OWNED
EARNED
PAID

HOW TO MASTER
MEDIA & KNOW
YOUR AUDIENCE

MARKETING
STRATEGIES
FOR SUCCESS

JUNE 25, 2019
9:30 AM - 12 PM

MORAIS VINEYARDS & WINERY
11409 MARSH ROAD
BEALETON, VA 22712

PLEASE RSVP: HTTPS://REGIONALTOURISM.EVENTBRITE.COM
THIS EVENT IS FREE AND OPEN TO THE PUBLIC.
LIGHT REFRESHMENTS WILL BE PROVIDED.

CULPEPER
VIRGINIA

RICH
HISTORY
MODERN
CHARM

SHELTER   EVENTS   SEE & DO   EATS & DRINKS   WEDDINGS   INFO & CONTACT   **TRIP PLANNER**

Welcome To Culpeper!

Plan your trip and see why there is so much to love.

Plan My Trip

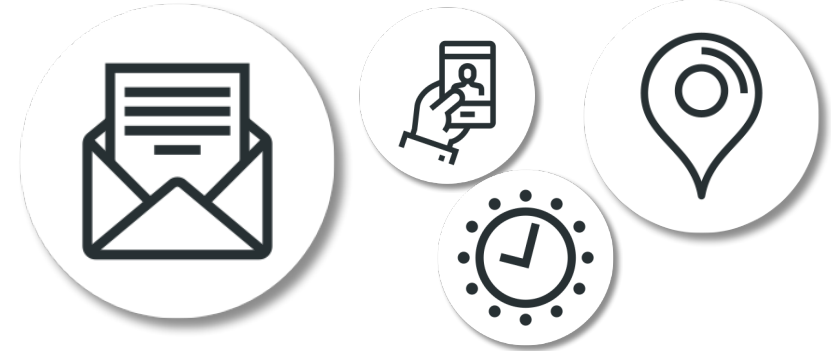**SPRINGTIME FUN IN CULPEPER**

Warm weather is a perfect invitation to travel and enjoy the countryside. In and around downtown

WEBSITE

Information
- Who are you
- What do you deliver
- Accessibility

Content
- Customer Experience
- Brand Promise
- Events | Specials | Deliverables

Visuals
- Design
- Photography and Video
- Blog

Backend
- HTML, CSS, JavaScript
- ALT Tag, Information Architecture, Meta Tag
- SEO and Analytics

What Can Facebook Do?

The Client Wants		Facebook Can Do
"Attention and Exposure"		Reach Campaign
"People Watching My Video"		Video Views Campaign
"People to Visit My Website"		Website Traffic Campaign
"Potential Customer Info"		Lead Generation Campaign
"Likes and Shares on My Posts"		Engagement Campaign
"People to Buy Stuff / Take Action"		Conversions Campaign

Why Facebook?

1.5 Billion Users Worldwide

Facebook Is the CHEAPEST Way to Reach Your Audience

There Are Dozens of Ad Types

You can Hyper-Target Audiences

Facebook Delivers Results

Reach vs. Impressions

People who see your ad...

...number of times they see it

(x2)

(x2)

(x1)

REACH = Unique Individuals Who have Seen Your Ad

= **3**

IMPRESSIONS = Total Number of Times Your Ad has been Seen

= **5**

Frequency

FREQUENCY is a way to measure AUDIENCE SATURATION...

$$\frac{IMPRESSIONS}{REACH} = FREQUENCY$$

Click-Thru-Rate (CTR)

CTR is a way to measure AUDIENCE ENGAGEMENT...

$$\frac{CLICKS}{IMPRESSIONS} \times 100\% = CTR$$

What is a Conversion?

A CONVERSION is any desired action taken by our audiences after interacting with our ads. We create them, optimize for them, and analyze them.

....

Here are some of the actual Facebook Conversions that Visit Culpeper has used in campaigns:

Enter Payment Info

Join a Coalition

Take a Quiz

Complete a Survey

Send a Letter

Fill Out a Form

Read a Blog Post

Join a Mailing List

Click a Button

Sign Up for Something

Visit a Specific Web Page(s)

Make a Donation

Initiate Checkout

Buy Tickets

Download a Document

RSVP through a Website

WHAT GOES INTO BUILDING A FACEBOOK CAMPAIGN?

CAMPAIGN LEVEL - OBJECTIVES

- Audience Reach
- Website Traffic
- Video Views
- Lead Generation
- Engagement
- Conversions

AD SET LEVEL

Budget
Is There Commission?

Daily? Weekly? Lifetime?

How Should it Be Allocated?

Run Dates
Start Date? End Date?

Run All Day? Every Day?

Do You Need Resets?

Locations
Zip Codes? Radius?

Live There? Work There?

Exclusions?

Audience
Demographics, Behaviors, Interests?

Contact List? Retarget? Lookalike?

Exclusions?

AD LEVEL

Messaging
Concise?

Cohesive?

Clear and Focused?

Creative
Match Specs?

Compliments Messaging?

Multiple Options?

