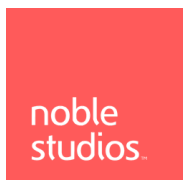




Agency Report · February 2024

# SLO-TBID



# Agency Report

## February Activity & Performance

### What's Ahead:

- Quarterly Marketing Plan FY23-24:

[Visit SLO - 30/60/90 Marketing Plan - FY23-24](#)

### Paid Media

#### Paid Search

In February, paid search drove **27,472 impressions (+1% YoY)**, **4,303 clicks (+37% YoY)**, **15.66% CTR (+37% YoY)**, a **53% conversion rate (+55% YoY)**, a \$3.87 average CPC (-19% YoY) and **8,548 sessions (+68% YoY)** while driving **1,822 hotel referrals (+79% YoY)**, **150 homestay referrals (+249% YoY)**, and **182 things to do referrals (+344% YoY)** at an 11% increase in cost YoY.

Campaigns - PoP							
Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Pet Friendly Hotels	Search Only	30.99%	13.0% ↑	89.35%	80.5% ↑	303.8	110.9% ↑
2.. Cal Poly	Search Only	25.94%	17.3% ↑	57.95%	17.7% ↑	115.9	44.4% ↑
3.. B&B	Search Only	18.79%	-1.5% ↓	48.04%	26.9% ↑	77.82	69.9% ↑
4.. Things To Do	Search Only	17.29%	8.6% ↑	27.11%	246.4%...	299.83	482.2% ↑
5.. Downtown Hotels	Search Only	16.91%	25.7% ↑	66.07%	39.3% ↑	249.76	194.2% ↑
6.. Luxury Hotels	Search Only	15.93%	2.3% ↑	40.02%	-11.6% ↓	70.44	31.9% ↑
7.. Boutique Hotels	Search Only	14.77%	-15.6% ↓	68.81%	54.8% ↑	103.91	254.2% ↑
8.. Discount Hotels	Search Only	14.62%	-20.4% ↓	64.72%	12.7% ↑	106.14	584.8% ↑
9.. Hotels / Generic	Search Only	14.17%	66.0% ↓	60.07%	70.0% ↓	450.60	100.4% ↓
	<b>Grand total</b>	<b>15.66%</b>	<b>36.5% ↑</b>	<b>53.2%</b>	<b>54.6% ↑</b>	<b>2,289.21</b>	<b>112.5% ↑</b>

This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

## Paid Social

Paid social drove **3,512,505 impressions (+20% YoY)**, **1,204,805 users reached**, and **60,747 clicks (+57% YoY)** across Facebook and Instagram with a **1.73% CTR for FB/Instagram (+31% YoY)** for 24,160 sessions **(+69% YoY)** while driving **224 hotel referrals (+133% YoY)**, **18 Homestay referrals (+125% YoY)**, and **35 things to do referral (+338% YoY)** at a 10% increase in cost YoY.

Top Campaigns by Impressions				
	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life   Outdoor	524,320	1.67%	0.3
2.	Midweekend   Relaxation	408,007	0.79%	0.4
3.	Midweekend   65+	364,272	2.33%	0.26
4.	Hello SLO Life   Wine & Dine	341,825	1.65%	0.42
5.	Hello SLO Life   Relaxation	339,969	1.46%	0.48
6.	Hello SLO Life   65+	331,316	2.76%	0.27
7.	Midweekend   Families	292,266	1.01%	0.42
8.	Hello SLO Life   Families	281,487	2.23%	0.32

## Display

Display drove **4,277,903 impressions (+4% YoY)**, **8,874 clicks (-34% YoY)**, a **0.21% CTR (-37% YoY)**, a **1.06% conversion rate (+153% YoY)** and **4,721 sessions (-60% YoY)** while driving **50 hotel referrals (+47% YoY)**, **5 homestay referrals (-58% YoY)**, and **4 things to do referral (-50% YoY)**, at a 30% decrease in cost YoY.

As Google transitions away from traditional static display ads, we expect to continue to see decreases in performance for these types of static ads. New ad formats such as Performance Max and Demand Gen ads allow Google to utilize machine learning and AI to improve performance by dynamically switching out headlines, descriptions, and other assets. We will continue to build out more ads for these types of ads to utilize these new tools and continue to drive higher levels of engagement and performance across the display networks.

## Campaigns - PoP

Campaign	Campaign t...	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Display   Wine & Dine	Display Only	0.36%	6.6% ↑	1.13%	96.2% ↑	15	-18.7% ↓
2.. Display   Midweekend   65+	Display Only	0.3%	-55.2% ↓	0.38%	76.2% ↑	2	100.0% ↑
3.. Display   Midweekend   Remarketing	Display Only	0.27%	-83.1% ↓	3.13%	-	10.2	-
4.. Display   65+	Display Only	0.26%	-	1.35%	-	22.37	-
5.. Display   Midweekend   Families	Display Only	0.19%	-66.4% ↓	1.64%	519.2%...	9	800.0% ↑
6.. Display   Retargeting	Display Only	0.19%	-5.6% ↓	2.43%	563.2%...	13.56	232.8% ↑
7.. Display   Outdoor	Display Only	0.18%	-57.1% ↓	0%	-100.0%...	0	-100.0%...
8.. Display   Midweekend   Wine & Dine	Display Only	0.18%	-42.8% ↓	0.99%	439.5%...	5	400.0% ↑
9.. Display   Midweekend   Relaxation	Display Only	0.18%	-51.5% ↓	0.40%	210.0%...	2	100.0% ↑
	<b>Grand total</b>	<b>0.21%</b>	<b>-36.8% ↓</b>	<b>1.06%</b>	<b>153.3%...</b>	<b>95.13</b>	<b>68.3% ↑</b>

