



Marketing Report

April 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
5,974 ↑ 5.1%	112,016 ↑ 1.4%	3.00%	4.37%	\$1,192,650

Website Overview

- Total sessions are up 21% over last year.
- There were 759 hotel referrals (up 36%) and 170 newsletter signups (up 16%) in April.
- Paid traffic accounted for 49% of all traffic to the website; organic search accounted for 33%.

Social Media

- Instagram had yet another impressive month of followers with 366 new followers in April!
- Total engagements were up by 60%.
- Top-performing Reels: April Giveaway, Andrew Murray Feature, Bell's Los Alamos Feature
- Just as hidden gems perform well, so too do the single-establishment features. Andrew Murray brought in 219 engagements (26 shares, 21 saves), and Bell's brought in 161 engagements (17 shares, 17 saves). Shares and saves in the double digits are great accomplishments. They mean our people like our content enough to share it on their own social accounts and save it so they don't forget about it.
- Amplification rate for April: 2.2%

Influencers

- We had one social media influencer visit in April - Diamond (@california_diary_). Plus, Lizette (@dtlawwanderer) posted some of her March assets in April. Diamond posted her IG stories live but has yet to post her Reels, so those will be reflected in next month's report.
- April influencer content generated a 0.92% engagement rate, more than 62K impressions and a reach of approximately 32K.
- To date, Santa Maria Valley content posted by influencers has generated nearly 250K impressions and an engagement rate of 1.09%.
- Ultimately, influencer content benefits overall engagements and followers, resulting in growth of both metrics by way of content created by others.

Public Relations

- RoadRUNNER's feature story of Santa Maria Valley hit news stands this month with its multi-page "Shamrock Tour," which included different day trips motorcyclists can take in and around Santa Maria Valley with stops along the way. The story will be published online June 4.
- A press release about the Santa Maria Valley Strawberry Festival was sent to news outlets across the state resulting in 28 pickups primarily by local news outlets, including the Santa Maria Times, Santa Ynez Valley News and Lompoc Record.
- We hosted one media FAM, Judy Karina, who was on assignment for Travel Awaits, a national media featuring premier destination for travelers age 50+.
- In partnership with Visit California, Jochen Schliemann, one of the hosts of Reisen Reisen – Der Podcast – the largest travel podcast in the German-speaking world, published his first podcast this month with terrific things to say about the beauty of Santa Maria Valley, Cambria Winery and the Rancho Guadalupe Dunes Preserve.
- Additional key national media placements this month included a mention in Thrillist with a direct link back to the January feature story about Santa Maria Valley, a barbecue highlight in Diablo and a mention in AFAR as one of California's top wine regions.

Paid Digital

- Paid sessions were up almost 90%, with hotel referrals up 56%. While hotel referrals are up across all paid digital media channels, paid search saw the most significant increase due to recent campaign optimizations.
- There was also a 16% increase in newsletter subscribers sitewide, with the majority of that increase coming from the recent updates made to the Facebook remarketing campaign.
- Our boosted posts generated 96,410 on-platform engagements, with 66 shares and almost 500 reactions. The Spring Break Itinerary reel performed exceptionally well, with over 20k engagements and 46 shares.

