

MARKETING REPORT

JULY 1, 2021 - JUNE 30, 2022



**NORTH OF
ORDINARY**

NORTHOFORDINARYCA.COM

4 NORTHERN CA COUNTIES

10,488 MILES OF ADVENTURES

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PRESENTED by



LYNNETTE BRAILLARD
lynette@lulish.com
+1 541 350 0594

MARKETING CAMPAIGN HIGHLIGHTS

- 5.2 MILLION TOTAL CAMPAIGN IMPRESSIONS from Google search impressions, digital marketing & social media marketing (paid and organic) to date.
- Paid digital campaigns on Google, Facebook and Instagram have resulted in over 3.5 MILLION impressions (3,562,651) and 63,960 clicks, averaging 1.8% CTR.
- Website traffic is up +87% in sessions and +81% in pageviews. 38% of traffic came from paid search and 31% of traffic came from organic search.
- Direct traffic from social media to the website was up +463%. Our social media campaign (organic and paid) resulted in over 1.3 million impressions and 53K engagements with 10.5K clicks.
- Organic search traffic was up 36% from the previous year. Bikes, Birds & BFFs and Follow a Cheese Trail articles made it into Google Discover.
- Our paid social media campaigns performed above average with a top CTR of 2.3%. We had a total of 21,292 clicks and reached 500,580 people with an overall average CTR of 2.14%.
- Landing Page Pageviews: Mendocino 2,111 (+127%); Humboldt 1,832 (+77%); Del Norte County 1,780 (145%); Lake County 1,600 (+176%)
- Digital banner ads for Visit California's rural tourism campaign with Madden Media received 8,232 visits to the site through June 30 (vs 3,298 in FY20-21).
- Received over 436 leads from the 2021 California Road Trips magazine co-op ad. Exhibited at the Travel & Adventure Show in May 2022.
- 3.3 MILLION CAMPAIGN IMPRESSIONS from various print marketing: 2021 Visit California Road Trips Guide, SF Chronicle & SFGate.com Travel Section (April 24)