This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions <b>4,277,903</b> ↑ 4.4% from previous year	Paid Clicks <b>8,874</b> ↓ -34.0% from previous year	Paid CTR <b>0.21%</b> ↓ -36.8% from previous year	Spend <b>\$6,542.12</b> ↓ -30.5% from previous year	Avg. CPC <b>\$0.74</b> ↑ 5.4% from previous year	Cost / conv. <b>\$68.77</b> ↓ -58.7% from previous year
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## Video

Video campaigns drove **414,820 impressions (-1% YoY)**, **5,995 clicks (+190% YoY)**, a **1.45% CTR (+193% YoY)**, and **4,088 sessions (+300% YoY)** while driving **2 hotel referrals**, **2 things to do referral (+100% YoY)**, and **4 newsletter signups**, at a 51% decrease in cost YoY.

## Campaigns - PoP

Campaign	Campaign type	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
1. Video   Remarketing	Video	2.04%	151.1%...	0.05%	10.5% ↑	1	-66.7% ↓
2. Video   Wine & Dine	Video	1.82%	459.6%...	0.21%	276.0%...	4	100.0%...
3. Video   Families	Video	1.23%	208.9%...	0%	-	0	-
4. Video   Outdoor	Video	1.17%	57.4% ↑	0.1%	128.8%...	2	-33.3% ↓
5. Video   Relaxation	Video	1.07%	138.0%...	0.11%	69.5% ↑	1	-66.7% ↓

Impressions <b>414,820</b> ↓ -1.1% from previous year	Paid Clicks <b>5,995</b> ↑ 189.8% from previous year	Paid CTR <b>1.45%</b> ↑ 193.1% from previous year	Spend <b>\$1,707.34</b> ↓ -51.1% from previous year	Avg. CPC <b>\$0.28</b> ↓ -83.1% from previous year	Cost / conv. <b>\$213.42</b> ↓ -32.8% from previous year
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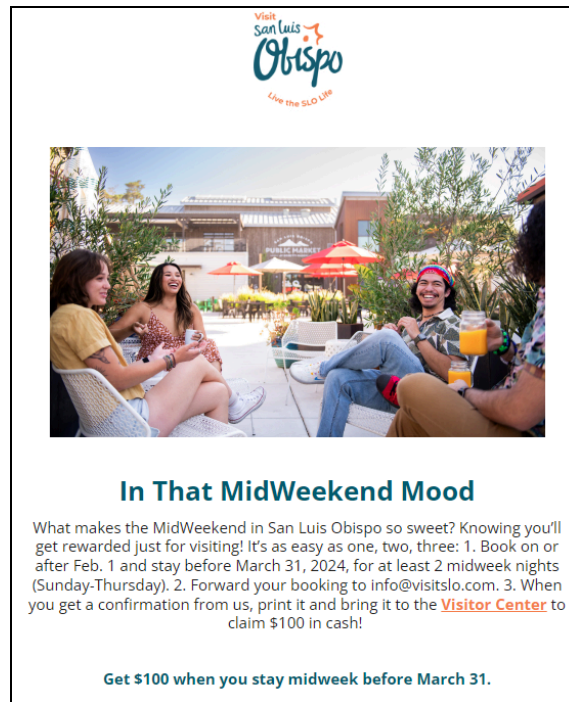
Proactively monitored and optimized paid media placements (\$48,434 spend).

## Email Marketing

### Monthly Newsletter

In February, we sent two monthly newsletters to all subscribers that highlighted the MidWeekend deal and provided different ways to experience SLO on a trip. Both emails drove significant awareness via sessions and clicks, as well as partner referrals for the Midweekend deal while showing higher levels of engagement period over period.

**Key Takeaway:** Deal and event-specific emails tend to resonate well with our audience, and we recommend continuing to leverage these when possible in future emails.



### February Newsletter #1 Snapshot | The MidWeekend

- **Send Date:** 2/1/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,737
- **Open Rate:** 57.8%
- **Click Rate:** 2.4%
- **Number of Website Sessions:** 838 (+100% PoP)
- **Average Session Duration:** 2:56 (+31% PoP)
- **Pages / Session:** 2.88 (+19% PoP)
- **Engagement Rate:** 56% (+2% PoP)

- **Total Partner Referrals:** 175 (+54% PoP)
- **Total Lodging Referrals:** 151 (+331% PoP)



**How to Spend Your Midweek**

Weekends don't get all the fun in San Luis Obispo. Sunday through Thursday are brimming with delicious, exciting and downright hilarious things to do. Laugh until you drop at the [SLO Comedy Festival](#), [STOMP along at Cal Poly Arts](#) and celebrate women's history with [At Her Table events in March](#). It's just another day in the SLO Life!

