



**PILCH & BARNET**

## **MARKETING REPORT**

**2023 | Q4 October - December**

# GOALS

Oneida County’s marketing goals for Q4 2023 included:

- Fall/winter: Promoting late fall and early winter travel content, including outdoor recreation & lodging
- Add subscribers to the e-newsletter list

# STRATEGY

The tactics for the Q4 goals were implemented across a variety of channels, including e-newsletters, social media posts and targeted social media advertising (Instagram and Facebook), SEO research and content changes on the Oneida County Tourism website.

# TACTICS

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## At A Glance

### Website

- The webcam page was the most visited page (16.99% of all pageviews)
- Top geographic market was Chicago (19.65% of all traffic), top age demographic was 55-64 (28% of reported site users)
- Website SEO and Organic Search accounted for 40.09% of all website users and was the highest channel of acquisition traffic (8,055 users)
- Site traffic was consistently higher throughout Q4 this year compared to last mostly due to Organic search generating about 10,000 more page views this year vs. last year

### E-Newsletters

- E-newsletters continued their solid performance, easily topping industry averages for open rates and surpassing industry averages for click rates in three of four editions in Q4

### Social Media

- Facebook: Slow but steady growth; winter recreation, fall color photos and dining were popular topics
- Instagram: Fishing, fall color trails, and local business spotlights were the most popular topics
- Pinterest: The most popular pins in Q3 were those promoting winter and holiday shopping getaways

### SEO

- Reviewed recreational safety information for biking, snowmobiling, ATVing/UTVing, and hunting; created new

pages with safety info on those topics to help SEO; created new hunting page

### Inquiries and Fulfillment

- Responded to 9 emails
- 87 fulfillments were completed

### Meetings

- We attended a total of 5 meetings in Q4

### Additional

- 2024 Q1 content calendar was created
- Assisted with transfer of administrative duties
- Drafted the 2024 budget and made several revisions, also assisted with presentation materials
- Researched estimated costs, outlined a timeline, and potential content for the new trails piece as well as began contacting organizations for GIS assistance
- Launched snowmobilenorthwoods.com website and campaign

### Wisconsin Travel Best Bets

- Oneida County was featured in each of the Wisconsin Travel Best Bets bimonthly e-newsletters in Q4, which received more than 22,000 opens
- Oneida County was featured in 23 posts on Wisconsin Travel Best Bets' Facebook and Instagram accounts in Q4, reaching more than 36,000 people

## TACTIC: Website

### Website Analytics Takeaways

#### Top Pages

The Webcams page was the most visited specific page of interest with 7,809 views and accounted for 16.99% of all website views

The Festivals & Events page was the second-most visited specific page of interest with 2,100 views and accounted for 4.57% of all website views

#### Acquisition

Organic Search accounted for 66.52% of all website users and was the highest channel of acquisition traffic (19,225 users)

- This means that SEO is being utilized and 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 58.95% of all site user acquisitions. (16,794 Users)

Facebook was the #1 overall source of referring traffic and accounted for 12.9% of all site user acquisitions. (3,674 Users)

#### Metro Areas

Chicago was the #1 metro area/city of visitors to the website and accounted for 19.65% of all website users. (3,678 Users)

- The most visited page of interest from this metro area was the Webcams page. (595 views)

#### User Demographics:

The top reported age group of users was 55-64. (28% of reported site users | 26,752 users with no age reported)

- Boomers ages 58-67 born between 1955-1964 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:

61% 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

- 26,007 Users this year vs 15,668 Users last year
- 45,959 Views this year vs 32,648 Views last year
- 31,766 Sessions this year vs 19,380 Sessions last year

The top 5 pages this quarter and year

- /contact-us/webcams/ 7,809 views
- Homepage 3,027 views
- /festivals-events/ 2,100 views
- /places-to-stay/ 1,692 views
- /activities/atving/ 1,359 views


The top 5 pages last year for this same timeframe were

- /contact-us/webcams/ 5,478 views
- Homepage 1,619 views
- /trail-reports/ 1,546 views
- /activities/snowmobiling/ 1,444 views
- /article/dining-new-categories/where-to-find-the-best-pizza-in-the-northwoods/ 982 views

This year the website had higher overall views, users and sessions compared to last year during this same timeframe.

