



# Marketing Report

May 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
6,593 ↑ 2.2%	123,770 ↓ -0.9%	3.08%	5.12%	\$1,477,491

### Website Overview

- Total sessions were down slightly, by 5.2 %, compared to last year.
- There were 619 hotel referrals (down 20%) and 150 newsletter signups (down 7%) in April.
- Paid traffic accounted for 42% of all traffic to the website; organic search accounted for 36%.

### Social Media

- Instagram had yet another spicy month with 322 new followers during Barbecue Month! Not to mention, follower growth on TikTok was also impressive, with 166 new fans. Overall, our net audience grew by 30%, with 547 total new followers. #BarbecueBringsPeopleTogether
- Top-Performing Reels: Vinny's at the Barbecue Festival, Barbecue Festival Recap, Q'n Queens at the Barbecue Festival
- Top-Performing TikToks: Duet with Pseudo Socrates, POV: You Hear That Santa Maria Style Tri-Tip Hit the Grill, Gordon Ramsay CapCut
- Barbecue Month was a conversation starter on TikTok. We received 35 total comments this month, which is more than we have ever received on TikTok in a given month.
- Video views across all platforms increased by 38%.

### Influencers

- We had one social media influencer visit in May - Julian Roca (@jujuroca). Plus, Diamond (@california\_diary\_) posted some of her April assets in May. Julian posted his IG stories live but has yet to post his Reels, so those will be reflected in next month's report.
- May influencer content generated a 1.41% engagement rate, more than 18K impressions and a reach of approximately 5K.
- To date, Santa Maria Valley content posted by influencers has generated nearly 290K impressions and an engagement rate of 1.15%.
- Ultimately, influencer content benefits overall engagements and followers, resulting in growth of both metrics by way of content created by others.

### Public Relations

- KPS3 attended the Visit California LA Media Marketplace reception and met with/pitched dozens of media in the LA area
- Two significant national media placements came to fruition this month:
  - Travel + Leisure feature story: *The Best Towns to Visit on a Road Trip Down California's Central Coast for Incredible Food, Wineries, and Hotels*, highlighted Santa Maria Valley as a must-see destination. This story was a year in the making! A direct result of a FAM hosted in Santa Maria Valley in June 2022.
  - 10Best USA Today: *Is Santa Maria the new Napa? Why wine lovers should visit this California valley now*. This story was published in Gannett's syndicate publications across the country including The Arizona Republic. This story was also a result of a media FAM held in June 2022.
- Tourism Director Jennifer Harrison did multiple media interviews this month. Two highlights included the *We Travel There Podcast*, a long form national podcast where Jenn talked to the host, Lee Huffman, about all things Santa Maria Valley and KEYT's feature story on the Santa Maria Wine Trolley.
- Additional national media mentions this month included a feature story on Weed Wine in The New York Times and a writeup in MSN about Bien Nacido being named the California Vineyard Named Best in the State. Visit California also included Presqu'ile in a writeup about California wineries with next-level epicurean offerings.

### Paid Digital

- Due to the success of the Beat Inflation Vacation social campaign last year, total paid sessions are flat year-over-year and hotel referrals are down about 9%. However, hotel referrals from our paid search campaigns are up 34%.
- Our recent updates to the Facebook remarketing campaign led to a 63% increase in website visitors and a 97% increase in hotel referrals. Additionally, it generated 265 shares, the highest number of shares from a single campaign in one month.

