

APRIL 2019



EVENTS UPDATE

JAMES SALANOVA | EVENTS MANAGER



APRIL EVENTS

- Carson City Gun Club

- **Date: April 6, 2019**
- **Expected Shooters: 200+**
- **Survey conducted**



APRIL EVENTS CONTINUED...

- Sports Tournaments

- Comstock Shootout (Girls)

- Dates: April 13-14

- Comstock Shootout (Boys)

- Dates: April 27-28



APRIL EVENTS CONTINUED...

FREE ADMISSION



NEVADA STATE MUSEUM

PRESENTS

E komo mai!
(Welcome!)

Live
Music

Food
Truck!

LEI DAY

Keiki
Corner
(Kid's
Corner)

SATURDAY APRIL 27TH

10 AM - 2 PM



Traditional Hawaiian music by the band
Pono and hula performances by
Ka Pa Hula O Kawaiolanoelaniokane
and Matasina Polynesian Review

In Hawaii, "May Day is Lei Day" and we are sharing this tradition with the northern Nevada community with demonstrations of individuals making lei and kupe'e (wristlets) and hands-on activities for the kids. The food truck, Aloha Shack, will be serving Hawaiian style plate lunches.

This program was supported, in part, by the Nevada Arts Council, a state agency, which receives support from the National Endowment for the Arts, a federal agency.



Nevada State Museum

600 N. Carson St., Carson City, NV 89701

Phone: 775.687.4810

<http://nvculture.org/nevadastatemuseumcarsoncity>



PAST EVENT

Robotics Tournaments

**SIERRA NEVADA
ROBOT SHOWCASE**
March 15th—16th @ Carson High School

**FIRST® TECH CHALLENGE
AND FIRST® LEGO® LEAGUE
ROBOT TOURNAMENT**

Hosted by Carson HS robotics team,
Cyber Mafia (FTC 5687) and Sierra Nevada
Junior Optimist International (JOI) Club.

All teams are invited to bring their
robots to compete on the INTO ORBITSM
and ROVER RUCKUSSM competition fields.
Prizes for top teams.

FTC Team registration: \$100.
Register now—tournament is limited
to the first 24 teams that register!

FLL Team registration: \$25.
Tournament limited to 24 teams!

\$500 FTC vendor gift card to captain of winning alliance

\$250 FTC vendor gift card to captain of finalist alliance

Vendor gift cards for other top teams

Trophies and prizes for top finishers

Carson High School • 1111 Saliman Rd. Carson City, NV 89701
RSVP at our website—NevadaRobotGames.com
Pay via Eventbrite—link on website

Friday Afternoon—Tours: Tesla Gigafactory (limited space with paid registration)
Friday Night—Robo Prom: ages 12-18, \$5 per person pre-order

QUESTIONS



MARKETING UPDATE

LYDIA BRUEGGE | MARKETING MANAGER



WHAT'S NEW!

