

October 15, 2024

Visit Arroyo Grande

# Marketing Update

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# Quarter 1 Activities (Jul-Oct)



## Q1 Activities

- Distributed monthly e-newsletters
- Created **3** new blogs on thrift trail, budget-friendly trip, solo traveler
- Created **2** Travel Now story on hidden gems and alternative road trips
- Social media content, implementation and monitoring
- PR content submissions for SLO CAL and Visit California
- Added events on the website
- Sojern co-op coordination and launch
- CCTC California Gold Pass Media FAM
- Offboarding

## Q1 Highlights

### E-newsletter

- Surpassed email marketing open rate goal of 33.25% - **Avg. 50.85%** for all three months in Q4 (vs. **Avg. 44.9%** in Q4)
- **1,461** subscribers in Q1 vs. **1,449** in Q4

### Social Media

- Gained **1,005** new Instagram followers in Q4 ( **5,837** followers in Q1 vs. **4,832** followers in Q4, a **20.8% increase**)

### Paid Media

- Average CTR for all tactics was **2.4%** which is above the industry benchmark of **0.2% - 1.0%**

## Q1 KPIs

| <b>Tactic</b> | <b>Cost</b> | <b>Reach</b> | <b>Primary KPI</b>        | <b>Cost/Action</b> | <b>Benchmark</b>      |
|---------------|-------------|--------------|---------------------------|--------------------|-----------------------|
| E-newsletter  | \$4,485     | 2,949        | 50.9% Avg. Open Rate      | \$1.52             | 33.25% Avg. open rate |
| Social Media  | \$8,843     | 358,600      | 7,857 Engagements         | \$1.13             | Engagement rate/post  |
| Blog          | \$4,000     | 1,818        | 2,715 Views               | \$1.47             | Increase in YOY views |
| Paid Media    | \$12,248    | 1,311,953    | 32,401 Clicks<br>2.5% CTR | \$0.43             | CTR 0.2%-1%           |

Thank you for having us today.

Questions &  
discussion?