



January 2024

Monthly Marketing Report

Primary Goals: FY23-24

Web Visits 294,826 <small>Goal: 399,592 (9% increase)</small>	Hotel Referrals 5,830 <small>Goal: 9,191 (50% increase)</small>	Stories Placed 181 <small>Goal: 203</small>
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Highlights + Key Takeaways

- Website visits, hotel referrals and newsletter signups all saw strong upticks month-over-month, a result of campaign optimizations and thanks, in part, to the 2024 Dine Out and Craft Cocktail Contest traffic.
- The Wellness campaign giveaway has already proven successful in the way of engagement and follower growth. This promotion runs through the end of February.
- Our public relations efforts netted 26 new story placements this month, including three as a direct result of pitches to Visit California.
- We participated in the International Media Marketplace (IMM) and met with 40 journalists, a group that often serves as a significant piece of our earned media pipeline for the year ahead.
- California Trip Planning keywords in the top 10 have increased by 11%, including *Central Coast hidden gems* (now #8).

KPIs by Focus Area

<h3>Paid Search</h3> <table> <tr> <td>Hotel Conv. Rate 9% <small>Goal: 7%</small></td> <td>CTR 10.4% <small>Goal: 10%</small></td> </tr> </table>		Hotel Conv. Rate 9% <small>Goal: 7%</small>	CTR 10.4% <small>Goal: 10%</small>	<h3>Organic Search</h3> <table> <tr> <td>Sessions 82,258 <small>↓ -6% Goal +5%</small></td> <td>#1 Rankings 59 <small>↑ 37% Goal: maintain or increase</small></td> </tr> </table>			Sessions 82,258 <small>↓ -6% Goal +5%</small>	#1 Rankings 59 <small>↑ 37% Goal: maintain or increase</small>	
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What's Next?

- This month, we'll be developing a new digital campaign aimed at driving email subscribers. We'll also be refreshing our remarketing efforts specific to hotel bookings in order to maintain growth of our hotel conversion rate.
- We'll be pushing out the majority of our wellness campaign content in February, including promotion of the wellness giveaway and wellness itinerary (a gated document that requires an email signup). This campaign as a whole will run through at least mid-March.
- Development of our next creative branded content series is underway. This one will highlight Santa Maria Valley from a dog's POV so that we can reinforce the dog-friendly trip angle. Stay tuned!
- It's about the time that we begin planning for FY25, so we'll be starting those conversations between our teams and look forward to a great year ahead!

