November 8, 2017

CVB Board Meeting – Marketing Recap

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1. STATISTICS for DiscoverStillwater.com via Google Analytics.
   a. 3rd Quarter July/Aug/Sept -5%, 2nd Quarter Flat, 1st quarter 51%

![DiscoverStillwater.com Users 2015 vs 2017 by Quarter](chart)

2. Budgeting/Planning/Staffing/Admin

3. Tourism Update Reports
   a. Tourism report will go out this month.

4. Advertising Campaigns
   a. Radio
      i. Next campaign in November with KDWB. All spots are written and recorded, so here are the partners: Sawdust Savvy, Gammy & Gumpy’s, Lift Bridge Brewery, Portside Restaurant, and Biercycle Adventures. I’m very pleased with the perfect mix of categories. This campaign will run
for three weeks starting Nov. 6th with approximately 37 spots/week.

b. **TV**

i. Next campaign in November with Comcast Spotlight. We are using the same holiday spot we ran in Eau Claire last year with an ice castles tease updated to reflect actual footage from the Stillwater location. Ads will run 11/12-11/26. 60 30-sec commercials at ½ rate via EMT Co-Op. Working on editing to meeting EMT Co-op requirements currently.

c. **Direct Marketing**

d. **Out of Home**

i. a 40’ wide/ 4’ tall #OnlyinMN Monument is reserved for January 4th. January 23rd right by the Ice Castles. Timing is great because it’s right before the superbowl. Ice Castles will cover electricity costs and take care of any snow removal maintene. Explore Minnesota’s monument company handles set-up/takedown. Here are complete details of this co-op.

e. **Print Publications**

i. **Spaces Magazine.** Submitted joint ad with IBA for holiday issue.

f. **Tourism Guidebooks/Websites**

i. Secured space in 2018 Minnesota Tourism Guide. Updated ad designed submitted.


iii. Secured space in 2018 SCVRTA Guide. Working on ad artwork.
g. **Explore Minnesota**
   i. **Metro EMT Group** – next meeting on November 15th.
   ii. **Fall Campaign for Twin Cities** - emails and videos to three segments targeting our demo in ND, SD, Iowa. Stillwater was featured heavily in the romantic themed video. [Couples Video, Girlfriends Video, Family Video](#).
   “As promised, the vendor, Casual Astronaut “CA” has set-up a live dashboard report that you can access at anytime. This is a very high-level snapshot of overall site performance. I’m very excited about the quality of traffic we are seeing this early on in the campaign. The Take5 emails drove the bulk of the traffic you see here and those users have been spending time on the site and clicking through quite a bit...which is excellent. CA will be ramping up our display, content and video campaigns and will optimize each channel based on performance. Note that CA has set-up detailed conversion tracking so that we can see how users are engaging with the site, content, actions, etc. You can access the report here: [MSP Vacations Live Dashboard Report](#) *pw: metro*

h. **Digital – Content/Google Ad Words/Display**
   i. **Google AdWords Display** - Shop Small and Holiday Events Campaigns currently running.
   ii. **Retargeting via AdRoll** – Shop Small and Holiday Events Campaigns currently running.
   i. **Social Media**
      i. Multiple daily posts on all channels featuring original photos and videos as well as shared content.
      ii. **Facebook** – 32,000 fans. Popular posts topics were: free nov parking, bridge bike/walk updated loop trail map, ice castles announcement, date night couple on main street photo, Harvest Fest, Romantic MSP getaway video, photo contest winners, October events post.
      iii. **Instagram** – 5,077 followers. Celebrated reaching 5K fans with a mug giveaway.
   iv. **Twitter** – 1,589 followers.
   v. **YouTube** – 45,813 views. Posted updated holiday tv spot as well as all three explore Minnesota metro group videos.

j. **Special Markets – Weddings, Meetings, Group Travel**
   a. **Group Travel** – respond to calls from group travel planners to assist in planning.
   b. **Meetings** – Respond to calls/emails from planners.
   c. **Weddings**
      1. Responding to TheKnot.com leads
      2. Responding to brides calling for visitor guides this year.
      3. Exhibited at Oct. 22nd Wedding Fair. Followed up with 800+ brides via purchased email leads. [See Email](#). Not sure why, but the open rates for follow up emails from these shows is going down. This show was 18.3% which is decent, March 11%, Jan 8%, but last year the shows were 28-35%? Did a booth drawing of Gondola Romantica cruise. Many couples stopped who got engaged in Stillwater. Heard more comments than normal that they were seeking grooms dinner locations in Stillwater. About half already had venues booked per usual – JX Venue, Loft, Camrose, Trellis and Grand were the most heard. Renting the computer monitor for the slideshow was so much easier!
c. Website
   a. Weekly maintenance/updates as needed.
   b. **Events Calendar** – Jen is working diligently with multiple local businesses to keep this calendar full of ideas for fun in Stillwater. It looks great!
   c. VRBOS – adding as they are sent to me from the City.
   d. Holiday Hours – Jen is working on gathering holiday hours for each boutique.
   e. Added updated holiday video on things to do/winter wonderland page and events calendar

d. Visitor Guide
   a. 2017 requests, mailings and distribution continue – down to less than a pallet. Distributed downtown six times this year. We are so thankful for all the ambassadors (Water Street Inn, Alfresco, and Northern Vineyards).
   b. Mail Chimp Subscription list: 30,234 Current Avg 13.2%, industry open rate 15.54%
   c. Wrote and sent monthly travel tips newsletters (open rates): October 18.3%, November 10%

e. Monthly Newsletter
   a. Responded to media inquiries from Minnesota Monthly, AAA, St. Croix Valley Magazine, Explore Minnesota....
   b. Stillwater listed as America’s 18 Best Fall Foliage Getaways by the Water by TripAdvisor.

f. Public Relations
   a. Ordered more pens and mugs
   b. New cigar shop?

h. Recent Press
   b. [https://growlermag.com/craft-cocktail-jackalope-at-the-velveteen/](https://growlermag.com/craft-cocktail-jackalope-at-the-velveteen/)
   f. [http://www.presspubs.com/st_croix/news/article_a7634e8a-b041-11e7-b5e6-072e86bf3d9c.html](http://www.presspubs.com/st_croix/news/article_a7634e8a-b041-11e7-b5e6-072e86bf3d9c.html)

i. IBA/Chamber/City Partners

j. New Businesses
   a. [Jaguar Blu](http://www.jaguarblu.com) gallery/gift shop open weekends only
   c. [Lip/Lash/Brow Bar](http://www.justforme.com) at Just for Me Spa
   d. [Lace Salon](http://www.purefex.com) – in Purefex Salon location.
   e. Horseback Riding in Stillwater – [Madeline](http://www.madelinehorses.com)
   f. New cigar shop?
   g. [Homes for sale](http://www.homesforsale.com)
   h. [New Business](http://www.newbusiness.com)

k. Events
   a. Calendar remains full – search by date or view year at a glance from our online calendar.
   b. Sponsored events coming up: [Hometown for the Holidays](http://www.hometownfortheholidays.com), [Ice Castles](http://www.icecastles.com)

**Thank you!**