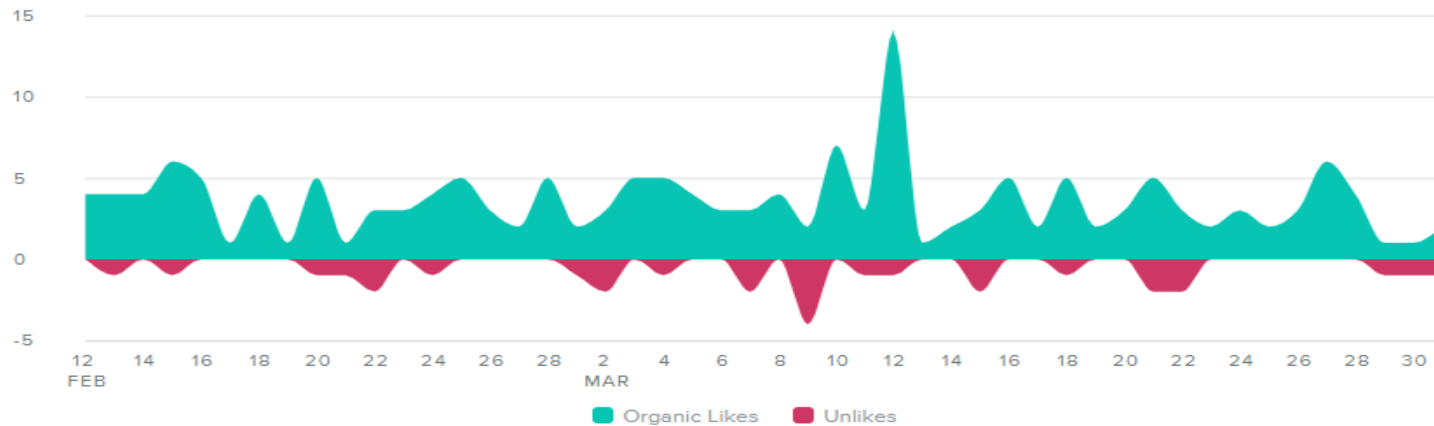
- ❑ SOCIAL MEDIA ADVERTISING GRANT BEING UTILIZED
- ❑ GOOGLE ADVERTISING IN FULL SWING
- ❑ PLANNING AN INFLUENCER FAM IN JUNE
- ❑ NEW PRESS ABOUT CARSON CITY COMING
 - ❑ SAN JOSE MERCURY & EAST BAY TIMES
 - ❑ Family Friendly Activities In Carson City
 - ❑ THE TELEGRAPH (UK)
 - ❑ “10 Forgotten American State Capitals That Deserve More Visitors”
 - ❑ NEVADA MAGAZINE
 - ❑ “Capitol Improvements”
 - ❑ MORE IN THE WORKS WITH CHRISIE FROM KPS3!
- ❑ FINISHING UP OUR ART WALK AND DINING GUIDE
- ❑ ATTENDED 3 CONFERENCES IN MARCH
 - ❑ RAGAN COMMUNICATION | DISNEY CONFERENCE SOCIAL MEDIA MARKETING
 - ❑ DESTINATION MARKETING ASSOCIATION - WESTERN TECH CONFERENCE
 - ❑ TTRA - TRAVEL TRENDS RESEARCH ASSOCIATION GREATER WESTERN CHAPTER CONFERENCE
 - ❑ HAPPY TO SHARE NOTES OR MEET WITH ANYONE WANTING TO KNOW MORE! I'VE ALREADY IMPLEMENTED NUMEROUS NOTES FROM ALL THE CONFERENCES!

MARKETING UPDATES: SOCIAL MEDIA

- ❑ Facebook Followers: 5221 | +174 since February
- ❑ Utilizing our Social Media Advertising Grant to build a network of ads that will communicate to our Google advertising to get Carson City in front of potential visitors multiple times in different capacities.

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	5,213
Organic Likes	170
Unlikes	29
Net Likes	141

