



**MONTHLY MARKETING REPORT**  
**OCTOBER 2023**

— VISIT —  
**RANCHO CORDOVA**  
CALIFORNIA



# Overview

October saw the launch of our annual end-of-year marketing campaign, Hometown for the Holidays, and our second press trip. The team was hard at work wrapping up the California Capital Airshow, preparing for State of the City, and submitting consideration for a Visit California Poppy Award.

Additionally, the team, led by the efforts of Content Manager Kristen Achziger, ensured the Visit California website was updated with a listing dedicated to Rancho Cordova, blog mentions, and inclusion on the Visit California homepage to help expand our audience reach.

Please join us in congratulating Marketing Coordinator Aubrey Hall on completing her PDM certification from Destinations International!

The team looks forward to integrating our new and brand-fresh meetings and leisure content onto the website and advertising.

# 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

# Month at a Glance

## Major Events

- Hometown for the Holidays Kickoff
- Halloween/Fall
- Rancho Cordova Chamber Gala

## Campaigns Started this Month

- "Hometown for the Holidays" meta ad campaigns (3) - Started Oct. 1st

## Campaigns Ended this Month

- "Fall" and "CCA" ads ended Sept. 30. HTFTH started Oct 1.
- Fall FAM marketing support ended.

# Team Activations

## Staff Opportunities this Month

- Rancho Cordova Chamber of Commerce Gala
  - Dawn Hall recognized for service, 3rd person (and 1st woman) inducted into Hall of Fame
- DMA West Conference in Lake Tahoe
  - Content Manager, Kristen Achziger
- Leadership Rancho Cordova Retreat
  - VP of Operations, Dawn Hall
  - Director of Sales, Maggie Thyken Huss
- Staff Halloween Costume
  - Schitt's Creek



