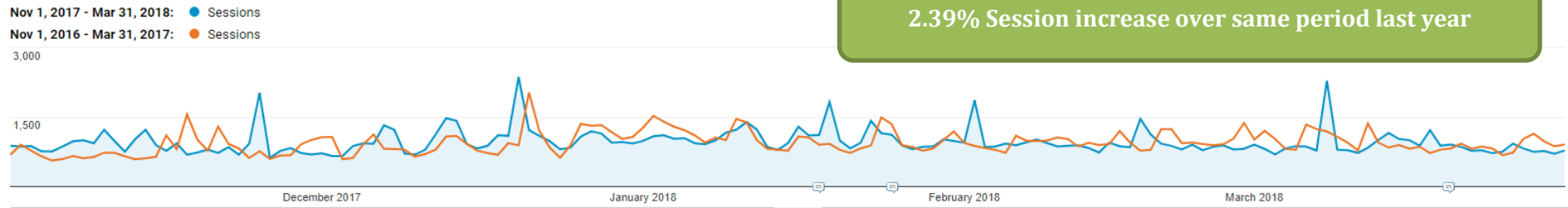


Marketing Update | May 2018

Website highlights from November 1, 2017 – March 30, 2018

2.39% Session increase over same period last year



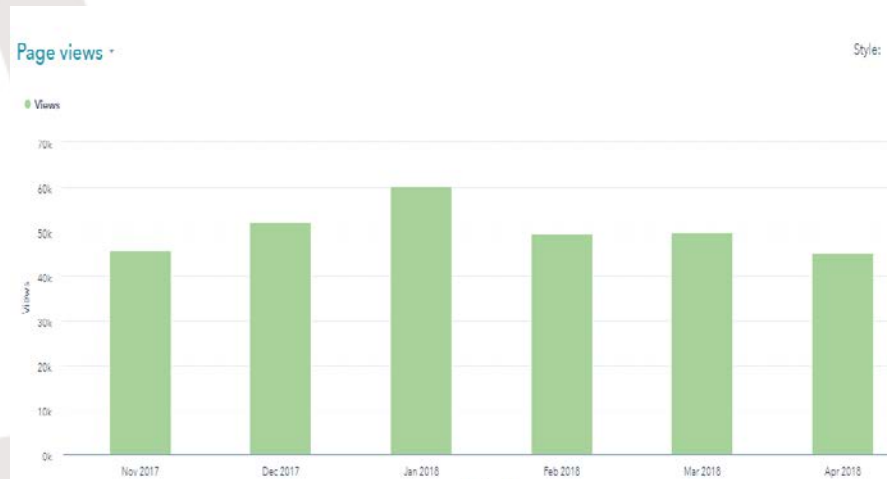
November 1, 2017 – March 30, 2018

Sessions: 145K with 55% New Users | Average Page View: 1.97

Page Title ?	Pageviews ?
	286,804 % of Total: 100.00% (286,804)
1. Find a complete list of Webcams in Cook County, Minnesota	56,655 (19.75%)
2. Experience the Northern Lights in Minnesota Visit Cook County, MN	20,582 (7.18%)
3. Events Visit Cook County, MN	20,313 (7.08%)
4. Home - Visit Cook County Minnesota	20,176 (7.03%)
5. Communities Grand Marais Visit Cook County, MN	16,488 (5.75%)
6. Snowmobile Trail Conditions - Visit Cook County Minnesota	8,831 (3.08%)
7. Hygge Festival - Visit Cook County Minnesota	4,762 (1.66%)
8. Communities Gunflint Trail Visit Cook County, MN	4,684 (1.63%)
9. Hot Deals Visit Cook County, MN	4,679 (1.63%)
10. Winter Trail Conditions - Visit Cook County Minnesota	4,538 (1.58%)

Biggest wins:

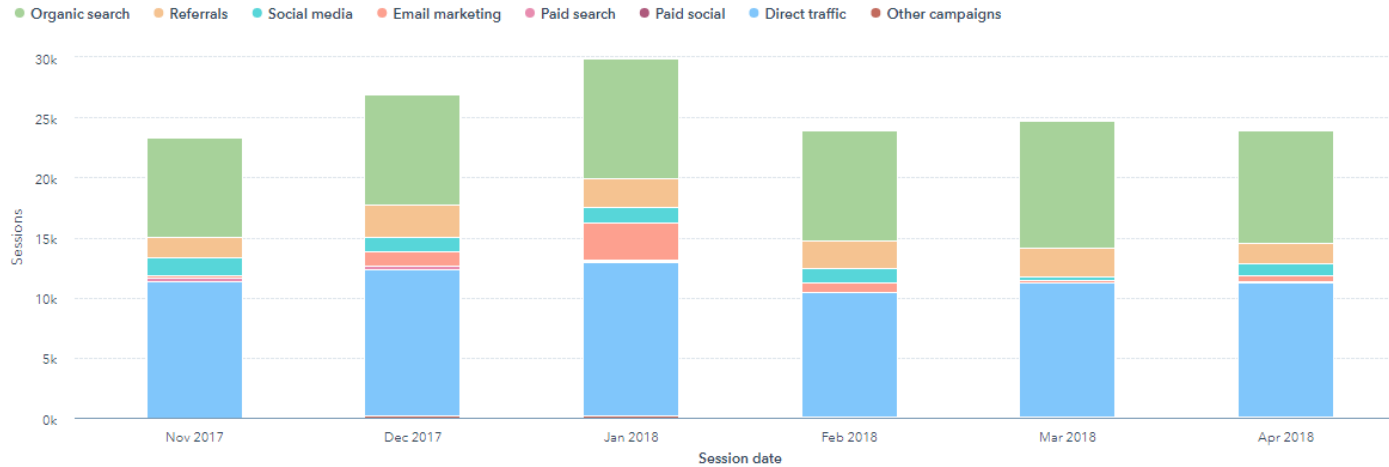
- Hot Deals – the new website format amplified exposure of Hot Deals increasing page views by 470%!
- Hygge Festival and Fireplace Tour pages received significant page views on par with the very popular Fisherman’s Picnic post on event cal.
- Busiest website traffic month by reporting period is January. December, February and March are all very similar in traffic.



Traffic Drivers

Sessions ▾

Style: Column ▾



<input checked="" type="checkbox"/>	SOURCE	SESSIONS	PAGE VIE...	NEW VISIT...	NEW CON...
<input checked="" type="checkbox"/>	Direct traffic	69,033	1.85	20,406	461
<input checked="" type="checkbox"/>	Organic search	56,568	2.09	39,823	421
<input checked="" type="checkbox"/>	Referrals	13,199	2.61	9,565	197
<input checked="" type="checkbox"/>	Social media	6,467	1.5	4,672	30
<input checked="" type="checkbox"/>	Email marketing	5,968	1.72	4,805	68
<input checked="" type="checkbox"/>	Paid search	805	1.4	671	-
<input checked="" type="checkbox"/>	Other campaigns	687	1.4	627	2
<input checked="" type="checkbox"/>	Paid social	80	0.01	-	69
	Total	152,807	1.98	80,569	1,248

Highlights:

Referral Traffic:

KSTP.com – drove 241 visits to our website for the “Dark Sky Guide.” Of those visits, the majority were new sessions with a 5.39% conversion rate to downloading our content.

Star Tribune – drove 264 referral visits to our website for “Waterfalls” with a conversion rate of 26.55%.

Both of these were direct results of earned media stories through public relations outreach.

Email Marketing contacts are mainly converts from our monthly e-newsletter downloading our Hubspot content. Part of our goal to get our large email list to opt into hubspot.

Paid Social has few sessions but a high New Contact rate because of the type of campaign being run optimized for getting new contacts via form vs website views.

Marketing Update | May 2018

Top performing Blog posts by call-to-action clicks (November – May)

BLOG POST	PAGE VIEWS	CTA VIEWS	CTA CLICKS	PUBLISH D...
The Top 8 Tips to See the Northern Lights in Minnesota	3,846	2,235	121	12/18/2017
Make the Most of Your Winter Vacation Visit Cook County	129	163	40	1/24/2018
Waterfall Wednesday - Waterfall season weekly updates	313	549	25	4/18/2018
A Spring Break Destination for Those Who Think Differently.	96	117	15	2/23/2018
Why you should VOTE for Grand Marais, MN for Best MN Town	31	18	10	10/4/2017
Escape the Super Bowl madness - head NORTH!	80	68	5	2/1/2018
Winter Fireplace Tour of Cook County, Minnesota	1,465	463	4	12/28/2017

Top performing Landing Pages by form submissions (November – May)

NAME	VIEWS	SUBMISSIONS	RATE
Newsletter ● Published	844	318	37.68%
Visitor Guide ● Published	1,019	297	29.15%
Capture the Dark Sky ● Published	686	98	14.29%
Blueberry Guide (Landing Page) ● Published	50	23	46%
Birder's Guide To Cook County MN ● Published	57	22	38.6%