TO: AGT BID Advisory Board  
FROM: Jocelyn Brennan, South County Chambers of Commerce CEO  
BY: Holly Leighton, South County Chambers of Commerce Marketing & Tourism Coordinator  
MEETING OF: January 27, 2020  
SUBJECT: Receive Monthly Marketing Update from Verdin Marketing

RECOMMENDATION

Receive the monthly marketing update from Verdin Marketing.

DISCUSSION

Verdin Marketing staff will provide an update on November and December, 2019 marketing efforts and the statistics for the Visit Arroyo Grande website and social media channels.

Attachments:
1. November Stat Summary
2. November Social Media Calendar
3. December Stat Summary
4. December Social Media Calendar
NOVEMBER STAT SUMMARY
ARROYO GRANDE TBID
December 6, 2019

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC
Page Views:
5,879 vs. 830 (+608%)
New Visitors:
5,626 vs. 803 (+601%)
Total Sessions:
6,710 v. 950 (+606%)
Mobile Views: 4,240 (+817%)
Tablet Views: 483 (+667%)
Desktop Views: 1,155 (+279%)
PPV (Page Per Visit): 2.26
TOS (Time on Site): 0:29

GEOGRAPHIC REFERRALS
Los Angeles: 1,166 (+1,339%)
San Francisco: 248 (+173%)
San Diego: 220 (+3567)
Chicago: 146: (+14,500%)
Irvine: 151 (+15,000)
Ontario: 134 (+13,000%)
Riverside: 124 (12,300%)
Bakersfield: 89 (+790)

ACQUISITION
Social: 2315 v. 64
Direct: 2,625 v. 253
Organic: 629 v. 460
Referral: 351 v. 35
Email: 10 v. 27

PAGE VIEWS
Homepage: 8,039
(+1,103%)
Outdoor Fun: 2,282
(New)
Events: 426 (+188%)
Swinging Bridge: 317
(+832)

SOCIAL MEDIA ANALYTICS

FACEBOOK
Facebook Fans: 6,038
Impressions: 287,858
Organic: 14,131
Paid: 273,727
Reach: 272,789
Engagements: 17,810
Top Post: Thanksgiving Sunset
Reach: 5,813
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 1,969
New Followers: 27
Likes received: 593
Comments received: 7
Main audience: Women 25-44

Twitter Followers: 1,219
Impressions: 11,000
Main audience: Reporters and Destinations
The Nature Lover persona, with three new topics (hiking, windsurfing and biking) ran in November. The Relaxation Seeker video ad also ran in November. Ads targeted the drive markets of Fresno/Visalia, LA County, and Bakersfield area. The campaign continues to perform very well, with a very slight reduction in results based on the lower spend for November.

FACEBOOK / INSTAGRAM

Both Relaxation Seeker and Nature lover ads ran in social media in November. The Nature Lover ads out performed the Relaxation Seeker ads by 57% based on clicks.

Total Impressions: 253,140  Clicks to website: 3,807  CTR: 1.59%  Video Views at 100%: 5,524

Facebook totals including posts:

Impressions: 273,743  Website Clicks: 4,361  CTR: 1.59%  Views to 100%: 5,524

PROGRAMMATIC ADVERTISING

Both personas performed well in November. The Nature Lover ads out performed the Relaxation Seekers ads just slightly (1.27% CTR vs. 1.15% CTR respectively).

Programmatic totals for November:

Impressions: 189,763  Clicks: 2,288  Average CTR: 1.21%  Views to 100%: 101,239

TOTALS FOR NOVEMBER 2019

Impressions: 462,906  Website Clicks: 6,649  CTR: 1.4%  Video Views to 100%: 106,763

E-NEWSLETTER ANALYTICS

The November e-newsletter went out on Tuesday, November 26th. November’s e-newsletter was Fall/event themed featuring the Elegant Christmas, Talley Black Friday Special and the Christmas Parade. It finished with a CTA to plan their stay in Arroyo Grande.

