



FY23 Marketing Report

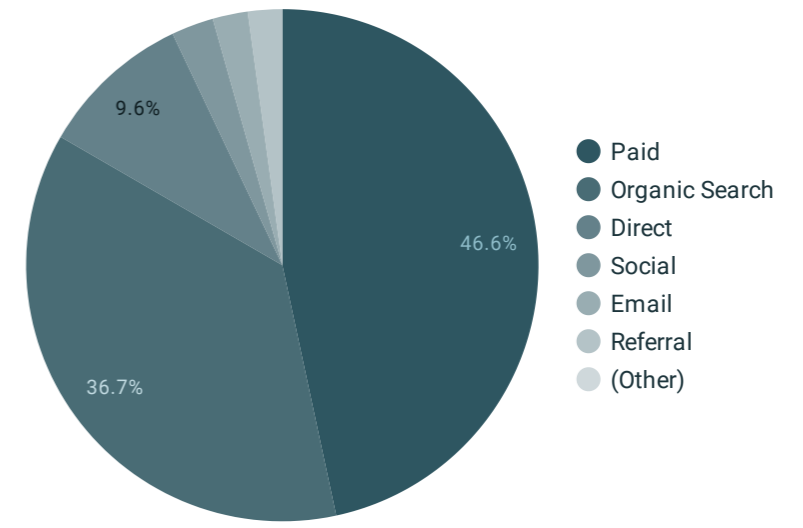
JULY 2022 - JUNE 2023



Website Overview

SESSIONS BY CHANNEL

<p>Web Visits 369K ↑ 14%</p>	<p>Hotel Referrals 7K ↓ -1%</p>	<p>Newsletter Signups 2K ↓ -38%</p>
<p>Unique Hotel Pageviews 23K ↓ 0%</p>	<p>Attraction Clicks 14K ↑ 3%</p>	<p>Cookbook Downloads 2K ↑ 5%</p>



GOAL SNAPSHOT

Organic Search & Paid Digital Media

- Organic Search Web Visits: **97K** (↑ 2%)
- Paid Hotel Referrals: **5K** (↑ 8%)

PR

- Pub Value: **\$2M** (Goal \$785K)
- Stories Placed: **35** (Goal 36)

Organic Social Media

- Avg. Engagement Rate TT: **5%** (Goal 1-3%)
- Avg. Engagement Rate IG: **3%** (Goal 1-3%)

Email

- Email Open Rate: **52%** (Goal 40%+)
- Email CTR: **2%** (Goal 1.25%)
- Email Subscribers: **10K** (Goal 13,210)

<p>Our search management efforts resulted in increases in both organic website traffic and hotel referrals from paid media this year. Our goals for FY24 are lofty, but we're determined to hit them over the next 12 months.</p> <p>This year, we've met and exceeded our engagement rate goals (our primary KPI) across both platforms. Next year, we'll add amplification rate to the mix, which is a measurement of the rate at which our content is being shared at no additional cost/effort to us.</p>	<p>We came in just shy of our story goal for the year, but it's important to note that we counted only stories directly placed and facilitated by KPS3. The true coverage metric should really include indirect placements as well, in which case our total is 85 for the year. This is how we'll count them going forward.</p> <p>We've exceeded our email engagement KPIs for the year—by a long shot. We fell short of our subscriber goal, but this coming year, we'll be focusing on minimizing unsubscribes and retaining new and current subscribers.</p>
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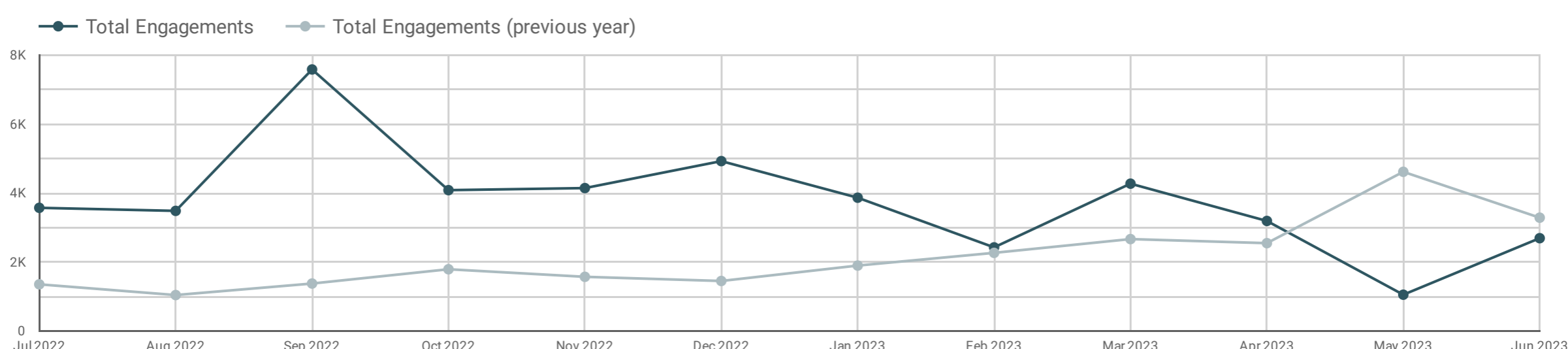
All Organic Social Media Platforms

Total Followers
19.4K
↑ 29%

Total Number of Posts
1K
↑ 30%

Total Engagements
45K
↑ 75%

Impressions
738K
↑ 7%



FOLLOWERS

+4.4K

We gained more than **4,400 followers** across all platforms this year.