Visit Rancho Cordova

# Website Traffic

Sessions

34k

▲.2%

New Users

29k

▲1.5%

Pageviews

48k

▲1.9%

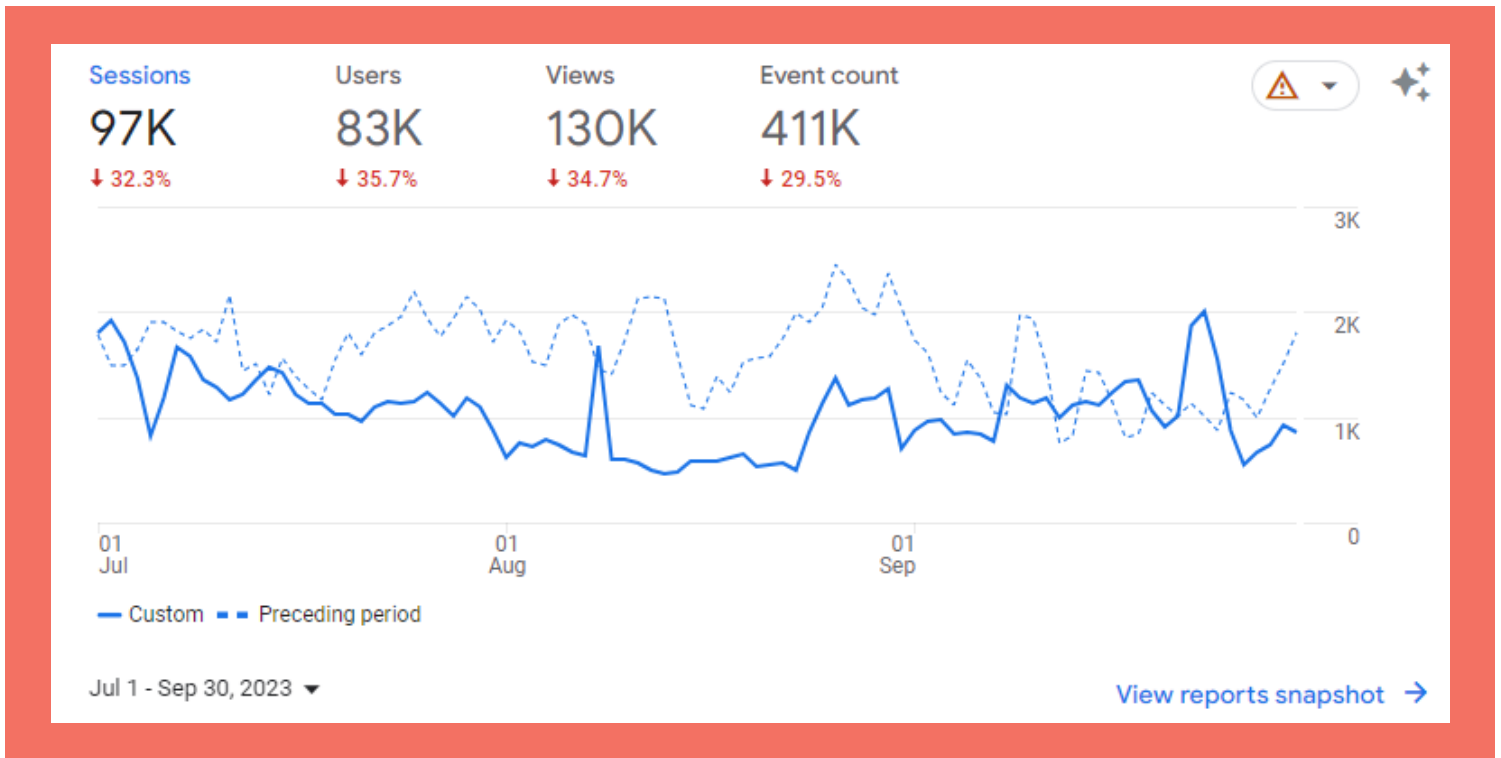
## Top 10 Pages

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	↓				All events
	44,250 100% of total	28,268 100% of total	1.57 Avg 0%	21s Avg 0%	141,589 100% of total
1 /	5,859	950	6.17	1m 42s	8,504
2 /search/	5,792	4,616	1.25	2s	16,132
3 /events/goldensky/	4,667	3,413	1.37	31s	17,777
4 /events/	3,825	2,545	1.50	33s	11,454
5 /meetings/	3,796	3,142	1.21	4s	10,953
6 /food-drink/	3,283	2,918	1.13	3s	9,637
7 /hometown-for-the-holidays/	3,096	2,530	1.22	0s	8,715
8 /blog/guide-barrel-district-craft-beverage-haven-heart-californias-gold-country/	2,267	1,751	1.29	10s	6,541
9 /things-to-do/	1,576	1,324	1.19	25s	5,480
10 /things-to-do/outdoors-activities/	1,256	1,092	1.15	4s	3,646

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# Site Sessions

Quarterly, Cumulative



# Website & Email Updates

## **NEW Web Pages & Blog Posts Created**

- Seasonal Spectacular (private landing page)
- Itineraries (page)

## **UPDATED Web Pages & Blog Posts**

- Bachelorette Party (page)
- Hometown for the Holidays (landing page)
- Haunted Locations in Rancho Cordova (blog)

## **Email Newsletters Sent**

- Deals: HTFTH, Drag Bingo, Apple Hill, MACC
- Insiders: Back to Basics DMO Edition