SOCIAL MEDIA HIGHLIGHTS

Impressions

1,369,681
↗98.1%

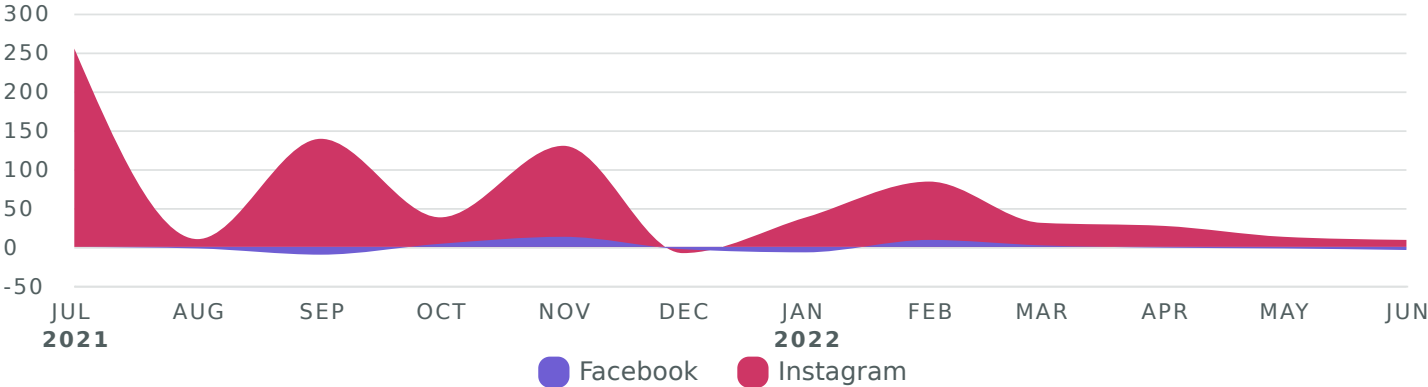
Engagements

53,170 ↗47.8%

Post Link Clicks

10,560 ↗107%

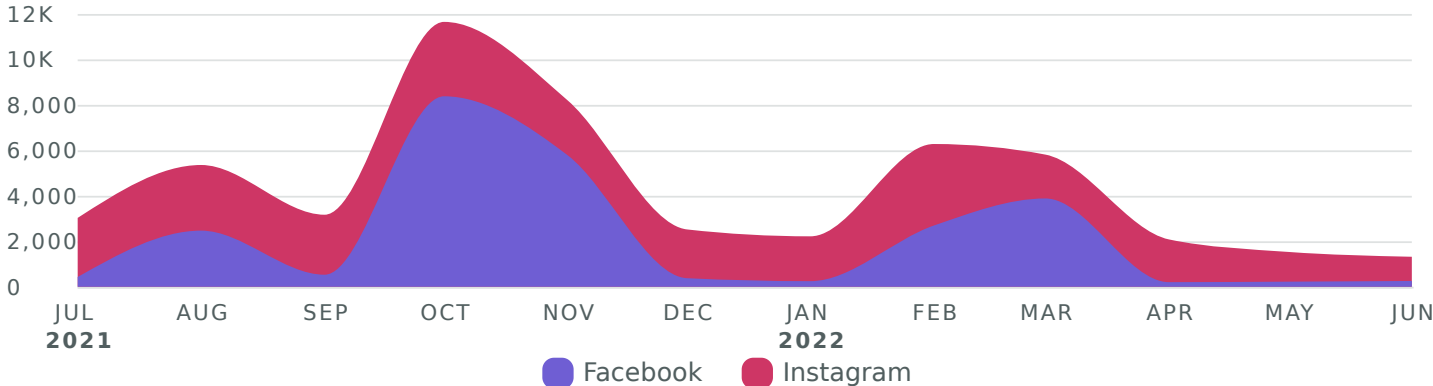
Net Audience Growth, by Month



Audience Metrics	Totals	% Change
Total Audience	14,202	↗5.5%
Total Net Audience Growth	765	↘51.4%

SOCIAL MEDIA HIGHLIGHTS

Engagements, by Month





Engagement Metrics	Totals	% Change
Total Engagements	53,170	↗ 47.8%
Facebook Engagements	25,475	↗ 87.7%
Instagram Engagements	27,695	↗ 23.7%
Engagement Rate (per Impression)	3.9%	↘ 25.4%



SOCIAL MEDIA HIGHLIGHTS

Total Impressions	1,369,681	↗ 98.1%
Facebook Impressions	1,064,148	↗ 156%
Instagram Impressions	305,533	↗ 10.8%

Video Views Metrics	Totals	% Change
Video Views	43,652	↗ 8,578.3%
Facebook Video Views	39,579	↗ 19,206.8%
Instagram Post Video Views	4,073	↗ 1,266.8%

Profile ↕	Audience ↕	Net Audience Growth ↕	Published Posts ↕	Impressions ↕	Engagements ↕	Engagement Rate (per Impression) ↕	Video Views ↕
Reporting Period	14,202	765	433	1,369,681	53,170	3.9%	43,652
Jul 1, 2021 – Jun 30, 2022	↗ 5.5%	↘ 51.4%	↘ 0.7%	↗ 98.1%	↗ 47.8%	↘ 25.4%	↗ 8,578.3%
Compare to	13,463	1,573	436	691,304	35,965	5.2%	503
Jul 1, 2020 – Jun 30, 2021							
 Explore California's N...	10,036	-1	227	1,064,148	25,475	2.4%	39,579
 northofordinaryca	4,166	766	206	305,533	27,695	9.1%	4,073



TOP POSTS

  **northofordinaryca**
Wed 2/2/2022 3:56 pm PST

Forest bathe with ancient redwoods in California's far north this winter #visitdelnorte "This winter, hikers get to...




Impressions **13,904**

  **northofordinaryca**
Sat 8/28/2021 7:53 pm PDT

Stroll the shores of Black Sands Beach in Humboldt County for nearly 20 miles. Then head to @gyppoalemill -- California's mo...





