ONEIDACOUNTY

PILCH & BARNET

MARKETING REPORT
2024 | Q1 January - March

GOALS

Oneida County's marketing goals for Q1 2024 included:

- Promoting winter travel content, including outdoor recreation & lodging, while being conscious of the unusual weather conditions.

STRATEGY

The tactics for the Q1 goals were implemented across a variety of channels, including e-newsletters, social media posts and targeted social media advertising (Instagram and Facebook), content changes on the Oneida County Tourism website, and DEAI work.

TACTICS

At A Glance

Website

- The Webcam page was the most visited page (22.4% of all pageviews)
- Top geographic market was Chicago (14.51% of all traffic), top age demographic was 55-64 (26.92% of reported site users)
- Organic Search accounted for 65.47% of all website users and was the highest channel of acquisition traffic (22,749 users)
- Site traffic was consistently higher throughout Q1 this year compared to last, mostly due to organic search generating about 11,000 more page views this year vs. last year

E-Newsletters

- E-newsletters continued their solid performance into the start of 2024, averaging open rates and click rates that are more than double industry averages

Social Media

- Minor fan attrition with no "likes" ad campaign, but advertising through Facebook, Instagram, and Pinterest garnered more than 2,000 clicks to the oneidacountywi.com website.
- Popular topics included food & restaurants (Facebook, Instagram), outdoor activities (Instagram), and snowmobiling and winter dining (Pinterest)

Meetings

- We attended a total of 6 meetings in Q1

Additional

- 2024 Q2 content calendar was created
- Revised the 2024 budget and assisted with ARPA requests for the new trails piece
- Began preliminary work for the new trails piece
- DEAI JEM Grant - Successfully completed the call for business updates, made the updates to oneidacountywi.com, prepared for one on one interviews, and finalized the business resources rack card and webpage
- Completed the Snowmobile Northwoods Y1 JEM Campaign

Wisconsin Travel Best Bets

- Oneida County was featured in each of the Wisconsin Travel Best Bets bimonthly e-newsletters in Q1, which were opened more than 20,000 times
- Oneida County was featured in 26 posts on Wisconsin Travel Best Bets' Facebook and Instagram accounts in Q1

TACTIC: Website

Website Analytics Takeaways

Top Pages

The Webcams page was the most visited specific page of interest (not contest or homepage) with 17,115 views and accounted for 22.4% of all website views. That's more than twice as many views as last year, showing that people were keeping track of snow conditions in northern Wisconsin in Q1.

The Trail Reports page was the second most visited specific page of interest with 4,796 views and accounted for 6.28% of all website views

Acquisition

Organic Search accounted for 65.47% of all website users and was the highest channel of acquisition traffic (22,749 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 56.59% of all site user acquisitions. (19,664 Users)

Facebook was the #1 overall source of referring traffic and accounted for 7.34% of all site user acquisitions. (2,552 Users)

Metro Areas

Chicago was the #1 metro area/city of visitors to the website and accounted for 14.51% of all website users. (5,043 Users)

- The most visited page of interest from this metro area was the Webcams page. (1,406 views)

User Demographics:

The top reported age group of users was 55-64. (26.92% of reported site users) | 30,609 users with no age reported

- 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:

55.7% 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
- 35,005 Total Users this year vs 18,639 Total Users last year
- 76,355 Views this year vs 40,988 Views last year
- 48,860 Sessions this year vs 23,647 Sessions last year
- 2:22 Average Session Duration this year vs 1:09 last year

The top 5 pages this quarter and year
- /contact-us/webcams/ 17,115 views
- /trail-reports/ 4,796 views
- Homepage 4,568 views
- /places-to-stay/ 2,246 views
- /festivals-events/ 1,741 views

The top 5 pages last year for this same timeframe were
- /contact-us/webcams/ 6,658 views
- /trail-reports/ 2,767 views
- /activities/snowmobiling/ 2,341 views
- Homepage 2,045 views
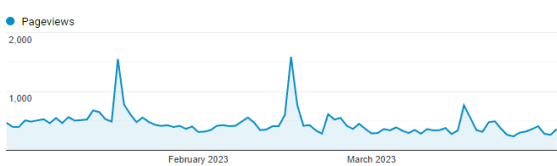- /article/dining-new-categories/where-to-find-the-best-fish-fry-in-oneida-county/ 1,039 views

