



August 2023

Monthly Marketing Report

2023-2024 Goal Progress

Sessions

95K

Goal: 399,592 (9% increase)

Hotel Referrals

2K

Goal: 9,191 (50% increase)

Stories Placed

56

Goal: 94

Goal Progress & Highlights

Paid Search

Conversion Rate	CTR
10.3%	9.9%
Goal: 7%	Goal: 10%

- The paid search campaigns had a 21% decrease in spend, resulting in some dips in performance month-over-month. However, year-over-year there was a 16% increase in hotel referrals and a 35% increase in hotel referral conversion rate.
- The click-through-rate improved by 3% month-over-month, despite there being a 19% decrease in overall clicks. The cost-per-click also remained low at \$1.71.

Social Media

Paid Social KPIs

CTR	CPC
1.44%	\$0.38
Goal: 1.25%	Goal: <\$1

Organic Social KPIs

Total Followers	IG Engagement Rate	Amplification Rate
8,562	2.93%	5.25%
Goal: 10k	Goal: 3%	Goal: 5%

- Social advertising shares are up 26% over last month, resulting in 660 total shares. There was also a 5% decrease in cost per share, making it a low \$10.47. The Wine Trolley reel accounted for 338 of these shares.
- Organic shares and engagements were all up month-over-month, as were video views. Some of this can be attributed to the fact that there were seven more posts in August than in July, but we also saw a concentrated amount of this growth attributed to content featuring food and local restaurants.

Public Relations

Stories	Pub Value	% of Stories with Backlink	FAMs (YTD)
56	\$100,297.61	26.21%	0
Goal: 94	Goal: 1.2M+	Goal: 20%	Goal: 6-8

- 268 media outlets published the press release about Midweek Break, for a total potential reach of 364,790,015.
- Travel expert and author, Elycia Rubin, promoted Santa Maria Valley as a 'California Getaway,' also promoting Midweek Break on California Live, KNBC, Los Angeles' NBC affiliate.
- Two media from a June FAM produced and published multiple stories this month.

Organic Search

Organic Web Visits	#1 Rankings
28,631	56
Goal: 142,357 (5% increase)	

- Hotel referrals are up 2% and newsletter signups are up 46% from last year, despite website visits being down.
- The website's #1 keyword rankings increased 33% year-over-year, and we continue to gain keywords in the top 10 and top 3 positions as well.
- New keywords in the top 10 include: *santa maria ca wine tasting* (now #1 with a sitelink extension; previously #5), and *wine country weekend santa ynez* (now #8; previously #32).

Email

Newsletter Signups	Newsletter Conv. Rate	Avg. Open Rate	Click Rate	Unsubscribe Rate
301	0.4%	55.60%	1.85%	0.35%
	Goal: 0.63%	Goal: 50%+	Goal: 2%+	Goal: 2%

- Our email open rate hit nearly 56% in August—one of the highest rates we've seen to date.
- Even with our quarterly list cleanup having happened on August 25, our unsubscribe rate is well under our goal which, in this case, is a good thing.

What's Next?

- In the next month, we'll start implementing content optimizations toward our new California Trip Planning category and keyword rankings. On the paid search side, we'll be restructuring and refreshing our ad campaigns with all new copy and leveraging our website itineraries for those ad landing pages.
- Starting in September, we're kicking off our influencer marketing program with Justin Walter, who has crossover between a media visit and social media. We've also got two additional PR/media opportunities in September, with Jet Set Jeanette and Pat Pattison's Best of California.
- We'll be promoting the Midweek Break Campaign and \$100 promo through September (this kicked off August 22) to encourage midweek visits to Santa Maria Valley. And, we'll be conceptualizing our first creative branded content series that'll run in October.