Impressions **7,367**

  **northofordinaryca**
Tue 10/26/2021 4:33 pm PDT

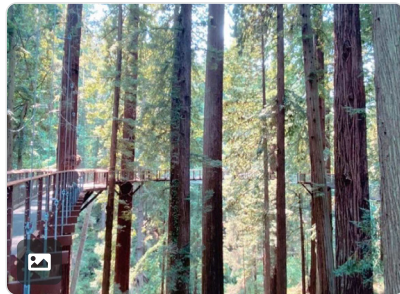
From dawn to dusk, there's always a view to take in. #visitmendocino Great shot! @paulkozal #repost @visitmendocino...



Impressions **5,122**

  **northofordinaryca**
Fri 8/13/2021 6:25 pm PDT

The Redwood Skywalk at @sequoiaparkzoo 🌲// pic thx to @keepingupwiththejonessisters #repost...





Impressions **4,963**

  **northofordinaryca**
Wed 2/9/2022 4:57 pm PST

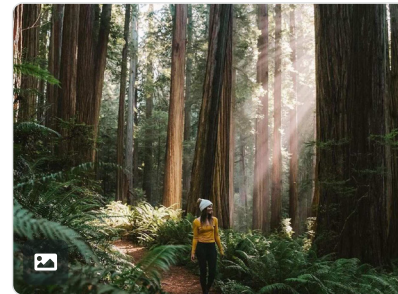
Rays of sunshiney goodness #visitdelnorte Hike the Damnation Creek Trail in the Redwoods National Park. This...



Impressions **4,790**


  **northofordinaryca**
Wed 12/29/2021 10:35 am PST

Hike your heart out in #2022 #visitdelnorte ❤️We love this list by @madventurestravel and her amazing...



Impressions **4,704**

TOP POSTS

N  **northofordinaryca**
Mon 10/11/2021 6:53 pm PDT

With its open spandrels and unique arch design, the Frederick W. Panhorst Bridge in our Russian Gulch State Park is thought ...




Impressions **4,670**

N  **northofordinaryca**
Mon 7/26/2021 4:52 pm PDT

With 90+ miles of coastline, you might just have to plan more than one trip to visit all our beaches. #visitmendocino Beautiful...



Impressions **4,523**

 **northofordinaryca**
Mon 4/18/2022 7:07 pm PDT

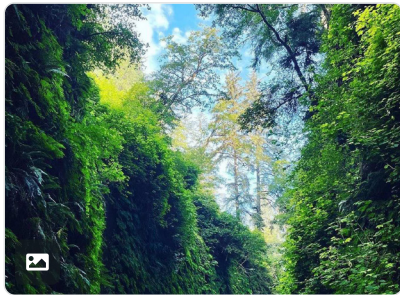
The iconic bridge is just one of Russian Gulch's wonders! The Park contains a total area of 1,162 acres with 7,630 feet of...



Impressions **4,457**

N  **northofordinaryca**
Wed 9/1/2021 7:40 pm PDT

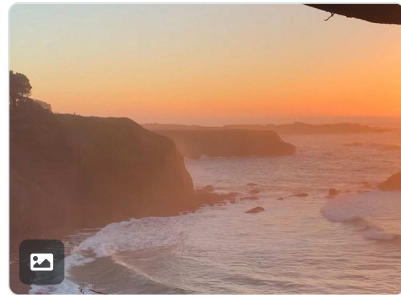
Amble down to Prairie Creek Redwoods Nat State Park — only 5 miles from #visitdelnor
Walk where (pretend) dinosaur



Impressions **4,305**

N  **northofordinaryca**
Mon 10/18/2021 12:16 pm PDT

Another shot of our favorite combination, sunsets and the sea! #visitmendocino
Great photo! @cscallop #repost...



Impressions **4,274**

N  **northofordinaryca**
Wed 7/14/2021 8:51 am PDT

Float through life (Gasquet style)
#visitdelnorte Del Norte
County's iconic Smith River is a float an...



Impressions **4,245**

TOP POSTS

NORTH of ORDINARY **f** Explore California's North ...
Wed 5/11/2022 8:52 pm PDT

Let's go somewhere #visitdelnorte
A gorgeous historic
lighthouse in #northerncalifornia where...



