



PILCH & BARNET

MARKETING REPORT

2024 | Q4 October-December

GOALS

Oneida County’s marketing goals for Q4 2024 included:

- Promoting late fall and early winter travel content, including outdoor recreation & lodging
- Highlighting the County’s accessibility offerings

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), content changes on the Oneida County Tourism website, and the production of the Oneida County Trails Guide.

TACTICS

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At A Glance

Website, e-news (including WTBB), and social media ad tactics during Q4 resulted in 447,677 total impressions

Website

- The Webcam page was the most visited page (23.15% of all pageviews)
- Top geographic market was Chicago
- Top age demographic was 55-64 (26.26% of reported site users)
- Organic Search accounted for 62.18% of all website users and was the highest channel of acquisition traffic (27,512 users)

E-Newsletters

- E-newsletters continued their solid performance in Q4, meeting or exceeding industry averages in click rate and open rate for all three editions

Social Media

- Facebook: Winter getaways, fishing, and fall color were among popular topics; fan numbers declined due to no sweepstakes or page like ad
- Instagram: Trailside dining, regular dining, breweries, snowmobiling and winter hiking were the most popular topics for Instagram in Q4
- Pinterest: The most popular organic pins in Q4 were those promoting snowmobiling, pizza and Rhinelander

SEO

- Reviewed lodging information on the website: updated Lodging page and related pages/articles with geographic keywords; created new article highlighting types of lodging in Oneida County

Meetings

- We attended a total of 5 meetings in Q4

Administrative services

- Responded to a total of 9 emails
- We have drafted agendas for all meetings and taken minutes
- Posted agendas and approved minutes to oneidacountywi.com
- Posted informational quarterly report to oneidacountywi.com
- Write fulfillment letters and letter to the county board to send with new Trails Guide
- Designed and ordered return address stamp
- Updated the RFI form and added to website
- Drafted a memorandum of understanding between Minocqua Visitors Bureau and OCTC for Trails Guide fulfillment
- Outlined presentation proposal for WIGCOT and submitted
- Shared link to photo library for OCTC review, P+B will delete photos of closed businesses when review is complete

Trails Guide

- The Trails Guide design was completed and printed
- Delivery was delayed until after the 1st of the year as requested by OCTC
- Updated all trail listings on oneidacountywi.com to reflect the information contained in the guide
- Shared URLs with Land Information Office to add to the County's online application

- Shared final GIS files with OCTC
- From start to finish this project totaled 324 hours

Snowmobile Northwoods Year 2 JEM Grant

- Updated snowmobilenorthwoods.com website with 214 business listings and new articles
- Prepared for the launch of the campaign including the sweepstakes promotion

Additional

- 2025 Q1 content calendar was created
- Coordinated and executed a photo/video shoot on 10/8
- Drafted the 2025 budget and made several revisions
- Designed the budget presentation one sheet

Wisconsin Travel Best Bets

- As part of the 2024 Wisconsin Travel Best Bets cooperative marketing campaign, dining in Oneida County was featured in articles, e-newsletters, banner ads & social media advertising
- Oneida County was featured in each of the Wisconsin Travel Best Bets bimonthly e-newsletters in Q4, which were opened nearly 18,000 times

TACTIC: Website

Website Analytics Takeaways

Top 3 Pages Of Interest

- The Webcams page was the most visited specific page of interest with 14,360 views and accounted for 23.15% of all website views.
- The Festivals & Events page was the 2nd most visited specific page of interest with 2,611 views and accounted for 4.21% of all website views.
- The Lodging page was the 3rd most visited specific page of interest with 1,973 views and accounted for 3.18% of all website views.

Traffic Acquisition Summary

- Organic Search accounted for 62.18% of traffic of all site acquisitions. (27,512 sessions)
- Direct accounted for 25.44% of traffic of all site acquisitions. (11,258 sessions)
- Organic Social accounted for 8.25% of traffic of all site acquisitions. (3,651 sessions)
- Referral accounted for 3.65% of traffic of all site acquisitions. (1,617 sessions)
- Unassigned accounted for 0.38% of traffic of all site acquisitions. (167 sessions)
- Email accounted for 0.10% of traffic of all site acquisitions. (44 sessions)

Organic Search accounted for 62.18% of all website users and was the highest channel of acquisition traffic (27,512 sessions)

- 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 / organic was the #1 overall source of organic traffic and accounted for 53.07% of all site sessions. (23,367 Sessions)