# Social Media Reach

Facebook Reach

**124,214**

▼5.2%

Instagram Reach

**3,968**

▼38.5%

Paid Reach

**86,876**

▼31%

# Social Audience Growth

Facebook Page Likes

**27,666**

▼3.1%

Gained 31 Likes

Facebook Followers

**28,614**

Instagram Followers

**3,477**

# Threshold Tours

## Virtual Tour Video Analytics

Engagement Rate <sup>?</sup>

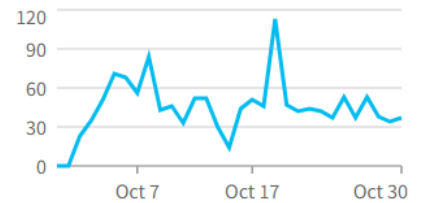
**41.35%**

Click Through Rate <sup>?</sup>

**0.15%**

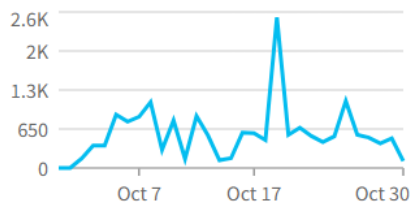
Views <sup>?</sup>

Total: 1,376



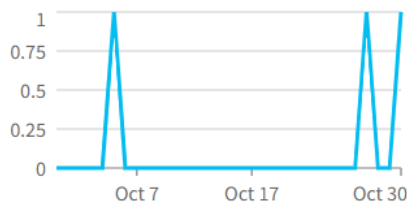
Clicks <sup>?</sup>

Total: 17,516



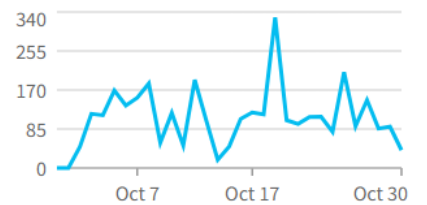
Click Throughs <sup>?</sup>

Total: 3



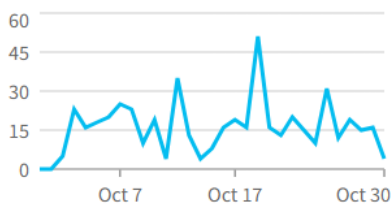
Steps <sup>?</sup>

Total: 3,344



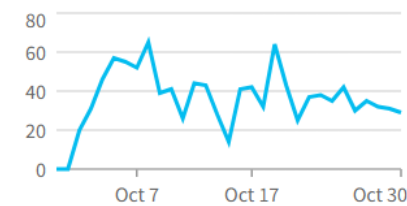
Completions <sup>?</sup>

Total: 496



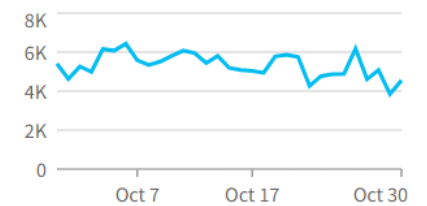
Unique Users <sup>?</sup>

Total: 1,074



Google Views <sup>?</sup>

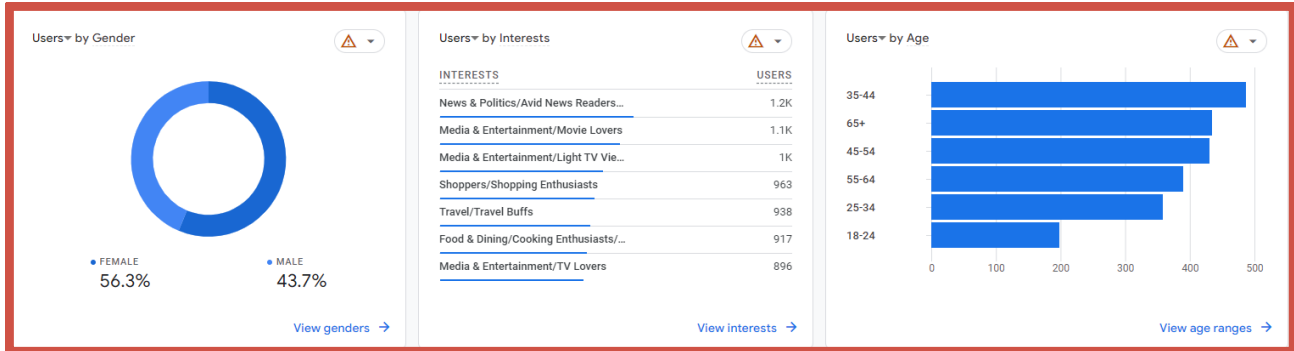
Total: 165,116



VISIT  
**RANCHO CORDOVA**  
CALIFORNIA

# Key Demographics

## Website Audience



## RIPE Bookings

**Booking Summary**

Search By: Booking Date | Start Date: 2023-10-01 | End Date: 2023-10-31 | Submit

Client ^	Reservations	Unconfirmed	Nights Booked	ADR	Avg. LOS	Revenue
Visit Rancho Cordova	2	0	4	\$134.64	2.0	\$538.54

