

**MENDOCINO COUNTY TOURISM COMMISSION, INC. MARKETING COMMITTEE MINUTES**

**DATE:** Tuesday June 6, 2017 **TIME:** 11:00AM

**LOCATION:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

**CALL-IN: Dial-in Number: United States (712) 770-4700**

**Access Code: 713704**

**or use GoToMeeting: [https://global.gotomeeting.com/join/327861685](https://global.gotomeeting.com/join/327861685%22%20%5Ct%20%22_blank)**

Visit Mendocino County, 390 W. Standley St, Ukiah CA 95482

3766 Feliz Creek Road, Hopland CA 95449

Mendocino Tower, 45121 Little Lake St., Mendocino CA 95460

132 E St., Suite 200 Davis CA 95616

101 Gregory Lane, Willits CA 95490

*\*Please note: In accordance with the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done from or at the locations above.*

1. CALL TO ORDER
11:04AM
2. ROLL CALL
Cally Dym, Wendy Roberts, Bernadette Byrne, Alison de Grassi, Vanlee Waters, Russell Quinan, Chip Sheean, Todd Moritz
3. PUBLIC COMMENT – *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVE MINUTES: MAY 2, 2017 & MAY 8, 2017
Tabled due to lack of quorum
5. THEORYSF: GOOGLE ANALYTICS STUDY & CREATIVE
TSF presented the results of their GA study. They looked at 2 years data to understand who’s visiting the site and what they’re interested in. The study with conclusions is attached and made part of these minutes.
Creative Presentation:
“This is not the Mad Men approach.” TSF presented three campaign platforms to give the committee an idea of visual treatment along with a headline. They will be ready to present a creative tactics from each campaign during the week of June 12.
* Mendo Moments
* Mendo Tech Talk
* We Call it Mendocino
In addition to the three platforms, TSF also presented six preliminary logo design ideas.
1. MARKETING PLAN
Wendy suggested adding a glossary to the plan. Alison will do. Change some verbiage regarding the website.
2. CANNABIS INITIATIVE
Cally led the discussion on cannabis. The Ad Hoc committee had met earlier in the week. They recommend a separate entity for cannabis promotion and will propose to the Board that MCPA become the local agriculture organization. This will 1) remove any risk of associating VMC with cannabis promotion and 2) remove the burden of promotion from MCTC; cannabis will require more resources than VMC has available.
The Marketing Committee determined that in the short term that Alison should handle any cannabis requests for information. If MCPA goes ahead, they will develop a website, etc. with the idea of becoming self-sufficient with their own funds as well as matching funds from the cannabis community.
3. HIDDEN OBJECT GAME
Alison raised the idea of returning the game to Brendan. She will inquire about name change. Suggestion to add to the website to encourage downloads.

**NEXT MEETING DATE**

Possibly June 16; TBD by poll.

**ADJOURN**12:34PM

****

**ANALYSIS**

Date 6.01.17

Client VMC

Client Team Alison de Grassi, Alan Humason

Prepared By R. Quinan

Re: VMC Audience Intelligence Overview

# Overview

VisitMendocino.com is the public facing website for the destination marketing organization for Mendocino County, California. The website averages around 20,000 sessions per month for 17,000 users viewing 50,000 total monthly pages. Average pages per visit are approximately 2.45, session duration is 2:10 per session with an average 60% bounce rate. Of those 20,000 sessions per month, 78.5% are new users, 21.5% returning users.

# 2 year comparisons

Looking at 2 year averages, sessions, users and pageviews have trended up, while session time has trended down. This is likely due to an increase in mobile activity over time - mobile users tend to spend less overall time consuming content than desktop users.

Note the spikes in Q4 2015 with an increase in pageviews, session time, and reduction in bounce rate. This appears to be due to an active ad campaign serving ads from Mediaplex, VisitCalifornia and other display ad campaigns. What’s odd about this period is that session and users remained fairly flat. It’s possible that something within the ad serving process was misconfigured and firing pageview data that was anomalous. October 2, 2015 was of particular significance, with a spike in traffic originating from the domain g587va6bm1.com. While only registering 162 sessions, it accounted for 32% of all daily referral traffic, an increase in page views and time on site, and decrease in bounce rate. Similar results were seen in referrals from report-site.com, a property connected with ProData Media, an ad serving and reporting firm.

Looking at seasonal trends, Q1 tends to see a dropoff in overall traffic, Q2 generally shows an upward trend into a solid Q4 bump. Overall 2017 is off to a great start, but it’s too soon to tell if an upward trend will continue. In January 2017 an email campaign from homeaway.com proved very positive from an awareness/referral perspective, driving ~8500 referrals to Spring Break specific content, but those numbers quickly dropped off, showing a temporary increase in bounce rate (73%), an 18% increase in new user sessions for 92% over other referral sources, a 57% decrease in page views per session and a 73% decrease in average session time (0:58 vs. 3:36 for other referral sources).