- Site traffic was consistently higher throughout Q4 this year compared to last.
- Notables
  - This year's traffic to business listing pages was up over 30% over last year at this time
  - Organic search generated about 10,000 more page views this year than last year

## Website Analytics Stats

 <https://oneidacountywi.com/> - G

Oct 1, 2023 - Dec 31, 2023



### Marketing Website Summary

Data From Google Analytics

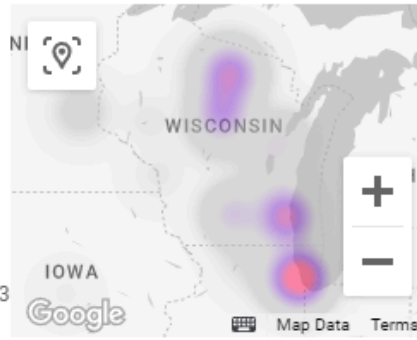
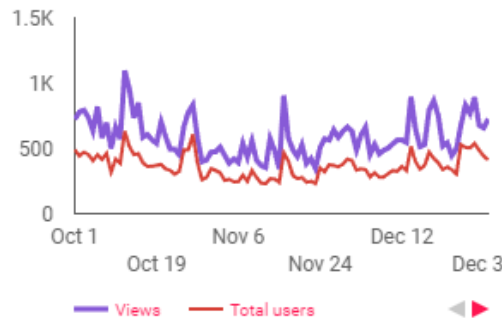
Total users  
**29,052**

Sessions  
**37,292**

Views  
**54,489**

Average session duration  
**02:07**  
‡ N/A

#### How are site sessions trending?



#### What are the top 5 Cities by users? (Wisconsin Area)

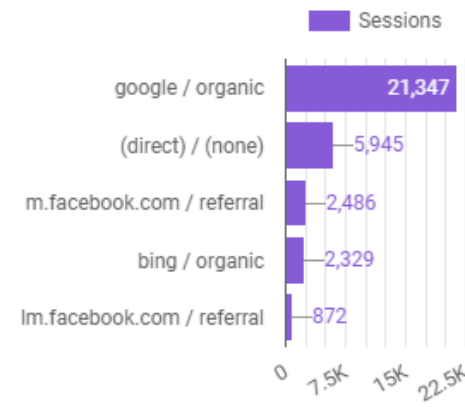
City	Total users	Sessions
Chicago	3,833	
(not set)	2,705	
Milwaukee	1,744	
Rhineland	1,587	
Wausau	1,519	

#### What are the top 10 pages by pageviews?

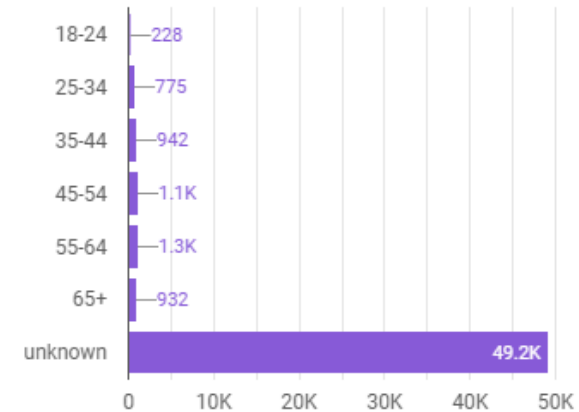
1.	/contact-us/webcams	8,005
2.	/	4,435
3.	/festivals-events	2,274
4.	/activities/atvng	1,652
5.	/places-to-stay	1,397
6.	/communities/pelican-lake	1,277
7.	/communities/tomahawk	1,128
8.	/shopping	966
9.	/communities/three-lakes	905
10.	/article/attractions/oneida-...	899

#### Which channels are driving engagement?

Goal: Engaged Users



#### Engagement by reported age groups



## 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 Winter on November 20

## Website Updates

- Add Birchwood Lake Bar & Resort listing
- Updated Bootleggers fall hours

TACTIC: E-Newsletters

Takeaways

Oneida County’s e-newsletters continued to perform well in Q4, more than doubling industry averages for open rates and topping click rates in three out of four editions. The top-performing e-newsletter in terms of open rate was November (holiday shopping), and the top-performing e-newsletter in terms of click rate was a special December edition we sent out to our mailing list to announce the launch of the Snowmobile Northwoods campaign.

