



PILCH & BARNET

MARKETING REPORT

2024 | Q3 July-September

GOALS

Oneida County’s marketing goals for Q3 2024 included:

- Promoting summer/fall travel content, including outdoor recreation & lodging
- Highlighting the County’s accessibility offerings

STRATEGY

The tactics for the Q3 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

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At A Glance

Website

- The Webcam page was the most visited page (6.6% of all pageviews)
- Top geographic market was Chicago (19.48% of all traffic)
- Top age demographic was 55-64 (26.16% of reported site users)
- Organic Search accounted for 70.88% of all website users and was the highest channel of acquisition traffic (36,879 users)
- Site traffic was about the same Q3 this year compared to last; there was a 3.7% drop in active users this year.

E-Newsletters

- E-newsletters continued their solid performance in Q3, topping industry averages in click rate and open rate for all three editions

Social Media

- In Q3, Instagram saw modest growth, but Facebook lost fans, which is not uncommon in the absence of a sweepstakes or a page likes ad
- Popular topics included outdoor paddling, trails, the Oneida County Fair, and waterfront dining

Meetings

- We attended a total of 5 meetings in Q3

Administrative services

- Responded to a total of 22 emails

- We have drafted agendas for all meetings and taken minutes
- Posted agendas and approved minutes to oneidacountywi.com
- Posted informational one-sheets to oneidacountywi.com
- Drafted two versions of the administrative structure and provided questions for Tina to help guide the committee on finalizing the structure

Additional

- 2024 Q4 content calendar was created
- Trails Piece - Have continued working with volunteers and LIO to collect GIS and map GIS, drafted cover and page mock-ups, drafted and revised the editorial copy, and designed the maps
- Coordinated and executed photo/video shoots on July 16, 17, and 24
- DEAI JEM Grant - Successfully submitted the Year 2 evaluation
- Revised the preliminary budget request and wrote an accompanying letter
- Applied for Year 2 of the Snowmobile Northwoods JEM Grant

Wisconsin Travel Best Bets

- Oneida County was featured in each of the Wisconsin Travel Best Bets bimonthly e-newsletters in Q3, which were opened more than 16,000 times

TACTIC: Website

Website Analytics Takeaways

Top Pages

The Webcams page was the most visited specific page of interest (not contest or homepage) with 6,613 views and accounted for 6.6% of all website views

The Festivals & Events page was the second most-visited specific page of interest with 6,536 views and accounted for 6.5% of all website views

Acquisition

Organic Search accounted for 70.88% of all website users and was the highest channel of acquisition traffic (36,879 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 64.35% of all site user acquisitions. (33,479 Users)

Facebook was the #1 overall source of referring traffic and accounted for 9.96% of all site user acquisitions. (5,182 Users)

Metro Areas

Chicago was the #1 metro area/city of visitors to the website and accounted for 19.48% of all website users. (10,076 Users)

- The most visited page of interest from this metro area was the Festivals & Events page. (1,294 views)

User Demographics:

The top reported age group of users was 55-64. (26.16% of reported site users | 45,978 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:

67.1% 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

- 52,030 Total Users this year vs 51,283 Total Users last year
- 100,137 Views this year vs 98,441 Views last year
- 66,954 Sessions this year vs 64,988 sessions last year
- 2m 19s Average Session Duration this year vs 2m 15s last year
- 36,879 Organic Search users this year vs 33,473 last year
- 5,406 Organic Social users this year vs 8,065 last year
- 7,868 Direct traffic users this year vs 10,478 last year