### Organic Search

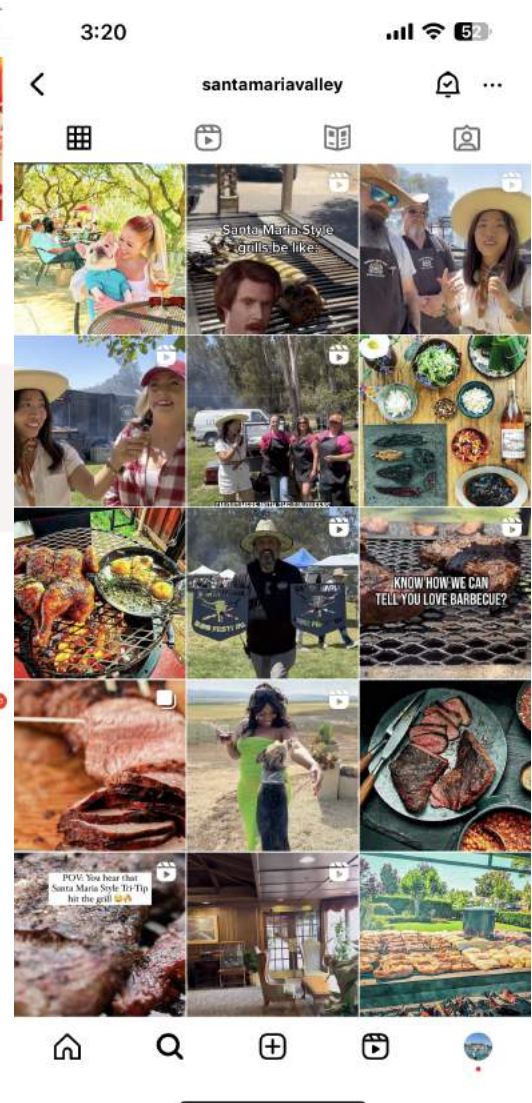
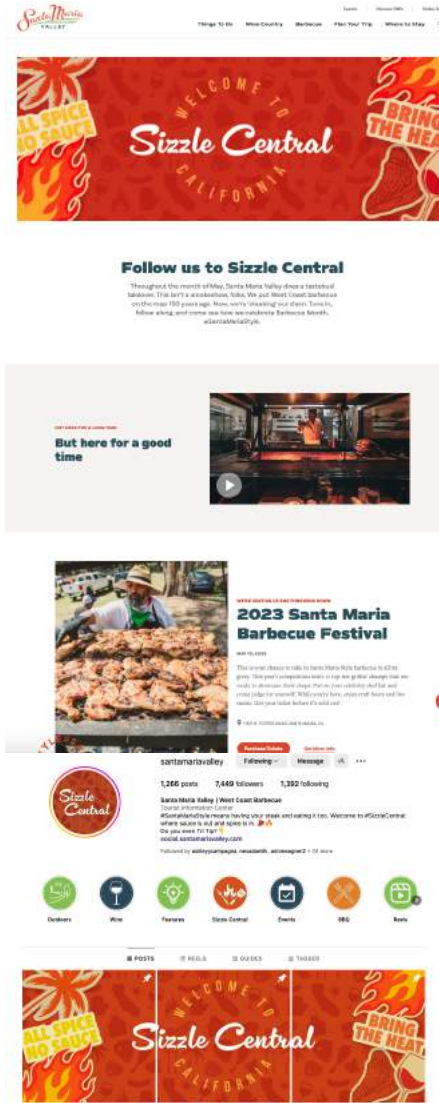
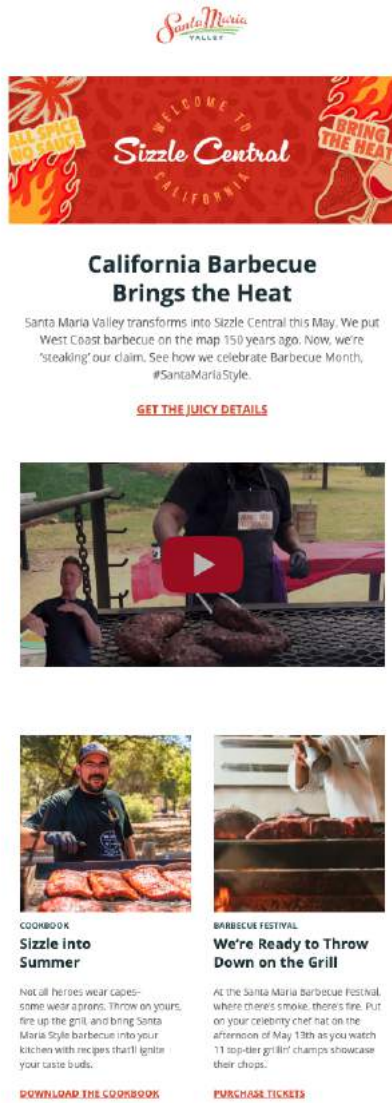
- Total organic sessions were down 18% in May year-over-year, with hotel referrals down 59%. These decreases are primarily due to users landing on event pages, which is down 39%. The West Coast Kustoms event had a 98% decrease in website visitors year over year.
- The homepage also saw a 30% decrease in website visitors, with a 75% decrease in hotel referrals. These declines are attributed to the success of the Beat Inflation Vacation campaign last year.
- The website now ranks #1 for *santa maria wine trail* (up from #4) with indented SERP, beating out Visit California. We also increased several rankings for keywords related to the term *weekend getaways in california wine country*, which is now ranked #5 (up from #8). These are keywords for which we recently made optimizations to content on the site.

### Email

- Email sessions were down 12% year over year in May.
- Our open rate this month was nearly 54%, and our click-through-rate was 2.19%.
- We gained 150 new email subscribers in May.



## May was Sizzle Central in Santa Maria Valley 🔥🔥



This month, we turned Santa Maria Valley into Sizzle Central for a month-long celebration of Santa Maria Style barbecue in honor of Barbecue Month! We went all in on barbecue with a Sizzle Central website landing page, a custom email to kick off the month, and a complete takeover of our Instagram showcasing all things barbecue—recipes, restaurants and, of course, the 2023 Santa Maria Barbecue Festival.

We set our sights on putting Santa Maria Valley and the Central Coast on the map as a barbecue destination to be reckoned with, amidst a sea of other barbecue regions across the country (Texas, Carolina, Kansas City, and the list goes on).

