



April 2016

CVB Board Meeting – Marketing Recap

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1. STATISTICS for DiscoverStillwater.com via Google Analytics.

a. 1st Quarter January – March

- i. 53,780 users/42% increase from 2015
- ii. 163,250 pageviews/21% increase from 2015
- iii. Top referral source: Facebook. 491% increase from 2015
- iv. Pageview Significant increases: Romantic Escapes page increased 84%, Things to Do section pageviews increased 44%, historic sightseeing up 93%, winter wonderland 55%, family fun 47%, Foodies 62%, Ski Sweepstakes 1500 views.

		Acquisition		
Source / Medium		Sessions	% New Sessions	New Users
		51,627 % of Total: 100.00% (51,627)	77.07% Avg for View: 77.02% (0.07%)	39,787 % of Total: 100.07% (39,761)
1.	google / organic	34,291 (66.42%)	76.73%	26,311 (66.13%)
2.	(direct) / (none)	6,922 (13.41%)	79.86%	5,528 (13.89%)
3.	m.facebook.com / referral	2,174 (4.21%)	85.51%	1,859 (4.67%)
4.	bing / organic	1,428 (2.77%)	75.63%	1,080 (2.71%)
5.	yahoo / organic	1,342 (2.60%)	73.70%	989 (2.49%)
6.	theknot.com / referral	752 (1.46%)	76.99%	579 (1.46%)
7.	ci.stillwater.mn.us / referral	598 (1.16%)	77.76%	465 (1.17%)
8.	events.discoverstillwater.com / referral	530 (1.03%)	63.96%	339 (0.85%)
9.	exploreminnesota.com / referral	353 (0.68%)	78.19%	276 (0.69%)
10.	facebook.com / referral	347 (0.67%)	68.59%	238 (0.60%)

2. Budgeting & Planning

- a. Added \$300 for photo purchase of MN Meetings & Events award
- b. Need to determine where to spend \$2450 that was allocated for MN biking guide because we found out it is only produced every two years. TBD at a later date.
- c. Hired a Marketing Assistant to help with the increased workload. Please welcome, Janel Hutton. Her email address is Janel@DiscoverStillwater.com. She will manage visitor guide distribution, events calendar, social media for some events, be my customer service backup when I'm not available, and more misc. projects. I am BEYOND excited to have her on board!
- d. Customer service demands increasing – more phone calls and emails from travel planners and vacation travelers, social media constant.

3. Recent Press

- a. [Discover Stillwater – MN Meetings & Events Best Of 2015 Award Winner](#)
- b. [Pioneer Press: AirBnB Rentals might See Tougher Restrictions in Stillwater](#)
- c. [Star Tribune – Reve’s Burger, Best Burger in the Valley Card](#)
- d. [Star Tribune – Theatre group buys Zephyr Train Depot](#)
- e. [Pioneer Press – Stillwater to Host Hockey Day Minnesota 2017](#)
- f. [Stillwater Gazette – Stillwater Ladies Night Out Kicks off March 10](#)
- g. [City Pages – Best Dishes Countdown, Curried Goat at Smalley’s](#)

- h. [Stillwater Gazette – Darn Knit Anyway creates maker’s league](#)
- i. [Pioneer Press – Art Sculpture Tour Potential](#)
- j. [Forest Lake Lowdown – NHL Players Flock to Stillwater](#)

4. Public Relations

- a. Sent [press release](#) about MN Meetings & Events award April 1.
- b. Responded to media requests from Boat US (article on Summer Tuesdays boat-in movies to be published in June/July national issue with 600K membership) and Stillwater Gazette (city council year-end tourism report).

5. Annual Mixer

- a. Sub-committee working on details. Date set for Thursday, May 19th 4:30-8pm at the Water Street Inn. Invitations will go out Tuesday, April 11th. This will be a celebration of tourism businesses and kick off to the 2016 season with apps, drinks, and rides on Stillwater attractions. We hope to inform managers and front line staff of our efforts and those of other partner organizations as well as share info on fun attractions they can tell their guests about. The IBA and Chamber are in partnership on hosting this with us.

6. Advertising Campaigns

a. Radio

- i. Next co-op campaign is in November on Cities 97.

b. Tourism Guidebooks/Websites

- i. [Toast to the Valley](#) (published Mid Feb) [brochure](#) and [map](#). (Chuck will bring copies)
- ii. MN B&B (published Mid Feb, will hopefully have printed copies at meeting)

- c. **Road Runner Motorcycle Magazine** – national distribution, [March/April issue](#), EMT co-op 1/6 page color ad in Minnesota section. Bi-monthly publication. 25 million motorcycle riders in the us. 221K readers each issue. Sold by subscription and in retail outlets in us and Canada. Demo: avg age 54, \$115K annual income, 85% married, 61% college educated.

d. Explore Minnesota

- i. **Metro EMT Group** – meeting April 13th 10am.
- ii. **CheckpointMN** – [final campaign results report](#).
- iii. **EMT Native Advertising Co-op with Interfuse Media.** Our article was approved and launched the last week in January with continuous digital promo until impressions met. [“Plan a Romantic Getaway to Stillwater Minnesota”](#). Interfuse wrote the article with SEO rich content and will promote it via emails and digital news article native advertising online per [co-op sell sheet](#). ‘Romantic Escapes’ website page views increased 84% in 1st qtr as compared to 2015.
- iv. **TBEX Travel Writers/Bloggers conference** held in Minnesota this year, so EMT will help bring two groups to Stillwater for pre-conference tours May 28/29. Arrangements have been made with partner businesses.

