



Mid-Year Marketing Report

JULY - DECEMBER 2023

KPS3

Primary Goals: FY23-24

Web Visits 240,716 <small>Goal: 399,592 (9% increase)</small>	Hotel Referrals 4,980 <small>Goal: 9,191 (50% increase)</small>	Stories Placed 166 <small>Goal: 94</small>
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Website Overview

Web Visits 240,716 <small>↑ 29%</small>	Hotel Referrals 4,980 <small>↑ 23.8%</small>	Newsletter Signups 787 <small>↓ -6%</small>
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Highlights + Key Takeaways

- We've hit and exceeded three major goals for the year, all of which we'll be revisiting or have revisited so that we can reset the goal for the rest of the year:
 - Earned media story placements
 - Instagram followers
 - Hotel conversion rate from paid search
- We had a big win in the California Trip Planning space on the organic side, having gained the #4 ranking for California wine weekend getaways, previously ranked #64.
- Hotel referrals from paid social are up 56% compared to the same period last year.
- Our social media engagement and amplification rates are each 1 to 3 percentage points above our benchmark for those KPIs.

KPIs by Focus Area

<h3>Paid Search</h3> <table> <tr> <td>Hotel Conv. Rate</td> <td>CTR</td> </tr> <tr> <td>9%</td> <td>10.4%</td> </tr> <tr> <td><small>Goal: 7%</small></td> <td><small>Goal: 10%</small></td> </tr> </table>	Hotel Conv. Rate	CTR	9%	10.4%	<small>Goal: 7%</small>	<small>Goal: 10%</small>	<h3>Organic Search</h3> <table> <tr> <td>Sessions</td> <td>#1 Rankings</td> </tr> <tr> <td>72K</td> <td>59</td> </tr> <tr> <td><small>↓ -7%</small></td> <td><small>↑ 37%</small></td> </tr> <tr> <td><small>Goal +10%</small></td> <td><small>Goal: maintain or increase</small></td> </tr> </table>	Sessions	#1 Rankings	72K	59	<small>↓ -7%</small>	<small>↑ 37%</small>	<small>Goal +10%</small>	<small>Goal: maintain or increase</small>
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<h3>Social Media</h3> <p>Paid</p> <table> <tr> <td>CTR</td> <td>CPC</td> </tr> <tr> <td>1.58%</td> <td>\$0.41</td> </tr> <tr> <td><small>Goal: 1.25%</small></td> <td><small>Goal: <\$1</small></td> </tr> </table>	CTR	CPC	1.58%	\$0.41	<small>Goal: 1.25%</small>	<small>Goal: <\$1</small>	<p>Organic</p> <table> <tr> <td>IG Followers</td> <td>IG Engagement Rate</td> <td>IG Amplification Rate</td> </tr> <tr> <td>12,099</td> <td>5.51%</td> <td>6.84%</td> </tr> <tr> <td><small>Goal: 10k</small></td> <td><small>Goal: 3%</small></td> <td><small>Goal: 5%</small></td> </tr> </table>	IG Followers	IG Engagement Rate	IG Amplification Rate	12,099	5.51%	6.84%	<small>Goal: 10k</small>	<small>Goal: 3%</small>	<small>Goal: 5%</small>
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<h3>Influencer Marketing</h3> <table> <tr> <td>Creators</td> <td>Amplification Rate</td> </tr> <tr> <td>2</td> <td>3.5%</td> </tr> <tr> <td><small>Goal 4</small></td> <td></td> </tr> </table>	Creators	Amplification Rate	2	3.5%	<small>Goal 4</small>		<h3>Public Relations</h3> <table> <tr> <td>Stories Placed by KPS3</td> <td>% of Stories with Backlink</td> <td>FAMs</td> </tr> <tr> <td>166</td> <td>20%</td> <td>4</td> </tr> <tr> <td><small>Goal: 94</small></td> <td><small>Goal: 20%</small></td> <td><small>Goal: 8</small></td> </tr> </table>	Stories Placed by KPS3	% of Stories with Backlink	FAMs	166	20%	4	<small>Goal: 94</small>	<small>Goal: 20%</small>	<small>Goal: 8</small>
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What's Next?