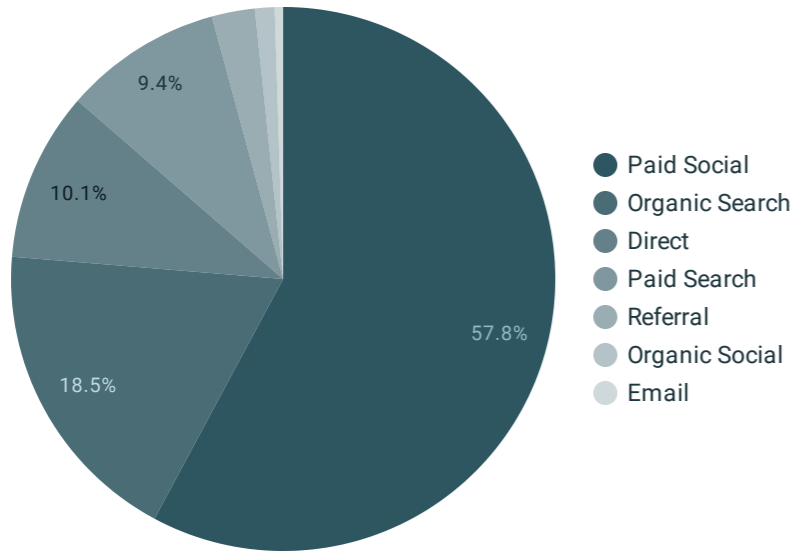
Website Overview

Website Visits
55,501
 ↑ 35%

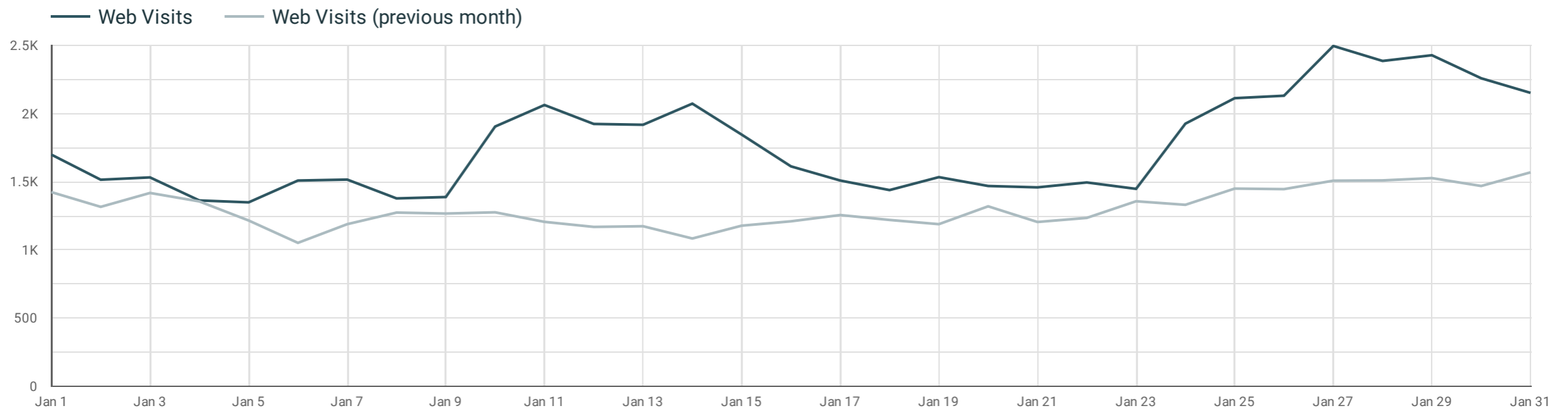
Hotel Referrals
850
 ↑ 10%

Newsletter Signups
205
 ↑ 93%

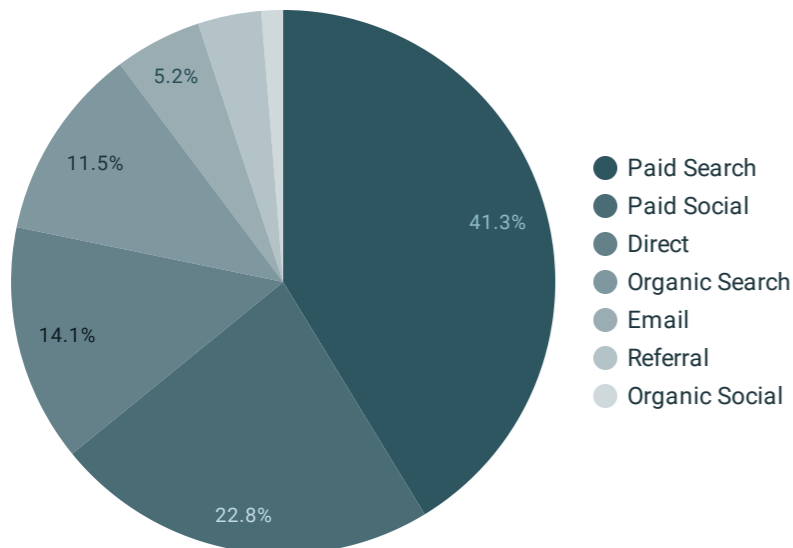
WEB VISITS BY CHANNEL



- Website visits are up 35% month-over-month, with the Craft Cocktail Contest landing page having the biggest increase in website traffic (3,400%).
- Hotel referrals are up 10% month-over-month, primarily from organic search and paid search.
- Newsletter signups are up 93% from last month. This increase was primarily seen on paid social (+93%) This is due to our optimization efforts made on the Email Signups Remarketing campaign.
- Paid social ads made up 58% of all traffic, with organic search making up nearly 19%.
- Search advertising accounted for 41% of all hotel referrals and social media advertising for 23%.



