



JULY – DECEMBER 2022

# Mid-Year Marketing Report

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## Website Overview

Web Visits  
**173K**  
↑ 14%

Hotel Referrals  
**4K**  
↓ -2%

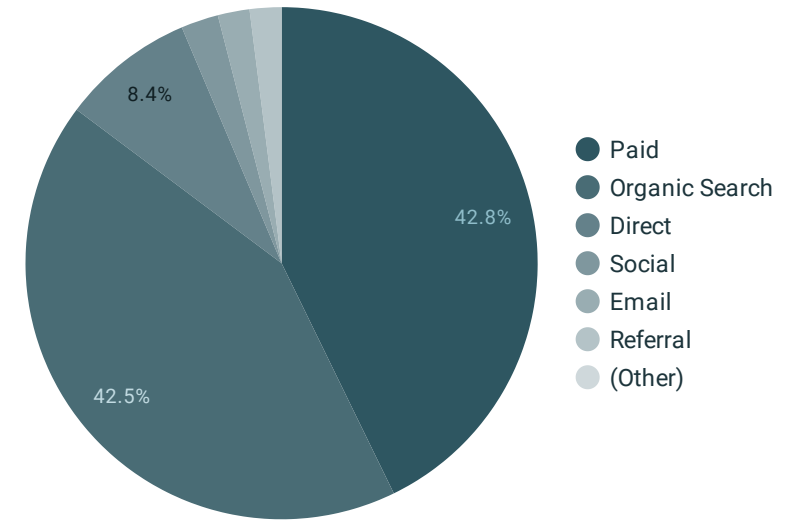
Newsletter Signups  
**723**  
↓ -61%

Unique Hotel Pageviews  
**12K**  
↑ 24%

Attraction Clicks  
**6K**  
↑ 7%

Cookbook Downloads  
**769**  
↓ -19%

SESSIONS BY CHANNEL



### GOAL PROGRESS

#### Organic Search & Paid Digital Media

Organic Search Web Visits  
**49K**  
↑ 3%

Paid Hotel Referrals  
**3K**  
↑ 10%

#### PR

Pub Value  
**\$924K** Goal \$785K

Stories Placed  
**12** Goal 36

#### Organic Social Media

Avg. Engagement Rate TT  
**5%** Goal 1-3%

Avg. Engagement Rate IG  
**4%** Goal 1-3%

#### Email

Email Open Rate  
**51%** Goal 40%+

Email CTR  
**2%** Goal 1.25%

Email Subscribers  
**10K** Goal 13,210

We are thrilled with the year-over-year growth we've seen for our primary **organic search** and **paid digital media** KPIs, and we aim to see greater increases as the year goes on relative to growth over last year.

We've exceeded our **organic social media** engagement rates so far this year. Now, we turn our attention to creating more of the content that resonates with our audience to maintain and grow those interactions.

With high-value stories and mentions, we've already exceeded our **publicity value** goal while trending a bit under our **story placement** goal, which we aim to increase with new media relationships and a consistent news cadence.

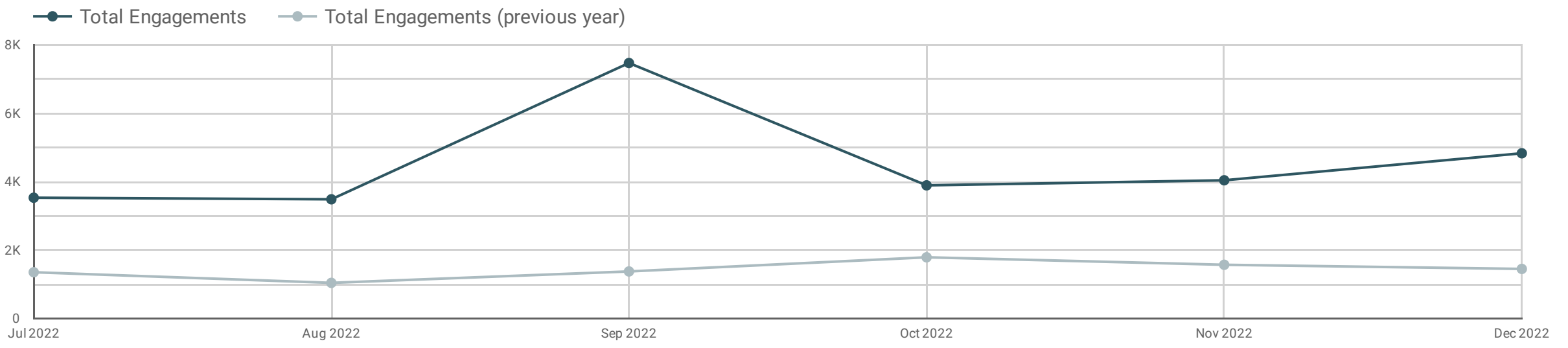
While our **email open rate** and **click-through** rate are both consistently well above goal, we are actively working to boost our **monthly subscribers** by website design optimizations and dynamic content.