## February Newsletter #2 Snapshot | How to Spend Your MidWeekend

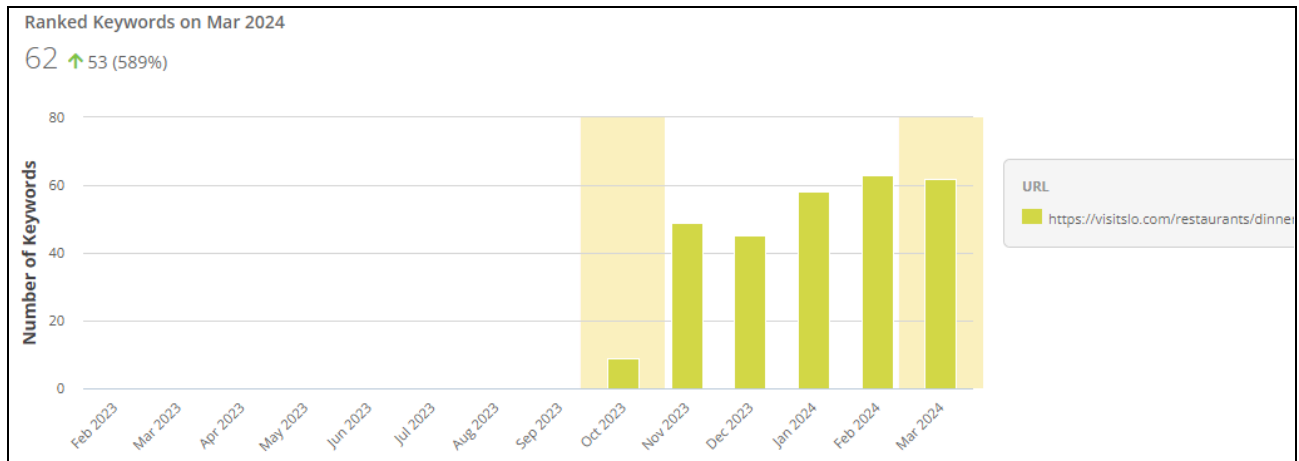
- **Send Date:** 2/20/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,737
- **Open Rate:** 61%
- **Click Rate:** 2.5%
- **Number of Website Sessions:** 713 (+70% PoP)
- **Average Session Duration:** 2:17 (+2% PoP)
- **Pages / Session:** 2.44 (+0.5% PoP)
- **Engagement Rate:** 58% (+6% PoP)
- **Total Partner Referrals:** 60 (-47% PoP)
- **Total Lodging Referrals:** 50 (+43% PoP)

## Search Engine Optimization (SEO) & Content Creation

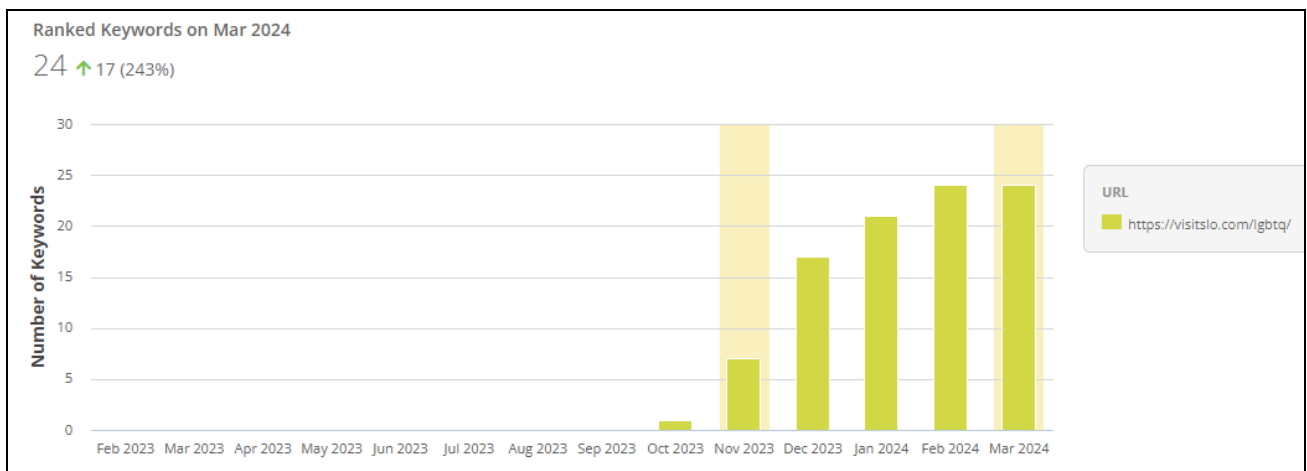
**Organic search traffic increased 5% period-over-period and increased 50% year-over-year.** Year-over-year organic search generated 860 hotel partner referrals (+147% YoY), 65 homestay partner referrals (+124% YoY), and 1,450 things to do referrals increased by (+48% YoY). YoY Average Session Duration decreased 13%, while pages per session increased 11%.

**Page 1 keywords increased to 1,200 (+6% PoP), and total keywords increased to 4,754 (+5% PoP).** In February, we performed an optimization of the shopping and the places to eat page. We are continuing to monitor SEO performance across all of our pages since our new website launched in July, and are seeing good organic improvements across the board.