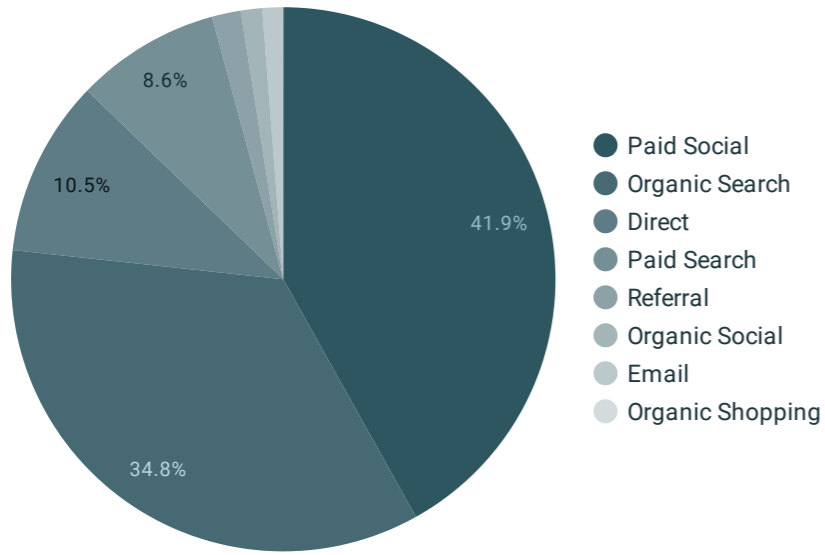
Website Overview

Website Visits
34,724
 ↓ -11%

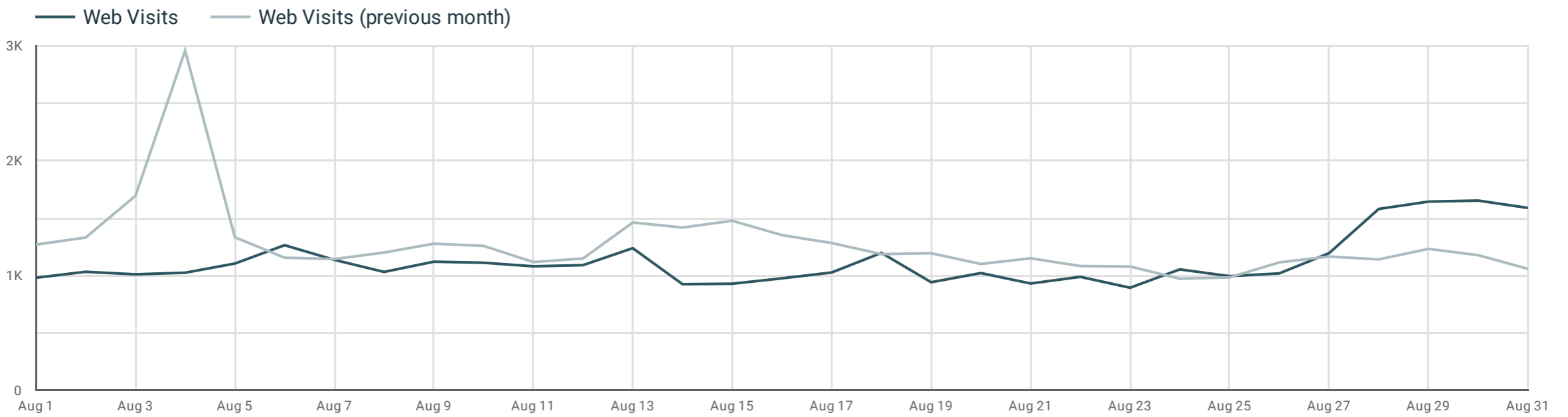
Hotel Referrals
793
 ↓ -8%

Newsletter Signups
154
 ↑ 5%

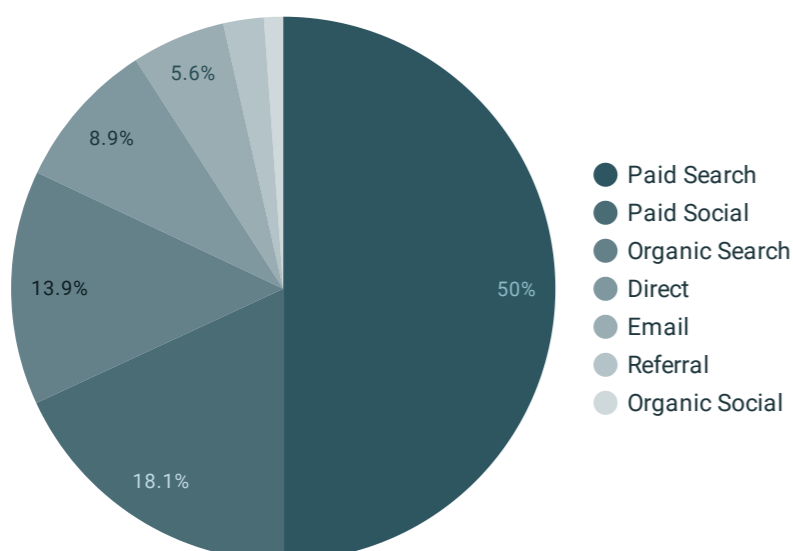
WEB VISITS BY CHANNEL



- Paid social made up 42% of all traffic, with organic search making up nearly 35%.
- Search advertising accounted for 50% of all hotel referrals, and social advertising for 18%.
- The Santa Maria Wine Trolley page was the most viewed page on the site in August, outside of the homepage.
- The decreases seen from last month are due to the large increase in traffic to the website over Fourth of July.



Hotel Referrals by Channel



Top 10 Viewed Pages

Page title	Views
Santa Maria, CA Hotels, Restaurants, Wine, Things to Do	7,533
Santa Maria Wine Trolley Santa Maria Valley Wine Tours	3,406
Take a Midweek Break in Santa Maria Valley Santa Maria Valley	3,265
Plan Your Trip to Santa Maria, CA California Central Coast Vacations	2,781
Experience Barbecue in Santa Maria Valley, CA	2,465
Santa Maria Attractions What to Do in Santa Maria, CA	2,275
Get on the list Santa Maria Valley	2,252
Traditional Santa Maria Style Barbecue Santa Maria Valley	1,672
Santa Maria Hotels Find Lodging in Santa Maria, CA	1,410
California's Cut: Everything There is to Know About Tri-Tip Santa Maria Valley	1,280

PAID SEARCH

Paid Search KPIs

Spend
\$5,077.65
 ↓ -21%

Website Visits
2,975
 ↓ -17%

Hotel Referrals
395
 ↓ -16%

Hotel Conv. Rate
13.3%
 ↑ 2%

- Hotel referrals are up 16% over last year, despite having a 16% decrease from last month. Additionally, the hotel referral conversion rate remained strong at over 13%.

- Paid search saw a 19% decrease in clicks month-over-month, which correlates with a 21% decrease in spend. However, our CTR remained strong at over 10%.

- Our focus in September and October will be increasing our hotel referrals and maintaining, if not increasing, our CTR.