Total fans increased by

-2.6%

since previous date range

Facebook Activity Overview

Impressions

 327.3k

Engagements

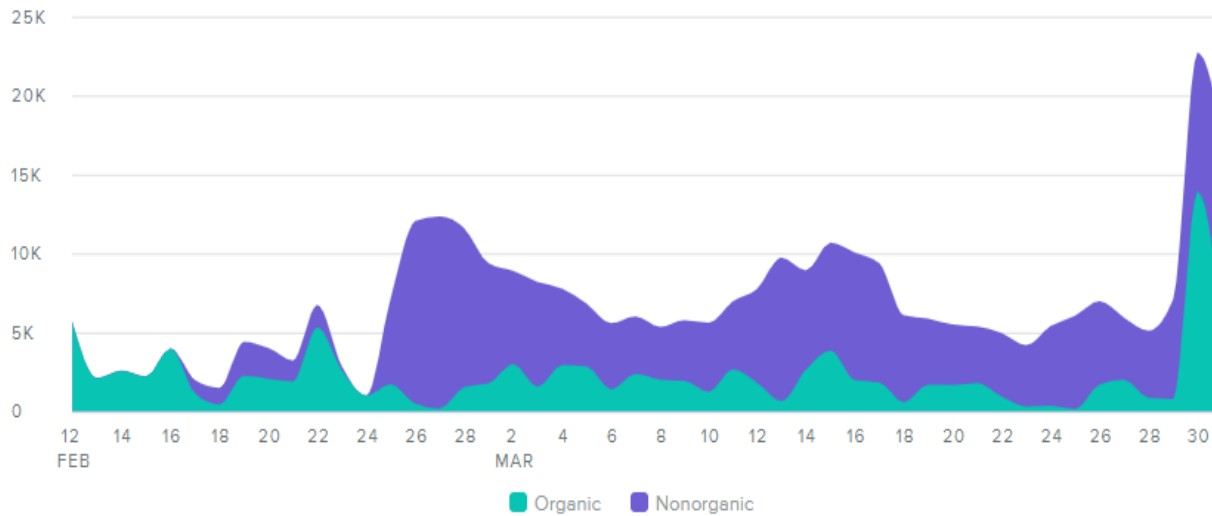
 2,647

Clicks

 2,837

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Totals

Organic Impressions

106,079

Nonorganic Impressions

221,208

Total Impressions

327,287

Average Daily Users Reached

4,434.8

Total Impressions increased by

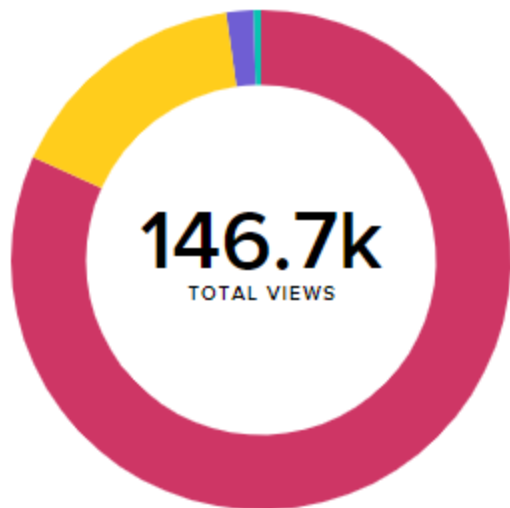
▲154.5%

since previous date range

Women between the ages of 55-64 are most likely to engage with your content.

Women between the ages of 35-44 appear to be the leading force among your fans.

VIEW METRICS



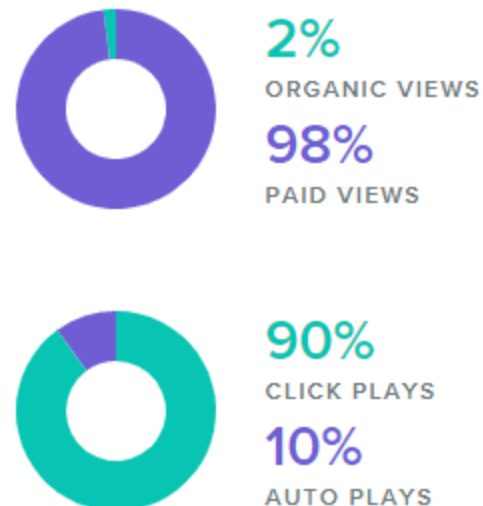
722
ORGANIC FULL

2.6k
ORGANIC PARTIAL

120k
PAID FULL

23.5k
PAID PARTIAL

VIEWING BREAKDOWN



Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Visit Carson City	5,213	2.6%	47	327,287	6,963.6	2,647	56.3	2,837