E-Newsletter Stats

Subscribers

6,700

Average Open Rate

47.2%

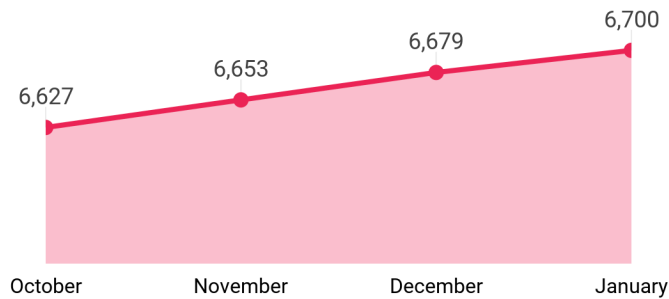
industry average: 20.2%

Average Click Rate

2.53%

industry average: 2.2%

Subscriber Growth







Recipients

6,756

Opened

3,376

Clicked

153

All E-newsletters Stats

Article/Subject	Open Rate	Click Rate	URL
How to Explore Oneida County's trails all year long (10/12)	45.7%	2.5%	<a href="#">View Email</a>
Why you should shop in Oneida County this holiday season (11/16)	50.1%	2.3%	<a href="#">View Email</a>
Snowmobilers: Sign up for weekly trail reports (12/12)	45.4%	3.2%	<a href="#">View Email</a>
Quick winter getaways for snowmobilers & silent sports fans (12/14)	47.6%	2.1%	<a href="#">View Email</a>

## TACTIC: Social Media

### Takeaways

All three social media platforms saw growth in Q4, however, in the absence of a “pages likes ad” or a sweepstakes, the number of Facebook fans is growing quite slowly. However, in Q4, advertising across Facebook, Instagram and Pinterest generated 1,800+ link clicks to oneidacountywi.com—an enormous driver of traffic to the website from potential Oneida County visitors.

#### Facebook Takeaways

Growth here was small—typical in the absence of a page likes ad or sweepstakes. Snowmobiling, planning a snowmobile getaway, sunset strolls, National Pizza Month and fall color photos were the most popular post topics. The most successful ad was one driving people to sign up for the e-newsletter with 235 link clicks, and we were able to grow the e-newsletter list by 73 new sign ups this quarter, even in the absence of a promotion. The ad of least interest was the one promoting the December e-newsletter article about quick winter getaways – perhaps because of the lack of snow, people weren’t thinking about winter getaways.

#### Instagram Takeaways

Fishing, fall color, hiking trails and local business spotlights (The Christmas Chalet, Glik’s, The Cheese Haus) were the most popular topics for Instagram in Q4. The Instagram story focusing on planning a snowmobiling getaway was the most engaged with. Polls and other interactive features helped to grow story interaction. The most successful ad was one directing people to the lodging page with 96 link clicks. The ad with the fewest clicks was the one directed to December’s e-newsletter article as well.

#### Pinterest Takeaways

The most popular pins in Q4 were those promoting winter and holiday shopping getaways. The most successful ad was one driving people to sign up for the e-newsletter with almost 200 link clicks. The ad of least interest on Pinterest was promoting the October e-newsletter, but it also spent the smallest amount of money. Unfortunately, Pinterest is less consistent than Meta in its spending, and often the entire dedicated budget is not spent.

## All Combined Social Media Ads Stats

Type of ad run	Amount spent	Result
Boost October E-news (Ways to explore trails in every season)	Facebook: \$50 Instagram: \$25 Pinterest: \$2	Facebook: 133 link clicks Instagram: 37 link clicks Pinterest: 6 link clicks
Boost November E-news (Holiday shopping)	Facebook: \$50 Instagram: \$25 Pinterest: \$16	Facebook: 127 link clicks Instagram: 26 link clicks Pinterest: 32 link clicks
Boost December E-news (Quick winter getaway ideas)	Facebook: \$50 Instagram: \$25 Pinterest: \$14	Facebook: 100 link clicks Instagram: 21 link clicks Pinterest: 38 link clicks
Drive traffic to retail page	Facebook: \$50 Instagram: \$50 Pinterest: \$25	Facebook: 128 link clicks Instagram: 56 link clicks Pinterest: 43 link clicks
Add e-newsletter subscribers	Facebook: \$100 Instagram: \$100 Pinterest: \$81	Facebook: 235 link clicks Instagram: 91 link clicks Pinterest: 197 link clicks
Direct to lodging page	Facebook: \$50 Instagram: \$50 Pinterest: \$18	Facebook: 205 link clicks Instagram: 96 link clicks Pinterest: 64 link clicks
Post engagement	Facebook: \$200	Facebook: 1,604 engagements

