



Marketing Report

November 2022

2022 - 2023 Primary KPIs (Fiscal Year-to-Date)

Hotel Referrals	Organic Search Site Visits	Avg. Engagement Rate IG	Avg. Engagement Rate TT	Publicity Value
2,558	53,934	4.14%	5.48%	\$927,598
↓ -11.9%	↑ 8.3%			

Website Overview

- Total sessions are up 21% over last year.
- There were 583 hotel referrals and 135 newsletter signups in November.
- Paid traffic accounted for half of all traffic to the website; organic search accounted for nearly 34%.

Social Media

- The Instagram Reels that focus on lesser-known places, such as our Bob's Well Bread (and our Hidden Gem posts from previous months), continue to perform very well.
- Instagram continues to pull in about 100 followers each month, and November was no exception, with 123 new followers.
- While Instagram impressions dropped by 15%, engagements still increased by 9%. People see value in our content, and they have been showing that by liking, commenting, sharing and DMing us (we received 200 messages in November, both from people responding to our stories and from others who simply wanted to start a conversation.)
- TikTok maintained a 3.3% engagement rate in November, which is on par with our goal of 1-3% per month.
- Total video views on TikTok were 8,591, significantly exceeding our goal of 2,500. This number is down slightly from October because we did not run a boosted post in November.
- Average video likes per post have increased as well—11 this month, compared to seven last month.
- The Sweet Potato Casserole recipe had over 2,600 views and 27 likes, and recipe-type content is something we plan to continue/focus on with TIKTok moving forward.

Public Relations

- Three unique stories were placed this month on behalf of Santa Maria Valley:
 - RoadRUNNER Magazine's "Santa Maria Weekend Romp, which was a direct result of a hosted FAM
 - Daily Traveling News featured our press release, "The first people of California's Central & Southern Coasts" in both English and Spanish
 - The Santa Maria Sun picked up our press release, "Santa Maria Wine Trolley offers extended wine tasting transportation through Thanksgiving weekend."
- SF Gate did a large feature story on the Elks Lodge and Santa Maria Style Barbecue, "Everyone else is pretending: The only place for real Santa Maria barbecue"
- Freelance travel journalist, Laura Beausire, who we met during IMM this year, visited Santa Maria Valley for a FAM.

Organic Search

- Total organic search visits are down 10%. This can be mostly attributed to holiday event pages, as total search volume for holiday events in Santa Maria Valley has decreased by 18% year-over-year. However, hotel outbound clicks are up 42% year-over-year, signaling that users are engaging with the site at higher rates than they were last year. This is due to the updates made to the lodging detail pages.
- We now rank #1 for the term *santa maria valley wine*, with a site link SERP feature (previously #4).