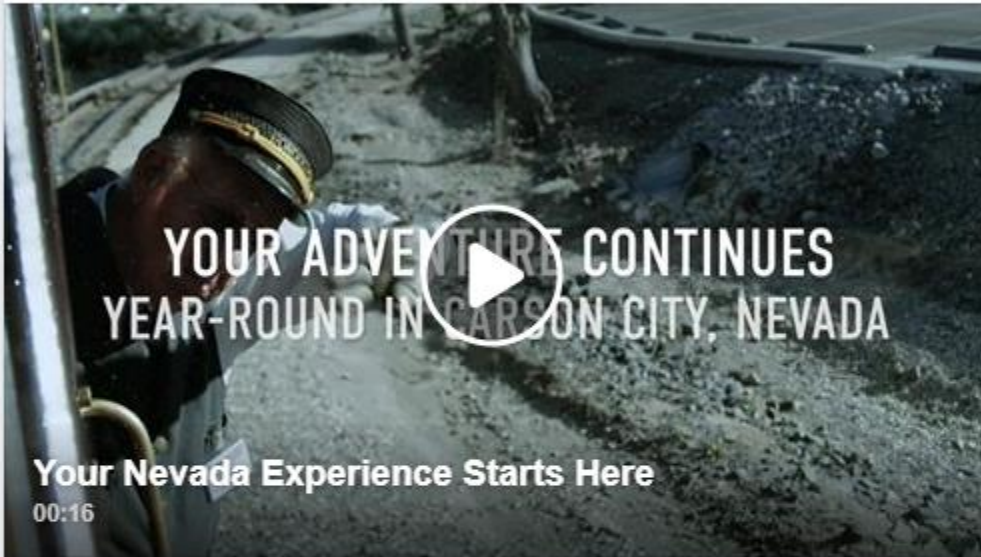


Visit Carson City



Written by Lydia Bruegge [?] - March 7 at 11:40 AM - 🌐

Your Nevada Experience Starts in Carson City, NV! Discover unique cultural activities and train adventures for every member of your family in Most Travel-Worthy State Capital.



VISITCARSONCITY.COM

Your Nevada Experience Starts Here

Learn More

Click on Learn More

👍❤️😬 Pat Keegan, Anna Ramirez and 48 others 5 Comments 17 Shares

👍 Like

💬 Comment

➦ Share



Performance for Your Post

20,737 People Reached

41,901 3-Second Video Views

87 Reactions, Comments & Shares ⓘ

55 👍 Like	50 On Post	5 On Shares
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1 ❤️ Love	1 On Post	0 On Shares
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1 😂 Haha	1 On Post	0 On Shares
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1 😮 Wow	1 On Post	0 On Shares
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12 Comments	9 On Post	3 On Shares
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17 Shares	17 On Post	0 On Shares
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687 Post Clicks

152 Clicks to Play ⓘ	517 Link Clicks	18 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Visit Carson City: Your Nevada Experience Starts Here...

Your Nevada Experience Starts in Carson City, NV! Discover unique cultural activities and train adventures for every member of your family in Most Travel-Worthy State Capital.

0:15 · Uploaded on 03/04/2019 · [View Permalink](#) · [Copy Video ID](#)

Performance for Your Post ⓘ

Minutes Viewed	8,608	>
3-Second Video Views	35,514	>
10-Second Video Views	31,847	>
Average Video Watch Time	0:12	>
Audience Retention		>
Audience and Engagement		>



Video

Post

Shares

See metrics for all videos



Visit Carson City: Your Nevada Experience Starts Here...

Fall in love with Winter again in Carson City, NV! Discover unique activities and adventures for every member of your family in the Most Travel-Worthy State Capital.

0:30 · Uploaded on 03/04/2019 · [View Permalink](#) · [Copy Video ID](#)