The top 5 pages this quarter and year

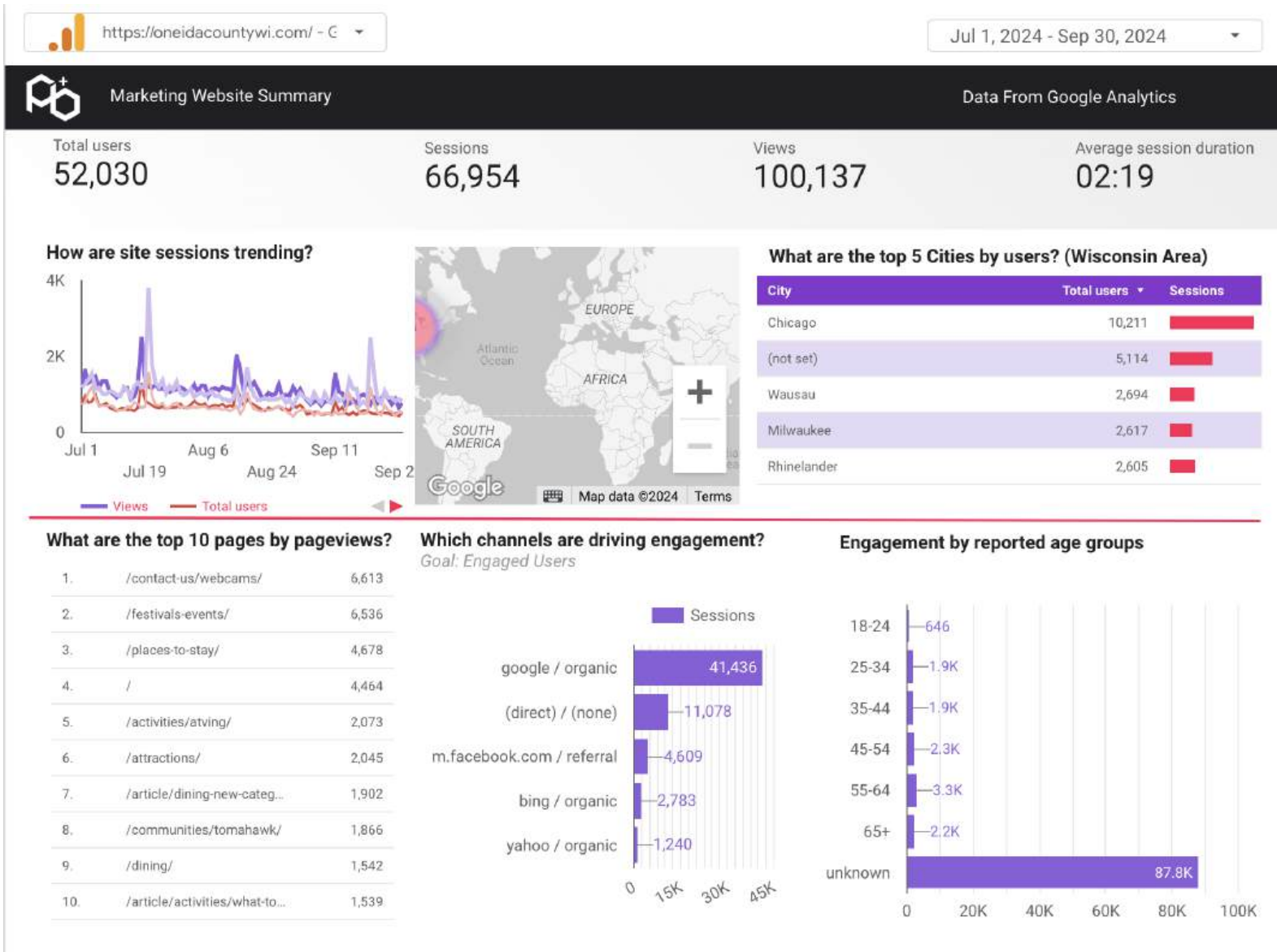
- /contact-us/webcams/ 6,613 views
- /festivals-events/ 6,536 views
- /places-to-stay/ 4,678 views
- Homepage 4,464 views
- /activities/atving/ 2,073 views

The top 5 pages last year for this same timeframe were

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

This year's overall stats saw some significant areas of improvement. The overall number of users saw a small dip (3.7%), but the number of pages users visited improved (1.7%). The top two pages had a large increase in views, as the Webcam page increased by 80.2% and the Festivals & Events page increased by 14.1%. Some of the site's biggest traffic generators were more successful this year. Organic search sessions jumped up by 18.1%, direct traffic saw a 37.2% spike, and referrals improved by 31.8%.