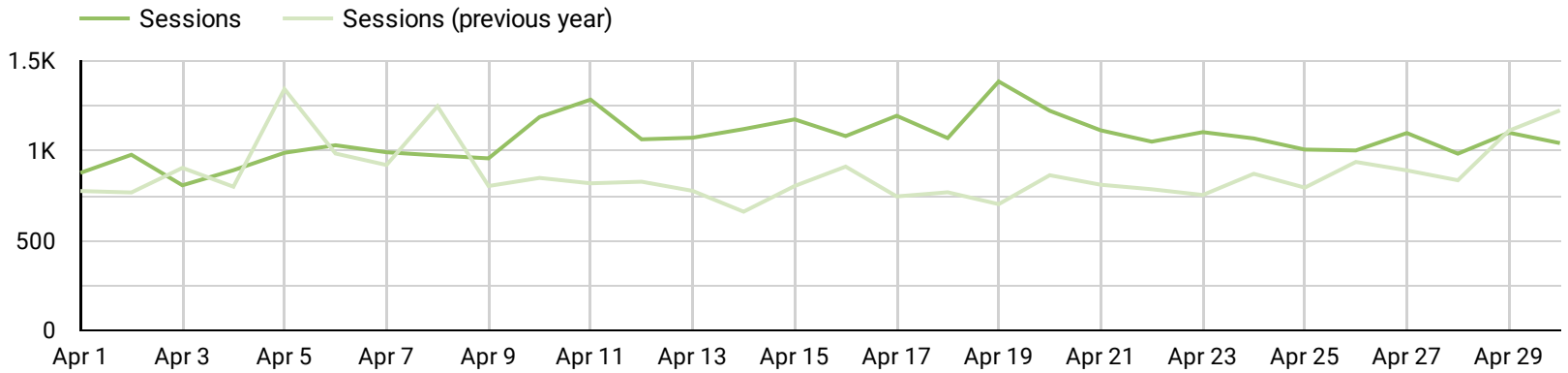
Organic Search

- Organic sessions were down 18% in April year-over-year, with hotel referrals down 9%. These decreases are due to a drop in users landing on event pages, which is down 45%. The Strawberry Festival in particular saw an 86% decrease in visitors landing on its page. When you exclude users landing on event pages, sessions are flat with last year.
- The website now ranks #1 with the featured snippet for *santa maria tri tip wine pairing*. This term previously ranked #4.
- The website also gained several keywords in the top 20 related to the term *santa ynez wine region*, which is now #10 (previously #20). These are keywords for which we recently optimized content on the website.

Email

- Email sessions were up 47% year over year in April – we saw a significant spike in opens and clicks from our second email which was all things Strawberries plus a teaser for the Barbecue Festival event.
- Our open rate for April exceeded 56%, and our click-through-rate was 3.7%, the highest we've ever seen in a given month.
- We gained 170 new email subscribers in April.

Daily Website Visits (Sessions)