### Public Relations

- We sent 25 Barbecue Month press kits out to key national and LA-area food and travel media. Follow ups will continue, but it's already led to a connect with the digital editorial director of Travel + Leisure magazine.
- We pitched and secured Andrew Pridgen, Central Coast reporter for SFGate, to attend the Santa Maria Barbecue Festival

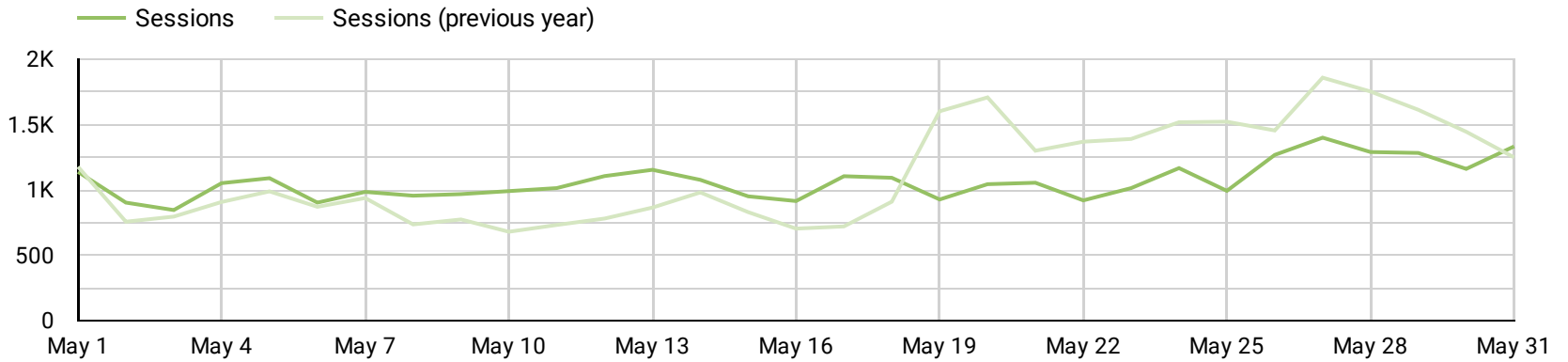
### Social Media

- Our boosted posts resulted in 240,858 impressions, 3.6k clicks to the website (a 1.52% CTR) and nearly 49k engagements
- Vertical video (IG Reels) drove the most engagement, with the top performer being the Barbecue Festival Recap Reel, garnering 18k engagements and 12 shares on its own
- Our posts led to nearly 3k website sessions, two newsletter subscribers and three hotel referrals

### Email Marketing

- We sent a dedicated email on May 1, decked out in the Sizzle Central brand, pointing visitors to the Sizzle Central landing page
- The email was delivered to 9,913 active subscribers and saw an open rate of 58% and a CTR of nearly 3% - the highest engagement metrics we've ever seen from a single email

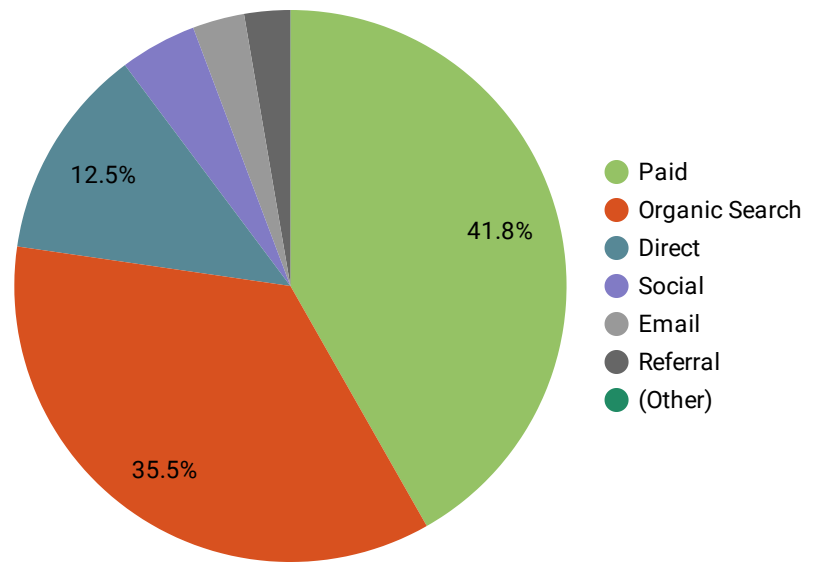
## Daily Website Visits (Sessions)



## Session Growth & Site Engagement

Sessions <b>33,102</b> ↓ -5.2%	Unique Hotel Pageviews <b>1,661</b> ↓ -36.3%
Hotel Referrals <b>619</b> ↓ -19.5%	Newsletter Signups <b>150</b> ↓ -6.8%
Attraction Clicks <b>965</b> ↓ -14.9%	Cookbook Downloads <b>247</b> ↑ 11.3%