INSTAGRAM ENGAGEMENT

61%

Instagram Reels have significantly contributed to the increase in followers, reach, and engagement.
Reels account for 61% of all post engagement.

TIKTOK FOLLOWERS

200%+

Since July 2022, **TikTok followers have increased over 200%**, and our average engagement rate reached 5%.

Instagram

IG Followers
7.6K
↑ 44%

Engagements
34K
↑ 116%

Reach
588K
↑ 109%

Number of Posts
577
↑ 49%

Top Performing Instagram Post

Total Engagements 2,676

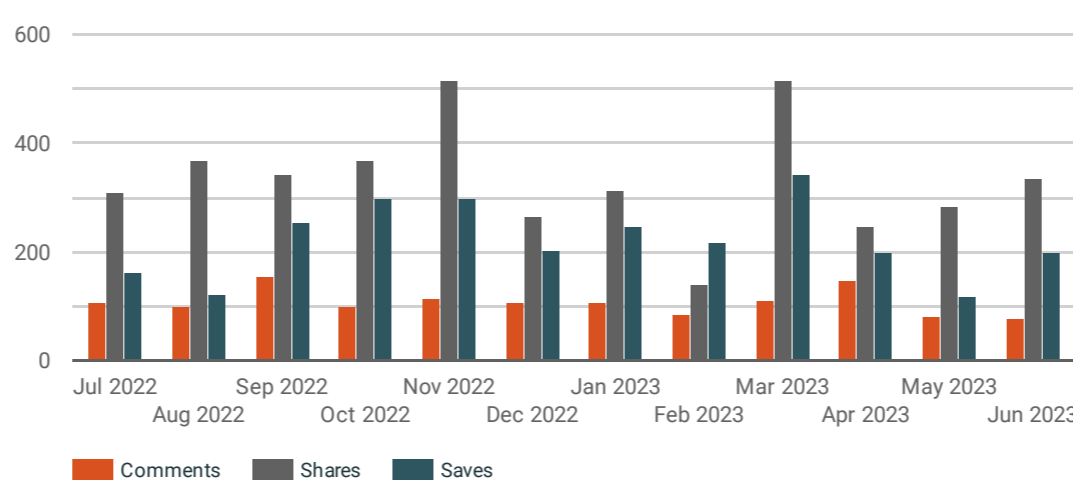
Likes 2,644

Comments 4

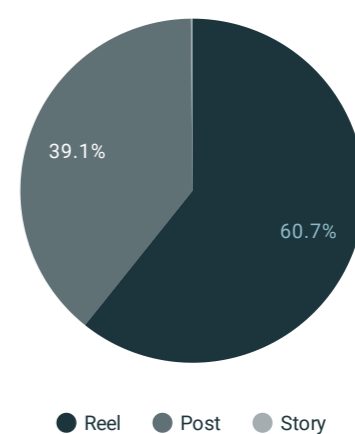
Shares 22

Saves 6

High-Value Instagram Post Engagements



Instagram Engagements by Post Type



TikTok

TikTok Followers
651

Engagements
6K

Video views
263.8K

Engagement Rate
5%

Top Performing TikTok Post

Total Engagements 4,866

Likes 4,716

Comments 14

Shares 137

80%

More than 80% of all Facebook and Instagram ad engagements came from boosted posts (organic social posts that we put paid media dollars behind).

184

Boosted posts generated 184 hotel referrals, and more than half were from Instagram Reels.