Session Growth & Site Engagement

Sessions
31,936
↑ 21.4%

Unique Hotel Pageviews
2,106
↑ 3.7%

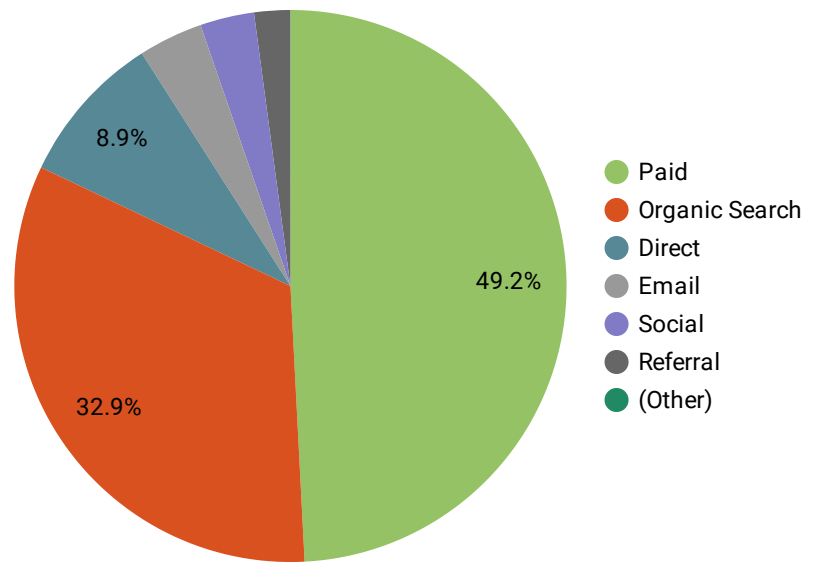
Hotel Referrals
759
↑ 36.3%

Newsletter Signups
170
↑ 16.4%

Attraction Clicks
979
↓ -2.1%

Cookbook Downloads
355
↑ 133.6%

Channel Distribution



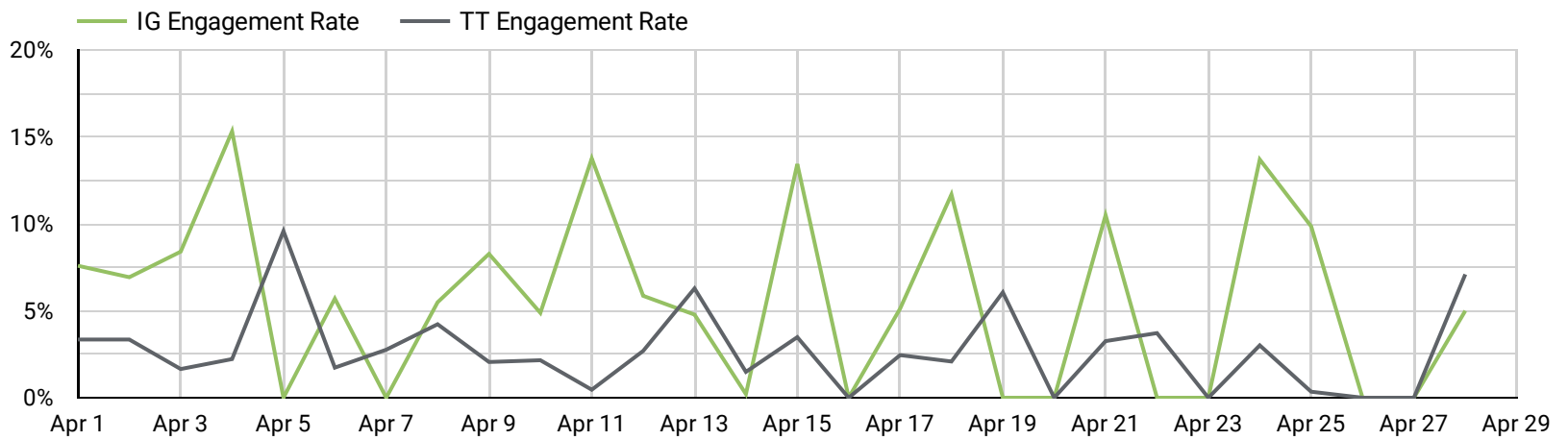
Top 10 Referrers

Source	Sessions
newsbreakapp.com	155
coolmaterial.com	146
visitcalifornia.com	59
ksby.com	52
westcoastkustoms.com	42
santamaria.com	35
thrillist.com	32
mail.google.com	18
santabarbaraca.com	7
business.santamaria.com	7

Top-Viewed Blogs

Page Title	Pageviews
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	910
The Origins of Santa Maria Tri-Tip Santa Maria Valley	568
Santa Maria Attractions What to Do in Santa Maria, CA	457
Traditional Santa Maria Style Barbecue Santa Maria Valley	426
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	306
Blog Santa Maria Valley	286
Thrillist: 5 Reasons to Drive to The Santa Maria Valley, California Santa Maria Valley	266
6 Delicious Strawberry and Wine Pairings Visit Santa Maria Valley	247
Get on the list Santa Maria Valley	206
Experience California Car Show Culture in Santa Maria Valley Santa Maria Valley	205

Social Media Engagement Rate By Platform



Instagram

Top Post

It's giveaway time! 🤩 Do you want to win a pair of tickets to the Santa Maria Barbecue Festival on May 13th AND a pair of tickets f...



