

MARKETING REPORT

APRIL 1-JUNE 30, 2020



**NORTH OF
ORDINARY**

NORTHOFORDINARYCA.COM

4 NORTHERN CA COUNTIES

10,488 MILES OF ADVENTURES

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MARKETING CAMPAIGN HIGHLIGHTS

- Over 64,798 TOTAL CAMPAIGN IMPRESSIONS from non-paid media.
- Rebranded North Coast Tourism Council as North of Ordinary. The rebrand included new logo/identity, a brand board, plus incorporating new the branding into all marketing channels (website, social media)
- Presented 3 campaign concepts to board and developed the new “In three words” campaign creative and media plan (refer to page 12)
- Created video and photo shoot plan and completed shot lists to start shooting in August.
- Designed print ad based on new campaign to run in Visit California’s Annual Road Trips Magazine that was released on July 1.
- NORTHOFORDINARYCA.COM received 9,451 visits (-39%) and 13,731 pageviews (-41%) compared to Q4 18/19. Traffic was down due to the pandemic shutdown and not running any paid Google Ad campaigns.
- Implemented new social media strategy to focus attention on the individual counties.
- Updated NCTC map for print and digital.
- VISIT CALIFORNIA: Social media mentions and article inclusions (refer to pages 6-10 for details).
- The email subscribe list has over 600 opt-in subscribers. Email marketing will start in August with release of campaign article for Whales. Wineries. Woof Walks.

SOCIAL MEDIA HIGHLIGHTS Q4 19/20

- Received 47,937 impressions (+677%) in Q4 19/20 from organic social media posts.
- New social media strategy has shattered prior quarter engagements and impressions without running paid ads. For example, IG produced 34,853 impressions in Q4 19/20 compared to 4,171 impressions in Q3 19/20
- Received an average of over 383 daily impressions on IG
- Received an average of 143 daily impressions on FB
- The average person following/engaging with us on IG is female between the ages of 25-54
- The average person following/engaging with us on FB is female between the ages of 25-44
- Our Pinterest boards had over 4.21K impressions this quarter.
- Our Twitter account received over 3.2K impressions this quarter.
- Majority of those we engage on Facebook are from Sacramento followed by Mexico City, San Jose CA, Dili Timor-Leste, San Francisco, Santa Rosa, Los Angeles are our top audience locations.



34,853 IMPRESSIONS (+736%)
3,775 ENGAGEMENTS (+1,258%)
9 PROFILE ACTIONS (+800%)



13,084 IMPRESSIONS (+556%)
953 ENGAGEMENTS (+523%)
12 POST LINK CLICKS

WEBSITE HIGHLIGHTS Q4 19/20

- We saw a decrease in website traffic in Q4 (-39%) over the previous year with a total of 9,451 sessions and 13,731 pageviews. The decrease in traffic was likely due to the COVID pandemic and no paid media was ran in Q4 19/20.
- The average session duration was up 1.6% with the average person spending 1 minute 13 seconds on the website.
- Organic website traffic (a.k.a. free traffic) was the top referral of traffic to the site. SEO efforts generated a +52% increase (7,124 sessions) compared to Q4 18/20. We will continue to increase visits to the site through search engine optimization (SEO), link building and content marketing efforts.
- Top site visitors were from 1) California, 2) Oregon, 3) Washington, 4) Florida 5) Texas 6) Arizona 7) Illinois

VISIT CALIFORNIA “RURAL ROUND-UP”

See You Soon Campaign - Recap (see separate paid campaign recap report):

Visit California launched See You Soon in June 2020 as the bridge between the response phase and recovery phase. Twelve region-specific videos encourage California travelers to visit when appropriate in the form of text messages to consumers. In just a week's time the campaign garnered over 900K video views and more than 3.6K comments over social media channels. Visit California will continue to deploy each regions' videos organically via its owned channels through September 2020.

Madden Retargeting Campaign - Update:

Fiscal Year 19/20's Regional Marketing Program was granted to Madden Media for a Google Ads retargeting campaign linked to Visit California's Road Trip Republic landing page. The campaign was paused in March due to COVID-19. I have been in close contact with the Madden team to launch the remainder of this campaign in tandem with Visit California's approaching brand campaign, Calling All Californians. The new Visit California WEBSITE and fresh recovery messaging will create the perfect opportunity to deploy the remainder of the retargeting campaign.

Calling All Californians Launch:

Visit California's Brand team is in lock step with its media partners in order to launch Calling All Californians when the time is appropriate. We continue to stay flexible with the evolving COVID-19 restrictions and are now targeting a campaign launch date of August 3. A tool kit is in development and regions will need support in deploying the message.

VISIT CALIFORNIA FEATURES JULY 4-12

JULY 8: FACEBOOK Californians, are you ready to run into the open arms of our peaceful redwood forests along our North Coast?

Reach: 29,245
Engagement: 700

INSTAGRAM

Californians, are you ready to run into the open arms of our peaceful redwood forests along the @northofordinaryca?

Reach: 24,370
Engagement: 1,311
Video views: 7,381

TWITTER

Californians, are you ready to run into the open arms of our peaceful redwood forests along @TheNorthCoastCA
#VisitCalifornia

Impressions: 5,200
Engagement: 193

JULY 9: Enewsletter

Feature: Get Off The Grid in California's Terrific Tiny Towns <https://bit.ly/2CFOFma>

JULY 11: FACEBOOK

“In order to travel safely for both ourselves and for those around us, it’s going to take a bit more thought and research so that we can be mindful in how our presence is making an impact.” Thanks @livelikeitsthewknd for sharing safe travel tips.

@livelikeitsthewknd
Mendocino

Reach: 39,543
Engagement: 1,571

INSTAGRAM

“In order to travel safely for both ourselves and for those around us, it’s going to take a bit more thought and research so that we can be mindful in how our presence is making an impact.” Thanks @livelikeitsthewknd for sharing safe travel tips.