Impressions **1,164**

NORTH of ORDINARY **f** Explore California's North ...
Mon 5/9/2022 7:38 pm PDT

We'd watch the fog and sun battle all day
if the show is this good! #visitmendocino
Beautiful photo @mirrorfaceforever...



Impressions **1,020**

NORTH of ORDINARY **f** Explore California's North ...
Wed 6/22/2022 1:38 pm PDT

Dancing with giants in Del Norte County
@visitdelnortecounty 🌲🌲🌲 Simpson-Reed
Grove Trail, Jedediah Smith Redwoods...



Impressions **892**

NORTH of ORDINARY **f** Explore California's North ...
Fri 5/20/2022 10:48 am PDT

📍 No Humboldt County road trip is
complete without time spent in Shelter
Cove. 📷 @bluepig83 @redwoodcoaster...



Impressions **818**

NORTH of ORDINARY **f** Explore California's North ...
Mon 4/18/2022 7:07 pm PDT

The iconic bridge is just one of Russian
Gulch's wonders! The Park contains a total
area of 1,162 acres with 7,630 feet of...



Impressions **802**

NORTH of ORDINARY **f** Explore California's North ...
Wed 5/25/2022 7:34 pm PDT

Home of the tallest redwood trees
#visitdelnorte Pick your hike
around Jedediah Smith Redwoods State...



Impressions **719**

TOP POSTS



Explore California's North ...
Thu 1/6/2022 9:42 pm PST

Looking for a fun and informative adventure in Lake County? How about a tour of The Geysers! (10 miles within the Mayacamas Mountains, The



Impressions **707**



Explore California's North ...
Wed 8/4/2021 8:58 am PDT

You just can't beat our Lake County golden hour. Don't even try. ❤️ Photo credit @ronritz1 #repost @visitlakecountyca



Impressions **604**



Explore California's North ...
Wed 3/2/2022 6:30 pm PST

Hike more #visitdelnorte Home to the tallest coastal Redwood trees, #jedediahsmithstatepark has some...



Impressions **559**



Explore California's North ...
Wed 11/10/2021 6:58 pm PST

Amazing redwood forest capture by @thecrispeoutdoors #repost @visitdelnortecounty #visitdelnorte...



Impressions **553**



Explore California's North ...
Thu 9/23/2021 7:26 pm PDT

Shoot over to @squirrelmusttravel for their 8 favorite destinations in and around Humboldt's @redwoodnationalpark 🌲🌲...



Impressions **552**



Explore California's North ...
Sat 4/9/2022 7:35 pm PDT

Golden hour in #HumboldtCounty never disappoints 🌅 Beautiful photo by @sensationsofa #repost...



