



Marketing Report

January 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
4,051	82,660	3.44%	4.68%	\$1,054,960
↓ -0.9%	↑ 4.0%			

Website Overview

- Total sessions are up 31% over last year.
- There were 510 hotel referrals and 133 newsletter signups in January - both up slightly over the last period.
- Paid traffic accounted for 48% of all traffic to the website; organic search accounted for 27%.

Social Media

- Followers continue to grow across all accounts. Net follower growth on Instagram was up 134% (192 followers), which is the most we've seen in a single month since May of 2022.
- Throughout the past three months, the posts about the monarch butterflies performed extremely well. January was no exception, with our [Butterfly Reel](#) in the top three of the best performers in terms of engagement.
- Though our Instagram Reels bring in the most engagements on that platform, [carousel posts that highlight local cafes and restaurants](#) perform better than our other static posts.
- The best performer on TikTok in January was in response to a trending video saw we saw emerging. We will continue to take advantage of appropriate trends to boost impressions and engagements.

Public Relations

- Four stories were placed this month on behalf of Santa Maria Valley:
 - Fodor's Travel featured Santa Maria Valley in its Pantone Color of the Year piece, "12 Spots in North America to Experience Pantone's 2023 Color of the Year," which was a direct result of a pitch to freelance travel writer, Molly O'Brien, who visited for a FAM in December.
 - Molly also published a large feature story in Thrillist, "5 Reasons to Drive to The Santa Maria Valley, California."
 - Daily Traveling News featured our press release, "The first people of California's Central & Southern Coasts" in both English and Spanish
 - Multiple local news outlets featured the "Dine Out Santa Maria Style and Craft Cocktail Contest" event as a result of a press release we sent out.
- Visit California included Santa Maria Valley in their roundup, "Discover the Best and Most Unique Times to Visit California."

Paid Digital

- Paid sessions were up 56%, with newsletter registrations up 13% (primarily paid/boosted social) and hotel referrals up 26% (primarily paid search) year over year.
- Paid social campaign engagements (89,181 total) have tripled compared to last month, with 81 shares, 731 reactions and 42 comments.
- Boosted social posts resulted in 20 hotel referrals and two newsletter signups in January, as well as 430 shares and about 200,000 impressions.
- We've been making some optimizations to our paid search campaigns that we continue to monitor – overall, conversion rates are relatively flat and now on the rise even with a bit of a drop in sessions.

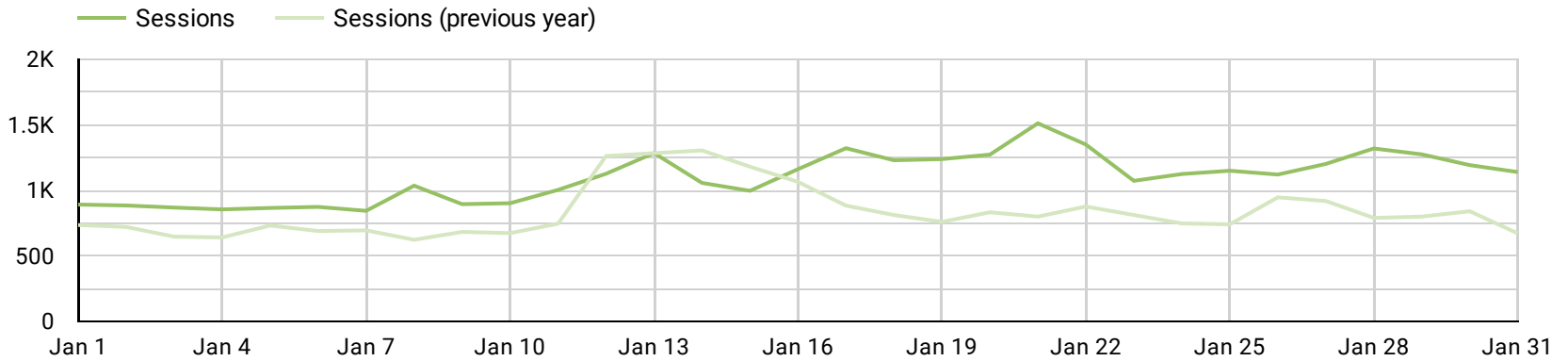
Organic Search

- Organic sessions are up 19% compared to last month, although we did see a decrease in hotel referrals from organic due to a decrease in overall search volume for hotel-related keywords. That being said, our conversions are flat over last month.
- Keyword wins this month:
 - We're now #1 for *santa barbara wine regions* (up from #4) with a featured snippet
 - We're now #14 for *santa ynez wine region* (up from #21)

