ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Jocelyn Brennan, South County Chambers of Commerce
      President/CEO
BY: Holly Leighton, South County Chambers of Commerce
    Marketing & Tourism Coordinator
MEETING OF: February 24, 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 January marketing efforts and the statistics for the Visit Arroyo Grande website and social media channels.

Attachments:
   1. January Stat Summary
   2. January Social Media Calendar
## JANUARY STAT SUMMARY

**ARROYO GRANDE TBID**

*February 11, 2020*

### WEB ANALYTICS (2020 vs. 2019)

<table>
<thead>
<tr>
<th>WEBSITE TRAFFIC</th>
<th>GEOGRAPHIC REFERRALS</th>
<th>ACQUISITION</th>
<th>PAGE VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views:</td>
<td>Bakersfield: 407 (+4,987%)</td>
<td>Social: 1,912 (+8213%)</td>
<td>Homepage: 1,462 (+71%)</td>
</tr>
<tr>
<td>12,593 vs. 2,915 (+333%)</td>
<td>Fresno: 395 (+4,289%)</td>
<td>Direct: 1,389 (+391%)</td>
<td>Events: 465 (+360%)</td>
</tr>
<tr>
<td>New Visitors:</td>
<td>San Francisco: 209 (+714%)</td>
<td>Organic: 664 (+161%)</td>
<td>Swinging Bridge: 442 (+881%)</td>
</tr>
<tr>
<td>4,237 vs. 586 (+623%)</td>
<td>Los Angeles: 241 (+402%)</td>
<td>Referral: 351 (+903%)</td>
<td>Play in AG: 330 (+110%)</td>
</tr>
<tr>
<td>Total Sessions:</td>
<td>Sacramento: 198 (+2,375%)</td>
<td>Email: 10 (-9%)</td>
<td>Surprising AG facts: 237 (+243%)</td>
</tr>
<tr>
<td>4,846 v. 698 (+594%)</td>
<td>Chicago: 149 (+338%)</td>
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<tr>
<td>Mobile Views:</td>
<td>Visalia: 126 (1,000%)</td>
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<tr>
<td>2,704 (+1135%)</td>
<td>Clovis: 113 (+3668)</td>
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<td>Tablet Views:</td>
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<tr>
<td>290 (+590%)</td>
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<td>Desktop Views:</td>
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<tr>
<td>1,303 (+281%)</td>
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<td>PPV (Page Per Visit): 2.60</td>
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<td>TOS (Time on Site): 0:42</td>
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</table>

### SOCIAL MEDIA ANALYTICS

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>INSTAGRAM AND TWITTER</th>
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<tbody>
<tr>
<td>Facebook Fans: 6,045</td>
<td><em>Instagram</em> Followers: 2,038</td>
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<tr>
<td>Impressions: 230,294</td>
<td>New Followers: 53</td>
</tr>
<tr>
<td>Organic: 14,714</td>
<td>Likes received: 929</td>
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<tr>
<td>Paid: 215,337</td>
<td>Comments received: 27</td>
</tr>
<tr>
<td>Reach: 223,637</td>
<td>Main audience: Women 25-44</td>
</tr>
<tr>
<td>Engagements: 5,752</td>
<td><em>Twitter</em> Followers: 1,220</td>
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<tr>
<td>Top Post: A little slice of Heaven</td>
<td>Engagements: 5</td>
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<tr>
<td>Reach: 5,175</td>
<td>Main audience: Reporters and Destinations</td>
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<tr>
<td>Main audience: Women over 35, living in SLO County and Central Valley</td>
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</tbody>
</table>
### ADVERTISING ANALYTICS

A winter campaign was created to use programmatically and on social media for January. The 15-second video ads targeted travelers in the Bakersfield/Fresno markets. The performance was excellent compared to the national averages for tourism (0.03% - 0.08% CTRs).