## Channel Distribution



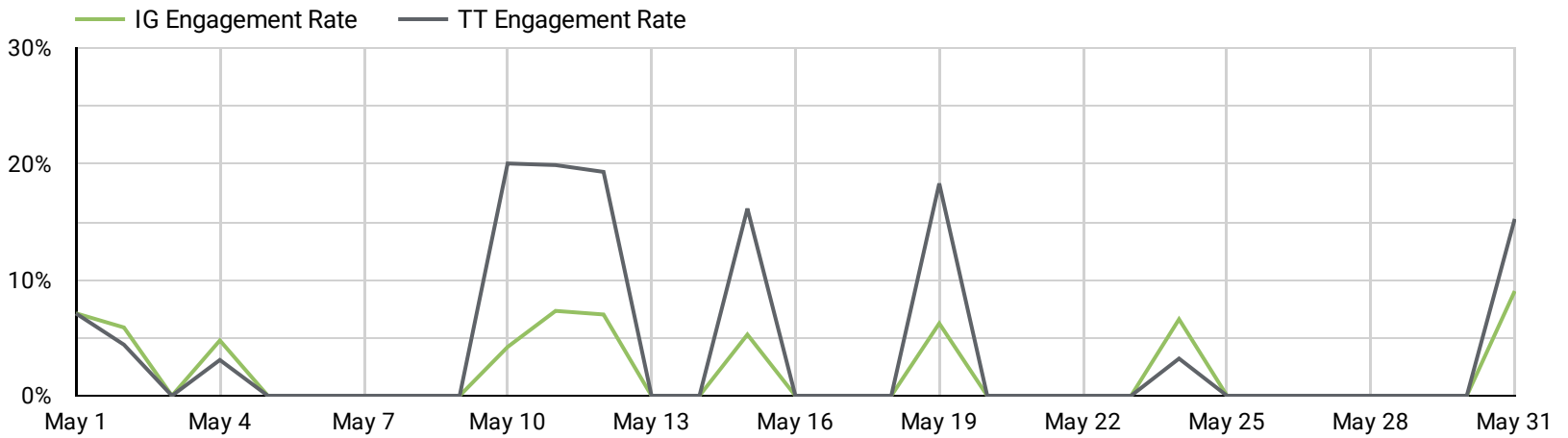
## Top 10 Referrers

Source	Sessions
newsbreakapp.com	162
santamariatimes.com	102
visitcalifornia.com	98
westcoastkustoms.com	80
ksby.com	70
keyt.com	37
santamaria.com	34
travelandleisure.com	27
news.google.com	17
twwbb.com	14

## Top-Viewed Blogs

Page Title	Pageviews
California's Cut: Everything There is to Know About Tri-Tip   Santa Maria Valley	1,097
Santa Maria Attractions   What to Do in Santa Maria, CA	428
Santa Maria, CA   Hotels, Restaurants, Wine, Things to Do	392
6 Delicious Strawberry and Wine Pairings   Visit Santa Maria Valley	264
Traditional Santa Maria Style Barbecue   Santa Maria Valley	260
Santa Maria Wine Trolley   Santa Maria Valley Wine Tours	257
Experience California Car Show Culture in Santa Maria Valley   Santa Maria Valley	231
The Santa Maria Style BBQ Menu   Santa Maria Valley	210
USA Today 10Best: Is Santa Maria the new Napa?   Santa Maria Valley	207
Get on the list   Santa Maria Valley	206

## Social Media Engagement Rate By Platform



## Instagram

### Top Post

🌟 Garlic powder, pepper, and sea salt 🌟 is the magic mixture for all things Santa Maria Style. Our simple spice and open grills mak...



<b>Total Engagements</b>	<b>2,693</b>
Likes	2,662
Comments	4
Shares	22
Saves	5

IG Posts

**13**

IG Engagement Rate

**4.88%**

IG Followers

**7,556**

Follower Growth

**322**

### Reels

Impressions

**27,428**

Reels Comments

**58**

Reels Likes

**3,914**

Reels Saves

**68**

Reels Shares

**256**

### Stories

Story Replies

**7**

Story Link Clicks

**0**

Story Impressions

**16,435**

## Tik Tok

TikTok Followers **651**      Follower Growth **164**

Number of Posts **14**      Engagement Rate **12.46%**

Video views **145,496**

## Facebook

Facebook Followers **8,595**      Follower Growth **61**

Engagements **317**      Post Link Clicks **88**

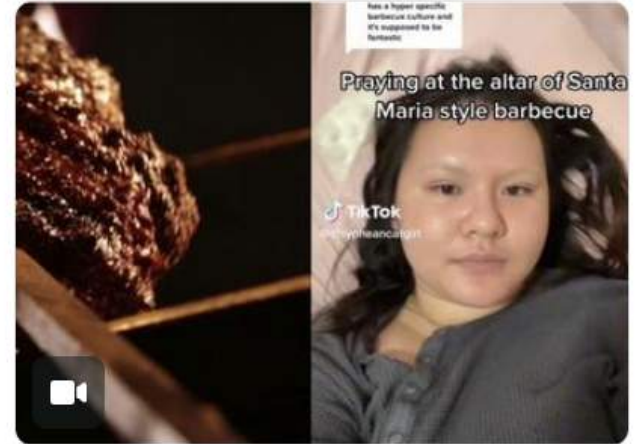
## Twitter

Twitter Followers **1,688**      Follower Growth **-2**

Engagements **41**

## Top Tik Tok

Here in Sizzle Central, the sauce is always out (and the spice is in!) when it comes to barbecue, @pseudo socrates. 🍌 You get...