Facebook (combined) was the #1 overall source of referring traffic and accounted for 7.63% of all site user acquisitions. (3,358 Sessions)

Demographic Details: Top 10 Cities to visit the site in the Wisconsin area

City	Active Users	Engaged Sessions
Chicago	5,264	3,954
Milwaukee	1,409	1,072
Wausau	1,324	1,172
Minneapolis	1,092	757
Madison	606	600
Green Bay	325	453
Appleton	205	179
Sun Prairie	183	193
Waukesha	125	107
Rockford	105	75

Chicago was the #1 city of visitors to the website. (5,264 Active Users)

Demographics Details: User Age

- The top reported age group of users was 55-64. (26.26% of reported site users | 28,109 users with no age reported)

Demographic Details: Device Usage

- 59.25% of reported users viewed the site on mobile devices (industry standard for mobile devices is 53.74%)

This Year vs Last Year Stats:

- Total Users: 31,942 this year vs 29,120 last year
- Total Sessions: 44,338 this year vs 37,700 last year
- Total Views: 65,347 this year vs 54,489 last year
- Average Session Duration: 02:07 this year vs 02:05 last year
- Organic Search Sessions: 27,512 this year vs 25,531 last year
- Organic Social Sessions: 3,651 this year vs 4,262 last year
- Direct Sessions: 11,258 this year vs 5,998 last year
- Referral Sessions: 1,617 this year vs 1,718 last year