Performance for Your Post



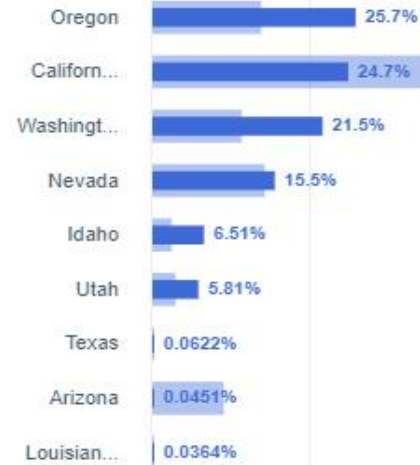
← Top Location ▾

Oregon

Mar 4 - Apr 4

3.1K Minutes Viewed

Percent of Minutes Viewed



FACEBOOK ADS | GOING BEYOND CARSON CITY

DMA Region	Reach	Impressions
Los Angeles	15,872	38,616
Reno	6,752	18,207
Phoenix (Prescott)	8,960	22,549
San Francisco-Oak-San Jose	5,872	18,958
Las Vegas	8,672	27,030
Portland, OR	7,120	19,713
Sacramnto-Stkton-Modesto	4,656	10,368
Seattle-Tacoma	4,128	11,525
Salt Lake City	2,752	6,038
Fresno-Visalia	2,496	6,060
Spokane	2,112	4,571
Tucson (Sierra Vista)	2,144	4,809
Monterey-Salinas	1,440	3,151
Eugene	1,440	4,442
Santabarbra-Sanmar-Sanluob	1,104	2,487



GOOGLE ADS IN COMPARISON

CITY	IMPR	<u>CLICKS</u>	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE
Carson City	5,696	687	768	1.12	12.06	1.40	4	0.58
Reno	2,052	206	216	1.05	10.04	1.40	0	0
Dayton	608	93	80	0.86	15.30	1.40	0	0
South Lake Tahoe	602	87	87	1	14.45	1.30	0	0
Gardnerville	746	69	81	1.17	9.25	1.40	0	0
Sparks	513	63	63	1	12.28	1.50	1	1.59
Sacramento	1,480	55	83	1.50	3.72	1.40	0	0
Las Vegas	1,377	42	49	1.16	3.05	1.50	0	0
Los Angeles	2,754	35	77	2.19	1.27	1.30	0	0
Minden	390	32	38	1.18	8.21	1.40	0	0
Fallon	142	22	14	0.61	15.49	1.30	0	0
San Francisco	855	22	37	1.70	2.57	1.30	0	0
Long Beach	713	20	29	1.46	2.81	1.60	0	0
Incline Village	162	19	18	0.93	11.73	1.20	0	0
Virginia City	73	18	15	0.82	24.66	1.10	0	0



Learning our Audiences and behaviors to better target ads

OVERVIEW	DEMOGRAPHICS	LIFESTYLE	CONSUMER BEHAVIOR	MOBILE FOOTPRINT
Top interest Dogs	Top language English	Top lifestyle type Online buyers	Top buying style Quick & easy	Top wireless carrier AT&T

Interests

Interest name	% of audience
Dogs	98%
Music festivals and concerts	91%
Comedy (Hobbies and interests)	86%
Tech news	86%
Science news	84%
Weather	83%
Comedy (Movies and television)	81%
Sports news	79%
Space and astronomy	74%
Technology	71%

Household income categories

Income category	% of audience
\$75,000 - \$99,999	16%
\$100,000 - \$124,999	13%
\$60,000 - \$74,999	11%
\$150,000 - \$199,999	9%
\$40,000 - \$49,999	8%