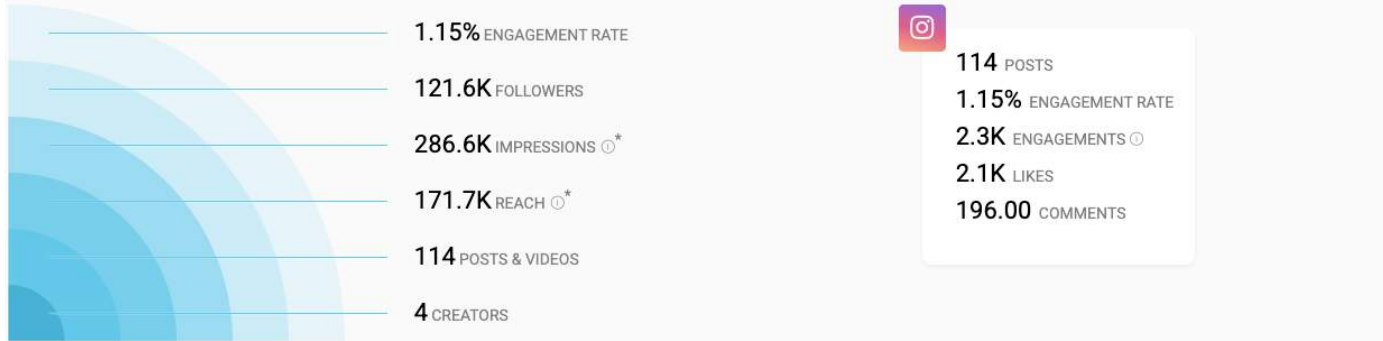
<b>Total Engagements</b>	<b>4,852</b>
<b>Likes</b>	<b>4,701</b>
<b>Comments</b>	<b>14</b>
<b>Shares</b>	<b>137</b>



## Influencer Reporting Provided by Glocally

### Campaign Performance Summary

<b>1.15%</b> ENGAGEMENT RATE	<b>121.6K</b> FOLLOWERS	<b>286.6K</b> IMPRESSIONS*	<b>171.7K</b> REACH*
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**114** POSTS  
**1.15%** ENGAGEMENT RATE  
**2.3K** ENGAGEMENTS ⓘ  
**2.1K** LIKES  
**196.00** COMMENTS

**Instagram Stories** ↗

**107.00** POSTS  
**121.5K** FOLLOWERS  
**148K** IMPRESSIONS\*  
**132.9K** REACH

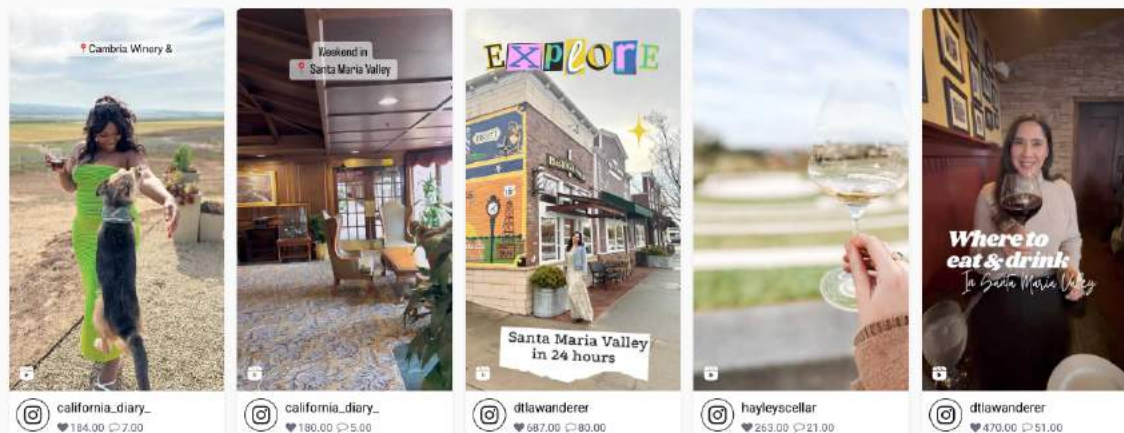
**Instagram Reels** ↗

**1.15%** ENGAGEMENT RATE  
**7.00** POSTS  
**138.6K** IMPRESSIONS\*  
**42.1K** TOTAL VIEWS

### Monthly Summary

	FEB 2023	MAR 2023	APR 2023	MAY 2023	TOTALS
ENGAGEMENT RATE	0.99%	1.40%	0.95%	1.43%	1.15%
FOLLOWERS	20,706.00	54,788.00	67,943.00	46,140.00	121,634.00
IMPRESSIONS	74,906.00	110,739.00	61,572.00	39,426.00	286,643.00
REACH	40,413.00	75,727.00	31,582.00	24,019.00	171,741.00