Total Engagements	267
Likes	155
Comments	86
Shares	19
Saves	7

IG Posts

59

IG Followers

7,327

IG Engagement Rate

2.75%

Follower Growth

366

Reels

Impressions

24,576

Reels Comments

113

Reels Likes

1,178

Reels Saves

117

Reels Shares

156

Stories

Story Replies

8

Story Link Clicks

0

Story Impressions

11,996

Tik Tok

TikTok Followers
487

Follower Growth
43

Number of Posts
11

Engagement Rate
3.37%

Video views
10,396

Facebook

Facebook Followers
8,526

Follower Growth
72

Engagements
395

Post Link Clicks
40

Twitter

Twitter Followers
1,690

Follower Growth
8

Engagements
70

Top Tik Tok

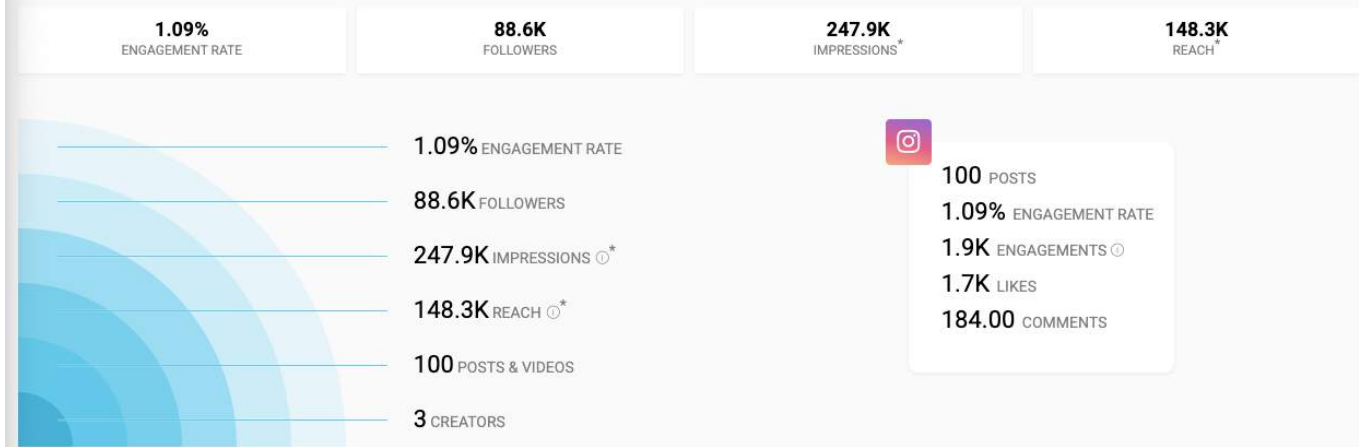
Savor the fresh flavors of the West Coast at Me-n-Ed's California Style Pizza with fresh ingredients local to the Golden State. 🍕 ...