- e. **AAA Email Sweepstakes** – Spring Minnesota Getaway contest complete. 612 entries/emails, emailed to 25K (8.% ctr/2057 opens) and promoted via digital banner ads (47K impressions). [Email design](#).



Your Minnesota adventure begins here!



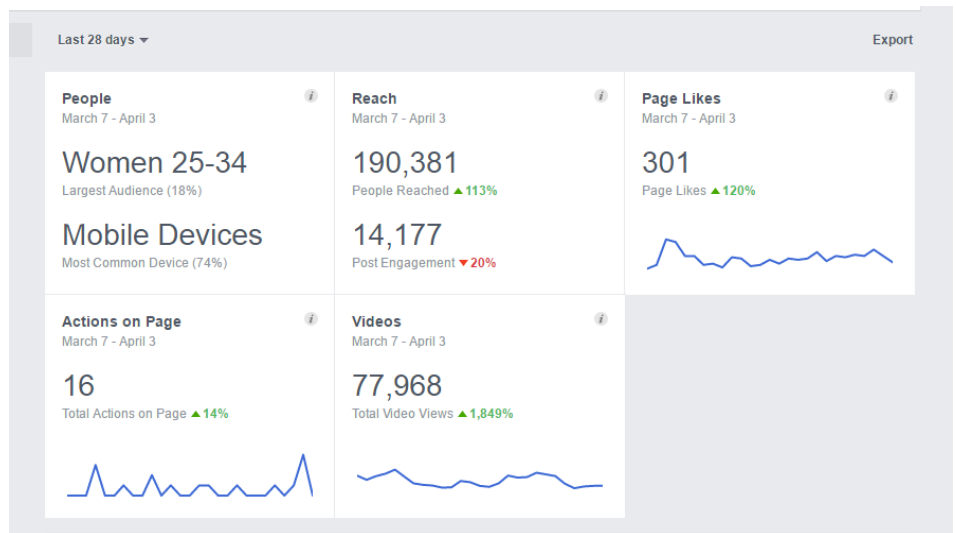
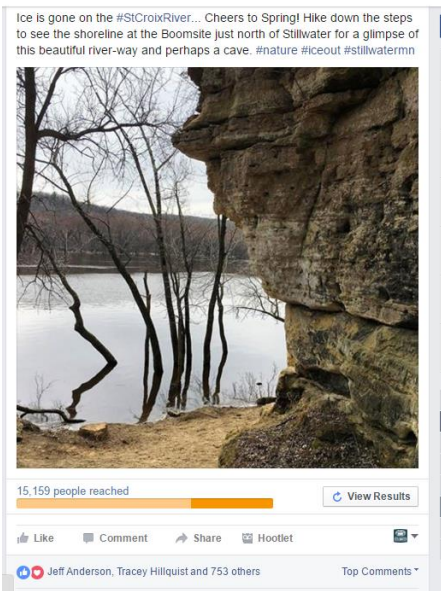
f. Digital – Content/Google Ad Words/Display

- i. Spring Girlfriend Getaway digital display ads on both Google Display network and via AdRoll retargeting [Set 1](#), [Set 2](#). Currently running April 4-May 4.
- ii. Video advertising via Facebook paid placement.
 - 1. [Ways to Explore Stillwater Video](#) targeted at WI to piggyback on EMT Metro group campaign geographic targets. Spent \$465 month-long campaign March 7-Apr 7. 49,649 views/68K reach, cost per result \$.01!
 - 2. [Culinary Escape Video](#) targeted WI and IA as well. Currently running.



g. Social Media

- i. [Facebook](#) – 20,549 fans. Top posts in March: My photo of Boom Site ‘ice out’ 15,159 reach/974 reactions, comments, shares, \$10 boost (only 4,800 reach from paid).



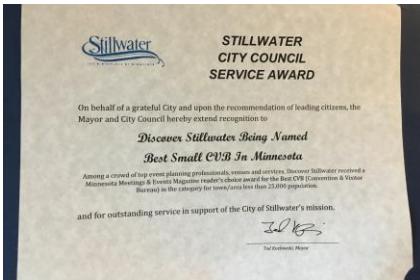
- ii. [Instagram](#) – 1587 followers. (Compare to CVBs: Roseville 292, Hudson 597, Redwing 33, Duluth 2253). Top post in March 74 likes, warm day shared image.