Website Visits
35K

Hotel Referrals
184

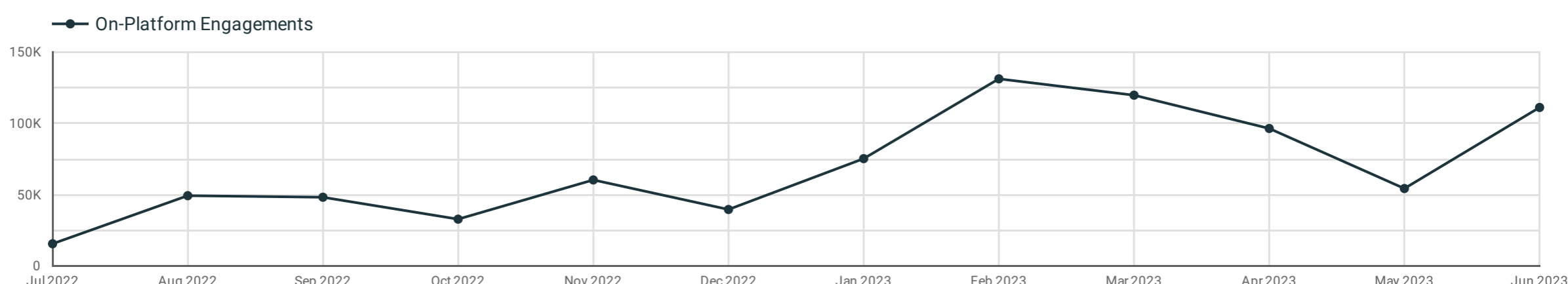
Newsletter Signups
109

Post Engagements
834K

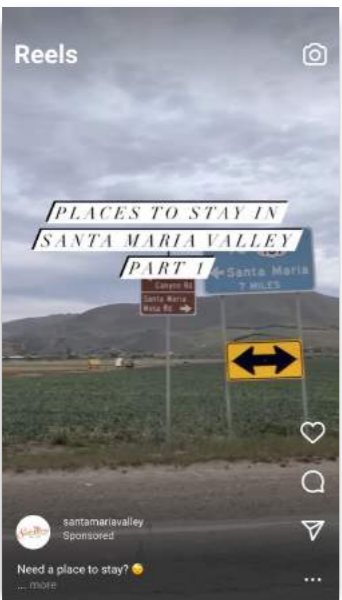
Shares
3K

Comments
125

👍 Reels in particular have some of the highest engagement rates and shares 👍

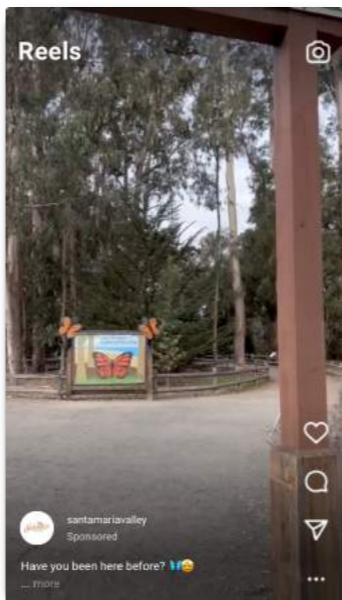


Top Performing Posts



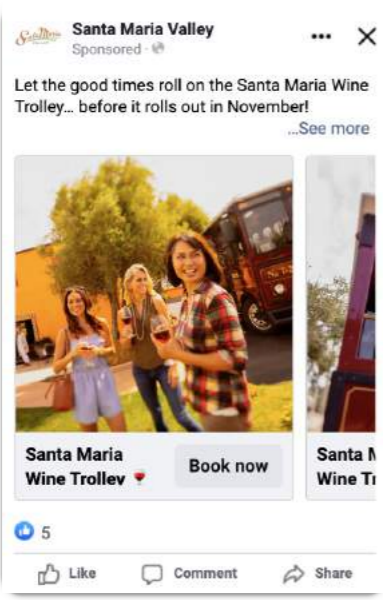
Places to Stay in SMV Reels Parts 1, 2 & 3

Engagements	Reactions	Shares
276K	2K	98
Website Visits	Hotel Referrals	
2K	104	




Hidden Gem: Monarch Butterfly Grove Reel

Engagements	Reactions	Shares
112K	1K	2K
Website Visits	Newsletter Signups	
8K	38	



Santa Maria Trolley Posts

Engagements	Reactions	Shares
49K	1K	274
Website Visits	Hotel Referrals	
6K	28	



U-Pick Berries Reel

Engagements	Reactions	Shares
40K	336	205
Website Visits	Newsletter Signups	
3K	13	

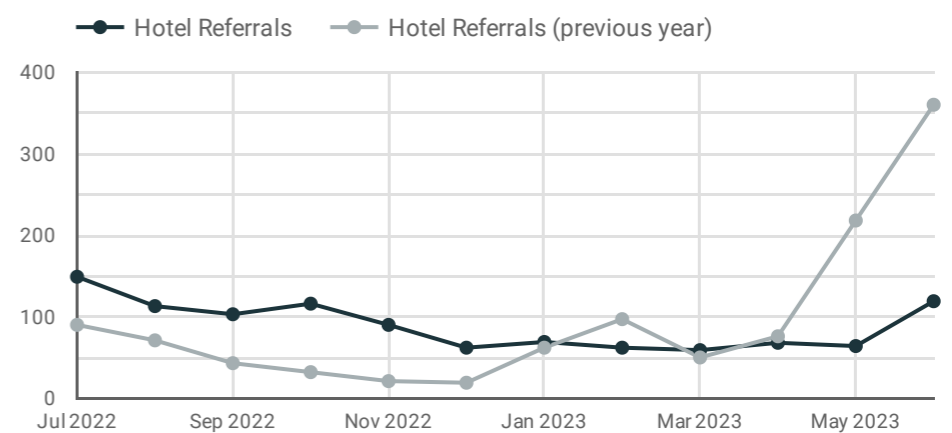
Paid Social Media KPIs

Spend
\$85K
↑ 35%

Newsletter Signups
890
↑ 46%

Website Visits
126K
↑ 70%

Hotel Referrals
1K
↓ -6%



WEB VISITS

73%

Facebook and Instagram ads made up 73% of all paid website visits.