Values based on 30.9% match rate from Twitter partners

Net worth

Net worth category	% of audience
\$1 - \$100,000	36%
\$100,000 - \$1,000,000	36%

28 day summary with change over previous period

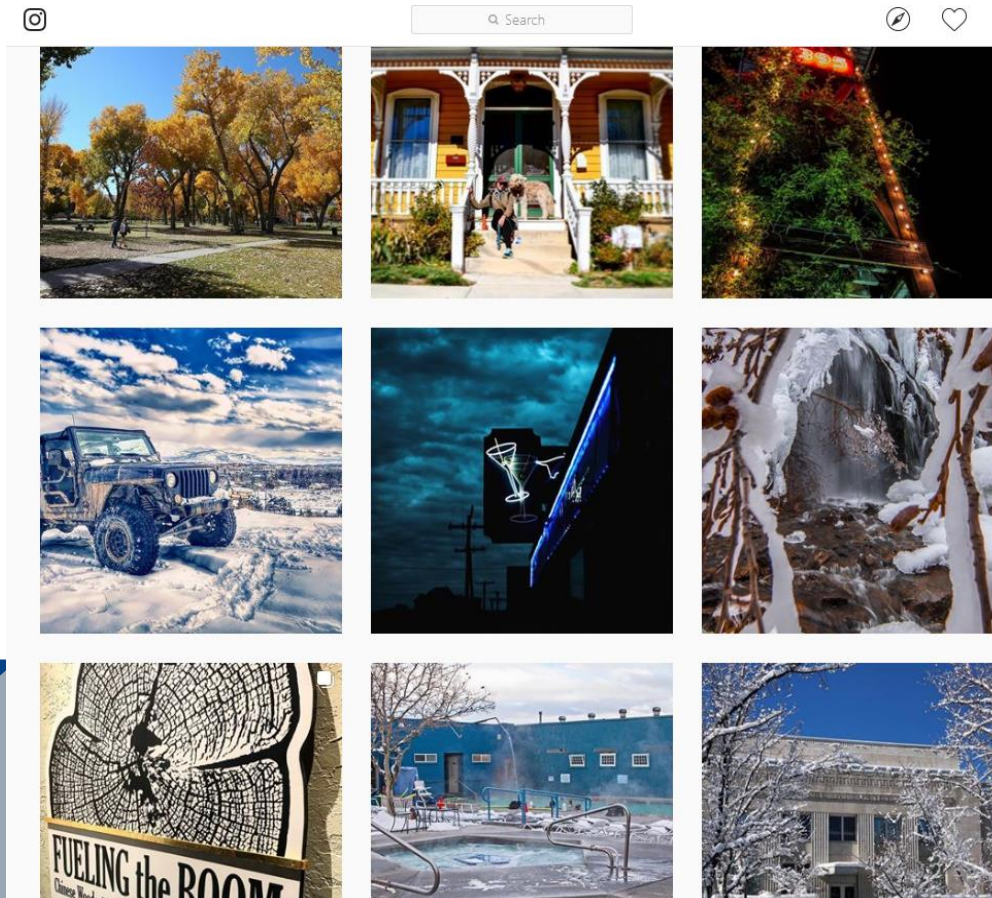
Tweets 12 ↑1,100.0%	Tweet impressions 7,920 ↑61.4%	Profile visits 314 ↑414.8%	Mentions 23 ↑2,200.0%	Followers 4,065 ↑30
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INSTAGRAM