- Continued focus on increasing our hotel conversion rate from paid digital efforts, currently at 2.25% against a goal of 3%. We've made great strides and have seen significant improvement year over year on the paid search side, so we'll be keying in on how to drive this up with more support from paid social media, along with paid search.
- Creating and implementing a digital campaign to promote newsletter signups in order to drive lift to that metric through our paid channels. Our email signup conversion rate is currently 0.33% compared to a fiscal year goal of 0.63%.
- We will be participating in TravMedia's International Media Marketplace at the end of January. The writers and journalists we meet and pitch at this event typically serve as significant contributors to our earned media and story placement pipeline.
- Developing a plan to right-size the year over year decreases in branded search, which is ultimately contributing to a slight downtrend in overall organic traffic to the website, specifically to the homepage and events pages.
- Vetting, coordinating and hosting one or two more social media influencers before the end of the fiscal year, given the significance of the first two in growing our follower count and boosting both our engagement rate and amplification rate in the first six months of the year.

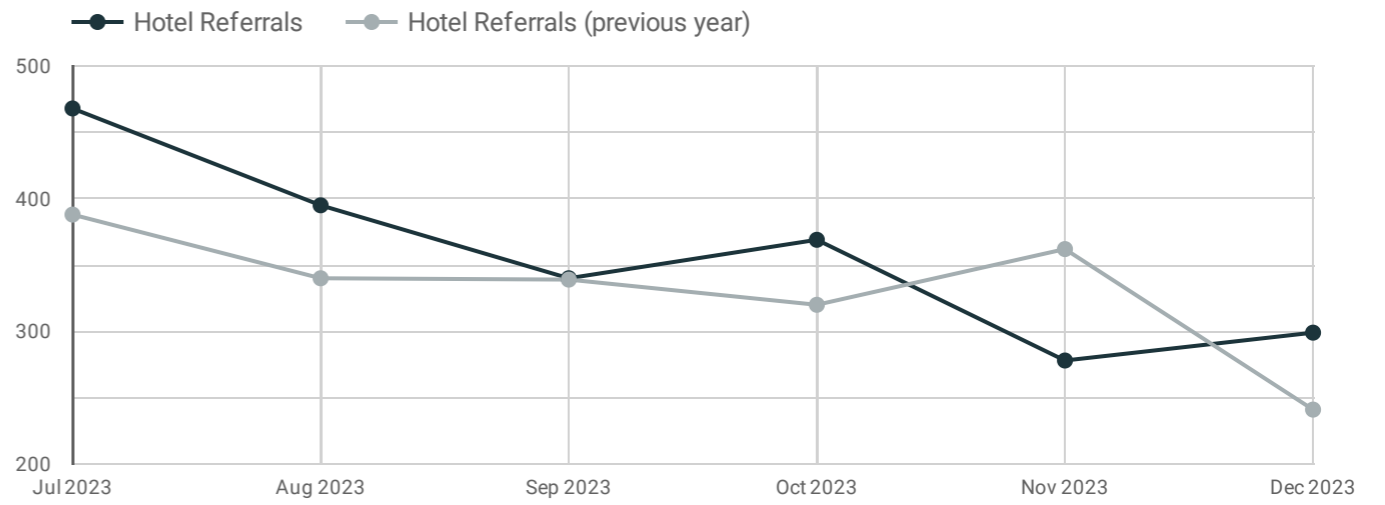
Paid Search KPIs

Spend
\$40K
⬆️ 8%

Sessions
24K
⬆️ 8%

Hotel Referrals
2.1K
⬆️ 8%

Hotel Conv. Rate
9%
⬆️ 0%



9%

2,149 hotel referrals were generated by paid search, an 8% increase year-over-year. This yielded a high 9% hotel conversion rate, surpassing our goal of 7%.

This is a solid increase from last year, and we will continue to focus on this metric in order to hit our overall paid digital media hotel conversion rate goal of 3%, which is currently at 2.25%.