HOTEL REFERRALS

1K

Hotel referrals are down a slight 6% due to the success of the Beat Inflation Vacation (BIV) campaign last year. Excluding BIV, hotel referrals are up a whopping 49% year over year.

EMAIL SIGNUPS

46%

Newsletter signups from our paid social media efforts are up 46% year over year.

POST SHARES

298%

Shares, considered the most valuable type of engagement, are up 298% year over year.

On-Platform Engagement

Engagements

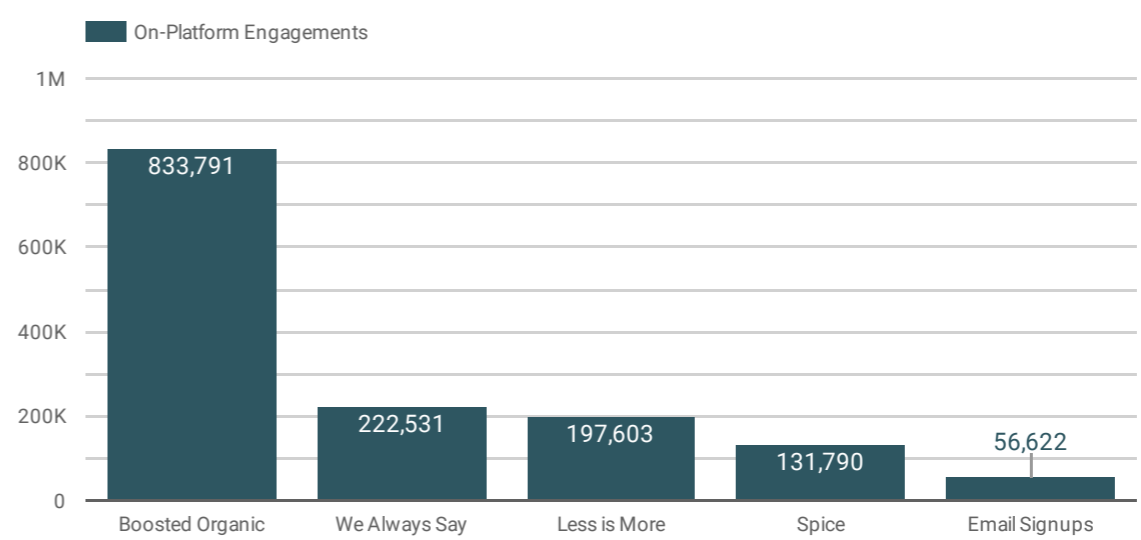
1M
↑ 316%

Shares
5K
↑ 298%

Reactions

16K
↑ 21%

Comments
587
↑ 28%



KPIs by Campaign



Email Signups Campaign
(Launched 9/9/22, with new creatives swapped 3/10/23)

Website Visits: **13K**
Newsletter Signups: **273**



We Always Say... Campaign
(Launched 10/11/22)

Engagements: **223K**
Video Plays: **2M**
Plays @ 50%: **54K**
Plays @ 100%: **21K**



Spice Campaign
(Ran 2/1/21 - 11/28/22)

Website Visits: **23K**
Hotel Referrals: **422**

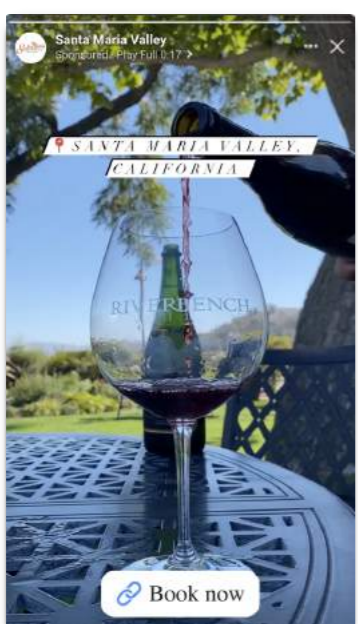
Newsletter Signups: **220**



Less is More Campaign
(Launched 11/28/22)

Website Visits: **30K**
Hotel Referrals: **84**

Newsletter Signups: **179**



Remarketing Campaign
(New creative launched 4/10/23)