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 3

Website Updates

- Added Three lakes Winery listing
- Updated business listings with featured photos from July shoot
- Added Oneida County Fair as an attraction listing
- Updated Perennial Antiques contact information
- Updated Boon's Bay Cabin listing
- Pulled stats on ITBEC referrals

TACTIC: E-Newsletters

Takeaways

Oneida County's tourism e-newsletters continued their strong performance in Q3 (even after our spring sweepstakes), with all three editions topping industry averages in open rate and click rate. The top-performing e-newsletter (for both click rate and open rate) was July's edition about outdoor dining options in Oneida County.

E-Newsletter Stats

Subscribers

8,287

Average Open Rate

40.97%

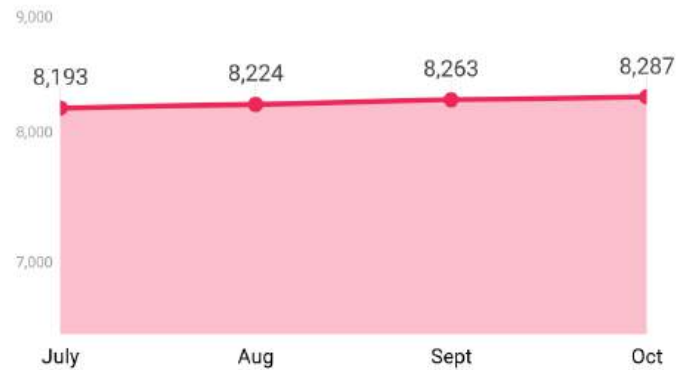
industry average: 20.2%

Average Click Rate

4.07%

industry average: 2.2%

Subscriber Growth





Recipients

8,345

Opened

3,340

Clicked

458

All E-newsletters Stats

Article/Subject	Open Rate	Click Rate	URL
Outdoor dining options in Oneida County (7/18)	40.4%	5.5%	View Email
What to see and do in Lake Tomahawk (8/14)	40.9%	4.3%	View Email
Find the perfect place to stay in Oneida County (9/11)	41.6%	2.4%	View Email

TACTIC: Social Media

Takeaways

In Q3, Instagram saw modest growth, but Facebook lost fans, which is not uncommon in the absence of a sweepstakes or a page likes ad. In Q3, advertising across Facebook, Instagram and Pinterest generated 3,500+ link clicks to oneidacountywi.com—a strong driver of traffic to the website from potential Oneida County visitors.

Facebook Takeaways

In the absence of a sweepstakes or page likes ad, the account lost some fans this quarter. Paddling the Wisconsin River, fall hiking trails, craft beverages, and places to rent pontoon boats were the subjects of the quarter's most popular posts. The most successful ad was one driving people to the lodging page with 1,261 link clicks. Ironically, the ad of least interest promoted the September e-newsletter, also about places to stay.

Instagram Takeaways

Lake Tomahawk, fall trails, fall color tours and the Oneida County Fair were the most popular topics for Instagram in Q3. The Instagram story about waterfront dining spots received the most engagement. Polls and other interactive features helped to grow story interaction. The most successful ad directed people to the lodging page with 184 link clicks. The ad with the fewest clicks was the one directed to August's e-newsletter article about Lake Tomahawk.

Pinterest Takeaways

The most popular organic pins in Q3 were those promoting snowmobiling, supper clubs and Rhinelander. The most successful ad was one encouraging people to sign up for the e-newsletter with 211 link clicks; however, this ad also had the largest budget with a \$148 spend. The ads of least interest on Pinterest promoted the September e-newsletter article about lodging.

All Combined Social Media Ads Stats

Type of ad run	Amount spent	Result
Boost July E-news (Outdoor dining)	Facebook: \$50 Instagram: \$25 Pinterest: \$24	Facebook: 250 link clicks Instagram: 58 link clicks Pinterest: 53 link clicks
Boost August E-news (What to see & do in Lake Tomahawk)	Facebook: \$50 Instagram: \$25 Pinterest: \$24	Facebook: 238 link clicks Instagram: 57 link clicks Pinterest: 51 link clicks
Boost September E-news (Find the perfect place to stay)	Facebook: \$50 Instagram: \$25 Pinterest: \$24	Facebook: 141 link clicks Instagram: 51 link clicks Pinterest: 47 link clicks
Add e-news subscribers	Facebook: \$150 Pinterest: \$148	Facebook: 324 link clicks Pinterest: 211 link clicks
Direct to lodging page	Facebook: \$75 Instagram: \$75 Pinterest: \$75	Facebook: 1,261 link clicks Instagram: 184 link clicks Pinterest: 93 link clicks
Post engagement	Facebook: \$200	Facebook: 1,423 engagements