Call-To-Action
Makes Sense?

Compliments Messaging and Creative?

Test Several?

Destination Link
Landing Page Experience?

Compliments Messaging, Creative and CTA?

TRACKING?

INSTAGRAM

Why Instagram?

- 1 billion+ Users Worldwide

- 500 million+ accounts are active every day

- 80 percent of accounts follow a business on Instagram

- 500 million+ accounts use Instagram Stories every day
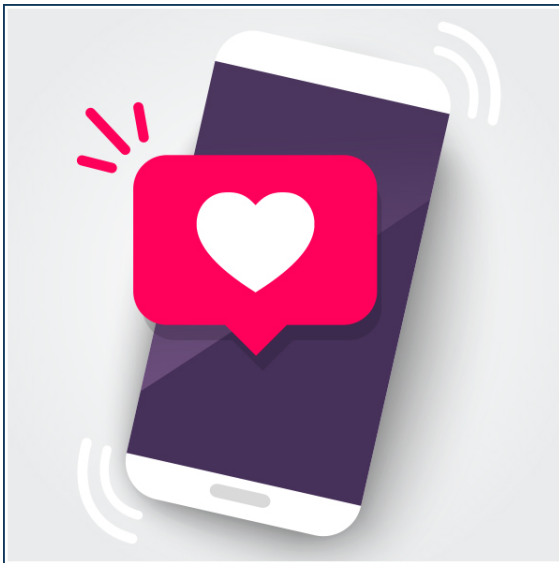
What can Instagram Do?

People come to Instagram to be inspired and discover things they care about

- Connect Passions
- Immerse Visually
- Spark Exploration
- Be recognized as a business
- Leverage a seamless ad experience
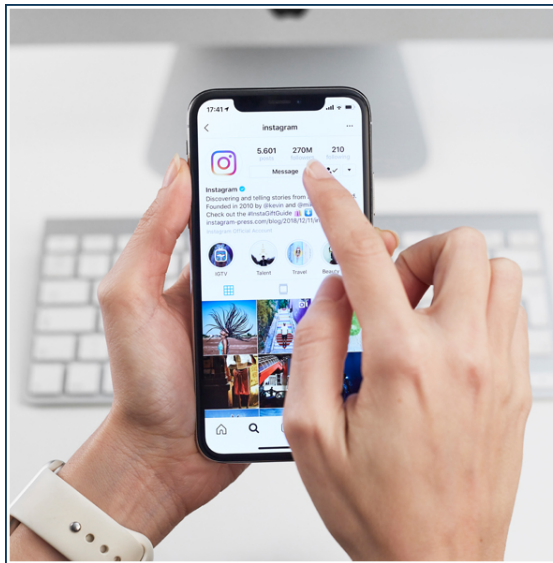- Tell a more immersive business story
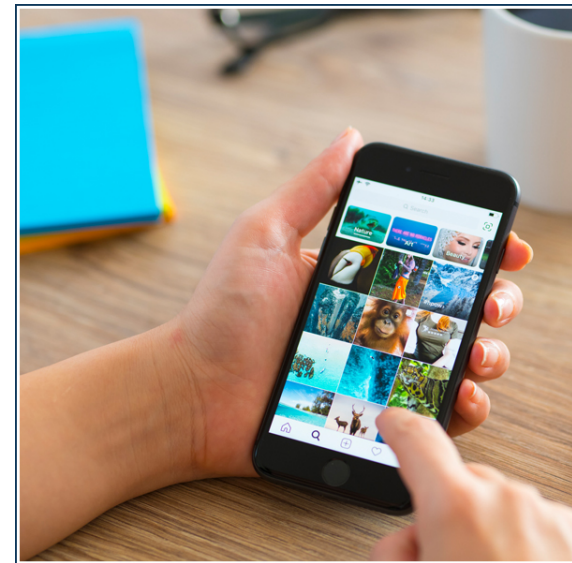
11

BUSINESSES LOVE INSTAGRAM

200 M+ accounts check out a Business Profile each day

2 in 3 of Business Profile visits are from non-followers

One Third of the most viewed Stories on Instagram come from businesses
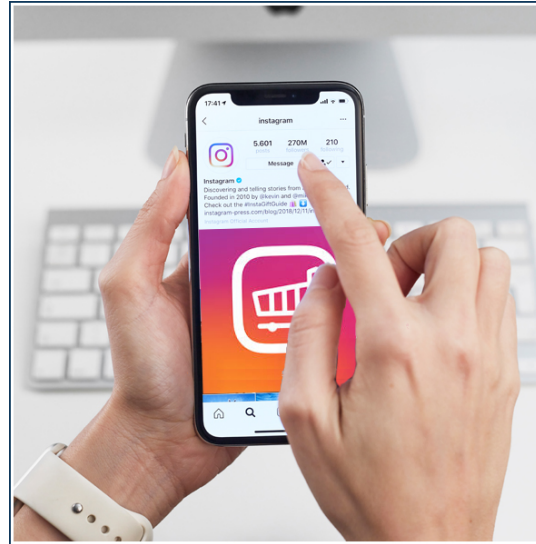
INSTAGRAM DIRECT

