



PILCH & BARNET

MARKETING REPORT

2023 | Q3 July - September

GOALS

Oneida County’s marketing goals for Q3 2023 included:

- Summer/fall: Promoting summer/fall travel content, including outdoor recreation & lodging
- Add subscribers to the e-newsletter list

STRATEGY

We implemented tactics for the goals above across a variety of marketing channels, including e-newsletters, social media posts and social media advertising, website updates, and more.

TACTICS

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At A Glance

Website

- The events page was the most-visited page on the site in Q3
- Organic traffic from Google search was up 43.4% / +17,139 Users from last year
- The Chicago metro area was the top geographic location (16.45% of all visitors), top age demographic was 55-64 (17.32% of visitors)
- Webcams page, events page, ATVing page, and Lodging page also finished in the top 5 most-visited pages

E-Newsletters

- E-newsletter performance continues to impress, with average open rates at 53.9% and average click rates at 6.5% in Q3 (industry averages for travel and tourism: 20.2%, 2.2%)

Social Media

- Facebook: Slow but steady growth; beaches, restaurants, and fishing were the most popular topics
- Instagram: Lodging, beaches, and restaurants were the most popular topics
- Pinterest: The most popular pins in Q3 were those promoting lodging and dining

SEO

- Reviewed performance of geographical and topical keywords for trails on Oneida County website
- Updated articles and pages to include geographic keywords

(Northwoods, northern Wisconsin) and wrote copy including geographic keywords for each trail listing

Inquiries and Fulfillment

- Responded to 18 emails
- 313 fulfillments were completed

Meetings

- We attended a total of 6 meetings in Q3

Additional

- Q4 content calendar was created
- We drafted the 2024 budget and made several revisions, also assisted with presentation materials
- DEAI work was done including the submission of the Year 1 JEM grant evaluation, application for Year 2, outlining questions for businesses regarding their accessibility, and on-site review of handicap accessible trails
- Applied for Year 1 JEM grant to fund the Oneida and Vilas Counties Snowmobile Campaign

Wisconsin Travel Best Bets

- Oneida County was featured in the lead article in each of the Wisconsin Travel Best Bets bimonthly e-newsletters in Q3, with more than 20,000 opens
- Oneida County was one of five destination participating in the Fall Vacation to Remember \$500 Sweepstakes from August 16 to September 30, resulting in 6,126 entries

TACTIC: Website

Website Analytics Takeaways

Top Pages

The Featured Events page was the most visited specific page of interest with 5,727 views and accounted for 6.26% of all website views

The Webcams page was the second most visited specific page of interest with 3,670 views and accounted for 4.11% of all website views

Acquisition

Organic Search accounted for 63.18% of all website users and was the highest channel of acquisition traffic (33,821 users)

- This means that the majority of users found the website through search engines like Google, Bing, Yahoo, etc, by searching for keywords that related to the content on the website.

Google was the #1 overall source of organic traffic and accounted for 57.08% of all site user acquisitions. (30,283 Users)

Facebook was the #1 overall source of referring traffic and accounted for 14.84% of all site user acquisitions. (7,871 Users)

Metro Areas

Chicago was the #1 metro area/city of visitors to the website and accounted for 16.45% of all website users. (6,542 Users)

- The most visited page of interest from this metro area was the Featured Events page. (779 views)

User Demographics:

The top reported age group of users was 55-64. (17.32% of reported site users)

- Boomers ages 58-67 born between 1955-64 are more likely to travel than any other of today's age groups.
 - Average 27 travel days per year
 - \$44,370 Average income
 - Usually have a budget set aside for travel, book longer stays, prefer active relaxation activities (golf, hiking, massages, wine tours, etc.), Bucket listers, more likely to stay at a repeat accommodation

Device Usage:

68.3% of reported users viewed the site on mobile devices (industry standard for mobile devices is 53.74%)

This Year vs Last Year Stats:

This year stats vs last year at the same timeframe

- 51,283 Users this year vs 22,623 Users last year
- 91,482 Views this year vs 44,547 Views last year
- 60,077 Sessions this year vs 26,590 Sessions last year