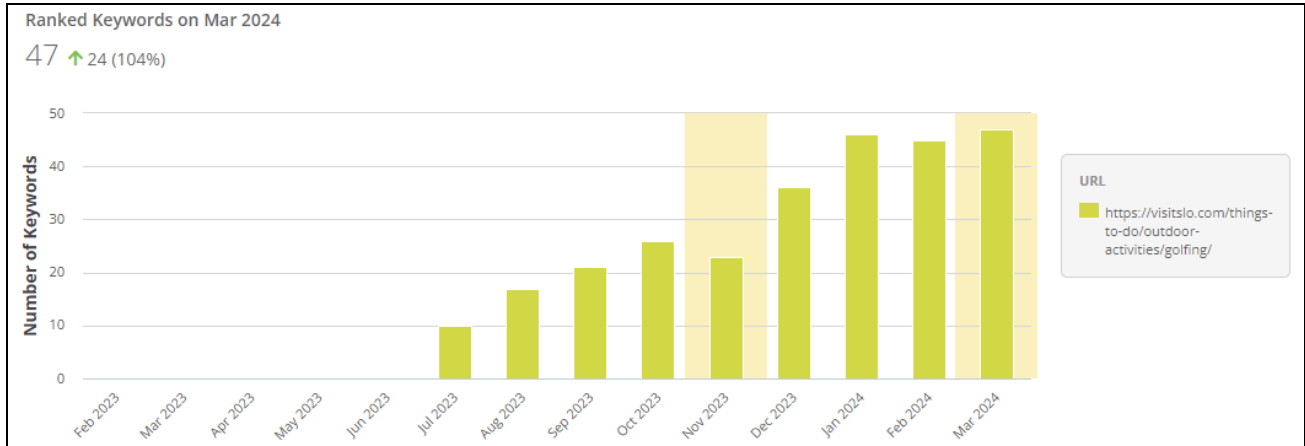
**Dinner Page (Optimized in August)**



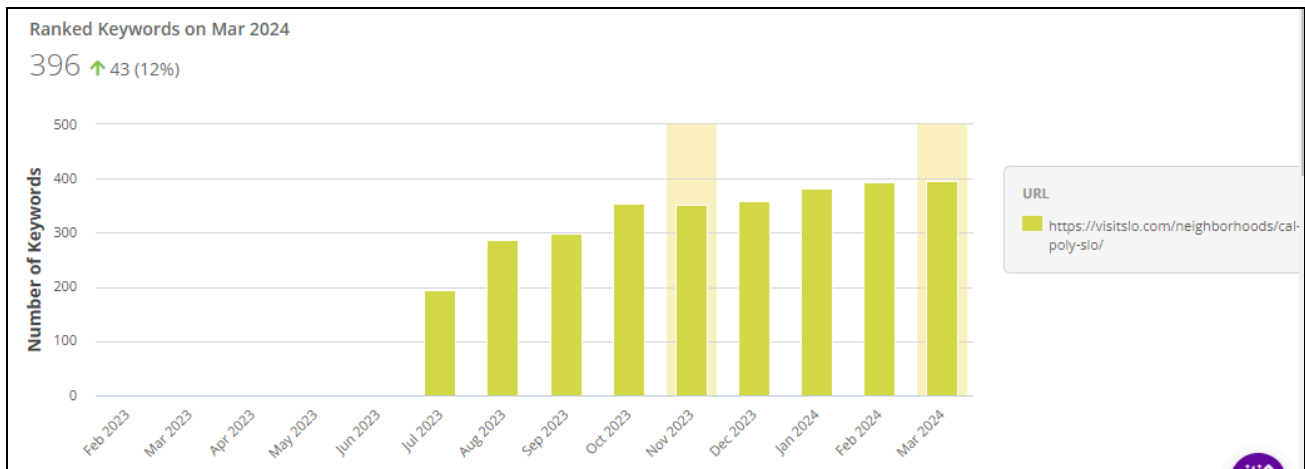
**LGBTQ+ Page (Optimized in September)**