Email

- Email sessions are down about 12% year-over-year, so we're starting to see this level out a bit relative to recent prior months. We're also seeing our average clicks per email and CTR come back up, which would verify what we're seeing in sessions.
- Our open rate for January jumped to 55.6%, and our click-through-rate was 2.15%.
- We had 133 new email subscribers in January.
- In February, we are reverting back to the consistent send time of Wednesdays at 7p every other week as we work to test the reason for the fluctuation in our CTR/sessions to the website from email.
- We'll also be deploying the email flyout redesign in February.

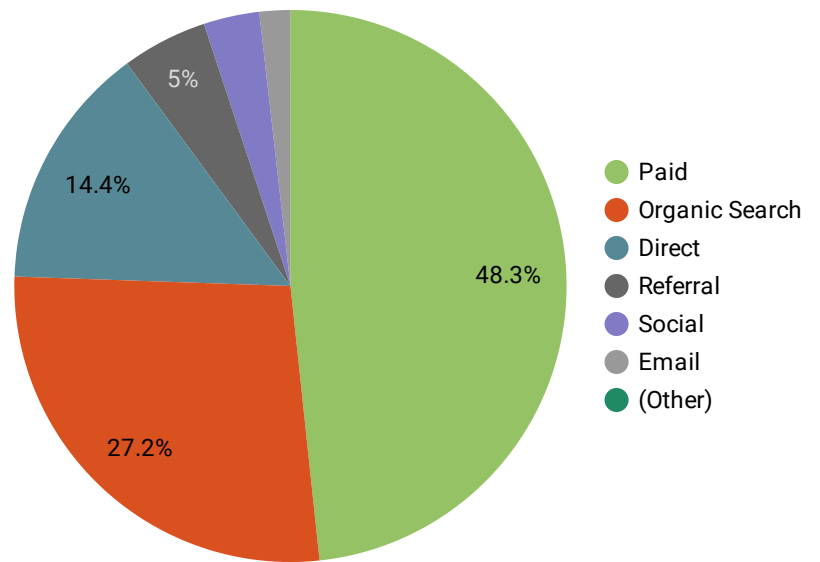
Daily Website Visits (Sessions)



Session Growth & Site Engagement

Sessions 34,075 ↑ 31.5%	Unique Hotel Pageviews 1,697 ↓ -1.2%
Hotel Referrals 510 ↑ 5.8%	Newsletter Signups 133 ↑ 3.9%
Attraction Clicks 1,550 ↑ 4.7%	Cookbook Downloads 131 ↓ -3.0%

