May 16, 2017
CVB Board Meeting – Marketing Recap
Prepared by: Christie Rosckes info@discoverstillwater.com (Fresh Avenue Marketing) 651.351.1717

1. **STATISTICS for DiscoverStillwater.com via Google Analytics.**
   a. 1\(^{st}\) quarter up 50% with 27,000 more users than last year. 68% increase to the winter wonderland page and traffic to the visitor guide page more than doubled during this period. 2\(^{nd}\) Quarterly report will be ready at the end of June - Initial numbers for April appear to be down 12%.

![Google Analytics Graph](image-url)
2. **Budgeting & Planning**

3. **Tourism Update Reports**
   a. Annual Mixer set for Tuesday, May 16th which will include posters of stats from 2016 as well as YTD 2017 results.

4. **Advertising Campaigns**
   a. **Radio**
      i. Next campaign in November.
   b. **TV**
      i. Next campaign in November.
   c. **Direct Marketing**
   d. **Print Publications**
      i. **Pedal MN**, Explore Minnesota State Bike Trails Map.
      Display ad on back of the map 4x3, $725, Distribution 120,000 via Explore Minnesota Tourism: through display and promotion of the map at Travel Information Centers; MnDOT: State Fair and other events statewide, and on the website; and MnDNR: State parks and recreation areas, including park offices and visitors centers, Bike MN: Events and classes throughout the state.
ii. **Growler Magazine** – June giveaway promotion with Lift Bridge. Will also be promoted via their social media.

iii. **Toast to the Valley** - St. Croix Valley promotion to feature historic inns, sites, wineries, breweries, orchards, and art galleries.

Printed 20-page directory with regional map, info and calendar of events. Distributed at TICs, Chambers/CVBs, AAA offices, mailed to 2500 names from Explore Minnesota info requests. Distribution 10,000 in print with social media promotion and website as well.

**e. Tourism Guidebooks/Websites**

i. **2017 SCVRTA (SaintCroixRiver.com) Guide** – ad appears on page 33. Distributed at state parks, and MN/WI Travel Information Centers

ii. **2017 MN Bike Guide** – our ad appears on page 29. Distribution: The guide will be distributed by Explore Minnesota, Pedal MN, MN DNR and other state agencies. The guide will also poly-bag with Minnesota Monthly’s April 2017 issue – reaching over 219,000 readers! In all there will be more than 127,000 copies produced, reaching an audience of more than 300,000 total readers. There will also be a digital edition on MNMO.com, ExploreMinnesota.com and PedalMN.com.

**f. Explore Minnesota**

i. **Metro EMT Group** – next meeting and annual retreat May 17th. Information on campaigns available upon request.

ii. **Checkpoint RECAP report** – view here.

iii. **Facebook campaign with MN Gophers** – one week long Facebook Engagement Campaign in June hosted on the Minnesota Gophers FB page. Only cost was lodging voucher and coordination with other businesses for prize which will access a Minnesota proud audience and get them to start thinking about their summer vacation plans.

**g. Digital – Content/Google Ad Words/Display**
i. **Ad Taxi/Explore Minnesota/Pioneer Press Facebook Sweepstakes** – Stillwater Staycation theme with $1000 prize package coordinated with partner businesses. We had 4000 entries! Here’s a [detailed report](#). We had tremendous success with this campaign with the concept/timing of ‘staycation’ and it’s interesting to note that more people entered via promo from our own Facebook page than from the two partner organizations. This is a powerful statement to the value and reach of our brand audience built on social media.

ii. **Content Campaign with Madden Media** – [Spring Girlfriend Getaway Article](#) and on Explore Minnesota [website](#). Promotion runs March-June.

iii. **Stillwater Boat Rentals Mid-Week Getaway Sweepstakes**

1. Runs until May 15th. Promoted via google adwords, retargeting, email and social media. There are 1400 entries so far for which we’ll also receive email addresses.

iv. **Retargeting via AdRoll.**

1. Spring Girlfriend Getaway
   a. run 2/21-3/1. Website Banners: Impressions 383,313, CTR .15%
   Facebook Ads: Impressions 77,207, CTR 2.8%
h. Social Media
   i. Multiple daily posts on all channels featuring original photos and videos as well as shared content.
   ii. Facebook – 28,623 fans. Top posts in Mar/Apr were some of the top in 2017 so far – news of speakeasy, new brewery opening up and signs of spring – nelsons and teddy bear park opening.
   iii. Instagram – 4,343 followers.
   iv. Twitter – 1504 followers.

i. Special Markets – Weddings, Meetings, Group Travel
   a. Group Travel – respond to calls from group travel planners to assist in planning.
   b. Meetings –
      2. respond to calls/emails from planners.
   3. Nominated and won for Best Small CVB of the year again by Minnesota Meetings & Events Magazine readers. Award ceremony was April 6th where Janel Hutton and Larry Loyer joined to accept the award.
   5. Working on creating 360 Google Street View virtual tours of 13 key meeting venues in Stillwater. Taking advantage of Explore Minnesota Co-Op program as well as group project savings. Content created will be posted on DiscoverStillwater.com and used for meetings market advertising.
      a. Weddings –
         6. Responding to TheKnot.com leads – March/April are typically slower.
         7. Updated our TheKnot.com listing.
         8. Updated weddings photo slideshow/video with current images – posted on social media, website, emailed brides, and youtube channel.
         9. Exhibited at March 19th bridal fair at the Minneapolis Convention Center. Did a booth drawing for a Gondola Romantica weekday cruise. Sent follow up email to all brides in attendance.
     10. Produced new wedding flyer
     11. Produced new wedding booth design – both booth and new flier debuted at March show.
   c. Website
      a. Week maintenance/updates as needed.
      b. Testing out concept of using homepage slide photos with click through current messaging and right column small ads for sweepstakes, etc.
      c. Events Calendar – new design launching in May and SaintCroixRiver.com will now also use the St. Croix Splash widget so our events will be on their website as well.
      d. Added new 2017 businesses, updated blog
d. Visitor Guide
   a. 2017 requests, mailings and distribution continue – Almost gone through ½ of supply (36K). Distributed downtown three times already this year.

e. Monthly Newsletter
   a. List now over 25,000 emails so moved to a new plan bracket. Price increased from $150/mo to $195/mo. Roughly $300 more per year.
   b. Mail Chimp Subscription list: 27,475 Current Avg 13.3%, industry open rate 12.5%
   c. Wrote and sent monthly travel tips newsletters: March (11.5%), April (12%), May (Open rate 10.9%), Spring Staycation, Boating Sweepstakes (15.6%), Earth Day (7.6%), Best of Award (7.6%), Girlfriend Getaway (11.6%), Ladies Night out (8.7%)

f. Public Relations
   a. Responded to media inquiries from Trivago – featuring hidden America small town charm, Wondering Groumond, Explore Minnesota, AAA, etc.

g. Recent Press
      (met with this photographer last year…final result)
      http://www.presspubs.com/st_croix/news/article_80e2aaf2-1
   d. f97-11e7-8cee-cb5fe319664.html

h. Branding/Marketing Materials
   a. Downtown Kiosks – city gave approval to order a sign for the bike trailhead as well. Designer resizing and being sent to the printer this week.

i. IBA/Chamber/City Partners

j. New Businesses

k. Events
   a. Calendar remains full – search by date or view year at a glance from our online calendar.
   b. Sponsored events coming up: Art Sculpture Tour (artwork switch outs underway), Summer Tuesdays, Lumberjack Days, Cruisin on the Croix.

Thank you!