**Golf Courses Page (Optimized in November)**



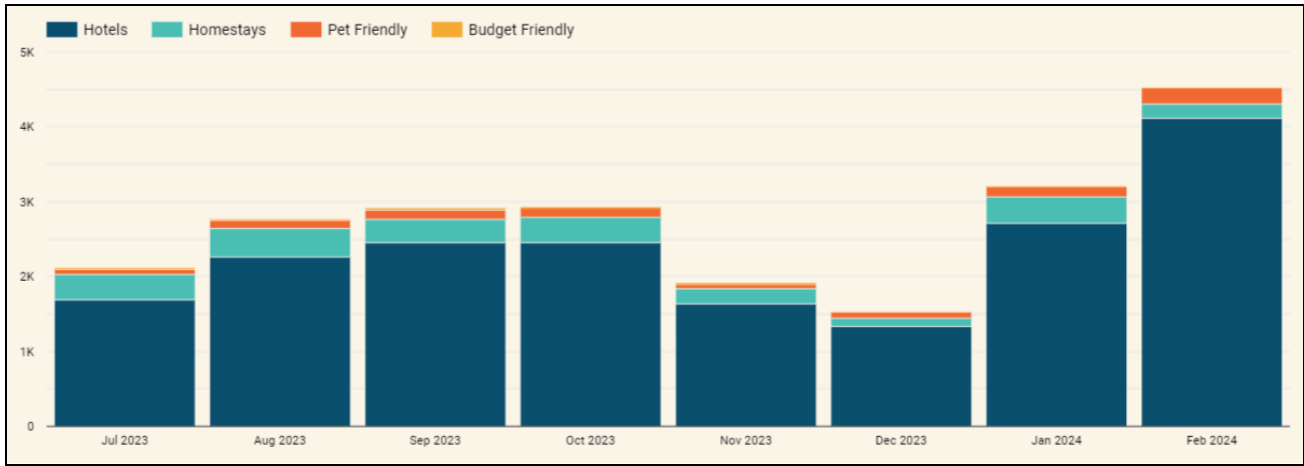
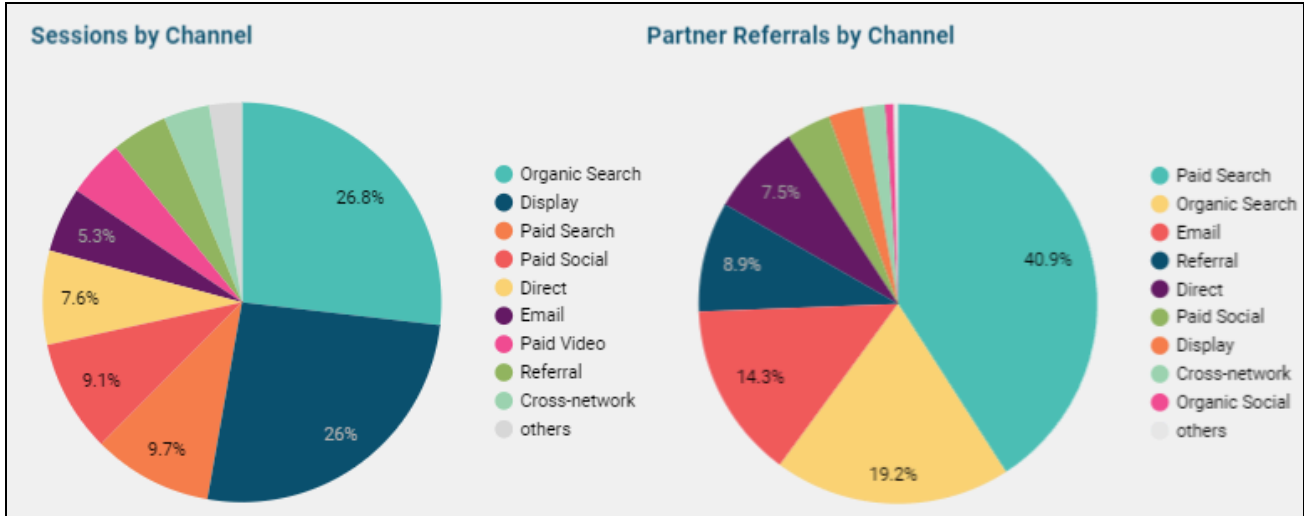
### Cal Poly Page (Optimized in November)