Impression (Top) %
88%
⬇️ -4%

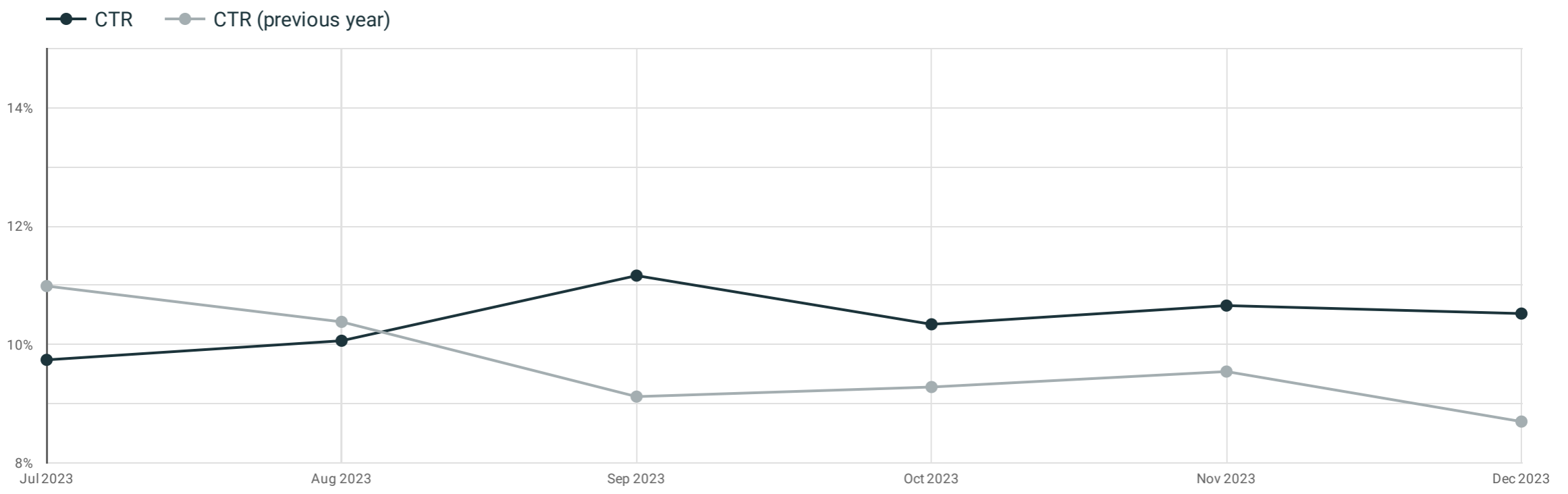
Clicks
25K
⬆️ 1%

CTR
10%
⬆️ 8%

CPC
\$1.60
⬆️ 7%

👍 We've increased our CTR to 10% (an 8% increase year-over-year) despite our CPC increasing by about 7%. 👍

CTR Over Time



Social Media KPIs

Organic Social KPIs

IG Followers 12,099	Average IG Amplification Rate 6.84%
IG Engagement Rate 5.51%	Avg. Engagement Rate (All Networks) 5.57%

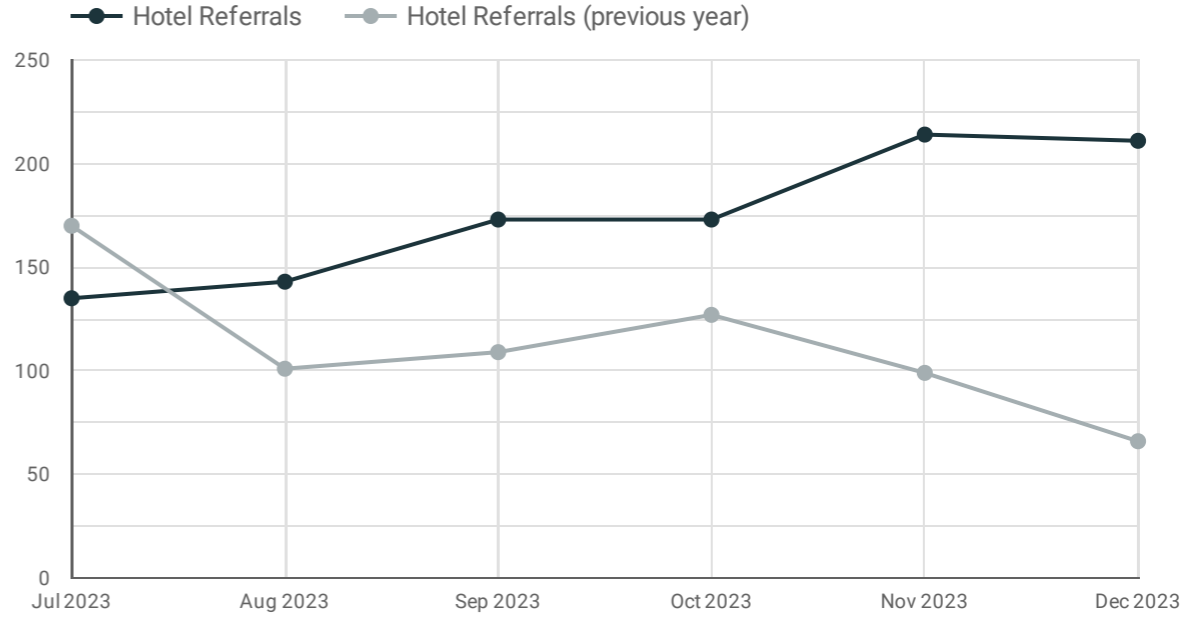
Paid Social KPIs

CTR 1.58% ↑ 88%	CPC \$0.41 ↓ -39%
Shares 5,337 ↑ 392%	Cost per Share \$10.29 ↓ -13%

