

# Marketing Update | September 2018

## Hot Opportunities + Partnerships

### PR

Earned - Kare 11 TV interview – autumn in Cook County: <https://kare11.tv/2pfUNaz>

Earned - AFAR Magazine – new MN writers [Ashlea Halpern](#) and [Andrew Parks](#) <http://bit.ly/2MqKyJl>

Bonus: Forbes “Scenic Minnesota Fall Drives” <http://bit.ly/2M8TAdV>

### EMT

Recent Visit – also update your listing <http://bit.ly/2OvLrLl>

EMT Coop Advertising: <http://bit.ly/2OxRarr>

Explore MN Hike Campaign - Sept 5 - Oct 21, 2018 <http://www.exploreminnesota.com/travel-topics/hikemn/>

MAA Fall Campaign – multi dimensional digital ad campaign via Kargo.

### Social + SEO

Murray – new video of Murray painting the fall color on the leaves <https://youtu.be/HzgQ7eoldt4>

Fall Videos Playlist: <http://bit.ly/2pcqb9Q>

Social Ads running for Fall Colors & AATL Fall Studio Tour (check out new video promo interview with Lee Ross)

<https://www.facebook.com/visitcookcountymn/videos/530356737405461/>

SEO – new ads targeting lodging and dining seekers – tracking conversions, seasonal fall campaign directing to fall download and connected to youtube video

**OPPORTUNITY:** Lip sync challenge - October 9<sup>th</sup> (rain delay 10<sup>th</sup>)

### Projects

Visitor Guide 2019

Fall & Winter Marketing

Summer Marketing Recap (Highlights: Star Tribune SHTA, take5 emails, etc.)

Hygge Fireplace Tour

Website Reports

### Updates

**Dark Sky Caravan** Partnership with UofM professor Joel Halvorson and the UMD Planetarium

*UPCOMING: Dark Sky Festival: December 14-15, 2018*

#### Day/Date

#1 Saturday, August 11th

#2 Sunday, August 12th

#3 Monday August 13th

#4 Tuesday August 14th

#5 Wednesday August 15th

#6+7 August 16<sup>th</sup> & 17<sup>th</sup>

#### Location

UMD Planetarium

Tettegouche Visitor Center

Birch Grove Community Center, Tofte

Grand Marais – Voyager Brewing Company

Grand Portage Community Center (short hours)

Seagull Lake Community Center

#### Approximate Attendance

60

150

120

160

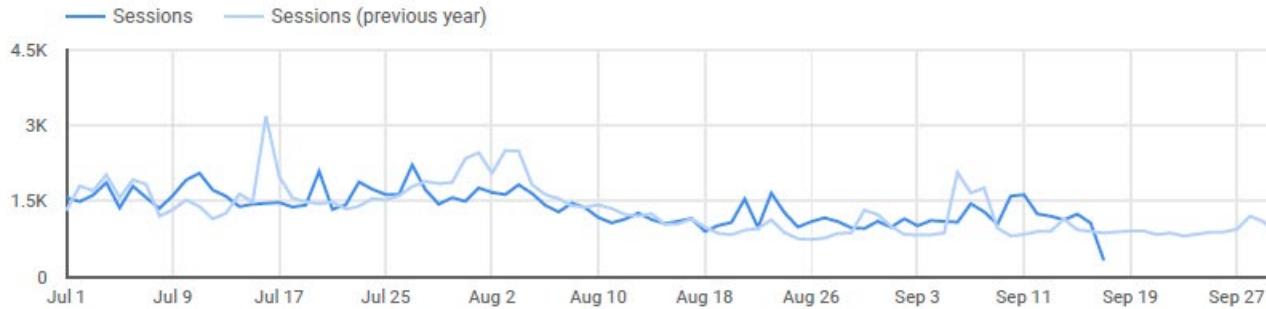
60

260

**810  
Participants**

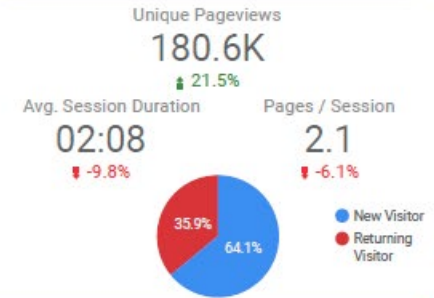
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## General Visit Cook County Website Stats

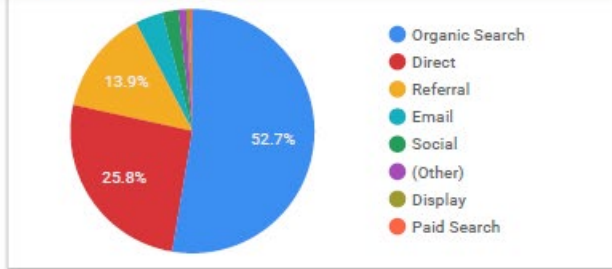


Jul 1, 2018 - Sep 30, 2018

### General Website Stats (MoM)



### Top Channels



### Top Sources Driving Traffic (overall) | MoM comparison

Source	Sessions -	% Δ
1. google	53,623	29.9% ▲
2. (direct)	28,039	2.8% ▲
3. take5tracking.com	3,350	12,307.4% ▲
4. Take5	3,042	82.0% ▲
5. bing	2,797	-1.5% ▼
6. exploreminnesota.com	1,578	13.0% ▲
7. lutsen.com	1,413	35.6% ▲
8. yahoo	1,234	11.5% ▲
9. m.facebook.com	1,150	32.9% ▲
10. bluefinbay.com	1,058	25.4% ▲

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### Top Landing Pages | MoM comparison

Page Title	Sessions -	% Δ
1. Find a complete list of Webcams in Cook County, Minn...	18,044	-29.1% ▼
2. Home - Visit Cook County Minnesota	11,460	31.2% ▲
3. Experience the Northern Lights in Minnesota   Visit Co...	10,874	39.1% ▲
4. Communities   Grand Marais  Visit Cook County, MN	9,286	-7.4% ▼
5. Fisherman's Picnic 2018 - Visit Cook County Minnesota	5,395	202.4% ▲
6. Minnesota Summer Activities   The Fun Doesn't End   V...	5,384	1,497... ▲
7. Events   Visit Cook County, MN	3,365	10.9% ▲
8. Communities   Gunflint Trail   Visit Cook County, MN	3,094	10.7% ▲
9. Find Prime Minnesota Moose Viewing Routes   Visit C...	2,085	52.1% ▲
10. Go Agate Hunting   Visit Cook County, MN	2,019	66.7% ▲

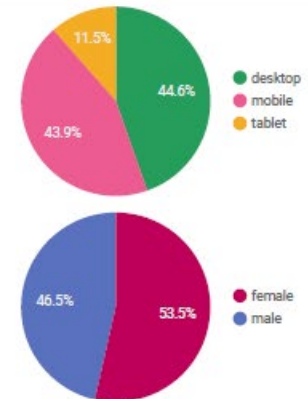
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### Top Second Page Navigation | MoM comparison

Second Page	Sessions -	% Δ
1. (not set)	72,054	18.2% ▲
2. /resources/webcams/	5,992	-20.6% ▼
3. /events/	2,903	27.7% ▲
4. /hot-deals/	2,153	45.0% ▲
5. /	2,116	75.9% ▲

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### Users



### City Unique Pag...

1. Minneapolis	24,409
2. Chicago	9,772
3. Grand Marais	9,359
4. Saint Paul	7,464
5. Omaha	6,331

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Questions?  
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