### Highest Performing Content



## Public Relations KPIs (Last Month)

## Public Relations KPIs (YTD)

Pub Value	UVPM
\$288,446	149,036,660
PR Reach	Stories Placed
650,696	11
	Media FAMs
	1

Pub Value	UVPM
\$1,765,937	1,307,888,598
Media FAMs	Stories Placed
7	32
	PR Reach
	10,481,442

## Key Placements

Morning News Guest Segments [FOLLOW](#) 1 Follower

The Morning News hitches a ride with the Santa Maria Wine Trolley



The Santa Maria Valley wine trolley runs in a loop every Saturday and Sunday through November 26, 2023

### WE TRAVEL THERE

#### PODCAST

## Luffa Farm, BBQ Festival & Wine Trolley in Santa Maria Valley, California

Posted by Lee on May 15, 2023 0 Comments



Los Flores Park

### TRIP IDEAS

## The Best Towns to Visit on a Road Trip Down California's Central Coast for Incredible Food, Wineries, and Hotels

A food and drink expert charts the perfect course from San Francisco to Los Angeles.

By Brad Japhe | Published on May 9, 2023

### Santa Maria Valley

Venture northward out of Santa Barbara and you've got an immediate choice to make; both of them fantastic. You can keep hugging the coastline on Highway 1 to Gaviota State Park – at which point you stay with US-101 up to Los Alamos. Or you can crest the Santa Ynez ridge line on highway 154 and then connect with highway 246 for a drive through the Danish wonderland known as Solvang, with perhaps a stopover to feed the massive flightless birds populating [Ostrichland USA](#).



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FOOD & DRINK // FOOD & TRAVEL

## Is Santa Maria the new Napa? Why wine lovers should visit this California valley now

These Santa Barbara County vineyards are all abuzz



By [Jared Ranahan](#)  
MAY 15, 2023



Vineyards in the Santa Maria Valley — Photo courtesy of Santa Maria Valley Chamber of Commerce



CALIFORNIA NOW BLOG / 13 CALIFORNIA WINERIES OFFERING NEXT-LEVEL EPICUREAN EXPERIENCES

## 13 California Wineries Offering Next-Level Epicurean Experiences

Elaborate, multicourse menus combine the best of both worlds with incredible food and exceptional wines

Posted 20 days ago

by Tina Caputo



### Presqu'île, Santa Maria

The Wine & Food Tour at [Presqu'île](#) guides guests through the extensive cave and winery, then up to the scenic hilltop pond. At the private lookout terrace—boasting 280-degree views of the estate vineyard, the San Rafael mountains, and the Pacific Ocean—visitors sip sparklers and single-vineyard wines paired with small plates from the estate garden.

