



MONTHLY MARKETING REPORT
JULY 2023

VISIT
RANCHO CORDOVA
CALIFORNIA



Executive Summary

The following report details owned, earned, and paid marketing activities for July 2023. This format of reporting can be expected moving forward.

In addition to highlighting summer things to do and events, campaigns continued to feature the California Capital Airshow and “The Hangar.” A new addition to our regular paid advertising, we’ve launched campaigns on LinkedIn designed to support the efforts of the Visit Rancho Cordova sales, their tradeshow, and FAMS. Hotel summer gifts and visitor guides were distributed to the hotels, and our team was present at the local 4th of July parade.

From now on, please anticipate more reporting on earned efforts (PR/Press Media). With this new fiscal year, Visit Rancho Cordova has hired Madden Media to manage our PR efforts, including monthly reporting from Cision.

Please feel free to contact Leena Riggs, Director of Marketing & Partnerships, at leena@visitranchocordova.com with questions.

Month at a Glance

Major Events

- Fourth of July Parade
 - Rancho Cordova 20-Year Anniversary

Campaigns Started this Month

- LinkedIn Advertising
- Hangar Bear Announcement & Naming Competition

Campaigns Ended this Month

- Hangar Bear Announcement & Naming Competition

Owned

On the following pages, you'll see a breakdown of organic owned analytics, which typically track:

- Monthly Events
- Campaign Overviews
- Team Activations
- Website Traffic
 - Web Pages
 - Blog Posts
 - SEO Insights
- Email Newsletters
- Social Media (Facebook & Instagram)
 - Reach
 - Audience Growth
- Threshold Tour Insights
- Key Demographics

Team Activations

Deliveries Made this Month

- Barrel District Swag
 - Postcard Maps w/ QR (updated with Drink Eezy)
 - Barrel District Stickers (Black w/ Logo)
- Hotel Dropoffs
 - Jumbo Connect 4 (Summer Gift)
 - Visitor Guides

Staff Opportunities this Month

- Leena, Aubrey, Kristen, Maggie, and Marc attended the Fourth of July annual parade in Rancho Cordova. Staff passed out swag:
 - VRC branded dog bowls, Dog bandanas, Dog poop bag dispenser, VRC stickers, and flags
- Directors, Leena, Maggie, & Marc attended Destination International Annual Conference in Dallas, TX.
- PDM Certification Course begins for Aubrey
- Partnership & photo-shoot with CSUS Hornet

Website Traffic

Sessions

40k

▲1.7%

New Users

33k

▼3.2%

Pageviews

53k

▼3.9%

Top 10 Pages

- 1./events/
- 2./things-to-do/
- 3./events/california-state-fair-food-festival-2023/
- 4./home
- 5./events/4th-of-july-celebration/
- 6./meetings/
- 7./events/goldensky/
- 8./blog/where-and-how-to-get-on-the-water-in-rancho-cordova/
- 9./california-capital-airshow/
- 10./blog/guide-barrel-district-craft-beverage-haven-heart-californias-gold-country/

Top Performers & YOY

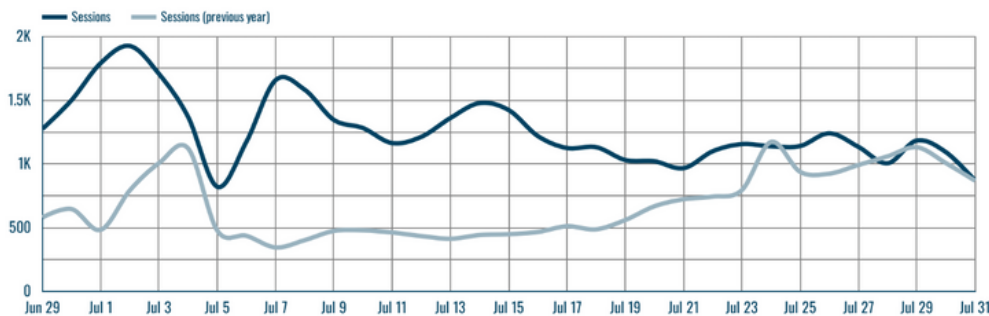
Landing Pages, analyzed by TwoSix Digital