Hotel Referrals by Channel



Top 10 Viewed Pages

Page Path	Views
/2024-dine-out-santa-maria-style-craft-cocktail-contest/	5,385
/	2,583
/plan-your-trip/romantic-getaway/	1,943
/plan-your-trip/	1,919
/blog/learn-about-tri-tip-californias-cut/	1,643
/lodging/	1,373
/wine-country/	1,277
/get-on-the-list/	1,114
/things-to-do/	865
/barbecue/	766

PAID SEARCH

Paid Search KPIs

Spend
\$7,415.98
 ↓ -9%

Website Visits
5,133
 ↑ 9%

Hotel Referrals
351
 ↑ 17%

Hotel Conv. Rate
6.8%
 ↑ 8%

- Website visits from paid search are up 9%, and hotel referrals are up 17% month-over-month, despite a 9% decrease in spend. These increases were seen across every paid search campaign, with the highest increase on Romantic Getaways ad group in the Itinerary-Based campaign.
 - These increases also led to a healthy 8% increase in hotel conversion rate.

- Paid search clicks are up 7%, with our click-through-rate remaining flat month-over-month.

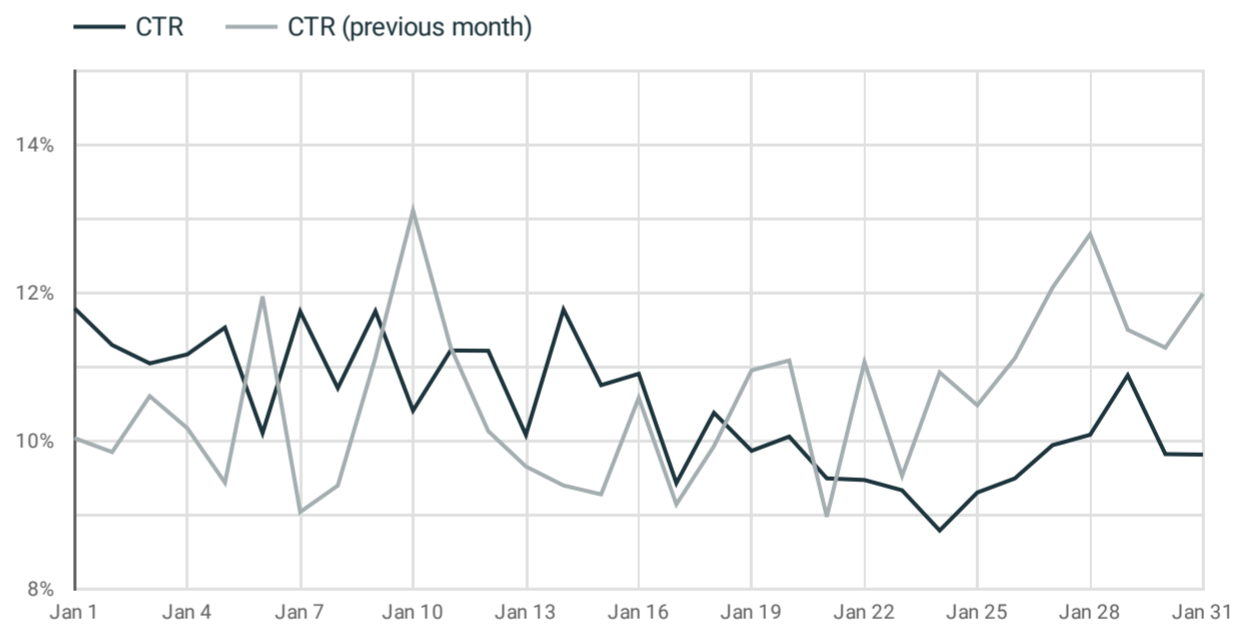
Ad Engagements

Clicks
5,333
 ↑ 7%

CTR
10.39%
 ↓ -1%

CPC
\$1.39
 ↓ -15%

Impression (Top) %
86.87%
 ↓ -1%



KPIs by Campaign

Campaign	Clicks	% Δ	CTR	% Δ	Conversions	% Δ	Conv. Rate	% Δ
Itinerary-Based Getaways - Search	2,150	13.9% ↑	13.87%	10.6% ↑	44	25.7% ↑	2.02%	45.7% ↑
Hotels - Search	1,164	-2.9% ↓	6.92%	-13.0% ↓	269	17.0% ↑	20.19%	7.8% ↑
Wine - Search	1,135	11.9% ↑	10.89%	-1.1% ↓	33	3.1% ↑	2.81%	1.9% ↑