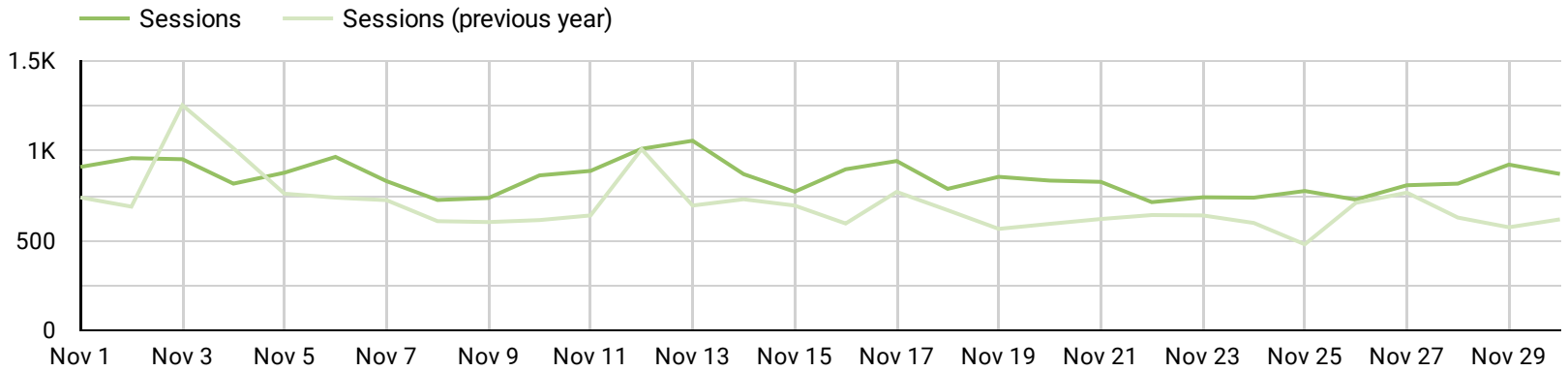
Paid Digital

- Paid sessions were up 116%, with newsletter registrations up 100%. This is the highest increase we have seen year-over-year in 2022, and can be attributed to paid social.
- There was a 53% increase in hotel outbound clicks compared to last year. This increase was seen across all paid digital channels and is a direct result of the new lodging detail page design, which launched on Nov. 1. The amount of time users spent on these new pages has more than doubled.
- Our boosted Instagram Reels had more than 60K engagements on-platform, as well as 15 hotel outbound clicks and 5 newsletter registrations. The Hotels Pt. 2 reel was responsible for 14 of those 15 hotel referrals.
- The *We Always Say...* campaign has gained almost 350k impressions and over 265k video views, with 7% of viewers playing 25% or more. The Wine Trolley video has the most 100% play-throughs (viewers playing 100% of the video) of the whole campaign, with the barbecue video in close second.

Email

- Email sessions are down 68% year-over-year, but it's important to note that last year's Visit Santa Barbara custom email accounted for half of all email traffic in November of 2021.
- Our open rate remains over 50% at 51.21% this month, with our click-through-rate at 1.73% compared to our goal of 1.25%.
- In November, we completed the updates to our email drip campaigns.
- In December, we'll be redesigning the email signup fly-out on the website in order to generate more subscribers.

Daily Website Visits (Sessions)



