

JUNE 24, 2019
CCCTA BOARD MEETING



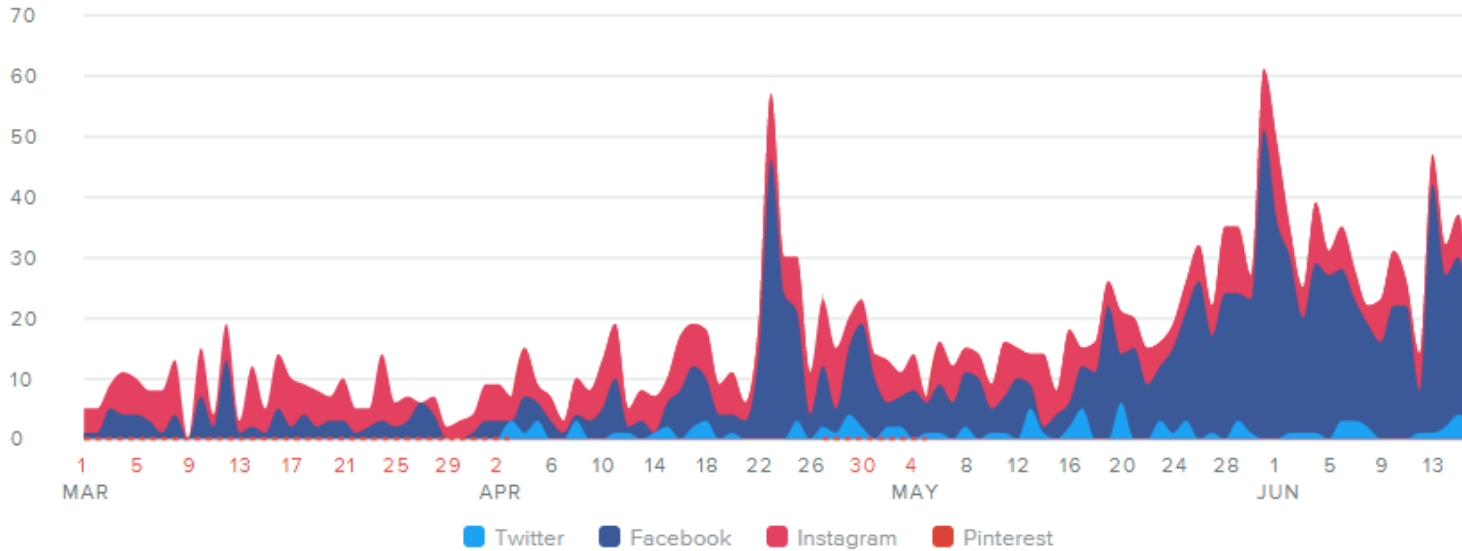


MARKETING UPDATE
LYDIA BRUEGGE | MARKETING MANAGER

SOCIAL MEDIA | FOLLOWER GROWTH

Group Audience Growth

FOLLOWERS GAINED, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	14,071	↗ 66.9%
Twitter Net Follower Growth	68	↗ 100%
Facebook Net Fan Growth	1,058	↗ 20.8%
Instagram Net Follower Growth	366	↘ 81.2%
Pinterest Net Follower Growth	2	—
Total Net Follower Growth	1,749	↗ 66.9%