@livelikeitsthewknd
@VisitMendocino
#RespectCalifornia #visitmendocino

Reach: 111,543
Engagement: 8,469

VISIT CALIFORNIA FEATURES JULY 13-19

JULY 16: INSTAGRAM If time spent in nature is on your mind, you might be interested in looking into forest bathing. Forest bathing isn't a hike, picnic, or jog. And there is no actual body of water required - it's simply about surrounding yourself in nature and allowing its sounds and rhythms to wash over you. Luckily, we have many lush open spaces for reconnecting with nature waiting for you when it's safe to travel, including, @RedwoodNPS, #PointLobosStateNaturalReserve, #AngelesNationalForest, @sequoiakingsnps
Where's your favorite forest in California?
@chloebrtt
@sequoiakingsnps @visitfresnocounty
#VisitCalifornia #RespectCalifornia

Reach: 76,415
Engagement: 6,422

TWITTER Time spent in nature is time well spent. There are many paths to experience the healing effects of nature, right in our backyard. #VisitCalifornia

Impressions: 3,158
Engagement: 46

JULY 17: FACEBOOK Before you pack your beach towel and slather on that SPF, check out our guidelines on how to enjoy our coastline responsibly. <https://bit.ly/2OqrtKL>

Reach: 11,283
Engagement: 464

JULY 17: TWITTER Before you pack your beach towel and slather on that SPF, check out our guidelines on how to enjoy our coastline responsibly. #RespectCalifornia #VisitCalifornia

Impressions: 3,196
Engagement: 75

INSTAGRAM Before you pack your beach towel and slather on that SPF, make sure you've done your homework on how to enjoy our beaches responsibly. Here are our top tips:

Avoid gathering in groups and keep your distance from other beach-goers
Try active recreation activities like walking or boating with immediate household members
Check the website for the beach you want to visit before you head off.

@stephrtemp
#EndertsBeach in @northofordinaryca
#VisitCalifornia #RespectCalifornia

Reach: 108,799
Engagement: 8,885

JULY 18: VISIT CALIFORNIA BLOG

13 Great Hotel Deals in California <https://bit.ly/2Cy8hZz>

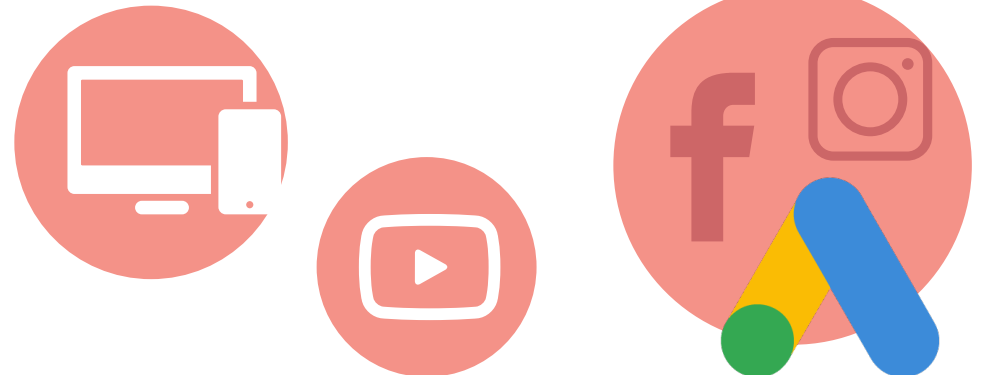
MARKETING CAMPAIGN & MEDIA PLAN

The North Coast Tourism Council Campaign will tout the unique attractions throughout the four county region of Northern California (road trip!) to promote rural tourism. All four counties will be prominently featured in this campaign with new video and photography.

CAMPAIGN: “IN THREE WORDS”

We'll use three words to convey the theme of our “road trip” that will feature one attraction from each county. Each word can be an action, a place, something you'll see, or a feeling. No headline will be used ... just the three words. Videos will be produced based on these themes: *Sip. Salmon. Sunsets. / Bikes. Birds. BFFs. / Lakes. Libations. Luck.*

- CREATE NEW LOGO/IDENTITY
- CREATE NEW CAMPAIGN CREATIVE
- SHOOT NEW PHOTO & VIDEO ASSETS FOR EACH COUNTY TO USE IN THE CAMPAIGN
*COUNTY WILL OWN ALL RIGHTS TO USE
- 1/2 PAGE PRINT AD IN CALIFORNIA ROAD TRIPS MAGAZINE 20/21 (1 MILLION COPIES) *INCLUDES INSERTION INTO TRAVEL & LEISURE, PARENTS, & BETTER HOMES & GARDEN MAGAZINES
- PRODUCE VIDEOS (:60 AND :30 VERSIONS) FEATURING EACH CAMPAIGN THEME
- LAUNCH TARGETED DIGITAL PAID MEDIA CAMPAIGN ON GOOGLE ADS, FACEBOOK & INSTAGRAM THIS FALL
- TARGET AUDIENCE: Millennials and older Gen Zers (25-40) in major metro cities within a 300-mile drive of the North Coast (San Francisco, Portland, Seattle).