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

Organic Search

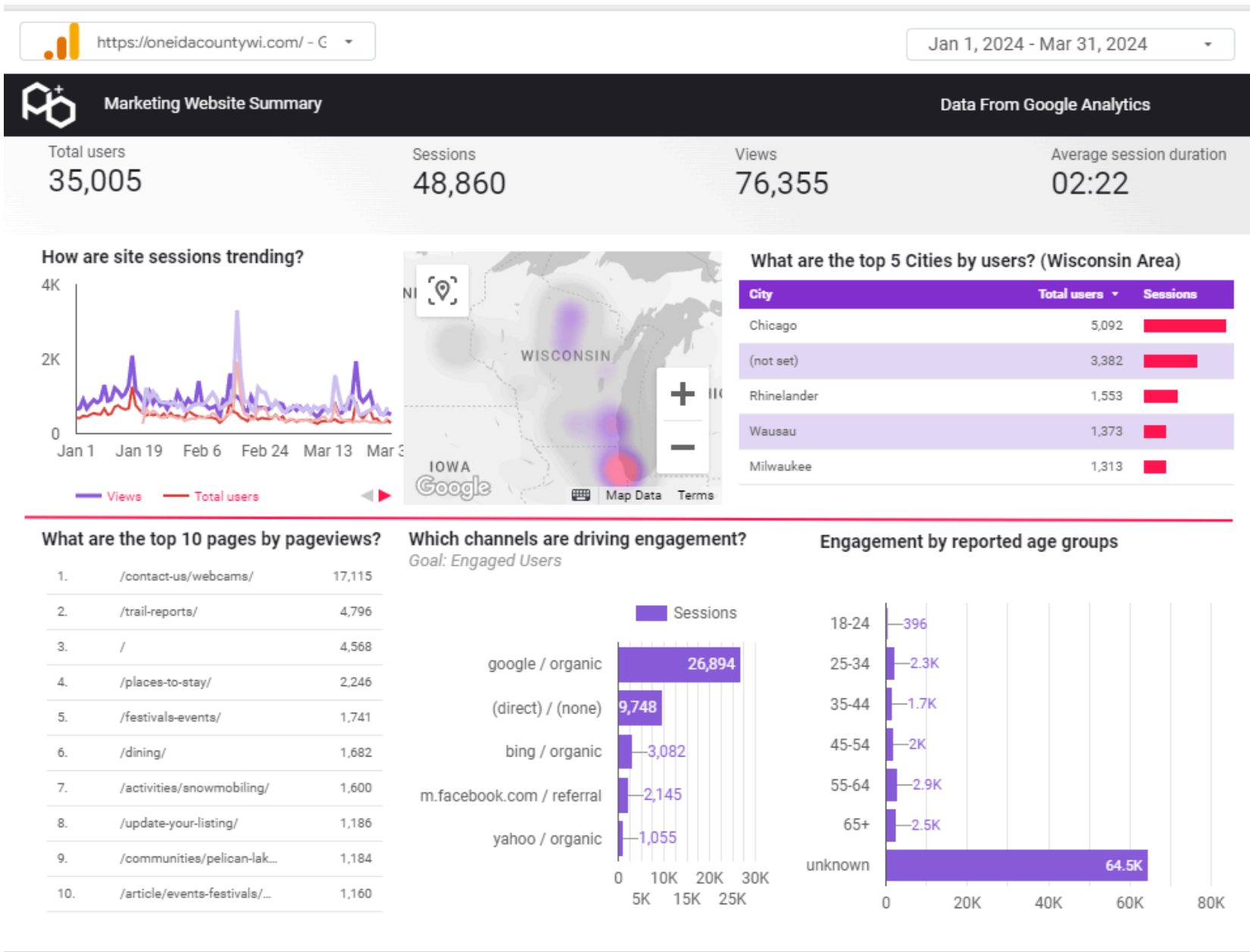- **2024:** Organic search users: 22,749
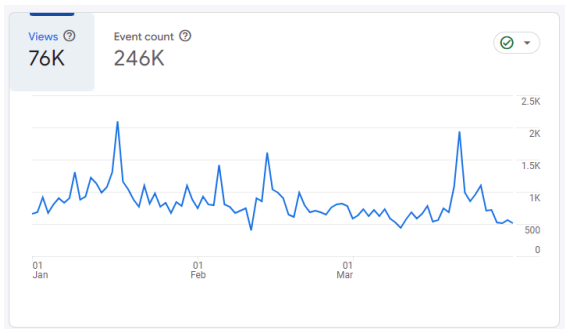
- **2023:** Organic search users: 11,691

- Organic search contributed to 11,058 more users finding the site this year than last, which tells us that Google and other search engines are finding the website to have useful information for what they are searching for. We have made a concerted effort to increase SEO (search engine optimization) and implemented site performance changes on the site recently reflected in all page views consistently up across the board within all categories.