GA4 | LANDING PAGES

	Page path	Sessions	Engaged sessions	Engagement rate
1.	/blog/where-and-how-to-get-on-the-water-in-rancho-cordova/	7,429	680	9.15%
2.	/california-capital-airshow/	6,230	529	8.49%
3.	/blog/best-biking-trails-in-rancho-cordova/	5,485	865	15.77%
	Grand total	19,141	2,066	10.79%

Website Sessions YOY, analyzed by TwoSix Digital

GA4 | YOY SESSIONS



Visit Rancho Cordova

Website & Email Updates

NEW Web Pages & Blog Posts Created

- BLOG: Dog-Friendly Things to Do in Rancho Cordova
- BLOG: How to Have a Remote Work-Cation in Rancho Cordova

UPDATED Web Pages & Blog Posts

- BLOG: Apple Hill Like a Local
- BLOG: Your Guide to the Barrel District
- PAGE: Fishing
- PAGE: Barrel District & Wine Passports (disabled)

Notable SEO Insights

- Events perform really well on our site. It would be wise to consider adding more actionable CTA links to each event's body text to keep people on the site.

Email Newsletters Sent

- ASAE Event Email Blast
- Annual Meeting Ticket Announcement
- INSIDERS Monthly Newsletter (1)

Social Media Reach

Facebook Reach

425,627

▲69.5%

Instagram Reach

23,414

▼11.3%

Paid Reach

58,720

▲100%

Social Audience Growth

Facebook Page Likes

27,650

▼7.7%

Gained 60 Likes

Facebook Followers

28,564

▼18.8%

Gained 78 Followers

Instagram Followers

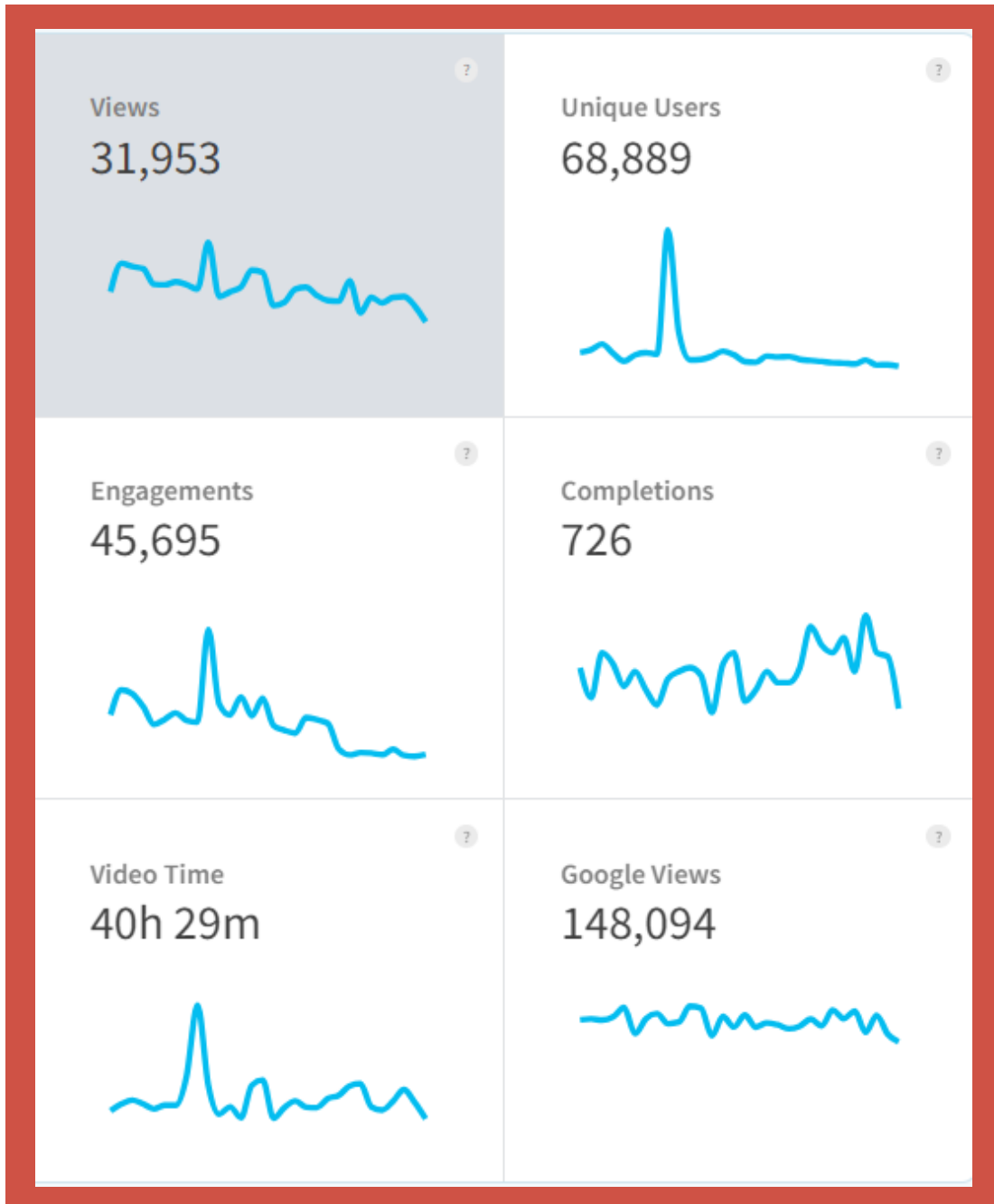
3,319

▼17%

Gained 73 Followers

Threshold Tours

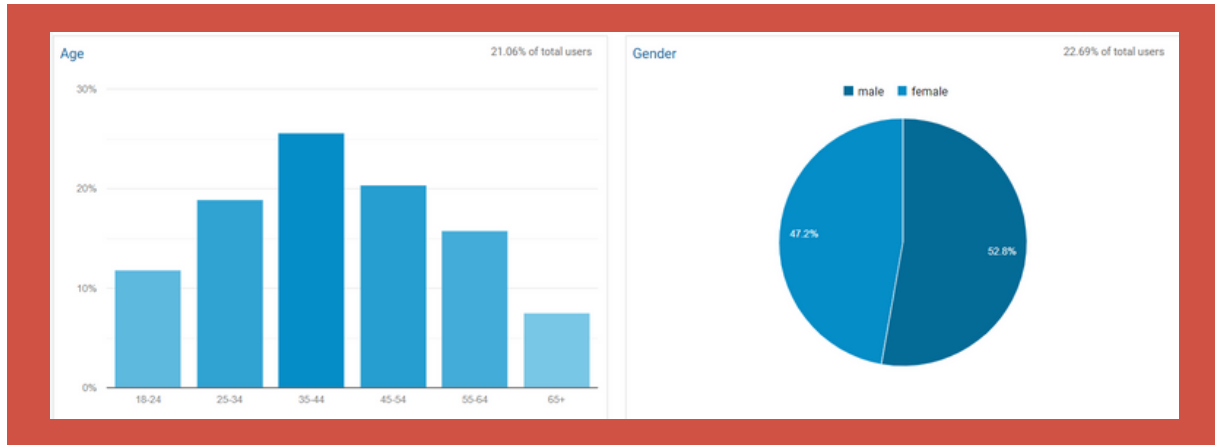
Virtual Tour Video Analytics



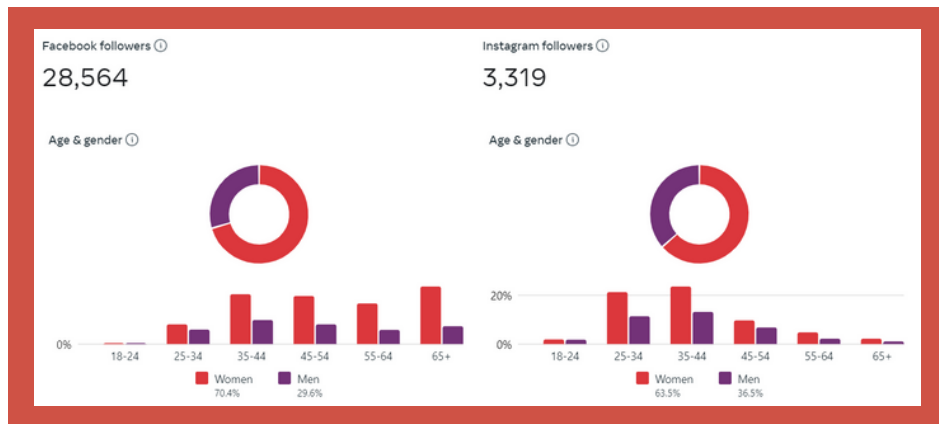
Data reflected: July 1 - July 31 2023

Key Demographics

Website Audience



Meta Audience



RIPE Bookings

Booking Summary

Search By: Start Date: End Date:

Client	Reservations	Unconfirmed	Nights Booked	ADR	Avg. LOS	Revenue
Visit Rancho Cordova	1	0	2	\$123.49	2.0	\$246.98

Earned

On the following pages, you'll see a breakdown of earned media. We typically track:

- Press Releases Published
- Pitches Sent
- Confirmed Media Features
- Cision PR Insights
- Threshold Earned Media Value



Media Features



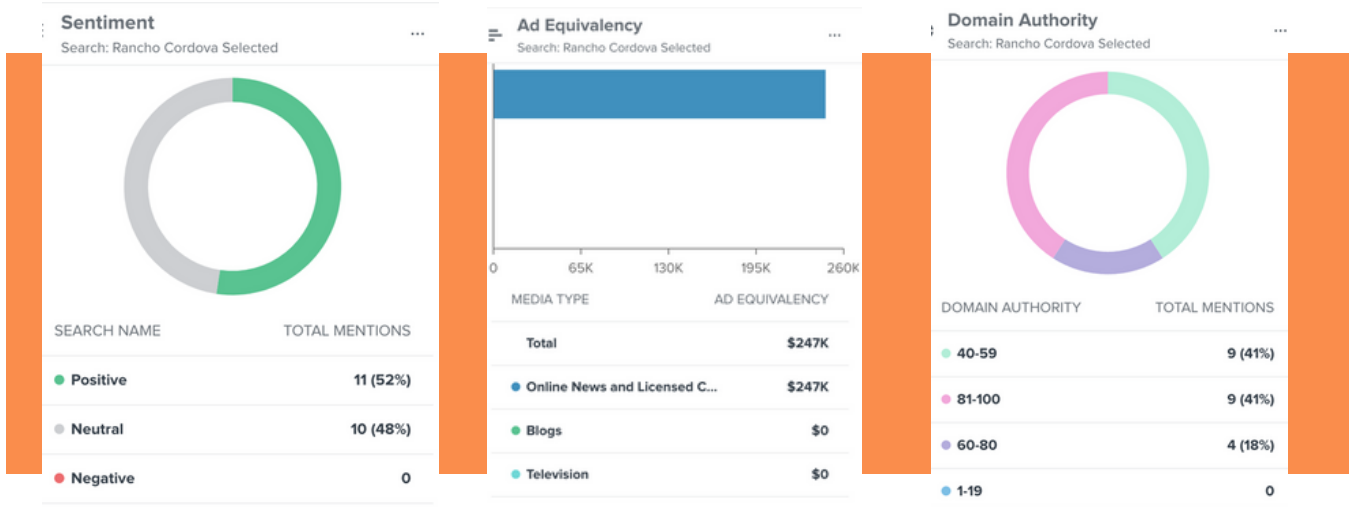
CA Capital Airshow x Barrel District "The Hangar"
Fox40 Gary on the Go News Spot | 9K Daily Viewers



4th of July Spectacular
Visit California May Blog | 18.8M Global Readers

Other Stats

Cision PR Insights



Threshold Earned Media Value

\$5,226
July

Paid

On the following pages, you'll see a breakdown of paid campaign analytics. We typically invest in things like:

- SEM (search engine marketing)
- Social Ads
 - Facebook
 - Instagram
 - LinkedIn
- Contracted Vendors
 - Madden
 - Google

