

October 9, 2024

Visit Arroyo Grande

# Quarter 1 Stat Report

## Summary of Performance

The Q1 paid media campaign for Visit Arroyo Grande utilized YouTube, Google Search, and Meta social ads and boosts, running from the last week of August through October 31st. The campaign features multiple variations of the "Time Well Spent" video on YouTube and Meta, while Google Search focuses on a combination of branded keywords and phrases.

YouTube and Meta served as the primary drivers of impressions this quarter, each generating more than 560,000 impressions. Both platforms achieved click-through rates that exceeded industry benchmarks, with YouTube at 2.55% and Meta at 1.19%. Moving into the final weeks, optimizations for Search will involve pausing low-search-volume keywords and prioritizing high-value terms to improve efficiency. This approach aims to capitalize on the campaign's momentum while enhancing Google Search's performance metrics. In comparing Google's tactics, YouTube consistently maintains a lower cost per click and cost per conversion. While the keyword optimizations in Google Search should help it become more competitive in these areas, YouTube is likely to remain the leader in terms of cost efficiency.

In owned media, the e-newsletter results were strong. The open rate surpassed the industry standard of 50.85%. July performed particularly well with an open rate of 62.0%. Content included "Parks Make Life Better" Month, Tequila Day, and outdoor activities to enjoy in the summertime. We gained more than 1,000 followers on Instagram in Q1, a 20% increase compared to Q4. Travel Now story metrics saw a slight decrease due to fewer stories being published. The website reached 82% more users than last year targeting our primary geo markets through paid search, organic search, and organic social.

Verdin coordinated and confirmed an influencer visit for the CCTC collaboration which took place in July. The social reel from Discover California received more than 16,000 views on Instagram and led to a large increase in followers.

## Paid Media

### Digital Media Results:

Channel	Creative	Impressions	Clicks	Views	CTR	Interaction Rate
YouTube	Time Well Spent ~ 3 versions	582,637	14,855	6,026	2.55%	4.19%
Google Search	Key Words & Phrases	30,387	4,278	N/A	14.08%	14.08%
Social Ads - FB & Instagram	Time Well Spent :15 & :30 videos	567,729	9,192	N/A	1.62%	1.70%
Social Boosts	Variety	131,200	4,076	N/A	3.15%	46.66%

### Total Campaign Summary:

- Total Impressions: 1,311,953
- Total Clicks: 32,401
- AVG. CTR: 2.47%

## Owned Media

### Email Marketing Campaign Results:

Verdin created and sent three monthly e-newsletters in Q1 and one e-newsletter in October. They featured places to stay, local things to do, and event happenings. Below are the results:

#### July 5:

- Open rate: 62.0%
- Click rate: 3.9%
- Total clicks: 98

#### August 5:

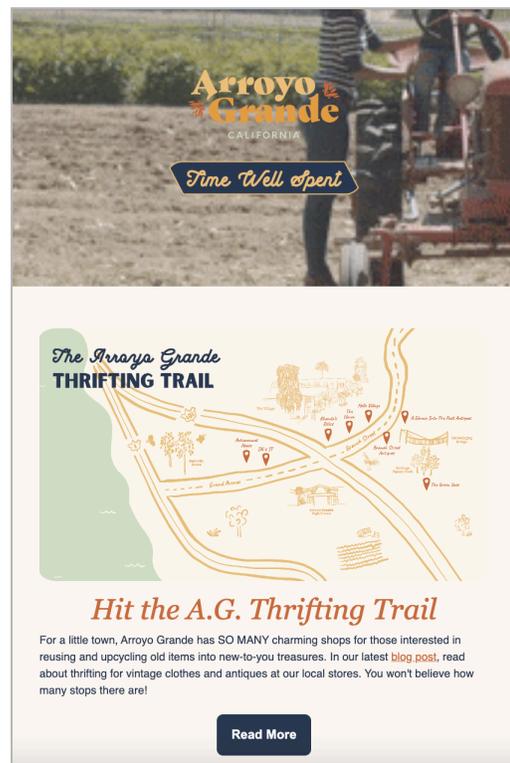
- Open rate: 42.9%
- Click rate: 4.6%
- Total clicks: 103