Combined Ads People Reached

253,795

Combined Ads Paid Impressions

423,864

Combined Ads Engagements

1,894

Combined Ads Link Clicks

3,547



Facebook Overview

Facebook Stats

Facebook followers

36,667

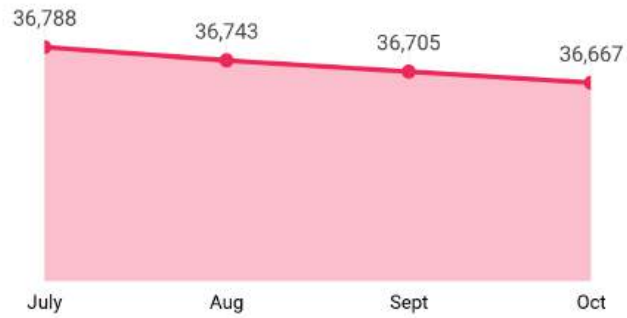
New Facebook followers

-121

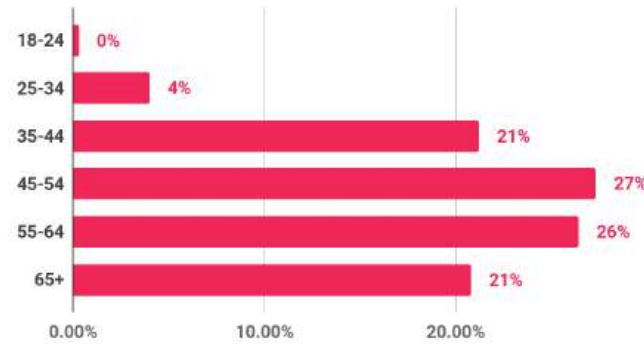
Facebook updates

52

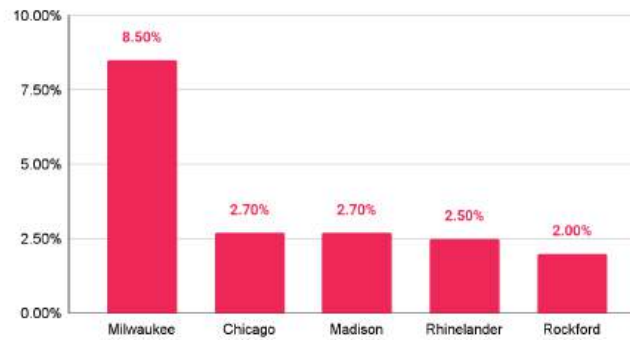
Follower Growth



Follower Demographics



Top 5 Cities for Fans



Facebook Posts

Top Performing Post | Date: 7/16/24



People Reached

1,454

Reactions

91

Shares

4

Post engagements

96

Link Clicks

8

Instagram Overview

Instagram Stats

Instagram followers

3,122

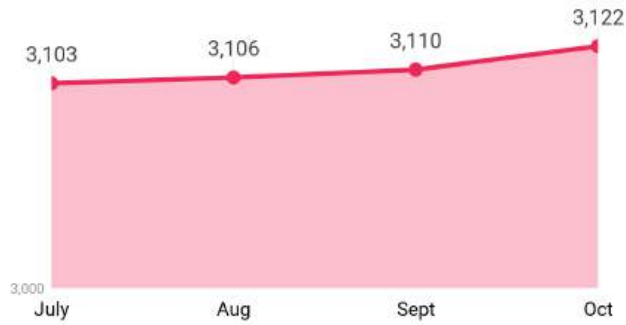
New Instagram followers

+19

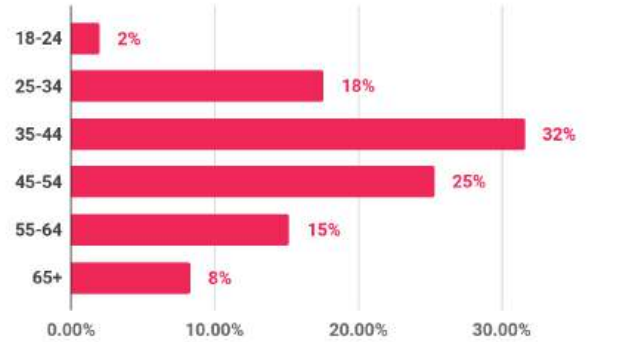
Instagram updates

42

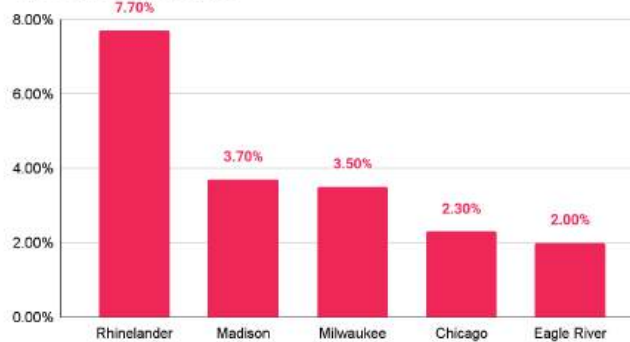
Follower Growth



Follower Demographics



Top 5 Cities for Followers



Instagram Posts

Top Performing Post | Date: 7/12/24



Accounts Reached

380

Likes

32

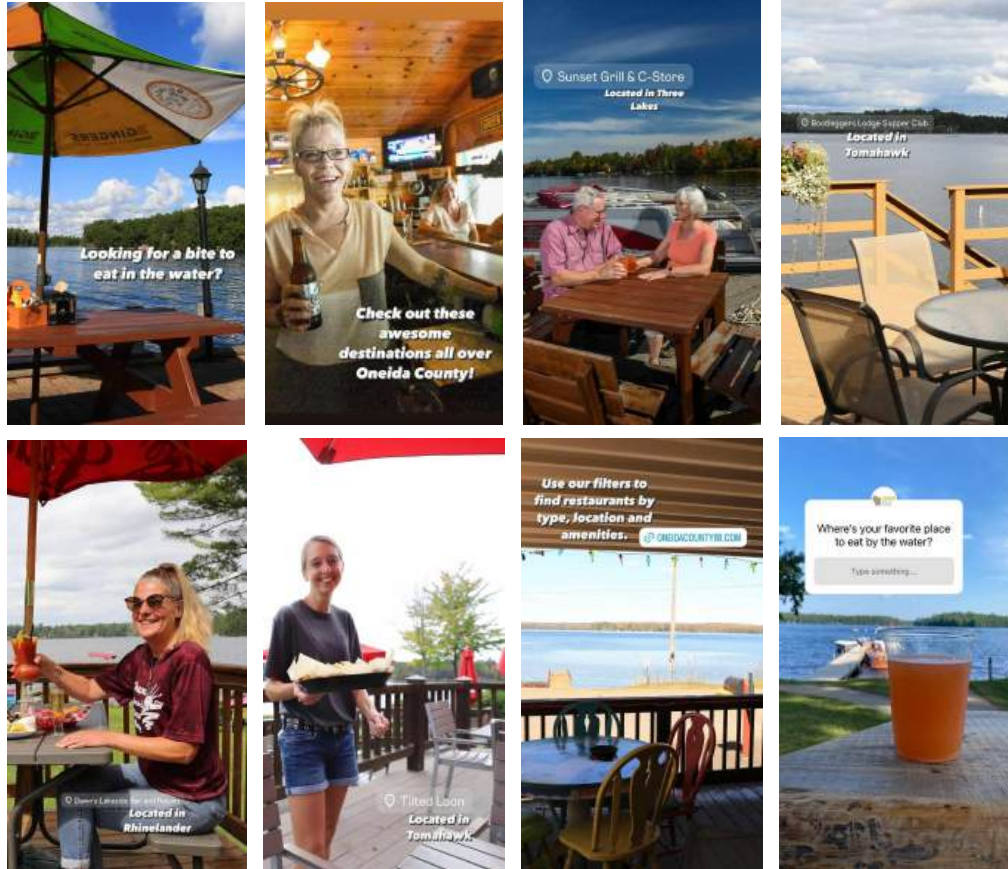
Comments

1



Instagram Stories

Top Performing Story | Date: 7/9/24



Impressions

1,182

Engagement

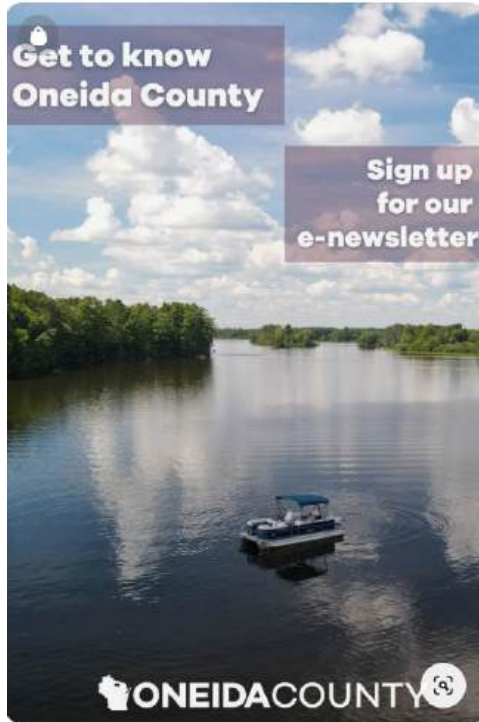
32

Instagram Stories Stats

Article/Subject	Impressions	Engagements
Waterfront dining	1,182	32
Water ski shows	457	12
National Dog Month	404	9
Relaxation Day	295	0
Fall color spots	409	0
Fall color drives	404	1

Pinterest Ads

