

# Marketing Update | December 2016

## Marketing Highlights



**Impressions.** YoY we have received nearly 54 million impressions compared to 38 million 2015.



**OOH.** Giant Voices has a new location on Superior Street connected to the Skywalk. They own a portion of that skywalk and are putting VCC & LMC artwork in the skywalk at no cost!

Also, in January VCC & LMC are wrapping 5 pillars in the MPLS Skywalk System. There will be a Take Over event on January 11<sup>th</sup> from 11am-1pm with Murray and the VCC team. Giveaways, drawings and fun activities. Also, gives us a chance to see our creative in action to see what traffic is like.



**Kare11 Weather Sponsorship.** Live broadcast weather sponsorship December-February. With additional :10 video online billboards AND (2) Text to Win events.



**Hot Deals.** Need eligible businesses to update their deals. Ideally, incorporating the overarching VCC winter themes into the deals – in particular, requests for Hygge Hot Deals has been requested by fans on social media. Unsure if you are hot deals enabled? Contact Maggie Barnard to check your listing: [maggie@visitcookcounty.com](mailto:maggie@visitcookcounty.com)



**Winter Month Themes:** November – Storm Season. December – Dark Sky Season. January – Beautiful Ice. February – Hygge. March – Plenty of Winter. April – waterfalls.



**Nominated.** Visit Cook County has been nominated for 3 Explore MN awards – winners announced at the Explore MN annual Tourism Conference Jan. 31 & Feb. 1.

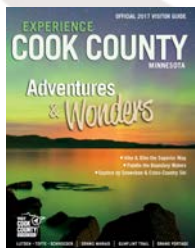
1. Rising Star: Linda Jurek Kratt
2. Event of the Year: Lutsen99er
3. Event of the Year: Storm Festival

**Past Explore MN Awards** – 2015 Award of Excellence in Marketing (Transit Shelter Takeover) & 2016 Merit Award for Marketing (Juxtaposition Campaign)



**Checkpoint MN.** A partnership with Explore MN & Gear Junkie Checkpoint MN is a Statewide Scavenger Hunt that features 10 iconic destinations spanning the entire state. Participants earn prizes by traveling to checkpoints, taking a photo of themselves with the sign and uploading to the website.

>> **Artists' Point** is the NE MN Checkpoint | **When:** Dec. 15, 2016 – Feb. 12, 2017



**NEW VCC Lure** – complete! Pick up copies for your resort at the Info Center. View or download the digital version on our website here: <http://www.visitcookcounty.com/plan-your-trip/>

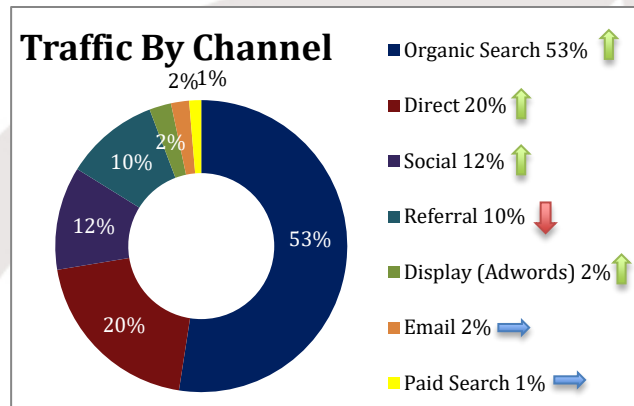
**Since uploading to issue on 12/2/2016**

3,112 Impressions  
91 Reads | Average read time: 3:44 | 3 shares  
Device: 64% Desktop, 24% mobile, 12% tablet

## Website Highlights

Dates: Sept. 20, 2016- Dec. 5, 2016 vs. same period last year

<b>Sessions</b> <b>68.5K</b> + 31.25%	<b>New Users</b> <b>42.7K</b> + 19.3%	<b>Unique Pageviews</b> <b>110K</b> + 22%	<b>Pages per Session</b> <b>2.3</b>	<b>Avg. Session Duration</b> <b>2:24 min</b> + 2%
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### Recent updates to the website

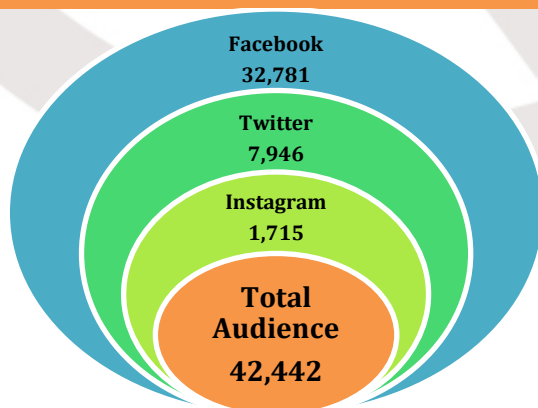
- A. Northern Lights Drives Page | coming soon
- B. Hygge & Quiet Season Page | coming soon
- C. Fat Tire Biking
- D. Optimizing pages for SEO + Site Improve
- E. Restaurant & retail hours

## Keywords & Google Ads | partnership with @aimClear

Remarketing: targeting people who have visited our website, or similar sites, in the past 30 days.