<p>INSTAGRAM FOLLOWERS</p> <p>12,099</p> <p>Influencer content helped us hit our goal of 10K in November. Given the rate at which our followers are growing, and that we will have more influencers, our adjusted goal is 15,000 Instagram followers by June.</p>	<p>AMPLIFICATION RATE</p> <p>6.84%</p> <p>Our monthly goal is 5%. We have hit this number consistently.</p>	<p>CLICK-THROUGH-RATE</p> <p>1.58%</p> <p>We have surpassed our goal of a 1.25% CTR for paid social and even increased it 88% year-over-year.</p>	<p>COST-PER-SHARE</p> <p>\$10.29</p> <p>Paid Social ads generated 5,337 shares at a low cost-per-share of \$10.29, significantly lower than our goal of \$18 or less.</p>
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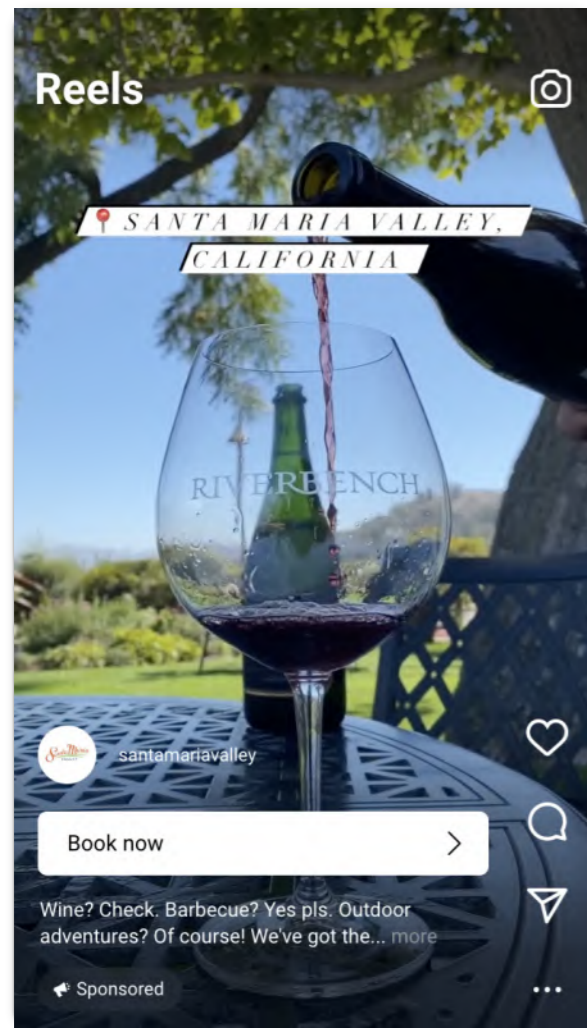
Paid Social Engagements

Spend \$55K ↑ 35%	Clicks 206K ↑ 106%
Sessions 118K ↑ 127%	Engagements 1M ↑ 163%
Hotel Referrals 1K ↑ 56%	Newsletter Signups 349 ↓ -26%