The top 5 pages this quarter and year

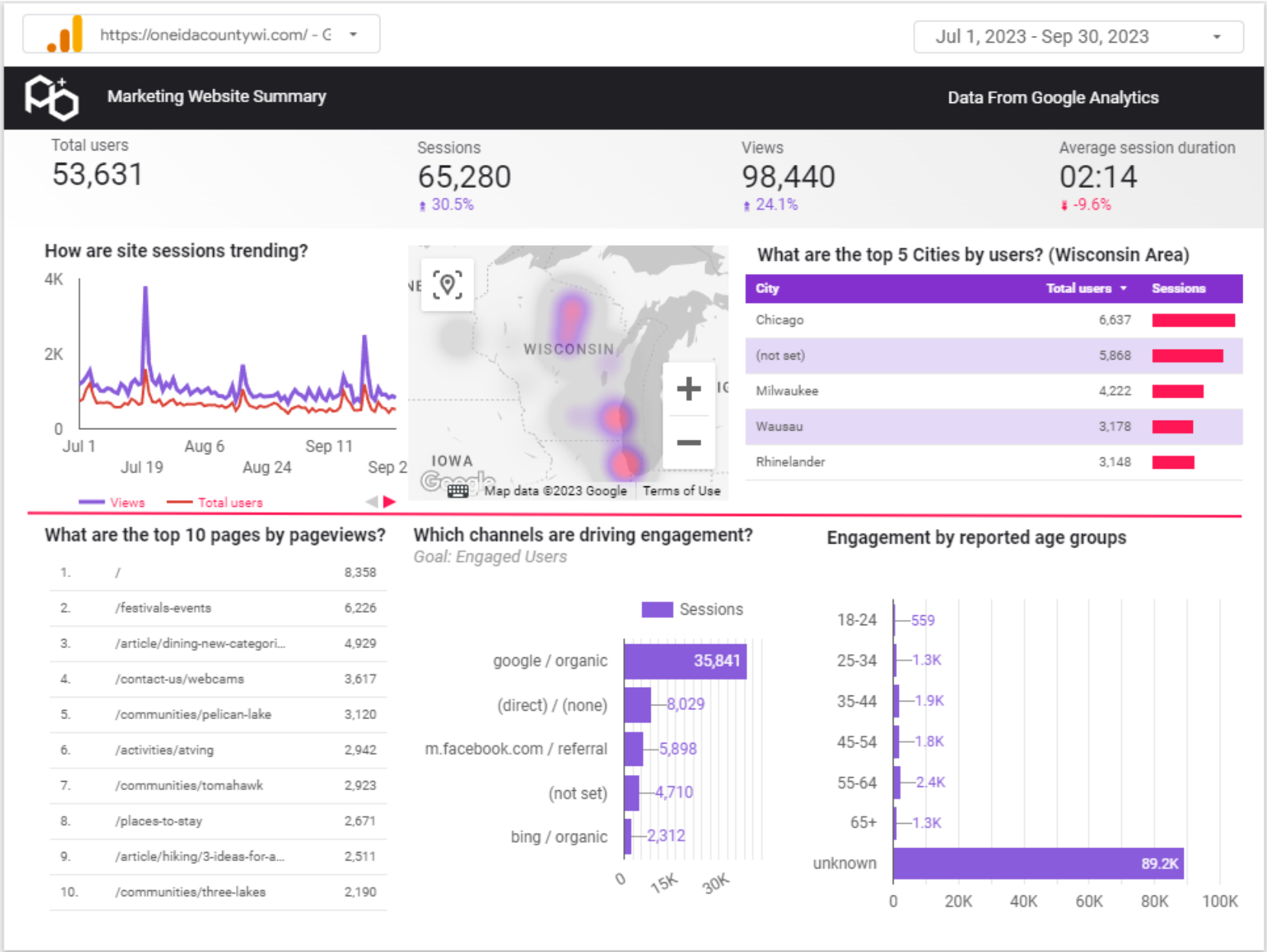
- /festivals-events/ 5,727 views
- Homepage 5,279 views
- /contact-us/webcams/ 3,670 views
- /places-to-stay/ 3,643 views
- /activities/atving/ 2,390 views

The top 5 pages last year for this same timeframe were

- Homepage 2,514 views
- contact-us/webcams 2,344 views
- festivals-events 2,037 views
- activities/atving 1,224 views
- places-to-stay 1,136 views

This year the website had higher overall views, users and sessions (use stats from above) compared to last year during this same timeframe.