PRINT AD

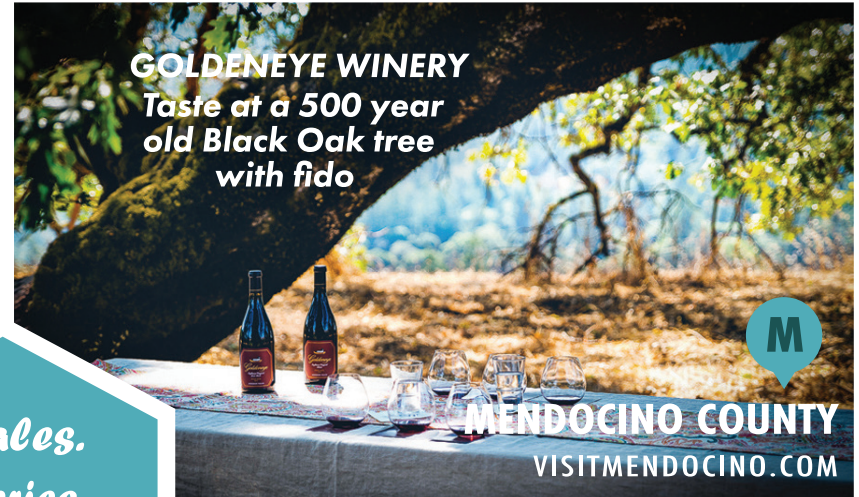
1/2 PAGE PRINT AD SUBMITTED FOR CALIFORNIA
ROAD TRIPS MAGAZINE, 20/21 EDITION



PEBBLE BEACH DRIVE
Whale watch with
your pooch from
several lookouts

D

DEL NORTE COUNTY
VISITDELNORTECOUNTY.COM



GOLDENEYE WINERY
Taste at a 500 year
old Black Oak tree
with fido

M

MENDOCINO COUNTY
VISITMENDOCINO.COM

*whales.
wineries.
woof walks.*



TRINIDAD HEAD
Paddle out to
spot gray whales

H

HUMBOLDT COUNTY
VISITREDWOODS.COM



THORN HILL WINERY
Sip at 24 wineries
with your pup

L

LAKE COUNTY
LAKECOUNTY.COM

**NORTH OF
ORDINARY**
NORTHOFORDINARYCA.COM

4 NORTHERN CA COUNTIES

10,488 MILES OF ADVENTURES

WEBSITE REPORT Q4 19/20

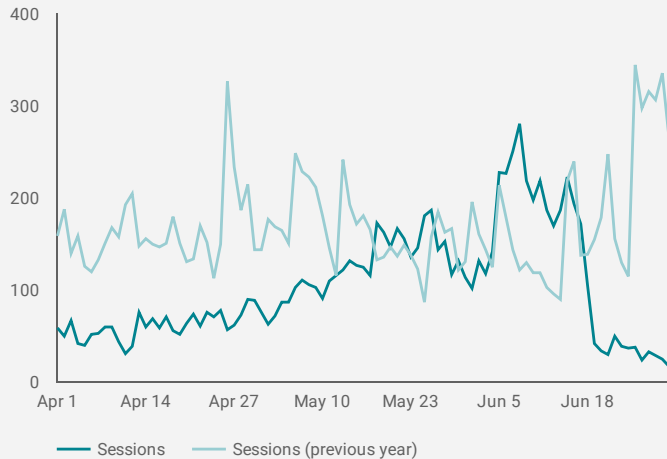
NorthofOrdinaryCA.com Website Report

Q4 April 1 - June 30, 2020

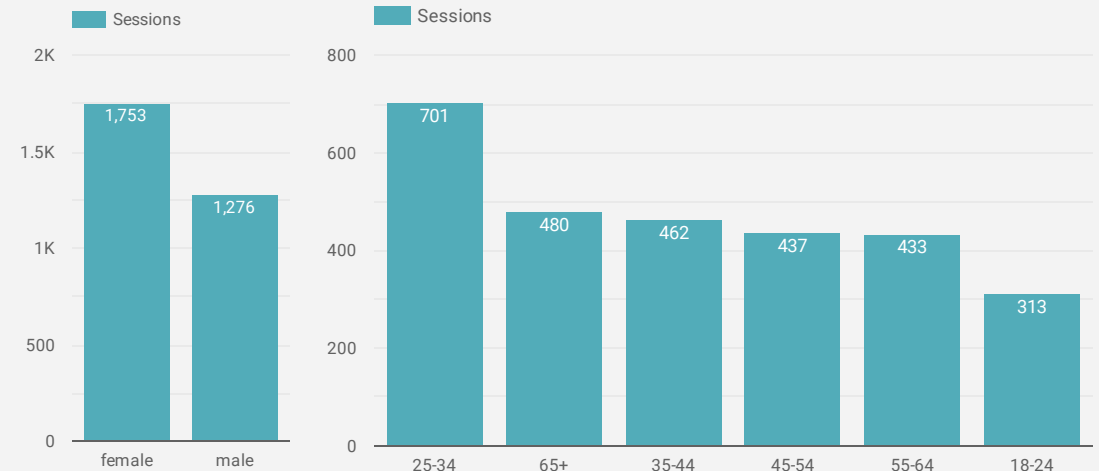
Apr 1, 2020 - Jun 30, 2020

Sessions	Users	New Users	Pageviews	Avg. Session Duration	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate
9,451	8,060	7,968	13,731	00:01:12	00:02:40	4.43	74.1%
↓ -39.3%	↓ -23.7%	↓ -22.7%	↓ -41.1%	↑ 1.6%	↑ 11.6%	↓ -56.5%	↑ 0.1%