Website Visits: **21K**
Hotel Referrals: **380**

Newsletter Signups: **106**

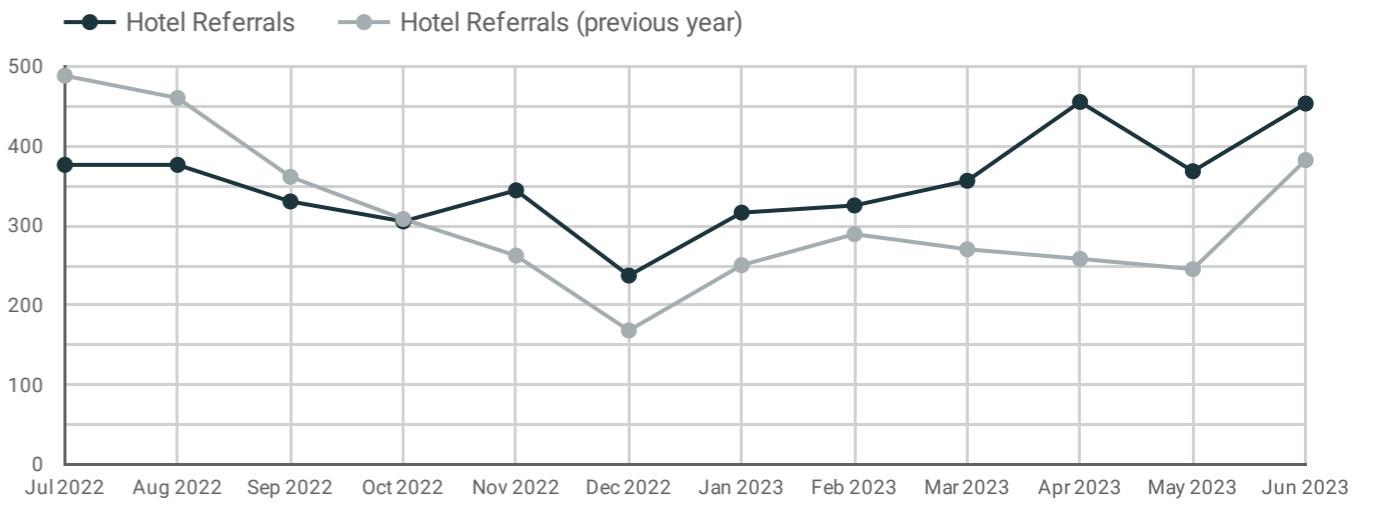
Paid Search KPIs

Spend
\$79K
↑ 60%

Website Visits
45K
↑ 30%

Clicks
47K
↑ 13%

Hotel Referrals
4K
↑ 13%



30%

Website visits from paid search are up 30%, and click-through-rates have nearly doubled (+98%).

13%

With the new lodging detail page design that launched in November, hotel referrals increased a solid 13% year-over-year.

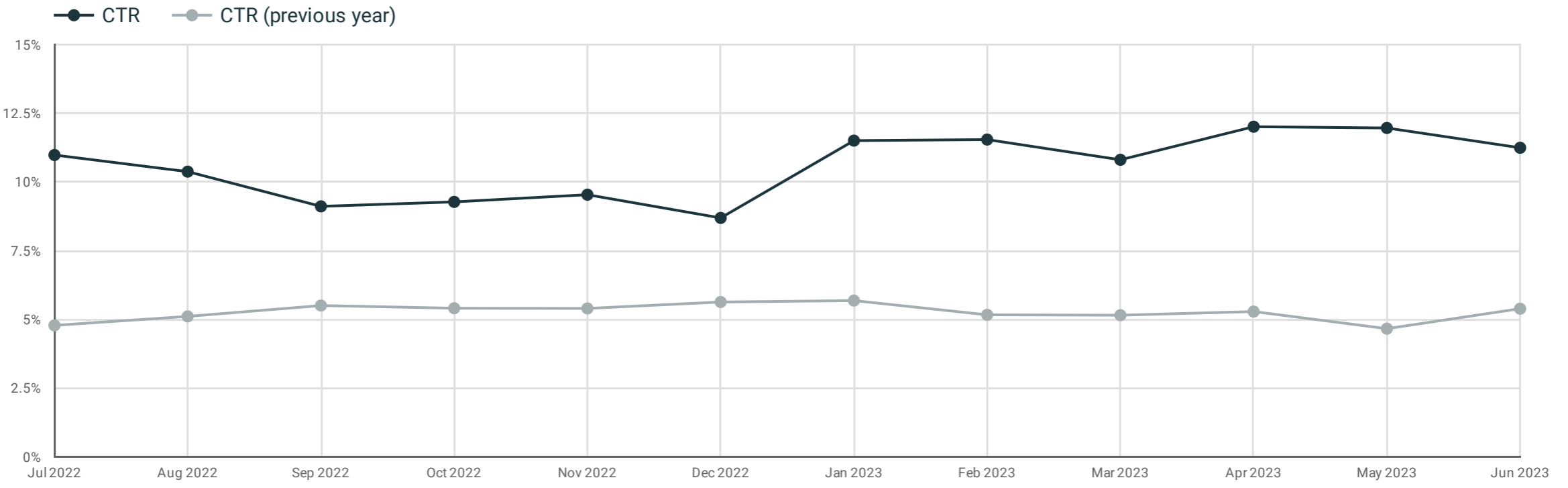
Impression (Top) %
91%
↑ 19%

CTR
10%
↑ 98%

CPC
\$1.66
↑ 42%

👍 We've increased our CTR by 98% while increasing, and nearly maxing out, our top-of-page rate to 91%. 👍