Website Analytics Stats



Web Maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
 - Monthly Mailchimp check to ensure lists are performing/functioning correctly
 - Renewing Instagram Tokens: Refreshing long-lived tokens before expiration, ensuring granted feed app permissions
 - Scanned the site for malware
- SEO/analytics monitored weekly
- Flipped website content to Fall on September 5

Website Updates

- Added business listing policy to about page
- Removed handicap accessible tag from trails not accessible. remove trails not located in OC
- Updated Hawk's Nest Outfitters listing info
- Added missing reports, agendas, minutes to site
- Updated Comfort Inn Rhinelander listing
- Pulled business listings and create spreadsheet for Hazelhurst review
- Removed COVID statement
- Updated Bootleggers Supper Club listing
- Added "welcoming to all" statement
- Removed Minocqua Prime Supper Club listing

TACTIC: E-Newsletters

Takeaways

Oneida County’s e-newsletters continued their outstanding performance in Q3. Average open rates were well over twice the industry standard for travel and tourism and click rates were nearly three times higher. The list cleanup we did in Q1 continues to pay dividends, even without promotions to drive opens and clicks.

The top-performing e-newsletter was July’s edition, which highlighted summer dining options (55.2% open rate, 8.5% click rate).

E-Newsletter Stats

Subscribers

6,725

Average Open Rate

53.9%

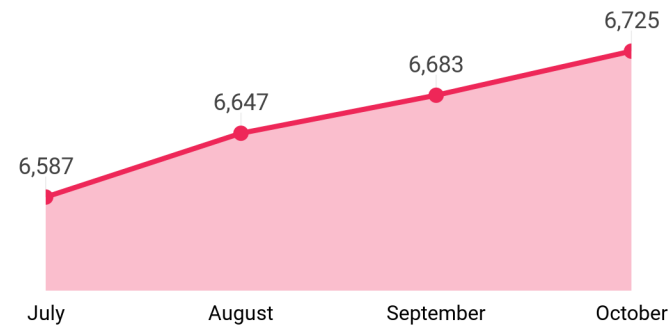
industry average: 20.2%

Average Click Rate

6.50%

industry average: 2.2%

Subscriber Growth





Recipients

6,729

Opened

3,694

Clicked

568

All E-newsletters Stats

| Article/Subject | Open Rate | Click Rate | URL |
|--|-----------|------------|----------------------------|
| Your Northwoods summer dining guide (7/20) | 55.2% | 8.5% | View Email |
| Late-summer hikes to enjoy in Oneida County (8/17) | 52.5% | 4.4% | View Email |
| Looking for a quick fall getaway? Head to Oneida County (9/21) | 54% | 6.6% | View Email |

TACTIC: Social Media

Takeaways

All three social media platforms continued steady growth in Q3, however, in the absence of a “pages likes ad” or a sweepstakes, the number of Facebook fans is not growing as quickly as in years past. However, in Q3, advertising across Facebook, Instagram and Pinterest generated 3,600 link clicks to oneidacountywi.com—an enormous driver of traffic to the website from potential Oneida County visitors.

Facebook Takeaways

Growth here was small but steady - typical in the absence of a page likes ad or sweepstakes. Oneida County beaches, the Hazelhurst Pub, musky fishing and Backwaters Bar & Grill were the most popular post topics. The most successful ad was one driving traffic to the lodging page with nearly 800 link clicks. The ad of least interest was the one promoting the August e-newsletter article about late summer hikes.

Instagram Takeaways

The Hazelhurst Pub, PB&J's Place, booking a fall getaway, the lodging page and Oneida County beaches were the most popular topics for Instagram in Q3. The Instagram stories focusing on Relaxation Day and fall color spots were the most engaged with. Polls and other interactive features helped to grow story interaction. The most successful ad was one encouraging users to sign up for the e-newsletter with 144 link clicks. The ad with the fewest clicks was the one directed to August's e-newsletter article as well.

