



Marketing Report

March 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
5,215 ↑ 1.7%	101,515 ↑ 4.0%	3.06%	4.48%	\$1,133,410

Website Overview

- Total sessions are up nearly 25% over last year.
- There were 589 hotel referrals (up nearly 20%) and 190 newsletter signups (up 102%) in March.
- Paid traffic accounted for 56% of all traffic to the website; organic search accounted for 31%.

Social Media

- Instagram had another amazing month of followers! We gained 416 new followers in March, which is the most we have EVER seen in a given month.
- Net follower growth across all accounts was up 35% in March, with 635 new followers across all social platforms.
- Top-performing Reels: Restaurants That Aren't Barbecue (Part 2), Hitching Post Casmalia Feature, Spring Break in SMV
- Restaurants That Aren't Barbecue (Part 2) brought in 10,716 impressions and 824 engagements. This is our best-performer in terms of impressions since our collaboration with @SDFoodies in July 2022, and our best performer in terms of engagement EVER.

Influencers

- We had one social media influencer visit in March - @dtlawanderer.
- Lizette's content delivery crossed over into April, so we'll be reporting on her deliverables in full within the April report.

Public Relations

- We placed one feature story this month on behalf of Santa Maria Valley:
 - Visit California worked with KPS3 for its story, "An off the beaten track California road trip," which was sent out across the UK after Santa Maria Valley hosted Hannah Stephenson, a Press Association writer. The story was picked up by TravelMole.com and featured Santa Maria Style Barbecue, the Santa Maria Wine Trolley, La Purisima Mission State Historic Park, the Hampton Inn Santa Maria and the Wine Stone Inn.
 - In partnership with Visit California, we hosted one media FAM this month, Jochen Schliemann, one of the hosts of Reisen Reisen – Der Podcast – the largest travel podcast in the German-speaking world.

Paid Digital

- Paid sessions were up 77%, with newsletter registrations up 102% (due primarily to the email flyout and the email signups campaign).
- Hotel referrals from paid digital media are up 29% year over year.
- Our paid social conversion rate has almost doubled over last month, at 1.52% for March—the majority of this increase is due to newsletter subscriptions.
- Boosted posts resulted in 20 hotel referrals and 18 newsletter subscriptions in March, and these posts saw almost 500K impressions, nearly 120K engagements and 6,100 clicks.

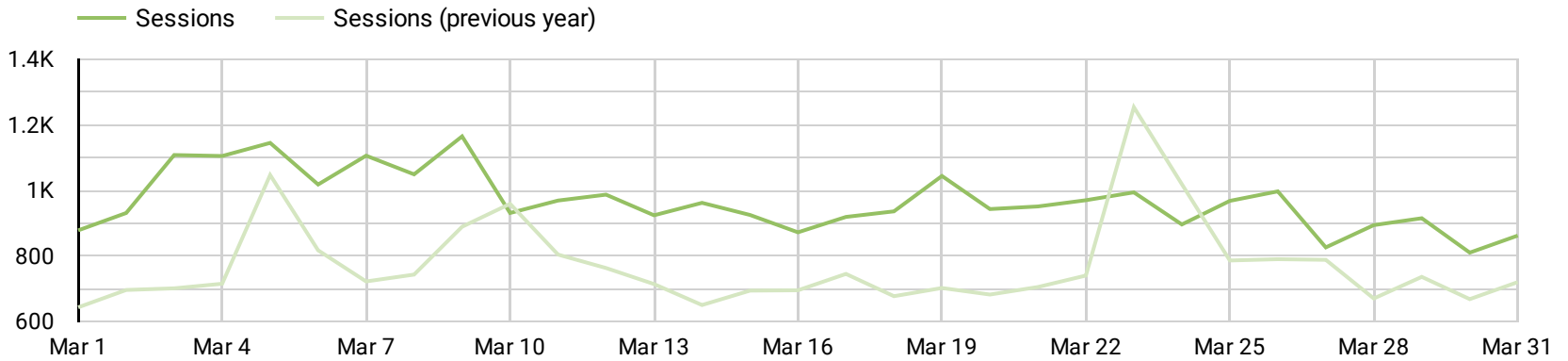
Organic Search

- Organic sessions were relatively flat month-over-month, with hotel referrals from organic search also holding flat.
- The year-over-year dip in users landing on event pages is due to the spike we saw in March last year for the monster truck event.
- Keyword wins this month:
 - wine tasting central coast california is now #1 with a sitelink extension, previously #5
 - We're beating out Visit California for this one—they are currently #6.
 - We gained a sitelink extension for foxen canyon wine trail map (ranked #3)