Central Coast Getaways - Search	884	1.6% ↑	10.32%	-6.5% ↓	15	7.1% ↑	1.4%	28.0% ↑

Social Media KPIs

Organic Social KPIs

Avg. IG Followers	IG Amplification Rate
12,608 ↑ 12.0%	2.05% ↓ -91.7%
IG Engagement Rate	Avg. Engagement Rate (All Networks)
7.34% ↑ 18.5%	6.63% ↑ 6.4%

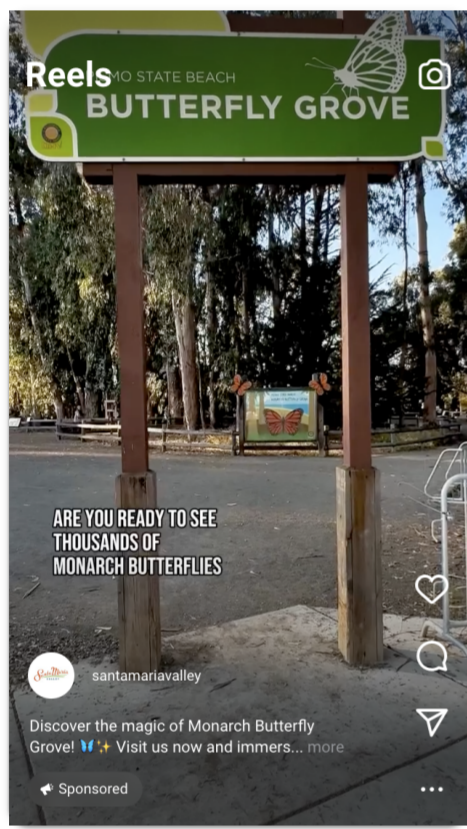
Paid Social KPIs

CTR	CPC
1.81% ↓ -8%	\$0.28 ↓ -26%
Shares	Cost per Share
1,982 ↑ 139%	\$4.46 ↓ -51%

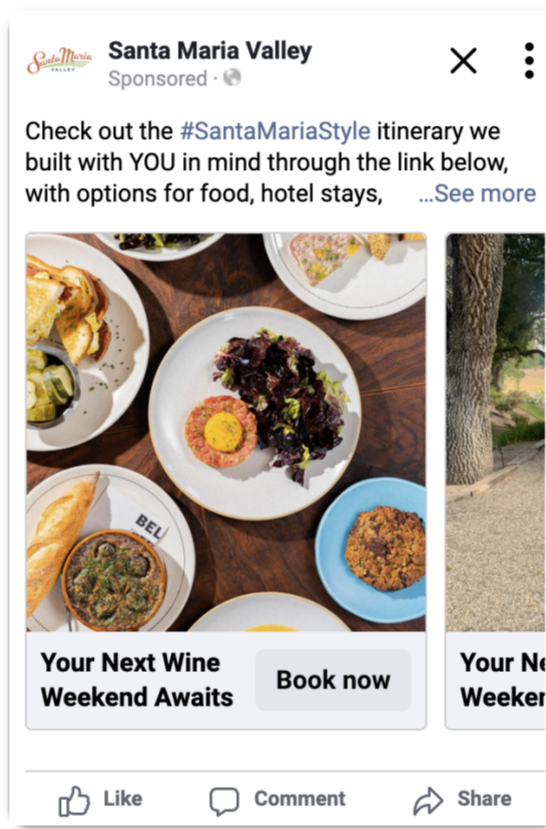
- Paid social ads generated 1,982 shares at a low cost-per-share of \$4.46 – the most shares and the lowest cost-per-share seen so far this year (and we said that last month too)! The majority came from the Monarch Butterfly (1,100) and BBQ Restaurant (248) Boosted Reels.
- Our click-through-rate saw an 8% decrease from last month. This is due to the Barbecue Hotel Referral carousel ad starting to fatigue. We have replaced this with a new ad and are seeing positive improvements in performance.
- Hotel referrals generated by paid social are down 8% month-over-month. This is attributed to our remarketing campaign creatives starting to fatigue. We have swapped out the assets and performance has since improved significantly. We are also working on a full refresh of these assets.
- Newsletter signups are up a whopping 112% from December! In early January, we swapped out fatiguing ads with new ads in the Email Signups Remarketing campaign, which helped increase performance significantly.