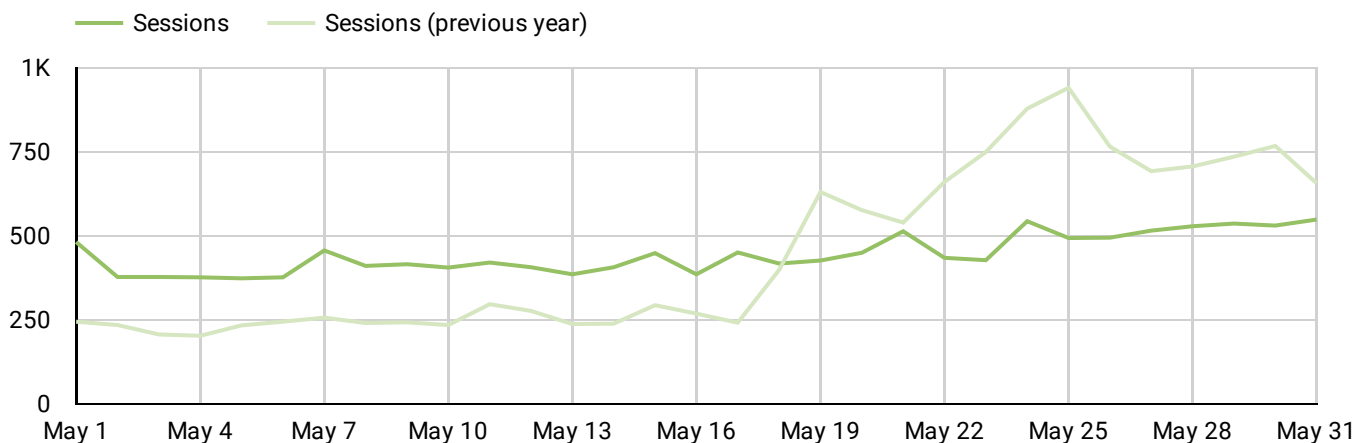


## This Month's Top Stories

Media Outlet	Headline	Brand pull	Feat. or Ment.	Pub Value	UVPM	PR Reach
Yahoo!	Santa Maria Valley Becomes Sizzle Central This May	Barbecue	Feature	\$0		0
Wetravelthere	Luffa Farm, BBQ Festival & Wine Trolley in Santa Maria Valley, California	Travel	Feature	\$0.09	412	0
Visit California News & Events	13 California Wineries Offering Next-Level Epicurean Experiences	Wine	Mention	\$0.02	70	0
Travel + Leisure Online	The Best Towns to Visit on a Road Trip Down California's Central Coast for Incredible Food, Wineries, and Hotels	Travel	Mention	\$2,285.81	2,839,511	0
PR Newswire	Bien Nacido Vineyards Marks 50th Anniversary With Opening of Estate Tasting Room	Wine	Mention	\$501.16	2,178,964	0
New York Times Online, The	Can Weed Wine, an Underground Favorite Among Winemakers, Survive the Gummy Era?	Wine	Mention	\$43,893.82	38,168,535	0
MSN Travel	California Vineyard Named Best In The Entire State	Wine	Mention	\$15,444.86	67,151,557	0
KTLA-TV	KTLA 5 News at 1	Travel	Feature	\$6,378.84		82,417
KEYT-TV Online	The Santa Maria wine trolley hits the road this Mother's Day	Wine	Feature	\$8.8	38,266	0
KEYT-TV Online	The Morning News hitches a ride with the Santa Maria Wine Trolley			\$8.8	38,266	0
KEYT-TV Online	All aboard! Santa Maria wine trolley ready to start rolling this weekend	Wine	Feature	\$8.8	38,266	0
Associated Press Online	Santa Maria Valley Becomes Sizzle Central This May	Barbecue	Feature	\$4,288	5,326,708	0
Arizona Republic, The	Santa Maria Valley is underrated food, wine destination	Travel	Feature	\$44,302.5		0
10Best - USA Today	Is Santa Maria the new Napa? Why wine lovers should visit this California valley now	Wine	Feature	\$331.29	411,535	0

## Website Visits from Paid Digital Media

Paid Sessions  
**13,830**  
 ↓ -0.5%



## Paid Digital Visitor Site Engagement

Unique Hotel Pageviews  
**1,162**  
 ↓ -30.5%

Hotel Referrals  
**433**  
 ↓ -8.6%

Newsletter Signups  
**58**  
 ↓ -26.6%

Cookbook Downloads  
**36**  
 ↑ 125.0%

## Channel Cost Metrics

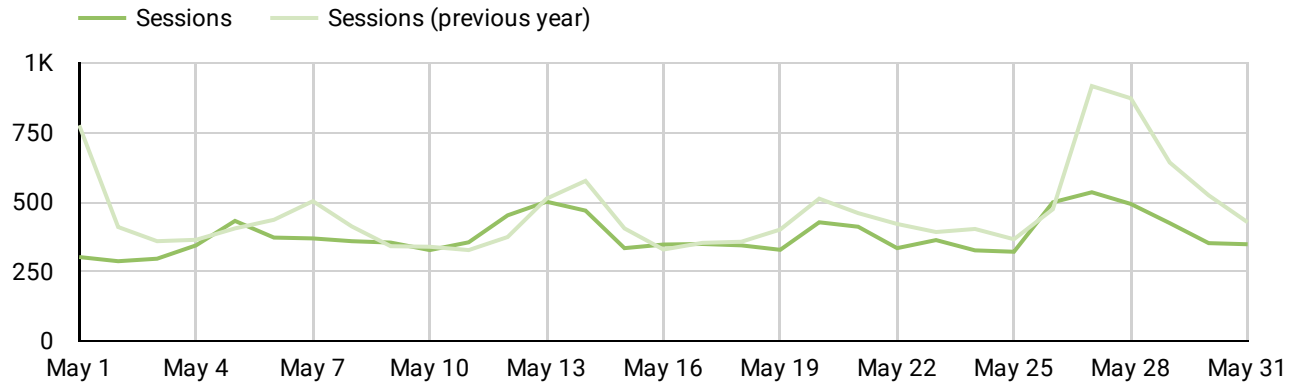
Channel	Impressions	Clicks	CTR	CPC	Conv. Rate	Spent
Paid Social Ads	667,392	6,262	0.94%	\$0.53	0.69%	\$3,330.27
Organic Social+Influencer Promotion	378,931	4,045	1.07%	\$0.45	0.17%	\$1,813.08
Paid Search	27,489	3,291	11.97%	\$1.84	11.33%	\$6,041.42
Remarketing	171,341	2,389	1.39%	\$0.39	2.72%	\$929.49