Impressions **547**

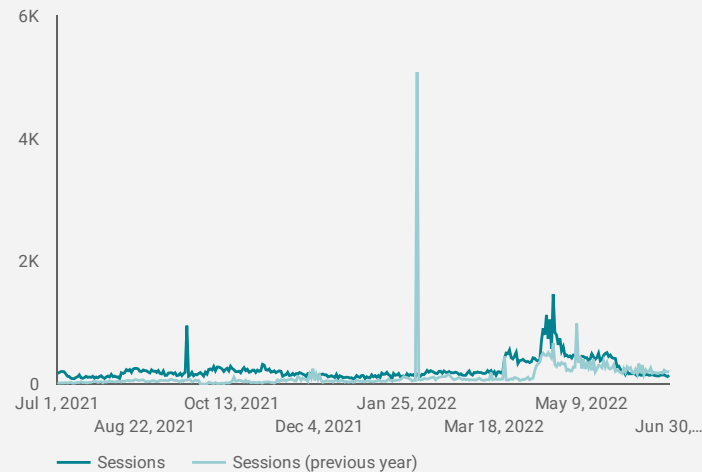
WEBSITE REPORT

NorthofOrdinaryCA.com Website Report

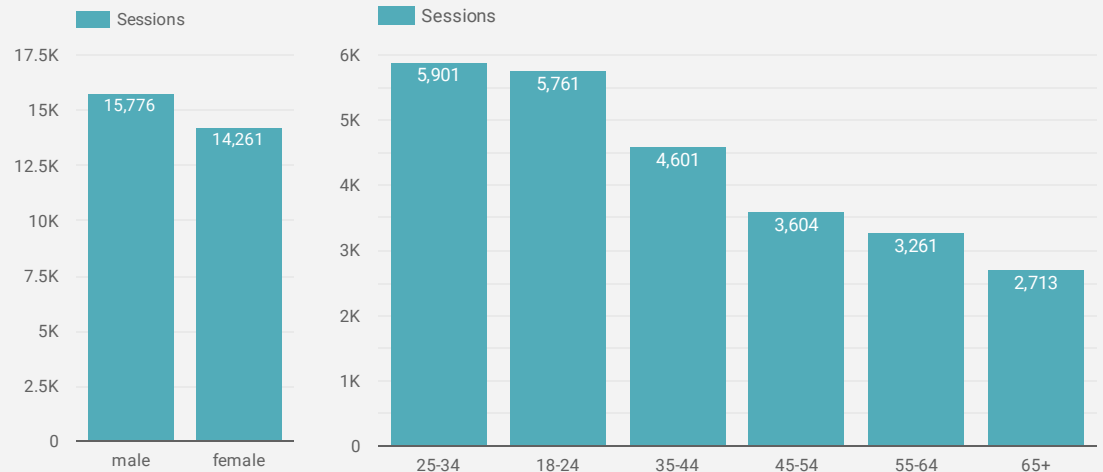
July 1, 2021 - June 30, 2022

Sessions	Users	New Users	Pageviews	Avg. Session Duration	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate
86,246	71,174	71,482	107,501	00:00:33	00:02:16	13.74	85.4%
↑ 87.4%	↑ 87.2%	↑ 88.3%	↑ 80.6%	↓ -14.0%	↑ 2.4%	↑ 153.5%	↑ 0.8%