Top Performing Ad | Date: 7/8/24



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oneidacountywi.com

Be the first to know about fun new happenings in Oneida County!

Visit site

Get to know Oneida County! Sign up for our e-newsletter to have the latest Northwoods news and fun events delivered straight to your inbox. #OneidaCounty #Wisconsin #up ... more

Oneida County
215 followers

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

No comments yet

Add a comment

Engagements

217

Impressions

67,778

Saves

2

Pin Clicks

211



TACTIC: Photography/Videography

Three photo shoots were conducted in Q3 on July 16, 17, and 24.

P+B reviewed the photo library and created a wishlist, outlined the daily schedules. The summer shoot generated over 2000 images of outdoor recreation and businesses within the communities of Minocqua, Three Lakes, Rhinelander.



TACTIC: Administrative services

- Responded to a total of 22 emails
- We have drafted agendas for all meetings and taken minutes
- Posted agendas and approved minutes to oneidacountywi.com
- Posted informational one-sheets to oneidacountywi.com
- Drafted two versions of the administrative structure and provided questions for Tina to help guide the committee on finalizing the structure

TACTIC: Meetings

- 7/15/2024 - OCTC strategic planning meeting
- 7/19/2024 - OCTC preliminary budget approval meeting
- 7/25/2024 - OCTC marketing meeting
- 9/9/2024 - OCTC meeting