Website Analytics Stats

https://oneidacountywi.com/ - G ▾   Jan 1, 2024 - Mar 31, 2024 ▾

Marketing Website Summary   **Data From Google Analytics**

Total users	Sessions	Views	Average session duration
35,005	48,860	76,355	02:22

How are site sessions trending?

Views — Total users

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

City	Total users ▾	Sessions
Chicago	5,092	
(not set)	3,382	
Rhinelander	1,553	
Wausau	1,373	
Milwaukee	1,313	

What are the top 10 pages by pageviews?

1.	/contact-us/webcams/	17,115
2.	/trail-reports/	4,796
3.	/	4,568
4.	/places-to-stay/	2,246
5.	/festivals-events/	1,741
6.	/dining/	1,682
7.	/activities/snowmobiling/	1,600
8.	/update-your-listing/	1,186
9.	/communities/pelican-lak...	1,184
10.	/article/events-festivals/...	1,160

Which channels are driving engagement?
Goal: Engaged Users

Sessions

Channel	Sessions
google / organic	26,894
(direct) / (none)	9,748
bing / organic	3,082
m.facebook.com / referral	2,145
yahoo / organic	1,055

Engagement by reported age groups

Age	Value
18-24	396
25-34	2.3K
35-44	1.7K
45-54	2K
55-64	2.9K
65+	2.5K
unknown	64.5K

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 Spring on March 15

Website Updates

- Removed St. Germain content
- Updated snow report page copy & snowmobile club listings
- Removed Brigadoon Winery content
- Added Northwoods Trailside Getaway listing
- Updated webcam links

Takeaways

Oneida County's tourism e-newsletters continue to perform well, averaging open rates and click rates that are both double industry averages. The top-performing e-newsletter (for both click rate and open rate) was January's edition about annual events in Oneida County.

E-Newsletter Stats

Subscribers	Average Open Rate	Average Click Rate
6,682	**47.8%**	**4.9%**
	industry average: 20.2%	industry average: 2.2%

Subscriber Growth
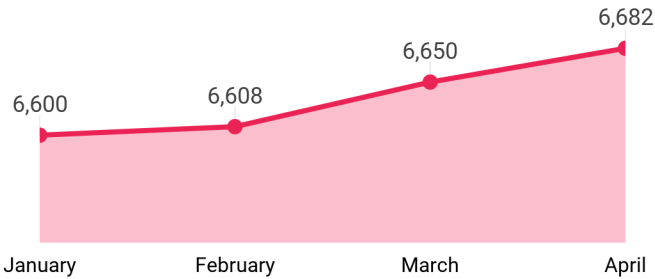
Don't miss these annual Oneida County events

Recipients	Opened	Clicked
6,704	**3,282**	**383**

All E-newsletters Stats

Article/Subject	Open Rate	Click Rate	URL
Don't miss these annual events in Oneida County *(1/17)*	49.2%	5.7%	[View Email](#)
What to see & do in Rhinelander *(2/14)*	46.4%	3.8%	[View Email](#)
Cities & towns to explore in Oneida County *(3/21)*	47.8%	5.2%	[View Email](#)

Business Listing Newsletters

Article/Subject	Open Rate	Click Rate	URL
Oneida County businesses: Update your listing on OneidaCountyWI.com *(2/13)*	45.4%	10.3%	[View Email](#)
Reminder: Update or add your free business listing on OneidaCountyWI.com! *(2/20)*	44.5%	9.8%	[View Email](#)
Update your free business listing (or add a new one) to our website by March 14 *(3/5)*	41.4%	6.5%	[View Email](#)

TACTIC: Social Media

Takeaways

While Instagram saw growth in Q1, in the absence of a "pages likes ad" or a sweepstakes, the number of Facebook fans is beginning to decline. Attrition in the absence of active growth efforts is common. However, in Q1, advertising across Facebook, Instagram and Pinterest generated 2,000+ link clicks to oneidacountywi.com—an enormous driver of traffic to the website from potential Oneida County visitors.