How are site sessions trending? YOY (year-over-year) comparison

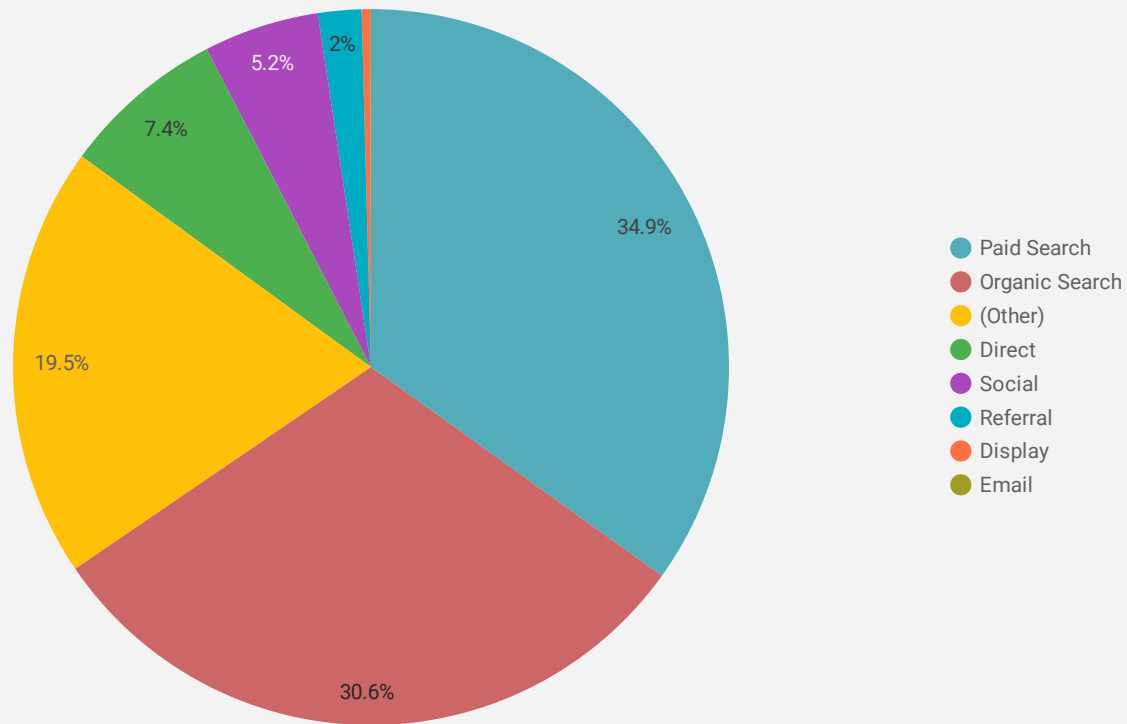


Gender & Age of Our Visitors



WEBSITE REPORT

Marketing channels driving engagement & traffic to the site
Goal: Engaged Users



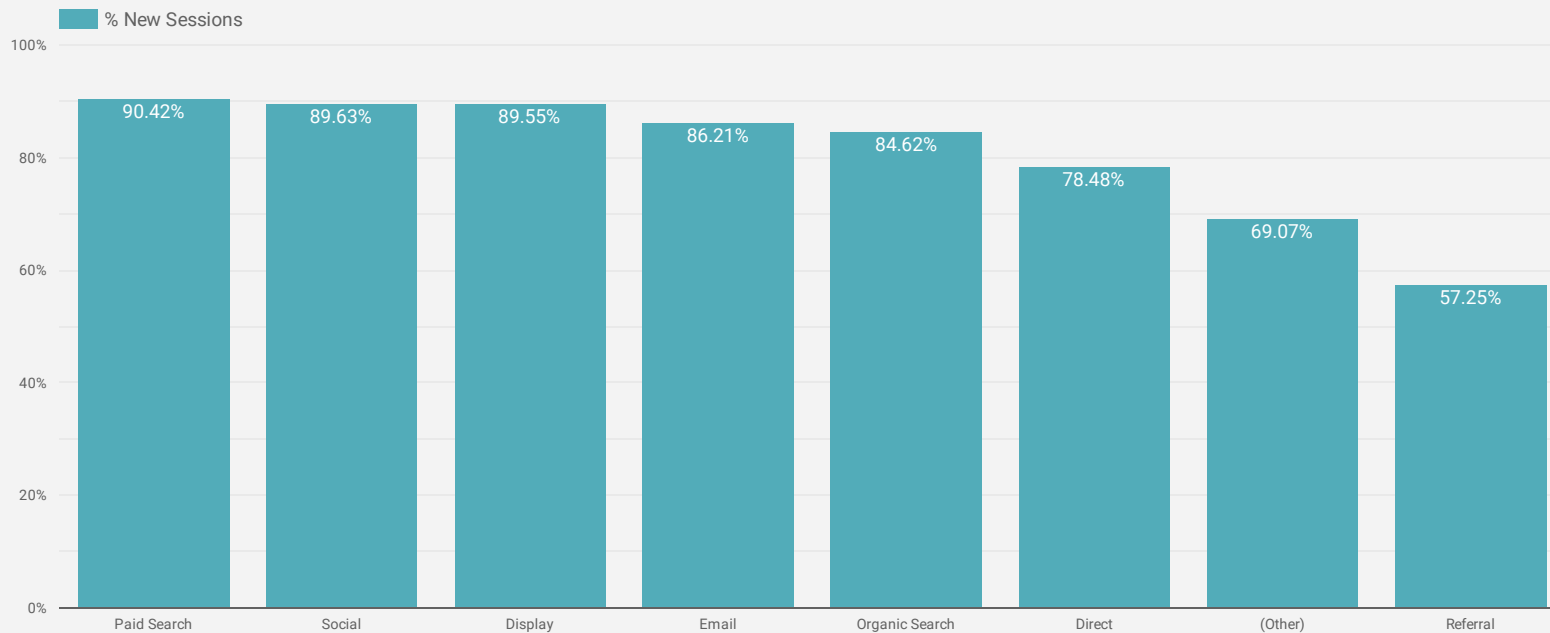
WEBSITE REPORT

Google Ads Digital Campaign Performance *Paid Search Report at a Glance*

Campaign	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	Avg. CPM	% Δ	Avg. CPC	% Δ	Cost	% Δ
1. North of Ordinary - ...	2,568,589	227.6% ↑	42,668	388.2% ↑	1.66%	49.0% ↑	\$3.12	76.1% ↑	\$0.19	18.1% ↑	\$8,026.64	476.8% ↑