**Combined Ads People  
Reached**

**219,749**

**Combined Ads Paid  
Impressions**

**350,357**

**Combined Ads  
Engagements**

**2,013**

**Combined Ads  
Link Clicks**

**1,851**

Facebook Overview

Facebook Stats

Facebook followers

36,642

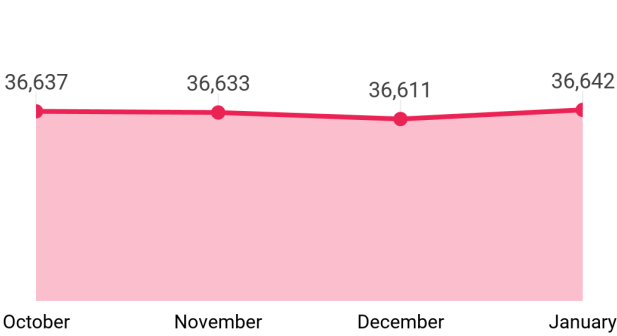
New Facebook followers

+5

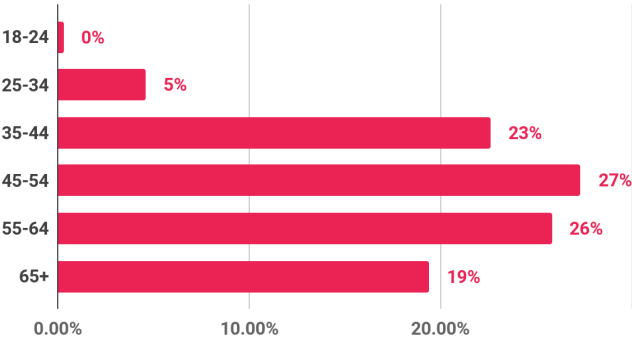
Facebook updates

52

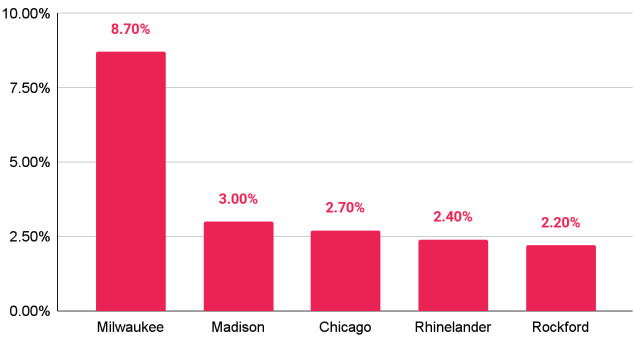
Follower Growth



Follower Demographics



Top 5 Cities for Fans



Facebook Posts

Top Performing Post | Date: 12/22/23



Visit Oneida County

Published by [Kate Hagen Stickney](#) · December 22, 2023 at 11:17 AM · 🌐

When the trails open, these are 4 spots you won't want to miss!