# Traffic overview

## 2016

Total sessions in 2016: 183,499

Session durations under 10 seconds: 106,245 for 110,550 page views

However, sessions 181-600 seconds (3 to 10 minutes) had 19,858 sessions for 106,425 page views (5.4 pages)

10 to 30 minutes 10,530 sessions for 85,718 page views (8 pages)

77.5% of all users were new (2.51 pages/session)

22.5% users returned to the site at least once (2.78 pages/session)

## 2017

Sessions YTD: 104,507

Organic Search: 47.3%

Referral: 15.1%

Direct: 11.9%

Email: 9%

Social: 6.7%

Paid Search: 5.4%

Paid Display: 3.5%

Organic search provides the lowest bounce rate with 55.93%

Average session duration: 2:02

Pageviews: 241,607

Average pages per session: 2.31

79% of all users were new (2.31 pages/ session)

21% users returned to the site at least once (2.71 pages/session)

# Technographics

49.51% of all traffic came from desktop computers in 2016, down to 44.95% YTD in 2017

63.96% of all mobile traffic came from apple devices (iPhone + iPad combined)

## Top browsers

2016

Chrome 41.2%

Safari 36.86%

Firefox 7.72%

IE 6.84%

YTD 2017

Chrome 40.66%

Safari 37.01%

Firefox 7.17%

IE 6.41%

This is in line with the proliferation of apple devices, which also is expected given the high percentage of traffic originating from the Bay Area.

## Screen Resolution

An important thing to take note of in a redesign is understanding how visitors are viewing the online experience. YTD data shows that screen resolution is split 55% desktop and 45% mobile and tablet. This indicates that the site is viewed in high numbers by mobile and tablet users, so attention must be paid to optimizing responsive design templates for the most important content sets across the website experience.

In 2016 the split was 68% desktop, 32% mobile.

# Demographics

The current audience for VisitMendocino.com is 59.8% female and 40.2% male.

With regard to age, the primary audience is 25-34 at 22.9%. However, the spread from 25 – 64 is relatively flat with drop-offs at the lower and upper age ranges.

## Region

73.5% of all traffic is from within California, Texas is a distant second at 2.22%

## Affinity

The top 3 in-market affinity segments are:

2017

Travel/Hotel accommodations (4.89%)

Trips by destination (3.1%)

Air travel (2.94%)

2016

Travel/Hotel accommodations (5.34%)

Air travel (3.02%)

Trips by destination (2.42%)

Your audience generally falls into the following affinity categories:

* Movie Lovers
* Travel Buffs
* TV lovers
* News junkies/entertainment news
* Cooking enthusiasts
* Home decor enthusiasts
* Technophiles

# Site content consumption

In 2016 the top landing pages were as follows:

* Homepage
* Event Landing Page
* Mendocino County Directory Landing
* Bucket List
* Mushroom and Beer Festival

YTD 2017 top landing pages:

* Homepage
* Springbreak
* Event landing page
* Crab, Wine, Beer Festival
* Boonville Beer Festival
* Things to do landing page

User flow reports indicate that the majority of traffic comes to the site via organic search and drops off after a single page view. That means that organic search is effective, however site engagement is not. While users are finding what they initially searched for, they’re not being intrigued to go deeper into more site content.

Clearly users are seeking content specific to events, so that’s a great place to focus on streamlining and providing enhanced content. This ties back to the idea of providing multi-day itineraries to drive visitors to events but also to spend multiple days in the area. Make sure those itineraries provide links to events, lodging options near those events and dining options to drive complete stays.

# Referral site traffic

Top referring websites YTD for 2017:

[VisitCalifornia.com](http://visitcalifornia.com) (23.86%)

Facebook mobile (20.97%)

Mediaplex advertising (17.93%)

[facebook.com](http://Facebook.com) (4.92%)

[NorthcoastCA.com](http://northcoastca.com) (2.49%)

Year over year for the current YTD period shows increases across the board from the top referring sites:

VisitCalifornia.com is up 77.06% (5,418 vs. 3,060)

Facebook mobile is up 153.9% (4,763 vs. 1,876)

Mediaplex 69.95% (4,072 vs. 2,396)

facebook.com 27.33% (1,118 vs. 878)

NorthcoastCA.com is down 3.25% (566 vs. 585)

30 day trends show an increase in overall percentages for VisitCalifornia.com as paid advertising efforts have tapered off.

VisitCalifornia.com and [NorthcoastCA.com](http://NorthcoastCA.com) show some of the best quality referrals with 2.92 and 3.29 page views per session and 2:35 and 2:40 time on site.

As to be expected, facebook was king of social with 91.97% of all social traffic referrals, followed at a distant second by Instagram (3.17%), Pinterest (1.87%), Twitter (1.19%) and Trip Advisor (0.77%).