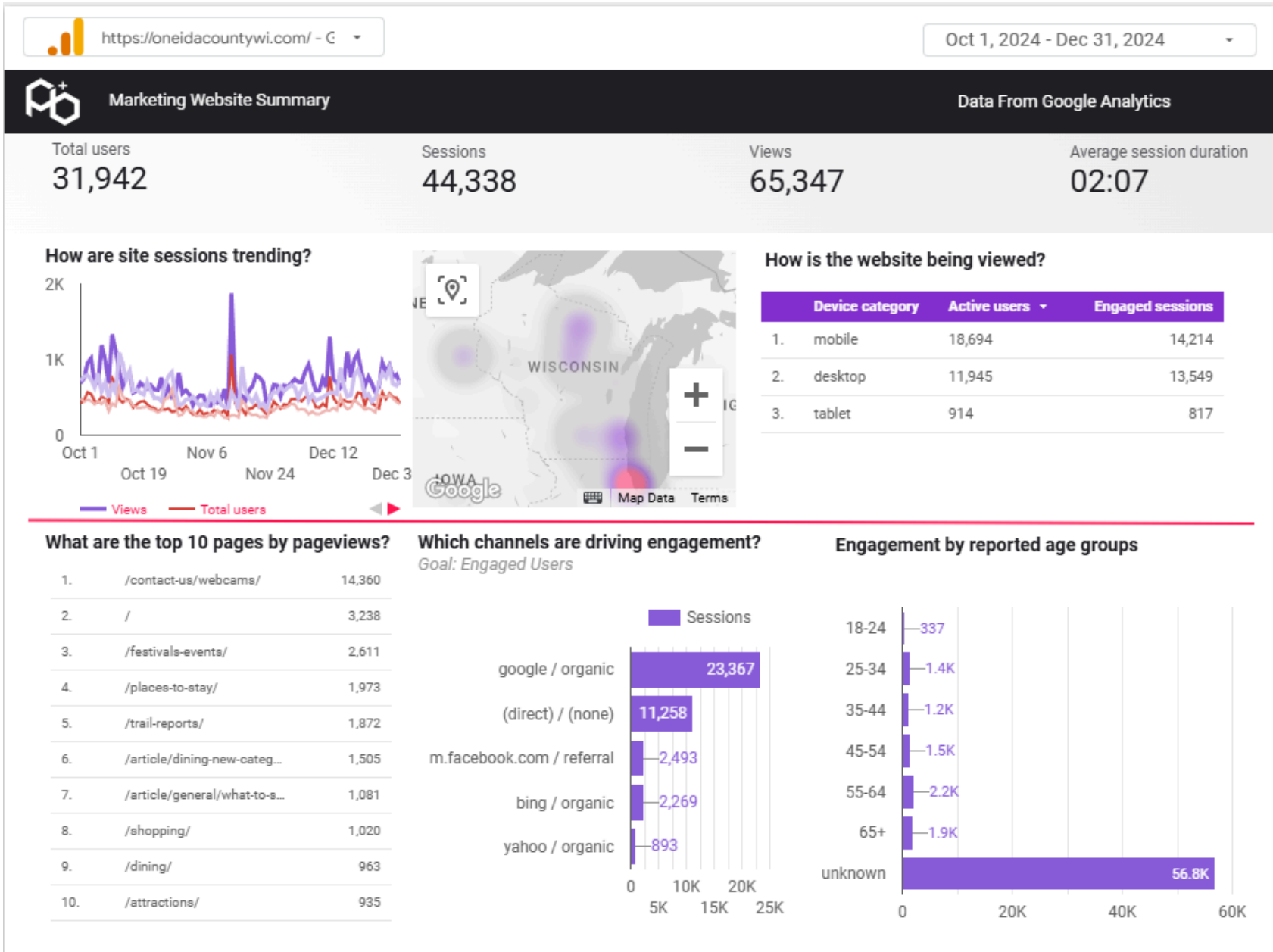
Top 5 Pages This Year

- /contact-us/webcams/ 14,360 views
- Homepage 3,238 views
- /festivals-events/ 2,611 views
- /places-to-stay/ 1,973 views
- /trail-reports/ 1,872 views

Top 5 Pages Last 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

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 Winter on November 20

Website Updates

- Updated phone number for the Harris inn
- Updated contact info for Happy Daze
- Updated lat/long for Twin Oaks Resort
- Updated all Bonnie's Lakeside mentions to Spiritview Lakeside
- North Central Wisconsin Tourism Partnership (formerly ITBEC) site updates

TACTIC: E-Newsletters

Takeaways

Oneida County's tourism e-newsletters continued to perform well in Q4, meeting (and in most cases far surpassing) industry averages for open rate and click rate. The top-performing e-newsletter (for both click rate and open rate) was November's edition about where to find comfort food in Oneida County.

E-Newsletter Stats

Subscribers

8,193

Total Number of Opens

10,476

Average Open Rate

42.53%

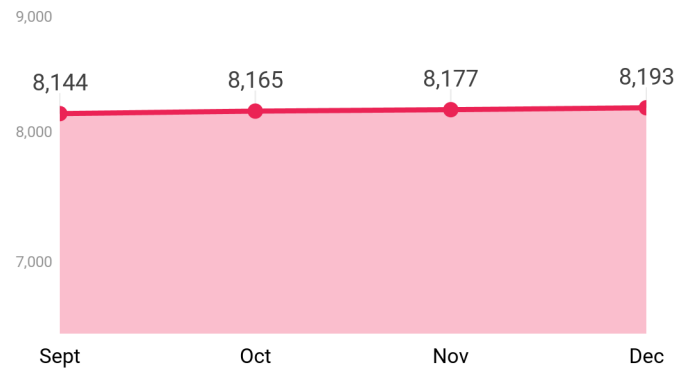
industry average: 20.2%

Average Click Rate

3.47%

industry average: 2.2%

Subscriber Growth






Photo: Fireside Supper Club, Rhinelander

Where to find the best comfort food in Oneida County

Looking for a hearty meal to keep you warm in Oneida County this winter? You're in luck—our welcoming Northwoods communities boast an impressive array of restaurants that serve up everything from fish fry favorites and homemade pizza to barbecue ribs and specialty burgers.

[Learn more](#)

Recipients

8,265

Opened

3,549

Clicked

451

All E-newsletters Stats

Article/Subject	Opens	Open Rate	Click Rate	URL
What to see and do in Three Lakes (10/10)	3,529	42.9%	2.7%	View Email
Where to find the best comfort food in Oneida County (11/13)	3,549	43.2%	5.5%	View Email
Meet Oneida County's snowmobile clubs (12/11)	3,398	41.5%	2.2%	View Email



TACTIC: Social Media

Takeaways

In Q4, Instagram saw modest growth, but Facebook again lost fans, which is not uncommon in the absence of a sweepstakes or a page likes ad. In Q4, advertising across Facebook, Instagram and Pinterest generated 2,400+ 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 fans this quarter. Planning for a winter getaway, fishing, fall color and the Artisans & Antiques store were the subjects of the quarter's most popular posts. The most successful ad was one driving people to the lodging page with 372 link clicks. The ad of least interest promoted the December e-newsletter about snowmobile clubs.

