

Core Marketing Firm Marketing Campaign Dashboard January - December 2014

Objective: Redesign the mobile-responsive website. Evolve the CAH1DR brand. Increase awareness and engagement of the 10 destinations of the California Hwy 1 Discovery Route leading to increased response, bookings and length of stay.

Summary:

12 month period included 3 seasonal promotions delivering more than 25 million paid impressions, 1.12 billion earned impressions and drew +175,000 visits to the website. Increased visits to 10 destination visitor guide pages by 1400%. Increased enewsletter subscriptions by 36%. Earned media impressions through 112 editorial placements generated an advertising equivalency of \$3.7 Million and publicity value of \$11 Million.

Paid Media Coverage				
Media/Site	Placement	Delivered Impressions	Clicks Engments	CTR
Bay Area New Gr	Travel Banners	8001600	19,713	0.25%
Bay Area New Gr	Facebook In feed posts	216,400	7418	3.43%
Visit Wine Coast Country	Facebook Contest	1143000	50,275	4.40%
Sunset/Visit CA	Banners, Email	1099000	3,521	0.32%
Facebook	Geo BT Ads	1666499	60,167	3.61%
Google	Geo BT Adword	1084143	6,139	0.57%
YouTube	Video Display Views	573319	17,938	3.13%
LA Times	Banners	1700000	2,450	0.14%
Hot Spot Travel	Enews Transmission	2587900	40000	1.55%
Adara Media	Display & Retargeting	4751000	9,324	0.20%
Hot Spot Travel	Enews Transmission	2587900	40000	1.55%
Total		25,410,761	256,945	1.01%

Social Media and Branded Content			
Media/Site	Placement	Impressions	Followers
WCC Facebook	Postings	11,753,866	36,400
Twitter	Postings	364,714	1,775
Pinterest	Postings	42,645	245
CAH1DR Email News	Monthly Subscriber	202,908	19,935
Total		12,364,133	58,355

Earned Media - Public Relations				
Media/Site	Placement	Impressions	Ad Equivalent	Value
Travel/News/Lifestyle	112 Editorial Features	1,104,361,000	\$ 3,700,000	\$ 11,100,000

Website Traffic				
URL	Visitors	Page Views	Lodging Views	Destination Views
winecoastcountry.com	165,189	469,177	122,420	47008
coastaldiscoveryroute.com	10,317	17,089		
Total	175,506	486,266	122,420	47,008