Facebook Takeaways

There were some small losses here in the fan base in Q1, which is not uncommon in the absence of paid advertising. Food was the subject of the quarter's most popular posts - including supper clubs, Great Northern Coffee Traders, links to the bars/restaurants page and the fish fry at the Tilted Loon. The most successful ad was one driving people to sign up for the e-newsletter with 262 link clicks. The ad of least interest was the one driving traffic to the snow report page - a logical result given the overall lack of snow during the season.

Instagram Takeaways

Great Northern Coffee Traders, romantic getaways, ordering the travel & trail guide and trailside restaurants were the most popular topics for Instagram in Q1. The Instagram story focusing on ice fishing was the most engaged with, which makes sense given it was one of the only available winter activities. 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 January's e-newsletter article about can't-miss events.

Pinterest Takeaways

The most popular organic pins in Q1 were those promoting snowmobiling and winter dining. The most successful ad was one driving people to sign up for the e-newsletter with 245 link clicks. The ad of least interest on Pinterest was promoting the February e-newsletter about Rhinelander, but it also received the smallest ad spend. 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 January E-news (4 Can't Miss Events)	Facebook: $50 Instagram: $25 Pinterest: $23	Facebook: 171 link clicks Instagram: 27 link clicks Pinterest: 61 link clicks
Boost February E-news (What to see & do in Rhinelander)	Facebook: $50 Instagram: $25 Pinterest: $22	Facebook: 124 link clicks Instagram: 40 link clicks Pinterest: 47 link clicks
Drive traffic to snow report page	Facebook: $33 Instagram: $33 Pinterest: $26	Facebook: 93 link clicks Instagram: 54 link clicks Pinterest: 88 link clicks
Add e-newsletter subscribers	Facebook: $50 Instagram: $50 Pinterest: $45	Facebook: 262 link clicks Instagram: 94 link clicks Pinterest: 245 link clicks
Direct to lodging page	Facebook: $50 Instagram: $50 Pinterest: $47	Facebook: 154 link clicks Instagram: 96 link clicks Pinterest: 186 link clicks
Post engagement	Facebook: $200	Facebook: 3,563 engagements

Combined Ads People Reached	Combined Ads Paid Impressions	Combined Ads Engagements	Combined Ads Link Clicks
215,838	**332,018**	**4,221**	**2,079**

Facebook Overview

Facebook Stats

Facebook followers	New Facebook followers	Facebook updates
36,633	**-9**	**46**

Follower Growth

36,642 · 36,677 · 36,650 · 36,633

January · February · March · April

Follower Demographics

Age	Percent
18-24	0%
25-34	4%
35-44	22%
45-54	27%
55-64	26%
65+	20%

Top 5 Cities for Fans

City	Percent
Milwaukee	8.60%
Madison	2.90%
Chicago	2.70%
Rhinelander	2.40%
Rockford	2.20%
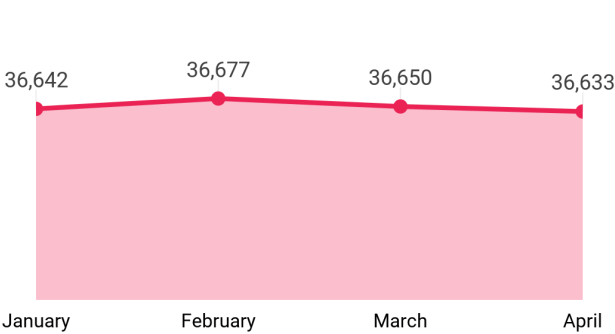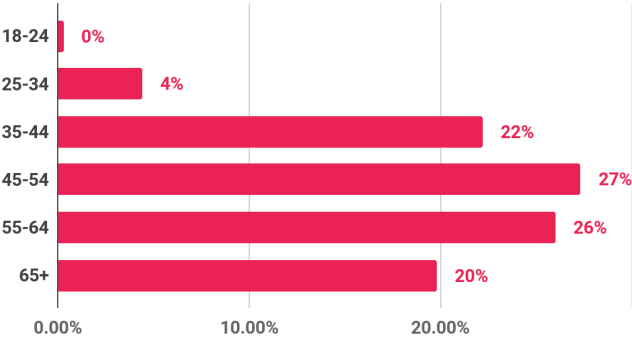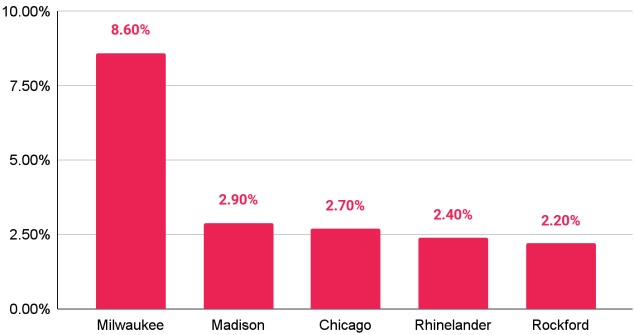
Facebook Posts