- The Wellness Giveaway amassed 789 total engagements in just six days, and is still growing. It received 522 likes, 237 comments, 30 saves and 99 shares between January 25 - 31. Based on the date it was posted, it is responsible for bringing us approximately 281 new followers in January.
- Since implementing shorter Reels, our "full video view rate" increased by 30% in January, meaning more people are watching our Reels all the way through.
- We've been tracking post performance using content tags to help us better measure what interests our social media audience. Last month, the best-performing tag was "General Travel," which included the [California Central Coast Carousel](#) and [Why Should You Visit SMV? Reel](#). These brought us a total of 5,210 impressions, 326 engagements, and 4,140 video views.
- January's amplification rate saw a significant decrease due to fewer shares, but this was also compared to an extremely high amplification rate in December (22.95%) due to this [Santa Maria Style Barbecue Restaurants Reel](#).

Top-Performing Posts



Monarch Butterfly Grove Reel
Boosted Organic Content

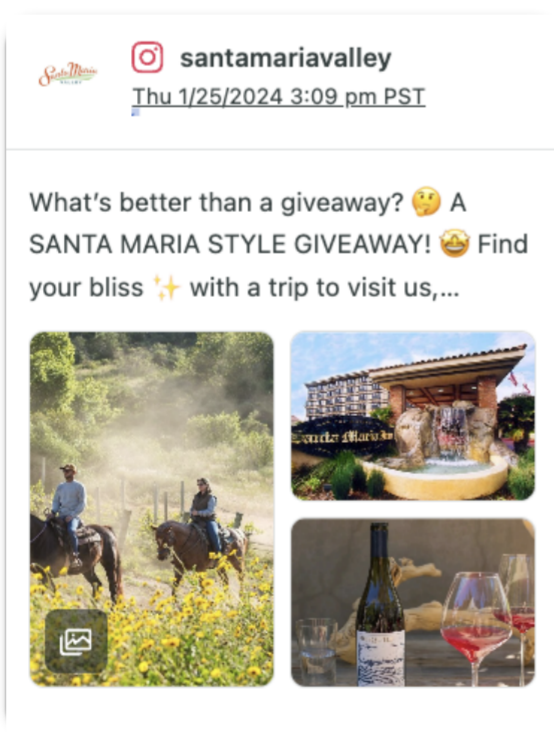


Wine Weekend Itinerary Carousel
Boosted Organic Content



Barbecue Image
Email Signups - Remarketing

Top Organic Post by Engagement



Wellness Giveaway Carousel

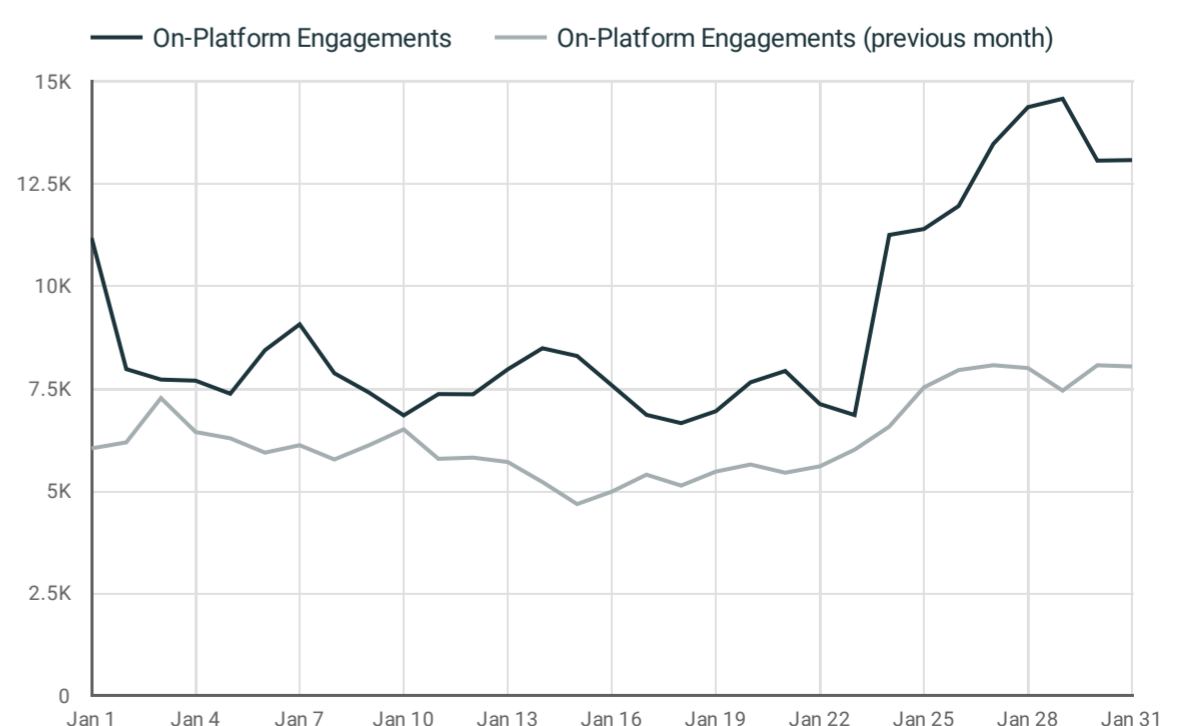
Top Organic Post by Shares



12 Wineries You Have To Visit

Paid Social Engagements

Spend	\$8,840.30 ↑ 16%
Clicks	31,219 ↑ 56%
On-Platform Engagements	259,804 ↑ 55%
Newsletter Signups	110 ↑ 112%