Total Engagements	37
Likes	35
Comments	1
Shares	1

Influencer Reporting Provided by Glocally

Campaign Performance Summary



100 POSTS

1.09% ENGAGEMENT RATE

1.9K ENGAGEMENTS

1.7K LIKES

184.00 COMMENTS

Instagram Stories

95.00 POSTS

88.6K FOLLOWERS

127.7K IMPRESSIONS*

114.7K REACH*

Instagram Reels

1.09% ENGAGEMENT RATE

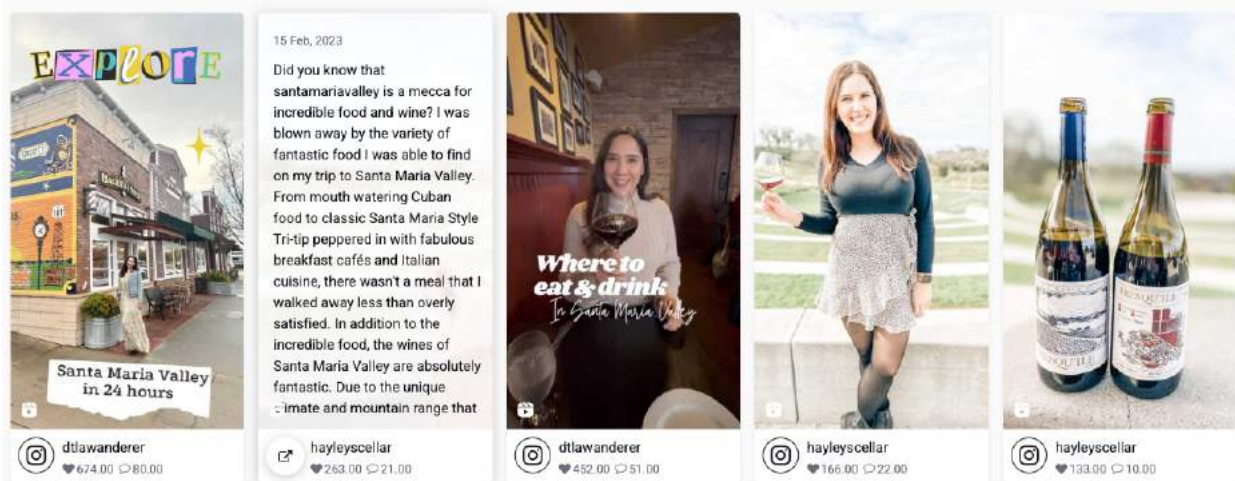
5.00 POSTS

120.2K IMPRESSIONS*

27.4K TOTAL VIEWS

Monthly Summary

	FEB 2023	MAR 2023	APR 2023	TOTALS
ENGAGEMENT RATE	0.99%	1.38%	0.92%	1.09%
FOLLOWERS	20,706.00	54,788.00	67,943.00	88,649.00
IMPRESSIONS	74,906.00	110,739.00	62,217.00	247,862.00
REACH	40,413.00	75,727.00	32,161.00	148,301.00



Public Relations KPIs (Last Month)

Pub Value	UVPM		
\$59,905	57,045,341		
PR Reach	Stories Placed	Media FAMs	
172,391	2	1	

Public Relations KPIs (YTD)

Pub Value	UVPM		
\$1,192,650	1,014,292,790		
Media FAMs	Stories Placed	PR Reach	
7	20	9,180,050	

Key Placements

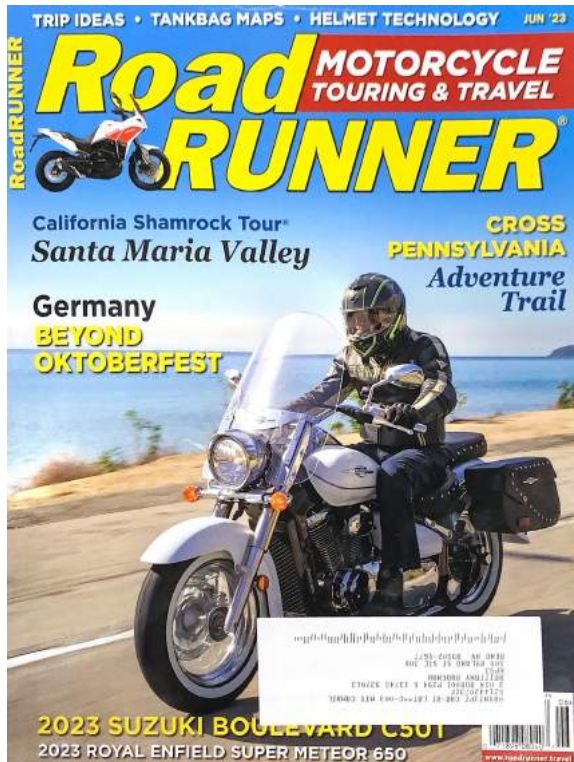


Kalifornien – Roadtrip mit dem E-Auto

Diese Folge „Kalifornien – Roadtrip mit dem E-Auto“ entstand mit freundlicher Unterstützung von Visit California und den regionalen kalifornischen Partnern.

LÄNDLICHES KALIFORNIEN – VISALIA, BAKERSFIELD, SANTA MARIA

Weiter ging der California Roadtrip wieder durch malerische Natur. Grüne, wie weichgezeichnet wirkende Hügel, darauf gelbe Blumen, scheinbar endlos weit. Dazu passende Musik aus den Lautsprechern... So verging die Fahrt nach Visalia in Nullkommanix. Fast schade, Visalia gilt als „Eingangstor“ zum Sequoia Nationalpark. Ein paar Nummern kleiner, doch nicht minder schön: das Dry Creek Preserve – ein Naturschutzgebiet in der Nähe von Visalia.



The Best LA Road Trips to Take This Spring

From Baja to the North Coast, here's everywhere to explore and where to stop and eat along the way.