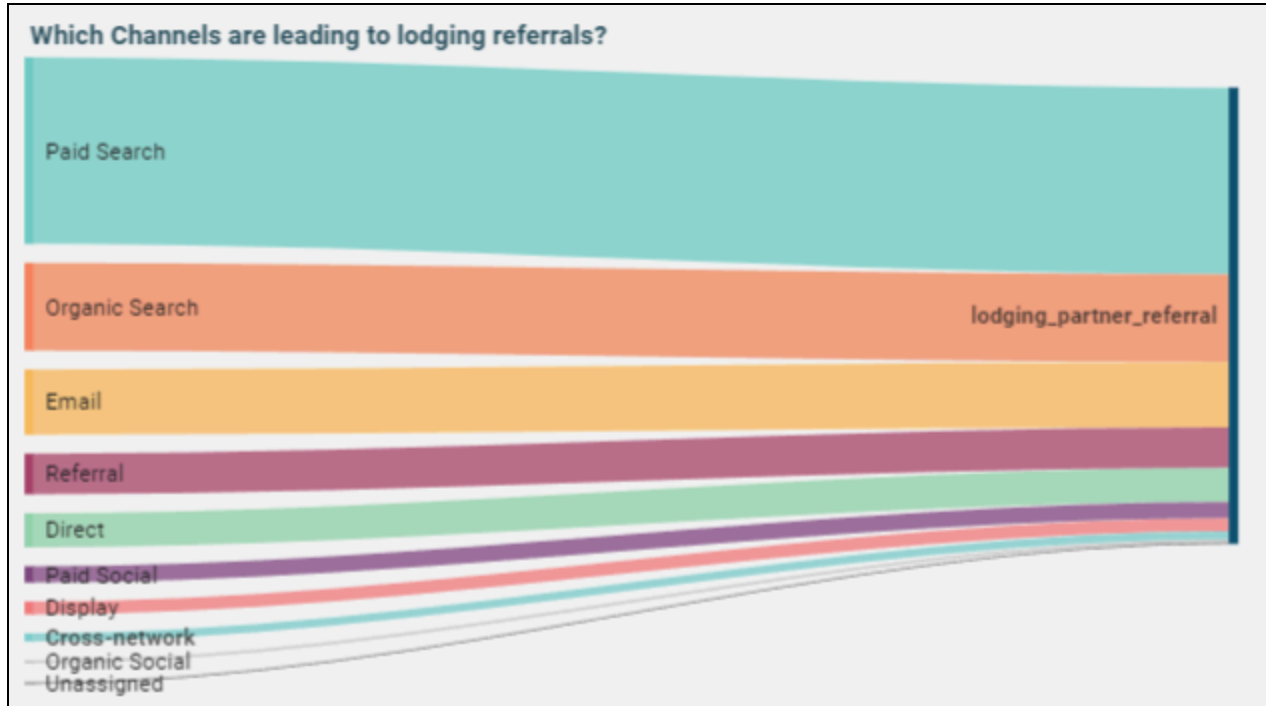


## Website

In January, the website saw 88,322 total sessions (+46% YoY). The highest engagement rates came from cross-network, organic search, and email. February saw an average of 1.76 pages per session (-4% YoY) and an average session duration of 1:32 (-7% YoY). In February we saw 4,490 Hotel Referrals (+81% YoY), 331 Homestay referrals (+108% YoY), and 2,449 Things to Do referrals (+73% YoY).







#### MRO Updates:

- WP core updated to 6.4.3

#### Plugins:

- Events Calendar, Events Calendar Pro, and Events Calendar Community Events
- Gravity Forms
- ACF
- WP SMTP Mail
- Yoast
- WPS Hide Login
- Permalink Manager Pro
- Redirection
- Relevanssi Premium

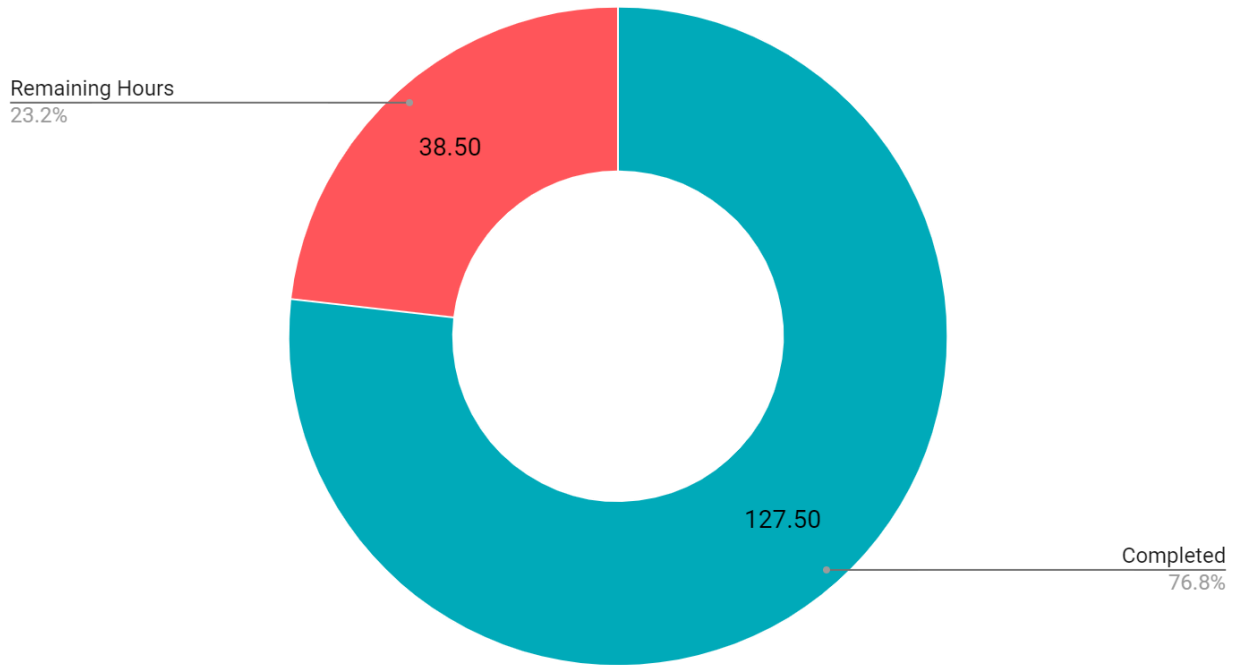
#### Theme Updates

- Re-organized block-specific front-end scripts into the block directories for better code organization and management (takes advantage of new WP capabilities)
- Configured js linting to more easily catch script errors and optimization opportunities
- Removed some redundant code from block edit scripts
- Registered some new image sizes to optimize homepage images

## Web Retainer

Includes the injection of 10 hours for the approved SLO International Film Festival and Harvest on the Coast campaign support.