Email

- Email sessions were down 28% year over year in March due to the spike on March 9 of last year from a Visit Santa Barbara dedicated email.
- Our open rate for March was 53.2%, and our click-through-rate was 1.4%.
- We had 190 new email subscribers in March.

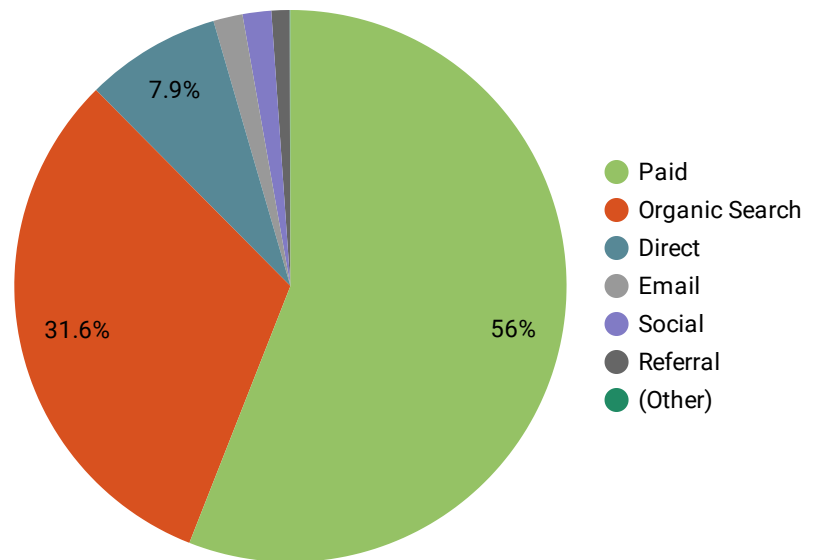
Daily Website Visits (Sessions)



Session Growth & Site Engagement

<p>Sessions</p> <p>30,000</p> <p>↑ 25.3%</p>	<p>Unique Hotel Pageviews</p> <p>1,884</p> <p>↓ -5.5%</p>
<p>Hotel Referrals</p> <p>589</p> <p>↑ 19.7%</p>	<p>Newsletter Signups</p> <p>190</p> <p>↑ 102.1%</p>
<p>Attraction Clicks</p> <p>1,073</p> <p>↓ -1.9%</p>	<p>Cookbook Downloads</p> <p>149</p> <p>↑ 11.2%</p>