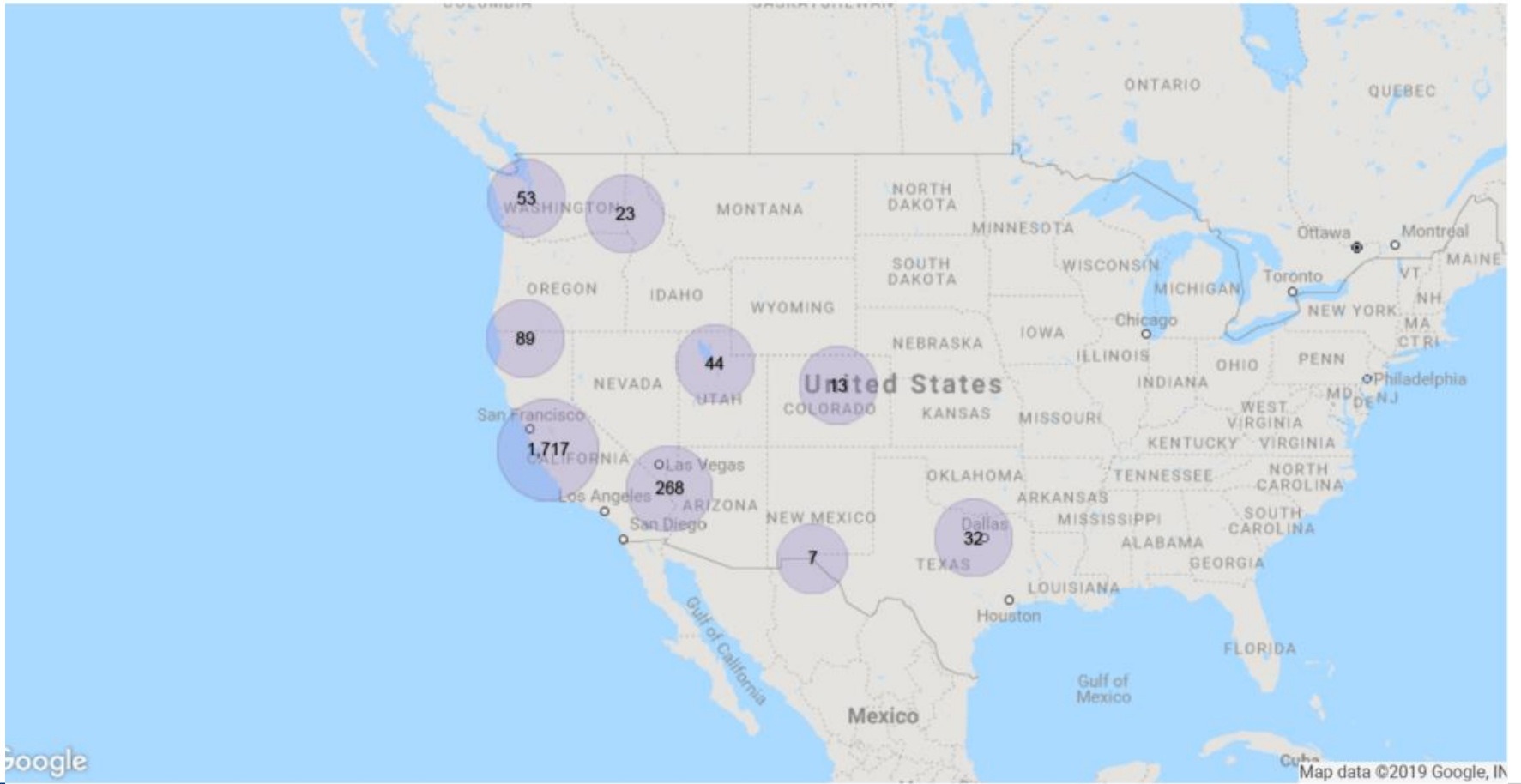
- ❑ Since November, grown from 2712 to 3471 | ~28% increase
 - ❑ Creating Instagram specific advertising based on our demographics
 - ❑ Averaging 265 views & engagement per story posted daily.



DIGITAL MARKETING

- We've revamped our entire digital marketing effort with Google Advertising with Avante Interactive
- Centered around Google Ads, YouTube Advertising, and retargeting to name a few.
- Top geos by clicks to the website**
 - California
 - Southern NV (Vegas)
 - Washington
 - Utah
 - Texas

Geo by Clicks



YOUTUBE

We targeted people that were “in-market” the last 7-14 days

Actively taking actions on the web including:

- Visiting relative travel websites
- Searching for relevant terms, etc.

Audiences we targeted

- Travel to Reno
- Family Vacationers
- Ski Enthusiasts
- Travel Buffs
- Snowbound Travelers

Video ads showed up on sites in our target markets (AZ, CA, CO, ID, NV, OR, TX, UT & WA):

Sample Sites Videos showed up on:

- A&E
- Lifetime
- ESPN
- History Channel
- CNN/Fox News
- Late Show with Stephen Colbert
- The Ellen Show
- Tasty



SEARCH ADVERTISING

- The top search terms were related to:**
 - Things to do in Carson
 - Museums
 - Events
 - Hotels

- The majority of the traffic is coming from Carson City.**
 - Refocusing to exclude the locals so we're paying to advertise to those outside Carson City. To our visitors only.