## All Organic Social Media Platforms

Total Followers  
**16K**  
↑ 17%

Total Number of Posts  
**635**  
↑ 75%

Total Engagements  
**27K**  
↑ 218%



### FOLLOWERS

**+1K**

Gained **1,002 followers** across all platforms in six months.

### INSTAGRAM ENGAGEMENT

**63%**

Instagram Reels have significantly contributed to the increase in followers, reach, and engagement. **Reels account for 63% of all post engagement.**

### TIKTOK FOLLOWERS

**2X**

Since July 2022, **TikTok followers have doubled and average likes per video have increased.**

## Instagram

Followers  
**6K**  
↑ 30%

Engagements  
**20K**  
↑ 290%

Reach  
**339K**  
↑ 285%

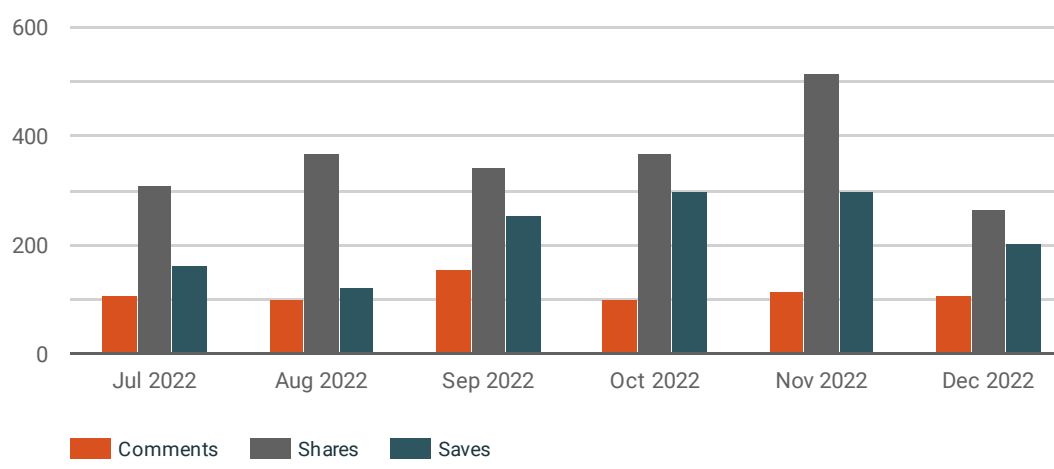
Number of Posts  
**273**  
↑ 84%

### Top Performing Instagram Post

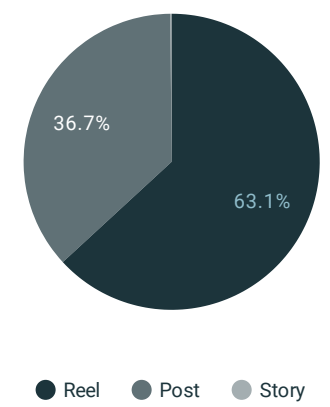
You know we love our barbecue, but for those of you who need to change things up a little, here are a few non-barbecue...

Total Engagements	547
Likes	347
Comments	10
Shares	97
Saves	93

### High-Value Instagram Post Engagements



### Instagram Engagements by Post Type



## TikTok

Followers  
**241**

Engagements  
**4.9K**

Video views  
**44.6K**

Engagement Rate  
**6%**

### Top Performing TikTok Post

Want to wow your friends and family this season with a one-of-a-kind holiday cocktail? Try out this simple Holiday Spritz...