**FACEBOOK / INSTAGRAM**

**Winter Campaign**

Total Impressions: 194,188  
Clicks to website: 3,379  
CTR: 1.74%  
Video Views at 100%: 5,292

**Facebook totals including posts:**

Impressions: 215,337  
Website Clicks: 3,416  
CTR: 1.59%  
Views to 100%: 5,292

**PROGRAMMATIC ADVERTISING**

Total Impressions: 97,360  
Clicks: 896  
CTR: 0.92%  
Video Views to 100%: 52,810

**TOTALS FOR JANUARY 2020**

Impressions: 291,548  
Website Clicks: 4,312  
CTR: 1.3%  
Video Views to 100%: 58,102

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### E-NEWSLETTER ANALYTICS

The January e-newsletter went out on Thursday, January 30th. January’s e-newsletter was Valentine’s and spring themed featuring wine tasting, antiquing, and zip lining. It finished with a CTA to plan their stay in Arroyo Grande.

Totals for Campaign:

- 15.7% Open Rate
- 1.3% Click Through Rate

**GOAL:** Increase average open rate and click through rate while keeping subscribers and organically adding to the subscriber list.
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td><strong>BOOST BUDGET: $100</strong></td>
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<tr>
<td>2</td>
<td></td>
<td><strong>FB-BOOST $ IG-BOOST $</strong></td>
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<td>8</td>
<td></td>
<td><strong>New copy; Happy New Year! Are you taking the Polar Bear Plunge today in Avila? (insert cold/beach emojis)</strong> Comment below with survival tips! (finger pointing down emoji)</td>
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<td>9</td>
<td></td>
<td><strong>Tag location at SLO County</strong></td>
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<tr>
<td>10</td>
<td></td>
<td><strong>#visitarrroyogrande #arrroyogrande #local #centralcoast #enjoyso #sharelo #barre #yoga #powercycle</strong></td>
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<td>11</td>
<td></td>
<td><strong>SLU down and snuggle up with a cup of coffee, a good book, and a beautiful view.</strong></td>
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<tr>
<td>12</td>
<td></td>
<td><strong>The Great American Melodrama’s 2020 lineup is nothing to boo or hiss at! Save that for the villains.</strong></td>
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**On Insta:**
- Insert dog emojis
- Tag location at Lopez Lake
- #visitarrroyogrande #arrroyogrande #local #centralcoast #enjoyso #sharelo #lopeslake #getoutside

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**BOOST BUDGET: $100**

**FB-BOOST $ IG-BOOST $**

**On Insta:**
- Tag location at Arroyo Grande
- #visitarrroyogrande #arrroyogrande #local #centralcoast #enjoyso #sharelo

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**New copy; Happy New Year! Are you taking the Polar Bear Plunge today in Avila? (insert cold/beach emojis)** Comment below with survival tips! (finger pointing down emoji)

**Tag location at SLO County**

**#visitarrroyogrande #arrroyogrande #local #centralcoast #enjoyso #sharelo #polarbearplunge #happynewyear**

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**SLU down and snuggle up with a cup of coffee, a good book, and a beautiful view.**

**The Great American Melodrama’s 2020 lineup is nothing to boo or hiss at! Save that for the villains.**

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**The Great American Melodrama’s 2020 Season**

- Jan. 23 - March 8: Pump Boys and Dinette
- March 12 - April 26: Sherlock Holmes and the Sign of the Four
- April 30 - June 14: The Emperor’s New Clothes
- June 18 - Sept. 20: Butch Cassidy and the Sundburnt Kid
- July 16 - Sept. 19: The Perils of Pismo Peg and other Tail Tales
- Sept. 24 - Nov. 15: Frankenstein’s Bride
- Nov. 19 - Dec. 31: The Holiday Extravaganza
14
Happy Dress-Up Your Pet Day! This guy looks very handsome in his blue bandana. What are your pets wearing today?
Photo by @thebearandthemoose
(share 1/4 pic)
On Insta:
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #dogsofinstagram