Totals for Campaign:

- 16.4% Open Rate
- 1.4% Click Through Rate

GOAL: Increase average open rate and click through rate while keeping subscribers and organically adding to the subscriber list.
### VISIT ARROYO GRANDE

#### November 2019

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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</tbody>
</table>
|        |         |           |          | The Monarch butterflies are back in town! Come see thousands of beautiful butterflies while they spend the winter on the Central Coast. Photo by @dylan_epstein (Share 1/1 pic) On Insta:  
- Tag location at Monarch Butterfly Grove  
- #visitarroymarogrander #visitslocounty #monarchbutterfly #enjoycathe #hareso | 2      | Drink and eat like a local at ManRock Brewing Company, now celebrating seven years of flavorful, small-batch beer. https://www.manrockbrewing.com  
Photo by @manrockbrewing  
Tags: PENDING 1/2 pic  
Tag ManRock on FB On Insta:  
- Remove link  
- Tag location: ManRock Brewing Co  
- #arroyogrander #visitarroymarogrander #slocal #centralcoast #beer #805foodies |        |        |
| 3      |        |           |          | 3      |          |        |
|        | 4      | 5         |          | 5      | Fall is the perfect time for an afternoon ride, on the beach or in the hills. https://www.slocal.com/things-to-do/summer/activities/horseback-riding/  
Photo by @shaina.raeiee  
(share: PENDING 1/5 pic) | 6      | 7         |          | 6      | 8 Friends + good wine = Good times in Arroyo Grande! https://www.visitarloymarogranderand.org  
Photo by @sarbeh_  
(share: PENDING 1/5 pic) On Insta:  
- Remove link  
- Tag Location: Arroyo Grande  
- #arroyogrander #visitarroyogrande #horsebackriding | 9      | Listen to four of Italy’s rising opera stars Nov. 16. at the Clark Center when The Four Italian Tenors perform some of the greatest arias and songs of all time as part of their U.S. debut tour. https://clarkcenter.org/event/fouritaliantenors/  
Photo by @s_jseries  
(Share PENDING 1/9 pic)  
Tag Clark Center and Four Italian Tenors on FB On Insta:  
- Remove link  
- Tag location: Clark Center  
- #arroyogrander #visitarroyogrande #slocal #centralcoast |
| 10     | 11     | 12        |          | 11     | 12     | 13     |
|        | 14     | 15        |          | 14     | You never know who you’ll be in the village. Come explore and make new friends! | 15     | 16 Little Texas, “the hardest working band in country music,” brings their unique twang to the Clark Center on Nov. 23. Enjoy popular hits like “God Blessed Texas” https://www.visitarloymarogranderand.org  
Photo by @bass_brosfishing (share 1/3 pic)  
On Insta:  
- Remove link  
- Tag location: Lopez Lake  
#arroyogrander #visitarroyogrande #lopezlake #fishing #slocal #centralcoast | 17 | Spend a night reliving the magic of jazz’s iconic with a performance from Harlem 100 Nov. 24 at the Clark Center. Some of the best modern performers will pay tribute to the early jazz pianist. https://clarkcenter.org/event/tribute-to-harlem-100/  
Photo by @s_jseries  
(Share PENDING 1/9 pic)  
Tag Clark Center and Four Italian Tenors on FB On Insta:  
- Remove link  
- Tag location: Clark Center  
- #arroyogrander #visitarroyogrande #slocal #centralcoast |
<table>
<thead>
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<th>Page</th>
<th>Text Content</th>
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| **18** | Thanksgiving has come early at Tribe Coffeehouse, where you can savor seasonal beverages like this Harvest Moon Latte made with espresso, pumpkin and maple spice, whipped cream and pepitas! Photo by @tribecoffeehouse (share 1/18 pic) Tag Tribe Coffeehouse on FB On Insta:  
- Tag location at Lopez Lake  
#arroyogrande #visitarroyogrande #arroyogrande #laplegislake #travelcalifornia #visitsca #local #shareslo #slocal |
| **19** | Welcome to Arroyo Grande, the capital of leisurely charm and quality family time. Photo by @sunkissed_wandering (share 11/5 photo) On Insta:  
- Tag location at Arroyo Grande  
#arroyogrande #avillage #visitarroyogrande #local #enjoyloy #shareslo #familytime |
| **20** | Winter camping might seem crazy, but it’s possible in Arroyo Grande. And if it’s too cold for a tent, Lopez Lake has cabins you can rent. [https://reservations.slocountypark.com](https://reservations.slocountypark.com) Photo by @madisynn (share 11/22 pic) On Insta:  
- Remove link  
- Tag location at Arroyo Grande  
#arroyogrande #avillage #visitarroyogrande #local #enjoyloy #shareslo #slocal |
| **21** | Nothing like a lazy Saturday sipping coffee and enjoying homemade treats Eclair Bakery. Life is sweet in Arroyo Grande. Photo by @jaime_johnson_pnw (share PENDING 11/23 pic) Tag Eclair Bakery on FB On Insta:  
- Tag location at Village of Arroyo Grande  
#arroyogrande #visitarroyogrande #eclair #local #shareslo #bakery |
| **22** | honoring the Lone Star State and more! [https://clarkcenter.org/event/littleTexas](https://clarkcenter.org/event/littleTexas) Photo by @big_a_photography (share PENDING 11/16 pic) Tag Clark Center and Little Texas on Facebook On Insta:  
- Remove link  
- Tag location at Clark Center  
#arroyogrande #visitarroyogrande #littletexas #country #local #enjoyloy |
| **23** | to legendary artists such as Fats Waller, Duke Ellington, Billie Holiday, and more. [https://clarkcenter.org/event/harlem100](https://clarkcenter.org/event/harlem100) Photo by Harlem 100 On Insta:  
- Remove link  
- Tag location at Arroyo Grande  
#avillage #visitsca #arroyogrande #visitarroyogrande #jazz #livemusic #local |
| 25 | Too tired to cook during the holidays? Looking for a tasty treat? Doc Burnstein’s and Palo Mesa Pizza are here for you. Photo by @palomesapizza 
  | Tag Palo Mesa Pizza and Doc’s on FB 
  | On Insta: 
  | • Tag location at Village of Arroyo Grande 
  | • #arroyogrande 
  | • #visitarroyogrande 
  | • #trickortreat #halloween 
  | • #shareslo #enjoyslo |