Pinterest Takeaways

The most popular pins in Q3 were those promoting lodging and dining. The most successful ad was one driving people to the lodging page with 230 link clicks. The ad of least interest on Pinterest was promoting the August e-newsletter.

All Combined Social Media Ads Stats

| Type of ad run | Amount spent | Result |
|--|--|---|
| Boost July E-news (Summer dining guide) | Facebook: \$50 Instagram: \$25 Pinterest: \$7 | Facebook: 233 link clicks Instagram: 42 link clicks Pinterest: 34 link clicks |
| Boost August E-news (Late summer hikes) | Facebook: \$50 Instagram: \$25 Pinterest: \$4 | Facebook: 150 link clicks Instagram: 26 link clicks Pinterest: 26 link clicks |
| Boost September E-news (Quick fall getaway ideas) | Facebook: \$50 Instagram: \$25 Pinterest: \$12 | Facebook: 387 link clicks Instagram: 75 link clicks Pinterest: 95 link clicks |
| Outdoor recreation ad | Facebook: \$50 Instagram: \$50 Pinterest: \$10 | Facebook: 231 link clicks Instagram: 131 link clicks Pinterest: 45 link clicks |
| Add e-newsletter subscribers | Facebook: \$150 Instagram: \$150 Pinterest: \$71 | Facebook: 290 link clicks Instagram: 144 link clicks Pinterest: 226 link clicks |
| Direct to lodging page | Facebook: \$50 Instagram: \$50 Pinterest: \$50 | Facebook: 750 link clicks Instagram: 71 link clicks Pinterest: 230 link clicks |
| Post engagement | Facebook: \$200 | Facebook: 2,092 engagements |

**Combined Ads People
Reached**

272,035

**Combined Ads Paid
Impressions**

453,461

**Combined Ads
Engagements**

2,804

**Combined Ads
Link Clicks**

3,612

Facebook Overview

Facebook Stats

Facebook followers

36,600

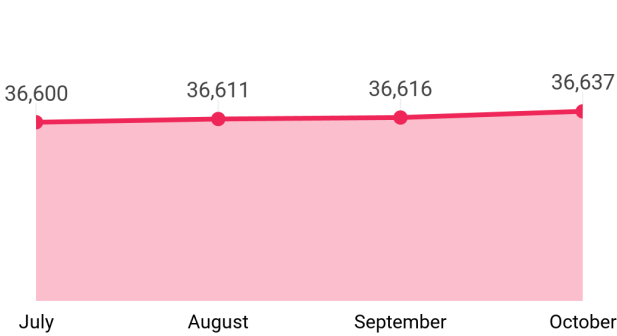
New Facebook followers

+37

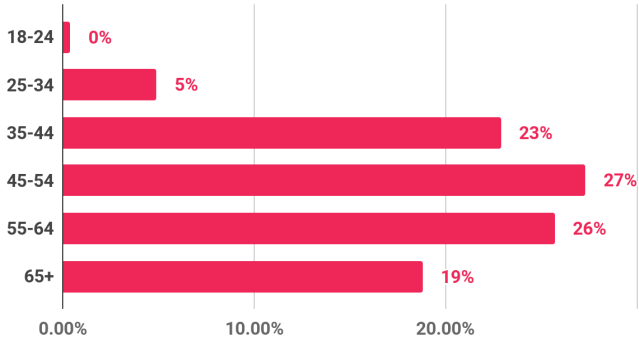
Facebook updates

46

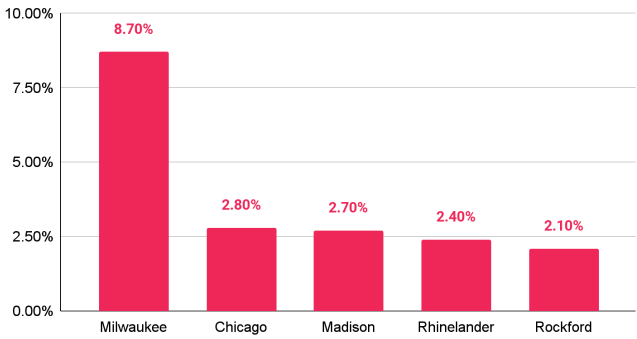
Follower Growth



Follower Demographics



Top 5 Cities for Fans



Facebook Posts

Top Performing Post | Date: 7/3/23



Visit Oneida County
Published by [Kate Hagen Stickney](#) · July 3 · 🌐

...