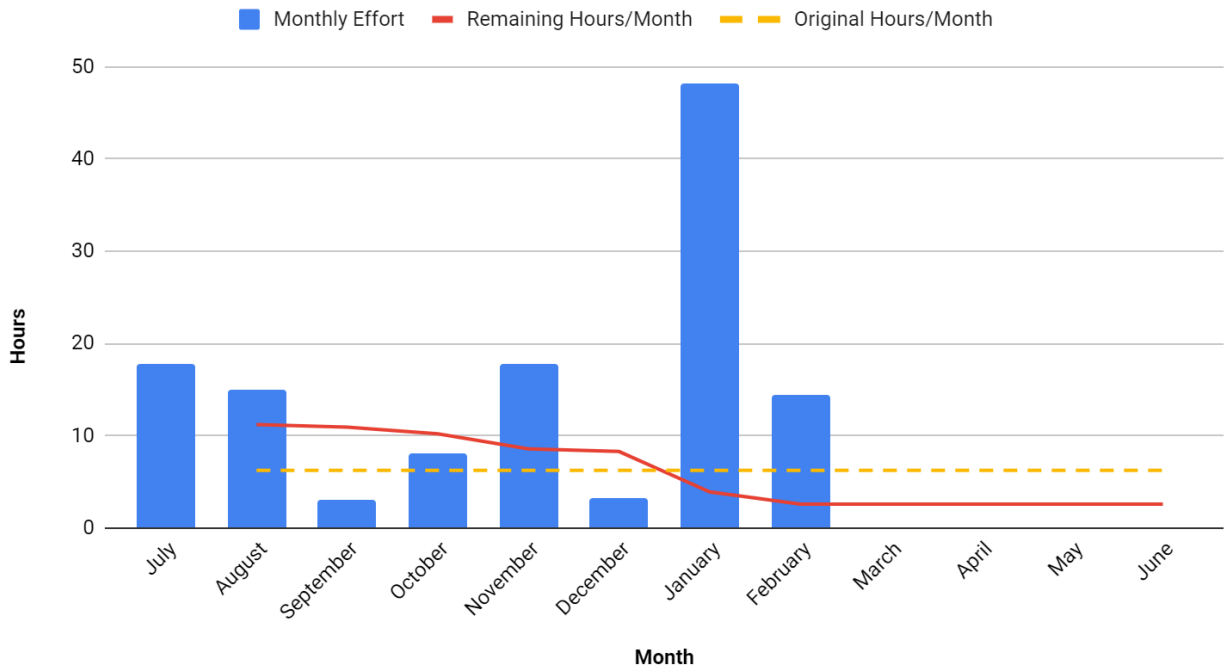
### SLO Web Retainer | 2023/2024 - 166 Total Hours



## Monthly Progress

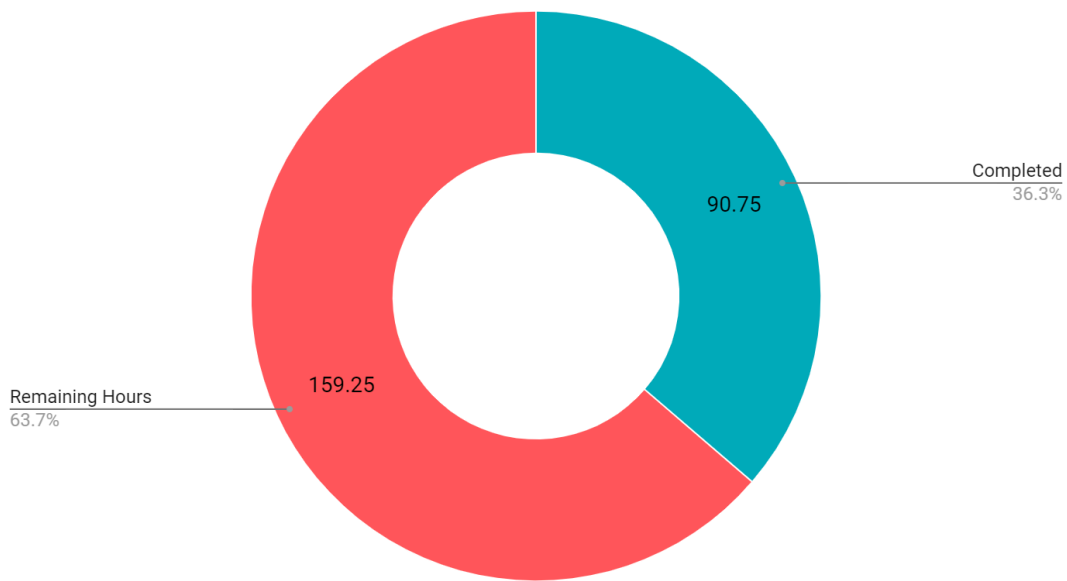
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	38.50	Updating Neighborhood page (map images), new filter work, Chamber Stakeholder updates, Film Fest updates, CrowdRiff pattern work, removing Big Sky from the site, Grange Hall updates