Top Performing Post | Date: 2/2/24

People Reached	Reactions	Shares	Post engagements	Link Clicks
5,085	**157**	**3**	**540**	**269**

Instagram Overview

Instagram Stats

Instagram followers	New Instagram followers	Instagram updates
3,082	**+11**	**36**

Follower Growth

3,071 · 3,081 · 3,083 · 3,082

January · February · March · April

Follower Demographics

Age	%
18-24	2%
25-34	19%
35-44	32%
45-54	24%
55-64	15%
65+	8%
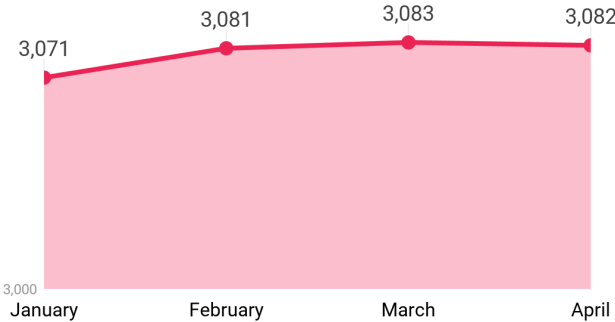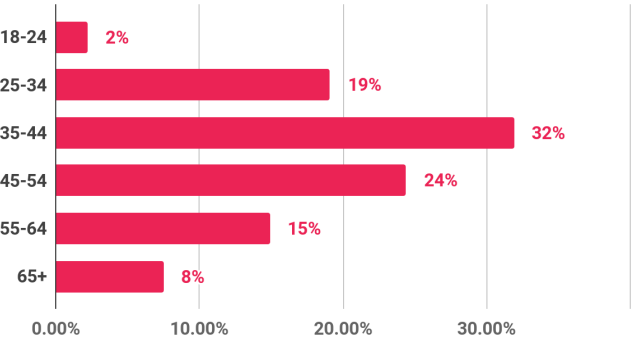
Top 5 Cities for Followers

City	%
Rhinelander	7.80%
Milwaukee	3.90%
Madison	3.50%
Chicago	2.40%
Eagle River	1.80%
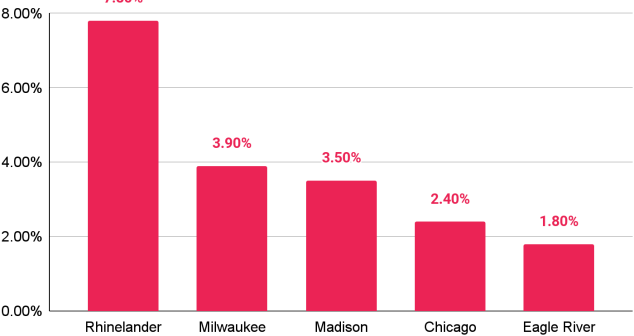
Instagram Posts

Top Performing Post | Date: 1/12/24
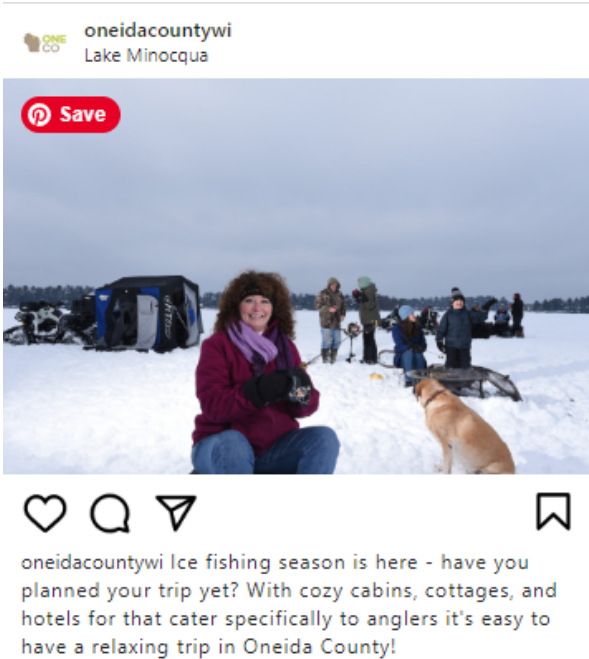
Accounts Reached	Likes	Comments
601	**17**	**0**