Instagram Takeaways

Trailside dining, regular dining, breweries, snowmobiling and winter hiking were the most popular topics for Instagram in Q4. The Instagram story about comfort food spots received the most engagement. Food/dining in general is extremely popular and engaging on Oneida County's Instagram. Polls and other interactive features helped to grow story interaction. The most successful ad directed people to sign up for the e-newsletter with 132 link clicks. The ad with the fewest clicks was the one directed to November's e-newsletter article about comfort food. An interesting contrast with the high interest in dining happening organically on the page.

Pinterest Takeaways

The most popular organic pins in Q4 were those promoting snowmobiling, pizza and Rhinelander. The most successful ad was one encouraging people to sign up for the e-newsletter with 136 link clicks; however, this ad also had the largest budget with a \$96 spend. The ads of least interest on Pinterest promoted the December e-newsletter article about snowmobile clubs.

All Combined Social Media Ads Stats

Type of ad run	Amount spent	Result
Boost October E-news (What to see and do in Three Lakes)	Facebook: \$50 Instagram: \$25 Pinterest: \$24	Facebook: 209 link clicks Instagram: 38 link clicks Pinterest: 52 link clicks
Boost November E-news (Best comfort foods)	Facebook: \$50 Instagram: \$25 Pinterest: \$23	Facebook: 140 link clicks Instagram: 27 link clicks Pinterest: 79 link clicks
Boost December E-news (Meet Oneida County's snowmobile clubs)	Facebook: \$50 Instagram: \$25 Pinterest: \$22	Facebook: 120 link clicks Instagram: 47 link clicks Pinterest: 25 link clicks
Drive traffic to retail page	Facebook: \$50 Instagram: \$50 Pinterest: \$41	Facebook: 122 link clicks Instagram: 73 link clicks Pinterest: 54 link clicks
Add e-news subscribers	Facebook: \$100 Instagram: \$100 Pinterest: \$96	Facebook: 278 link clicks Interest: 132 link clicks Pinterest: 136 link clicks
Direct to lodging page	Facebook: \$75 Instagram: \$75 Pinterest: \$24	Facebook: 372 link clicks Instagram: 118 link clicks Pinterest: 63 link clicks
Post engagement	Facebook: \$200	Facebook: 717 engagements