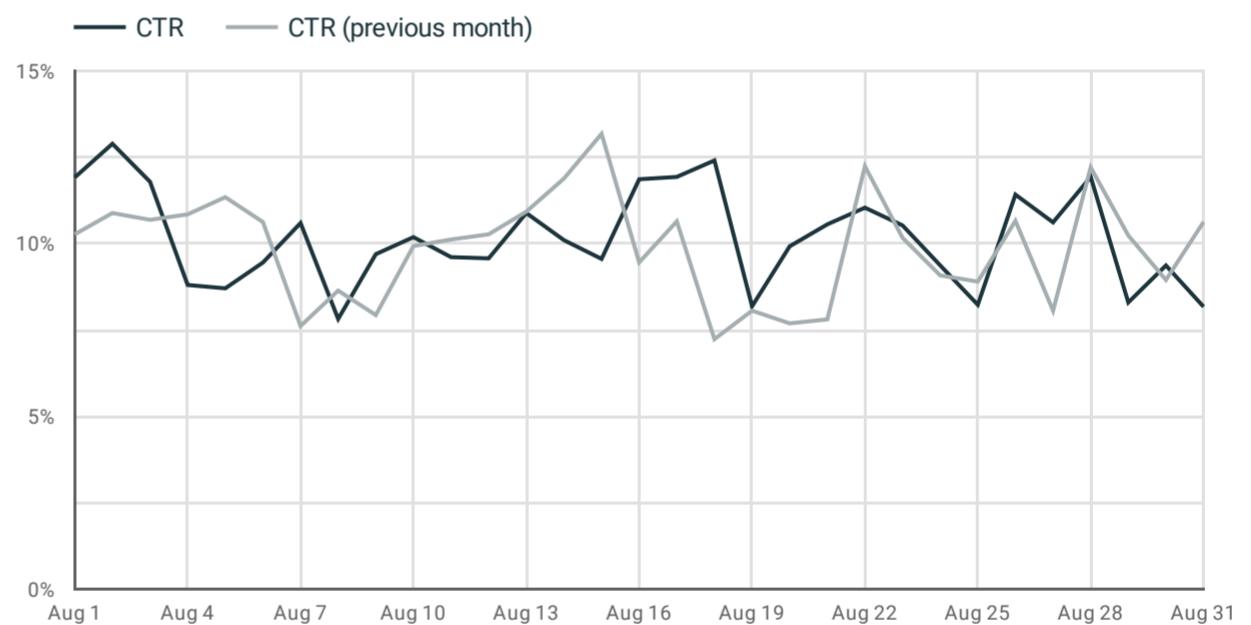
Ad Engagements

Clicks
2,977
 ↓ -19%

CTR
10.06%
 ↑ 3%

CPC
\$1.71
 ↓ -2%

Impression (Top) %
90.36%
 ↓ -2%



KPIs by Campaign

Campaign	Clicks	% Δ	CTR	% Δ	Conversions	% Δ	Conv. Rate	% Δ
Vacation/Getaway Search - F	1,036	-18.2% ↓	13.4%	-2.3% ↓	26	44.4% ↑	1.71%	50.7% ↑
Hotels Search - LA	579	-17.3% ↓	6.95%	10.1% ↑	205	-13.1% ↓	29.08%	14.0% ↑
Vacation/Getaway Search - B	482	-16.5% ↓	13.13%	1.9% ↑	7	-36.4% ↓	1.27%	2.3% ↑
Wine Search - F	288	-20.4% ↓	11.3%	6.3% ↑	12	500.0% ↑	2.81%	420.7%...
Hotels Search - F	260	-24.2% ↓	7.79%	-9.5% ↓	77	-36.9% ↓	26.69%	-15.2% ↓
Hotels Search - B	190	-16.7% ↓	6.82%	18.3% ↑	68	-13.9% ↓	25.15%	-11.6% ↓
Wine Search - B	142	-23.2% ↓	12.17%	-5.9% ↓	5	25.0% ↑	2.21%	41.9% ↑

Social Media KPIs

Organic Social KPIs

Avg. IG Followers 8,324 ↑ 4.3%	IG Amplification Rate 5.72% ↓ -12.1%
IG Engagement Rate 3.11% ↑ 20.9%	Avg. Engagement Rate (All Networks) 3.02% ↑ 7.0%

Paid Social KPIs

CTR 1.39% ↓ -7%	CPC \$0.40 ↑ 11%
Shares 660 ↑ 26%	Cost per Share \$10.47 ↓ -5%

- Social advertising shares are up 26% over last month, resulting in 660 total shares. There was also a 5% decrease in cost per share, making it a low \$10.47. The Wine Trolley reel accounted for 338 of these shares.

- Hotel referrals generated by paid social are up 6% over July. The Hotel Referrals - Remarketing campaign generated 79 hotel referrals, directly in-line with last month. The Wine Trolley reel also generated 19 hotel referrals, which is the most hotel referrals from boosted organic content in August.

- As we continue to focus on making the Reels text overlays more authentic to SMV's tone and voice, we also continue to see growth in video views: 186,772 in August (up 12% from July).

- Amplification Rate was down in August most likely because we posted two fewer posts on Instagram in August compared to July. However, posts that were about food and local restaurants received the most shares and overall engagement, still contributing to the amplification rate. We will continue incorporating these into content planning.

- We posted seven more posts last month than we did in July which contributed to the increase in metrics we're seeing. This is thanks to our collaboration with the PR team in promoting the stories that are placed.

- Other top-performing organic content included the following Reels: Midweek Break Campaign Kick-Off, Guadalupe Social Club, and Shopping in Orcutt. Together, these Reels and the Swiss Steakhouse Reel below amassed more than 1,800 engagements.