By Ben Mendonca
Updated on 4/27/2023 at 11:08 PM



Paso Robles

Distance from LA: 3 hours
Central California's wine country is an easy skip up from Southern California, but that doesn't mean you have to burn rubber all the way. It's usually a little faster to take the 5 and cut over through the mountains, but it's a lot more pleasant to drive up the 101. Then you can pop out for coffee in Ventura, a snack in Santa Barbara, stretch your legs in the Santa Maria Valley, and enjoy the cool beach air on the way up. You're probably going to Paso for wine, and there are many great choices, but don't overlook the food and beer. Try ramen and cookies at Paso Market Walk food hall, The Hatch for modern Southern dining that's become a local institution, wood-fired pizza at Lebber's, and Central Coast BBQ tri-tip at Gregor's. There's also Barrel House, Silva, KiloKilo, and legendary Firestone-Walker breweries.

diablo

BOOT CAMPS & COOKOUTS

Not surprisingly, barbecue is serious business here. One reason for that is geography: The nearby Santa Maria Valley is the birthplace of the eponymous Santa Maria-style barbecue—a grilling method that dates back to the 1800s. It's a style that can produce unbelievably tasty meats and has come to be synonymous with this region of California.

Alisal Ranch has integrated barbecue—Santa Maria-style and otherwise—into



Barbecue is a key component of a stay at Alisal Ranch.
Picture Perfect Photography

AFAR

sought-after dining experiences in the region.

Where to stay

Book now: Fess Parker Wine Country Inn

At this intimate, 19-room luxury boutique, guests will feel like they've checked into a home away from home, with accommodations that include fireplaces and plush sofas.

Santa Maria Valley

A bit cooler in temperature than its neighbor Santa Barbara, Santa Maria Valley produces zippy chardonnay and pinot noirs that reflect the climate. This Santa Barbara County AVA has over 7,000 acres of vineyards and hiking opportunities and was commemorated in the film *Sideways*. At the family-owned Cambria Estate, sisters Katherine and Julia produce single vineyard expressions on the coastal ridges of the Valley, including chardonnay and pinot noir. The Foxen Canyon Wine Trail is home to 14 tasting rooms, with standouts that include Tres Hermanas and Rancho Sisquoc.

Where to stay

Book now: Skyview

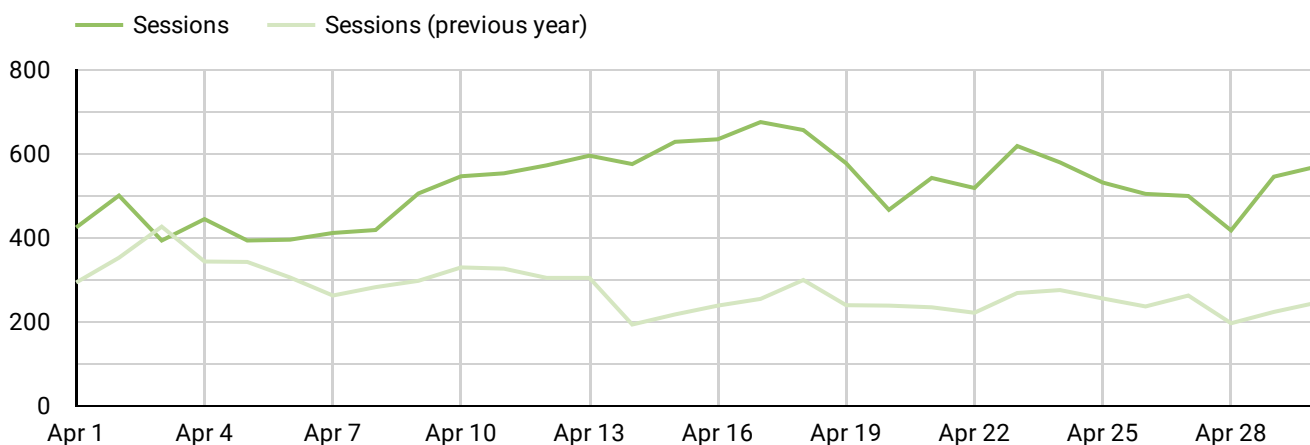
Skyview in Los Alamos is a 33-room roadside motel turned boutique hotel, just steps away from appealing dining options like French-inspired bistro *Bell's* and farm-to-table *Pico*.