| 28 | Happy Thanksgiving from Visit Arroyo Grande! We’re thankful for the natural beauty all around us. Photo by @villageofarroyogrande (share 11/28 pic) 
  | On Insta: 
  | • Tag location at Village of Arroyo Grande 
  | • #arroyogrande 
  | • #visitarroyogrande 
  | • #thanksgiving #thankful 
  | • #shareslo #enjoyslo |

| 29 | Spend a more relaxing Black Friday in the Village looking for locally made gifts for friends and family, like the delicious vintages from Timbre Winery. Photo by @timbrewinery (share 11/29 pic) 
  | On Insta: 
  | • Tag location at Village of Arroyo Grande 
  | • #arroyogrande 
  | • #visitarroyogrande 
  | • #thanksgiving #thankful 
  | • #shareslo #enjoyslo |

| 30 | Come share your Christmas wishes with Santa in the Village now through Christmas Eve! Photo by @nicole_kristen (share PENDING: 11/30 pic) 
  | On Insta: 
  | • Tag location at Village of Arroyo Grande 
  | • #arroyogrande 
  | • #visitarroyogrande #santa 
  | • #thankful #shareslo #enjoyslo |

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TBID Item 6 - Page 6
DECEMBER STAT SUMMARY

ARROYO GRANDE TBID

January 10, 2019

WEB ANALYTICS (2019 vs. 2018)

WEBSITE TRAFFIC

Page Views:
8,199 vs. 3,325 (+147%)
New Visitors:
2,071 vs. 851 (+143%)
Total Sessions: 2,509 v. 994 (+152%)
Mobile Views: 831 (+51%)
Tablet Views: 102 (+48%)
Desktop Views: 1,218 (+348%)
PPV (Page Per Visit): 3.27
TOS (Time on Site): 0:57

GEOGRAPHIC REFERRALS

Los Angeles: 369 (+2,206%)
Chicago: 183 (+455%)
San Francisco: 137 (+173%)
San Luis Obispo: 133 (+122%)
Irvine: 38 (+1,800%)
Santa Maria: 33 (+18%)
San Diego: 24 (100%)
Bakersfield: 15 (-34)

ACQUISITION

Social: 60 v 190
Direct: 790 v. 257
Organic: 742 v. 419
Referral: 598 v. 22
Email: 20 v. 10