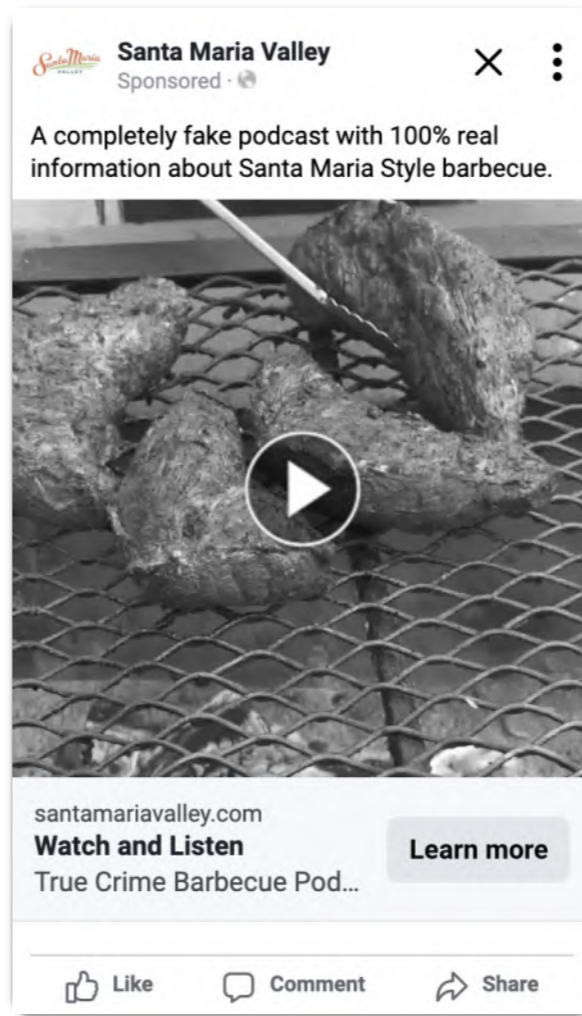


Top Performing Posts

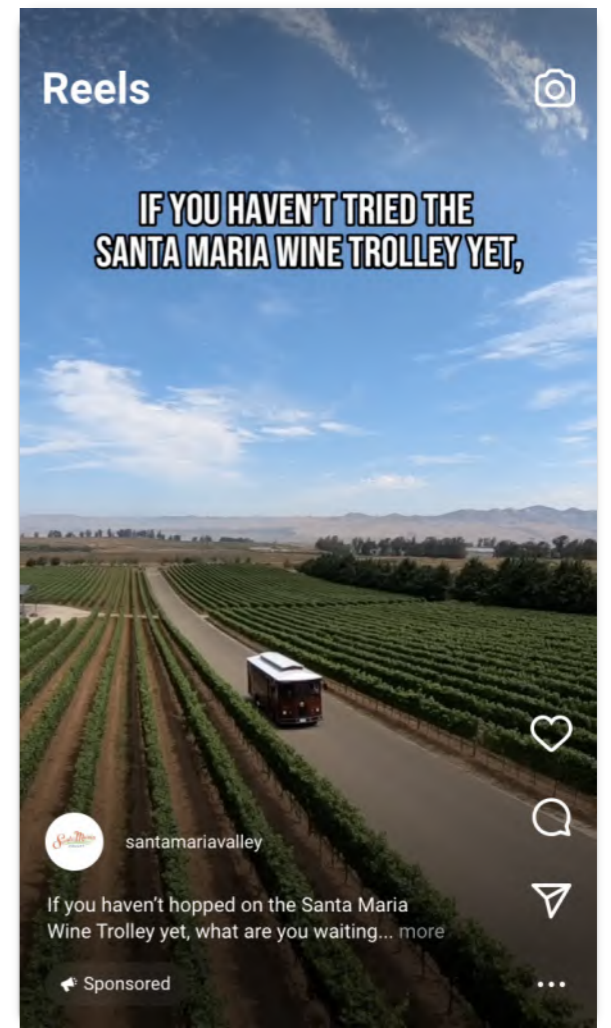
Top Performing Social Ads



Fun is Elsewhere Reel
Hotel Referrals - Remarketing



True Crime Barbecue In-Feed Video
Branded Content



Wine Trolley Reel
Always On - On-Platform Engagements

Top Performing Organic Posts



Santa Maria Barbecue Restaurants You Have To Try



The Swiss Steakhouse



Gina's Piece of Cake (New Location)

Influencer KPIs & Highlights

Creators
2

Amplification Rate
3.5%

The two Influencers who have visited Santa Maria Valley brought in **589,620** organic impressions between seven unique pieces of content, reaching audiences outside of our own following.

Collectively, Influencer content brought in **34,322** total engagements: 19,063 likes, 6,775 saves, 466 comments and 8,045 shares.

Shortly after their content was posted, Justin was responsible for bringing us approximately **153** new followers, and Alex was responsible for approximately **676** new followers.

Our Creators



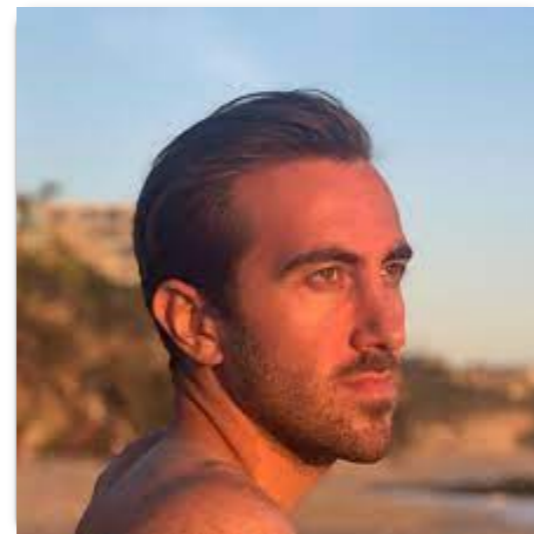
@atwjustin

Justin Walter

34k Total Followers

Visited September 7-9

Total posts: 3 Reels, 62 stories, 1 Carousel



@alexkhachigian

Alex Khachigian

195k Total Followers

Visited November 8-11

Total posts: 3 Reels, 19 Stories

Total Influencer Impact

Views
633K

Impressions
596K

Engagements
34K

Shares
8K

Likes
19K

Comments
446

Saves
7K

Clicks to SMV Website
1K

Top Performing Posts



Alex's Main Deliverable



Alex's Hitching Post Reel (Extra Deliverable)