#### September 11:

- Open rate: 44.9%
- Click rate: 5.1%
- Total clicks: 142

#### October 3:

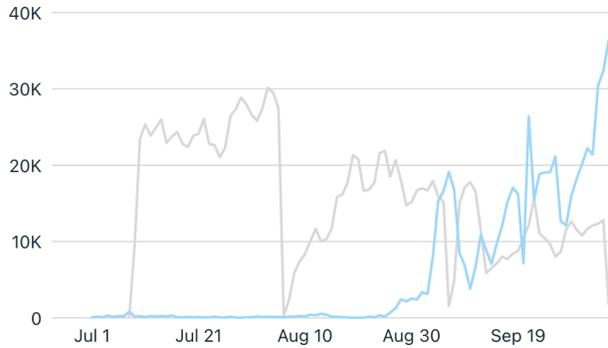
- Open rate: 53.6%
- Click rate: 4.3%
- Total clicks: 89



Social Media Results:

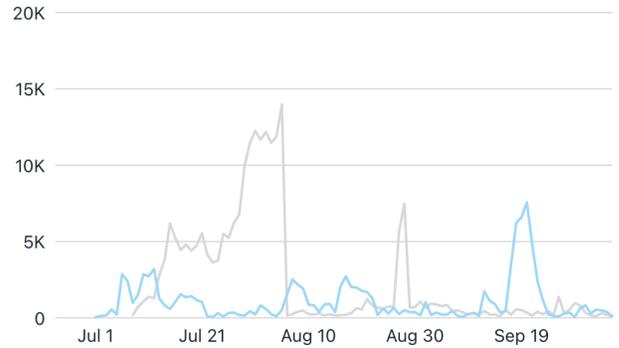
Facebook reach ⓘ

302.7K ↓ 57.2%



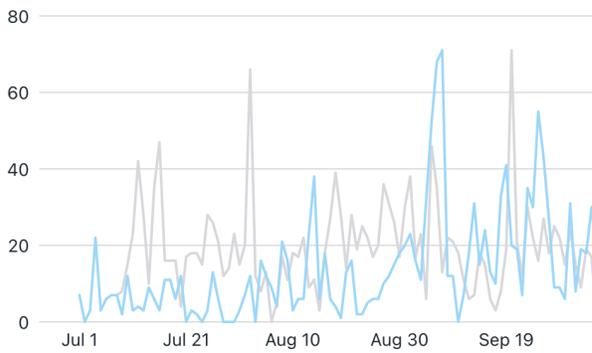
Instagram reach ⓘ

55.9K ↓ 56.7%



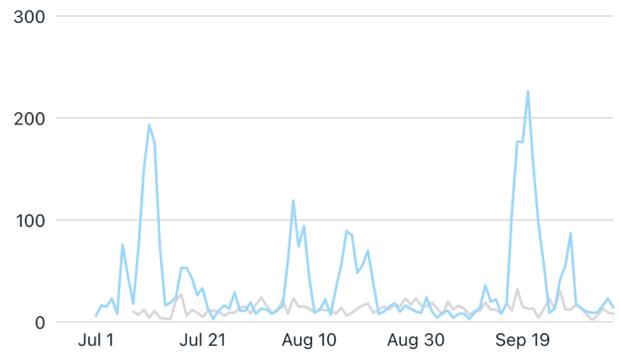
Facebook visits ⓘ

1.4K ↓ 23.7%



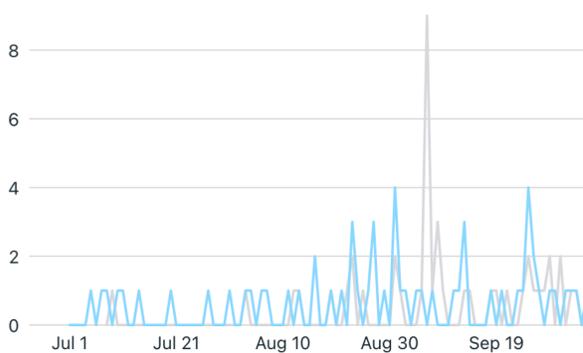
Instagram profile visits ⓘ

3.9K ↑ 231.6%



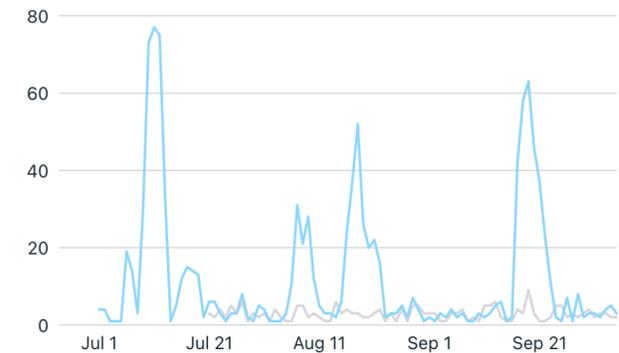
Facebook follows ⓘ

59 ↑ 34.1%



Instagram follows ⓘ

1.2K ↑ 433.8%



Profile	Published Posts	Net Follower Growth	Followers	Video Views	Impressions	Engagements	Engagement Rate (per Impression)	Likes	Comments	Shares	Profile Views
<b>Reporting Period</b>	<b>16</b>	<b>259</b>	<b>693</b>	<b>18,547</b>	<b>18,547</b>	<b>693</b>	<b>3.7%</b>	<b>606</b>	<b>26</b>	<b>61</b>	<b>372</b>
Jul 1, 2024 – Oct 6, 2024	↗ 128.6%	↗ 135.5%	↗ 57.5%	↗ 152.8%	↗ 152.8%	↗ 150.2%	↘ 1%	↗ 149.4%	↗ 333.3%	↗ 117.9%	↗ 171.5%
<b>Compare to</b>	<b>7</b>	<b>110</b>	<b>440</b>	<b>7,338</b>	<b>7,338</b>	<b>277</b>	<b>3.8%</b>	<b>243</b>	<b>6</b>	<b>28</b>	<b>137</b>
Apr 1, 2024 – Jun 30, 2024											
Visit Arroyo Grande	16	259	693	18,547	18,547	693	3.7%	606	26	61	372

## Top Social Posts:

Visit Arroyo Grande  
Fri 8/16/2024 9:18 am PDT

August is National Wellness Month. Here are four wellness-friendly things to do in Arroyo Grande: [1...](#)

**Total Engagements** 622

Reactions 91

Comments 0

Shares 11

Post Link Clicks 326

Other Post Clicks 194

Visit Arroyo Grande  
Mon 9/16/2024 10:29 am PDT