Blue skies, crystal clear water and soft sand are waiting!



[ONEIDACOUNTYWI.COM](#)
Discover Oneida County's best beaches - Oneida County, WI

People Reached

23,096

Reactions

326

Shares

16

Post engagements

1,256

Link Clicks

776

Instagram Overview

Instagram Stats

Instagram followers

3,051

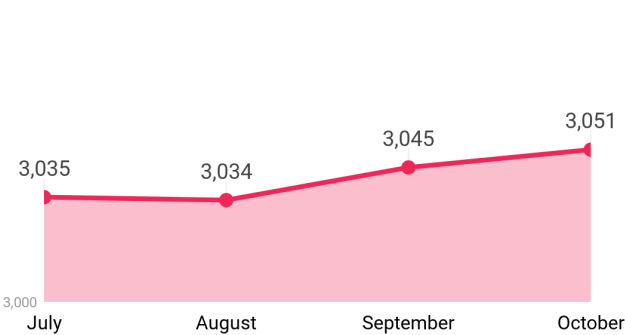
New Instagram followers

+16

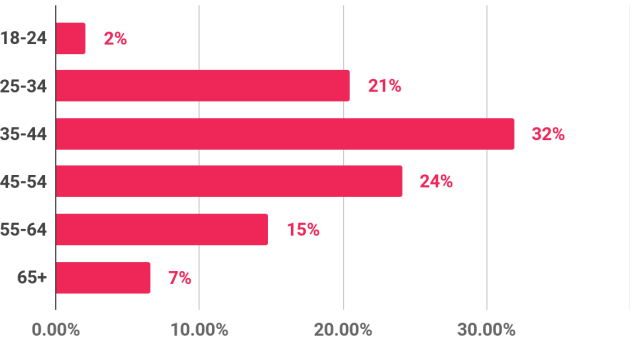
Instagram updates

38

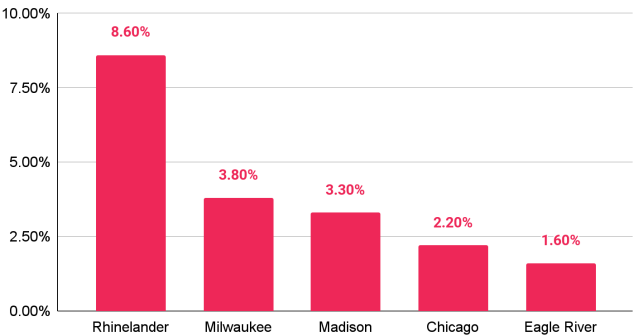
Follower Growth



Follower Demographics



Top 5 Cities for Followers



Instagram Posts

Top Performing Post | Date: 9/13/23



Accounts Reached

1,303

Likes

110

Comments

3

Instagram Stories

Top Performing Story | Date: 8/14/23



Impressions

1,204

Engagement


42

Instagram Stories Stats

| Article/Subject | Impressions | Engagements |
|--------------------|-------------|-------------|
| ATV/UTVing | 606 | 5 |
| Summer watersports | 645 | 14 |
| Family Fun Month | 621 | 4 |
| Relaxation Day | 1,204 | 42 |
| Fall color spots | 835 | 34 |
| Fall color drives | 729 | 10 |

Pinterest Ads

Top Performing Ad | Date: 8/1/23



...

Share

Star


Summer...

Save

oneidacountywi.com

Book your summer stay in Wisconsin's Northwoods now!

Choose from private cabins, fun lakeside resorts and full-service hotels located in Oneida County in Wisconsin's Northwoods! #OneidaCounty #Wisconsin... [... more](#)

 Oneida County
210 followers


Note to self
What do you want to remember about this Pin?


Add note

Comments

No comments yet! Add one to start the conversation.

What do you think?