Instagram Shop

- Eligibility

- Create Catalog

- Activate Shopping through App

- Create your first Shopping Post or Story

- Track Shopping Insights

Shopping highlights

- You can tag both people and up to five products in a single post

- Only organic posts and stories

- Businesses can still create paid ads but not to promote their shopping posts or stories

INSTAGRAM STORIES

Stand Out with Stories

1. **Try something new**
   - Tease new products
   - Behind the scenes
2. **Get Creative**
   - Share a combination of photos and videos
   - Use features like Boomerang or Hyperlapse
3. **Time is on your side**
   - Stories only last 24 hours – so take advantage
   - Flash sales
   - Sneak Peeks
   - Limited Time Deals
4. **Think about Sound**
   - 60% of stories are viewed with sound on, so create content that sounds as good as it looks

INSTAGRAM TIPS

- Business Verification – demonstrate authenticity
  - Complete a description in your Instagram Profile bio to tell potential customers about your business
  - Use stories to provide a behind the scenes look at your business
  - Encourage customers to tag your business in their posts so people can see posts from others

- Actions – how can I add actions to my business profile?
  - Tap into what people are naturally doing on the platform and connect with potential customers
  - With actions, people can easily discover your brand, shop, reserve restaurant, and book tickets
  - Currently only available for Food + Beverage, Health + Beauty, and Ticketing companies

- Showing up in Explore
  - Posts are surfaced algorithmically based on things like the people you follow or the posts you like
    - Use hashtags in your caption
    - Add a location tag to your post

YOUTUBE

- 1.9 billion MAUs

- On mobile devices alone, YouTube reaches more adults aged 18-49 during prime time than any cable network does in an average week

- Over 50,000 years of product review videos have been watched on mobiles devices over the past two years

- 50% of YouTube's audience is female

- 59% of Generation Z (16-24 yr olds) have increased their YouTube usage since last year

- 46% of millennials (25-34 yr olds) have increased their YouTube usage since last year

- YouTube is the world's second largest search engine

TWITTER

- 500 million tweets are sent each day
- 326 million MAUs
- 80% of Twitter's users aren't American
- 24% of US adults use Twitter
- The half-life of a tweet is 24 minutes
  - In other words, a tweet gets half its interactions in the first half hour, and then starts a long, slow decline into the fog of time
- The most popular emoji on Twitter in 2018 was the laugh-cry face

PINTEREST

- 250 million MAUs
- Reaches 83 percent of US women aged 25-54
- 50 percent of new sign-ups in 2018 were men
- 80 percent of Pinterest users are on mobile
- 85 percent of women users use Pinterest to plan "life moments"
- 59 percent of millennials have discovered products on Pinterest
- Pinterest users spend 29 percent more while shopping than non-users

Social Media Platforms

EARNED MEDIA

Earned media, or earned content, is any material written about you or your business that you haven't paid for or created yourself. Although this type of media is always published by a third party, there are ways marketers can position themselves for earned media opportunities.

EARNED MEDIA EXAMPLES

- News coverage

- Social Media

- Publication coverage

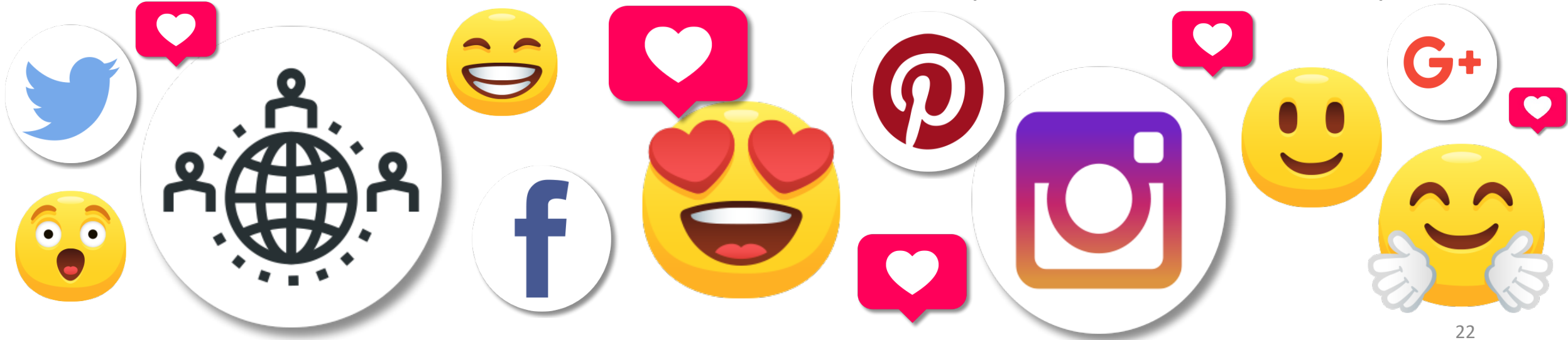- Customer Reviews

- Word of Mouth

CREATE CONTENT WORTH SHARING

HOW TO EARN EARNED MEDIA

- Invest plenty of time in interacting on social media

- Make your customers really, really happy

- Create news worthy events, specials, offers

- Work with local Tourism office to host FAMs (Familiarization Tours)