Time spent together is always well spent. ❤️ Whether it's enjoying a slow morning sipping coffee,...

**Total Engagements** 543

Reactions 64

Comments 2

Shares 4

Post Link Clicks 270

Other Post Clicks 203

Visit Arroyo Grande  
Thu 9/5/2024 6:17 pm PDT

Life's happening now. ❤️ Spend it well in Arroyo Grande. <https://bit.ly/3lW9GY8>

**Total Engagements** 530

Reactions 50

Comments 5

Shares 2

Post Link Clicks 335

Other Post Clicks 138

Visit Arroyo Grande  
Fri 10/4/2024 3:28 pm PDT

October is Arts & Humanities Month, and we're proud to feature The Gallery Arroyo Grande, a wonderful...

**Total Engagements** 34

Reactions 30

Comments 0

Shares 4

Post Link Clicks 154

Other Post Clicks 0

Visit Arroyo Grande  
Thu 9/12/2024 5:59 pm PDT

Did you know Arroyo Grande had so many hidden gems? 🌟 Spend the day sipping at a cozy coffee shop,...

**Total Engagements** 166

Reactions 135

Comments 14

Shares 17

visitarroyogrande  
Sat 7/6/2024 10:01 am PDT

Small-town summer moments are waiting for you in Arroyo Grande. ❤️ [#VisitArroyoGrande...](#)

**Total Engagements** 444

Likes 279

Comments 23

Shares 112

Saves 30

visitarroyogrande  
Thu 9/12/2024 5:59 pm PDT

Did you know Arroyo Grande had so many hidden gems? 🌟 Spend the day sipping at a cozy coffee shop,...

**Total Engagements** 358

Likes 268

Comments 6

Shares 34

Saves 50

visitarroyogrande  
Fri 8/16/2024 3:03 pm PDT

August is #NationalWellnessMonth. Here are four wellness-friendly things to do in Arroyo Grande: [1...](#)

**Total Engagements** 198

Likes 142

Comments 5

Shares 26

Saves 25

visitarroyogrande  
Mon 7/8/2024 11:21 am PDT

Want the perfect lunch for Arroyo Grande's Mediterranean climate? Try the tasty Mediterranean eats at Jaf...