Channel Distribution



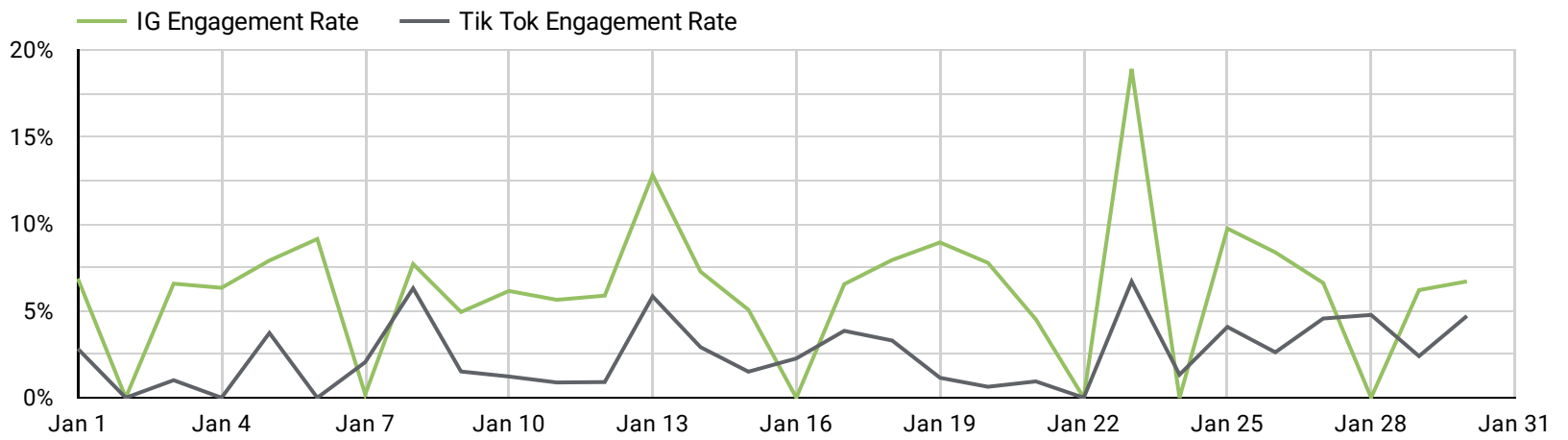
Top 10 Referrers

Source	Sessions
santamariatimes.com	583
keyt.com	215
ksby.com	197
newsbreakapp.com	140
patch.com	83
thrillist.com	78
santamaria.com	68
visitcalifornia.com	52
news.google.com	46
www-ksby-com.cdn.ampproject.org	31

Top-Viewed Blogs

Page Title	Pageviews
Thrillist: 5 Reasons to Drive to The Santa Maria Valley, California Santa Maria Valley	1,463
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	1,409
Santa Maria BBQ: A Brief History Santa Maria Valley	426
6 Delicious Strawberry and Wine Pairings Visit Santa Maria Valley	371
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	360
Blog Santa Maria Valley	345
Santa Maria Attractions What to Do in Santa Maria, CA	292
Traditional Santa Maria Style Barbecue Santa Maria Valley	278
2023 Dine Out Santa Maria Style & Craft Cocktail Contest Santa Maria Valley	263
The Santa Maria Style BBQ Menu Santa Maria Valley	162

Social Media Engagement Rate By Platform



Instagram

Top Post

Restaurant Month begins on the 13th. Are you ready? 🍴 All-month long, some of our favorite restaurants will be serving up...



Total Engagements	402
Likes	308
Comments	7
Shares	63
Saves	24

IG Posts

56

IG Engagement Rate

3.29%

IG Followers

6,176

Follower Growth

192

Reels

Impressions

30,690

Reels Comments

63

Reels Likes

1,883

Reels Saves

221

Reels Shares

297

Stories

Story Replies

6

Story Link Clicks

0

Story Impressions

8,501

Tik Tok

TikTok Followers

295

Follower Growth

46

Number of Posts

12

Engagement Rate

2.57%

Video views

11,382

Top Tik Tok



Facebook

Facebook Followers

8,268

Follower Growth

78

Engagements

385

Post Link Clicks

132

Twitter

Twitter Followers

1,678

Follower Growth

15

Engagements

175

Public Relations KPIs (Last Month)

Pub Value	Stories Placed	PR Reach
\$131,435	4	252,053
UVPM	Media FAMs	
146,777,545	0	

Public Relations KPIs (YTD)

Pub Value	Stories Placed	PR Reach
\$1,054,960	16	8,397,730
UVPM	Media FAMs	
829,244,388	5	

Key Placements

thrillist
LOS ANGELES • LIFESTYLE • CITY GUIDES

5 Reasons to Drive to The Santa Maria Valley, California

Head to California's Central Coast for wine tasting, hiking, iconic barbecue, and warm hospitality

By Molly O'Brien
Published on 1/12/2023 at 6:02 PM

Wine Vineyard | Courtesy of Santa Maria Valley

12 Spots in North America to Experience Pantone's 2023 Color of the Year

Molly O'Brien | January 6, 2023

START

6 OF 12

Magenta Wine in California's Santa Maria Valley

In California, wines come in 50 shades of red, including magenta, such as in the [Santa Maria Valley](#), where Pinot Noir and Syrah both offer magenta hues. [This wine region](#) unfolds along the northern perimeter of Santa Barbara County, on California's Central Coast, and is an underrated region for "blue jean wine tasting" (a less pretentious wine-tasting experience than those found in Napa Valley). Pinot Noir is a flavorful, light-bodied red grape that produces spicy, acidic, and versatile wines. Syrah, sometimes known as Shiraz, is also responsible for some of the darkest magenta hues and most full-bodied red wines. This wine is known to have berry undertones but can also offer notes of mint, pepper, and rosemary.