How are site sessions trending? *This quarter vs. previous quarter*



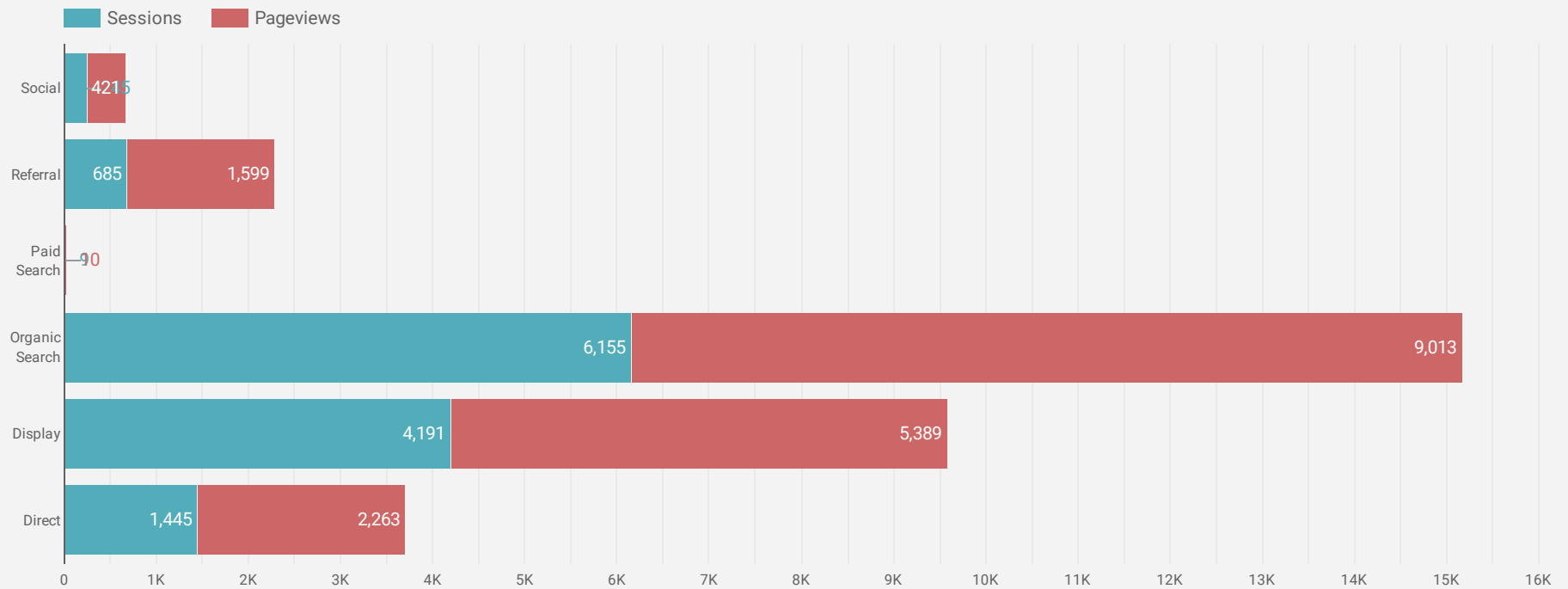
Gender & Age of Our Visitors



WEBSITE REPORT Q4 19/20

Marketing channels driving engagement & traffic to the site

Goal: Engaged Users



WEBSITE REPORT Q4 19/20

Google Ad Digital Campaign Performance *January 1 - March 31, 2020*

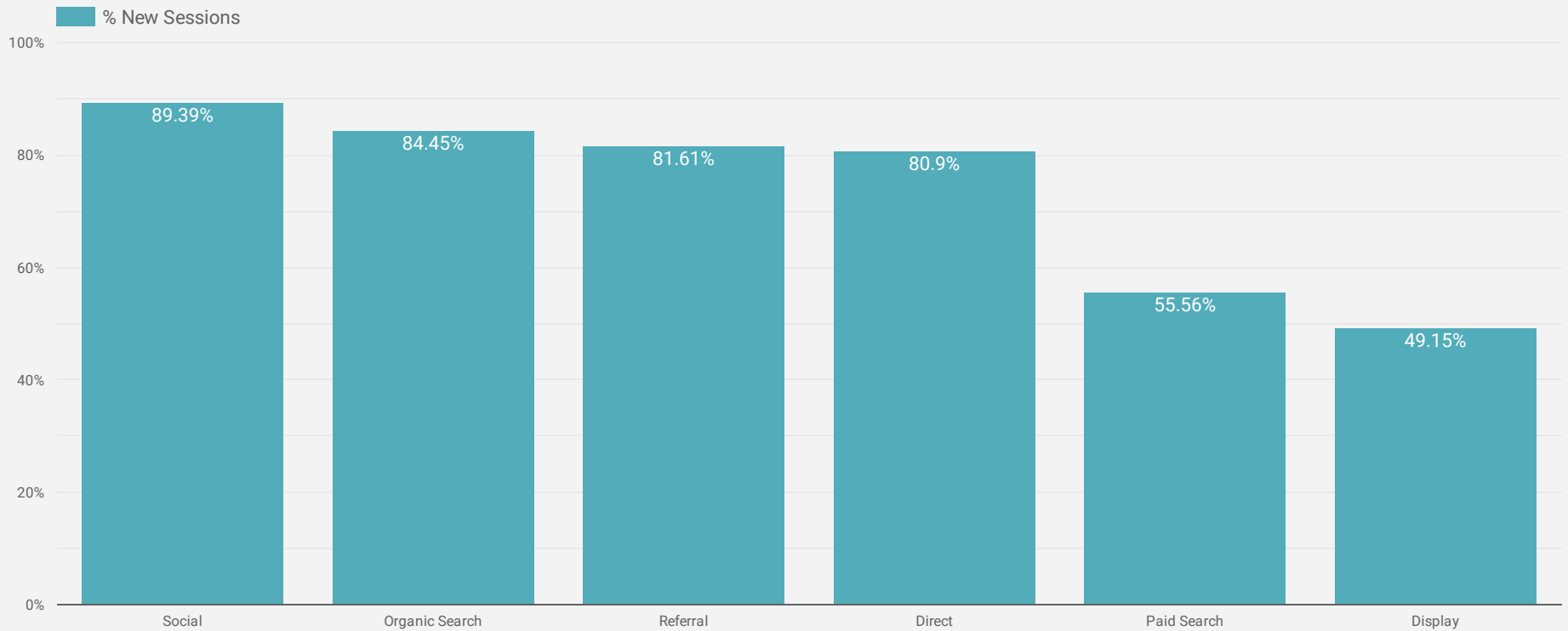
Cost	Impressions	Clicks	CTR	CPC	CPM	Number of Sessions per User
\$421.87	126,786	3,786	2.99%	\$0.11	\$3.33	1.36
↓ -48.2%	↓ -51.0%	↓ -51.4%	↓ -0.8%	↑ 6.7%	↑ 5.8%	↓ -0.2%

Google ad campaigns had been running prior to April 1, 2020. This data is the campaign results from Q3 FY19-20 (Jan 1 - March 31). We were not given access to the account to see what sort of ads were running.