**Total Engagements** 170

Likes 160

Comments 5

Saves 5

visitarroyogrande  
Tue 8/13/2024 9:11 am PDT

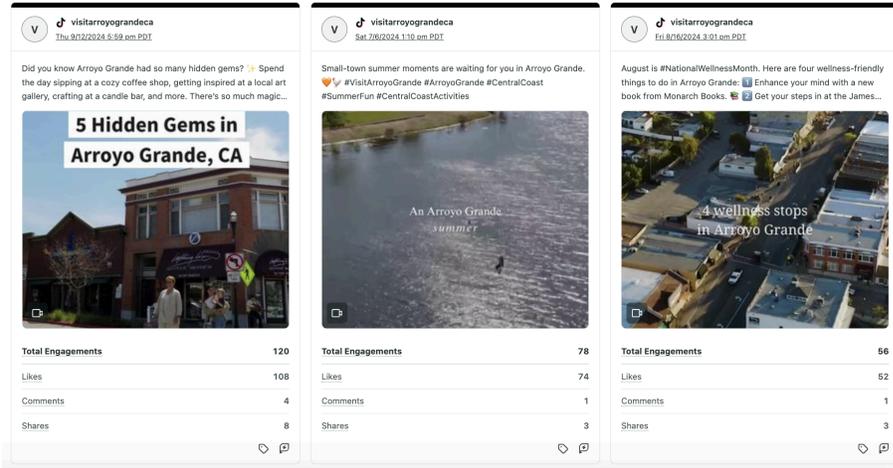
Hit the Arroyo Grande Thrifting Trail! 🛍️ Our little town has so many spots where you can find incredible...

**Total Engagements** 157

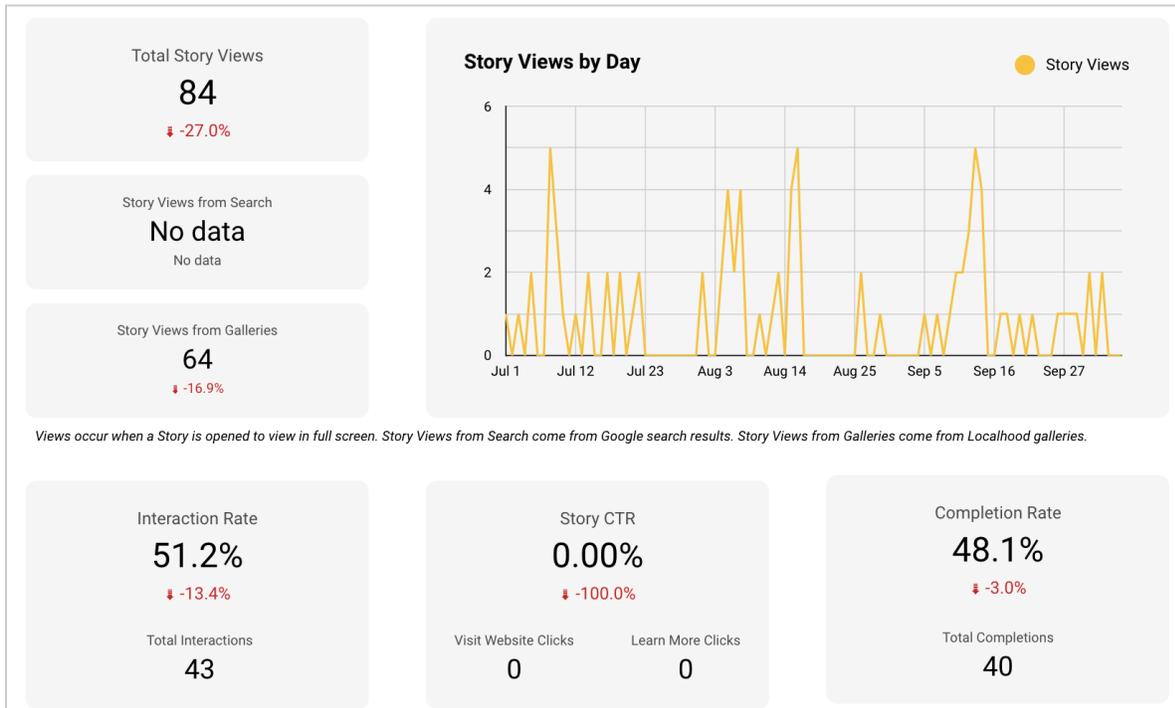
Likes 133

Comments 4

Saves 20



*Localhood:*



**Earned Media**

**Visit California Pitches:**

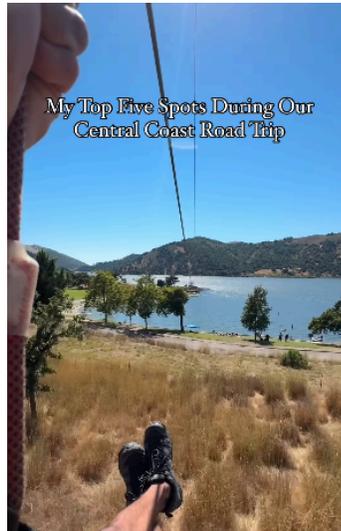
- Trendiest Spots to Thrift
- Alternative Road Trips

**Visit SLO CAL Pitches:**

- Locally sourced

### Discover California Collaboration:

- Instagram reel views: 16,200
- Instagram story views: 7,390
- Facebook views: 550
- TikTok views: 849
- YouTube Shorts views: 110
- Total Views: 25,099