Total Engagements	111
Likes	94
Comments	0
Shares	17

60%

About 60% of all Facebook & Instagram ad engagements come from boosted posts (organic social posts that we put a little bit of money behind).

108

Boosted posts generated 108 hotel referrals, and about half were from reels.

Website Visits  
8K

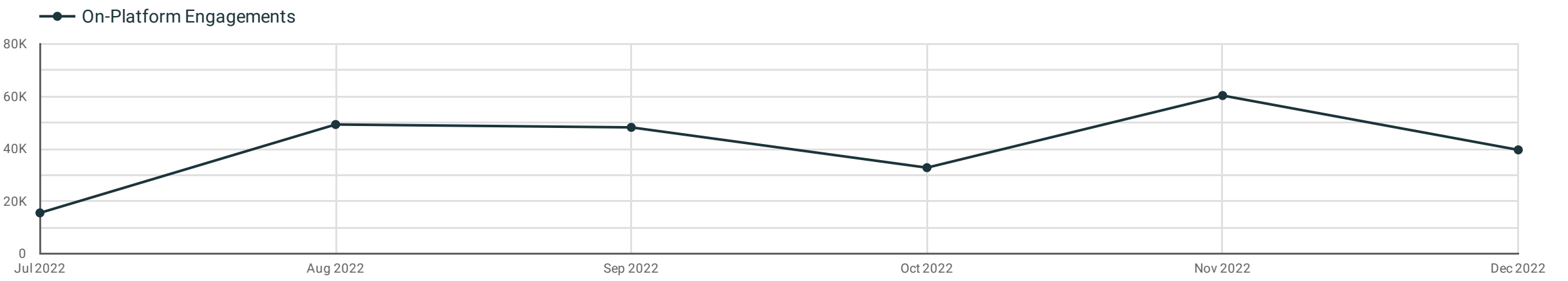
Hotel Referrals  
108

Post Engagements  
246K

Shares  
640

Comments  
88

👍 Reels in particular have some of the highest engagement rates 👍



### Top Performing Posts

**Places to Stay in SMV Reels Parts 1 & 2**

Engagements	Reactions	Shares
62K	547	14
Website Visits	Hotel Referrals	
320	64	

**Day in the Life in SMV Reel**

Engagements	Reactions	Shares
15K	337	31
Website Visits	Hotel Referrals	
79	5	

**Santa Maria Trolley Posts**

Engagements	Reactions	Shares
48K	1K	271
Website Visits	Hotel Referrals	
4K	28	



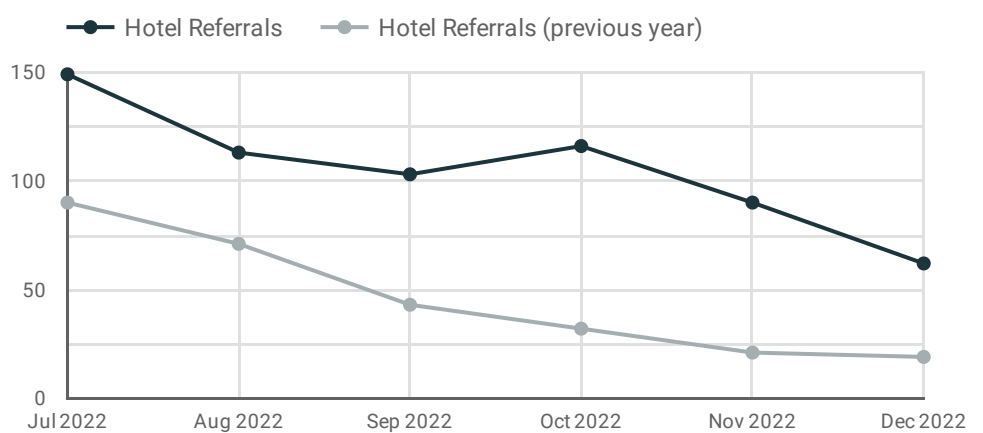
## Paid Social Media KPIs

Spend  
**\$41K**  
↑ 107%

Website Visits  
**50K**  
↑ 93%

Newsletter Signups  
**420**  
↑ 22%

Hotel Referrals  
**633**  
↑ 129%



WEB VISITS  
**68%**

Facebook & Instagram ads make up 68% of all paid website visits.