Instagram Stories

Top Performing Story | Date: 1/16/24

Impressions	Engagement
519	**37**

Instagram Stories Stats

Article/Subject	Impressions	Engagements
Silent sports	572	2
Snowmobiling	519	37
Comfort foods	506	20
Souvenir shops	364	8
Communities	746	5
Spring hikes to look forward to	495	18

Pinterest Ads

Top Performing Ad | Date: 1/2/24

Engagements	Impressions	Saves	Pin Clicks
250	**25,129**	**3**	**245**

TACTIC: Meetings

- 01/16/2024 - DEAI Meeting
- 01/29/2024 - OCTC Marketing Meeting (zoom)
- 02/05/2024 - OCTC Meeting (zoom)
- 02/14/2024 - Meet with Krystal regarding trails piece
- 02/20/2024 - DEAI Meeting
- 03/19/2024 - DEAI Meeting

ADDITIONAL

Content Calendar

- Created 2024 Q2 content calendar detailing social media posts, e-news topics, ad budgets and goals.

2024 Budget

- Upon approval of ARPA funding for the trails guide, we updated the overall 2024 marketing budget with potential projects in preparation for our marketing meeting in April

Trails Guide

- We assisted with letters and materials for presentations to the Oneida County Board for ARPA funding
- We prepared the contract and a project status update to share with with the Oneida County Finance Director
- We researched mapping software, mapping apps, and file types needed for print map created
- We reviewed the Oneida County Land Information mapping portal and usability for printed maps
- We reviewed the list of trails currently listed on oneidacountywi.com and did final research on additional trails to be included in the guide
- We created a spreadsheet to include the trail filters and information needed when volunteers are out mapping the trails
- We created a project charter which includes the milestone schedule for completing the project

DEAI JEM Grant Year 2

Overview

Using data collected in the first year of the campaign, the focus is on making advancements in how we welcome travelers with accessibility challenges and elevating minority-owned businesses by incorporating Wisconsin Department of Tourism online filters and providing information on recreational trail accessibility. While addressing these immediate opportunities, we will also continue conversations on ways we can promote diversity, equity, and inclusion in our spaces.

- We created web page mock-ups of the business listings to include the additional accessibility and diversity filters, lodging page also showing the additional filters, and the trails page including the additional accessibility information and photos
- Website listings for trails that were deemed accessible were updated with detailed accessibility information and photos
- An online form was created for Oneida County businesses to submit with their updated listings or to add a new listing
- We created a list of all businesses currently on oneidacountywi.com and worked with the DMOs to determine closed businesses and additional businesses to be contacted through our outreach
- A postcard design was drafted to mail to businesses, but it was later decided by the committee not to send it
- 3 e-newsletters were sent to the businesses asking them to update or add their listings
- In late-March, all businesses updates were made to the website
- We researched accessibility resources to include in a rack card and web page to share with businesses
- The rack card was designed and printed, the webpage was created
- After several meetings the questions for one on one interviews with businesses indicating they are accessible in same way were finalized
- An online survey was prepared for volunteers conducting the one on ones to complete and a PDF version was also shared
- Following the updates/additions submitted by the businesses, we prepared a spreadsheet outlining the one on one contact list

ONEIDACOUNTY

More Accessibility = More for Your Business

Photo credit: Let's Minocqua

The Direct Benefits of Accessibility
Accessibility is good for customers. It's also good for your business. When you make accessing your products and services easier, you enable more people to buy what you're offering.

Sending a Message About Oneida County
Aside from the direct benefits to your business, increased accessibility tells visitors that Oneida County is a welcoming place. Accessibility is a statement about our community values.

Additional Benefits
The benefits of accessibility don't stop at increased sales. Adding or expanding your existing accessibility offerings can lead to tax benefits and grant opportunities. And maintaining accessibility can also ensure that you're in compliance with standards as well as regulations.

Take Advantage of Available Resources
Creating a more accessible business is an investment. Luckily, there are a number of local, state, and federal organizations ready to help you find the advice and resources you need.

