



Marketing Report

February 2023

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

Hotel Referrals	Organic Search Site Visits	Avg. Engagement Rate IG	Avg. Engagement Rate TT	Pub Value
4,626	92,035	3.15%	4.49%	\$1,075,149
↓ -0.2%	↑ 4.9%			

Website Overview

- Total sessions are up nearly 44% over last year.
- There were 575 hotel referrals (up 5%, despite a decrease in hotel pageviews) and 248 newsletter signups (up 129% due to the redesigned website flyout) in February.
- Paid traffic accounted for 55% of all traffic to the website; organic search accounted for 30%.

Social Media

- Instagram gained a whopping 347 new followers in February, which is the most we have EVER seen in a given month.
- Net follower growth across all accounts was up 42% in February.
- Though our Instagram Reels bring in the most impressions and engagements on Instagram, Story posts that are made up of multiple slides showcasing things to do in SMV bring in the most impressions and tap backs. Tap backs are a key indicator that our stories are providing the viewers with something they value and lead to follower retention.
- Top-performing posts: National California Day IG Reel, Dog-Friendly Beaches IG Story, Wine and Strawberry Pairing TikTok

Influencers

- We had one social media influencer visit in February - @hayleyscellar
- Hayley delivered 34 IG posts (31 Stories and 3 Reels)
- Hayley's content yielded 74.9K impressions, 615 engagements (562 likes and 53 comments) for an engagement rate of 1%

Public Relations

- We placed one feature story this month on behalf of Santa Maria Valley:
- Pride Journeys published an article titled "Embracing Wellness in Santa Maria Valley," with call-outs and backlinks for InSPArations Salon and Spa, Old Town Orcutt, Far Western Tavern, Steller's Cellars and Beer Yoga at Naughty Oak.

Paid Digital

- Paid sessions were up 79%, with newsletter registrations up 80% (primarily paid/boosted social - the Monarch Butterfly Reel was a top performer) and hotel referrals flat year over year.
- Paid search resulted in an 8% increase in hotel referrals this month, with a 9.96% conversion rate, up 3% from last month.
- Paid social conversion rates are back up, mostly due to newsletter signups (due to the success of the Monarch Butterfly Reel)
- Boosted social posts resulted in 20 hotel referrals and 18 newsletter signups in February, thanks to the Hotel Reel and Monarch Butterfly Reel, respectively.
- The boosted content as a whole generated more than 131K engagements and the most shared we have ever seen from boosted posts or paid social (again, the Monarch Butterfly Reel was responsible for more than 1,000 shares).

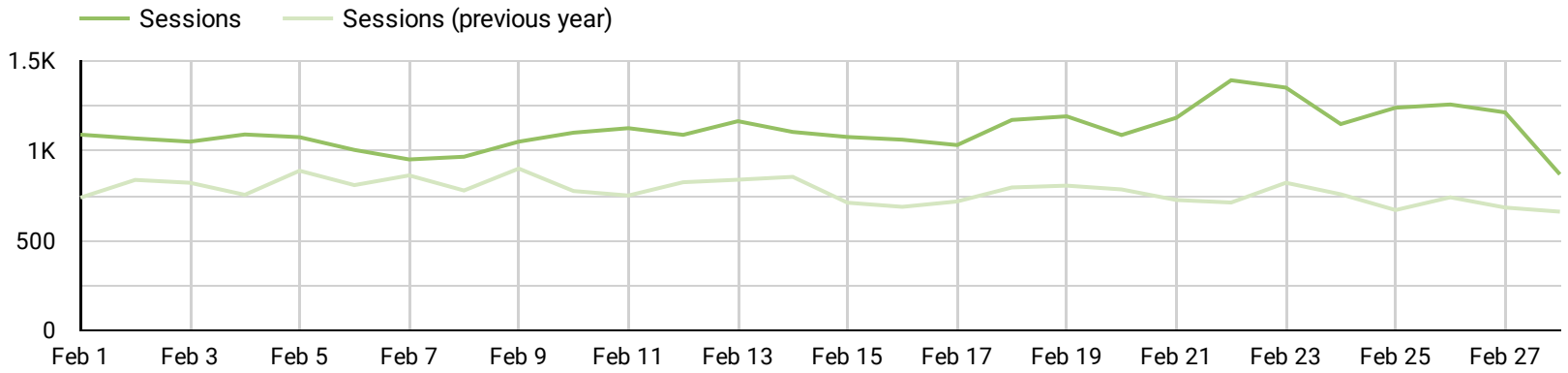
Organic Search

- Organic sessions are up 14% compared to last month
- Hotel referrals from organic traffic were up 37%
- Keyword wins this month:
- We're now #1 for *wine tasting california central coast* (up from #5)
- We're now #1 for *wine country santa maria ca* (up from #4)

