

**APRIL 2019**



# EVENTS UPDATE

JAMES SALANOA | 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

# LEI DAY

Keiki  
Corner  
(Kid's  
Corner)

Food  
Truck!

SATURDAY APRIL 27TH

10 AM - 2 PM



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.

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



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 ORBIT<sup>SM</sup>  
and ROVER RUCKUS<sup>SM</sup> 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](http://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**

**CYBER MAFIA**  
**INTO ORBIT**  
**FIRST LAUNCH**  
**ROVER RUCKUS**  
**Sierra Nevada OPTIMIST CLUB OF ROBO**

# 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
    - ❑ 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
  - ❑ SOCIAL MEDIA MARKETING – RAGAN COMMUNICATION | DISNEY CONFERENCE
  - ❑ 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!

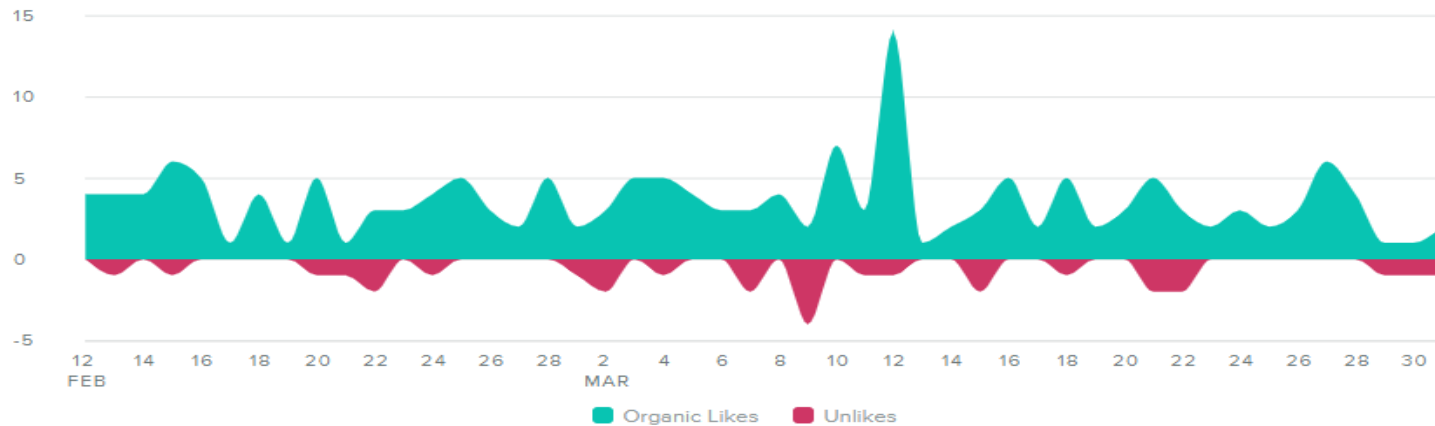


# MARKETING UPDATES: SOCIAL MEDIA

- ❑ 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

<b>Total Fans</b>	<b>5,213</b>
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