- ADA National Network – adata.org
- U.S. Access Board – access-board.gov
- WI Department of Health Services dhs.wisconsin.gov

For more information and resources, including grants and tax credits that might be available to you, visit
OneidaCountyWI.com/accessibility-resources

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.

While we had an historical winter, with little to no snowfall and above average temperatures resulting in trails not opening in either county, many of our goals were met.

Research

A research study which targeted Midwest snowmobilers, including local residents and visitors from outside the area, and aimed to identify their assessment of northern Wisconsin's trails and their overall preferences in riding destinations was completed.

The survey, which was combined with a call to action to sign up for weekly snow report e-newsletters, was distributed using the partners' e-newsletter lists and social media channels, and shared by Destination Marketing Organizations within both counties. The survey ran from December 12, 2023, through January 31, 2024.

We received an astounding 1,282 responses to the survey and, even more impressive, 3,544, new weekly e-news subscribers.

Website

We successfully launched the new website, snowmobilenorthwoods.com, on December 11. A new logo, color palette, and design elements were developed. Extensive research and content collection was performed in collaboration with Destination Marketing Organizations and snowmobile clubs in Oneida and Vilas Counties.

- Total users: 18,546
- Total views: 39,845
- Total sessions: 23,926
- Top pages:
    - Reports page: 11,963 views
      https://snowmobilenorthwoods.com/reports/
    - Homepage: 9,420 views
      https://snowmobilenorthwoods.com/

- Snowmobile Northwoods Weekend Getaway Sweepstakes: 7,453 views
  https://snowmobilenorthwoods.com/contest/snowmobile-northwoods-weekend-getaway-sweepstakes/
  - E-news sign up: 3,328 views https://snowmobilenorthwoods.com/enews-signup/
  - Survey page: 2.883 views
    https://snowmobilenorthwoods.com/survey/
- Acquisition:
  - Organic Social accounted for 11,907 users
  - Direct traffic accounted for 5,105 users
  - Referrals accounted for 1,026 users
- Top demographic areas:
  - Top cities:
    - Chicago: 4,176 Users
    - Milwaukee: 628 users
    - Madison: 546 users
  - Top States:
    - Wisconsin: 7,010 users
    - Illinois: 6,845 users
    - Minnesota: 1,318 users
- Top age groups:
  - Not enough data was available from Google to create an accurate report

Weekly E-newsletters

As mentioned in our summary of the research survey, all e-newsletter subscribers to both Oneida and Vilas Counties were sent an email asking them to opt in to weekly trail reporting e-newsletters. This sign up was first blasted on December 12 and by the end of the year the current subscriber list was 2,146. To date, we have 3,544 subscribers. In addition to the opt-in campaign, we also ran social media ads encouraging sign up, provided a signup link on snowmobilenorthwoods.com, and included a sign up button on the entry form of our sweepstakes.

We began the weekly snow reports e-newsletters on December 21 and continued each Thursday through the end of January, resulting in a total of 5 e-newsletters blasting. These e-newsletters directed viewers to the reporting page on snowmobilenorthwoods.com and reminders to ride right, ride safe.

When outlining this campaign the intention was to continue reporting through the end of February, however, we stopped the e-newsletter early because trails had not yet opened and there was no targeted opening date that we could see in the future.

E-newsletter #1 - December 21
- Recipients: 1,466
- Opens: 1,002
- Clicks: 241

E-Newsletter #2 - January 4
- Recipients: 2,154
- Opens: 1,535
- Clicks: 682

E-newsletter #3 - January 11
- Recipients: 2,497
- Opens: 1,661
- Clicks: 417

E-newsletter #4 - January 18
- Recipients: 2,867
- Opens: 1,778
- Clicks: 288

E-newsletter #5 - January 25
- Recipients: 3,072
- Opens: 1,902
- Clicks: 295

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

Objectives

- Encourage winter travel to Vilas and Oneida Counties
- Promote snowmobiling opportunities
- Provide up-to-date snowmobiling conditions
- Share safety messaging
- Add to the segmented email list of people interested in snowmobiling
- Increase website traffic to snowmobilenorthwoods.com

Total entries
- 2,221 entries

Website landing page

- Contest landing page views during the time of the promotion: 5,311 views
- The combined contest pages accounted for 7,453 views during the time of the promotion and accounted for 18.7% of all website views