Alex's Oso Flaco Reel (Extra Deliverable)



Justin's Main Deliverable (Three Days in SMV)



Justin's Wine Trolley Reel



Justin's Wine Tasting Weekend Giveaway

Public Relations KPIs

Stories Placed by KPS3
166

% of Stories with Backlink
20%

Key Placements

SoCal Restaurant Show

Last Minute Road Trip Ideas to Take in California

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

Old Town Orcutt Welcomes a New Vibe with Lark + Sparrow

Discover Central Coast Coffee and Tea at Dewlson Family Farm

Golden State Getaways with Elycia Rubin

Travel Tuesday: Visiting the Santa Maria Valley

Santa Maria Valley: A Wine and Fun-Filled Weekend Escape for Santa Barbara Locals

The Best Rosés and White Wines to Order Online This Fall

Pat Pattison's Best of California

Additional Features & Mentions

Spilling The Beans On Every Style Of American BBQ

For These Influential Families, Life Is Like 'Succession'—but With More Wine and Far Less Drama

The 8 Best Things to Do, Eat, and See in and Around San Luis Obispo

Tasting Flights Are the Easiest Way to Find Your Next Favorite Drink. These Are the Best Spots for Sipping

There's Still Time to See Fall Foliage in California

12 Great American Pinot Noirs

Santa Maria Valley: Discovering the Hidden Gems of California's Central Coast

What Is Santa Maria Seasoning And What Does It Taste Like?

The best dishes of 2023, according to our food writers

The Best Things I Ate In 2023 By LAist's Food Editor Gab Chabrán

Holiday Gifting Guide 2023: The Best Santa Barbara Pinot Noirs

Media FAMs

FAMs
4



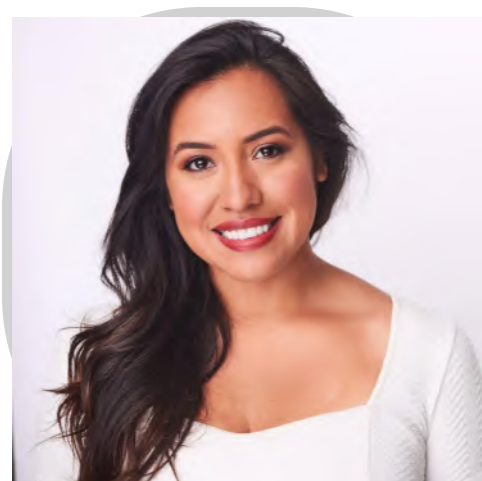
Justin Walter

Justin Walter is a travel content creator, influencer, host and writer with over 16 years of experience. He has more than 32,000 followers on Instagram, and has written for publications including Orbitz, Reality Blurred and Matador Network.



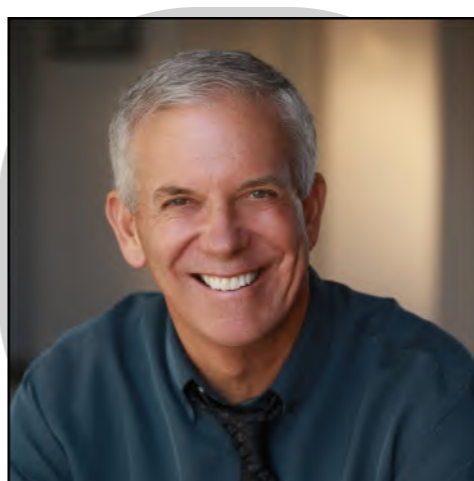
Jamie Knee

Jamie Knee, also known as Petite Wine Traveler, is a Santa Barbara-based wine educator, sommelier and wine blogger. Her work can be found in Locale Magazine, the Montecito Journal, Aventura Lifestyles Magazine and the Somm Journal.