Total followers increased by

▲ 66.9%

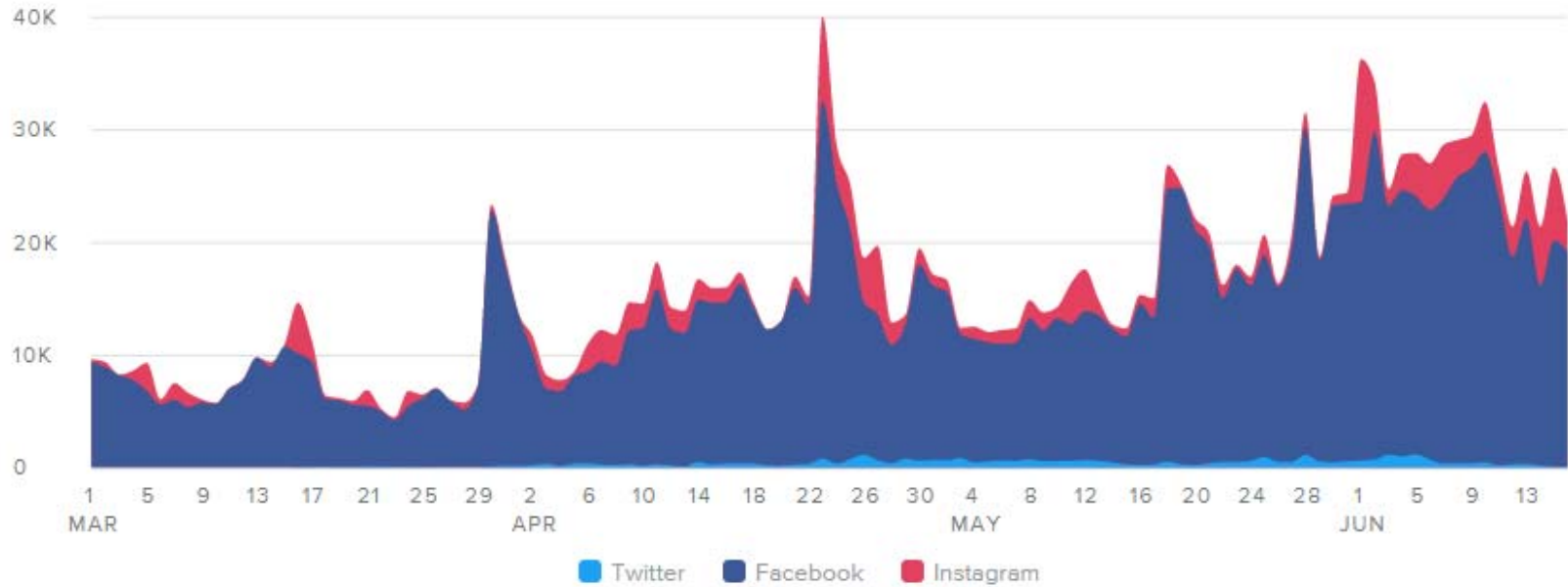
since previous date range

Comparison to previous 3 months
11/18 - 2/28

SOCIAL MEDIA IMPRESSIONS

Group Impressions

IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	35,913	↗ 100%
Facebook Impressions	1,502,300	↗ 376.6%
Instagram Impressions	186,258	↗ 52.2%
Total Impressions	1,724,471	↗ 294.1%