# 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

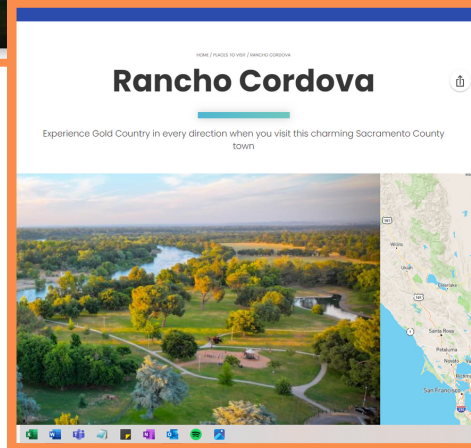
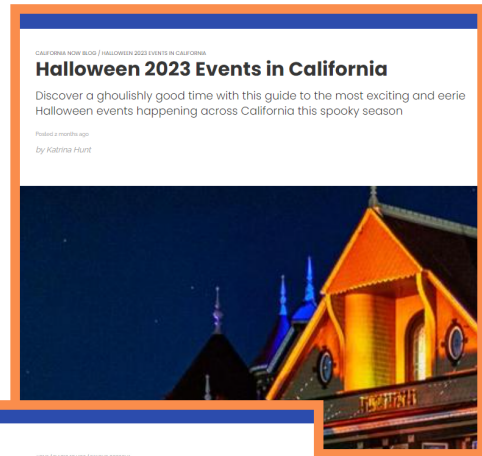
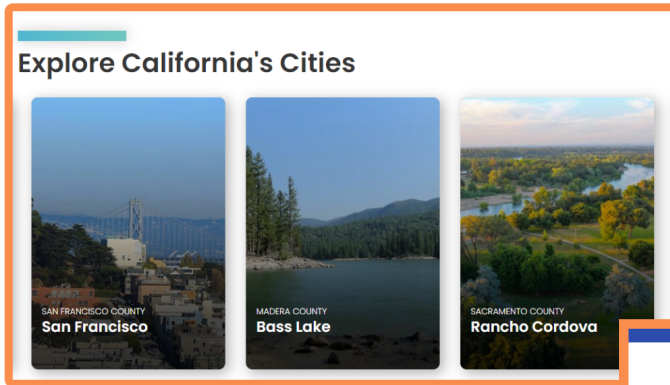
# Public Relations

## Pitches Sent

- Visit CA Blog - Consumer Side
  - Heartstoppers Haunted House (accepted)
- Gold Country Visitors Association
  - Home for the Holidays Deals
  - Holiday Shopping in Rancho Cordova

## Press Hosted

- Madden Press Writer - Tamara Gane
  - October 24-26th
  - Food: Mimosa House, Il Forno, Brookfields
  - Barrel District: J.J. Pfister's, Strad, Movement, Drink Eezy, Shorebirds
  - Activities: Aquatic Center, Apple Hill
  - Work featured in Travel + Leisure, Forbes, The Washington Post, NPR, Al Jazeera, Southern Living, Thrillist, Wine Enthusiast, Reader's Digest, Fodor's Travel, and more.



