



JUNE 17, 2015

CVB Board Meeting – Marketing Recap

Prepared by: Christie Rosckes info@discoverstillwater.com (Fresh Avenue Marketing) 651.351.1717

1. STATISTICS

- a. Quarterly Google Analytics report will be given in July, but a quick peek at April/May looks similar to first quarter with 75% increase in overall traffic from last year.

2. MARKETING UPDATE

a. 2015 Budget

i. Majority of campaigns implemented with these remaining items:

1. Retargeting campaign – launching June, photo contest
2. Group Travel leads mailing - June
3. MN Traveler TV – August/Sept
4. Wedding Fair – Oct.
5. FM 107.1 Radio Campaign for holiday shopping – Nov
6. Always on-going – social media, google ad words, PR
7. Fall issues of AAA magazines remain as well
8. Meetings market – TBD, on hold due to budget.

b. Recent Press

- i. Explore Minnesota feature – [10 Charming MN Main Streets](#)
- ii. Minneapolis/St. Paul magazine – [Go East!](#)
- iii. Pioneer Press – [Best Patios for 2015](#) (Water Street Inn & Gasthaus)
- iv. Pioneer Press – [Stillwater Marks Opening of Brown's Creek State Trail](#)
- v. WCCO – [Stillwater Offering Temporary Boat Slips to Lure Business](#)

c. Advertising Campaigns

- i. **Photo Contest** – launches June 1 – Aug. 31st. Same as last year, but increased number of photos from 3 to 5. Enter via Facebook (pull images from phone, computer, or Instagram account) or can email us directly (but don't qualify for the getaway package popular vote category). Voting period Sept 1-15th. Winners announced by October. Promoting via social media, press release, and posters downtown. Getaway packaged valued over \$700 – 2 nights at River Town Inn, \$100 at Kari's Create & Paint, \$50 at Marx Bistro, 2 free wine tastings at Northern Vineyards, complimentary Foodies on Foot Savor the Flavors Tour.
- ii. **Explore Minnesota** –
 1. **2014 Annual Report published.** [Download/View.](#) Lot of positive outcomes and record breaking numbers.
 2. **Metro EMT Group** – no update this month. meeting is the same day as ours.
 3. **Co-Ops**
 - a. **AAA Email Sweepstakes** – 388 emails from March campaign, 278 from April. 4198 people entered the [contest](#). Email sent to 40K, under 1% open rate (1694).

75K impressions via banner ads and microsite views, 20K visits to contest microsite.

- b. **Foodies Campaign** – Combination of tablet and mobile banner ads as well as video ads on Ad Taxi/Google Display Network featuring Stillwater as a culinary destination. Ran April 20-May 8. Estimated impressions delivered by Ad Taxi - 1,000 guaranteed complete [video](#) views (actual was 3700 with a 19% view rate), 50K tablet impressions, 900 mobile clicks. Added value from Twincities.com 25K in-banner impressions – [full report with artwork examples](#). [Targeted people](#) with interest in food, culinary travel, nightlife in western twin cities, Rochester, St. Cloud, and Eau Claire. Video has had over 4,000 views on Youtube so far – mainly from Ad Taxi and an additional 13,000 views on Facebook via organic and paid promotion (\$150, 24K reach, 8100 actions – liked, commented, shared, click, 8000 views, WI target). This campaign proved the tremendous potential with video.
- c. **Solo Email** – New Bike Trail, grand opening. [Custom email](#) sent to MN/WI residents with interest in biking (25,000). Added value includes people from Twincities.com in MN/western WI who requested information on travel and events. Sent just after Memorial Day weekend on May 27th. Links to the biking page of our website.
- d. **AAA magazines** – 350 requests for our visitor guide.

d. Ad Words –

- i. I took a class from Demand Quest on Google Ad Words. In the process of certification exams. Learned a tremendous amount about more features we can use with google ad words how best to structure our campaigns.

e. Special Markets – Weddings, Meetings, Group Travel

- i. Group Travel –
 - 1. EMT Group Travel Planner – [view online](#), ad on page 15. Distr: 4,000 Group tour operators and leaders - given mail, trade shows, and direct replies to the planner to help plan group tour in the state of MN. The distribution is Canada and US.
- ii. Meetings –
- iii. Weddings –
 - 1. 75 Knot leads so far in 2015.
 - 2. Several requests for 100+ guides for wedding guests in town.

f. Website

- i. Launched [rebranded design](#) on May 1st. Attractions section was removed and combined into an expanded Things to Do (added spas, golf, on the water) section with a map. Search function works now to link to business listing, blogs etc. New dedicated contact us and directions/parking page. Created a map for steps walking route. Refining content continues.

g. Guidebook

- i. Second shipment of guides being delivered from the printer 1st week in June.
- ii. Quantities for mailings isn't working out to take advantage of bulk postage. Wait time for receiving orders would be more than a week, so unfortunately this remains in-house at \$.91 price point as we aren't reaching the 200 minimum weekly. Approx. 30 are sent every other day.
- iii. Waiting list of advertisers for 2016. Discuss plans for 2016 – please share feedback from your staff on usability, contents, etc.

h. Monthly Newsletter

- i. [May](#) and [June](#) issues published.
- ii. Subscriber list 15,178.

i. Social Media

- i. [Facebook](#) – 14,253. Daily posts. Avg organic reach continues to climb – 3606 per post, engagement avg 2027. Top post in past two months: [Stillwater Steps Map](#) (26K reach, 2800 clicks) and share of [Go East](#) Pioneer Press Article (24K reach, 1397 clicks)
 - ii. [Instagram](#) – 378 followers, weekly posts
 - iii. [Twitter](#) – 381 followers, weekly posts.
 - iv. [Youtube](#) – 9,439 views
- j. Public Relations**
- i. New Bike Trail – [press release](#)
 - ii. Photo Contest – [press release](#)
- k. Branding/Marketing Materials**
- i. [Tear-off maps](#) for lodging printed and distributed to hotels. If B&Bs would like as well, please let me know and I'll deliver. New design included expanded map on both front and back sides to allow for better navigation from hwy 36 hotels to downtown area.
 - ii. Working with local videographer on creating more videos. Largest opportunity for growth for advertising on digital channels and in demand from consumers.
- l. IBA, Chamber, City & Partners**
- i. Mayor hosted a meeting with all tourism marketing parties to discuss collaboration on April 24.
 - ii. Working together to fight for brown (historic, tourism, recreation) sign by new bridge highway exit to Stillwater.
- m. New Businesses**
- i. Two new vintage/refurbished vintage furniture/home décor stores: [Mama's Happy](#), [Reclaiming Beautiful](#), Coming soon Feathered Nest
 - ii. [Gammy & Gumpy's](#) – toy store
 - iii. [Matt & Nate](#) – men's clothing
 - iv. [Thai Basil](#)
 - v. [Sweet Taste of Italy](#)
- n. Events**
- i. **Events:**
 - 1. [Rivertown Art Festival – May 30/31](#)
 - ii. **Sponsored Events:**
 - 1. Stillwater ½ Marathon/5K – [May 23](#)
 - 2. Cruisin' on the Croix – [Starts June 3](#) (note new schedule)
 - 3. Summer Tuesdays – [Starts July 7](#)
 - 4. Log Jam – [July 17-19](#)