HOTEL REFERRALS  
**2X**

Hotel referrals have more than doubled.

EMAIL SIGNUPS  
**22%**

Newsletter signups are up 22%.

POST SHARES  
**169%**

Shares, the most valuable engagement, are up 169%.

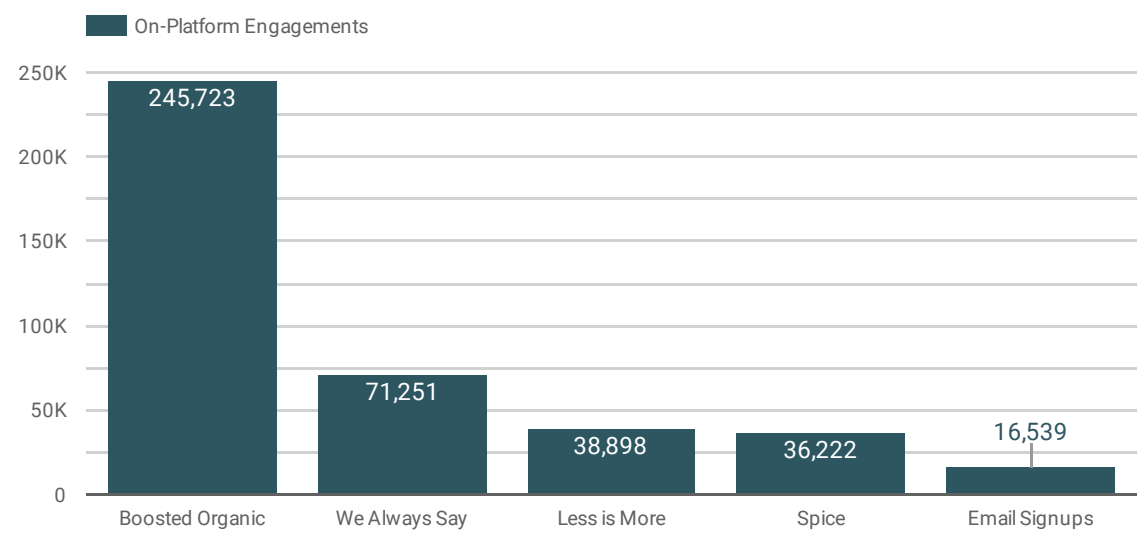
## On-Platform Engagement

Engagements  
**414K**  
↑ 246%

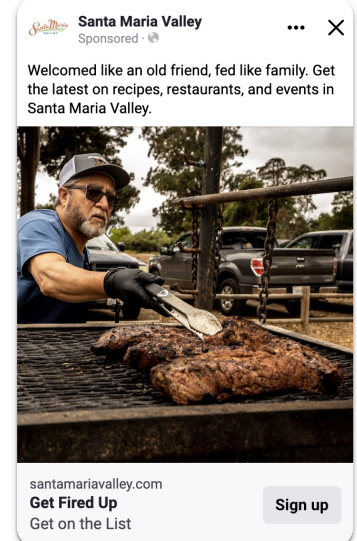
Reactions  
**8K**  
↑ 119%

Shares  
**1K**  
↑ 169%

Comments  
**337**  
↑ 97%




## KPIs by Campaign




**Email Signups Campaign**  
(Launched 9/9/22)

Website Visits	Newsletter Signups
<b>6K</b>	<b>95</b>



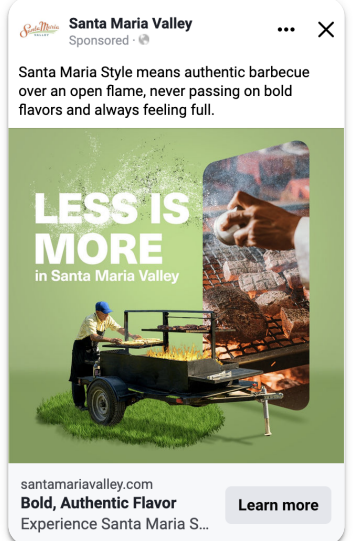
**We Always Say... Campaign**  
(Launched 10/11/22)