Top-Performing Posts



Wine Trolley Reel
Boosted Organic Content



Girls Weekend Getaway Reel
Boosted Organic Content



Fun is Elsewhere Reel
Hotel Referrals - Remarketing

Top Organic Post by Engagement



The Swiss Steakhouse

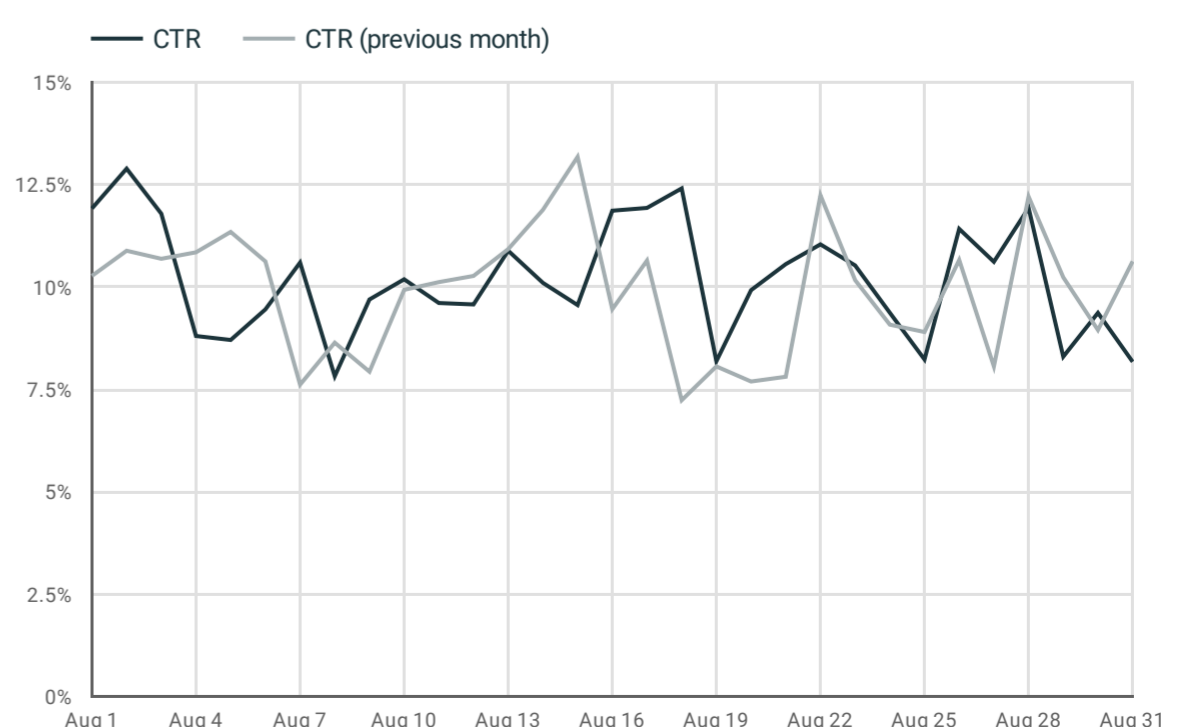
Top Organic Post by Shares



The Swiss Steakhouse

Paid Social Engagements

Spend \$6,908.16 ↑ 20%	Web Visits 14,522 ↑ 11%
Clicks 17,224 ↑ 8%	Hotel Referrals 143 ↑ 6%
On-Platform Engagements 151,534 ↑ 4%	Newsletter Signups 68 ↑ 1%



Public Relations KPIs

Pub Value

\$9,714.06

YTD: \$100,297.61
Goal: 1.2M+

Stories Placed by KPS3

31

YTD: 56
Goal: 94

% of Stories with Backlink

48.68%

YTD: 26.21%
Goal: 20%

FAMs

0

YTD: 0
Goal: 6-8

- Andrew Harris' June FAM continued to net coverage with three additional segments featuring Presqu'ile, airing on the SoCal Restaurant Show. The show boasts an audience of 38,000 listeners.
- Cori Solomon, who Santa Maria Valley also hosted in June, produced two stories this month, one for her popular travel and lifestyle blog, The Written Palette, and one for Wander with Wonder, a travel and social media site with a total monthly audience of more than 265,000.
- The Midweek Break story was send out via Newswire with pickup by more than 260 outlets including stories in AP News, Yahoo and Street Insider.
- LA Travel Expert and freelance writer, Elycia Rubin, featured Santa Maria Valley as a top road-trip destination from LA. During her "California Live" TV segment, she mentioned the Midweek Break Campaign.