Email

- For the first time in many months, email sessions to the website are up year-over-year—in February, by 36%.
- Our open rate for February climbed to 56.8%, and our click-through-rate was 2.1%.
- We had 248 new email subscribers in February - up significantly from the last several months now that we've implemented the design of the new website flyout CTA
- We did execute our quarterly re-engagement campaign this month, removing a couple hundred subscribers from our "active" list based on inactivity, hence the drop in subscribers compared to January.

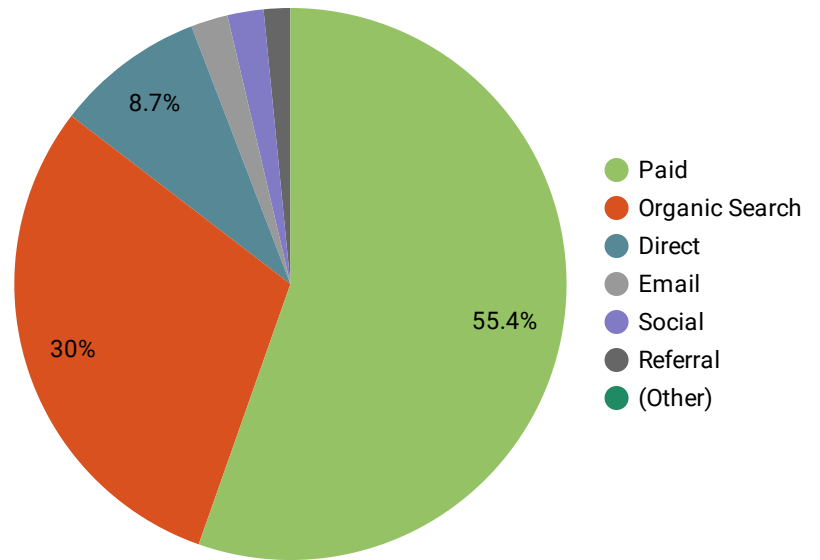
Daily Website Visits (Sessions)



Session Growth & Site Engagement

<p>Sessions</p> <p>31,220</p> <p>↑ 43.7%</p>	<p>Unique Hotel Pageviews</p> <p>1,665</p> <p>↓ -20.8%</p>
<p>Hotel Referrals</p> <p>575</p> <p>↑ 5.1%</p>	<p>Newsletter Signups</p> <p>248</p> <p>↑ 129.6%</p>
<p>Attraction Clicks</p> <p>1,340</p> <p>↑ 13.4%</p>	<p>Cookbook Downloads</p> <p>178</p> <p>↑ 49.6%</p>

