR	Impressions	Clicks	CTR
LA		3,581,430	3,277	0.09%	4,525,536	5,987	0.13%	3,331,627	7,453	0.22%
SF		2,746,858	2492	0.09%	3,287,490	3,252	0.10%	2,429,738	4,990	0.21%
Fresno		739,181	733	0.10%	949,300	942	0.10%	730,770	1,255	0.17%
Bakersfield		715,870	658	0.09%	907,027	911	0.10%	733,788	1,455	0.20%
Las Vegas		41,327	24	0.06%	45,225	92	0.20%	46,915	231	0.49%
Phoenix		41,944	20	0.05%	41,089	107	0.26%	35,840	273	0.76%
National		390,835	471	0.12%	1,114,324	1,416	0.13%	1,157,744	1,372	0.12%

Banner Overall Campaign Total		November			December			December		
By Size		Impressions	Clicks	CTR	Impressions	Clicks	CTR	Impressions	Clicks	CTR
320x50		2,011,844	2,836	0.14%	2,392,823	3,496	0.15%	2,322,626	5,722	0.25%
160x600		713,578	406	0.06%	705,861	509	0.07%	413,220	510	0.12%
300x250		3,097,759	2,678	0.09%	4,746,288	6,507	0.14%	4,110,147	8,235	0.20%
728x90		1,562,806	949	0.06%	2,033,989	1,307	0.06%	1,858,579	2,676	0.14%
300x600		871,458	807	0.09%	991,030	938	0.09%	790,327	1,349	0.17%
300x50								233,278	399	0.17%

January Social Marketing Results

- In the month of January VSLOC ran iconic imagery in carousel ads on Facebook.



- Facebook

Top Post




- Paid Facebook Carousel Ad Results

Market	Reach		Impressions		CTR		CPC		Clicks	
	Dec.	Jan.	Dec.	Jan.	Dec.	Jan.	Dec.	Jan.	Dec.	Jan.
Los Angeles	39,324	41,760	77,765	69,543	1.63%	2.56%	\$0.50	\$0.35	1,267	1,780
San Francisco	25,346	34,101	49,609	75,214	1.64%	1.66%	\$0.60	\$0.39	815	1,246
Central Valley	22,270	32,817	36,673	57,524	1.80%	1.82%	\$0.42	\$0.27	659	1,045
Overall	86,599	108,456	164,047	202,281	1.67%	2.01%	\$0.51	\$0.35	2,741	4,071


- Boosted Posts (18)

	Dec.	Jan.
Reach	23,323	29,770
Impressions	47,423	44,872
CTR	8.87%	6.98%
CPC	\$0.09	\$0.13

Age	CTR
25-34	3.01%
35-44	3.74%
45-54	5.71%
55-64	9.17%
65+	9.97%


Visit San Luis Obispo County
Published by Jordan Carson [?] · January 15 at 2:00pm · 🌐

Visit Cambria makes it on PEOPLE Great Ideas's list of 6 Must Stop Destinations on a California Road Trip.
 #VisitSLOCounty



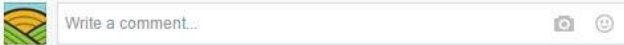
6 Must-Stop Destinations on a California Road Trip
 Andrea Lavinthal Hi Great Ideas readers! I'm Andrea Lavinthal, PEOPLE's Style and Beauty Director. Last year, my boyfriend and I took an incredible trip to Napa Valley and I shared my favorite thin...
GREATIDEAS.PEOPLE.COM


7,448 people reached [View Results](#)


👍 Like 💬 Comment ➦ Share


Kathrin Tuschhoff, Steve Moriyama Sr., Tim Genet and 194 others like this.

26 shares




Pamela J Roberts Oh yes! I can see why!
Unlike · Reply · Message · 👍 1 · January 15 at 5:41pm


Ashly Cullumber Dulce
Unlike · Reply · Message · 👍 2 · January 15 at 2:13pm


Dulce Pandura We gotta go there next time! 😊
Unlike · Reply · Message · 👍 2 · January 15 at 4:12pm

[View 3 more comments](#)

- Boosted Promotions (4)

	Dec.	Jan.
Reach	12,921	15,525
Impressions	20,425	24,184
CTR	5.38%	5.66%
CPC	\$0.18	\$0.15

Age	CTR
25-34	2.41%
35-44	2.76%
45-54	5.43%
55-64	7.22%
65+	7.72%


Visit San Luis Obispo County
Published by Jordan Carson [?] · January 18 at 1:06pm ·

Restaurant Month Giveaway Alert
 Get out those wet-naps because this week we are giving away dinner for 2 at Rib Line By the Beach. Click below to enter now! Contest ends 1/25
 #RestaurantMonth #VisitSLOCounty



Win Dinner for Two at Rib Line by the Beach! Click here to enter

SECURE.PAGEMODO.COM

6,268 people reached

View Results

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Farm Chao, Brian Armstrong, Robina Suri and 217 others like this. Top Comments ·

13 shares




Terry Hebert Would have to spend the night but a great getaway 😊
Unlike · Reply · Message · 1 · January 24 at 8:34am


Bonnie Humble-Davison And looks delicious.
Unlike · Reply · Message · 1 · January 23 at 1:12pm

View 2 more comments

- Instagram

Top Instagram Posts



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143 Engagements



@visitsloc
140 Engagements



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136 Engagements

Most Engaged Hashtags

#VisitCalifornia

#SLOCounty

#California

#CentralCoast

#VisitSLOCounty

#CentralCoastCa

#FanFriday

#TheOriginalRoadTrip

#PismoBeach

#RoadTrip

*These hashtags are ranked based on which ones were the most engaging with VSLOC followers on Instagram, not Instagram as a whole.

- Twitter

Top Tweet earned 3,453 impressions

a4: Have you tried @Madonnalnn's famous cake? It's worth traveling for #FoodieChats #CaliforniaEats #VisitSLOCounty
pic.twitter.com/6cyyKMshKC



4 13

	December	January	Change
New Followers	62	116	+54
Total Followers	5,797	5,910	+113
Tweets	74	84	+10
Tweet Impressions	43,900	43,300	-600
Profile Visits	671	928	+257
Link Clicks	72	150	+78
Mentions	42	105	+63
Retweets	68	53	-15
Favorites	199	197	-2
Total Engagements	611	784	+173

Romance Month Facebook Images & Digital Banners