Month	Theme	Impressions	CTR	CPC	Total Spend
March 2016	Spring Calls, Waterfalls	87,210	0.28%	\$0.76	\$186.93
April 2016	Spring Calls, Waterfalls	250,357	0.27%	\$0.50	\$340.52
May 2016	Adventure (BWCA Expo)	321,924	0.85%	\$0.12	\$339.50
June 2016	MN Biking Paradise	235,483	1.11%	\$0.12	\$322.03
July 2016	Superior Golfing	176,091	1.68%	\$0.12	\$345.10
August 2016	Chill vibes & boat rides	162,643	1.56%	\$0.11	\$288.44
Sept. 2016	Fall colors	76,407	2.26%	\$0.35	\$599.54
Oct. 2016	Storm Season	163,039	0.59%	\$1.06	\$1,027.24
<b>Grand Total</b>	Remarketing: Keyword & Image	1,233,708	0.95%	\$0.16	\$3,449.30

## Social Media



### Social Media Audience

**Average weekly reach:**

95K

**Average weekly engagements :**

13.5K

**Average rate of weekly fan base growth:**

150

# Public Relations Summary

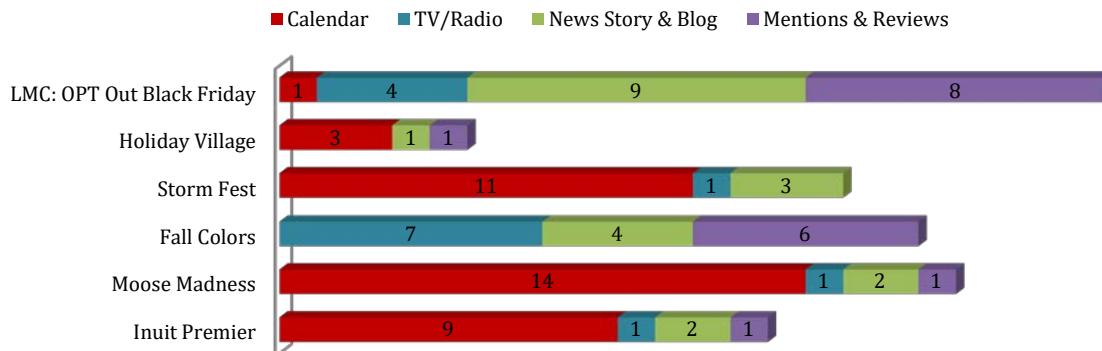
## Estimated PR impressions

(organic & campaign)  
October & November  
54,186,077

## Estimated Ad Value

(organic & campaign)  
October & November  
\$502,710

## PR Campaign Summary



### OTHER Campaign Stories

- **Lake Time Magazine** | Fall Edition | Grand Marais: I love My Lake Town - pg. 17  
[https://issuu.com/laketimemagazine/docs/65800\\_laketime\\_soft](https://issuu.com/laketimemagazine/docs/65800_laketime_soft)
- **Lake Time Magazine** | Winter Edition | Publication due out any day
  - Dark Sky Season Story – written by VCC
  - Hygge Time Story – written by Abby Tofte
- **Explore MN** | Where Minnesota’s Most Famous Go on Vacation  
<http://www.exploreminnesota.com/travel-ideas/where-minnesotas-most-famous-go-on-vacation/>
- **Star Tribune** | Schafer: In Cook County, simple pleasures suffer from a lack of help  
<http://www.startribune.com/schafer-in-cook-county-they-are-pushing-the-hygge/404322296/>
- **Business North** | Workforce shortage weighs on North Shore business  
[http://www.businessnorth.com/businessnorth\\_exclusives/workforce-shortage-weighs-on-north-shore-business/article\\_aa7ee566-a2a5-11e6-b519-f7714828a068.html](http://www.businessnorth.com/businessnorth_exclusives/workforce-shortage-weighs-on-north-shore-business/article_aa7ee566-a2a5-11e6-b519-f7714828a068.html)
- **MPLS / St. Paul Magazine** | Upstate MN Brings North Loop-Cool to Grand Marais <http://mspmag.com/shop-and-style/upstate-mn/>

Find all of these and more: <http://press.visitcookcounty.com/>