Web Visits	29,216 ↑ 65%
Hotel Referrals	194 ↓ -8%



Public Relations KPIs

Stories Placed by KPS3

26

YTD: 181
Goal: 203

% of Stories with Backlink

2.70%

YTD: 18%
Goal: 20%

- We participated in IMM, the International Media Marketplace, and met with a combined 40 members of the media. The goal of this event is to secure media FAM trips and stories for the year ahead.

- Three pitches were submitted to Visit California, all of which were picked up for their different feature stories.

- Barbecue netted nine mentions this month, including references to Santa Maria-style barbecue in Sactown Magazine and MSN Food & Drink.

FAMs (mo.)

0

YTD: 4
Goal: 6-8

Key Placements

Best Trails in California



Golfer's Paradise in California



Spring Break Family Getaways



Additional Placements

14 Brilliant BBQ Styles Most People Haven't Heard Of, How Many Do You Know?



20 Hotels, Tasting Rooms, Wineries, and Food Shops to Visit in Wine Country Now



The Best Hotels, Tasting Rooms, Wineries, and Food Shops to Visit in Wine Country Now



Best Wineries In The Central Coast, California



Where the Chefs Eat





PUBLIC RELATIONS SCORECARD

★ Features

Tier 1: Features 26	Tier 2: Features 6	Tier 3: Features 17	Total: Features 49 FY24 Goal: 62
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🗨 Mentions

Tier 1: Mentions 32	Tier 2: Mentions 14	Tier 3: Mentions 86	Total: Mentions 132 FY24 Goal: 141
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Tier 1 - National and Key Target Markets

Tier 2 - Regional Markets, impacting trade, travel, and special interests.