Channel Distribution



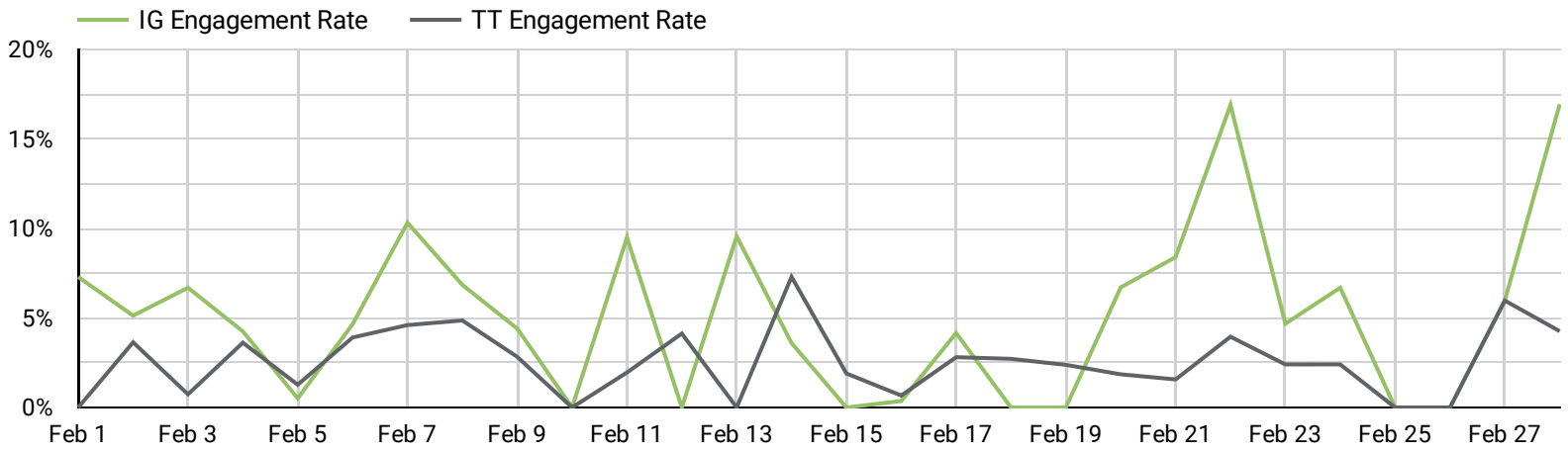
Top 10 Referrers

Source	Sessions
newsbreakapp.com	137
keyt.com	44
santamaria.com	41
thrillist.com	38
visitcalifornia.com	36
santamariatimes.com	21
westcoastkustoms.com	16
prnewswire.com	9
business.santamaria.com	8
www-ksby-com.cdn.ampproject.org	6

Top-Viewed Blogs

Page Title	Pageviews
6 Delicious Strawberry and Wine Pairings Visit Santa Maria Valley	2,129
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	1,461
Thrillist: 5 Reasons to Drive to The Santa Maria Valley, California Santa Maria Valley	425
Santa Maria BBQ: A Brief History Santa Maria Valley	411
Traditional Santa Maria Style Barbecue Santa Maria Valley	311
Santa Maria Attractions What to Do in Santa Maria, CA	279
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	265
Blog Santa Maria Valley	224
Fodor's Travel: 12 Spots in North America to Experience Pantone's 2023 Color of the Year Santa Maria Valley	172
Santa Maria Style Barbecue Recipes Santa Maria Valley, CA	164

Social Media Engagement Rate By Platform



Instagram

Top Post

Woohoo! It's National California Day! 🥰
 What's your favorite thing about Santa Maria Valley? Tell us in the comments!



Total Engagements	351
Likes	290
Comments	5
Shares	31
Saves	25

IG Posts

56

IG Engagement Rate

2.56%

IG Followers

6,523

Follower Growth

347

Reels

Impressions

17,083

Reels Comments

42

Reels Likes

896

Reels Saves

93

Reels Shares

101

Stories

Story Replies

5

Story Link Clicks

0

Story Impressions

10,425

Tik Tok

TikTok Followers	Follower Growth
348	53
Number of Posts	Engagement Rate
9	3.04%
Video views	
7,384	

Top Tik Tok

We're known for strawberries and wine (among other things 🍷☀️🍷😊). Check out these pairings to make the most of...



Total Engagements	34
<hr/>	
Likes	34
<hr/>	
Comments	0
<hr/>	
Shares	0

Facebook

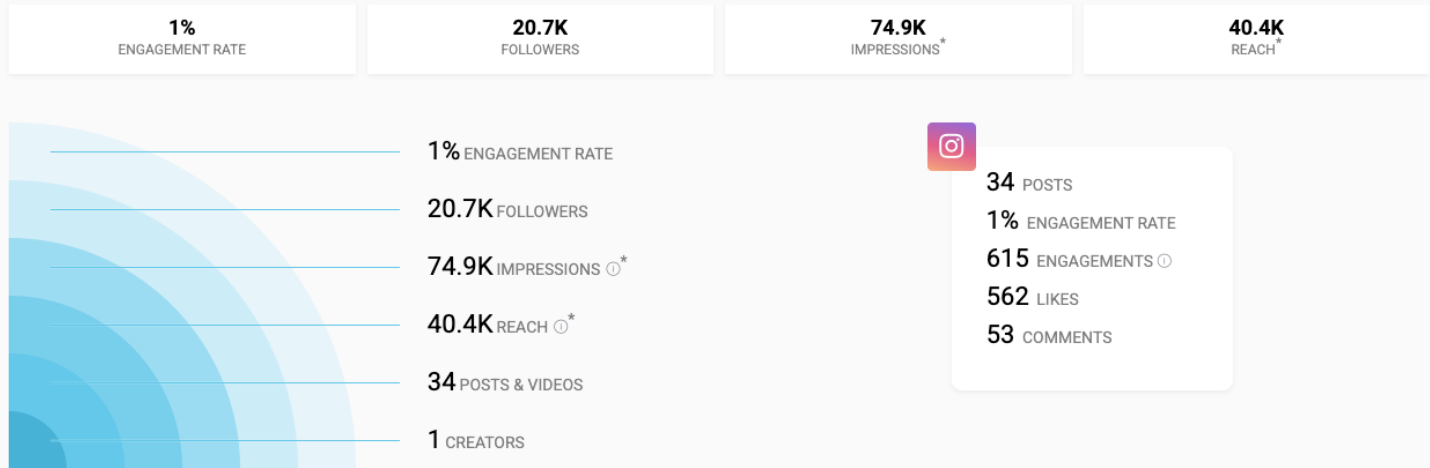
Facebook Followers	Follower Growth
8,333	66
Engagements	Post Link Clicks
429	81