Engagements	Video Plays
<b>71K</b>	<b>800K</b>
Plays @ 50%	Plays @ 100%
<b>18K</b>	<b>7K</b>




**Spice Campaign**  
(Ran 2/1/21 - 11/28/22)

Website Visits	Hotel Referrals
<b>22K</b>	<b>401</b>
Newsletter Signups	
<b>207</b>	



**Less is More Campaign**  
(Launched 11/28/22)

Website Visits	Hotel Referrals
<b>5K</b>	<b>24</b>
Newsletter Signups	
<b>31</b>	



**Remarketing Campaign**

Website Visits	Hotel Referrals
<b>8K</b>	<b>100</b>
Newsletter Signups	
<b>42</b>	

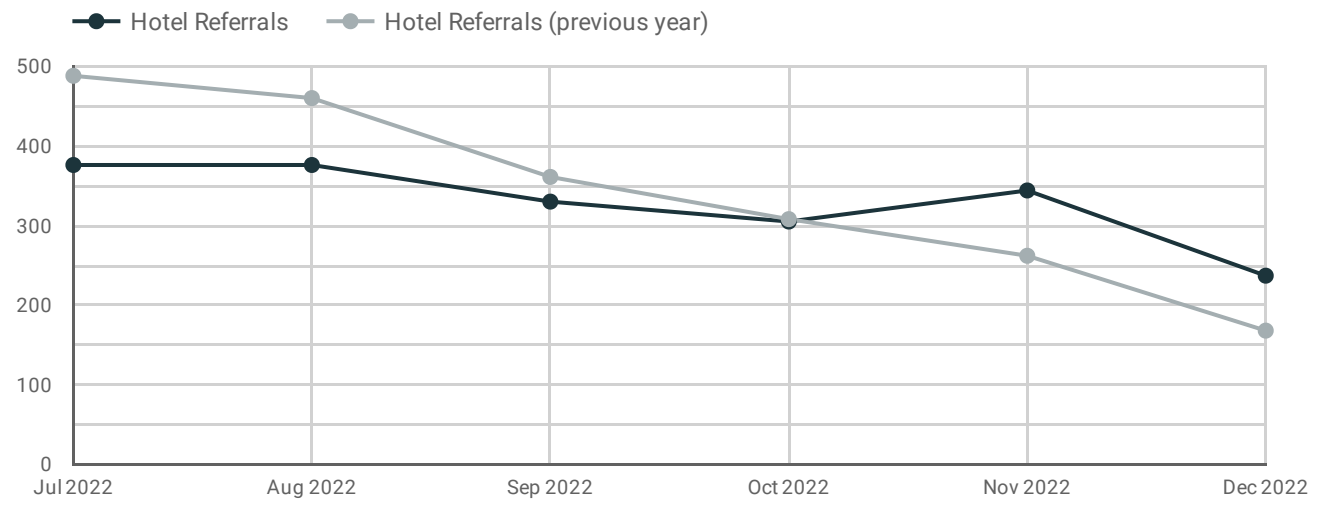
## Paid Search KPIs

Spend  
**\$37K**  
↑ 65%

Website Visits  
**24K**  
↑ 45%

Clicks  
**25K**  
↑ 31%

Hotel Referrals  
**2K**  
↓ -4%



**45%**

Website visits from paid search are up 45%, and click-through-rates have nearly doubled (+83%).

**35%**

With the new lodging detail page design, hotel referrals are back on track, up a whopping 35% y/y since November when the new pages launched.