SEM Month Over Month

Click Thru Rate

6.36%

goal: 4.18%

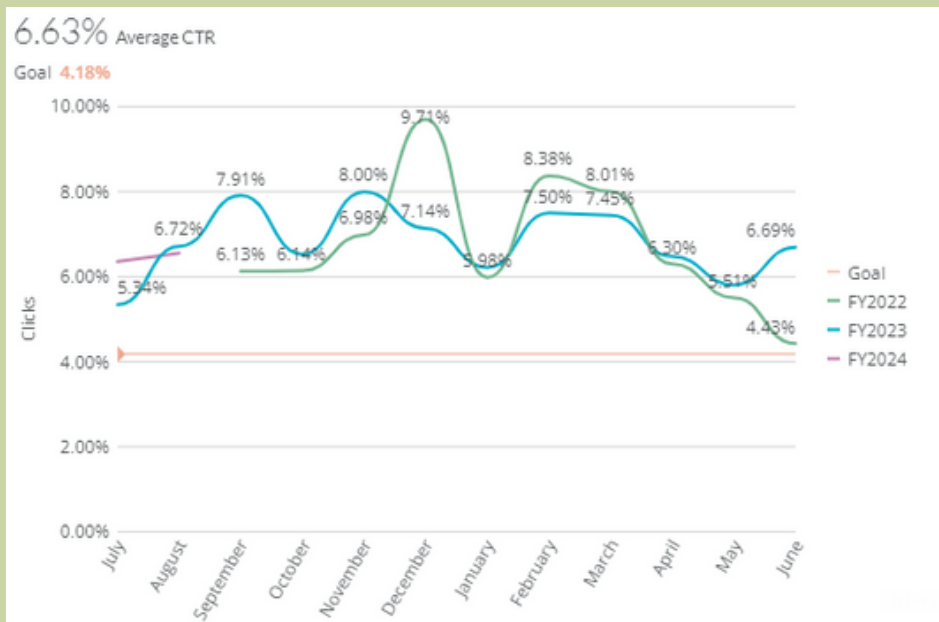
Clicks

4,909

Impressions

77,216

Quarterly KPIs (provided end of Q)



Meta Ads

Airshow Ad Flight via TwoSix Digital
Published July 6, 2023

TOP CAMPAIGN CREATIVES





FACEBOOK
Flight: 3




INSTAGRAM
Flight: 3

Flight Analysis

FLIGHTS - PERFORMANCE & CLICKS



26 Flight -	Start	Spent	Impressions	Reach	Link clicks	CPC (link)	CTR (link)	CPM	Clicks (all)	CPC (all)	CTR (all)
1. Cordova 2023 FL3 Airshow	Jul 6, 2023	\$1,600.00	252,791	109,409	11,247	\$0.14	4.45%	\$6.33	14,016	\$0.11	5.54%
2. Cordova Summer 2023 FL1 Get on the Water	Jun 29, 2023	\$1,999.98	655,395	281,667	9,649	\$0.21	1.47%	\$3.05	15,675	\$0.13	2.39%
3. Cordova Summer 2023 FL2 Biking	Jun 29, 2023	\$1,499.95	440,977	201,120	6,554	\$0.23	1.49%	\$3.40	13,314	\$0.11	3.02%
Grand total		\$5,099.93	1,349,163	592,196	27,450	\$0.19	2.03%	\$3.78	43,005	\$0.12	3.19%

Visit Rancho Cordova

LinkedIn Ads

July 2023 marked our first dive into LinkedIn ads. We started with a 5-ad set to promote VRC's Fall FAM Trip.

Ad Name	Campaign	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR
5 ads	-	\$200.00	-	-	8,275	372	4.5%
Get FAMILIAR with Rancho Cordova, CA! Name: Fall FAM Trip 2023_1 ID: 225889194 - Single image	 SponCon Web Visits Meeting planner titles US	\$27.06	82 Website Visits	\$0.33	1,620	82	5.06%
Get FAMILIAR with Rancho Cordova, CA! Name: Fall FAM Trip 2023_2 ID: 225889204 - Single image	 SponCon Web Visits Meeting planner titles US	\$45.63	58 Website Visits	\$0.79	1,419	58	4.09%
Get FAMILIAR with Rancho Cordova, CA! Name: Fall FAM Trip 2023_3 ID: 225889214 - Single image	 SponCon Web Visits Meeting planner titles US	\$39.40	67 Website Visits	\$0.59	1,327	67	4.39%
Get FAMILIAR with Rancho Cordova, CA! Name: Fall FAM Trip 2023_4 ID: 225889224 - Single image	 SponCon Web Visits Meeting planner titles US	\$47.42	80 Website Visits	\$0.59	2,031	80	3.94%
Get FAMILIAR with Rancho Cordova, CA! Name: Fall FAM Trip 2023_5 ID: 225889234 - Single image	 SponCon Web Visits Meeting planner titles US	\$40.49	85 Website Visits	\$0.48	1,678	85	5.07%

Spend

\$200

Impressions

8,275

Total Clicks

372

Average CTR

4.5%

Google Prospecting- Quarterly

Impressions

3.3m

Click Thru Rate

.07%

Google Remarketing- Quarterly

Impressions

1.8m

Click Thru Rate

.07%