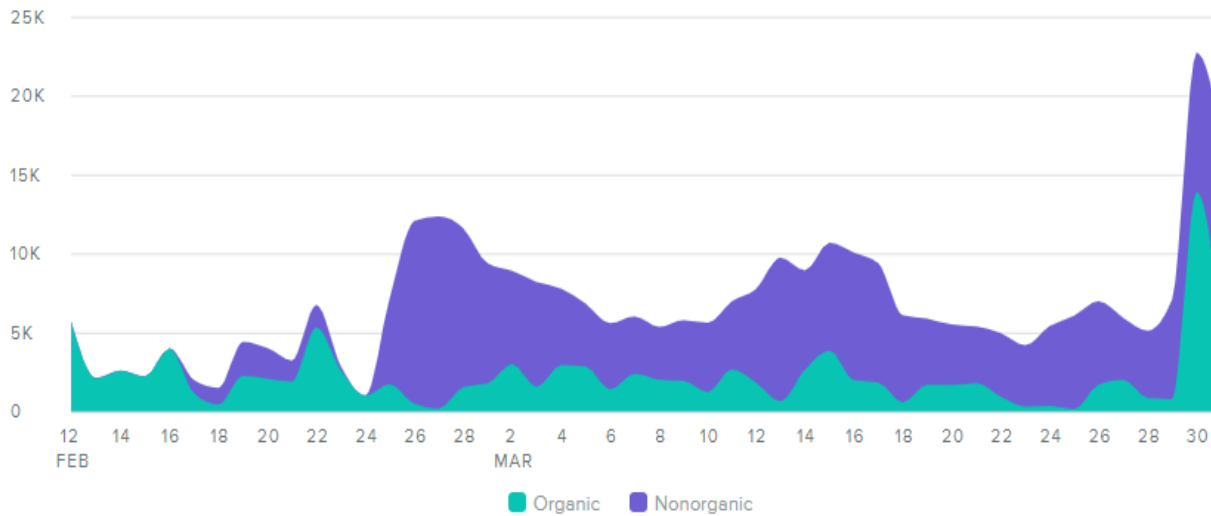
 2,647

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%**

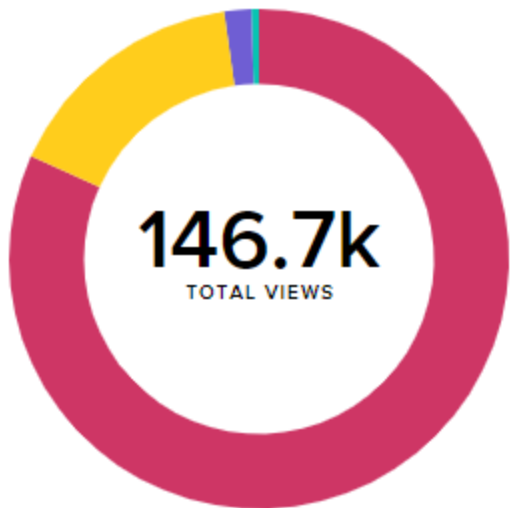
since previous date range



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



**2%**  
ORGANIC VIEWS

**98%**  
PAID VIEWS



**90%**  
CLICK PLAYS

**10%**  
AUTO PLAYS

### 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

# 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

<b>OVERVIEW</b>	<b>DEMOGRAPHICS</b>	<b>LIFESTYLE</b>	<b>CONSUMER BEHAVIOR</b>	<b>MOBILE FOOTPRINT</b>
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%

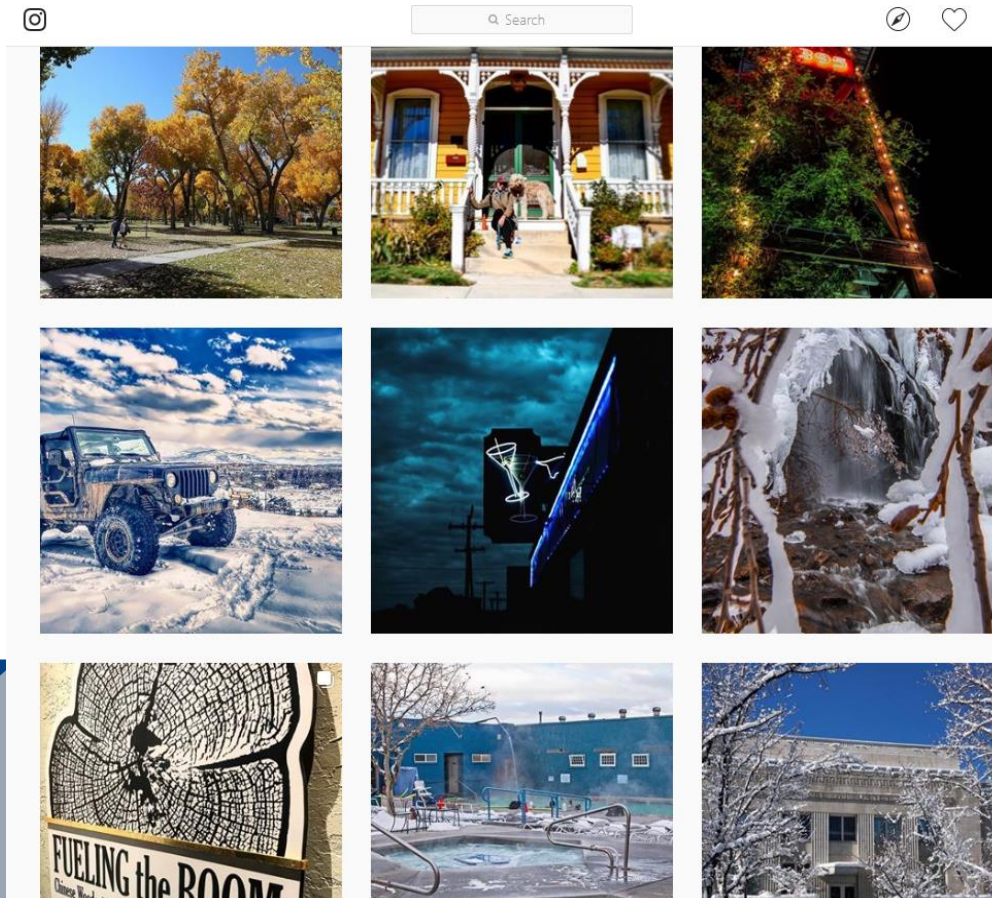
### 28 day summary with change over previous period