 - Launching remarketing to so anyone that visits our site but doesn't take the desired action will be remarketed to with the goal of bringing them back to the website to take the desired action like:
 - order visitors guide or click thru to a hotels website

Top Ads by Clicks

AD	CAMPAIGN	AD GROUP	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV
Things to Do Carson City, NV - Things to Do on your Trip - The Capital Experience visitcarsoncity.com/thingstodo/carsoncity Start your NV Experience Here in Carson City in Nevada's State Capital.	General Carson City Campaign Search	Things to Do BMM	2,982	731	\$348.08	\$0.48	24.51%	1.1	0
Carson City Events Calendar - Year-Round Events - Join the Fun in Carson City visitcarsoncity.com/events/ Voted "Most Travel-Worthy State Capital." Experience Carson City, NV Year-Round Events.	General Carson City Campaign Search	Events BMM	972	263	\$182.69	\$0.69	27.06%	1.1	0
Visit Carson City, NV - Hotels in Carson City, NV - Affordable Lodging Near Tahoe visitcarsoncity.com/lodging/ Affordable Lodging Options Close to Tahoe. Start your NV Experience Here in Carson City.	General Carson City Campaign Search	Lodging BMM	6,798	203	\$509.76	\$2.51	2.99%	2	4
Visit Carson City, NV - Hotels in Carson City, NV - Affordable Lodging Near Tahoe visitcarsoncity.com/lodging/ Start your NV Experience Here in Carson City. Affordable Lodging Close to Tahoe & Reno.	General Carson City Campaign Search	Lodging BMM	6,846	198	\$507.20	\$2.56	2.89%	2	2
Museums in Carson City - Visit Carson City, NV - State Museum & Railroad Museum visitcarsoncity.com/museums/ Discover family-friendly fun at the NV State Museum, Railroad Museum, & Battle Born Hall.	General Carson City Campaign Search	Museums BMM	1,237	126	\$144.50	\$1.15	10.19%	1.1	0

MORE GOOGLE METRICS

Performance Comparison

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV
February 2019	9,001	304	\$738.58	\$2.43	3.38%	1.4	3
March 2019	53,974	2,347	\$3,039.85	\$1.30	4.35%	1.4	10
Difference	44,973 ↑ 500%	2,043 ↑ 672%	\$2,301.27 ↑ 312%	\$1.13 ↓ 47%	0.97% ↑ 29%	0 ↔ 0%	7 ↑ 233%

WEBSITE IMPACT

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users
+0.00% Users

+ Add Segment

Mar 19, 2019 - Apr 7, 2019
Compare to: Mar 19, 2018 - Apr 7, 2018

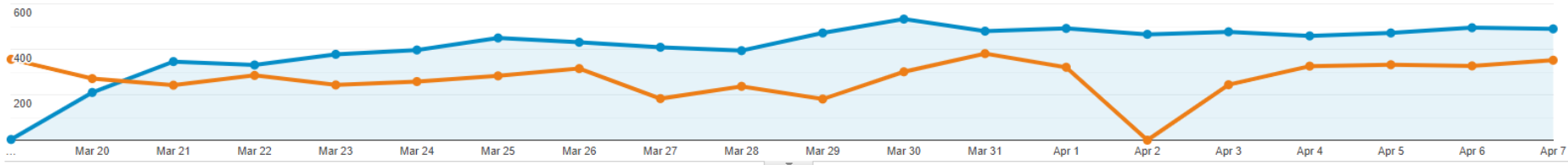
Overview

Users vs. Select a metric

Hourly Day Week Month

Mar 19, 2019 - Apr 7, 2019: Users

Mar 19, 2018 - Apr 7, 2018: Users



Users
51.13%
7,653 vs 5,064

New Users
57.61%
7,504 vs 4,761

Sessions
52.94%
8,889 vs 5,812

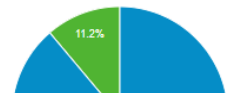
Number of Sessions per User
1.20%
1.16 vs 1.15

Pageviews
67.63%
18,283 vs 10,907

Pages / Session
9.60%
2.06 vs 1.88

New Visitor Returning Visitor

Mar 19, 2019 - Apr 7, 2019



QUESTIONS?