Channel Distribution



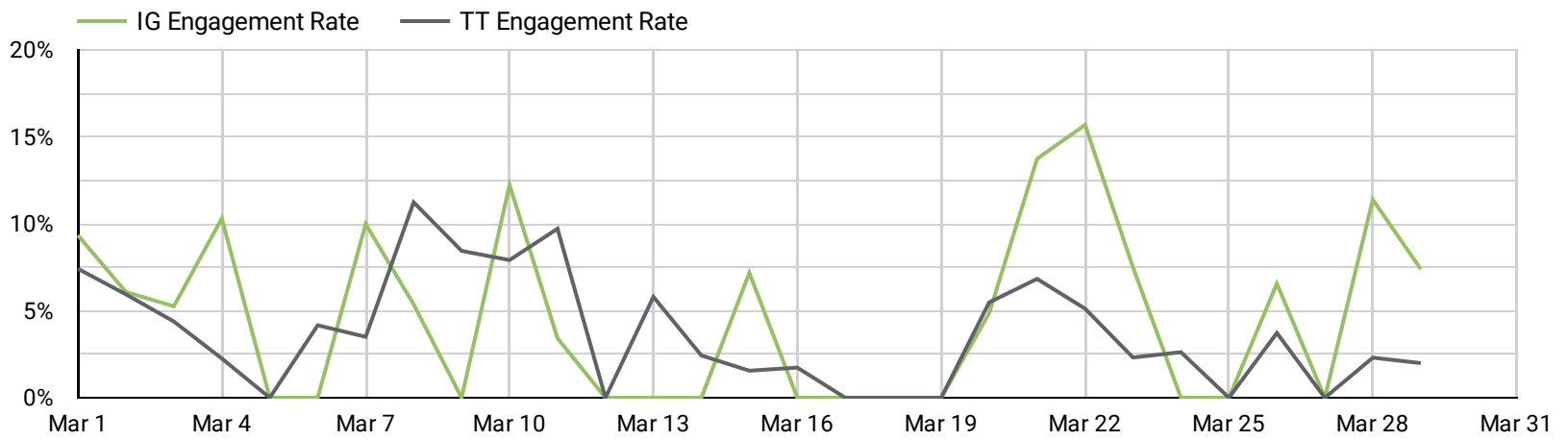
Top 10 Referrers

Source	Sessions
santamaria.com	47
visitcalifornia.com	43
newsbreakapp.com	42
westcoastkustoms.com	39
thrillist.com	25
experiencepismobeach.com	8
business.santamaria.com	5
travellens.co	5
lens.google.com	5
scottynetwork.com	4

Top-Viewed Blogs

Page Title	Pageviews
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	1,172
Santa Maria Valley Taco Trail Santa Maria Valley, CA	1,084
Traditional Santa Maria Style Barbecue Santa Maria Valley	333
Santa Maria Attractions What to Do in Santa Maria, CA	315
Thrillist: 5 Reasons to Drive to The Santa Maria Valley, California Santa Maria Valley	262
6 Delicious Strawberry and Wine Pairings Visit Santa Maria Valley	256
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	242
Get on the list Santa Maria Valley	233
Blog Santa Maria Valley	219
Celebrating Santa Maria Valley's Leading Women in Hospitality Santa Maria Valley	210

Social Media Engagement Rate By Platform



Instagram

Top Post

When we say, "There's something here for everyone," we mean it! 😊 You know you'll always be able to find some Santa...



Total Engagements	800
Likes	492
Comments	12
Shares	187
Saves	109

IG Posts

49

IG Followers

6,939

IG Engagement Rate

2.78%

Follower Growth

416

Reels

Impressions

37,319

Reels Comments

70

Reels Likes

1,962

Reels Saves

263

Reels Shares

485

Stories

Story Replies

2

Story Link Clicks

0

Story Impressions

8,891

Tik Tok

TikTok Followers
444

Follower Growth
94

Number of Posts
10

Engagement Rate
4.44%

Video views
27,497

Facebook

Facebook Followers
8,455

Follower Growth
125

Engagements
505

Post Link Clicks
58

Twitter

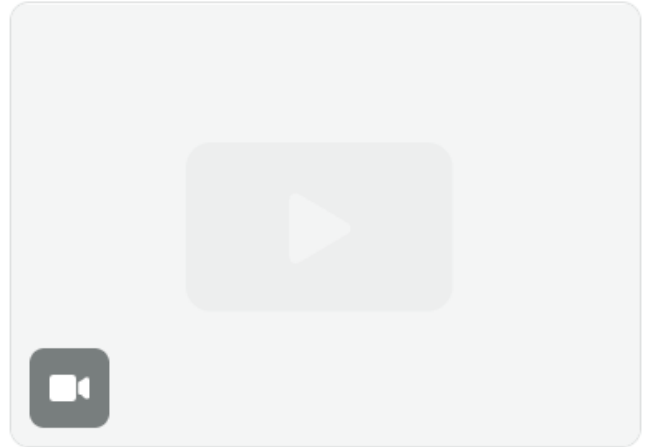
Twitter Followers
1,682

Follower Growth
-1

Engagements
88

Top Tik Tok

Are you as excited as we are about National California Strawberry Day? Because we are 🤪 'berry' excited. 🥰🍓...