Key Placements

"August 12: Marc Vetri, Holey Grail Donuts, Presqu'ile, Jeanne Kelley"



"Show 538, Preview with Executive Producer & Co-Host Andy Harris"



"Show 538, Presqu'ile Winery, Santa Maria with Tim Wanner, Part One"



"The Gatehouse at Bien Nacido Opens"



"Welcome Back to Cambria Estate Winery"



"Old Town Orcutt Welcomes a New Vibe with Lark + Sparrow"



"Liquid Gravity Brewing Company Opens New Taproom in Old Town Orcutt"



"Weekend Escape in Santa Maria Valley"



"Santa Maria Valley is at It Again- This Time, Paying Travelers to Take a Midweek Break"



"Santa Maria Valley is at It Again- This Time, Paying Travelers to Take a Midweek Break"



"Golden State Getaways!"



"Discover Central Coast Coffee and Tea at Dewlson Family Farm"



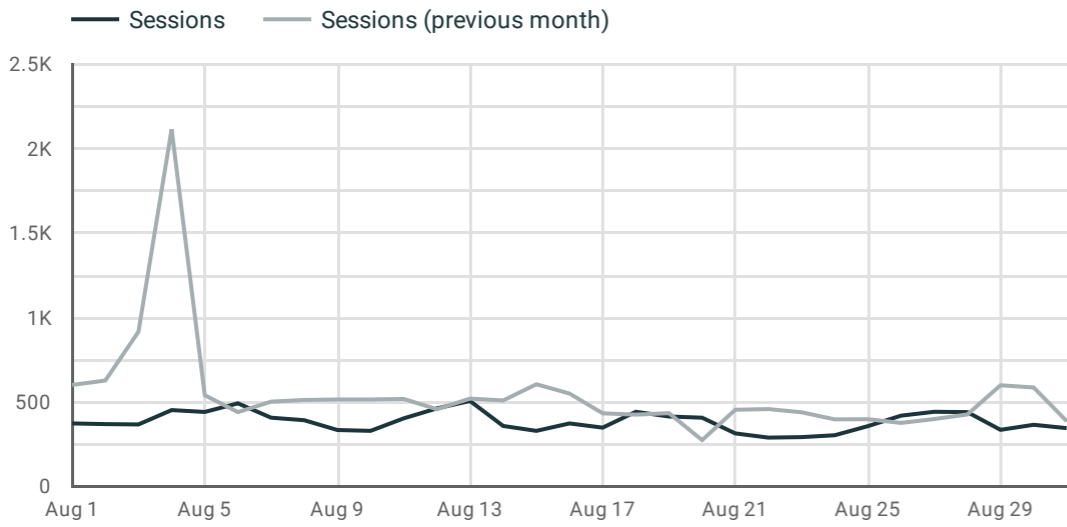
ORGANIC SEARCH

Organic Search KPIs

Website Visits
12,066
↓ -28%

Hotel Referrals
110
↓ -20%

#1 Rankings
56
↑ 14%



- Total organic search sessions are down 28%, primarily due to the large increase in visitors to the website over Fourth of July. Additionally, we are still seeing a decline in visitors landing on the homepage and events pages.
- The decline in visitors to the homepage is a result of users searching for *santa maria* and related terms 20% less than they were last year, and 12% less than they were last month.
- Hotel referrals are up 3% over last year, with newsletter signups up 2%, despite there being decreases from last month.
- The website's #1 keyword rankings increased 14% year-over-year and were maintained from last month.
- New keywords in the top three include: *California wine weekend getaway*, #3 (up from #5); *Santa barbara wine regions*, #1 with featured snippet (up from #5); *Santa maria style barbecue*, #1 with featured snippet and PAA SERP feature.

Website Engagements

Newsletter Signups
40
↓ -2%

Newsletter Conv. Rate
0.33%
↑ 35%

Hotel Referral Conv. Rate
0.91%
↑ 10%

Keyword Rankings

KW's in Top 20
191
↑ 2%

KW's in Top 10
162
↑ 1%

KW's in Top 3
97
↓ -4%

CALIFORNIA TRIP PLANNING KEYWORDS

KW's in Top 10
1
0%

KW's in Top 3
1
0%

BRANDED KEYWORDS

#1 Rankings
52
↑ 30%

KW's in Top 3
74
↑ 35%

WINE KEYWORDS

KW's in Top 10
106
↑ 2%

KW's in Top 3
68
↑ 39%

New Keywords in the Top 3

Keyword	Position	Previous position
river bench winery	2	4
santa maria valley and los alamos wine trail	2	9
strawberry cheesecake wine pairing	3	4
presqu'ile winery	3	5
cambria winery	3	4
presquile winery	3	8
presqu'ile wine	3	4