Session Growth & Site Engagement

Sessions
25,498
↑ 21.5%

Unique Hotel Pageviews
1,738
↑ 45.3%

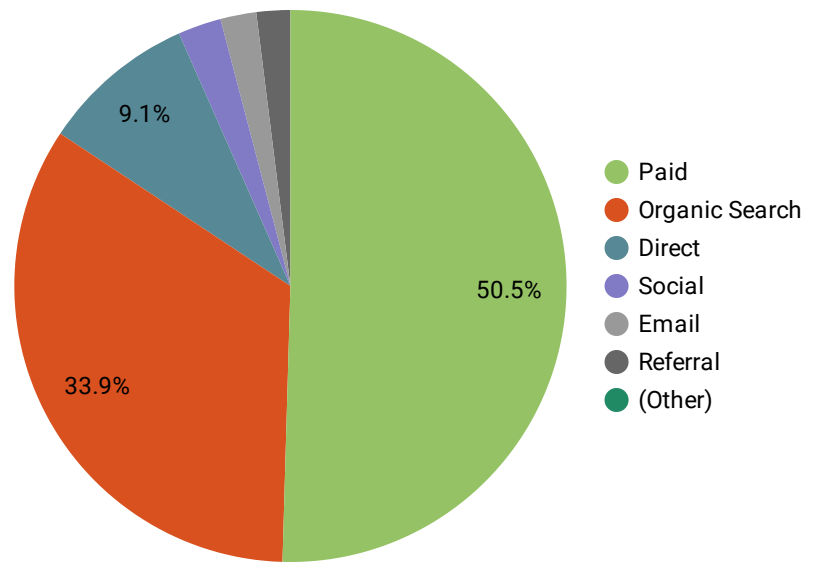
Hotel Referrals
583
↑ 37.5%

Newsletter Signups
135
↓ -30.8%

Attraction Clicks
888
↑ 10.6%

Cookbook Downloads
102
↓ -5.6%

Channel Distribution



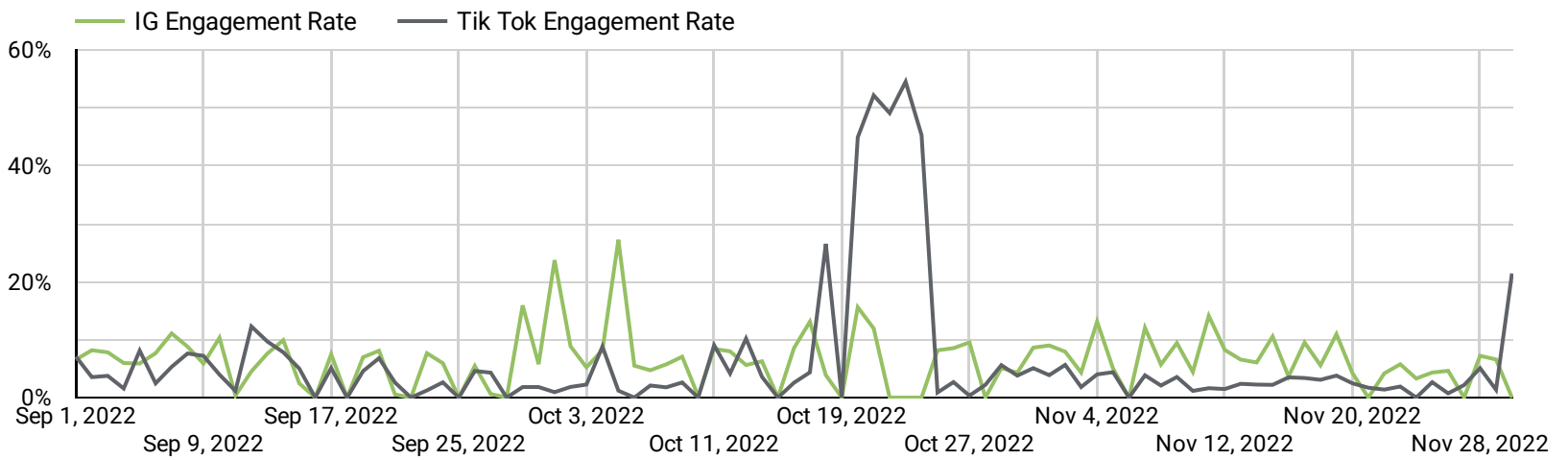
Top 10 Referrers

Source	Sessions
visitcalifornia.com	109
sfgate.com	92
newsbreakapp.com	76
santamaria.com	71
westcoastkustoms.com	11
pcpa.org	9
ksby.com	7
myosemitepark.com	6
santamariavalleychamber.growthzonesites.com	5
santamariatimes.com	5

Top-Viewed Blogs

Page Title	Pageviews
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	1,116
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	501
Santa Maria Attractions What to Do in Santa Maria, CA	417
The First People of California's Central & Southern Coasts Santa Maria Valley	355
Thanksgiving Santa Maria Style Santa Maria Valley	231
Blog Santa Maria Valley	181
Traditional Santa Maria Style Barbecue Santa Maria Valley	153
Santa Maria Wine Country: Central California Wine Tasting	148
Affordable & Free Wine Tasting in Santa Barbara	134
The Santa Maria Style BBQ Menu Santa Maria Valley	128

Social Media Engagement Rate By Platform



Instagram

Top Post

Ever wonder what a "day in the life in Santa Maria Valley" looks like? We gotchu 📺 From wine to barbecue to beaches and everythin...



Total Engagements	335
Likes	234
Comments	7
Shares	56
Saves	38

IG Posts

59

IG Followers

5,902

IG Engagement Rate

3.16%

Follower Growth

194

Reels

Impressions

38,910

Reels Comments

79

Reels Likes

2,246

Reels Saves

264

Reels Shares

490

Stories

Story Replies

4

Story Link Clicks

0

Story Impressions

7,264

Tik Tok

TikTok Followers	Follower Growth
202	20
Number of Posts	Engagement Rate
16	3.31%
Video views	
8,591	

Top Tik Tok



Facebook

Facebook Followers	Follower Growth
8,095	61
Engagements	Post Link Clicks
228	56

Twitter

Twitter Followers	Follower Growth
1,666	-15
Engagements	
37	

Public Relations KPIs (Last Month)

Pub Value: \$121,062
 Stories Placed: 3
 PR Reach: 144,728
 UVPM: 51,964,161
 Media FAMs: 1

Public Relations KPIs (YTD)

Pub Value: \$806,537
 Stories Placed: 9
 PR Reach: 8,086,679
 UVPM: 602,471,513
 Media FAMs: 4

Key Placements

Santa Maria Weekend Romp

Tom Roderick
 9 min read



Escaping LA

In an effort to avoid the worst of southern California's commuter gridlock, we left our home in Long Beach on Friday morning at 6 a.m. The planned start time was earlier but pairing Bluetooth devices between helmets, phones, and the motorcycle proved difficult, even though I preemptively went through the process the night before to avoid this time-consuming scenario. The later start meant some lane-splitting on the east side of Los Angeles on I-5, but it wasn't long before we made the switch to SR 110. After passing through Pasadena, by the Rose Bowl Stadium, we connected with SR 210 for only a few miles before exiting on Hwy 2.