Local Tourism office…aka Destination Marketing Office

- Culpeper – Fauquier – Madison – Orange – Rappahannock
- Media Leads - **weekly leads** on what writers and editors are seeking
  - Unorthodox lodging
  - Foraging chefs and restaurants
  - Game of Thrones travel
  - Woodstock anniversary inspired experiences
  - Cannabis menus
- Desk side media visits
  - New York | Washington DC | Raleigh-Durham | Atlanta | Chicago
- FAM tours
  - General | Weddings | Culinary | Liquid Love |Adventure | Wellness
- Content Generation
  - Blogs | SM Posts | Articles | Press Releases | Video | Photography

CONTENT STRATEGY

- Prioritize high performing things-to-do and reasons-to-visit focused content pieces

- Be efficient with our internal capacity

- Support many stakeholders via popular life-style articles

- Maintain and enhance core pages and evergreen articles

- Look for opportunities for content to crossover between focus areas and campaigns

CONTENT PLANNING

Calendars & Assigning

What to Cover

- Marketing Plan
- Annual Event Calendar
- Marketing Calendar
- Event Tracking
- Newsgathering
- Forecasts and Consumer Travel Trends

Planning & News Gathering

Where & How

- Channel appropriate
- Building calendars
- Tentpole events and mini plans
- Tools

Distribution ⭐

Where & How to Share

- Channel appropriate
- Organic vs paid
- Audience focused

MARKETING THEMES

| Weddings | History | Nostalgia | Seasonal | Adventure |

Food & Drink   **Agritourism**   **Main & Davis Street**

Sleepover   **Events & Festivals**

CONTENT CYCLE

Social Media

- Editorial Calendar & Assigning
- Research
- Writing & Editing
- Visual Asset Sourcing

   (Photo & Video)
- Search Engine Optimization
- Digital Publishing

Digital Strategy & Platforms

- Social Calendar
- Social video production
- Audience Engagement
- Organic Content Distribution
- Organic Posting

Digital Marketing

- Audience Targeting
- Paid Content Distribution
- Email Marketing

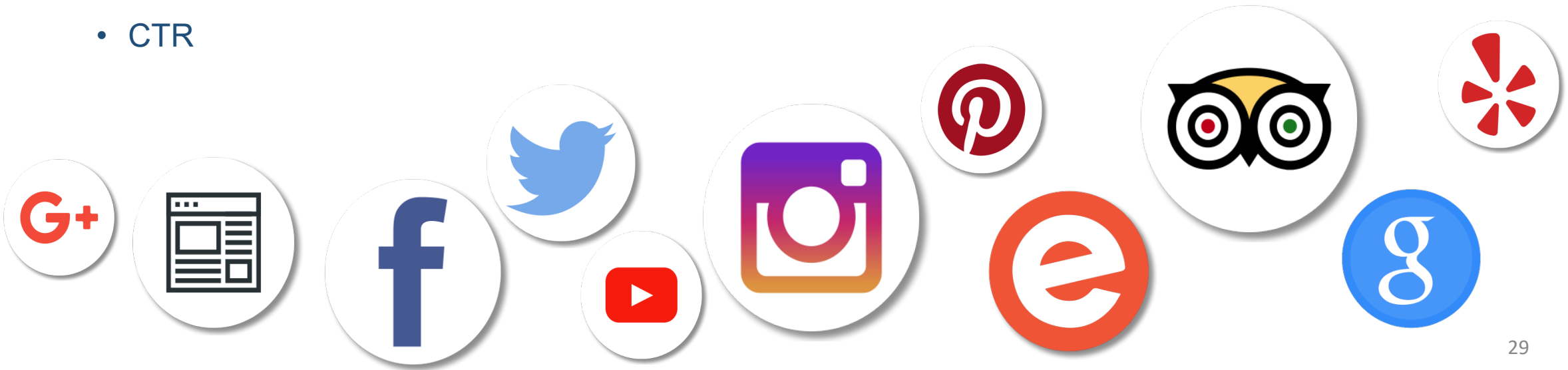# CONTENT PERFORMANCE

Social

- Clicks (organic and paid)
- Outbound clicks to partners
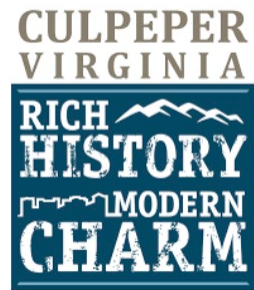- Onsite circulation
- Search conversion
- CPC
- CTR