WEBSITE REPORT Q4 19/20

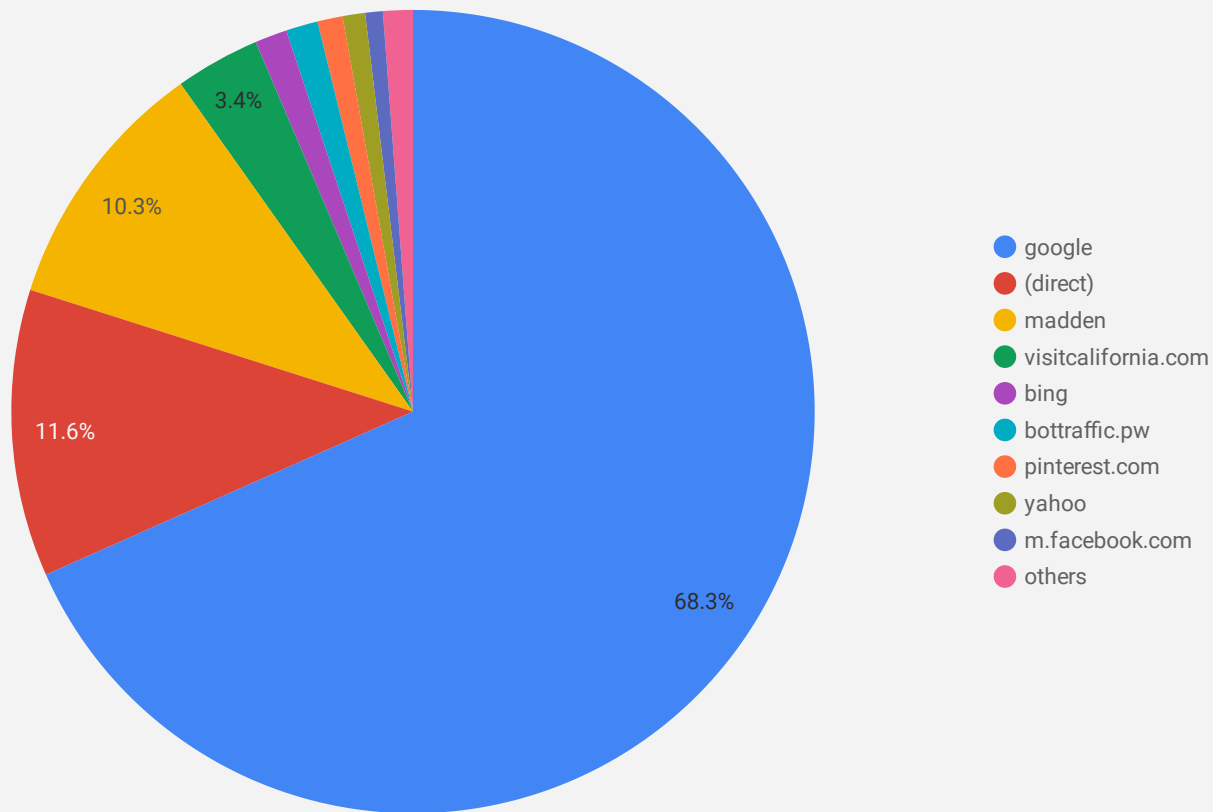
New Users

First Time Users to Site & Where They are Coming From



WEBSITE REPORT Q4 19/20

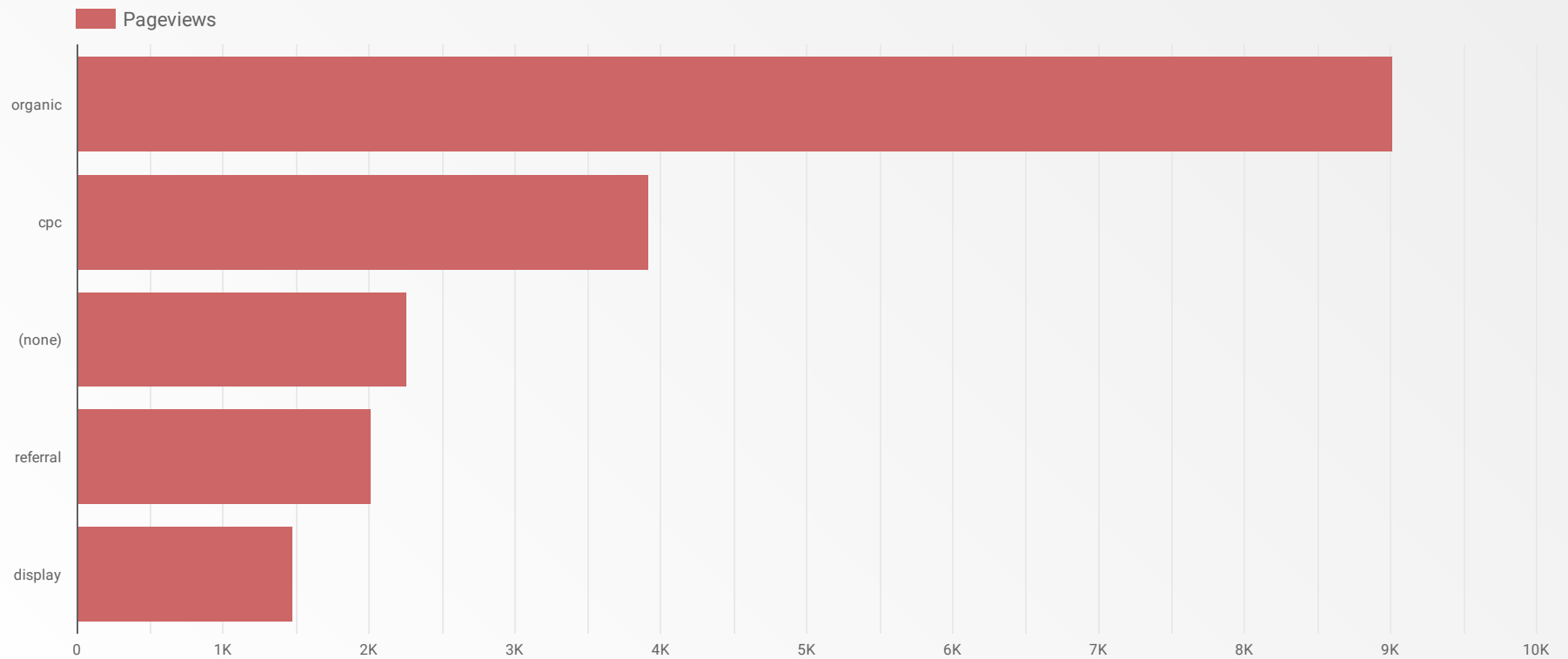
Top traffic referrers to the site
Where our traffic is coming from