Total Impressions increased by

294.1%

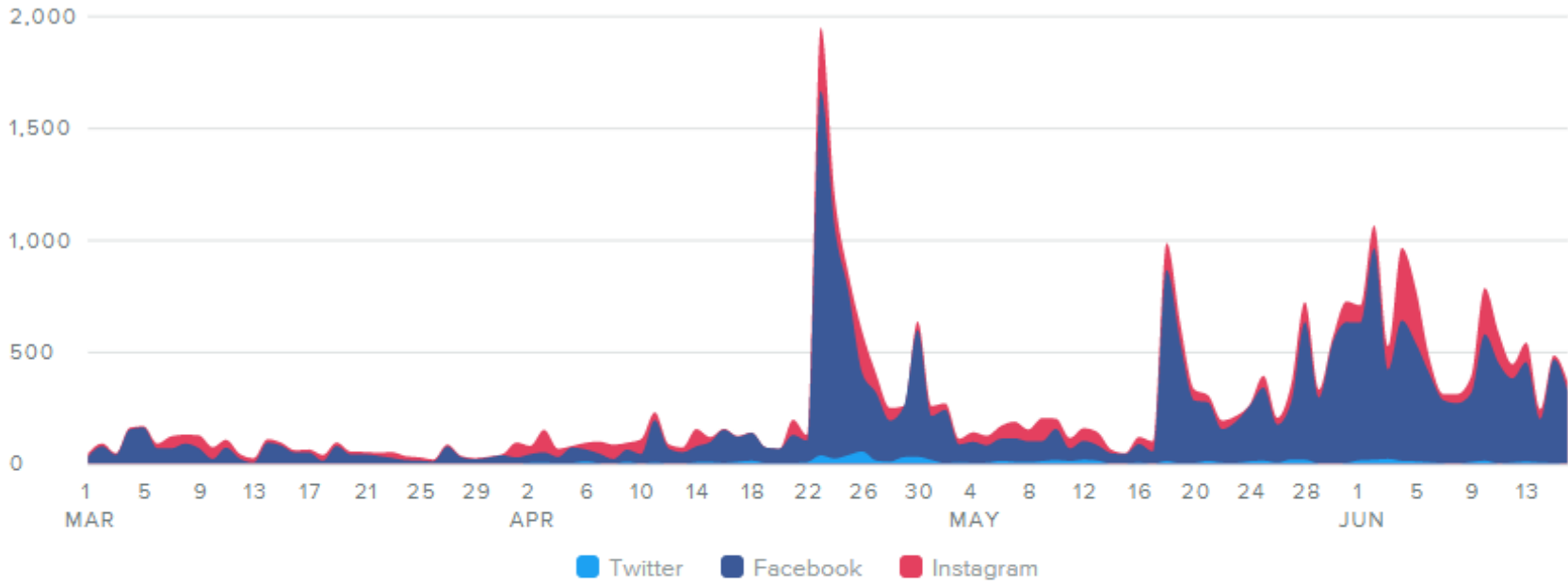
since previous date range

Comparison to previous 3 months
11/18 - 2/28

SOCIAL MEDIA ENGAGEMENT

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	684	↗ 100%
Facebook Engagements	22,365	↗ 140.8%
Instagram Engagements	5,422	↘ 12.9%
Total Engagements	28,471	↗ 83.5%