Snowmobile adventures in Oneida County - Oneida County, WI

 Send message

People Reached

17,848

Reactions

188

Shares

7

Post engagements

846

Link Clicks

231

Instagram Overview

Instagram Stats

Instagram followers

3,071

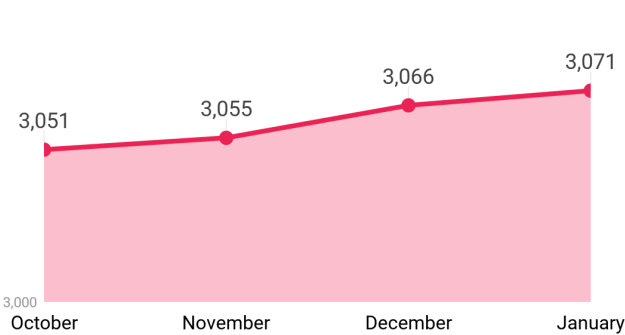
New Instagram followers

+20

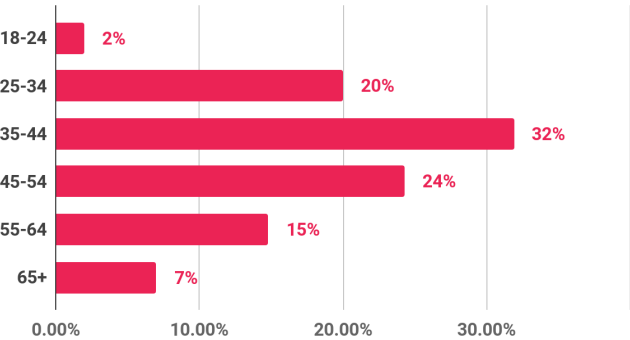
Instagram updates

40

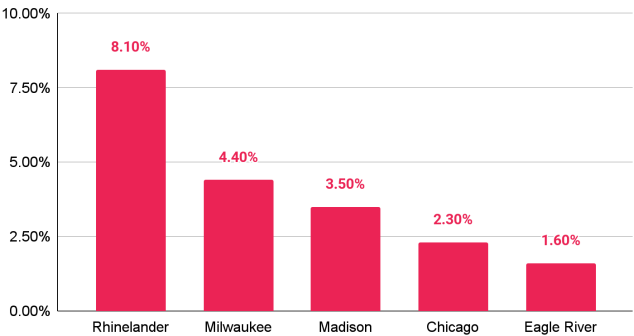
Follower Growth



Follower Demographics



Top 5 Cities for Followers



Instagram Posts

Top Performing Post | Date: 10/9/23



Accounts Reached

1,048

Likes

46

Comments

4



Instagram Stories

Top Performing Story | Date: 11/14/23



Impressions

414

Engagement


36

Instagram Stories Stats

Article/Subject	Impressions	Engagements
Fall hiking	684	2
National Pizza Month	789	12
Plan a snowmobiling getaway	414	36
Small Business Saturday	360	3
Winter trails	665	12
Snowmobiling	483	17

Pinterest Ads

Top Performing Ad | Date: 10/9/23



🔗 ... ☆


Oneida County in Fall ▾

Save

[oneidacountywi.com](https://oneidacountywi.com)

### Get to know Oneida County, Wisconsin!

Become an Oneida County insider! Sign up for our free e-newsletter and discover everything great happening in the Northwoods of Wisconsin! [#OneidaCounty](#) [#Wisconsin](#) ... more



Oneida County

211 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

207

Impressions


55,958

Saves

3

Pin Clicks

197

 Pilch + Barnett

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TACTIC: SEO & SEO Updates

Takeaways

In Q4, we looked at how Oneida County’s website performed in terms of searches for terms related to recreational safety (biking, hunting, and snowmobiling). While the site generally performed well in terms of Google search results, we realized we did not have a lot of content related to recreational safety on the site, so we took the following steps:

- Created safety information pages for ATVing/UTVing, snowmobiling, and biking
- Created a hunting page (Oneida County’s site had no existing recreation page for hunting)
- Updated the hunting content on the existing hunting page and added geographic keywords (Vilas County, northern Wisconsin, Northwoods)
- Added links to safety information from the existing ATVing/UTVing, snowmobiling, and biking pages

TACTIC: Phone, Email Inquiries and Fulfillment

Emails

9

Fulfillment

87

TACTIC: Meetings

- 10/2/2023 - OCTC regular meeting
- 11/27/2023 - OCTC marketing meeting via Zoom
- 11/29/2023 - DEIA Committee meeting
- 11/29/2023 - OCTC budget meeting
- 12/4/2023 - OCTC regular meeting

# ADDITIONAL

## Content Calendar

- Created 2024 Q1 content calendar detailing social media posts, e-news topics, ad budgets and goals.