WEBSITE REPORT Q4 19/20

Top traffic referrers to the site by source/medium

Where our traffic is coming from



WEBSITE REPORT Q4 19/20

Top Pages *Most popular pages visited*

	Page	Pageviews
1.	/	5,691
2.	/redwood-highway-map/	2,144
3.	/itinerary-san-francisco-to-fort-bragg/	1,970
4.	/blog/railbikes-come-to-the-redwoods/	1,674
5.	/blog/candelabra-redwoods/	1,254
6.	/blog/facts-about-redwoods/	1,030
7.	/humboldt-county/	385
8.	/mendocino-county/	379
9.	/del-norte-county/	325
10.	/blog/itinerary-lighthouses-north-coast-california/	288
11.	/tesla-charging-itinerary/	286
12.	/itinerary-san-francisco-to-crescent-city-part2/	267
13.	/blog/candlelight-walk-among-redwoods/	205
14.	/blog/innkeepers-elk-cove-inn-spa/	184
15.	/skunk-train/	178
16.	/itinerary-oakland-to-mendocino-county/	156
17.	/blog/a-wealth-of-wildflowers-in-the-north-coast/	127
18.	/itinerary-beercation/	125
19.	/lake-county/	120
20.	/north-coast-contact-information/	115
21.	/blog/north-coast-weddings/	110

SOCIAL MEDIA REPORT Q4 19/20



Included in this Report

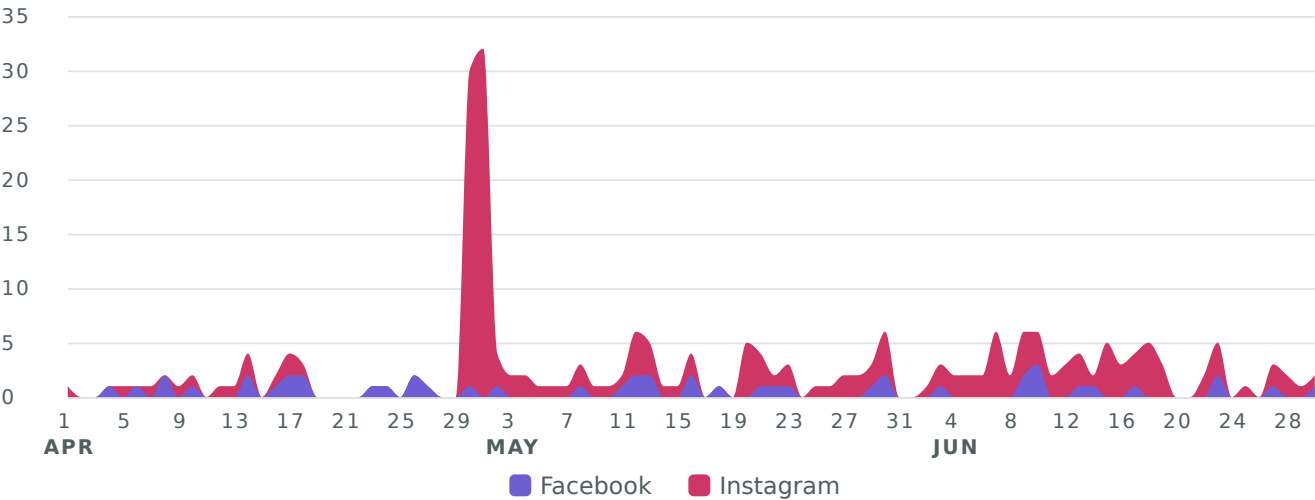
 Explore California's North Coast

 North of Ordinary California

SOCIAL MEDIA REPORT Q4 19/20

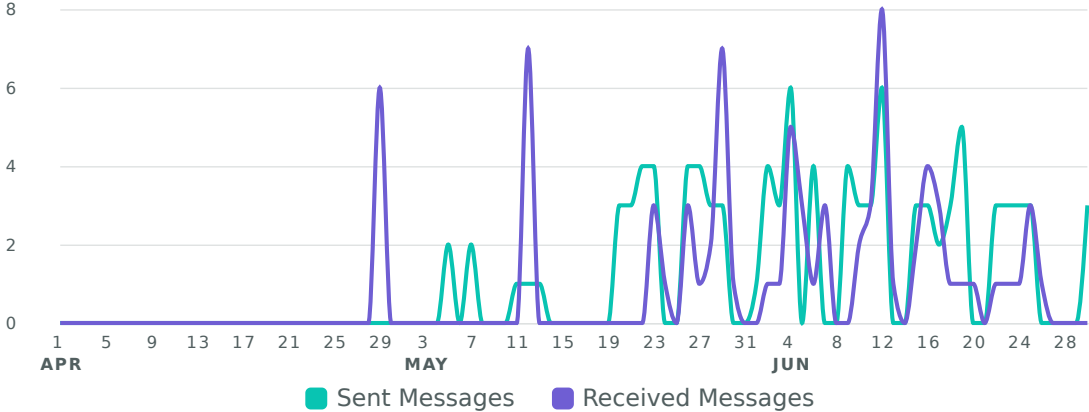
Impressions ⓘ 47,937 ↗677%	Engagements ⓘ 4,728 ↗997%	Post Link Clicks ⓘ 12 ↘81.3%
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Audience Gained, by Day