The top referred content in social in 2016 was *16 places to go in 2016* garnering 14.01% of all social traffic, overshadowing social links to the homepage at 13.2%

Facebook continues to be an effective referral source, driving users to specific content but without a lot of exploration otherwise. For example, looking at YTD 2017 data, facebook referred 7,000 sessions to starting pages that led to 5,600 drop-offs. What that means is that 80% of all traffic referred by facebook posts looked at one page then went elsewhere online, likely back to facebook. However, of the 20% of total users that stuck around, 50% of those viewed at least one additional piece of content, and 50% of those looked at a third piece of content. After the 2nd interaction the interaction rate improves (note, lower numbers are better in this case)…

3rd interaction drop-off rate 35%

4th interaction drop-off rate 40%

5th interaction drop-off rate 39%

6th interaction drop-off rate 42%

7th interaction drop-off rate 26%

# Keyword/Adwords Analysis

Keyword campaigns have been in place via CC Media and have been showing positive results in as far as paid keywords generate results. While we don’t have data related to specific organic keywords, we do have data telling us what generally performed from a paid keyword campaign standpoint. Paid keywords YTD 2017 accounted for 5.5% of total traffic.

The top performing paid keywords for YTD 2017 are as follows:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Keyword** | **Clicks** | **Cost** | **CPC** | **Sessions** | **Bounce Rate** | **Pages / Session** |
| +northern +ca | 2539 | $6180.66 | $2.43 | 2426 | 73.12% | 1.90 |
| fort bragg | 609 | $1657.55 | $2.72 | 601 | 66.56% | 2.30 |
| +northern +coast california | 550 | $1581.84 | $2.88 | 547 | 67.09% | 2.25 |
| +fort +bragg california | 465 | $1222.79 | $2.63 | 432 | 71.53% | 2.14 |
| +northern +coast +ca | 378 | $1372.18 | $3.63 | 377 | 69.76% | 1.88 |
| +ukiah ca | 321 | $2567.74 | $8.00 | 284 | 80.63% | 1.45 |
| +anderson +valley | 208 | $845.09 | $4.06 | 212 | 73.11% | 1.89 |
| +fort +bragg ca hotels | 177 | $960.56 | $5.43 | 161 | 70.19% | 2.28 |
| +ukiah california | 105 | $551.85 | $5.26 | 97 | 70.10% | 1.91 |
| anderson valley | 69 | $148.32 | $2.15 | 66 | 60.61% | 1.92 |
|  | 5778 | $18580.20 | $3.22 | 5566 | 71.31% | 2.00 |

This chart will explain what special characters in keyword reports mean:



# Facebook audience profiling

Facebook offers insights going back 28 days, so while we don’t have historical data to compare to, we do have current data.

Period April 25 – May 22

Total fans: ~56,000

Total follows: ~54,000

Page views: 295

Video views: 19,610

Post engagements tend to happen between 9am and 9pm. Day of week is irrelevant.

Top posts engaged in period:

*5 Places to Visit in Mendocino County*

6,143 people reached

194 Reactions, comments and shares

*Film Festival video Post*

2869 views

5,675 people reached

Top audience Women 65+

Average watch time: 0:04

*How many of the 9 must see items have you experienced?*

119 reactions, comments, shares

7,820 people reached

*Visit Mendocino County was live*

7,021 views

270 reactions, comments and shares

13,525 people reached

Video was boosted with $17 spend

*Big, beautiful and protected*

11,699 people reached

835 reactions, comments and shares

Boosted with $40 spend

*Bahl hornin’!*

28,883 people reached

1050 reactions, comments, shares

## Facebook demographics

**Fans:**

Women 68%

Men 31%

The overwhelming majority of fans are scattered through the Bay Area.

**Reach**

Reach seems to be inline with fans, demographically speaking, with only small fluctuations in age group percentages.

**Engagement**

Engagement is where age groups begin to skew older. Have a look at the chart above, and then the one below:

This shows that women aged 55 and older are far more likely to like, comment on or share posts on facebook.

# General Observations

People are engaging with content related to events and things to see and do. This aligns with previous recommendations to publish content related to complete itineraries.

Be sure to link back to your own website even when citing 3rd party publications. If possible, ask those publications to republish on your site and direct social users to your own properties.

Even if you cite 3rd party content, always provide some promotional content to drive traffic back to your own property.

Get into a sales mindset vs. a marketing mindset. It’s very difficult for DMO sites to show quantifiable results within the community, but there are tactics that can help generate actual value. A marketing mindset is focused on building awareness over time, while a sales mindset is focused on closing the deal. In order to close a deal, there has to be one on the table. Consider these tactics:

* Partner with local lodging partners to provide exclusive discounts for referrals from VisitMendocino.com. These discounts could be offered at point of booking by mentioning the website, or by showing a physical coupon that’s printed or shown on a smartphone. But make them package deals, for example half price for one night when booking a three night stay. Offer local lodging properties a partial refund on discounts as a marketing program to ensure they report back to you.
* Provide food and beverage coupons upon check-in for mentioning VisitMendocino.com. Allow local establishments to be compensated back for discounts by VMC as part of an overall marketing campaign.
* Partner with 3rd party booking engines to provide exclusive, trackable codes to show real referrals.
* Provide special discount offers for online check-ins at local businesses. If someone checks in on facebook, follow up with them personally and offer them something for the effort. Anything counts.
* Turn up efforts on other social platforms like instagram and yelp. The more content you can generate on instagram, the more user generated visual content you will have to leverage in social media streams.
* Incentivize visitors to come to the visitor’s center for discounts.
* Run regular online contests to award vacation packages featuring local businesses.