

**NOVEMBER 18, 2019**  
CCCTA BOARD MEETING



# **MARKETING & PUBLIC RELATIONS UPDATE**

LYDIA BRUEGGE | MARKETING MANAGER

# OCTOBER PUBLIC RELATIONS REPORT

- ❑ 82.5 Million Unique Visitors per Month
- ❑ 167,700 Reach
- ❑ Publicity value of \$50,900
- ❑ Year to Date:
  - ❑ We have reached 3.4 million people
  - ❑ 265,800 UVPM
  - ❑ Publicity value of \$248,600



# OCTOBER PRESS

- ❑ [NGBN Carson City, Home Means Carson - Dave Peterson](#)
- ❑ [The International Business Times, Carson City, Nevada Leads The Top 10 List Of US Cities Where The Most New Businesses Open, Study Finds](#)
- ❑ [Nevada Business Online, Carson City Celebrates 27th Annual Ghost Walk - Nevada Business Magazine](#)
- ❑ [UPROXX, We Asked Traveler Influencers Their Favorite Under-The-Radar Destinations](#)
- ❑ [Reno Gazette-Journal, Fall, fun and spooky: Haunted houses, zombie crawls and more things to do this October](#)
- ❑ [InsideHook, It's Hot Springs Season. Take a Dip at One of These American Resorts.](#)
- ❑ [Ladies Want More, The Best Hot Springs Resorts in America](#)
- ❑ [KTVN-TV, Saturday's Carson City Ghost Walk Themed "In the Shadows"](#)
- ❑ [KOLO-TV, 8 Things to Do](#)
- ❑ [The Spa Insider, Top Things to Do in Reno-Tahoe in the Fall - The Spa Insider](#)
- ❑ [Pahrump Valley Times Online, Sesquicentennial nearing of U.S. Branch Mint in Nevada](#)
- ❑ [True West, Six-guns & Sluggers](#)
- ❑ [Nevada Business Online, 'Day of the Dead' Community Event at Nevada State Museum](#)



# SOCIAL MEDIA | FOLLOWER GROWTH

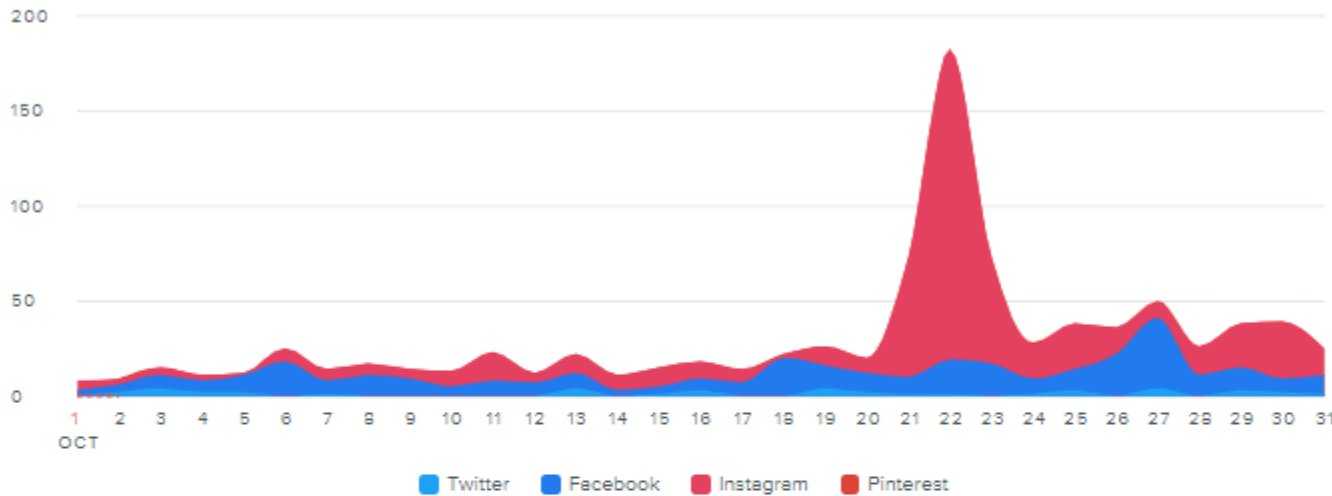
Data From:  
10/1-10/31

Comparison to previous months  
9/1-9/30

## Group Audience Growth

### Followers Gained, By Day

▲ We are unable to retrieve all of your data at this time. [Learn More](#)



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	16,607	↗ 5.1%
Total Net Follower Growth	813	
Twitter Net Follower Growth	32	↗ 0.8%
Facebook Net Fan Growth	290	↗ 3.9%
Instagram Net Follower Growth	491	↗ 11.9%
Pinterest Net Follower Growth	0	↗ 1.1%

Total followers increased by

▲ **5.1%**

since previous date range



# SOCIAL MEDIA | LEAD GENERATION

- ❑ Since February we have been running a lead generation campaign utilizing Facebook ads.
  - ❑ To date we have collected over 760 email addresses through Facebook
  - ❑ Over 500 emails collected from Visitor Guide Requests on the website driven by digital Google Advertising
  - ❑ Now consistently sending newsletters and big news updates to over 15,000 subscribers



# PINTERST ADVERTISING

- Actively refining our Pinterest Page to include the blogs, articles and itineraries that have been made for us from influencers and writers.
- Tested a paid advertisement and it performed really well and hope to consistently implement this

Promoted Pin name	Pin	Promoted Pin description	Ad format	Spend	Result	Cost per result	Impressions	CPM	Clicks	CTR
Fall Trip Promo Traffic, ID: 687202759502		Fall transforms Carson City into a colorful paradise. Reac	Static	\$113.47	1,005 Clicks	\$0.11 CPC	79,234	\$1.73	1,005	1.27%
<b>Totals</b>			-	<b>\$113.47</b>			<b>79,234</b>	<b>\$1.43</b>	<b>1,005</b>	<b>1.27%</b>

The Perfect Fall Trip To Carson City

Great **travel destinations** Pin! Reach more of the estimated **13 million** people interested in Pins like yours.

Promote Pin

Your Pin stats for the last 30 days. See more stats. Only you can see this.

**The Perfect Fall Trip to Carson City**

Visit Carson City  
93 followers

visitcarsoncity.com

**Photos and Comments**

Photos Comments

Tried this Pin?  
Add a photo to show how it went

Add photo

Carson City

80.4k 261 1k



# VIDEO | PHOTO | INFLUENCERS | FAM TOURS

- Meghan Burk and Todd Poth from Getaway Reno/Tahoe,
- Natasha Bourlin – multiple travel magazines
- (Nov 1<sup>st</sup>) Jill Dutton: travel writer brought in from an RTT tour
  - Focusing on trains, unique eats, and day trips from Reno for multiple magazines
  
- Brian Walker & Kyle Smaine – Content Creation & Influencer Work**
  - From South Lake Tahoe and have been working together for a long time.
  - Post Reach combined = 4000
  - Over 1600 views combined per Instagram Story slide.
  - Delivered incredible photo assets and soon to be video
    - Nevada Day focus on the passion behind the locals
  
- Let's see some of the photos!





# BRIAN WALKER & KYLE SMAINE WORK





# BLINKY MAN



# BLINKY MAN



# PARADE



# BALLOON LAUNCH – DRONE SHOT



# PRISON HILL



# BRIAN & KYLE'S VIDEO ASSETS



[CLICK PHOTO TO LINK TO VIDEO](#)





**QUESTIONS?**