This Month's Top Stories

Media Outlet	Headline	Brand pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Wine Industry Advisor	Miller Family Wine Company Welcomes New Grape Sales Manager	Wine	Mention	\$3.74	16,244	0
Thrillist	The Best LA Road Trips to Take This Spring	Travel	Mention	\$439.57	1,911,173	0
Santa Maria Times Online	Organizers pull out all the stops for this weekend's Santa Maria Valley Strawberry Festival	Travel	Feature	\$10.13	22,031	0
Santa Maria Times Online	Details for this week's Santa Maria Valley Strawberry Festival announced	Travel	Feature	\$10.13	22,031	0
RoadRUNNER	California Shamrock Tour, Santa Maria Valley	Travel	Feature			
Reisen Reisen der Podcast	Kalifornien – Roadtrip mit dem E-Auto	Travel	Mention			
PR Newswire	CRU Winery Announces New Vineyard Partners	Wine	Mention	\$501.16	2,178,964	0
New York Times Online, The	Californians Share Why They Love Where They Live	Travel	Mention	\$43,893.82	38,168,535	0
Lompoc Record Online, The	Details for this week's Santa Maria Valley Strawberry Festival announced	Travel	Feature	\$5.24	11,384	0
Jetsetting Fashionista	The Best Hotels in California's Wine Country	Travel	Mention	\$0.78	3,376	0
Epoch Times-Chicago Edition Online, The	California's Homegrown Barbecue Has a Centuries-Old Story to Tell	Barbecue	Feature	\$488.32	2,123,124	0
Diablo Online	The Western Way at Alisal Ranch	Barbecue	Mention	\$1.67	7,265	0
Cool Material	It's Time To Give Santa Maria Style Barbecue the Respect It Deserves	Barbecue	Feature	\$48.94	212,769	0
AFAR Magazine Online	California's Best Wine Regions: Where to Stay and What to Drink	Travel	Mention	\$94.94	412,768	0

Website Visits from Paid Digital Media

Paid Sessions
15,712
 ↑ 89.6%



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews
1,491
 ↑ 18.4%

Hotel Referrals
523
 ↑ 55.7%

Newsletter Signups
85
 ↑ 46.6%

Cookbook Downloads
47
 ↑ 74.1%

Channel Cost Metrics

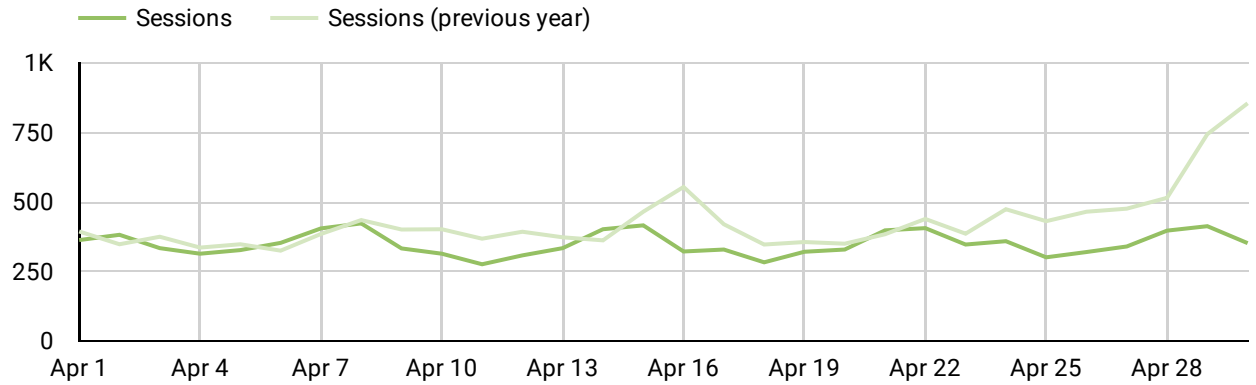
Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	1,072,242	7,531	0.70%	\$0.62	1.10%	\$4,672.36
Paid Search	32,159	3,865	12.02%	\$1.87	11.90%	\$7,230.25
Organic Social+Influencer Promotion	460,592	3,341	0.73%	\$0.62	0.30%	\$2,067.57
Remarketing	203,612	2,316	1.14%	\$0.39	2.33%	\$904.25

Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	10,118	1,543	15.25%	\$0.70	13.63%
Hotels Search - LA	7,233	767	10.60%	\$1.89	9.99%
Vacation/Getaway Search - B	3,665	567	15.47%	\$1.27	42.83%
Wine Search - F	3,228	334	10.35%	\$3.25	44.96%
Hotels Search - F	3,698	272	7.36%	\$3.98	16.57%
Hotels Search - B	2,665	212	7.95%	\$5.10	23.68%
Wine Search - B	1,552	170	10.95%	\$4.26	62.58%

Website Visits from Organic Search

Organic Sessions
10,501
 ↓ -18.6%



Organic Search Visitor Site Engagement

Unique Hotel Pageviews
265
 ↓ -32.2%

Hotel Referrals
97
 ↓ -9.3%

Organic Search Content

Landed on Events
2,902
 ↓ -45.2%

Did Not Land on Events
7,599
 ↓ -0.2%

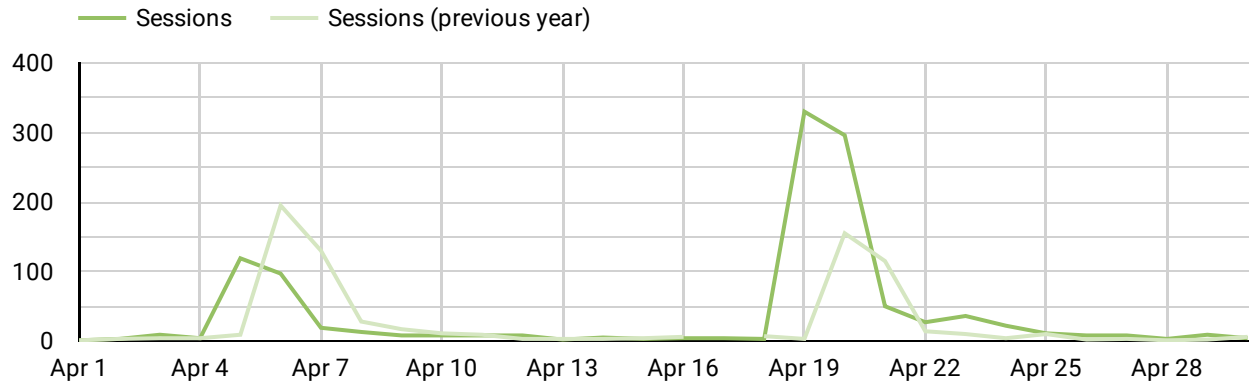
Landed on Wine Content
1,252
 ↑ 4.1%

New Keywords in Top 20

Keyword	Ranking ▲	Position change
santa ynez wine country	13	12
la purisima mission	15	17
zaca mesa	17	6
santa maria limo wine tours	18	3
santa barbara county wine tasting map	20	1

Website Visits & Engagement from Email

Email Sessions
1,122
 ↑ 47.2%



Unique Hotel Pageviews
103
 ↓ -4.6%

Hotel Referrals
35
 ↓ -18.6%

Pages / Session
1.78
 ↓ -18.3%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers
9,906

Deliveries
19,768

Open Rate
56.42%

Clicks
734

CTR
3.71%

FY Goal: Avg. 300 clicks/email

New Subscribers
170

FY Goal: Avg. 200/mo.

Avg. CTR YTD
2.01%

FY Goal: Avg. 1.25%+

Avg. Open Rate YTD
53.40%

FY Goal: Avg. 24%

Avg. Clicks YTD
418



Glide On Over to the Free Family Kite Festival

Kite flying stunts, lessons, contests, games and vendors will all be a part of the Discovery Museum's Free Family Kite Festival on April 15 at Santa Maria's Rotary Centennial Park from noon to 4 p.m. There will be food, vendors, music, and lots of space to fly kites!

[Learn more](#)



Are You Ready for the Strawberry Festival?

The Santa Maria Strawberry Festival is a reflection of our community and our county's sweetest commodity. Come join us for live performances, a chalk art contest, strawberry and dessert tastings, cooking demonstrations, vendors and delicious food, the "Strawberry Cruizin" Classic Car Show and much more.

[Learn more](#)