# Media Features



## City Thumbnail Homepage Spot

Visit California Site | 18.8M Global Readers



## City Listing Page

Visit California Site | 18.8M Global Readers

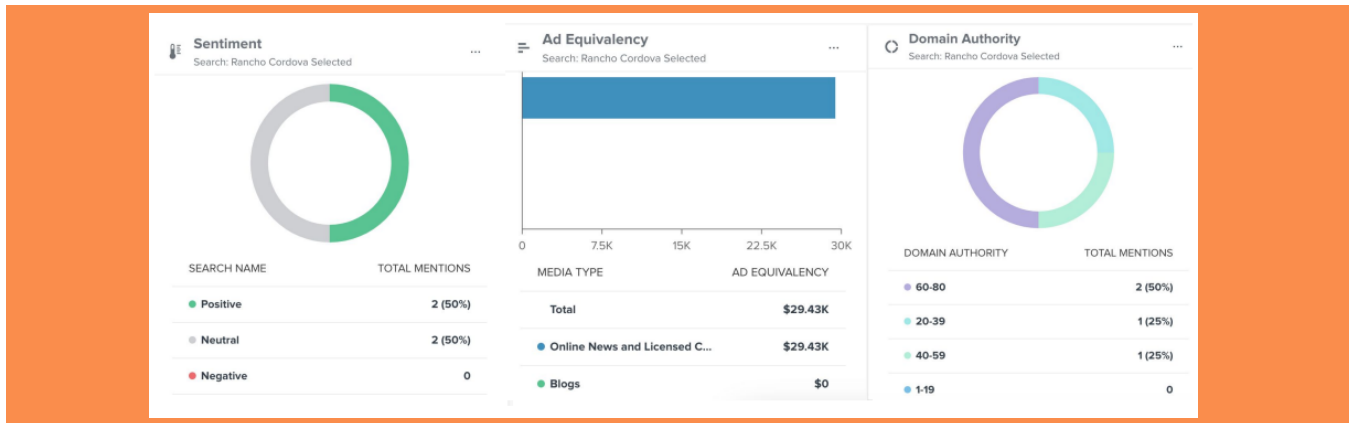


## Halloween 2023 Events in California

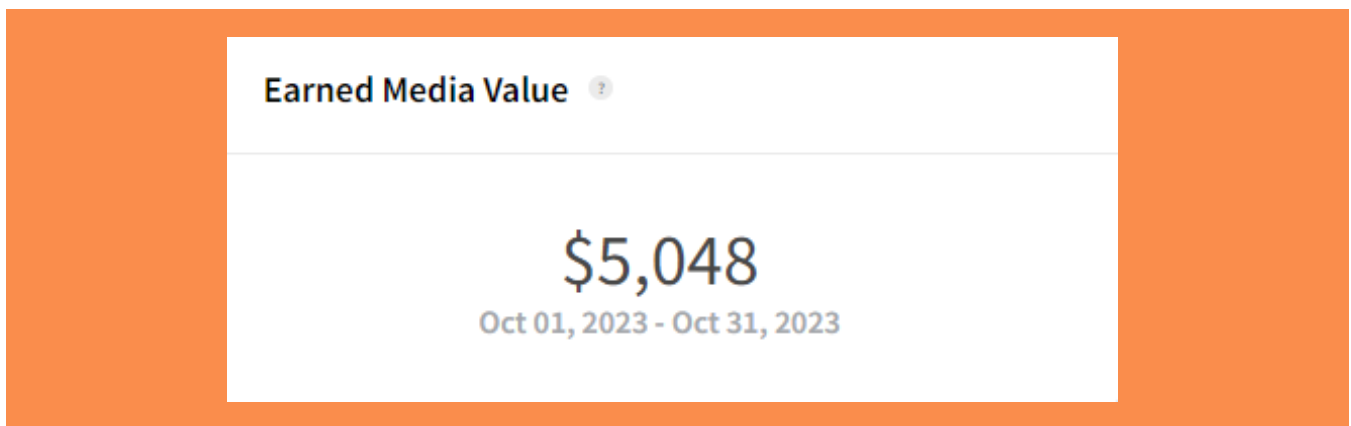
Visit California Site | 18.8M Global Readers