Website

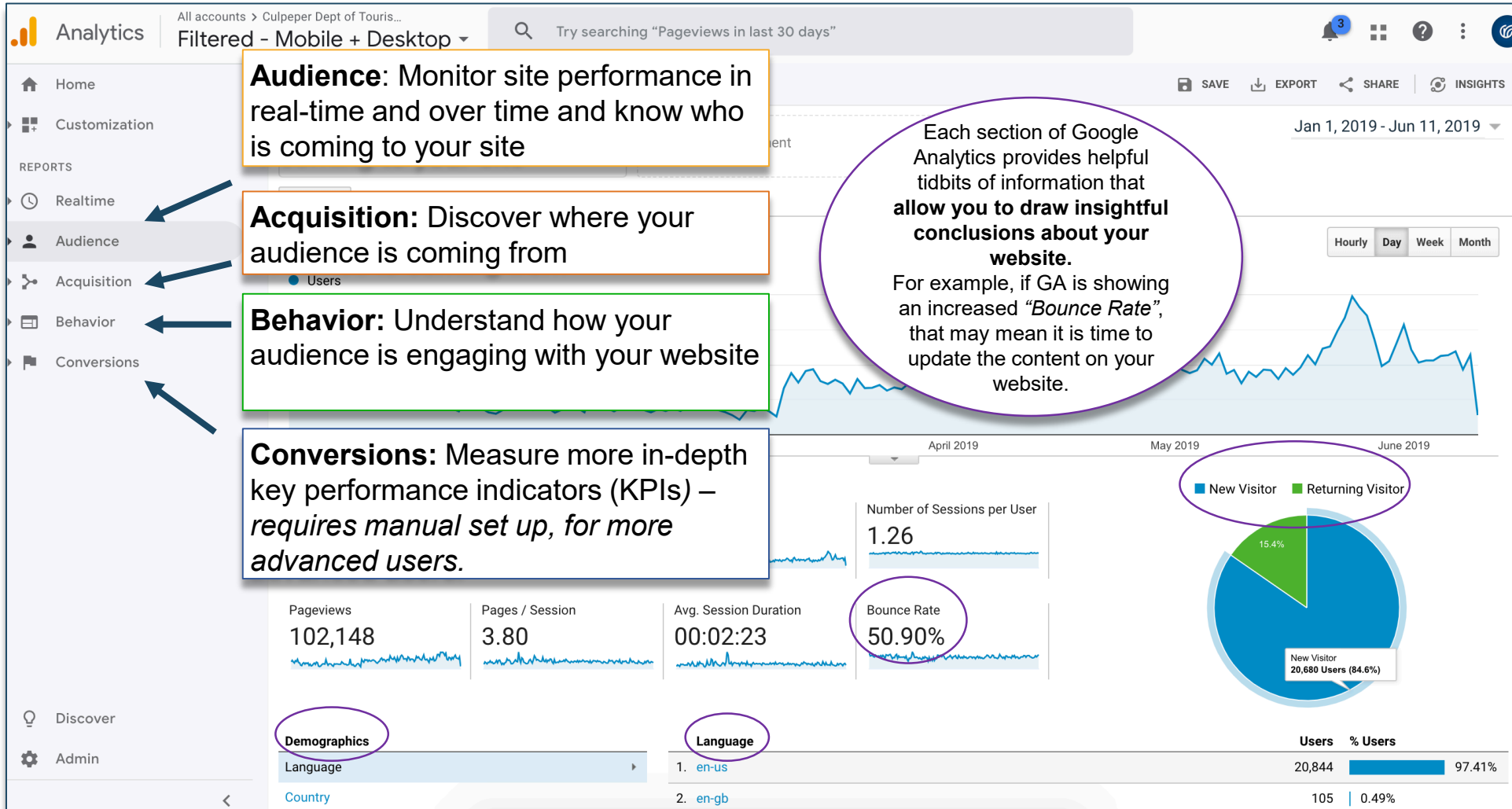- Clicks (organic and paid)
- Impressions
- Engagement
- CPC
- CTR

Pitched

- Coverage
- Visits
- Multiplier
- Reviews

Google Analytics Tutorial

Google Analytics (GA) is a free tool that tracks and reports website traffic, allowing you to make better business decisions.

Audience: Monitor site performance in real-time and over time and know who is coming to your site

Acquisition: Discover where your audience is coming from

Behavior: Understand how your audience is engaging with your website

Conversions: Measure more in-depth key performance indicators (KPIs) – *requires manual set up, for more advanced users.*

Each section of Google Analytics provides helpful tidbits of information that **allow you to draw insightful conclusions about your website.**
For example, if GA is showing an increased *"Bounce Rate",* that may mean it is time to update the content on your website.

Tip: The Audience > Overview section pictured above is a great starting point for reporting high-level site stats. Adjust the dates in the top right corner if needed. Hover over the term you do not understand to get the definition.
In the example above you can see Culpeper Tourism has earned over 100K pageviews in 2019.