PAGE VIEWS

Homepage: 1,962 (+171%)
Events: 645 (+617%)
Swinging Bridge: 559 (+3,394%)
Village Christmas: 545 (new)

SOCIAL MEDIA ANALYTICS

FACEBOOK

Facebook Fans: 5,868
Impressions: 37,108
Organic: 16,794
Paid: 20,134
Reach: 35,053
Engagements: 1,416
Top Post: Beach day with horses
Engagement: 196
Main audience: Women over 35, living in SLO County and Central Valley

INSTAGRAM AND TWITTER

Instagram Followers: 1,985
New Followers: 16
Likes received: 493
Comments received: 7
Main audience: Women 25-44
Twitter Followers: 1,219
Engagements: 7
Main audience: Reporters and Destinations
Traditional advertising did not run in December. The following represent social media posts only.

**FACEBOOK / INSTAGRAM FOR DECEMBER**

Impressions: 20,134  Clicks: 358  CTR: 1.78%

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**E-NEWSLETTER ANALYTICS**

Two e-newsletters were sent out in December. The first one was sent on Wednesday, December 11th. The second one was sent on Friday, December 27th. A slightly altered version was sent to un-opens on Monday, December 30th. December’s e-newsletters were Christmas and New Years themed featuring holiday activities and events such as Christmas in the village, Clark Center shows and New Year’s resolutions ideas. It finished with a CTA to plan their stay in Arroyo Grande.

Totals for Campaign #1:
- 20.6% Open Rate
- 1.3% Click Through Rate

Totals for Campaign #2:
- 28.5% Open Rate
- 1.7% Click Through Rate

GOAL: Increase average open rate and click through rate while keeping subscribers and organically adding to the subscriber list.
December 2019

1. Santa is taking a break from his busy schedule today to attend the Arroyo Grande Christmas Parade starting at 5 p.m. in the Village. Come experience all the charms of a small-town holiday celebration!
   - Photo by @villageofarroyogrande
   - (Share 12/1 pic)

2. ©️ Christmas emojis (Santa, tree, etc.)
   - Tag location Village of Arroyo Grande
   - #visitorarroyogrande #arroyogrande #slocal #centralcoast #enjoyislo #happyholidays #californiachristmas

3. 🎅🏻 Still need to do some holiday shopping? Stop by the Pismo Beach Premium Outlets today for Holiday Fest from 5-7 pm. This event is free and will include prizes, photos with Santa, festive music and more. (Present emoji)
   - Tag the Pismo Premium Outlets
   - (Share 12/4 pic)
   - On Insta:
     - Tag location pismo outlets
     - #pismobeachpremiumoutlets #arroyogrande #slocal #centralcoast #enjoyislo #holidayshopping

4. 🎄 Still need to do some holiday shopping? Stop by the Pismo Beach Premium Outlets today for Holiday Fest from 5-7 pm. This event is free and will include prizes, photos with Santa, festive music and more. (Present emoji)
   - Tag the Pismo Premium Outlets
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   - Tag the Pismo Premium Outlets
   - (Share 12/4 pic)
   - On Insta:
     - Tag location pismo outlets
     - #pismobeachpremiumoutlets #arroyogrande #slocal #centralcoast #enjoyislo #holidayshopping

9. 🤔 Make your own stocking stuffers or holiday party treats at Grandma Ingrid’s Christmas Candy Making Workshop this Saturday from 9 a.m. to noon. Come hungry—there will be lots of snacks and lunch will be served. Can’t miss this class! Try tamale making on Dec. 21!
   - Photo by @grandmaingrids
   - (Share 12/10 pic)

10. 🤔 Make your own stocking stuffers or holiday party treats at Grandma Ingrid’s Christmas Candy Making Workshop this Saturday from 9 a.m. to noon. Come hungry—there will be lots of snacks and lunch will be served. Can’t miss this class! Try tamale making on Dec. 21!
    - Photo by @grandmaingrids
    - (Share 12/10 pic)