# Other Stats

## Cision PR Insights



## Threshold Earned Media Value





# 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

**4%**

goal: 4.18%

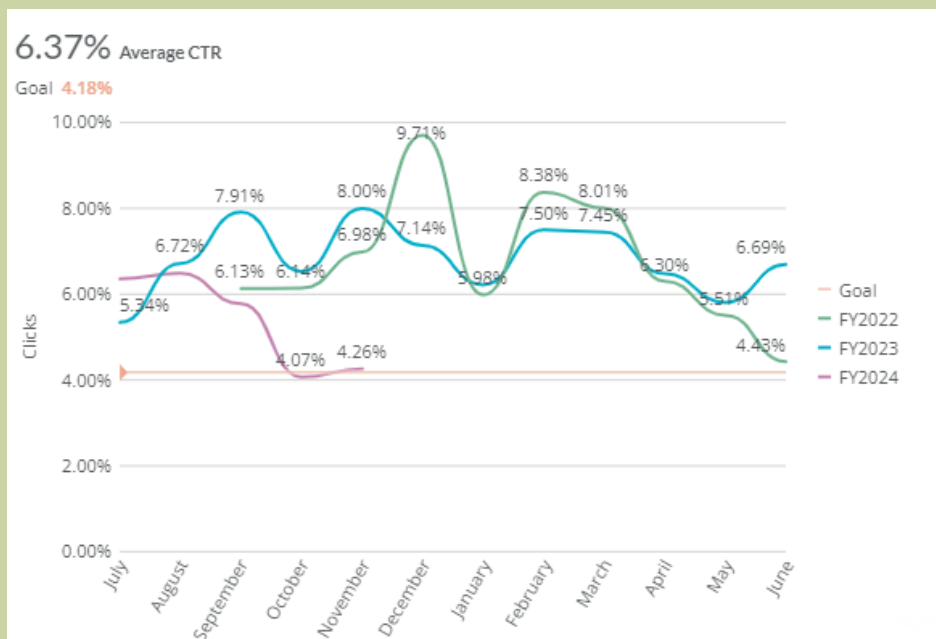
Clicks

**3,942**

Impressions

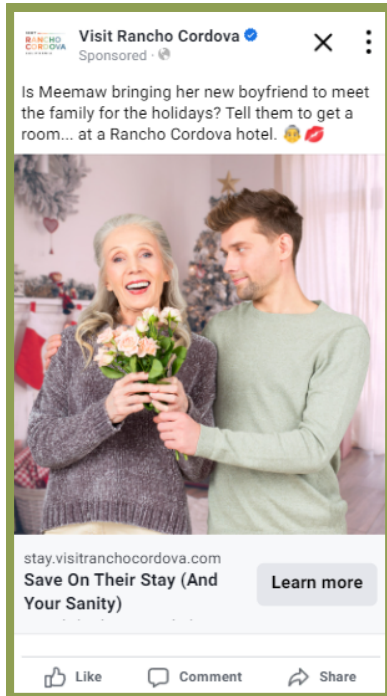
**96,875**

Quarterly KPIs (provided end of Q)



# Social Ads

HTFTH: Nana



HTFTH: In-Laws



HTFTH: Futon



## Flight Analysis

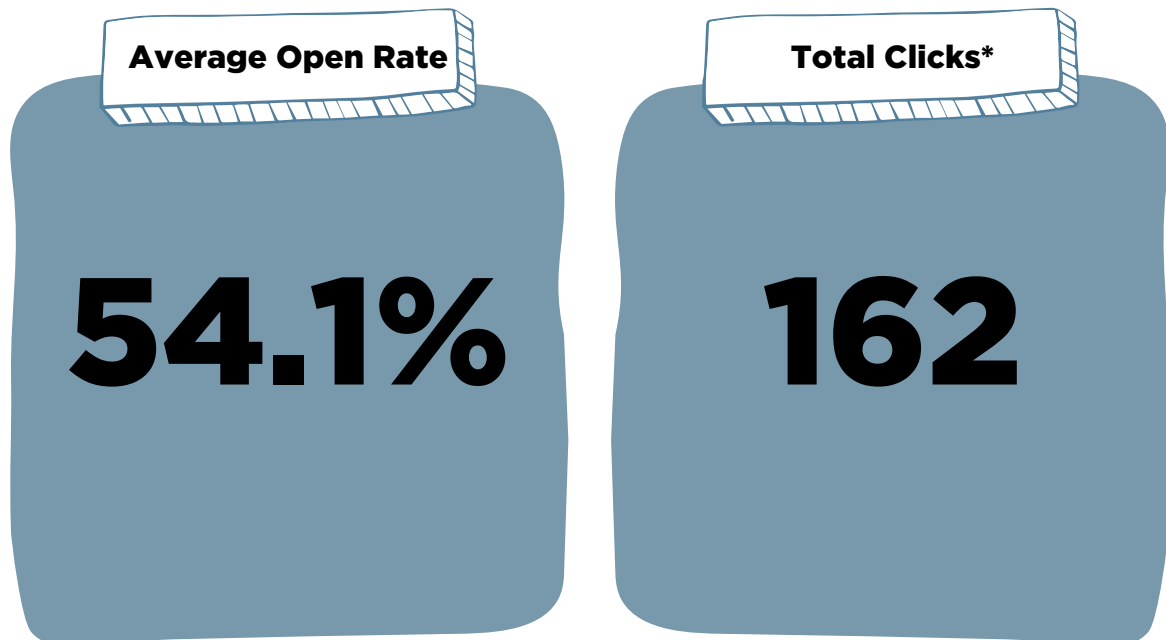
Ad set	Budget	Last significant edit	Attr sett	Results	Reach	Impressions	Cost per result	Amount spent
HTFTH - Oct. 2023 - Instagram	Using campaig...		7..	8 Link clicks	231	277	\$0.21 Per Link Click	\$1.67
HTFTH - Oct. 2023 - Website	Using campaig...		7..	65 Link clicks	1,372	1,675	\$0.27 Per Link Click	\$17.49
HTFTH - Oct. 2023 - Combined	Using campaig...	Oct 30, 2023, 3:4... 8 days ago	7..	5,095 Link clicks	85,836	199,092	\$0.29 Per Link Click	\$1,480.84
<b>Results from 3 ad sets</b>		—	7...	<b>5,168</b> Link clicks	<b>86,876</b> Accounts Center ac...	<b>201,044</b> Total	<b>\$0.29</b> Per Link Click	<b>\$1,500.00</b> Total Spen