SOCIAL MEDIA REPORT Q4 19/20

Messages Per Day

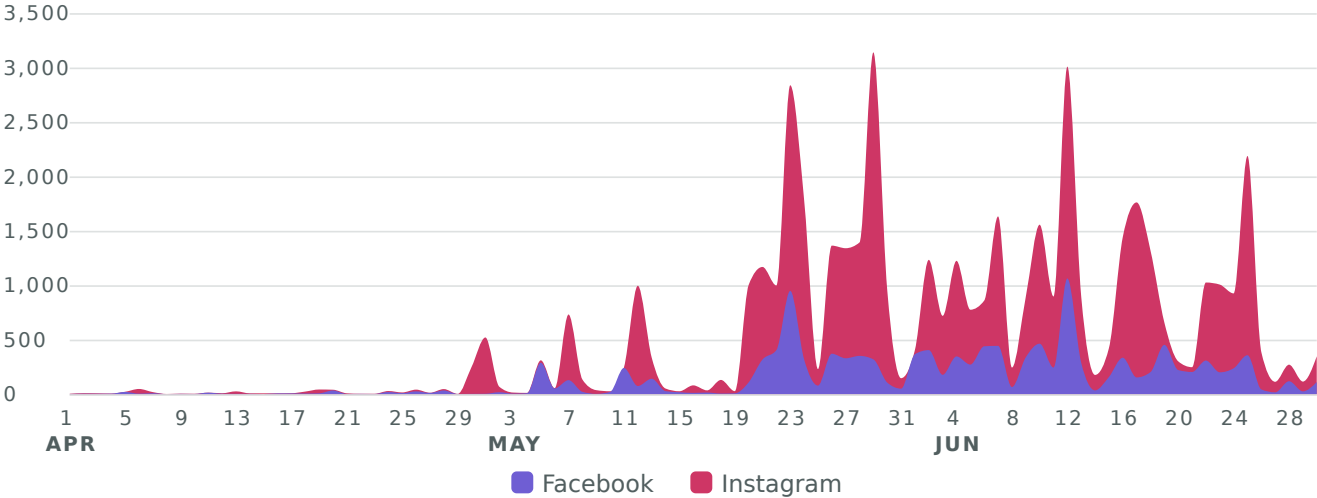


Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	100	↗ 2,400%
Facebook Sent Messages	46	↗ 1,433%
Instagram Sent Messages	54	↗ 5,300%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	78	↗ 420%
Facebook Received Messages	15	↗ 400%
Instagram Received Messages	63	↗ 425%

SOCIAL MEDIA REPORT Q4 19/20

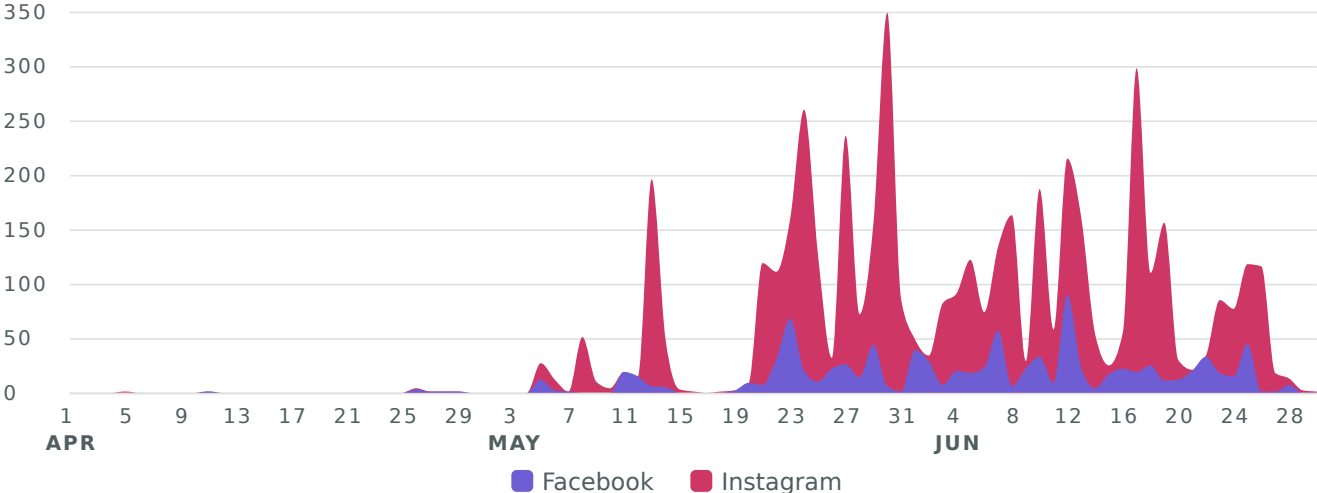
Impressions Per Day



Impression Metrics	Totals	% Change
Total Impressions ⓘ	47,937	↗677%
Facebook Impressions	13,084	↗556%
Instagram Impressions	34,853	↗736%



SOCIAL MEDIA REPORT Q4 19/20

Engagements Per Day



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	4,728	↗997%
Facebook Engagements	953	↗523%
Instagram Engagements	3,775	↗1,258%