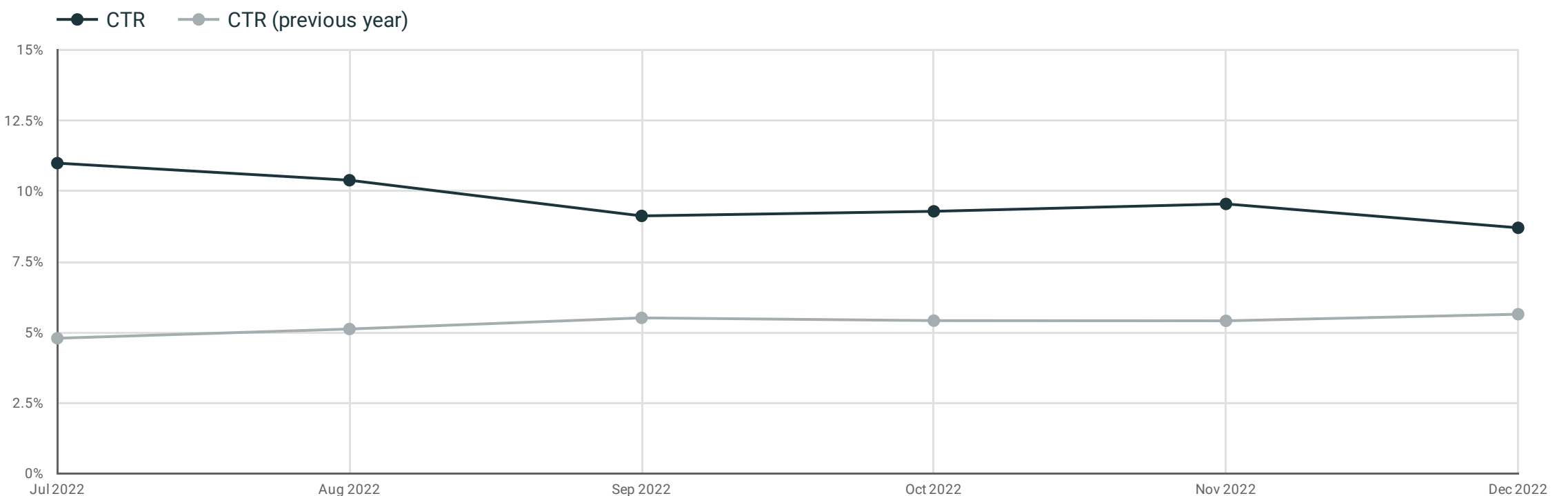
Impression (Top) %  
**91%**  
↑ 26%

CTR  
**10%**  
↑ 83%

CPC  
**\$1.49**  
↑ 26%

👍 *Despite increased competition, we've managed to keep our average cost-per-click flat at \$1.50 and have increased our top-of-page rate by 26%. 👍*