11. 🎅🏻 Have “A Swinging Christmas” with the Arroyo Grande Rotary Club at its 11th annual Christmas and Holiday Sing-Along! Enjoy great music and dance performances Dec. 16 from 4 to 8 p.m. at the Clark Center and help support the arts in local schools.
    - https://clarkcenter.org/event/rotary-christmas-holiday-sing-along/
    - Tag location: Arroyo Grande
    - #arroyogrande #slocal #centralcoast #enjoyislo #holidayshopping

12. 🎅🏻 Have “A Swinging Christmas” with the Arroyo Grande Rotary Club at its 11th annual Christmas and Holiday Sing-Along! Enjoy great music and dance performances Dec. 16 from 4 to 8 p.m. at the Clark Center and help support the arts in local schools.
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    - Tag location: Arroyo Grande
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    - Tag location: Arroyo Grande
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    - https://clarkcenter.org/event/rotary-christmas-holiday-sing-along/
    - Tag location: Arroyo Grande
    - #arroyogrande #slocal #centralcoast #enjoyislo #holidayshopping

16. 🎅🏻 Have “A Swinging Christmas” with the Arroyo Grande Rotary Club at its 11th annual Christmas and Holiday Sing-Along! Enjoy great music and dance performances Dec. 16 from 4 to 8 p.m. at the Clark Center and help support the arts in local schools.
    - https://clarkcenter.org/event/rotary-christmas-holiday-sing-along/
    - Tag location: Arroyo Grande
    - #arroyogrande #slocal #centralcoast #enjoyislo #holidayshopping
<table>
<thead>
<tr>
<th>Tag Grandma Ingrid on FB</th>
<th>#centralcoast #enjoyso #shareso #happyholidays #agrotary #singalong</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Insta:</td>
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<tr>
<td>• Tag location Arroyo Grande</td>
<td>• #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #happyholidays</td>
</tr>
</tbody>
</table>

16. **Grab a mat and center yourself beachside with Arroyo Grande’s Yoga Village this Saturday at 9:30 a.m. It’s the perfect way to escape the stress of the holidays!**

   https://www.facebook.com/events/667304362920331/?event_time_id=67304958723700

   Photo courtesy of Yoga Village (share 12/16 pic)
   On Insta:
   • Tag Yoga Village                                                                 |
   • Remove Link                                                                   |
   • Tag location Arroyo Grande                                                      |
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #happyholidays

17. **Congratulations to The Agrarian Hotel for ranking No. 1 on Medalla’s scoreboard for “Guest Satisfaction in SLO County.” We’re proud to have this lovely boutique hotel available to visitors right in the heart of the Village of Arroyo Grande. Come see what everyone is raving about!**

   (Share 12/18 image)
   On Insta:
   • Tag location Arroyo Grande
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #happyholidays

18. **Happy holidays to brew! The Figueroa Mountain Brewing Co. Taproom pours a kaleidoscope of beers, from blonde to brown, red, and more. Come see what’s on tap today.**

   https://www.visitarrroyogrande.org/locatio...Mountain Brewing Co/

   Photo by @dropmypinvaca
   (Share 12/20 pic)
   Tag Fig Mountain on FB
   On Insta:
   • Tag location Arroyo Grande
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #drinkslocal

19. **On the Central Coast, we walk our dogs and our horses on the beach. What’s the most interesting thing you’ve seen at the beach recently?**

   Photo by @cali_beachlove
   (Share 12/22 pic)
   On Insta:
   • Tag location at Oceano Dunes
   • #visvisitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #getoutside

20. **What are your NYE plans? Mason Bar and Kitchen mixes up sweet and savory craft cocktails that are sure to please every palate.**

   (Share 12/27 pic)
   On Insta:
   • Tag location at Arroyo Grande
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #drinkslocal

21. **History comes to life in the Village of Arroyo Grande. This large mural by artist Colleen Mitchell-Veyna celebrates our city’s agricultural roots with beautiful produce, farm workers and a steam-engine train.**

   (Share 12/28 pic)
   On Insta:
   • Tag location at Arroyo Grande
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #drinkslocal

22. **Cheers! Wishing you a very Happy New Year from Visit Arroyo Grande.**

   Photo by @emberrestaurant
   (Share 12/31 pic)
   On Insta:
   • Tag location Arroyo Grande
   • #visitarrroyogrande #arroyogrande #local #centralcoast #enjoyso #805foodies #supportlocal #drinkslocal #happynewyear