The Crest, in local vernacular, extends 60 miles from La Cañada Flintridge in the west to Wrightwood in the east. It's an A-list celebrity two-laner known to all southern California motorcyclists. The elevation increased as we snaked our way up the Crest, putting heat into the tires as I familiarized myself with the handling characteristics of an 800-pound tourer riding two-up with luggage. At the Clear Creek Visitor Information Center, we turned left onto Angeles Forest Highway and began our descent into the high desert of

Hotel: Hampton Inn & Suites Santa Maria



Situated along Highway 101 between Santa Barbara and San Luis Obispo County, this well appointed hotel is surrounded by picturesque hills and mountains, and of course the Pacific Ocean. You'll find over 20 unique wineries and breweries and a variety of local restaurants and bars all within easy reach, including the famous Santa Maria Style BBQ. Find it at 2190 Preisker Ln, Santa Maria, CA. Book your room [here](#).

Travel / Central Coast

'Everyone else is pretending': The only place for real Santa Maria barbecue

Andrew Pridden, SFGATE

Nov 13, 2022 | Updated: Nov 14, 2022 6:40 a.m.



A full grill at the Santa Maria Elks Lodge's "Cook Your Own" Friday, which has become the place in California to find Santa Maria-style barbecue done right. Photo by Andrew Pridden



California has its own home-grown barbecue style, but outside of the Central Coast, few know of it. It's called Santa Maria, and it's California through and through: no-nonsense, seemingly effortless and impossible to replicate.

The first people of California's Central & Southern Coasts

For thousands of years, it is estimated that more than 20,000 Chumash people lived across California's coastline. Their storied past can be traced to the Channel Islands; "Chumash" translates to "people of the islands," and the success of their rich and thriving culture is directly linked to their respect for the natural resources they were surrounded by - on land and in the ocean.



28.11.2022 09:00 | Santa Maria Valley |



The first people of California Central and Southern Coasts

From historic cities like Nipomo, Lompoc, and Siqueos in Santa Maria Valley, to the south of Malibu and to the north of San Luis Obispo—the history of the Chumash people, and their lives today, offer one of the most advanced, complex, and remarkable cultures on the continent. There are many places and ways to experience this deep-seated history across California's Central Coast. All you have to do is know where to look.

Santa Maria Wine Trolley offers extended wine tasting transportation through Thanksgiving weekend

CALEB WISEBLOOD

This year marked the return of the [Santa Maria Wine Trolley](#), after the attraction's two-year pause due to the pandemic.

The trolley resumed transportation services to local tasting rooms in May, and a recent boost in ticket sales inspired the program's organizers to extend this season's end date—originally in mid-October—to late November.

"This is our first year back, and we were super excited to launch it," said Taz Dougherty, tourism coordinator for the Santa Maria Valley Chamber of Commerce. "As the trolley season went on, there was just more hype about it. ... Towards the end of the season, September into mid-October, we were seeing an uptick in ridership, which is great."

Anything from the trolley, dears?

For more info on the Santa Maria Wine Trolley, visit [santamariavalley.com](#). Tickets to ride the trolley are available online in advance, or at several locations in Santa Maria, including the Santa Maria Valley Chamber of Commerce, located at 614 S. Broadway, Santa

Dougherty has worked with the Chamber of Commerce since 2017, the same year as the Santa Maria Wine Trolley's debut season. The unique trolley service usually starts around Memorial Day and runs through mid-October each year, Dougherty said.

One of the benefits of pushing back the trolley's run time through Thanksgiving weekend this year is that riders get to experience some fall weather as the post-summer heat dies down.



MOVE OVER, UBER

The Santa Maria Wine Trolley is a classy weekend transportation service that loops around wine tasting areas throughout the Santa Maria Valley.

