

TJA
ADVERTISING
& PUBLIC RELATIONS
500 Cypress Street, Suite S11
Pismo Beach, CA 93449

Avila Beach 2014-2015 Recap

Social Media:

- “Like” and “comment” on posts related to Avila Beach to increase our page visibility
- Placed and monitored Facebook ads to increase traffic to the lodging page of our website and increase likes and page views on Facebook.
- Post upcoming events, fan photos, etc. and will continue to encourage overnight stays in Avila Beach
- Promotion of city events such as
 - Amgen Tour of California
 - The Chardonnay Symposium
 - Harvest on the Coast
 - Avila Apple Festival
- Create contests and giveaways to enhance brand, create engagement, build e-newsletter subscribers, etc. Plan and book the winner’s stay and take photos for marketing uses.
- Write, post and update Avila Travel Journal
 - Promote travel journal throughout all social media channels

<u>Fans</u>	<u>% Increase</u>	
2014	25,120	
2015	48,217	
		<u>91.95%</u>

Facebook Ads:

Campaign Name	Reach	Impress.	Clicks	Engmt.	Page Likes	Website Clicks
Avila Harvest Promo	3975	3981	7	3	0	2
Visit Avila Beach - Page Likes	208938	419647	16084	16585	12471	183
Avila Contest	80189	176461	6328	6263	344	3827
Avila Contest	238992	585123	19459	21782	16047	253
Harvest on the Coast	13034	17503	773	673	11	313
TOTALS	545,128	1,202,715	42,651	45,306	28,873	4,578

YouTube:

- Update YouTube with new videos:
 - Avila Videos
 - Vignettes and episodes from On the Road with Jo travel show
- Place and monitor YouTube ads:
 - Promotion of
 - Videos
 - Contests
 - Events
 - VisitAvilaBeach.com

Key Metrics:

Lifetime Views		% Increase
2013-14	74,349	
2014-15	145,927	
		<u>96.27%</u>
Video Views		
2013-14	45,785	
2014-15	74,115	
		<u>61.87%</u>
Minutes Watched		
2013-14	25,956	
2014-15	98,685	
		<u>280.20%</u>

YouTube Ad Results:

Campaign	Impressions	Views	Avg. CPV	Clicks	Reach
30 Sec Tour of Avila	71,499	6,519	\$0.17	252	60,068
Avila Aerial	45,178	6,601	\$0.16	418	37,554
Stewardship/Apple Growers	288,193	17,393	\$0.09	2,584	262,113
Fall Contest Winners	76,115	3,818	\$0.20	379	70,003
Total - all video	480,986	34,331	\$0.13	3,633	425,289
Total - all non-video	50,643	n/a	\$0.91	597	n/a
Total - all adwords	531,629	34,331	--	4,230	425,289

Pinterest:

Followers		% Increase
	2014	128
	2015	185
		<u>44.53%</u>

Instagram:

Followers		% Increase
	2014	397
	2015	877
		<u>120.91%</u>

Public Relations:

While there is not a specific PR budget for media outreach, TJA as a part of the overall retainer, has handled several media inquiries and in some cases referred those to Wine Coast Country to handle due to these falling into the entire region of the County and the press wanted to explore beyond just Avila Beach. Some of these included:

Media Outreach

- Santa Clarita Magazine
- Elite Magazine
- Washington Post
- Pasadena Magazine/Arroyo Magazine
- Westways
- Sunset Magazine (Savor)
- Traveling with Franciose Radio Broadcast (Palm Springs and Arizona markets)
- Ventanna Magazine (Ventura Market Spa and Wellness Story)
- 805 Living Magazine
- Avila Community News

Event/PR--Press Releases, Blogging and Media Outreach

- Blues Festival
- Amgen
- Wine Harvest Festival
- Apple Festival
- Chardonnay Symposium
- Wine Waves and Beyond
- Boz Scaggs

Website:

Period Covered -June 1, 2014 to May 18,2015.

- Overall visitors to Visitavilabeach.com 115,877

- Referrals to lodging websites 19,713

Landing Pages - Page views:

Win Overnight	3,051
Rockin Harvest	1,170
Stewardship	883
Amgen	387
Savor	54
Chardonnay	20

NOTE: Amgen & Chardonnay have been up only this month.

Pages viewed on a mobile phone = 48,141 or 16% of all pages viewed

95,957 visitors come to the site via searches - 78% of all traffic.