SOCIAL MEDIA REPORT Q4 19/20

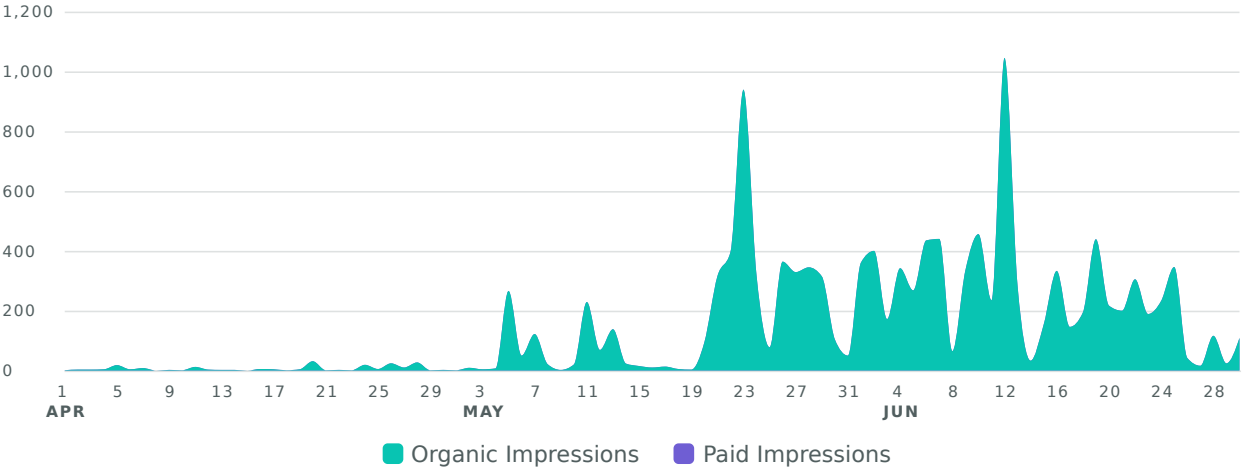
Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Apr 1, 2020 - Jun 30, 2020	12,042 ↗ 0.8%	113 ↘ 15.7%	73 ↗ 1,725%	47,937 ↗ 677%	4,728 ↗ 997%	9.9% ↗ 41.1%
Compare to Jan 1, 2020 - Mar 31, 2020	11,951	134	4	6,166	431	7%
 Explore California! ...	10,122	-7	45	13,084	953	7.3%
 North of Ordinary ...	1,920	120	28	34,853	3,775	10.8%

SOCIAL MEDIA REPORT Q4 19/20

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day



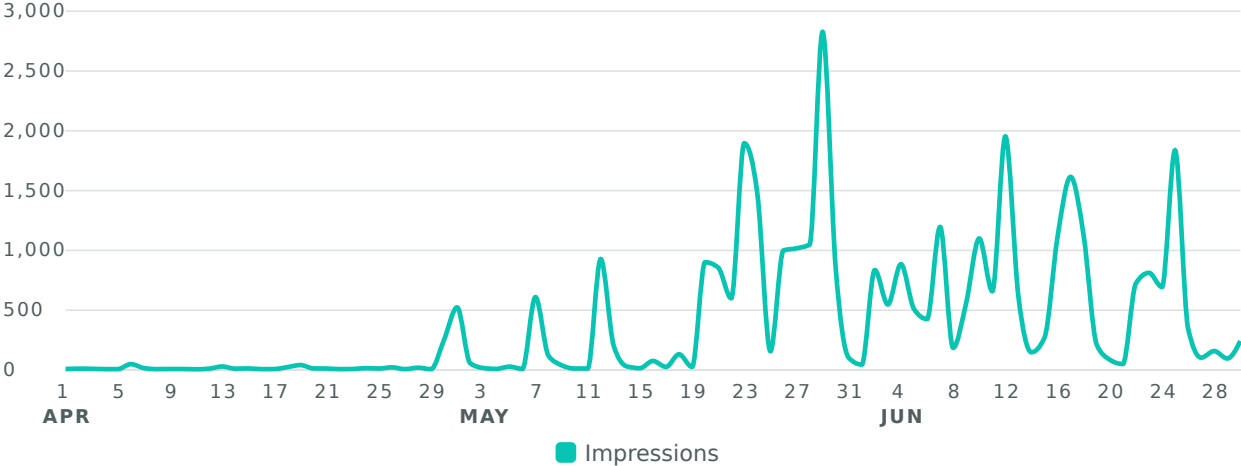
Impression Metrics	Totals	% Change
Total Impressions	13,084	↗ 555.84%
Organic Impressions	12,786	↗ 613.11%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	143.78	↗ 555.84%
Average Daily Reach per Page	93.96	↗ 525.00%

SOCIAL MEDIA REPORT Q4 19/20

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day




Impression Metrics	Totals	% Change
Impressions	34,853	↗736%
Average Daily Impressions per Profile	383.00	↗736%
Average Daily Reach per Profile	303.46	↗1,470%

SOCIAL MEDIA REPORT Q4 19/20


Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements

 **Explore Califor...**
Fri 6/12/2020 5:12 pm PDT


MENDOCINO COUNTY,
CALIFORNIA IS OPEN! We are
happy to announce that




Total Engagements	67
Reactions	33
Comments	2
Shares	2
Post Link Clicks	-
Other Post Clicks	30

 **Explore Califor...**
Fri 5/22/2020 10:17 pm ...

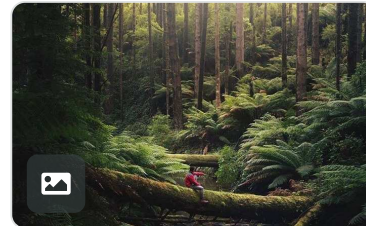
🌲🌲🌲🌲🌲🌲🌲 // 📷
@trevormcbroom #repost
@redwoodcoaster



Total Engagements	65
Reactions	48
Comments	0
Shares	4
Post Link Clicks	-
Other Post Clicks	13

 **Explore Califor...**
Sat 6/6/2020 10:03 pm P...

Now here's some serious
forest bathing. We love this
moment in the California




Total Engagements	49
Reactions	27
Comments	0
Shares	3
Post Link Clicks	-
Other Post Clicks	19


SOCIAL MEDIA REPORT Q4 19/20

Instagram Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements





 **northofordinar...**
 Fri 5/29/2020 7:44 am PDT

See the tallest trees in the world #visitdelnorte / Wander with us to Jedediah Smith




Total Engagements	432
Likes	411
Comments	7
Saves	14





 **northofordinar...**
 Fri 5/22/2020 10:15 pm ...

🌲🌲🌲🌲🌲🌲🌲 // 📷
 @trevormcbroom . #repost
 @redwoodcoaster




Total Engagements	284
Likes	265
Comments	2
Saves	17



 **northofordinar...**
 Tue 5/12/2020 2:48 pm ...

A jaw dropping whale moment right here #repost
 @redwoodcoaster ~Humbol



Total Engagements	243
Likes	231
Comments	7
Saves	5



THANK YOU