CTR Over Time



Keyword Rankings

KW's in Top 20

200

↑ 3%

KW's in Top 10

169

↓ -1%

KW's in Top 3

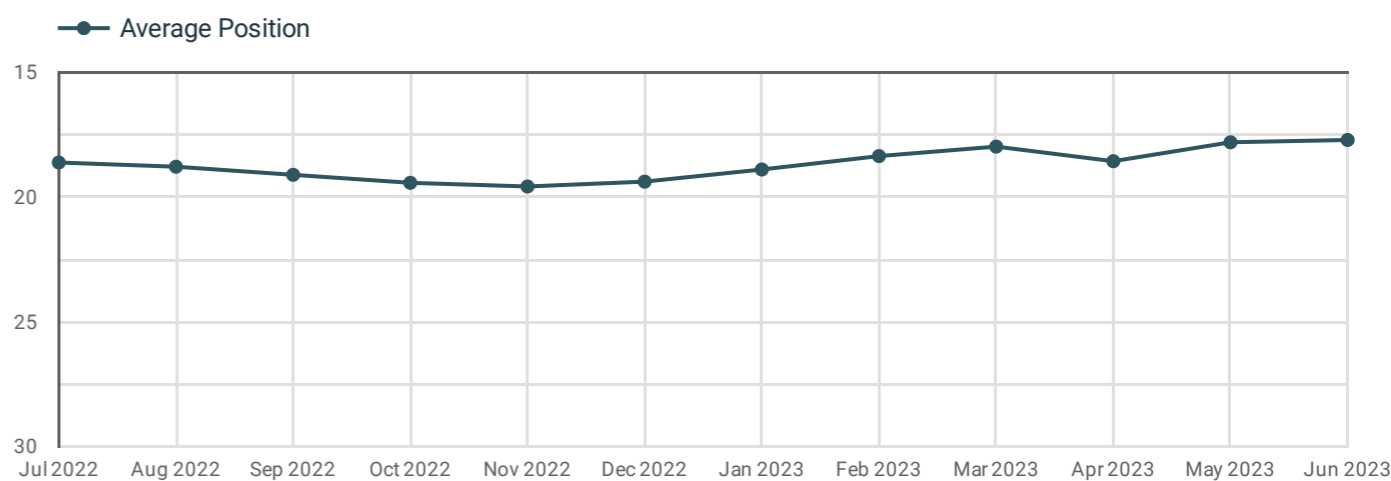
105

↑ 42%

#1 Rankings

56

↑ 30%



We have gained the #1 position for [santa maria tri tip wine pairing](#), which was previously ranked #15.

The [wine tasting central california](#) keyword is now ranked #1 (out-ranking Visit California), previously ranked #5.

Our average position has improved from #21 to #17 for all tracked keywords.

WINE KEYWORDS

KW's in Top 10

107

↓ -4%

KW's in Top 3

75

↑ 39%

CENTRAL COAST & CALIFORNIA KEYWORDS

KW's in Top 10

16

↑ 14%

KW's in Top 3

7

↑ 133%

ORGANIC SEARCH WEBSITE ENGAGEMENTS

Website Visits

97K

↑ 2%

Hotel Referrals

785

↓ -6%

Newsletter Signups

293

↓ -49%

New Keywords in the Top 3 Positions

Keyword	Position ^	Previous position
wine tasting tours santa maria	1	4
wine tasting tours santa maria ca	1	4
santa maria wines california	1	4
santa maria valley wine	1	4
cheap wine tasting in santa barbara	1	4
santa maria wine	1	5
santa barbara wine regions	1	8
free wine tasting santa maria	2	5
santa maria ca wine tasting	2	4
presqu'île winery	2	4
presquile winery	2	4
cambria estate winery	3	4
free wine tasting santa ynez	3	6
santa maria tri tip wine pairing	3	15
wine tasting central coast california	2	5
wine tasting central california	2	6

Public Relations KPIs

Pub Value
\$1.62M

Stories Placed
35

Key Placements

"Bust Out the Binoculars for This Wildlife-Fueled California Adventure"

"The best places to eat between San Francisco and Los Angeles"

"This Small Town Along The Central California Coast Is A Hidden Gem For Wine Lovers"