## CTR Over Time



## Keyword Rankings

KW's in Top 20

198

↑ 11%

KW's in Top 10

171

↑ 10%

KW's in Top 3

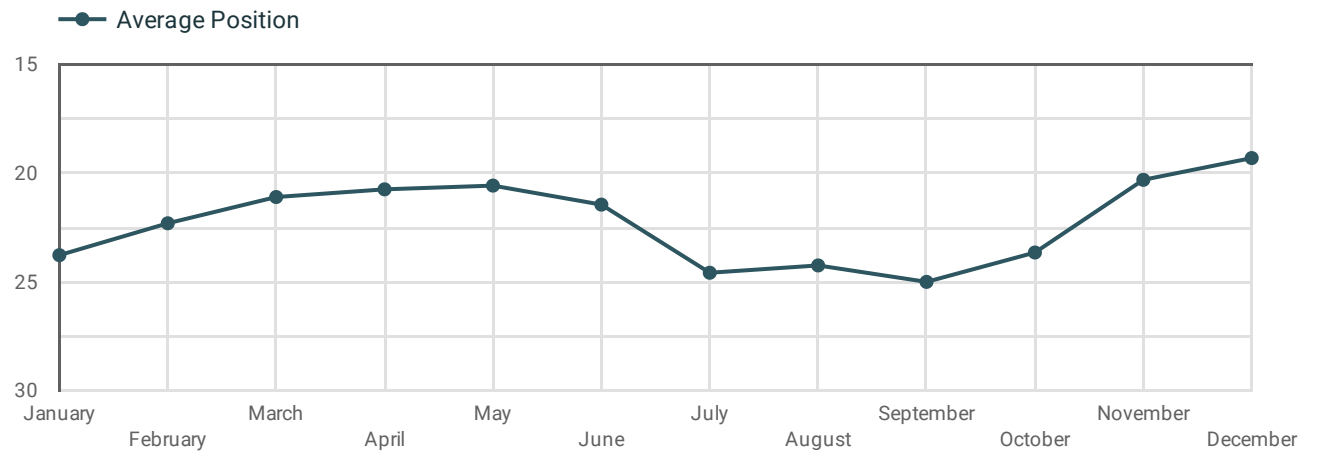
76

↑ 12%

#1 Rankings

43

↓ -9%



We have gained the **#1 position** for the keyword **wine tasting central california**, which was previously ranked #20.

The keyword **wine tasting weekend getaways** is now ranked **#2**, previously ranked #22.

Our average position has **improved from #24 to #19** for all tracked keywords.

Though we have lost a few #1 rankings for **santa maria wine trail** keywords, **we continue to improve rankings for higher volume foxen canyon wine trail** keywords.

### WINE KEYWORDS

KW's in Top 10

115

↑ 10%

KW's in Top 3

56

↑ 12%

### CENTRAL COAST & CALIFORNIA KEYWORDS

KW's in Top 10

18

↑ 100%

KW's in Top 3

7

↑ 600%

### ORGANIC SEARCH WEBSITE ENGAGEMENTS

Website Visits

49K

↑ 3%

Hotel Referrals

574

↓ -7%

Newsletter Signups

139

↓ -68%

## New Keywords in the Top 3

Keyword	Position	Previous position
wine pairing strawberries	1	4
free wine tasting santa barbara	1	4
santa maria wine trail map	1	6
presqu'ile winery	2	5
presquile winery	2	5
wine tasting weekend getaways california	2	22
foxen canyon wine trail tasting pass	3	4
cambria estate winery	3	4
california wine weekend getaway	3	11
presqu'ile wine	3	4
central california wine tasting	1	12
wine tasting central california	1	20
wine tasting california central coast	2	14
wine tasting weekend getaways california	2	22
california central coast wine tasting	2	23
california wine weekend getaway	3	11

## Website Visits & Engagement from Bi-Monthly Tourism Emails

Email Sessions

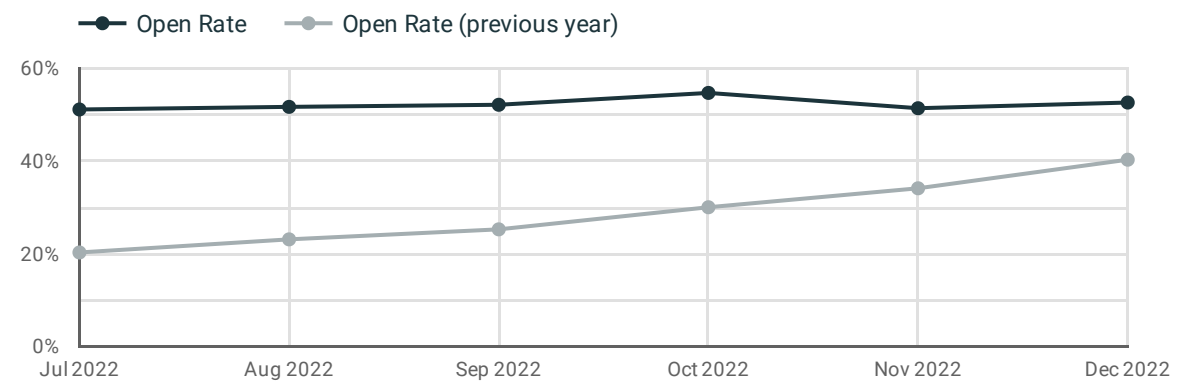
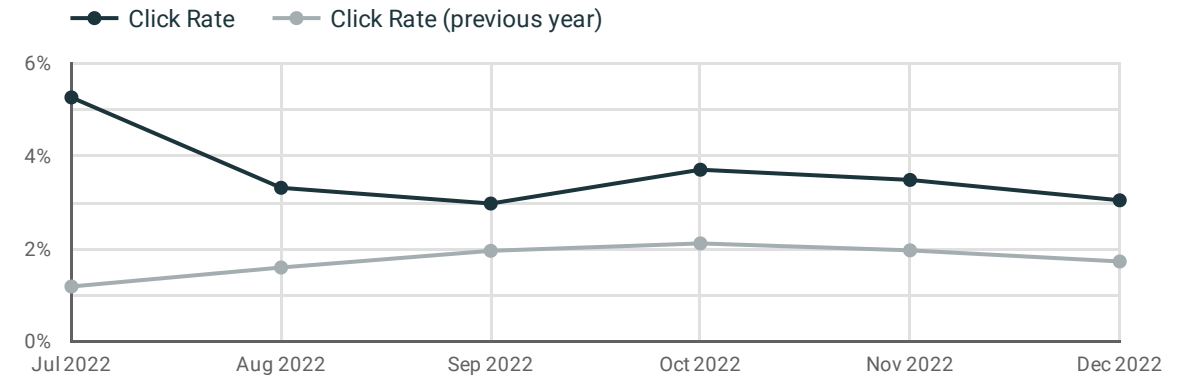
**3K**