## Hours: Planned vs. Actual



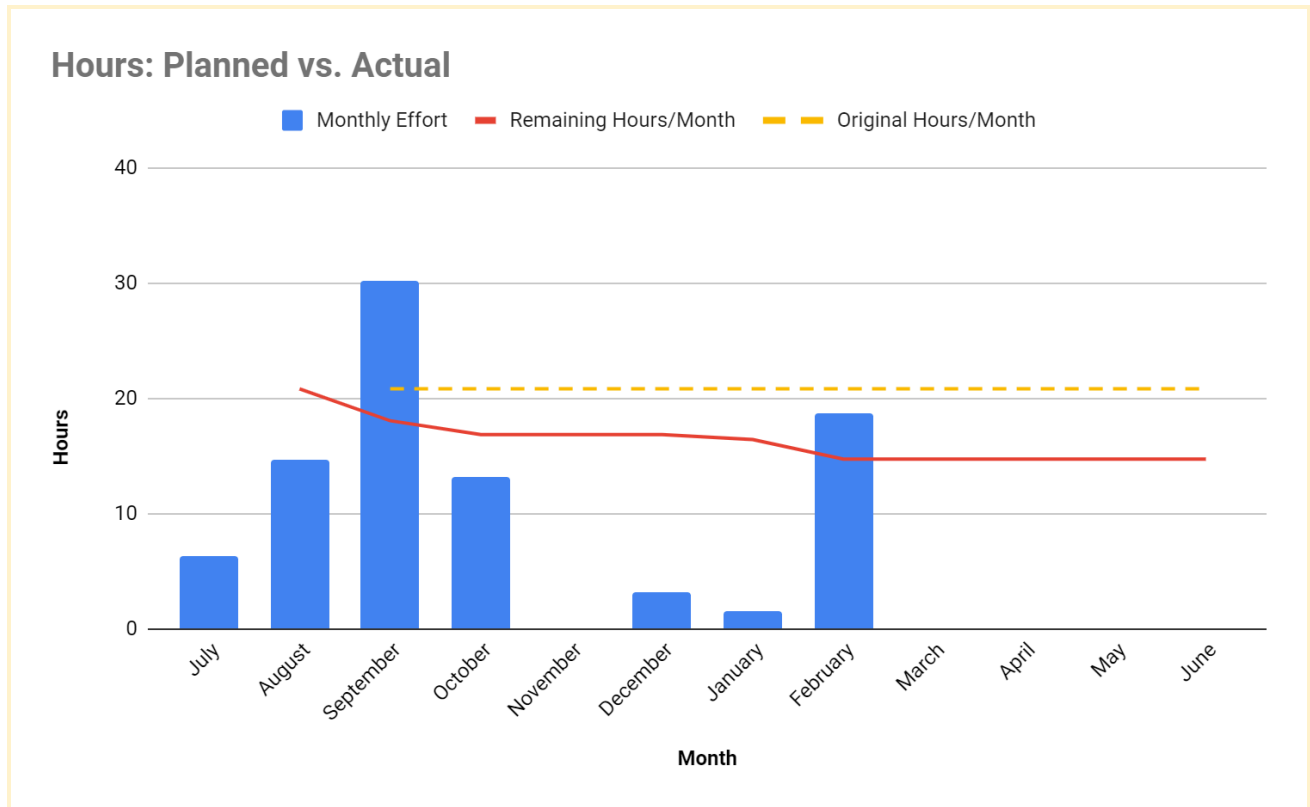
## Creative Services

### SLO Creative Services | 2023/2024 - 250 Total Hours



## Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	18.75	Cal Poly ad updates, Film Fest creative work and QC



## PR And Media Relations

### Proactive Pitching:

- One Town, Many Audiences (empty nesters, wine and food,, cultural celebrations)
- SLO Midweekender
- Lunar New Year
- Women's History Month

## Media Relations: Pitching and Outreach

- Noel Burgess, Forbes, Food & Wine Travel
- Johnny Motley, Paste Magazine, California Road Trips
- Mark Ellwood, AFAR, Where to Go in June
- Scott Hartbeck, Travel Pulse, Where to Go in Spring
- Eileen Ogintz, Taking the Kids, SLO Midweek
- Johnny Jet, Midweekender
- Alex Caspero, Associated Press, Family Travel 2024 (Midweekender)
- Katie Jackson, Hidden Gem Travel Dupes, NY Post
- Stephanie Vermillion, Hotel Foraging, Business Traveler
- Rachael Paley, Wine Enthusiast, Midweekender
- Steve Martin, Splash Magazine, Midweekender
- Linda Laban, NY Post/Gannett, Midweekender

## Hosted Media Visits (3-5 visits/partnerships in 2023-24)

- **Individual Media Visits - 4 Complete**
  - Lina Lecara, LA Weekly, August 2-4
  - Eileen Ognitz & Andrew Yemma, Taking the Kids, August 9-11
  - Susan Lanier-Graham, North Peoria Lifestyle, October 26
  - Erica Zazo, Backpacker Magazine, December 6-9
- **Upcoming Individual Media Visits (Confirmed)**
  - Alexa Mellardo, Eat This, Not That, March 6-9
  - Matt Meltzer, Fifty Grand, December 20 (Canceled)
- **Group FAM, April 23-27 (4-6 media)**
  - Mae Hamilton, AFAR, AARP, TripAdvisor (confirmed)

## SoCal Coastal Media Mission:

- Los Angeles, May 13 (Event: The Potting Shed 6:15pm-8:45pm)
  - Daytime Desksides
- Pasadena, May 14 (Event: Venue TBD 5pm-8pm)
  - Daytime Desksides
- Orange County, May 15 (Event: Dine + Duffy 5-7:30pm)
  - Daytime Desksides
- San Diego, May 16
  - Desksides only



**DCI's All Client Pitch Initiative**

**Proposed:** (4-6 pitches throughout 2023-24)

**Progress:**

**6 Complete: What's New in 2024 (July 2023), Hispanic Heritage Month (August 2023), Foodie Destinations (September 2023), Babymoons (October 2023), Accessibility (November 2023), Story Starters (February 2024)**

**DCI 2023-24 SLO Coverage Grid:**

- [https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio\\_XtbqSyap54Hau1wV7yY/edit#gid=1486951543](https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit#gid=1486951543)