## Admin Transfer

- Disconnected 800#
- Condensed shared drive and email to one account, [info@oneidacountywi.com](mailto:info@oneidacountywi.com). This included downloading all files from the previous drive and uploading to the new drive.
- Confirmed change of handling fulfillment orders beginning in January and redirected NW-ATV requests to [info@oneidacountywi.com](mailto:info@oneidacountywi.com)

## 2024 Budget

- We drafted the 2024 budget and made several revisions
- We assisted with budget presentation materials

## Updated Trails Piece

- We researched estimated costs, outlined a timeline, and potential content for the new trails piece
- We communicated with the Wisconsin DNR and gathered information on their GIS portal

## Snowmobile Northwoods: Oneida and Vilas Counties Snowmobile Campaign

### Overview

Strengthening snowmobile travel to Vilas and Oneida counties is the primary goal of this campaign, but it is not an exclusive one. Emphasizing safe riding practices is crucial. Our campaign creates an opportunity to welcome travelers to the area but also provides a public relations event to reinforce our safety message. Collaborating with local snowmobile clubs, chambers of commerce, and visitors bureaus helps strengthen the message, promoting the pursuit of snowmobiling while prioritizing safety.

### Website

We successfully launched the new website, [snowmobilenorthwoods.com](http://snowmobilenorthwoods.com), on Monday, December 11. Extensive research and content collection was performed in order to include:

- All clubs & trails in Vilas and Oneida Counties
- All communities in Vilas and Oneida Counties
- Reports link to snowmobile club trail reports in both counties
- Webcams
- Rules & Safety – Ride Right, Ride Safe messaging including the Vilas County Snowmobile Club Alliance video

## E-newsletters

On December 12, All e-newsletter subscribers to both Oneida and Vilas Counties lists were sent an email asking them to opt-in to weekly trail reporting e-newsletters on December 12. The current subscriber list is 2,146. We will continue to add subscribers by running social ads to encourage sign-up throughout the campaign and the sign-up link is on the website.

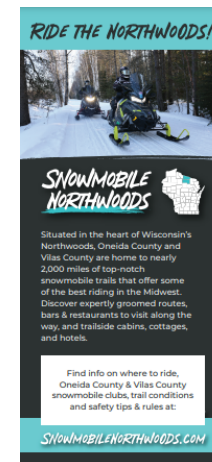
The weekly snow reports e-news began at 10am on Thursday, December 21 and will continue through the end of February. These e-newsletters direct viewers to the reporting page on [snowmobilenorthwoods.com](http://snowmobilenorthwoods.com) and reminders to ride right, ride safe.

## Promotion: Snowmobile Northwoods Weekend Getaway Sweepstakes, December 19-February 7

The sweepstakes is currently running. A full report will be provided in Q2.

## Additional

- A banner ad was designed and placed on the John Dee discussion page
- A banner ad was designed and placed on the Vilas and Oneida County pages on Snowtracks.. Snowtracks will also post about safety on the trails on their Facebook once a month
- Travel WI Co-op ads are arranged for Facebook/Instagram in mid-January and their e-newsletters in early February
- Spotify ads will begin on January 8 for about 3 weeks
- Social media posts and paid ads on Vilas and Oneida Counties platforms
- A rack card and reflective decals are available at all chambers of commerce in Vilas County and Three Lakes, Rhinelander, Tomahawk, Minocqua in Oneida County



## DEAI Work

- We applied for Year 2 of the DEIA JEM grant in early September and received notification of the grant award in the amount of \$25,000 in October
- Revised budget for submission to Travel Wisconsin
- Began outlining the process and timeline for updating business listings, adding new businesses, adding additional filters, and the one-on-one survey

# 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 Q4, appearing in each of the 6 lead articles. Overall, newsletters featuring Oneida County were opened more than 22,000 times in the quarter.

Featured Articles	Featured Events	Featured Trip Ideas	Total Opens
6	1	6	22,353

## TACTIC: Social Media

### Takeaways

Oneida County was featured in 23 posts on Wisconsin Travel Best Bets’ Facebook and Instagram channels in Q4. The most popular post was on Facebook in October and included Oneida County in an article about Wisconsin supper clubs

Total Mentions (Facebook & Instagram)	Total Reach
23	36,780



Social Media Post

Top Performing Post | Date: 10/13



Accounts Reached

24,090

Engagements

396