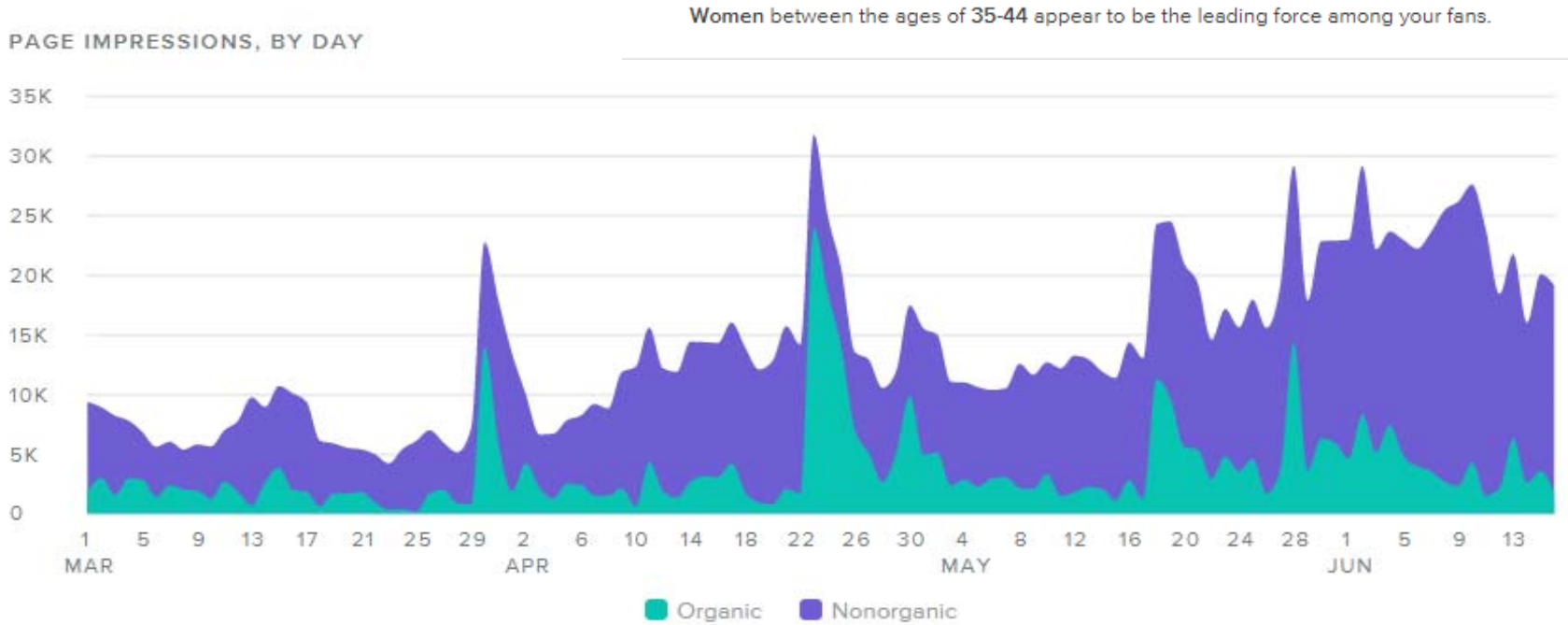
The number of engagements increased by

83.5%

since previous date range
Comparison to previous 3 months
11/18 - 2/28

FACEBOOK IMPRESSIONS PAID V. ORGANIC

Facebook Impressions



Impressions Metrics	Totals
Organic Impressions	393,872
Nonorganic Impressions	1,108,428
Total Impressions	1,502,300
Average Daily Users Reached	11,131.5




Total Impressions increased by

▲376.6%

since previous date range

Comparison to previous 3 months
11/18 - 2/28

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Carson City, NV @VisitCarsonCity	4,133	100%	86	35,913	417.6	684	8	107
 Visit Carson City Business Page	6,193	20.77%	174	1,502,300	8,633.9	22,365	128.5	21,513
 Carson City (Business) @visitcarsoncity	3,666	10.96%	218	186,258	854.4	5,422	24.9	–

Google Analytics | Website views driven from digital efforts

April | Social 13.60% | Paid Search 12.73%

May | Social 9.89% | Paid Search 3.18%

June | Social 8.12% | Paid Search 1.25 (MTD)



MOST POPULAR DMA'S THROUGH PAID SOCIAL ADS

- San Francisco
- LA
- Sacramento
- Reno
- Vegas
- Chico
- Monterey
- Portland
- Phoenix
- Not ranked in order due to popularity changing between platforms.



DIGITAL UPDATE

- ❑ After 3 months of testing we've decided to pull back on Google Ads until the new website is launched for better tracking and accuracy.

Metrics						Ad group			
Campaign	Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Click conversion rate	Cost	Impr. share
1. Remarketing	Remarketing	261,558	1,555	0.5...	\$0.42	3	0.19%	\$652.23	0.1
2. General Carson City Campaign ...	Lodging BMM	38,737	945	2.4...	\$3.68	16	1.69%	\$3,477.94	0.36
3. Trueview	True View	25,243	50	0.2%	\$8.43	0	0%	\$421.56	0.1

Metrics					
Impressions	Clicks	CTR	Avg. CPC	Conversions	Click conversion rate
387,644	6,968	1.8%	\$1.30	25	0.1%

Map		Campaign	
	City	Clicks	Conversions
	1. Carson City	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
	2. Reno	<div style="width: 20%;"></div>	<div style="width: 10%;"></div>
	3. Virginia City	<div style="width: 10%;"></div>	<div style="width: 5%;"></div>
	4. Inglewood	<div style="width: 10%;"></div>	<div style="width: 5%;"></div>
	5. Los Angeles	<div style="width: 10%;"></div>	<div style="width: 5%;"></div>
	6. South Lake Tahoe	<div style="width: 10%;"></div>	<div style="width: 5%;"></div>
7. Compton	<div style="width: 10%;"></div>	<div style="width: 5%;"></div>	

INFLUENCER GRANT

- ❑ 5 influencers coming in June 21-23rd for a guided FAM tour
 - ❑ Combined over 473,000 Instagram Followers
 - ❑ Showcasing Carson City's "Your Nevada Experience Starts Here"
 - ❑ Blogs, IG Stories, IG Posts, Facebook Post, Video

- ❑ 4 self guided influencers | June 28-30th
 - ❑ Combined over 401,800 Instagram Followers

- ❑ Large geographic reach domestically and internationally hitting the Millennial market we are currently lacking



QUESTIONS?