- iii. [Twitter](#) – 643 followers.
- iv. [YouTube](#) – 14,987 views.

h. Special Markets – Weddings, Meetings, Group Travel

- a. Group Travel –
 - i. ABA (American Bus Association) Tradeshow leads provided from EMT. Mailed a Stillwater visitor guide to all 40 group tour guide companies who visited their booth at the show. I’ve had several phone/email inquiries from group travel planners lately.
 - ii. Plan to send a custom email to all the leads as well hopefully by May.
- b. Meetings –





- i. Received [Best Small CVB in MN Reader's Choice award](#) at 2015 Best Of Award ceremony event in Minneapolis on Thursday, March 31st. The City of Stillwater Mayor & Council also honored us with a Stillwater City Council Service Award the following Tuesday as a recognition and thank you of our efforts.
- ii. [MN Meetings & Events](#) ad in spring [Best Of issue](#).
- iii. [Affinity Page venue feature](#) running online for 3 months (March-May). This Stillwater feature advertorial rotates throughout mn.meetingsmag.com website and multiple social media channels and third party sites. The audience is professional meeting planners - 70% in MN, 30% out-state. Part of our EMT grant campaigns. The featured businesses have been notified and are grateful.
- iv. Fam Tour scheduled for May 10th. [Invitations](#) mailed to all MSAE (Minnesota Society of Association Executives) members, promoted on select association Facebook pages, our website meetings page, Linked Inn, and in email about our award announcement. Partners and agenda finalized.

ii. Weddings –

- 1. Leads continue to come in and be shared with all venues.

7. Website

- a. Sent email to all businesses requesting updates. Edits complete.
- b. In the process of adding new spring businesses.

8. Visitor Guide

- a. Airport already asking for more boxes. Went through 7 so far (875)
- b. Ambassador locations have been replenished twice
- c. Plan to distribute again downtown next week and to seasonal businesses earlier than usual
- d. Many compliments on usefulness of this tool
- e. Despite many mailed and emailed notices, three advertisers have not paid for their ads. Buttercream Cakes, The Freight House, and Victorianos pizza.
- f. Averaging 112/week mailed since January.
- g. Transferring to new distribution process this week in an effort to increase efficiencies and balance workload. Cost savings opportunities were researched once again, but the same results are apparent – we do not have enough volume for any postage savings or to use a full-service mailing/fulfillment company. East Suburban Resources has been hired to assemble the visitor guides as they were the most cost effective option – estimated at \$780/year. The new marketing assistant will now gather leads from various sources to provide print-ready mail merge to ESR who will assemble/mail. The Marketing Assistant will also now handle all shipping requests for international or multiple visitor guide mailing requests. If we ever reach bulk rate minimums of 200, our printer can handle that job.

9. Monthly Newsletter

- a. Mail Chimp Subscription list: 22,087 Banana Peels. Current avg industry open rate 12.5%
- b. Wrote and sent [March](#) newsletter, open rate 16.4%, FB reach 10,300/266 actions, \$10 boost
- c. Wrote and sent [April](#) newsletter, open rate 11.7%, FB reach 4300/251 actions, \$10 Boost
- d. Sent [Tourism Update](#) to local businesses March 3, sent to 565 subscribers/28% open rate. The Chamber also shared this link in their enewsletter.
- e. Sent Best Of Award [announcement](#) to entire list (21,915) on April 3. Open rate 14.2%/3086 viewers.

10. Branding/Marketing Materials

- a. Ordered more acrylic displays for visitor guides
- b. Ordered more tote bags for fam tours – new logo/color
- c. Looking into ordering a banner display with our new logo. Hopefully in time for the Annual Mixer. This will be a general sign we could use as any event.

11. IBA/Chamber/City Partners

- a. [New Executive Director hired for the Chamber, Robin Anthony of Party On Stillwater](#)

12. New Business

- a. [Lion's Main moves/expands to Shanghai Bistro's location, new name Lion's Tavern](#)
- b. [Kids Oasis children's indoor play area opens next to Gammy & Gumpy's Toy store](#)
- c. [Freight House Remodel, No Nightclub & Partnership with Lift Bridge Brewery](#)
- d. [Sawdust Savvy](#) moving from Marquess Studios into the Grand Garage for larger space
- e. Many businesses now open for the season: Chicago Dogs, Nelsons, Cherry Berry, Teddy Bear Park, public restrooms, etc.

13. Events

- a. Recap report in from Ice Cream Social. Waiting on recap report from Paint the Town Red and Sticks in Stillwater in order to pay final portion of grant funding.
- b. Signed copies of contracts from all 2016 grant recipients accept Main Street IBA.
- c. Sponsored: [Minnesota Iron Man](#) – April 24. Thank you for coordinating [hotel deals](#) for this event.

Thank you!