- 9/16/2024 - OCTC marketing meeting

ADDITIONAL

- 2024 Q4 content calendar was created
- Successfully submitted the Year 2 evaluation of the DEAI JEM Grant
- Revised the preliminary budget request and wrote an accompanying letter

Trails Guide

- Recruited and worked with community trail groups, individual volunteers, and the DNR to continue the GIS collection process
- Communicated with Oneida County Land Information Office regarding the collection and mapping process
- Designed mock-ups of the covers, a map, and interior pages of the guide for CIP presentation
- Drafted and revised editorial copy
- Cut checks to volunteers who helped with GIS collection
- Began designing trail maps



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 Q3; Oneida County appeared in all six lead articles and featured trip ideas, as well as the featured attractions and featured events sections. Overall, newsletters featuring Oneida County were opened more than 16,000 times in the quarter.

Featured Articles	Featured Attractions	Featured Events	Featured Trip Ideas	Total Opens
6	4	2	6	16,353

TACTIC: Social Media

Takeaways

Oneida County was featured in 28 posts on Wisconsin Travel Best Bets' Facebook and Instagram channels in Q3, reaching more than 5,500 fans.

Total Mentions (Facebook & Instagram)	Total Reach
28	5,540

Social Media Post

Top Performing Post | Date: 9/16



Accounts Reached

298

Engagements

5