 Add a comment



Engagements

239

Impressions

29,196

Saves

1

Pin Clicks

230

TACTIC: SEO & SEO Updates

Takeaways

In Q3, we looked at how Oneida County’s website performed in terms of searches for trails and related content (hiking trails, location-specific trails).

In response to our SEO research, we updated several landing pages and articles to include updated geographical keywords (Northwoods, northern Wisconsin) to help with more general searches for trails in the area. We also developed copy including these geographical keywords to add to all of the trail listings on the site.

TACTIC: Phone, Email Inquiries and Fulfillment

Emails

18

Fulfillment

313

TACTIC: Meetings

- 7/18/2023 - OCTC Marketing Meeting via Zoom
- 7/24/2023 - DEIA Committee Meeting via Zoom
- 8/3/2023 - OCTC budget meeting via Zoom
- 8/7/2023 - OCTC regular meeting
- 8/28/2023 - OCTC Marketing Meeting via Zoom
- 9/25/2023 - OCTC Marketing Meeting via Zoom

ADDITIONAL

Content Calendar

- Created Q4 content calendar detailing social media posts, e-news topics, ad budgets and goals.

2024 Budget

- We drafted the 2024 budget and made several revisions
- We also assisted with presentation materials and the ARPA funding request

Oneida and Vilas Counties Snowmobile Campaign

- We applied for Year 1 JEM grant to help fund marketing of a new snowmobile campaign for Oneida and Vilas Counties on September 1
- The campaign will include safety messaging for snowmobilers

DEAI Work

- We submitted the evaluation for Year 1 of the DEIA JEM grant
- A detailed accessibility questionnaire for businesses was outlined and is still being reviewed
- Trails that were listed as handicap accessible on oneidacountywi.com were researched. We asked the organizations maintaining the trails if they consider them to be accessible and why. After this work was complete, it was determined that 4 out of the 9 trails were accessible. We have photographed and obtained video of these trails to show travelers exactly what they can expect when they visit these sites.
- We applied for Year 2 of the DEIA JEM grant on September 1

Wisconsin Travel Best Bets

TACTIC: E-Newsletters

Takeaways

Oneida County was featured in each edition of the Wisconsin Travel Best Bets bimonthly e-newsletter in Q2, appearing in each of the 6 lead articles. Overall, newsletters featuring Oneida County were opened more than 20,000 times.

| Featured Articles | Featured Attractions | Featured Events | Featured Trip Ideas | Total Opens |
|-------------------|----------------------|-----------------|---------------------|-------------|
| 6 | 1 | 3 | 5 | 20,572 |

TACTIC: Contest/Promotion

Fall Vacation to Remember \$500 Sweepstakes | 8/16/23-9/30/23

Description

Pilch & Barnet clients continue to look for ways to grow their following. We used the Wisconsin Travel Best Bets sweepstakes to test out some OTT (over-the-top) advertising. We split the budget and the campaign time between Hulu and YouTube TV. Both are paid subscription apps. Youtube TV has seen major growth in the past couple years. The average daily logged-in user in the US spends 3.5 hours/ day on CTV and 60% of Youtube subscribers can only be reached through Youtube TV. Hulu is the top ad-supported streaming platform in the US.

Using Hulu and YouTube ads, the promotion focused on early fall vacation planning and spending time with those that matter most. Focus on Wisconsin Travel Best Bets one-stop shop for Wisconsin planning needs. Boulder Junction, Marshfield, Minocqua, Oneida County, Vilas County were participants in this co-op campaign.

Objectives/Goals

- Promote WTBB and participants assets
- Test Hulu and YouTube as potential future marketing channels/ OTT advertising
 - Compare numbers with normal channel through traffic input from different URLs
 - Hulu and YouTube wisconsin.best
 - Everything else: wibestbets.com
- Grow awareness of WTBB website and E-newsletter
- Add WTBB E-newsletter subscribers

Prize

One winner was selected from all entries to receive one \$500 VISA gift card which can be used as spending cash for their next trip.