Combined Ads People Reached

199,572

Combined Ads Paid Impressions

351,860

Combined Ads Engagements

1,146

Combined Ads Link Clicks

2,494



Facebook Overview

Facebook Stats

Facebook followers

36,558

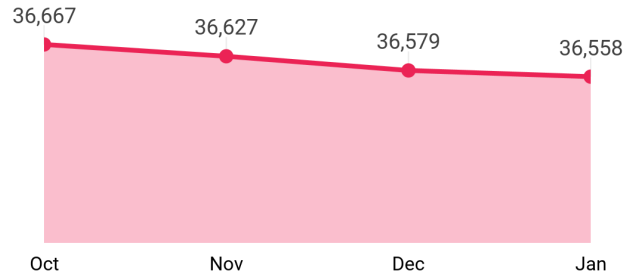
New Facebook followers

-109

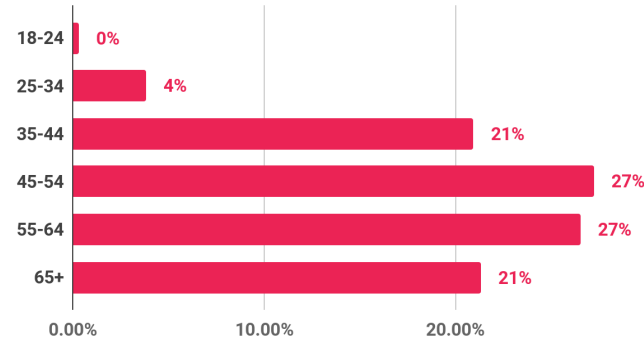
Facebook updates

45

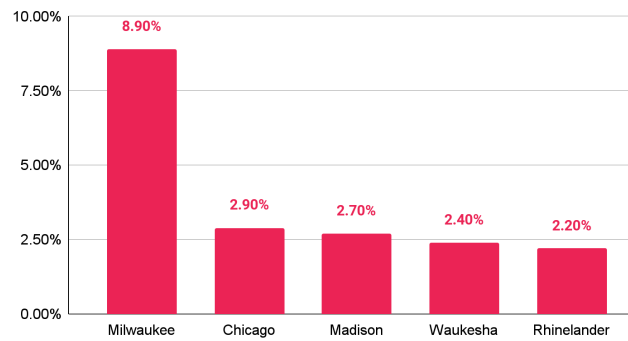
Follower Growth



Follower Demographics



Top 5 Cities for Fans



Facebook Posts

Top Performing Post | Date: 12/13/24



People Reached

5,400

Reactions

47

Shares

9

Interactions

60

Link Clicks

240

Instagram Overview

Instagram Stats

Instagram followers

3,139

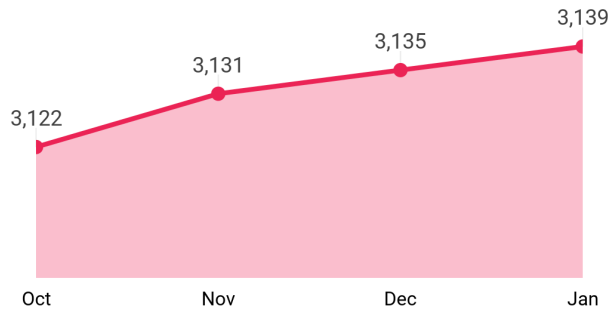
New Instagram followers

+17

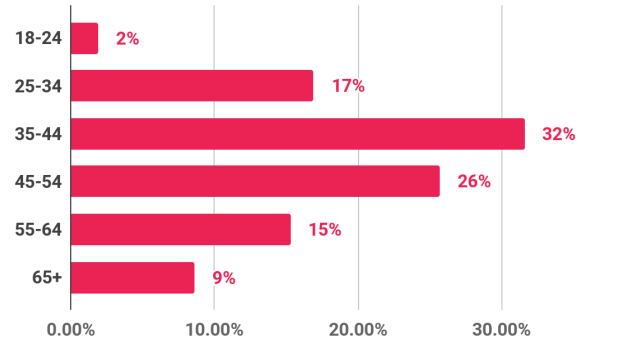
Instagram updates

38

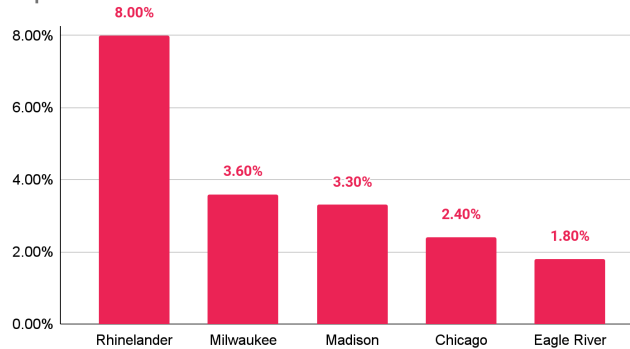
Follower Growth



Follower Demographics



Top 5 Cities for Followers



Instagram Posts

Top Performing Post | Date: 12/5/24



oneidacountywi Oneida County's winter trails offer more than just outdoor adventure—they also lead to some great dining spots. After a day on the Three Eagle Trail, head to the Black Forest Pub & Grille in downtown Three Lakes for hearty German dishes or lighter fare. For a combination of skiing and great food, Minocqua Winter Park offers over 50 miles of cross-country ski trails, followed by a visit to Otto's Beer & Brat Garden for bratwurst and local brews. After exploring the Raven Nature Trail, warm up at Shamrock Pub n' Eatery in Lake Tomahawk, where you can enjoy popular dishes like pressure-fried chicken and prime rib. Whether you're hitting the trails or just looking for a good meal, these nearby restaurants are perfect additions to your winter adventure.