Jeannette Ceja

Jeannette Ceja is an award-winning bilingual travel journalist, television host, global public speaker and travel advisor. She is a seasoned journalist known for her expertise in women's travel, luxury travel, and the Latino-Hispanic travelers demographic. Her dedication has taken her to over 60 countries to date.



Pat Pattison

Pat Pattison's Best of California is a national show that explores the natural wonder, people, history and mysteries of California. Pattison explores the state's nooks and crannies from the historic backlots of Hollywood, famous California Cuisine all the way to the mansions of the Gold Rush and Silicon Valley.

View the full media log [here](#).



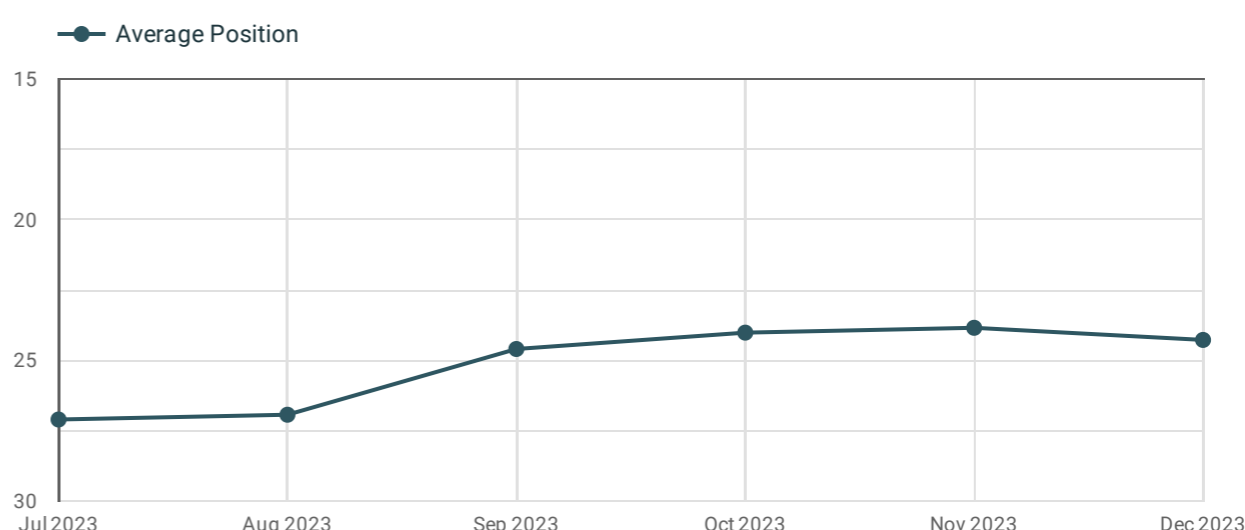
Organic Search KPIs

Sessions
72K
↓ -7%

#1 Rankings
59
↑ 37%

Newsletter Signups
169
↑ 6%

Hotel Referrals
636
↓ -5%



There was a **37% increase in #1 rankings**, surpassing our goal or maintaining these. In fact, keywords in our top 20, 10 and 3 positions all increased from last year.

We gained eight new CA Trip Planning keywords in the top 10. Amongst them was the keyword [california wine weekend getaways](#), which is now ranked **#4** (out-ranking Travel + Leisure), previously ranked #64.

Organic traffic decreased by 7% year-over-year, primarily due to a 32% decrease in traffic to the homepage and a 40% decrease in traffic to the events page. This is largely due to a decrease in branded searches year-over-year, which we are working on a plan to address.

Keyword Rankings

KW's in Top 3
109
↑ 47%

KW's in Top 10
165
↑ 2%

KW's in Top 20
194
↑ 4%

CALIFORNIA TRIP PLANNING KEYWORDS

KW's in Top 10
9
↑ 800%

KW's in Top 3
0
0

BRANDED KEYWORDS

#1 Rankings
54
↑ 17%

KW's in Top 3
82
↑ 5%

WINE KEYWORDS

KW's in Top 10
107
↑ 3%

KW's in Top 3
79
↑ 1%

New Keywords in the Top 10 Positions

Keyword	Position	Previous position
wine tours santa maria ca	1	4
santa maria beaches	1	4
santa maria ca wines	1	5
santa maria valley and los alamos wine trail	1	5
santa maria valley winery	1	4
presqu'île wine	2	4
strawberry cheesecake wine pairing	2	5
presquile winery	2	6
santa maria	3	65
santa maria map	3	7
pismo dunes	3	12
foxen canyon road wineries	3	5
santa maria bbq	3	4
santa maria winery	4	8
wine tasting santa maria	4	5
santa maria wine tasting rooms	4	5
california wine country weekend getaways	4	29
california wine weekend getaways	4	64
california wine weekend getaway	4	16
wine tasting weekend getaways california	4	61
wine country weekend getaway	6	92
wine tasting weekend getaway	10	66
central coast getaways	10	54

Website Visits & Engagement from Bi-Monthly Tourism Emails

Avg. Open Rate

55%

↑ 25%

Avg. CTR

2%

↓ -10%

Email Signup Conv. Rate

0.33%

↓ -27%

- In the first six months of the year, our email open rates remain strong and steady averaging a 55% open rate against a goal of 50%+, and a CTR of 2%, right in line with our goal for the fiscal year.