Total Engagements	33
Likes	29
Comments	1
Shares	3

Influencer Reporting Provided by Glocally

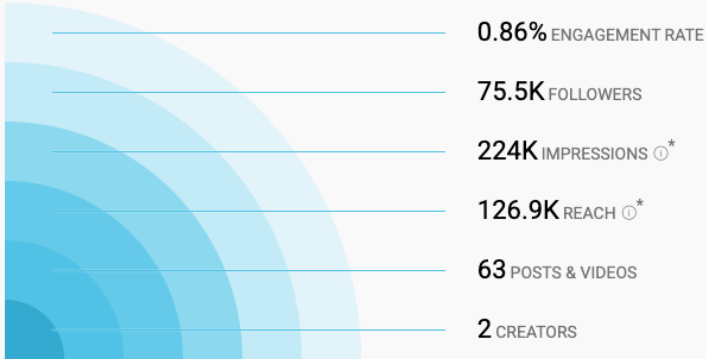
Campaign Performance Summary

0.86%
ENGAGEMENT RATE

75.5K
FOLLOWERS

224K
IMPRESSIONS*

126.9K
REACH*



63 POSTS
0.86% ENGAGEMENT RATE
1.5K ENGAGEMENTS ⓘ
1.3K LIKES
183.00 COMMENTS

Monthly Summary

	FEB 2023	MAR 2023	APR 2023	TOTALS
ENGAGEMENT RATE	0.99%	1.01%	0.57%	0.86%
FOLLOWERS	20,706.00	54,788.00	54,788.00	75,494.00
IMPRESSIONS	74,906.00	110,739.00	38,352.00	223,997.00
REACH	40,413.00	75,727.00	10,738.00	126,878.00

Highest Performing Content

- hayleyscellar**: 263.00 ❤️ 21.00 💬
- dtlawanderer**: 473.00 ❤️ 80.00 💬
- hayleyscellar**: 166.00 ❤️ 22.00 💬
- hayleyscellar**: 133.00 ❤️ 10.00 💬
- dtlawanderer**: 262.00 ❤️ 50.00 💬

Public Relations KPIs (Last Month)

Pub Value	UVPM	
\$58,261	54,689,134	
PR Reach	Stories Placed	Media FAMs
600,758	1	1

Public Relations KPIs (YTD)

Pub Value	UVPM	
\$1,133,410	957,257,708	
Media FAMs	Stories Placed	PR Reach
6	18	9,009,606

Key Placement



Home / News

An off the beaten track California road trip

Wednesday, 08 Mar, 2023 0



California road trips are iconic, and offer some of North America’s most popular routes such as Pacific Coast Highway and California Highway 49. However, there are many scenic routes off the beaten track that make for a memorable one-of-a-kind ride. Discover some of the Golden State’s hidden gems in the Central Coast and Central Valley.

Santa Maria Valley

A 40-minute drive away, a perfect next stop to discover is the Santa Maria Valley which blends its historic ranching and farming traditions with a growing reputation as one of California’s top wine regions.

Taste **Santa Maria-style barbecue** and premium wines or hop on the **Santa Maria Wine Trolley** which runs in a loop to a handful of the area’s most popular wineries every weekend. Stop off at **La Purisima Mission State Historic Park** – the most fully restored of the state’s missions – with historic buildings and sacred art that dates to the early 19th century.

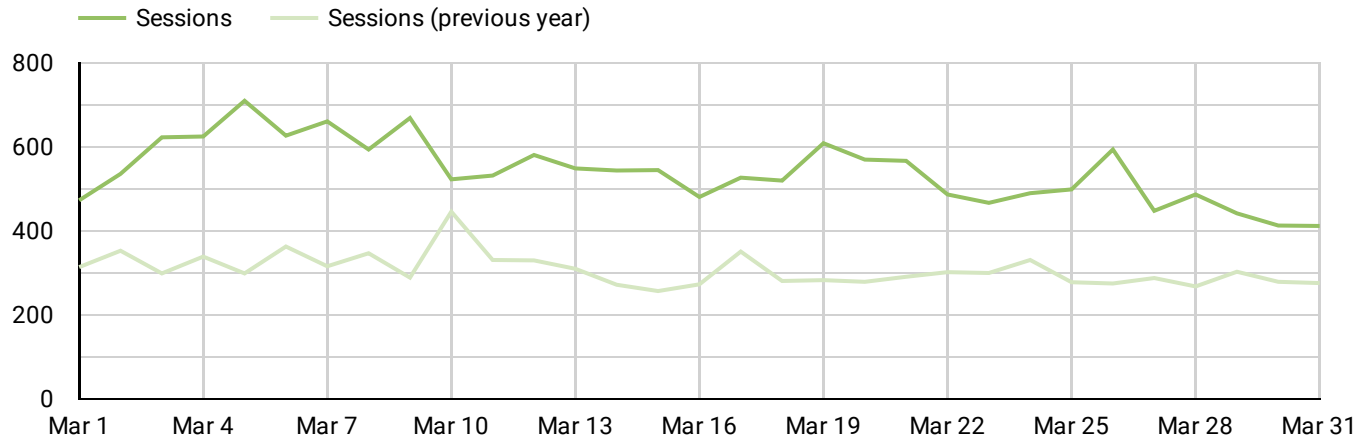
For convenient accommodation stay at the brand new **Hampton Inn Santa Maria**, which is close to hiking, biking and golf. Or stay at the luxurious **Wine Stone Inn**, located in nostalgic Old Town Orcutt.