↓ -27%

Our email open rate has nearly doubled year-over-year, steadily climbing ever since July 2022 and is consistently above 50%, which is huge compared to industry benchmarks.

Our average click-through-rate also exceeds industry benchmarks, consistently at 1.5 - 2%.

We are actively looking into the drop in sessions year-over-year and will then work to optimize our content accordingly.



Subscribers  
**10,732**  
↓ -10%

Unique Hotel Pageviews  
**338**  
↓ -28%

Hotel Referrals  
**109**  
↓ -46%

Avg. CTR  
**2%**  
↑ 4%

Avg. Open Rate  
**52%**  
↑ 81%

Total Clicks  
**4,025**  
↑ 48%



Public Relations KPIs

Pub Value  
**\$924K**

Stories Placed  
**12**

Key Placements

*"Bust Out the Binoculars for This Wildlife-Fueled California Adventure"*



*"The best places to eat between San Francisco and Los Angeles"*



*"This Small Town Along The Central California Coast Is A Hidden Gem For Wine Lovers"*



*"California Central Coast Road Trip Itinerary: Castles, Wine and More"*



*"Roundtrip Tour: Santa Maria Weekend Romp"*



Additional Features & Mentions

*"12 Reasons to Love California Chardonnay"*



*"19 Of the Best Sustainably Farmed Wines to Drink Now"*



*"These Road Trips Are Awesome Year-Round. But They're Exceptional in Fall"*



*"Miller Family Wine Company's Nicholas Miller Named 2022 Wine Executive of the Year by Wine Enthusiast"*



*"Highway 1 Road Trip: Six Itineraries Along California's Iconic Coast"*



*"Where We're Traveling"*



Media FAMs



**Molly O'Brien**

Molly O'Brien is a Los Angeles-based journalist who writes for a variety of travel and lifestyle publications, including Fodor's Travel, Travel + Leisure, Matador Network and Business Insider, among others.



**Laura Beausire**

Laura Beausire is a Colorado-based freelance writer. You can find her work in Condé Nast Traveler, Food & Wine, Travel + Leisure, Business Insider, Wine Enthusiast, Marriott Bonvoy Traveler, The Telegraph, Hemispheres, Sierra, Robb Report, Family Traveller, The Denver Post, TravelAge West, and other publications.



**Rina Nehdar**

Rina Nehdar is founder and editor of L.A. Family Travel. Her work can be seen in L.A. Family Travel, Travel + Leisure, Parents, Global Traveler Magazine LA Parent and more.



**Hannah Stephenson**

Hannah came to Santa Maria Valley through a partnership with Visit California. She is a journalist with the UK's Press Association.



**RoadRUNNER**

RoadRunner, an independently-owned and published touring and travel magazine, attended a FAM for a large feature story, which will be published in April/May. They enjoyed Santa Maria Valley so much that they returned for an additional story.