"California Central Coast Road Trip Itinerary: Castles, Wine and More"

"Roundtrip Tour: Santa Maria Weekend Romp"

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

"Santa Maria Valley, California Shamrock Tour®"

"5 Reasons to Drive to The Santa Maria Valley, California"

"Santa Maria Valley Becomes Sizzle Central This May"

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

"Best Cali Road Trip Stops"

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

Additional Features & Mentions

"12 Reasons to Love California Chardonnay"

"19 Of the Best Sustainably Farmed Wines to Drink Now"

"These Road Trips Are Awesome Year-Round. But They're Exceptional in Fall"

"Miller Family Wine Company's Nicholas Miller Named 2022 Wine Executive of the Year by Wine Enthusiast"

"Highway 1 Road Trip: Six Itineraries Along California's Iconic Coast"

"Where We're Traveling"

"The Best Wines To Pair With Popcorn For Your Oscar Viewing Party"

"Californians Share Why They Love Where They Live"

"The 101 best California experiences"

"Weed Wine is an Underground Favorite"

"Experience Bien Nacido"

"These Fourth of July Party Recipes Will Make Menu Planning So Much Easier"

Media FAMs



Jeff Buchanan

Jeff Buchanan is a California-based motorcycle journalist and co-founder of Robb Report Motorcycles, primarily writing for RoadRUNNER, an independently owned and published motorcycle touring and travel magazine.



Rina Nehdar

Rina Nehdar is a multi-award winning journalist and photographer, and founder and editor of L.A. Family Travel. Her work can be seen in L.A. Family Travel, Travel + Leisure, Parents, Global Traveler Magazine, LA Parent and more.



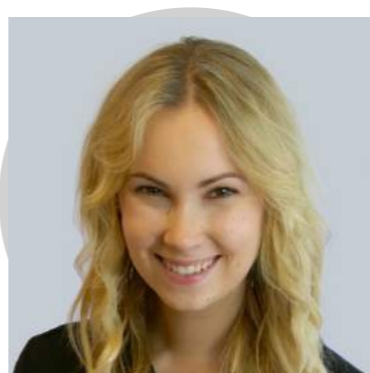
Hannah Stephenson

Hannah Stephenson is a London-based journalist and senior feature writer for Press Association Media, a multimedia content provider and national news agency. Her work can be seen in MSN UK, The Independent and the Irish Examiner.



Laura Beausire

Laura Beausire is a Colorado-based freelance writer. You can find her work in Condé Nast Traveler, Food & Wine, Travel + Leisure, Business Insider, Wine Enthusiast, Marriott Bonvoy Traveler, The Telegraph, Hemispheres, Sierra, Robb Report, Family Traveller, The Denver Post, TravelAge West and other publications.



Molly O'Brien

Molly O'Brien is a Los-Angeles-based journalist who writes for a variety of travel and lifestyle publications, including Fodor's Travel, Travel + Leisure, Matador Network and Business Insider, among others.



Jochen Schliemann

Jochen Schliemann is co-host of Reisen Reisen - Der Podcast, the largest travel podcast in the German-speaking world. He has written for multiple German publications, and more recently, Reader's Digest.



Judy Karnia

Judy Karnia is an Arizona-based journalist and expert contributor to TravelAwaits, a publication focusing on travelers above the age of 50. Her work can be found in TravelAwaits, Flipboard and Wander with Wonder.



Cori Solomon

Cori Solomon is an award-winning journalist and photographer based in Los Angeles. Her work can be found at her blog, The Written Palette, along with Wander with Wonder, FWT Magazine and TravelWorld International Magazine.



Andrew Harris

Andrew Harris is a Southern California-based veteran specialty radio show producer and an accredited food, wine and travel journalist. He is the showrunner for The SoCal Restaurant Show, a food and travel-focused radio show serving Southern California since 2012.



Key Highlights

Santa Maria Valley influencers created and posted 147 pieces of unique content over five months.

Influencer content reached more than 233,000 people above and beyond Santa Maria Valleys' own social media audiences.

Influencer content garnered a 1.05% engagement rate overall, which is strong considering the majority had likely not been exposed to Santa Maria Valley before.