- Our email signup conversion rate (0.33%) remains a bit under our goal of 0.63%. In the second half of the year, we'll be introducing a digital campaign specifically aimed at driving email signups in order to generate more new signups from paid traffic.

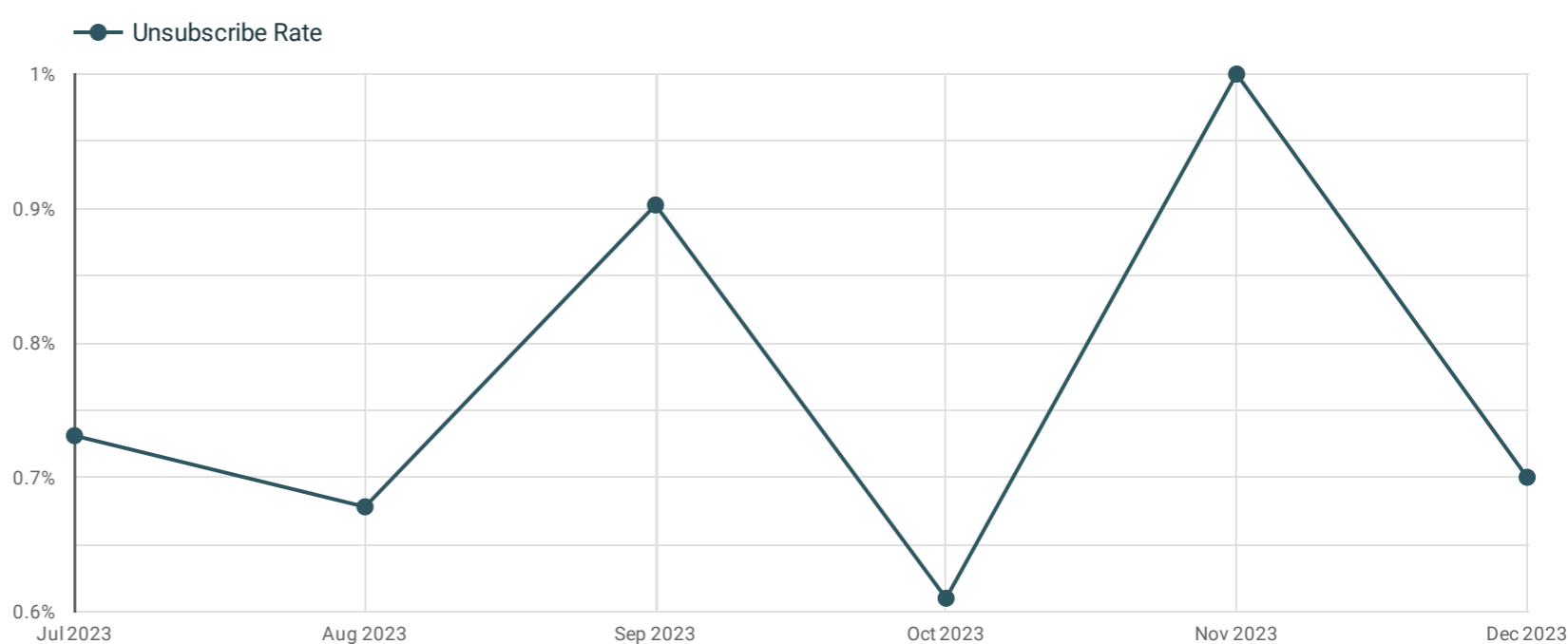
- We are thrilled to see our unsubscribe rate (0.33%) significantly below our goal of a 2% average for the fiscal year, which indicates that many fewer people are unsubscribing from our active database as compared to last year.

Unsubscribes YTD

Unsubscribe Rate

0.33%

↓ -32%



Email & Web Engagements

Subscribers
55,553
No data

Clicked
2,266
↓ -8%

Sessions
2,540
↓ -9%

Hotel Referrals
269
↑ 112%