The Audience section allows you to discover valuable data about your site visitors, including device info, demographics, geolocation, and special interests.
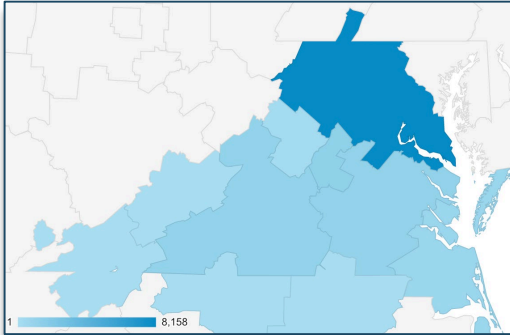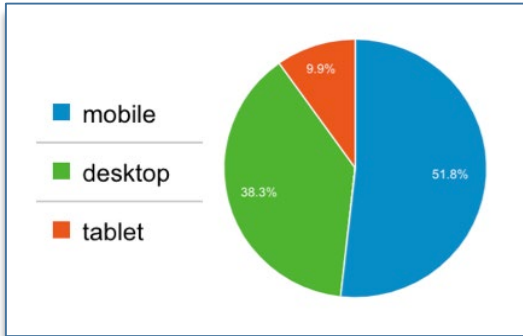

Geolocation
The Washington, D.C. metro area brings in the largest number of Culpeper Tourism site visitors.

Device
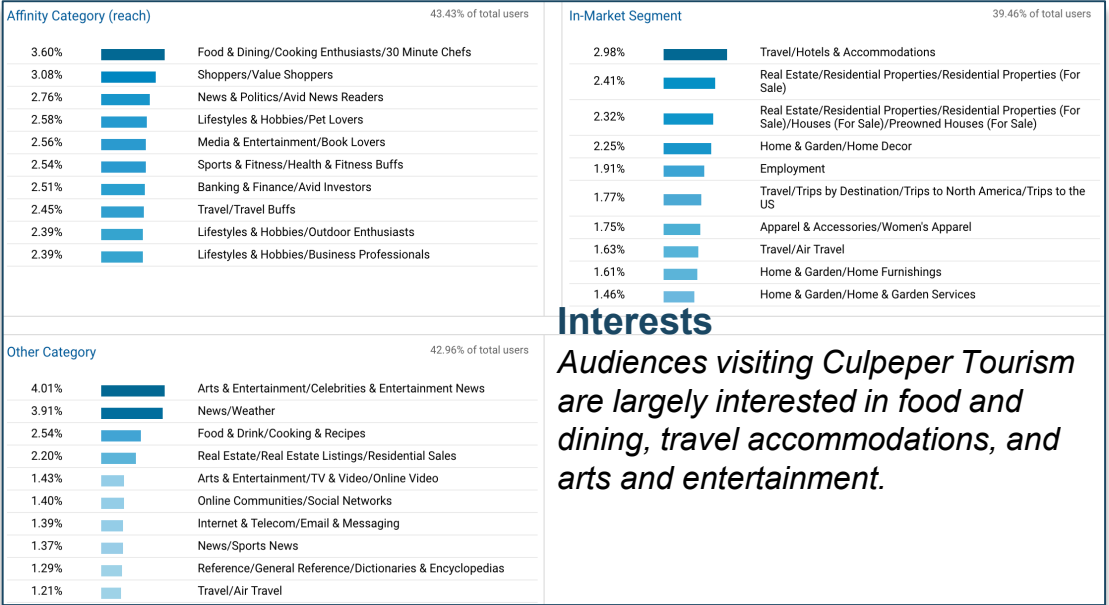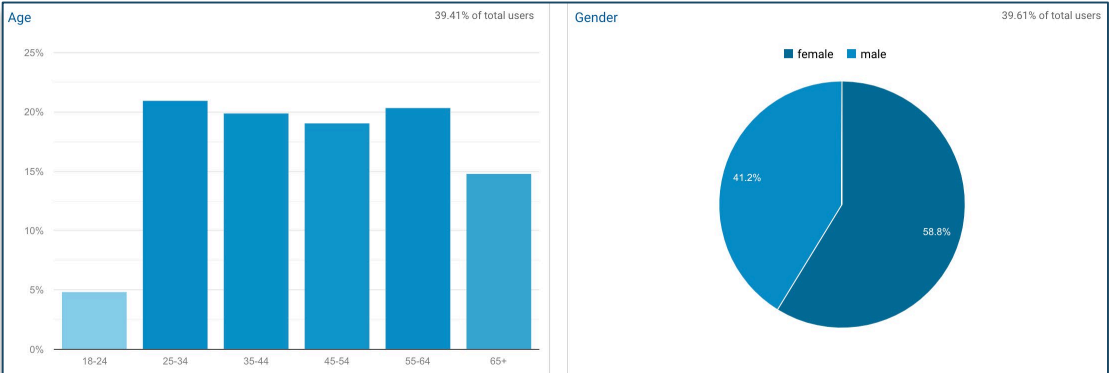*Over 52% of Culpeper Tourism's site visitors are coming to the site on their mobile device.*

- mobile — 51.8%
- desktop — 38.3%
- tablet — 9.9%

Demographics
The average person visiting visiting Culpeper Tourism is female, ranging from ages 25-34 and 55-64.