15
Back by popular demand, The Peking Acrobats will take the stage again at the Clark Center on Jan. 23. Be amazed by these talented performers’ daring feats of athleticism, including cycling, tumbling, and ancient Chinese gymnastics atop a precarious pagoda of chairs and more!
https://www.visitarroyogrande.org/event/the-peking-acrobats/
Photo by @pekingacrobats
(share 1/15 image, approved on FB)
On Insta:
• Remove link, add “Check out our event calendar for more info.”
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #pekingacrobats

16
Local flavors take center stage Jan. 28 at Tolosa Winery’s annual Winemaker Dinner at Ember Restaurant. We’re excited to see what they cook up!
To purchase tickets, e-mail rsvp@tolosawinery.com.
https://www.tolosawinery.com/Events/
Photo by @tolosawinery
(share 1/20 pic)
On Insta:
• Tag Tolosa and Ember
• Remove Link; add
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #talousawinery

17
A little slice of Heaven on Earth.
Photo by @larroyograndecity
(share 1/24 pic)
On Insta:
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #locofoodies #supportlocal #drinklocal

18
You might recognize the Steep Canyon Rangers from their collaborations with banjo-picking comedian Steve Martin. But this North Carolina band has produced 12 albums since 2001, including “Nobody Knows You” which won the Grammy Award for Best Bluegrass Album in 2003. See them live at the Clark Center on Jan. 26!
https://www.visitarroyogrande.org/event/steep-canyon-rangers/
Photo by @steepcanyonrangers
(share 1/18 pic)
On Insta:
• Remove link; add “Check out our event calendar for more info.”
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #bluegrass

19
Celebrate National Popcorn Day with a trip to the Fair Oaks Theatre. Enjoy small-town charm (and small-town concession prices). [Insert popcorn emoji]
Photo by @the_slo_happy_realtor
(share 1/79 pic)
On Insta:
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #nationalpopcornday

20
Oh my, oh yum! Little Red Hen Bread is selling their small batch artisan bread today from 12 to 5/6 p.m. at Rutz Farms! Can’t make it today? They’ll be back again the same time on Friday.
Photo by @littleredhenbread
(share 1/21 pic)
On Insta:
• Tag Little Red Hen and Rutz Farms
• Tag location at Rutz Farms
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #805foodies #eatitlocal

21
It’s still cold season. Get your daily dose of Vitamin C with these delicious Satsumas from Talley Farms. Photo by @tallyfarmsfreshharvest
(share 1/25 pic)
On Insta:
• Tag @tallyfarmsfreshharvest
• Tag location at Arroyo Grande
• #visitarroyogrande
#涉足arroyogrande #local
#centralcoast #enjoylos #shareslo #805foodies #eatitlocal #supportlocal
<p>| | | |</p>
<table>
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</thead>
</table>
| **29** | ![Icons](image) | MMManRock Brewery pairs its beers with some killer wood-fired pizzas. What's your favorite combo? Photo by @manrockbrewing (share 1/29 pic) On Insta:  
  - Tag @manrockbrewing  
  - Tag location at Grover Beach  
  - #visitaryogrande #arroyogrande #local #centralcoast #enjoyslo #shareslo #805foodies #eatslocal #supportlocal |
| **30** | ![Icons](image) | Surfs up! Spend World Surf League Day watching up-and-coming surfers compete at the SLO CAL Open in Pismo Beach.  
https://www.slocal.com/event/slocalcongressofturningpoint/  
Photo by @just_a_old_kook (share 1/30 pic) On Insta:  
  - Tag location at Pismo Beach  
  - #visitaryogrande #arroyogrande #local #centralcoast #enjoyslo #shareslo #worldsurfleagueday |
| **31** | ![Icons](image) | There's nothing better than a local butcher when it comes to getting fresh meat. We're lucky to have the Arroyo Grande Meat Company right in the heart of the Village. Photo by @SLO_happy_realtor (share 1/31 pic) On Insta:  
  - Tag Arroyo Grande Meat Company  
  - Tag location at Arroyo Grande  
  - #visitaryogrande #arroyogrande #local #centralcoast #enjoyslo #shareslo #805foodies #supportlocal |