This Month's Top Stories

Media Outlet	Headline	Brand pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Vinography	The Definitive List of Latinx-Owned Wineries in America	Wine	Mention	\$0.97	4,218	0
Vancouver Sun Online, The	Taxes are making wine much less affordable in B.C.	Wine	Mention	\$642.17	558,412	0
TravelMole	An off the beaten track California road trip	Travel	Mention	\$0		26,831
Paso Robles Daily News	West Coast Kustoms Cruisin' Car Show returning to Santa Maria	Wine	Feature	\$6.39	27,781	0
KTRS-AM	Radio clip from KTRS-AM (Radio) at 2023-03-03 17:30:01.000	Wine	Mention	\$0		54,600
Forbes Online	Spring's Must-Sip Wines, According To Sommeliers	Barbecue		\$27,658.75	24,051,090	0
Forbes Online	The Best Wines To Pair With Popcorn For Your Oscar Viewing Party	Wine	Mention	\$27,795.5	24,170,000	0
Family Destinations Guide	Best Pizza in Santa Maria, CA: 11 Top Pizzerias! (2023)	Travel	Feature	\$111.07	482,905	0
Best Reviews	Not a fan of green beer? Check out these wine deals instead for St. Patrick's Day	Wine	Mention	\$639.99	2,782,554	0

Website Visits from Paid Digital Media

Paid Sessions
16,805
 ↑ 76.5%



Paid Digital Visitor Site Engagement

Unique Hotel Pageviews
1,335
 ↑ 0.2%

Hotel Referrals
415
 ↑ 28.9%

Newsletter Signups
121
 ↑ 236.1%

Cookbook Downloads
58
 ↑ 114.8%

Channel Cost Metrics

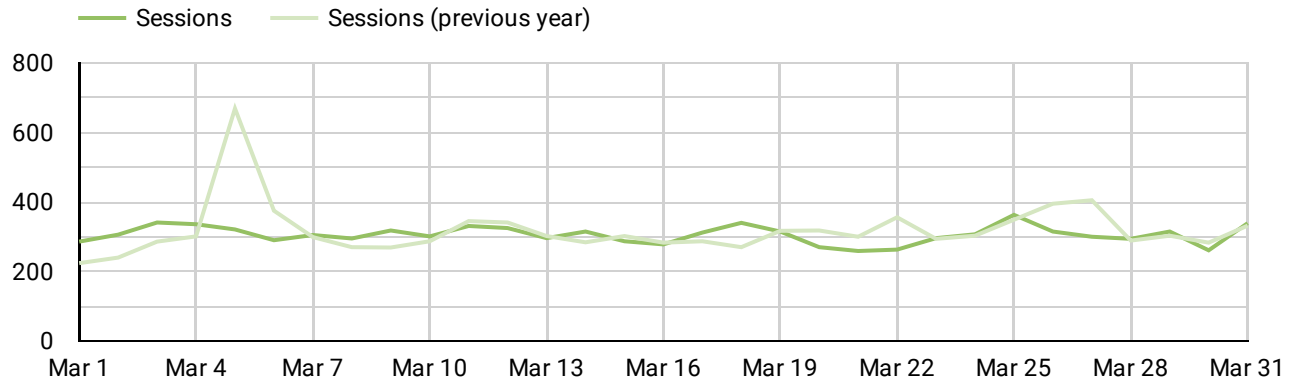
Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	938,446	6,954	0.74%	\$0.64	1.52%	\$4,477.74
Organic Social+Influencer Promotion	484,719	6,103	1.26%	\$0.44	0.57%	\$2,696.44
Paid Search	35,202	3,803	10.8%	\$1.95	9.65%	\$7,401.96
Remarketing	299,651	2,342	0.78%	\$0.55	2.05%	\$1,289.92

Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	11,342	1,566	13.81%	\$0.68	11.22%
Hotels Search - LA	8,268	757	9.16%	\$1.92	9.99%
Vacation/Getaway Search - B	3,410	547	16.04%	\$1.32	48.53%
Wine Search - F	3,588	299	8.33%	\$3.52	50.08%
Hotels Search - F	3,719	249	6.7%	\$4.32	22.16%
Hotels Search - B	3,197	193	6.04%	\$5.68	32.97%
Wine Search - B	1,678	192	11.44%	\$4.86	64%

Website Visits from Organic Search

Organic Sessions
9,480
 ↓ -4.0%



Organic Search Visitor Site Engagement

Unique Hotel Pageviews
336
 ↓ -6.1%

Hotel Referrals
86
 ↓ -3.4%

Organic Search Content

Landed on Events
2,343
 ↓ -20.9%

Did Not Land on Events
7,137
 ↑ 3.2%

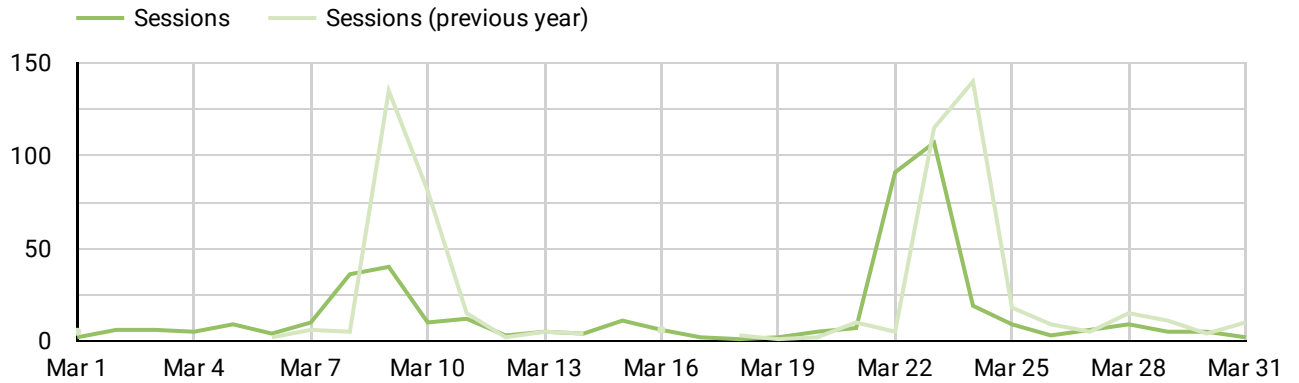
Landed on Wine Content
1,315
 ↑ 11.0%

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
442
 ↓ -28.0%



Unique Hotel Pageviews
31
 ↓ -65.2%

Hotel Referrals
13
 ↓ -56.7%

Pages / Session
2.24
 ↓ -23.8%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers
9,898

Deliveries
19,682

Open Rate
53.20%

Clicks
273

CTR
1.39%

FY Goal: Avg. 300 clicks/email

New Subscribers
190

Avg. CTR YTD
1.82%

Avg. Open Rate YTD
53.06%

Avg. Clicks YTD
383

FY Goal: Avg. 200/mo.

FY Goal: Avg. 1.25%+

FY Goal: Avg. 24%



Celebrate Santa Maria Valley's Leading Women

Santa Maria Valley wouldn't be what it is without the female-owned and managed businesses run by dedicated and hard-working



Six Ways to Enjoy Spring in Santa Maria Valley

Spring is the perfect time of year to catch some beautiful wildflower, greenery and vineyard views. Plus, the temperate