How they heard about the sweepstakes
- Vilas County Facebook/Instagram: 1583 entries (this was the first option to choose from)
- Oneida County Facebook/Instagram: 130 entries
- Vilas County E-mail/E-newsletter: 93 entries
- Oneida County E-mail/E-newsletter: 75 entries
- Vilas County Website: 42 entries
- Oneida County Website: 25 entries
- Wisconsin Travel Best Bets: 164 entries
- Other: 109 entries

Top 20 DMAs by city

- Milwaukee, WI: 75
- Green Bay, WI: 55
- Madison, WI: 44
- Kewaunee, WI: 35
- Eagle River, WI: 31
- Appleton, WI: 30
- Chicago, IL: 28
- Racine, WI: 28
- Rhinelander, WI: 27
- McHenry, IL: 25

- Saint Paul, MN: 22
- Rockford, IL: 22
- Minneapolis, MN: 20
- Waukesha, WI: 20
- De Pere, WI: 19
- Kaukauna, WI: 18
- Menasha, WI: 20
- Oshkosh, WI: 17
- Sun Prairie, WI: 17
- Janesville, WI: 16

The Winners
Two random winners were drawn to receive snowmobile themed travel packages. One winner received a package from Oneida County, and the other a package from Vilas County.
- Kristina Lemke of Seymour, WI (Vilas package)
- Angie McGuire of Eagle River, WI (Oneida package)

Combined Social Media Contest/Promotion Ads Stats

Type of ad run	Amount spent	Result
Direct to contest page	Facebook: $1,000	Facebook: 2,835 link clicks

JEM Evaluation

- The evaluation and reimbursement log are complete with the exception of the conclusion which includes the economic impact. We need to show room tax comparisons—Q1 2023 vs Q1 2024—and are waiting for room tax collection amounts.

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 Q1, appearing in each of the 6 lead articles. Overall, newsletters featuring Oneida County were opened more than 20,000 times in the quarter.

| Featured Articles	Featured Attractions	Featured Events	Featured Trip Ideas	Total Opens
6	4	1	5	20,359

TACTIC: Social Media

Takeaways

Oneida County was featured in more than two dozen posts on Wisconsin Travel Best Bets' Facebook and Instagram channels in Q1, reaching nearly 14,000 fans.

Total Mentions (Facebook & Instagram)	Total Reach
26	13,989

Social Media Post

Top Performing Post | Date: 1/5
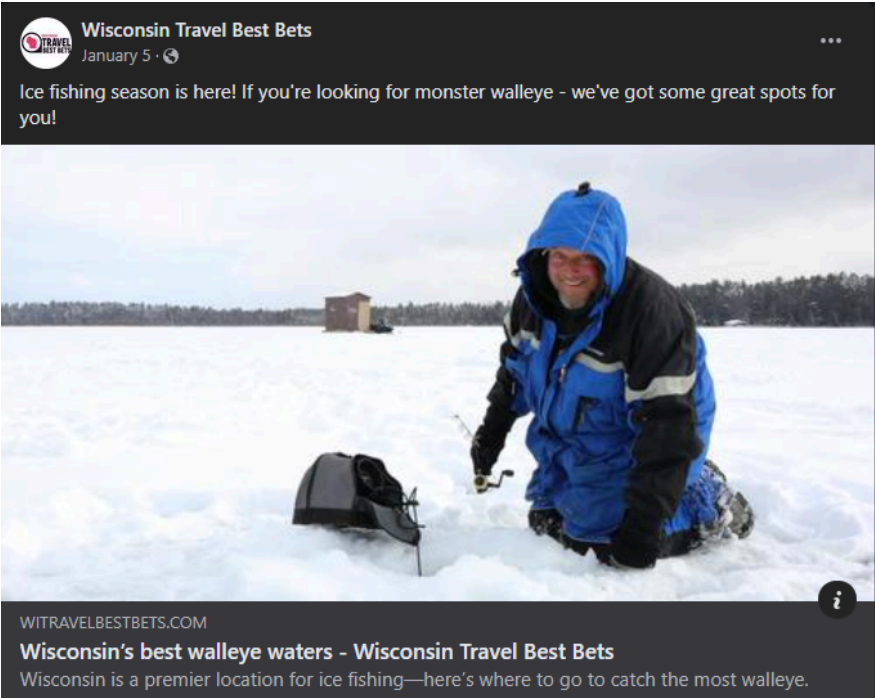
Accounts Reached

3,006

Engagements

23