TOP STORY

Discover the Best and Most Unique Times to Visit California

Discover the best and most unique times to visit California, from winter to summer.

No matter where you go in the Golden State, there will always be something exciting to do, magical to see and delicious to eat. Here is a helpful roundup of California destinations by season with attractions, offerings and experiences perfect for every time of the year.

Beer Season in California

One of the best times to experience beer in California is February. Visit [Santa Rosa](#) for the sixth annual [FeBREWary](#), a celebration of its brewing heritage, local breweries and more. On February 25, [Beer City Santa Rosa 2023](#) includes a Beer City Half, a half marathon, 10k or 5k run along Santa Rosa Creek. From March 24-April 6, try Pliny the Younger, a limited release Triple IPA that's only available once a year. In the Bay Area, [SF Beer week](#) is annual celebration of brewing taking place February 10-19, where hundreds of local craft breweries, restaurants, beer specialty bars and other community gathering places showcase the many facets of traditional, experimental and contemporary brewing

Wine Tasting in Santa Maria Valley Wine Country

Take a winter vacation to [Santa Maria Valley](#) to catch local winemakers in their off season. The harvest is complete and new wines are aging, allowing winemakers more time in their tasting rooms to chat with guests. Book tastings in advance at one of more than 30 tasting rooms in and around the wine country.

'Dine Out Santa Maria Style' culinary celebration kicks off January 13

Santa Maria Times Staff Report Jan 12, 2023 Updated Jan 18, 2023

Start 2023 with a toothsome tour of Santa Maria Valley restaurants by participating in the [Dine Out Santa Maria Style & Craft Cocktail Contest](#) starting on Friday, Jan. 13.

The month-long celebration runs through Feb. 12, and features special menu items at more than 15 local restaurants and bars. This year is the third year that the promotion will include a craft cocktail contest, featuring special handmade and unique cocktails at various establishments.

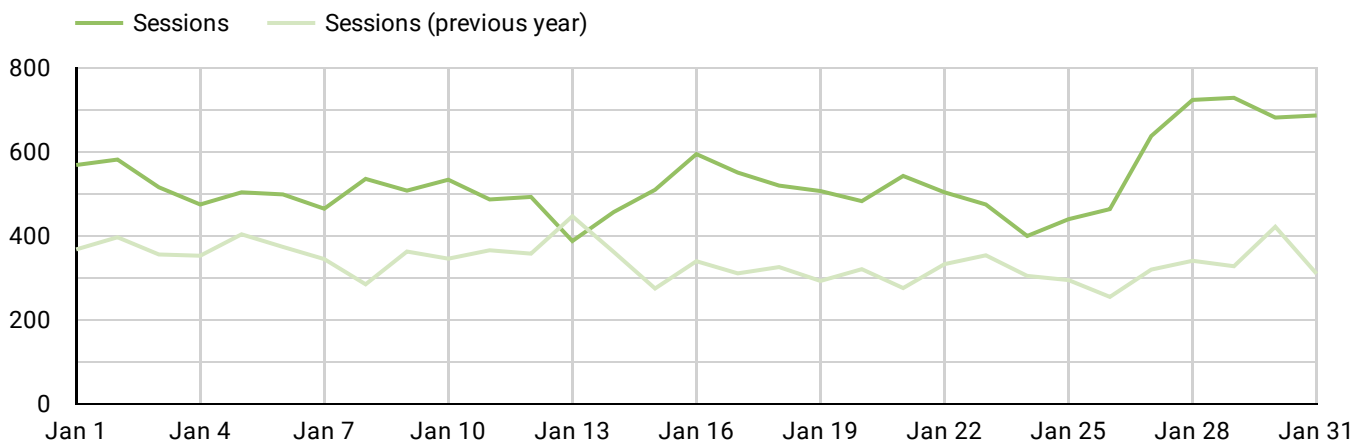
Meals included in the promotion are crafted to celebrate the unique culinary culture of the valley and are priced at \$20.23, or less.