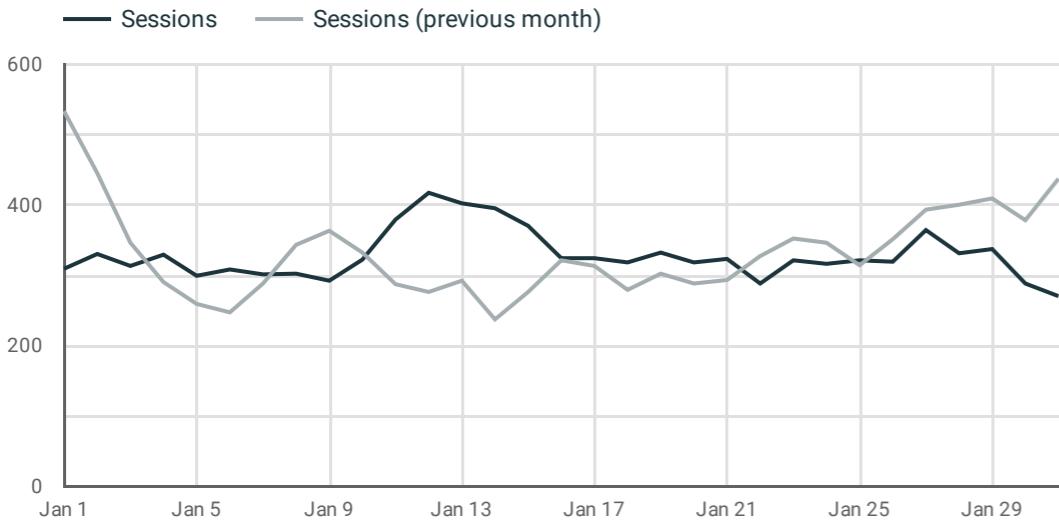
Tier 3 - Niche Markets, Specialty media outlets non-region based.

Organic Search KPIs

Website Visits
10,087
↓ -1%

Hotel Referrals
98
↑ 27%

#1 Rankings
61
↑ 36%



- Total organic search sessions are flat with last month. While increases were seen on the Homepage and Craft Cocktail Contest landing pages, there were decreases in traffic to the Tri Tip Cut blog and Things to Do page.

- Hotel referrals are up 27% from December, the majority from increases in visits to the Wine Country and Lodging pages.

- Newsletter signups are up 26% month-over-month. This increase was seen across various landing pages, including the Homepage and Craft Cocktail Contest page.

- The website's #1 keyword rankings increased 36% year-over-year. California Trip Planning keywords in the top 10 have increased by 11%.

- New or improved keywords in the top ten include:

- *Central coast hidden gems*, #8 (previously not ranked). We published this blog at the end of January and already gained this ranking!
- *Wine tasting central california*, #1 (up from #5)
- *Wine pairing strawberries*, #1 with sitelink extension (up from #3). Just in time for Valentine's Day when this searches for this term spike!

Website Engagements

Newsletter Signups
24
↑ 26%

Newsletter Conv. Rate
0.24%
↑ 28%

Hotel Referral Conv. Rate
0.97%
↑ 28%

Keyword Rankings

KW's in Top 20
192
↓ -1%

KW's in Top 10
168
↑ 2%

KW's in Top 3
109
0%

CALIFORNIA TRIP PLANNING KEYWORDS

KW's in Top 10
10
↑ 11%

KW's in Top 3
1
0

BRANDED KEYWORDS

#1 Rankings
55
↑ 2%

KW's in Top 3
82
0%

WINE KEYWORDS

KW's in Top 10
107
0%

KW's in Top 3
79
0%

New Keywords in the Top 3

Keyword	Position	Previous position
santa maria wine country lodging	1	4
wine country hotels near santa maria	1	4
presquile winery	3	4