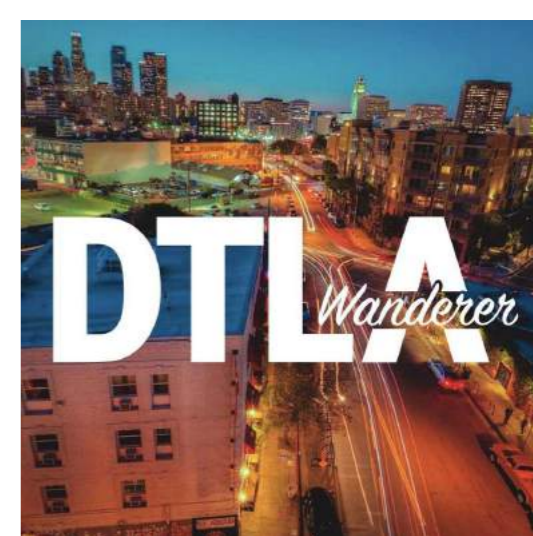
Our Creators



@california_diary_



@hayleyscellar



@dtlawanderer



@happymessmom



@jujuroca

Campaign Performance Summary

CREATORS

5

TOTAL ENGAGEMENTS

3.8K

TOTAL NUMBER OF POSTS

147

ENGAGEMENT RATE

1.05%

REACH

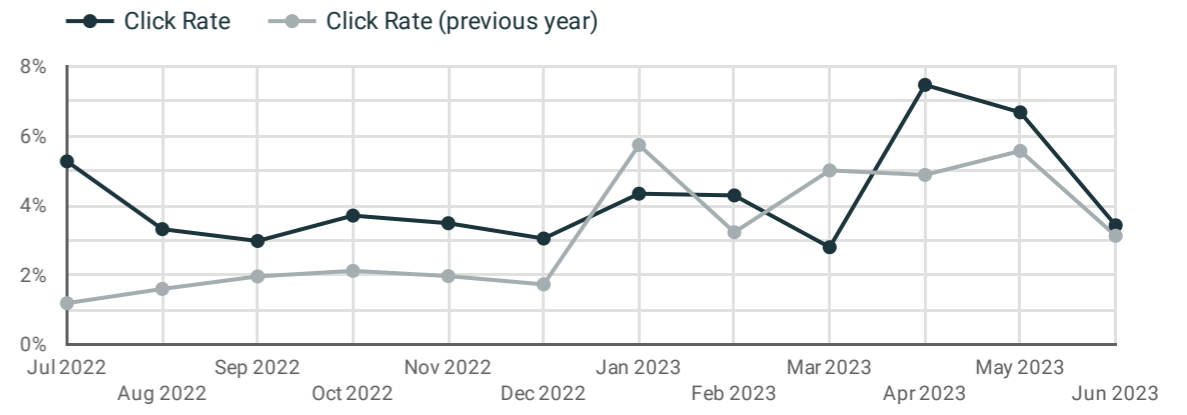
233K

TOTAL IMPRESSIONS

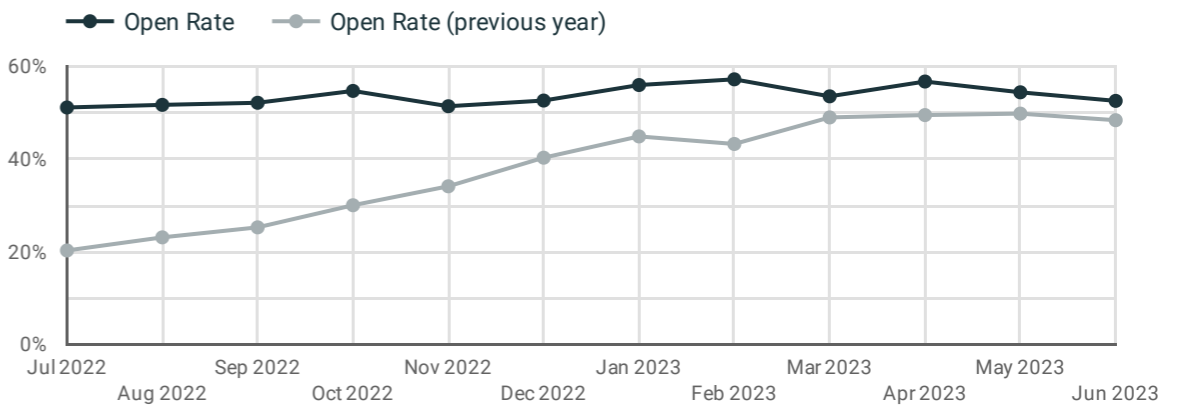
435K

Website Visits & Engagement from Bi-Monthly Tourism Emails

Avg. CTR **2%** ↑ 1%
 Avg. Open Rate **54%** ↑ 30%
 Subscribers **9,587** ↓ -13%



Our email open rate has increased significantly year-over-year, steadily climbing ever since July 2022 and is consistently above 50%, which is huge compared to industry benchmarks.



Our average click-through-rate also exceeds industry benchmarks, consistently at 1.5 - 2%.

We fell short of our total subscribers goal this year, largely due to the number of existing/active subscribers that dropped off of our list each quarter. Our focus next year will be on lowering our unsubscribe rate, in turn, growing our active subscriber base. We'll be working together to identify incentives and offers to promote loyalty among our subscriber base and increase the value our emails provide.

Email Sessions 7,101 ↓ -8%	Unique Hotel Pageviews 651 ↓ -39%	Hotel Referrals 242 ↓ -42%	Total Clicks 9,242 ↑ 12%
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