This Month's Top Stories

Media Outlet	Headline	Brand pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Visit California News & Events	Discover the Best and Most Unique Times to Visit California	Wine	Mention	\$0.02	70	0
Thrillist	5 Reasons to Drive to The Santa Maria Valley, California	Travel	Feature	\$829.63	3,607,069	0
Santa Ynez Valley News	Get a look at some of the mouth-watering deals being offered during Santa Maria Valley Restaurant Month	Travel	Feature	\$546.99		0
Santa Maria Times Online	Get a look at some of the mouth-watering deals being offered during Santa Maria Valley Restaurant Month	Travel	Feature	\$18.04	39,207	0
Montecito Journal	History in a Bottle "Ranchos de Ontiveros" is Nine Generations in the Making	Wine	Mention	\$0		0
MSN Lifestyle	The 10 Best Wines At Trader Joe's Under \$10	Wine	Mention	\$15,444.86	67,151,557	0
Lompoc Record Online, The	Get a look at some of the mouth-watering deals being offered during Santa Maria Valley Restaurant Month	Travel	Feature	\$8.39	18,233	0
Lompoc Record	Get a look at some of the mouth-watering deals being offered during Santa Maria Valley Restaurant Month	Travel	Feature	\$580.8		1,947
KEYT-TV Online	Santa Maria Valley restaurant month cooking up big savings for customers	Travel	Feature	\$14.21	61,764	0
KCLU	Museum landing on Central Coast: Santa Maria Airport to host aviation museum, with historic aircraft	Travel	Feature	\$1.23	5,327	0
Fodor's Travel	12 Spots in North America to Experience Pantone's 2023 Color of the Year	Travel	Mention	\$397.85	494,227	0
Arkansas Democrat-Gazette Online	California winery with Arkansas roots	Wine	Feature	\$245.35	304,780	0

Website Visits from Paid Digital Media

Paid Sessions
16,465
 ↑ 56.4%



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews
1,267
 ↑ 12.1%

Hotel Referrals
394
 ↑ 26.3%

Newsletter Signups
61
 ↑ 13.0%

Cookbook Downloads
48
 ↑ 92.0%

Channel Cost Metrics

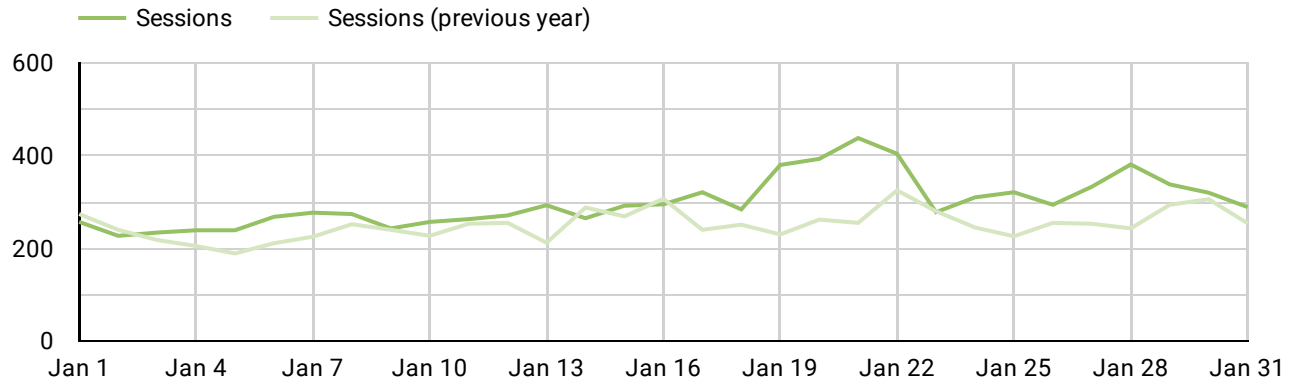
Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	1,284,792	10,381	0.81%	\$0.44	0.46%	\$4,569.22
Paid Search	36,796	4,236	11.51%	\$1.8	7.58%	\$7,635.43
Organic Social+Influencer Promotion	441,969	3,310	0.75%	\$0.53	0.66%	\$1,765.89
Remarketing	369,256	2,465	0.67%	\$0.48	2.23%	\$1,191.56

Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	12,078	1,558	12.9%	\$0.5	9.99%
Hotels Search - LA	7,366	674	9.15%	\$2.28	11.39%
Vacation/Getaway Search - B	2,708	426	15.73%	\$1.24	34.72%
Wine Search - F	3,618	297	8.21%	\$3.9	58.87%
Wine Search - B	1,923	207	10.76%	\$5.54	70.11%
Hotels Search - F	2,707	202	7.46%	\$4.65	26.26%
Hotels Search - B	2,120	129	6.08%	\$7.28	37.72%

Website Visits from Organic Search

Organic Sessions
9,278
 ↑ 19.2%



Organic Search Visitor Site Engagement

Unique Hotel Pageviews
247
 ↓ -20.8%

Hotel Referrals
57
 ↓ -12.3%

Organic Search Content

Landed on Events
1,164
 ↑ 18.5%

Did Not Land on Events
8,114
 ↑ 19.3%

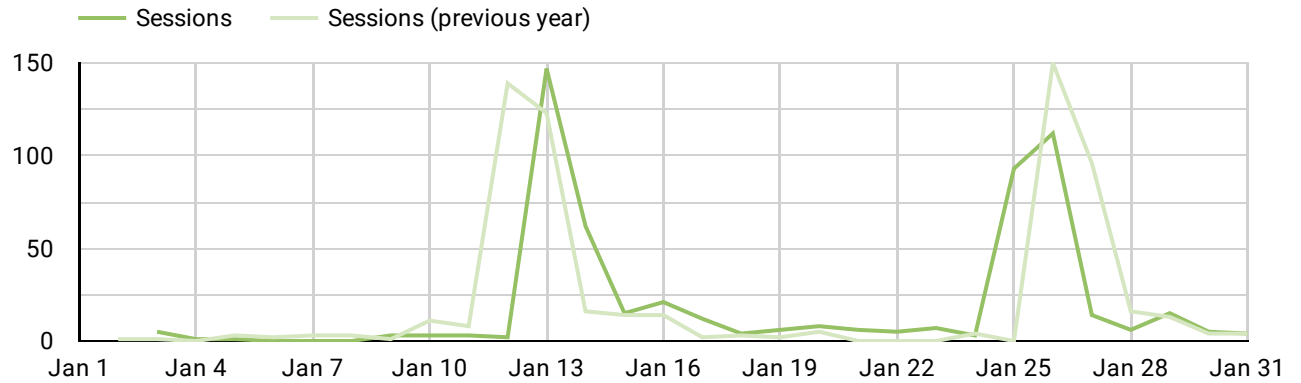
Landed on Wine Content
1,246
 ↑ 25.5%

New Keywords in Top 20

Keyword	Ranking ▲	Position change
la purisima mission	7	25
santa ynez wine region	14	7
santa ynez wine country	14	8
zaca mesa	14	9
santa barbara wineries map	15	9
santa ynez valley wine tours	16	14
wine tasting tours santa ynez valley	18	21
santa ynez wine tours	18	14
santa ynez wine tasting tours	19	15
best santa ynez wine tours	19	12

Website Visits & Engagement from Email

Email Sessions
563
 ↓ -11.8%



Unique Hotel Pageviews
31
 ↓ -67.0%

Hotel Referrals
15
 ↓ -62.5%

Pages / Session
2.26
 ↑ 2.0%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers
10,164

Deliveries
20,259

Open Rate
55.60%

Clicks
436

CTR
2.15%

FY Goal: Avg. 300 clicks/email

New Subscribers
133

FY Goal: Avg. 200/mo.

Avg. CTR YTD
1.84%

FY Goal: Avg. 1.25%+

Avg. Open Rate YTD
52.51%

FY Goal: Avg. 24%

Avg. Clicks YTD
393



Restaurant Month is Back!

Join us for **2023 Dine Out Santa Maria Style** – a month-long celebration of Santa Maria Valley culinary culture, taking place



The 2023 Visitor Guide is Here!

Jam-packed with places to go, things to do, and where to fill your plate (and glass), our newly updated Visitor Guide is your #1 travel