Affinity Category (reach)	43.43% of total users
3.60%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.08%	Shoppers/Value Shoppers
2.76%	News & Politics/Avid News Readers
2.58%	Lifestyles & Hobbies/Pet Lovers
2.56%	Media & Entertainment/Book Lovers
2.54%	Sports & Fitness/Health & Fitness Buffs
2.51%	Banking & Finance/Avid Investors
2.45%	Travel/Travel Buffs
2.39%	Lifestyles & Hobbies/Outdoor Enthusiasts
2.39%	Lifestyles & Hobbies/Business Professionals

In-Market Segment	39.46% of total users
2.98%	Travel/Hotels & Accommodations
2.41%	Real Estate/Residential Properties/Residential Properties (For Sale)
2.32%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
2.25%	Home & Garden/Home Decor
1.91%	Employment
1.77%	Travel/Trips by Destination/Trips to North America/Trips to the US
1.75%	Apparel & Accessories/Women's Apparel
1.63%	Travel/Air Travel
1.61%	Home & Garden/Home Furnishings
1.46%	Home & Garden/Home & Garden Services

Other Category	42.96% of total users
4.01%	Arts & Entertainment/Celebrities & Entertainment News
3.91%	News/Weather
2.54%	Food & Drink/Cooking & Recipes
2.20%	Real Estate/Real Estate Listings/Residential Sales
1.43%	Arts & Entertainment/TV & Video/Online Video
1.40%	Online Communities/Social Networks
1.39%	Internet & Telecom/Email & Messaging
1.37%	News/Sports News
1.29%	Reference/General Reference/Dictionaries & Encyclopedias
1.21%	Travel/Air Travel

Interests
Audiences visiting Culpeper Tourism are largely interested in food and dining, travel accommodations, and arts and entertainment.

Tip: If you do not see demographics, be sure they are enabled in the administrative section of the site going to admin > property settings and selecting "enable".

The Acquisition section tells you what kind of sources your audiences are coming from, allowing you to monitor and measure the performance of organic and paid traffic.

Acquisition
- Overview
- ▼ All Traffic
  - Channels
  - Treemaps
  - **Source/Medium**
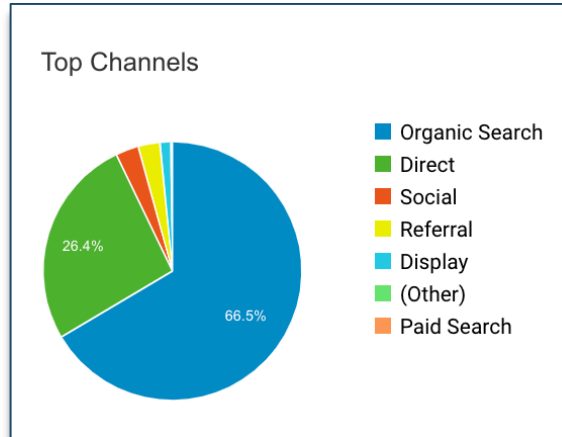 - Referrals
- ▸ Google Ads
- ▸ Search Console
- ▸ Social
- ▸ Campaigns

Tip: If you have a Google campaign running, connect it to your Google Analytics via the administrative section of GA, under property > Google ad linking.

Channels

Top Channels
- Organic Search — 66.5%
- Direct — 26.4%
- Social
- Referral
- Display
- (Other)
- Paid Search

Social
Facebook has been the leading social referral for Culpeper in 2019.

Facebook	**618** (96.71%)	553 (96.51%)
Yelp	**6** (0.94%)	6 (1.05%)
TripAdvisor	**5** (0.78%)	5 (0.87%)
Pinterest	**4** (0.63%)	4 (0.70%)
Twitter	**3** (0.47%)	2 (0.35%)
Blogger	**1** (0.16%)	1 (0.17%)
Instagram Stories	**1** (0.16%)	1 (0.17%)
LinkedIn	**1** (0.16%)	1 (0.17%)

Referrals
The top referral (traffic from another website) for Culpeper Tourism is Culpeperva.gov.

culpeperva.gov	**295** (23.64%)	235 (21.90%)
facebook.com	**84** (6.73%)	66 (6.15%)
lm.facebook.com	**46** (3.69%)	44 (4.10%)
classroom.google.com	**35** (2.80%)	34 (3.17%)
l.facebook.com	**34** (2.72%)	27 (2.52%)
news.google.com	**27** (2.16%)	21 (1.96%)
r.search.aol.com	**25** (2.00%)	22 (2.05%)

Organic Search
The majority of Culpeper visitors are coming to the site via organic search, with the top keyword being "Culpeper va".

culpeper va	74 (0.50%)	**69** (0.49%)
culpeper virginia	22 (0.15%)	**21** (0.15%)
visit culpeper va	13 (0.09%)	**10** (0.07%)
culpeper	9 (0.06%)	**8** (0.06%)
culpepper va	11 (0.07%)	**8** (0.06%)
amazon	5 (0.03%)	**5** (0.04%)
culpeper, va	5 (0.03%)	**4** (0.03%)
rockwater park culpeper va	4 (0.03%)	**4** (0.03%)

The Behavior section helps you understand how your audience is engaging with your website, including what pages are most popular and how audiences travel through your site.