Twitter

Twitter Followers	Follower Growth
1,683	5
Engagements	
106	

Influencer Reporting Provided by Glocally

Campaign Performance Summary



Monthly Summary

	FEB 2023	TOTALS
ENGAGEMENT RATE	1%	1%
FOLLOWERS	20,706	20,706
IMPRESSIONS	74,906	74,906
REACH	40,413	40,413

Highest Performing Content

1. Wine glass with vineyard background. 263 likes, 21 comments.

2. Hayley Scellar holding a wine glass. 166 likes, 22 comments.

3. Two bottles of Presqu'île wine. 133 likes, 10 comments.

4. Food plate with text: "Absolutely incredible meal!". 263 likes, 21 comments.

5. Two people in a field with text: "We had the best time frolicking in the wind". 263 likes, 21 comments.

Public Relations KPIs (Last Month)

Pub Value	Stories Placed	PR Reach
\$20,189	1	11,118
UVPM		Media FAMs
73,324,186		0

Public Relations KPIs (YTD)

Pub Value	Stories Placed	PR Reach
\$1,054,960	16	8,408,848
UVPM		Media FAMs
829,244,388		5

Key Placements



Lifestyle News Destinations Feature

Joey Amato - 5 days ago - 1 min read

Embracing Wellness in Santa Maria Valley



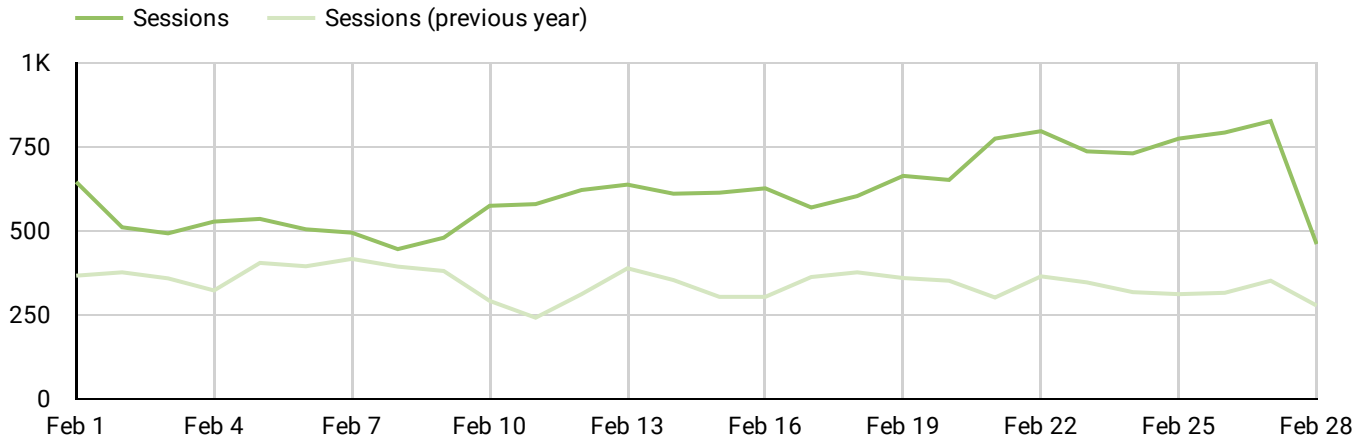
A Santa Maria Valley vacation experience is about being comfortable, having fun and being yourself. This is the place where you're welcomed like an old-time friend and fed like family. So, where better to kick back and relax, while enjoying some of the region's best health and wellness activities paired with nationally-recognized and award-winning food and wine.