Note: After a few days of “learning phase,” Meta Business Suite recommended we combine our website, Instagram, and Facebook audiences into one audience to strengthen ad performance. We decided to try it as a test. It performed well and we continued this strategy for November.

# Fall FAM

## Email Mentions

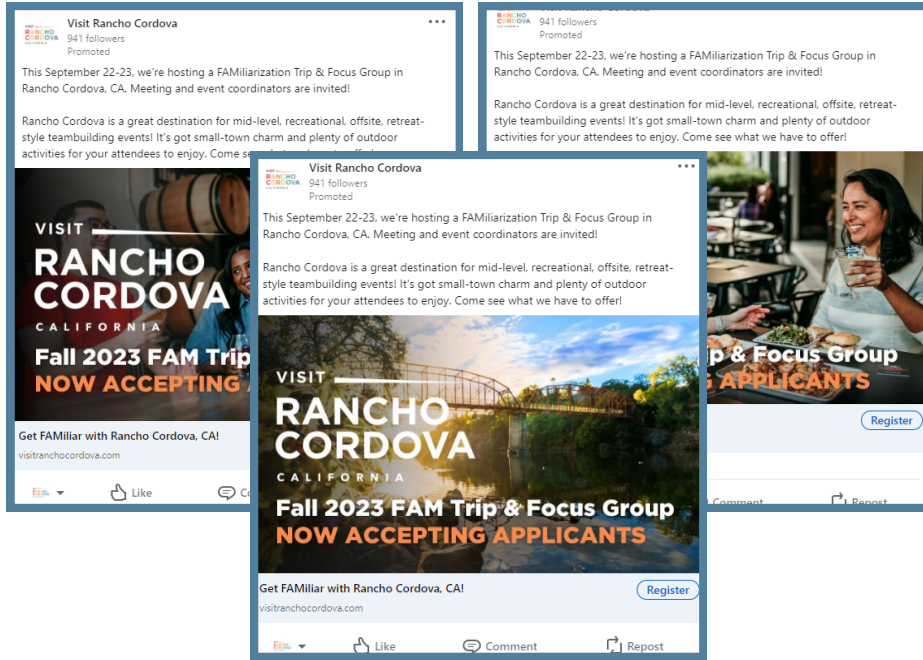
- June Meeting Planners List: FAM Invite
- Aug ASAE Post Show Full Attendee List: FAM Invite
- Aug ASAE Post Reception List: FAM Invite
- Sept Connect Marketplace Post Breakfast: FAM Success Recap
- Sept Insiders: FAM Education
- Oct Insiders: FAM Success Recap



\*direct clicks to FAMbassador Info & Sign Up page

# FAM LinkedIn Ads

5-ad flight ran in August



	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR
	\$200.00	-	-	8,275	372	4.5%
	\$27.06	82 Website Visits	\$0.33	1,620	82	5.06%
	\$45.63	58 Website Visits	\$0.79	1,419	58	4.09%
	\$39.40	67 Website Visits	\$0.59	1,527	67	4.39%
	\$47.42	80 Website Visits	\$0.59	2,031	80	3.94%
	\$40.49	85 Website Visits	\$0.48	1,678	85	5.07%

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