Tourism Email KPIs

Avg. Open Rate
56.23%
 ↑ 3.6%

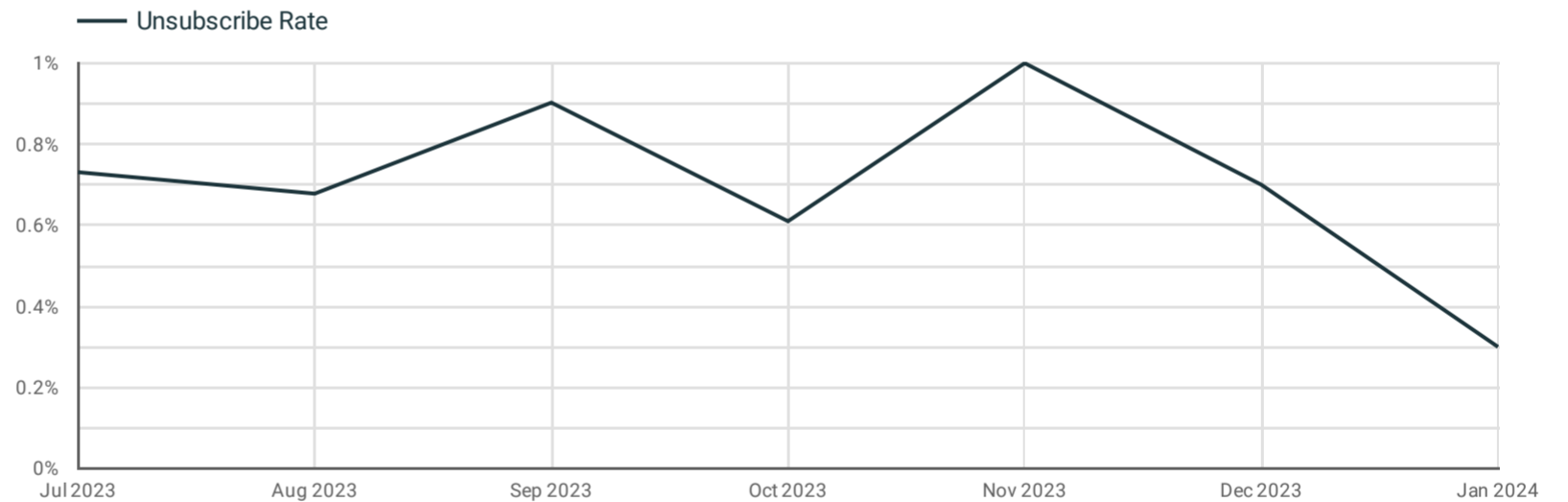
Click Rate
1.69%
 ↑ 21%

Email Signup Conv. Rate
0.37%
 ↑ 43%

- Our average open rate saw a slight increase this month, with a significant jump in click-through-rate and email signup conversion rate.
- We're happy to see that our unsubscribe rate is on a downtrend once again, indicating that we're hanging onto our subscribers (new and existing).
- Raw clicks and website sessions are down this month since we only sent one email (the second January email technically went out on Feb. 1), although we did see a noteworthy jump in hotel referrals.

Unsubscribes YTD

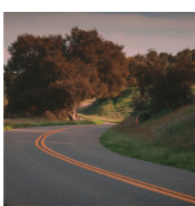
Unsubscribe Rate
0.33%
 ↓ -25%



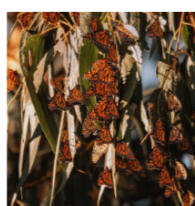
It Pays to Extend the Long Weekend

With the holiday weekend coming up, why not get out of town and stay a little longer? Our Midweek Break promotion ends January 31, so cash in while you can! Stay a minimum of two nights, Sunday through Thursday, at a participating lodging property, and we'll give you \$100 to spend during your visit.

[Cash in](#)



PLAN YOUR TRIP
GET AWAY TO THE CENTRAL COAST



OUTDOORS
MONARCH DUNES BUTTERFLY HABITAT

Email & Web Engagements

Subscribers
9,231
 ↑ 3%

Clicked
150
 ↓ -40%

Sessions
208
 ↓ -41%

Hotel Referrals
40
 ↑ 25%