Accounts Reached

593

Likes

31

Comments

0

Instagram Stories

Top Performing Story | Date: 10/15/24



Impressions

624

Engagement

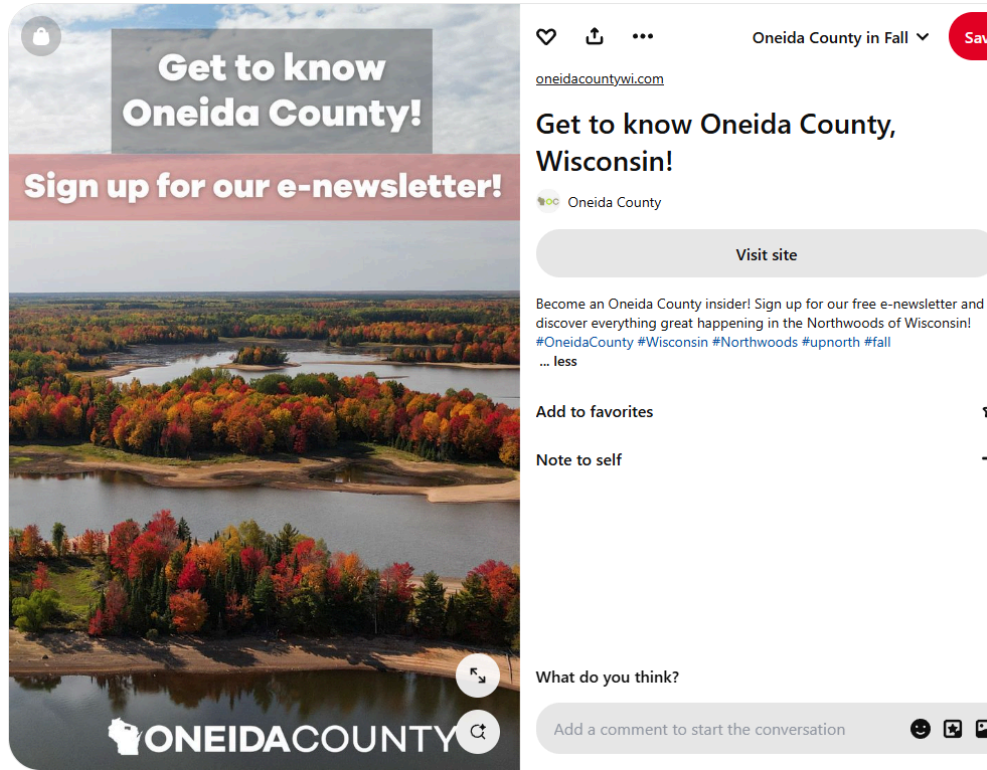
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Instagram Stories Stats

Article/Subject	Impressions	Engagements
Fall hikes	369	4
Comfort food	624	16
Breweries, wineries	375	11
Snowmobile getaway	283	5
Holiday shopping	320	1
Snowmobiling	261	2

Pinterest Ads

Top Performing Ad | Date: 10/1/24



Engagements

140

Impressions

51,930

Saves

6

Pin Clicks

136



TACTIC: Photography/Videography

One photo/video shoot was conducted in Q4 on October 8.

P+B reviewed the photo library and created a wishlist, outlined the daily schedule. The fall shoot generated over 1000 images of outdoor recreation and businesses in Oneida County.



TACTIC: Administrative services

- Responded to a total of 9 emails
- We have drafted agendas for all meetings and taken minutes
- Posted agendas and approved minutes to oneidacountywi.com
- Posted informational quarterly report to oneidacountywi.com
- Write fulfillment letters and letter to the county board to send with new Trails Guide
- Designed and ordered return address stamp
- Updated the RFI form and added to website
- Drafted a memorandum of understanding between Minocqua Visitors Bureau and OCTC for Trails Guide fulfillment
- Outlined presentation proposal for WIGCOT and submitted
- Shared link to photo library for OCTC review, P+B will delete photos of closed businesses when review is complete

TACTIC: SEO Report/SEO Updates

Takeaways

In Q4, we looked at the performance of lodging content on the Oneida County website. To help improve organic search results, we added geographic keywords to our Lodging page and related pages, as well as lodging articles on the website. We also created a new article focused on the types of lodging visitors can find in Oneida County.

TACTIC: Meetings

- 10/21/2024 - Snowmobile Northwoods/Trails Guide meeting
- 10/28/2024 - Marketing meeting
- 11/04/2024 - Committee meeting
- 11/25/2024 - Marketing meeting
- 12/5/2024 - Budget meeting

ADDITIONAL

- 2025 Q1 content calendar was created
- Drafted the 2025 budget and made several revisions
- Designed the budget presentation one sheet

Trails Guide

- Drafted a 28-page guide
- Internal review by multiple staff
- Internal revisions, as needed
- Draft forwarded to OCTC for proofing, revisions made until final product was approved
- Contacted printers for cost estimates
- Arranged delivery
- Delivery was delayed until after the 1st of the year as requested by OCTC
- Updated all trail listings on oneidacountywi.com to reflect the information contained in the guide
- Shared URLs with Land Information Office to add to the County's online application
- Shared final GIS files with OCTC
- From start to finish this project totaled 324 hours

ONEIDA COUNTY TOURISM'S ECONOMIC IMPACT

VISITOR STATISTICS
April 2023-March 2024: **966,100** visitors

ROOM TAX IMPACT
Q2 2023-Q2 2024 room tax collection totalled: **\$1,268,261.37**
Of the room tax collected, 30% went to the communities for their local projects.