# 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.



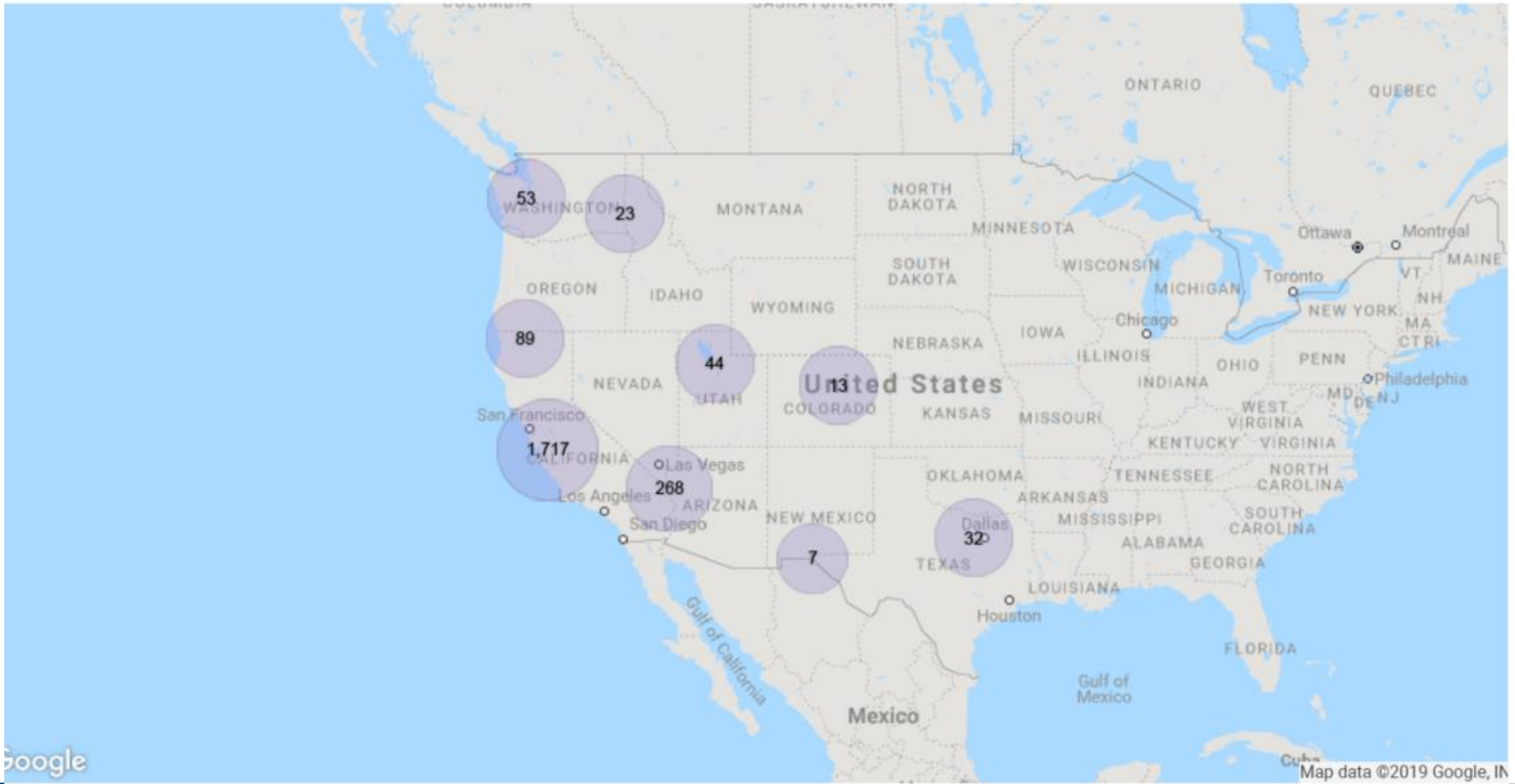
# DIGITAL MARKETING

- 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



Google

Map data ©2019 Google, IN



# 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





# 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%



# Top Ads by Clicks

AD	CAMPAIGN	AD GROUP	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV
<a href="#">Things to Do Carson City, NV - Things to Do on your Trip - The Capital Experience</a> <a href="http://visitcarsoncity.com/thingstodo/carsoncity">visitcarsoncity.com/thingstodo/carsoncity</a> 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
<a href="#">Carson City Events Calendar - Year-Round Events - Join the Fun in Carson City</a> <a href="http://visitcarsoncity.com/events/">visitcarsoncity.com/events/</a> 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
<a href="#">Visit Carson City, NV - Hotels in Carson City, NV - Affordable Lodging Near Tahoe</a> <a href="http://visitcarsoncity.com/lodging/">visitcarsoncity.com/lodging/</a> 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
<a href="#">Visit Carson City, NV - Hotels in Carson City, NV - Affordable Lodging Near Tahoe</a> <a href="http://visitcarsoncity.com/lodging/">visitcarsoncity.com/lodging/</a> 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
<a href="#">Museums in Carson City - Visit Carson City, NV - State Museum &amp; Railroad Museum</a> <a href="http://visitcarsoncity.com/museums/">visitcarsoncity.com/museums/</a> 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



**QUESTIONS?**