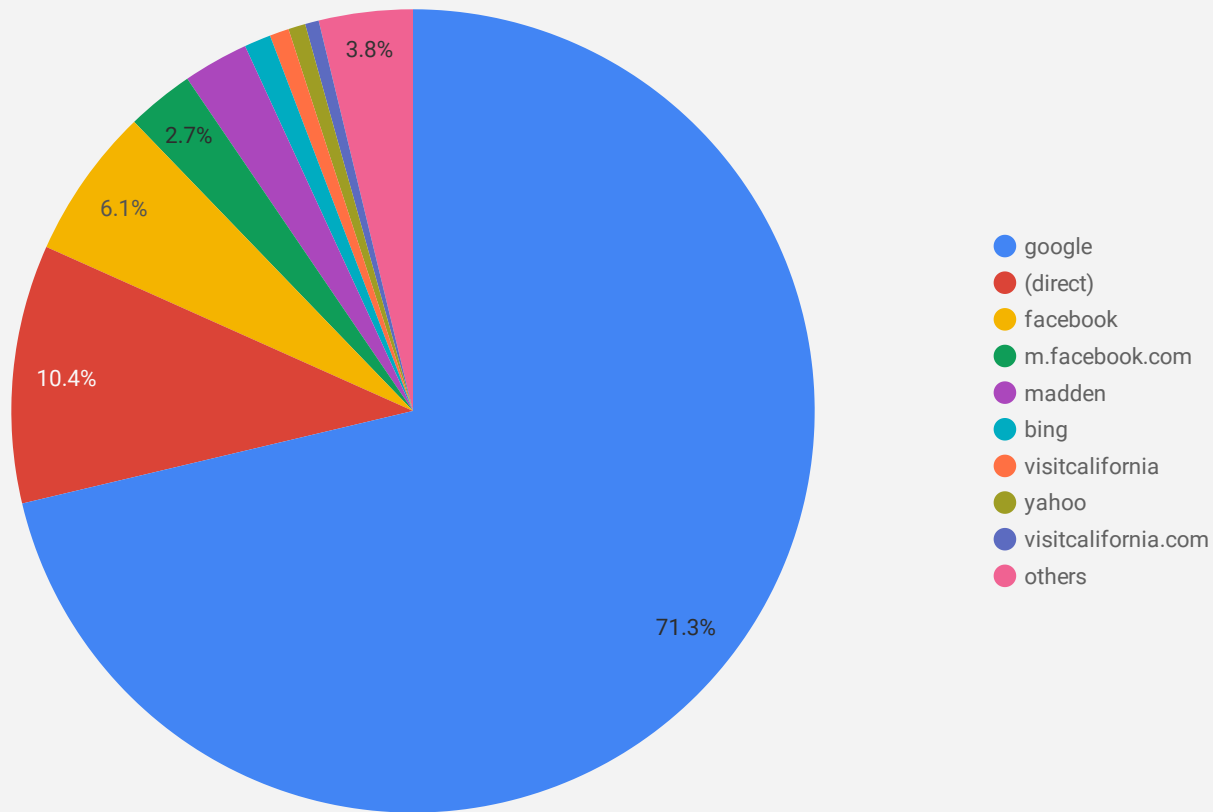
New Users

First Time Users to Site & Where They are Coming From



WEBSITE REPORT

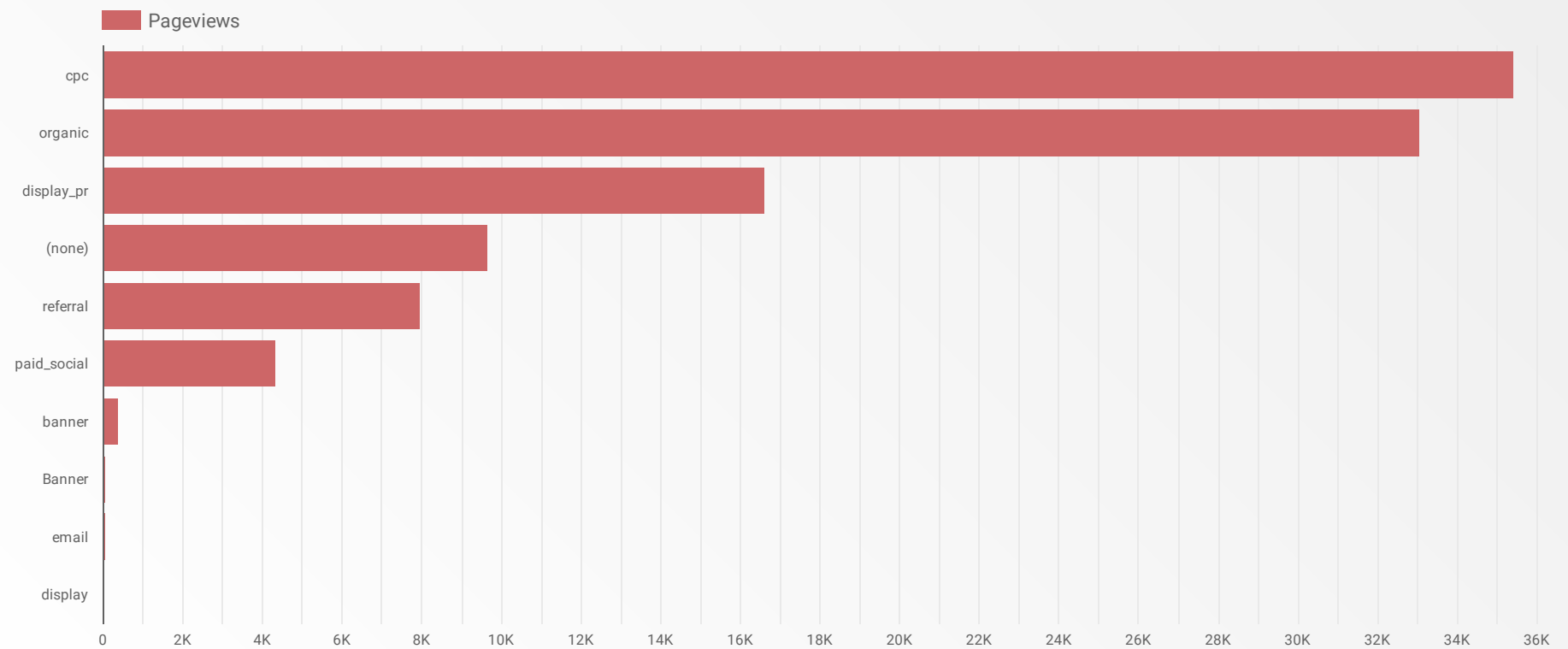
Top traffic referrers to the site *Where our traffic is coming from*



WEBSITE REPORT

Top traffic referrers to the site by source/medium

Where our traffic is coming from



WEBSITE REPORT

Top Pages *Most popular pages visited*

	Page	Pageviews
1.	/	53,675
2.	/blog/candelabra-redwoods/	6,171
3.	/blog/facts-about-redwoods/	5,875
4.	/redwood-highway-map/	5,737
5.	/itinerary-san-francisco-to-fort-bragg/	3,791
6.	/itinerary-san-francisco-to-crescent-city-part2/	2,495
7.	/tesla-charging-itinerary/	2,173
8.	/mendocino-county/	2,111
9.	/humboldt-county/	1,832
10.	/del-norte-county/	1,780
11.	/lake-county/	1,600
12.	/blog/itinerary-lighthouses-north-coast-california/	1,069
13.	/blog/whales-wineries-woof-walks/	1,042
14.	/blog/bird-watching-and-biking-in-northern-california/	918
15.	/itinerary-beercation/	850
16.	/itinerary-oakland-to-mendocino-county/	653
17.	/blog/follow-a-cheese-trail-in-california/	567
18.	/north-coast-contact-information/	428
19.	/blog/a-wealth-of-wildflowers-in-the-north-coast/	416
20.	/blog/candlelight-walk-among-redwoods/	350
21.	/blog/follow-a-farm-stand-trail-in-northern-california/	347

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THANK YOU

LULISH