Approximately **202,922** rooms were occupied to generate the collected room tax, calculated by dividing the room tax collection by the average daily rate of \$125 and average 5% room tax.

ECONOMIC BENEFITS
Using the 202,922 rooms occupied, the overnight visitors generated **\$31,858,754**.
(WI Department of Tourism overnight stay daily rate \$157).
With an average room rate of \$125, approximately **\$25,365,227.40** was spent on overnight stays in Oneida County.
The additional **\$6,493,527** was spent on other aspects of travel including meals, shopping, gas and other amenities.
763,178 additional visits were made to Oneida County without overnight stays.
Day trips to Oneida County generated an estimated **\$57,238,350**. (WI Department of Tourism visitor spending for day trippers is \$75 per day.)
This spending results in sales tax generation and direct business transactions.
Investing in promoting travel to Oneida County benefits local businesses, residents and local governments.

966,100 VISITORS

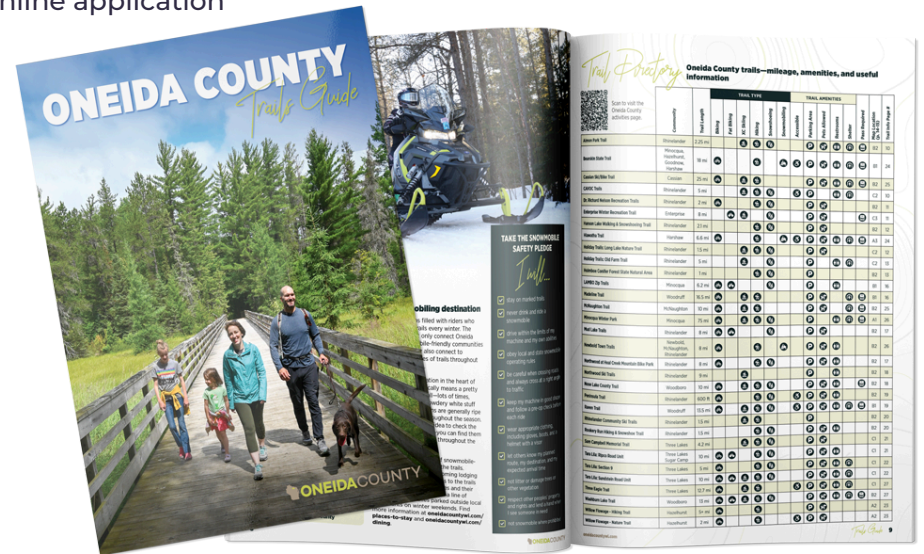
\$1.268 MILLION ROOM TAX COLLECTED

\$31.8 MILLION SPENT BY OVERNIGHT VISITORS

\$57.2 MILLION SPENT BY DAY TRIP VISITORS

\$64,555 RECENT JEM GRANT AWARDS
Year 2 Villas and Oneida County snowmobile campaign 2025: **\$39,555**
Year 3 branding campaign: **\$25,000**

ONEIDA COUNTY
Sources: Wisconsin Department of Tourism, Tourism Economics, Longwoods International, PlaceAI



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 added businesses in both Vilas and Oneida Counties to the website, snowmobilenorthwoods.com. The businesses included lodging, dining, gas stations, rentals, services, and repair.

We also added new articles to help boost SEO and updated the club listings with current contact information.

E-newsletters

The weekly snow reports e-news began at 10am on Thursday, December 19 and will continue through the end of February. These e-newsletters direct viewers to the reporting page on snowmobilenorthwoods.com and reminders to ride right, ride safe.

Promotion: Snowmobile Northwoods Weekend Getaway Sweepstakes, December 17-February 6

The sweepstakes is currently running and gained 1,000 new entries as of the first of the year. A full report will be provided in Q2.

Additional

- A banner ad was designed and placed on the Vilas and Oneida County pages on Snowtracks.
- Travel WI Co-op ads are arranged for e-newsletters in early January and early February
- E-newsletter ads were arranged with SnowGoer E-news for December 12 and January 9
- Spotify ads will begin when trails open for about 3 weeks
- Social media posts and paid ads on Vilas and Oneida Counties platforms



Wisconsin Travel Best Bets

TACTIC: Dining Promotion

Takeaways

For this year’s Wisconsin Travel Best Bets promotion we used our cooperative platform to highlight dining in Oneida County.