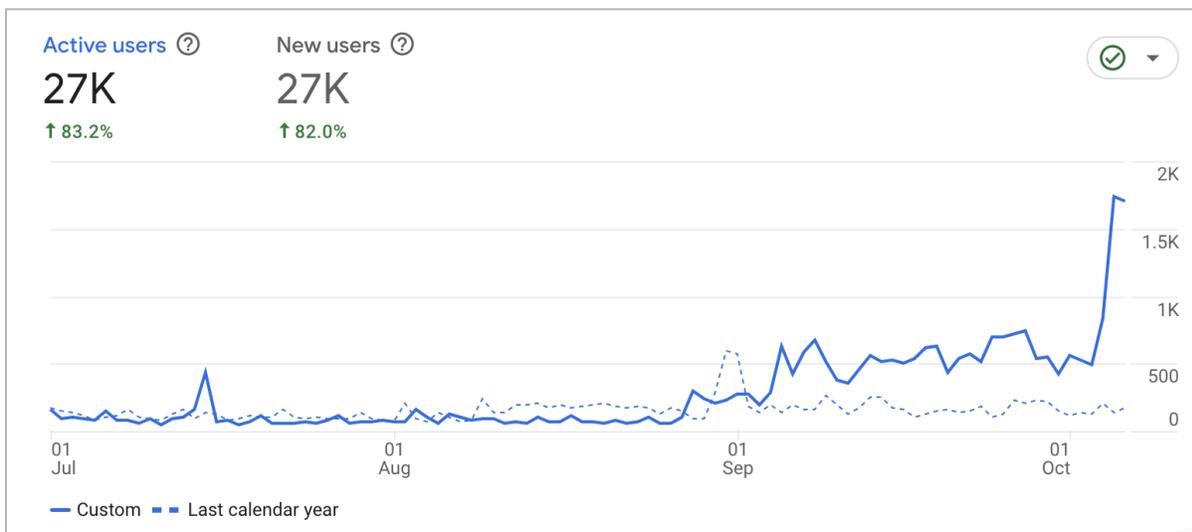


discover\_california\_ and visitarr...  
 discover\_california\_ Here are five spots to check out in Arroyo Grande 🍷

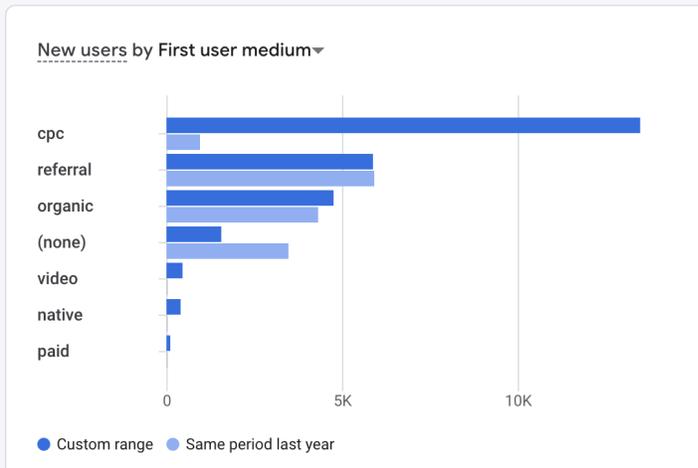
- 1 Branch Street, Deli & Pizza, Arroyo Grande - Wood-fired pizzas served on an umbrella-lined patio on a summer day? Yes, please!
- 2 Talley Vineyards, Arroyo Grande  
 A relaxed place with an enticing atmosphere where you can sit, sip some wine, and enjoy the views of the vineyard.
- 3 Ziplining with Vista Lago Adventure Park over Lopez Lake. Enjoy these chest ziplines, two of

Liked by highwayroadtrip and 252 others

### Website Analytics: Compared to the previous year



#### WHERE DO YOUR NEW USERS COME FROM?



#### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN ...	VIEWS	Change
Itineraries - Visit Arroyo Gra...	20K	-
Visit Arroyo Grande	0	↓ 100.0%
Home - Visit Arroyo Grande	4.5K	-
Things to Do - Visit Arroyo G...	1.7K	-
Eat + Drink - Visit Arroyo Gr...	0	↓ 100.0%
Eat + Drink - Visit Arroyo Gra...	1.6K	-
Farmers Markets - Visit Arr...	0	↓ 100.0%



### Key Performance Indicators

Tactic	Cost	Reach	Primary KPI	Cost/Action	Benchmark
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 2.5% CTR	\$0.43	CTR 0.2%-1%