This Month's Top Stories

Media Outlet ▾	Headline	Brand pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Zarabaza	"The Wine Enthusiast 100"	Wine	Mention	\$0		5,000
Vinography	Vinography Unboxed: Week of 2/5/22	Wine	Mention	\$0.97	4,218	0
Pride Journeys	Embracing Wellness in Santa Maria Valley	Travel	Feature	\$0.04	152	0
Post Online, The	Anthony Gismondi: B.C. wine for the week of Feb. 1, a bottle to cellar and calendar items	Wine	Mention	\$0.41	1,769	0
Montecito Journal	Party for Pinot: 23rd World of Pinot Noir Event Makes Triumphant Santa Barbara Return	Wine	Mention	\$0		0
Mercury News Online, The	We asked 9 Bay Area wine experts for their favorite bargain wine. Here are their picks.	Wine	Mention	\$2,768.77	3,439,463	0
MSN Travel	What's the Difference Between Cool Climate and Warm Climate Wine?	Wine	Mention	\$15,444.86	67,151,557	0
Log, The	Enjoy Your Valentine's Day Dinner by the Water	Wine	Mention	\$2.6	11,314	0
High River Times	B.C. wine for the week of Feb. 1, a bottle to cellar and calendar items	Wine	Mention	\$0.13	567	0
Eve's Wine 101	HITCHING POST 2 HOSTS JIM CLENDENEN TRIBUTE DINNER FOR 110 BENEFITING SANTA BARBARA CHARITIES	Wine	Mention	\$0.04	174	0
East Bay Times Online	We asked 9 Bay Area wine experts for their favorite bargain wine. Here are their picks.	Wine	Mention	\$304.41	378,145	0
Coast News Online, The	Foxen Vineyards returns to Vittorio's	Wine	Mention	\$4.27	18,545	0

Website Visits from Paid Digital Media

Paid Sessions
17,293
 ↑ 79.1%



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews
1,177
 ↓ -21.8%

Hotel Referrals
387
 0.0%

Newsletter Signups
90
 ↑ 80.0%

Cookbook Downloads
78
 ↑ 358.8%

Channel Cost Metrics

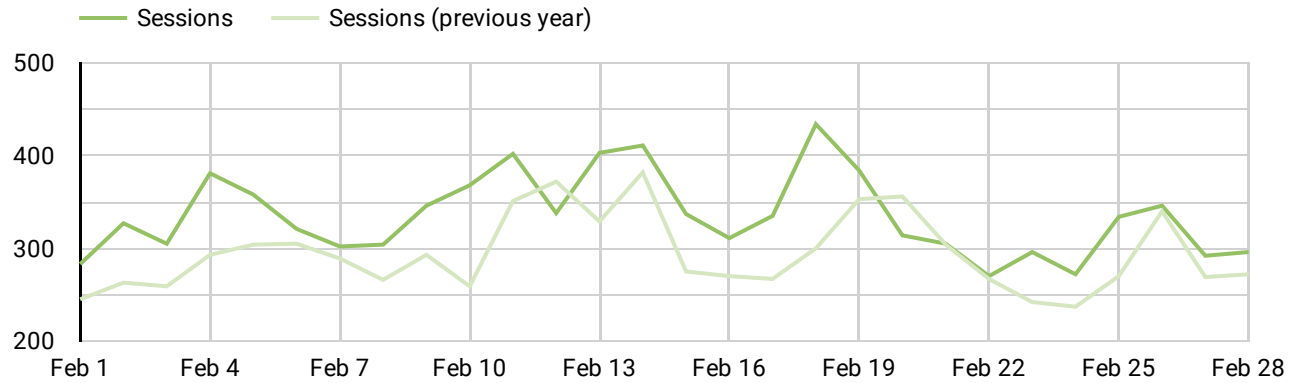
Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	481,297	7,344	1.53%	\$0.54	0.84%	\$3,983.98
Organic Social+Influencer Promotion	497,064	6,782	1.36%	\$0.44	0.56%	\$2,973.79
Paid Search	28,941	3,335	11.52%	\$1.97	9.96%	\$6,568.29
Remarketing	223,253	2,007	0.9%	\$0.53	2.19%	\$1,070.58

Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	5,121	761	14.86%	\$0.67	12.4%
Hotels Search - LA	6,531	623	9.54%	\$2.11	10.33%
Wine Search - F	3,450	299	8.67%	\$3.28	47.88%
Vacation/Getaway Search - B	1,476	224	15.18%	\$1.5	53.4%
Hotels Search - F	2,511	218	8.68%	\$3.78	22.33%
Wine Search - B	1,814	177	9.76%	\$5.59	69.61%
Hotels Search - B	1,946	156	8.02%	\$5.26	32.02%

Website Visits from Organic Search

Organic Sessions
9,375
 ↑ 13.9%



Organic Search Visitor Site Engagement

Unique Hotel Pageviews
281
 ↓ -14.1%

Hotel Referrals
103
 ↑ 37.3%

Organic Search Content

Landed on Events
1,639
 ↑ 34.8%

Did Not Land on Events
7,736
 ↑ 10.3%

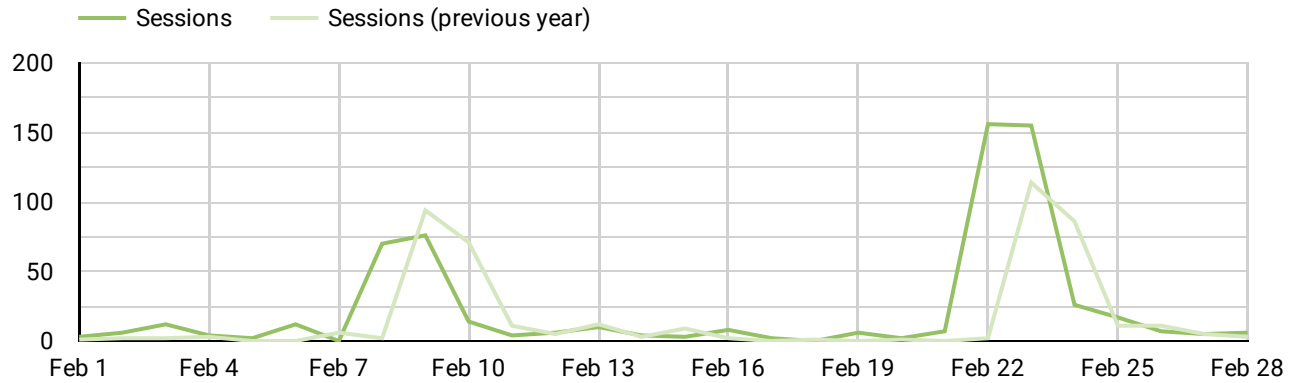
Landed on Wine Content
1,642
 ↑ 3.6%

New Keywords in Top 20

Keyword	Ranking ▲	Position change
la purisima mission	7	25
santa ynez wine country	14	11
zaca mesa	14	9
santa barbara wineries map	15	10
santa ynez valley wine tours	16	15
wine tasting tours santa ynez valley	18	21
santa ynez wine tours	18	14
santa ynez wine tasting tours	19	8
best santa ynez wine tours	19	11
santa maria limo wine tours	20	1

Website Visits & Engagement from Email

Email Sessions
623
 ↑ 36.3%



Unique Hotel Pageviews
52
 ↓ -45.8%

Hotel Referrals
24
 ↓ -20.0%

Pages / Session
2.39
 ↑ 15.9%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers
9,822

Deliveries
20,262

Open Rate
56.79%

Clicks
427

CTR
2.10%

FY Goal: Avg. 300 clicks/email

New Subscribers
248

Avg. CTR YTD
1.97%

Avg. Open Rate YTD
55.45%

Avg. Clicks YTD
397

FY Goal: Avg. 200/mo.

FY Goal: Avg. 1.25%+

FY Goal: Avg. 24%



Viva Magenta! Fodor's Travel features Santa Maria Valley

Pantone's 2023 color of the year is Viva Magenta, an exuberant, joyous crimson. This article from Fodor's Travel features Santa Maria Valley as one of the top 12 places to spot this beautiful hue in North America.

[GET THE INSIDE SCOOP](#)



Five Free or Affordable Things to do in Santa Maria Valley

Don't let inflation get you down. You can get the same Central Coast experience you'd get in places like Paso Robles, Pismo and even Napa for half the price in Santa Maria Valley - without skimping on quality.

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