## Paid Search KPIs by Campaign

Campaign	Impressions	Clicks	CTR	Avg. CPC	Impr. share
Vacation/Getaway Search - F	9,318	1,254	13.46%	\$0.72	11.63%
Hotels Search - LA	5,505	609	11.06%	\$2.00	9.99%
Vacation/Getaway Search - B	3,640	507	13.93%	\$1.19	33.77%
Wine Search - F	3,265	354	10.84%	\$2.53	37.15%
Hotels Search - F	2,522	253	10.03%	\$3.57	15.57%
Wine Search - B	1,417	158	11.15%	\$3.82	53.49%
Hotels Search - B	1,822	156	8.56%	\$5.84	23.83%

## Website Visits from Organic Search

Organic Sessions  
**11,754**  
 ↓ -18.3%



## Organic Search Visitor Site Engagement

Unique Hotel Pageviews  
**245**  
 ↓ -49.1%

Hotel Referrals  
**58**  
 ↓ -58.9%

## Organic Search Content

Landed on Events  
**3,085**  
 ↓ -39.2%

Did Not Land on Events  
**8,669**  
 ↓ -6.9%

Landed on Wine Content  
**1,854**  
 ↑ 6.4%

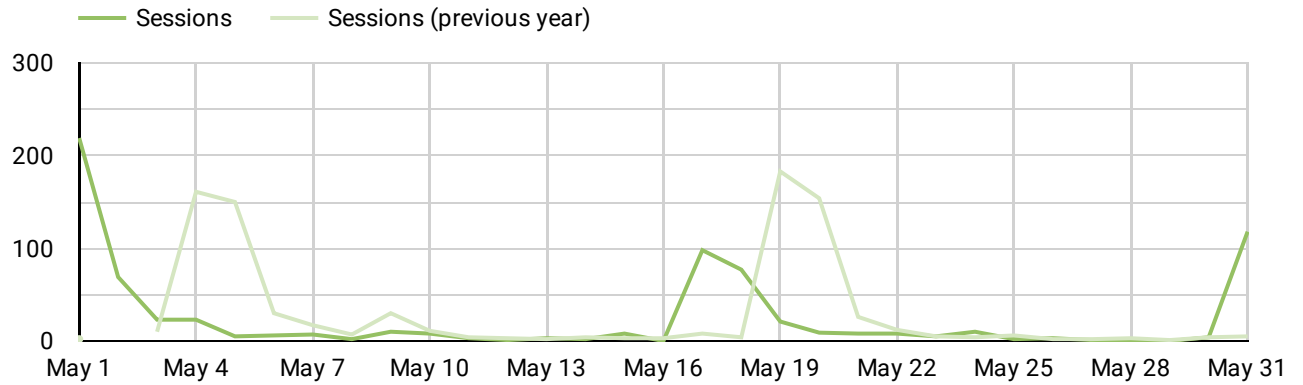
## New Keywords in Top 20

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  
**753**  
 ↓ -12.0%



Unique Hotel Pageviews  
**34**  
 ↓ -75.7%

Hotel Referrals  
**15**  
 ↓ -70.0%

Pages / Session  
**1.85**  
 ↓ -20.1%

Santa Maria Valley Visitor Newsletter Engagement

Subscribers  
**9,544**

Deliveries  
**29,327**

Open Rate  
**53.88%**

Clicks  
**642**

CTR  
**2.19%**

FY Goal: Avg. 300 clicks/email

New Subscribers  
**150**

FY Goal: Avg. 200/mo.

Avg. CTR YTD  
**2.03%**

FY Goal: Avg. 1.25%+

Avg. Open Rate YTD  
**53.44%**

FY Goal: Avg. 24%

Avg. Clicks YTD  
**438**



**California Barbecue Brings the Heat**

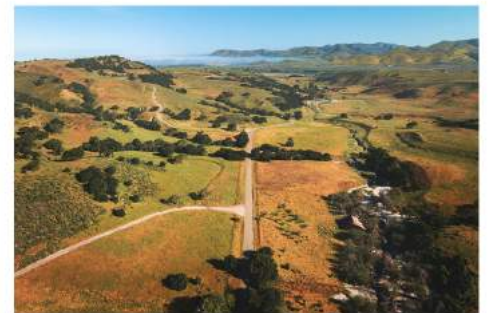
Santa Maria Valley transforms into Sizzle Central this May. We put West Coast barbecue on the map 150 years ago. Now, we're 'steaking' our claim. See how we celebrate Barbecue Month, #SantaMariaStyle.

[GET THE JUICY DETAILS](#)



**Zoom on over to the West Coast Kustoms Cruisin' Nationals Car Show**

Don't miss the West Coast Kustoms 2023 Cruisin' Nationals car show, May 26-28! Get ready for live music and performances, a model car show, a pinstripping panel, swap meets, vendors and much more. See you Memorial Day Weekend!



**Travel + Leisure: Santa Maria Valley is a Must-Visit**

It's no wonder Travel + Leisure included Santa Maria Valley in this roundup of "The Best Towns to Visit on a Road Trip Down California's Central Coast." Here you'll find wine (so much wine), our very own barbecue style, unique experiences, hidden gems and wide open spaces abound.