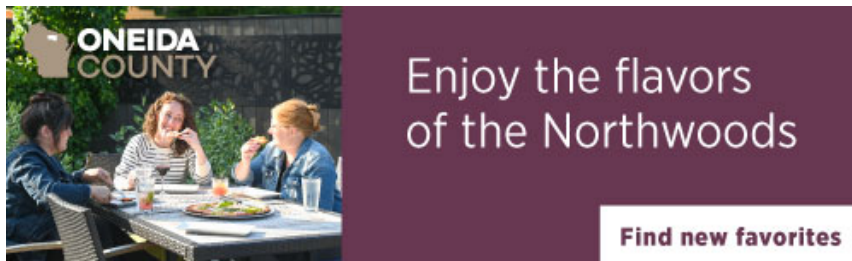
We wrote a new article about about dining in Oneida County which is posted on witravelbestbets.com, blasted an e-newsletter to the Wisconsin Travel Best Bets subscriber list, designed a banner ad which showed on all pages across witravelbestbets.com, and ran ads on Wisconsin Travel Best Bets’ Facebook and Instagram accounts.

E-Newsletter Stats

Open Rate	Click Rate	URL
27.8%	0.9%	View newsletter

Banner Ad Stats

During the ad duration (November 20-December 19) 21 referrals to the Oneida County website dining page came from the Wisconsin Travel Best Bets, 58 referrals to oneidacountywi.com, and 7 clicks on the ad.



Combined Social Media WTBB Promotion Ads Stats

Type of ad run	Amount spent	Result
Direct traffic to article on website	\$100	521 link clicks

TACTIC: E-Newsletters

Takeaways

Oneida County was featured in each edition of the Wisconsin Travel Best Bets bimonthly e-newsletter in Q4, appearing in all six lead articles as well as the attractions, events, and trip ideas sections. Overall, newsletters featuring Oneida County were opened nearly 18,000 times in the quarter (and more than 20,000 times if you include the e-newsletter mentioned above).

Featured Articles	Featured Attractions	Featured Events	Featured Trip Ideas	Total Opens
6	2	1	6	17,762

TACTIC: Social Media

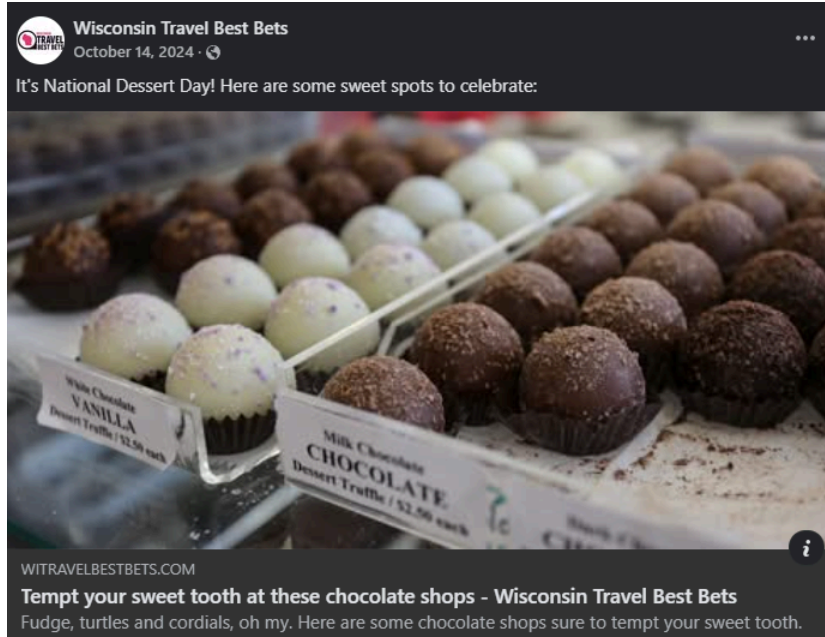
Takeaways

Oneida County was featured in more than 25 posts on Wisconsin Travel Best Bets' Facebook and Instagram channels in Q4, reaching nearly 5,500 fans.

Total Mentions (Facebook & Instagram)	Total Reach
27	7,370

Social Media Post

Top Performing Post | Date: 10/14



Accounts Reached

1,556

Engagements

4