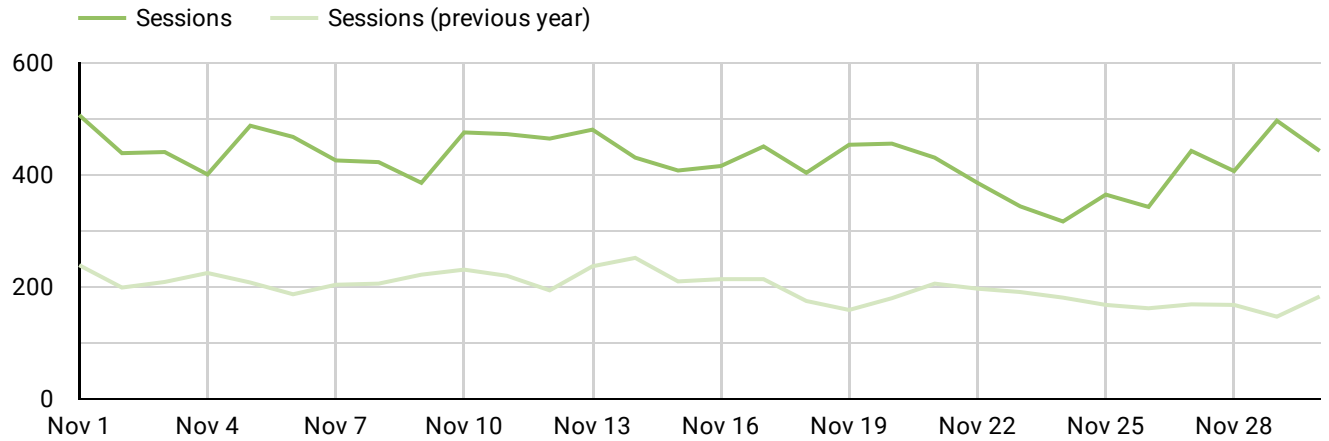
PHOTO COURTESY OF THE SANTA MARIA VALLEY CHAMBER OF COMMERCE

This Month's Top Stories

Media Outlet	Headline	Brand Pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Santa Maria Times Online	Hundreds flock to Old Orcutt for 'Small Business Saturday'	Travel	Feature	\$18.04	39,207	0
Santa Maria Times	Hundreds flock to Old Orcutt for 'Small Business Saturday'	Travel	Feature	\$403.62		8,154
Santa Maria Sun Online	Santa Maria Wine Trolley offers extended wine tasting transportation through Thanksgiving weekend	Travel	Feature	\$0.87	3,797	0
SFGate	California has its own style of barbecue. No one knows about it.	Barbecue	Feature	\$1,306.63	5,681,000	0
RoadRUNNER Magazine	Santa Maria Weekend Romp	Travel	Feature	\$65,625.56		82,212
Quick Telecast	California has its own style of barbecue, but no one knows.	Barbecue	Feature	\$0		0
NotiMx	Lugares deslumbrantes para ver los colores de otoño en California.	Travel	Mention	\$0		2,576
Noozhawk	Holiday Parades, Events and Activities on Tap Throughout Santa Barbara County	Travel	Mention	\$16.89	73,437	0
Nob Hill Gazette Online	One of SF's Founding Families Also Runs a Historic Ranch and Winery	Wine	Feature	\$0.94	4,097	0
News 7 Trends	California has its own style of barbecue. No one knows about it. – SFGATE	Barbecue	Feature	\$0		0
New York Times Online, The	Inside the Harvey Weinstein Rape Trial in Los Angeles	Travel	Mention	\$49,754.53	43,264,806	0
Modernayactualmagazine wordpress	Lugares deslumbrantes para ver los colores de otoño en California.	Travel	Feature	\$0		0
Daily Traveling News	Los primeros habitantes de California's Central & Southern Coasts	Travel	Feature	\$0		900
Daily Traveling News	The first people of California's Central & Southern Coasts	Travel	Feature	\$0		900

Website Visits from Paid Digital Media

Paid Sessions
12,870
 ↑ 116.0%



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews
1,225
 ↑ 49.0%

Hotel Referrals
435
 ↑ 53.2%

Newsletter Signups
72
 ↑ 100.0%

Cookbook Downloads
6
 ↑ 20.0%

Channel Cost Metrics

Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	956,720	11,360	1.19%	\$0.45	1%	\$5,116.45
Paid Search	46,269	4,416	9.54%	\$1.58	7.86%	\$6,968.67
Remarketing	232,304	2,456	1.06%	\$0.57	1.02%	\$1,400.7
Organic Social+Influencer Promotion	185,302	2,339	1.26%	\$0.53	0.86%	\$1,236.13

Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	26,616	2,434	9.14%	\$0.47	9.99%
Vacation/Getaway Search - B	4,428	640	14.45%	\$1.18	35.12%
Hotels Search - LA	6,898	616	8.93%	\$2.46	13.37%
Wine Search - F	2,822	275	9.74%	\$3.2	59.65%
Hotels Search - F	2,477	183	7.39%	\$6.17	34.23%
Hotels Search - B	2,009	141	7.02%	\$8.07	50.33%
Wine Search - B	1,019	127	12.46%	\$3.25	65.7%

Website Visits from Organic Search

Organic Sessions
8,632
 ↓ -10.2%



Organic Search Visitor Site Engagement

Unique Hotel Pageviews
264
 ↑ 52.6%

Hotel Referrals
81
 ↑ 42.1%

Organic Search Content

Landed on Events
2,058
 ↓ -40.6%

Did Not Land on Events
6,574
 ↑ 6.9%

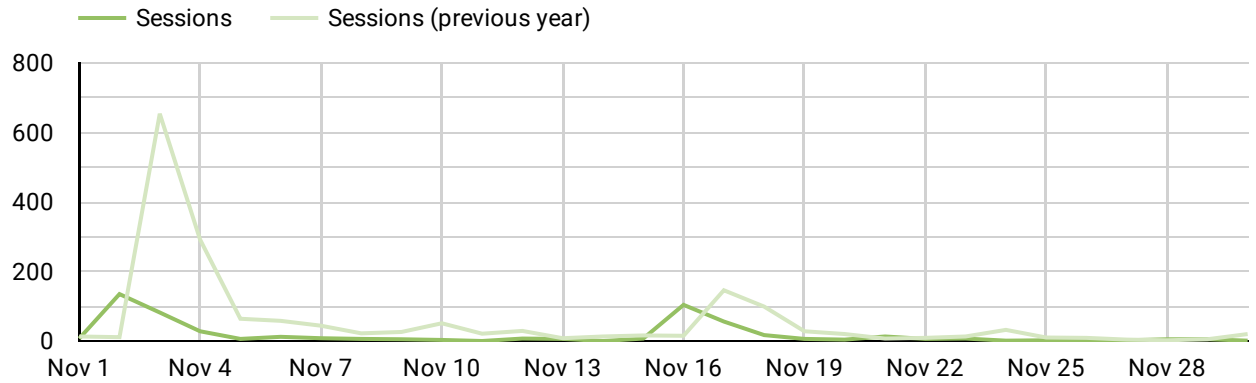
Landed on Wine Content
1,232
 ↑ 25.7%

New Keywords in Top 20

Keyword	Ranking ▲	Position change
ocean dunes park	18	3
zaca mesa	19	2
andrew murray winery	20	2

Website Visits & Engagement from Email

Email Sessions
543
 ↓ -68.8%



Unique Hotel Pageviews
56
 ↓ -25.3%

Hotel Referrals
17
 ↓ -52.8%

Pages / Session
2.16
 ↓ -10.4%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers
10,732

Deliveries
21,419

Open Rate
51.21%

Clicks
371

CTR
1.73%

FY Goal: Avg. 300 clicks/email

New Subscribers
135

Avg. CTR YTD
1.73%

Avg. Open Rate YTD
51.21%

Avg. Clicks YTD
371

FY Goal: Avg. 200/mo.

FY Goal: Avg. 1.25%+

FY Goal: Avg. 24%



Bring Santa Maria Style to Your Table

There's no denying that locals and visitors alike love Santa Maria Style barbecue. It's a culinary tradition that proves good taste never goes out of style. Now, you can dig into Santa Maria Style barbecue at home with the free, downloadable cookbook.



Did You Hear?

The Santa Maria Wine Trolley has been extended through November 27! You have that much longer to enjoy this 60-minute ride, where you can stop, sip and hop back on at your leisure. Visit local tasting rooms, such as Costa de Oro, Cottonwood Canyon and more!