Website Landing Page Takeaways

The contest landing page views during the time of the promotion: 10,115 views

The wisconsin.best URL had 70 sessions during the promo

The combined contest pages accounted for 15,619 views during the time of the promotion and accounted for 65.25% of all website views

Page traffic stats from links included on the contest/thank you page

- Homepage - 500 views
- /the-best-fall-color-drives-in-oneida-county/ - 57 views
- /four-beautiful-rustic-roads/ - 92 views
- /late-fall-getaways/ - 37 views
- /your-guide-to-wisconsins-best-rustic-getaways/ - 19 views
- /fall-adventure-planner/ - 15 views
- /paddle-through-stunning-fall-color-in-these-scenic-hotspots/ - 31 views

Total Entries

- 6,126 submissions

Entries by DMA

- Milwaukee WI 67
- Chicago IL 67
- Las Vegas NV 43
- Madison WI 39
- Minneapolis MN 36
- San Antonio TX 33
- Saint Paul MN 28
- Indianapolis IN 24
- Houston TX 23
- Green Bay WI 22
- Phoenix AZ 20
- Columbus OH 19
- San Diego CA 19
- Philadelphia PA 19
- Visalia CA 18
- Appleton WI 17
- Los Angeles CA 17
- Waukesha WI 17
- New York NY 17
- Cleveland OH 16

The Winner

- Matthew Villegas, Riverside, CA 92509

Social Media Takeaways

This giveaway benefitted from five Facebook posts which reached approximately 4,500 potential entrants organically. There were no paid social media ads for this giveaway.

Hulu Takeaways

For the first half of the campaign we ran a 15 second spot on Hulu. Viewers were directed to wisconsin.best for more information on our travel destinations and contest information. Total impressions equalled 121,206 and total reach was 43,192. The highest number of impressions came from Milwaukee DMA. When scheduling the ad, we found that there were a number of limitations in advertising on Hulu when it comes to a contest or promotion and have determined that Hulu is better suited as a branding platform.

YouTube Takeaways

For the second half of the campaign we ran a 15 second spot on YouTube. Like Hulu, viewers were directed to wisconsin.best for more information on our travel destinations and contest information. Total impressions equalled 74,068 with a strong completion rate of 98%.

TACTIC: Social Media

Takeaways

Oneida County was featured in 24 posts on Wisconsin Travel Best Bets' Facebook and Instagram channels in Q3. The most popular post (in terms of fan engagement) featuring Oneida County was a September post on Facebook linking to an article on Wisconsin's best burgers.

Total Mentions
(Facebook & Instagram)

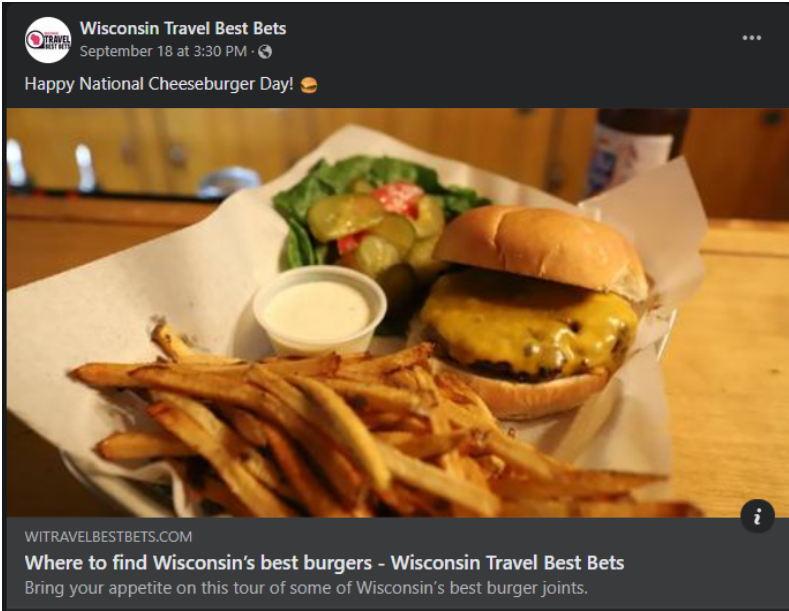
24

Total Reach

19,699

Social Media Post

Top Performing Post | Date: 9/18



Accounts Reached

1,119

Engagements

36