Tourism Email KPIs

Avg. Open Rate
55.93%
 ↑ 1.2%

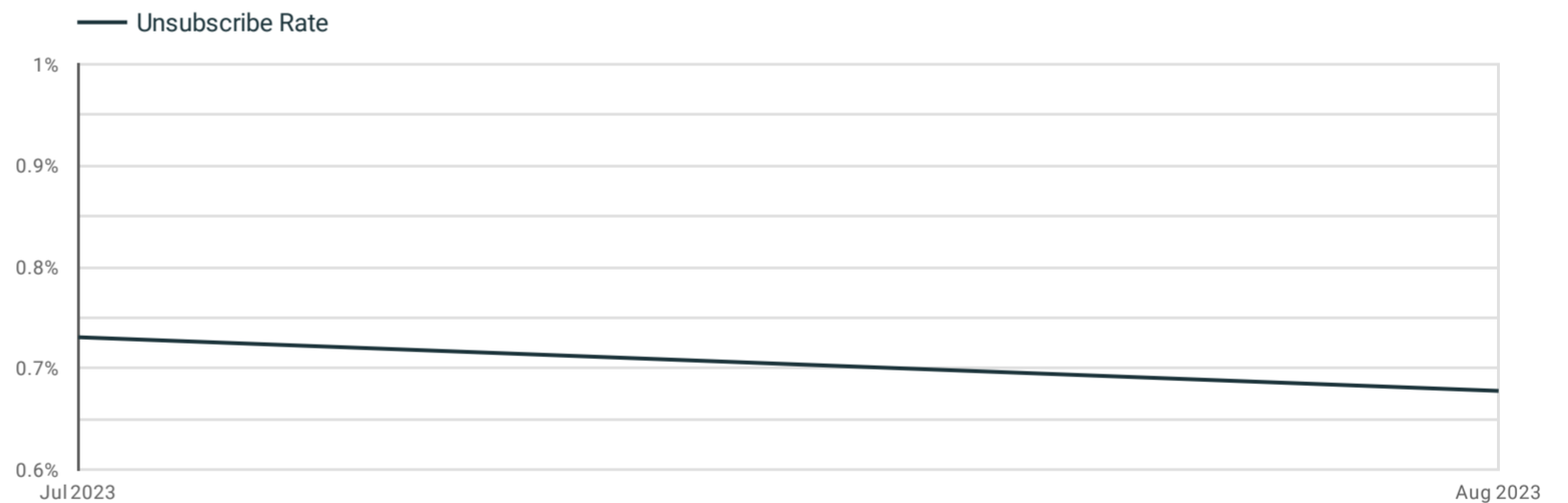
Click Rate
1.67%
 ↓ -17%

Email Signup Conv. Rate
0.44%
 ↑ 18%

- Our email open rate hit nearly 56% in August—one of the highest rates we've seen to date.
- Our average click-through-rate also exceeds industry benchmarks, consistently at 1.5 - 2%.
- Even with our quarterly list cleanup having happened on August 25, our unsubscribe rate is well below our 2% goal which, in this case, is a good thing.

Unsubscribes YTD

Unsubscribe Rate
0.35%
 ↓ -19%



Wineries & Butterflies: An Unlikely but Amusing Pairing

Rovology recently featured Santa Maria Valley in this article by Judy Karnia, exploring the wonderful possibilities an excursion to Santa Maria Valley has to offer: award-winning varietals, exhilarating views, binge-worthy food, and more. Plus, the thousands of monarch butterflies that visit us every year make a trip to Santa Maria Valley sound like an easy choice to make.

[Check it out](#)



Relax. Recharge. Repay yourself.

Need a break? Don't want to wait for a weekend? Well, we have news for you!

As a thank-you for being a loyal subscriber, we're offering you early access to an upcoming promotion before we open it up to the general public next week:

Take a Midweek Break in Santa Maria Valley and we'll give you \$100 to spend while you're here.

Email & Web Engagements

Subscribers
9,297
 ↓ -3%

Clicked
321
 ↓ -17%

Sessions
223
 ↓ -51%

Hotel Referrals
34
 ↑ 70%