Top Pages
The most viewed page on Culpeper's site is the "See and Do" page.

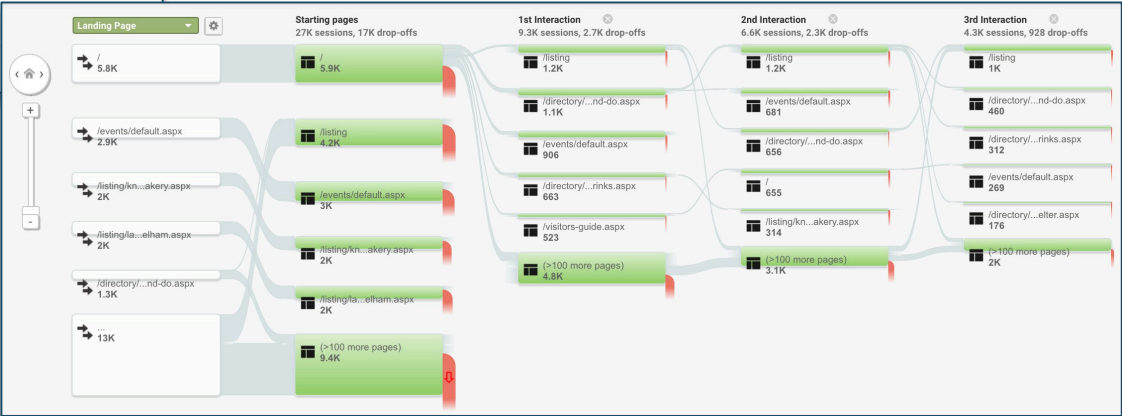| Page	Pageviews ↓	Unique Pageviews
	102,409 % of Total: 100.00% (102,409)	57,656 % of Total: 100.00% (57,656)
1. /directory/see-and-do.aspx	15,667 (15.30%)	3,610 (6.26%)
2. /events/default.aspx	10,373 (10.13%)	4,551 (7.89%)
3. /directory/eats-and-drinks.aspx	8,057 (7.87%)	2,315 (4.02%)
4. /	7,461 (7.29%)	6,115 (10.61%)
5. /directory/see-and-do/main-street-shopping.aspx	3,176 (3.10%)	830 (1.44%)
6. /directory/see-and-do/outdoors-adventure.aspx	3,031 (2.96%)	792 (1.37%)
7. /directory/see-and-do/history-heritage.aspx	2,898 (2.83%)	666 (1.16%)
8. /listing/knakals-bakery.aspx	2,721 (2.66%)	2,088 (3.62%)
9. /listing/lake-pelham.aspx	2,512 (2.45%)	
10. /directory/shelter.aspx	2,462 (2.40%)	

Events
(requires Google Tag Manager set up)
Google Tag Manager allows Culpeper Tourism to see more in-depth behaviors such as video plays, scrolls, and file downloads.

Event Category	Total Events
1. Scroll Tracking	487,735
2. Outbound Link Click	7,705
3. Videos	833
4. File Downloads	180

Behavior Flow
The majority of Culpeper visitors navigating the site arrive on the home page, and move on to the "/listing" or "/seeanddo" pages.

Tip: Save, Share, or Export information by going to the top right corner of the GA screen.

Glossary of Most-Used Google Analytics Key Terms

- **Average Session Duration** Provides an average of how long users are spending on your website or page.

- **Bounce Rate** Bounce rate is the percentage of sessions with a single page view. Bounce rate can provide top-level insights about the performance of your content. It's important to apply context when analyzing bounce rate, since some pages will deliver all of the information somebody is looking for on a single page.

- **Channel** Channels provide top-level groupings of your inbound marketing. The default channel grouping includes 'Organic Search', 'Paid Search', 'Social' and 'Email' which automatically combines pre-defined sources and mediums.

- **Direct** traffic includes people who typed your website's URL into their browser or clicked a link in an email application. Direct sessions also includes other cases where Google Analytics is unable to identify the source.

- **Organic** refers to people clicking on a free link from a search results page.

- **Paid Search** Also known as Cost-per-click or CPC. Paid search refers to people clicking through to your website from paid ads. This includes traffic from linked Google AdWords accounts and campaign tagged URLs where the medium has been defined as 'cpc' or 'paid'.

- **Referral** A referral is when a user clicks through to your website from another third-party website. The referrals report allows you to see all of the websites (by domain) that are sending you traffic.

- **Session** A single visit to your website, consisting of one or more page views and other interactions. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction.

- **Social** appears as a marketing channel in the Acquisition reports which automatically includes traffic coming from social media, including Twitter and Facebook.

- **Unique Pageview** Counts a page once even if it was viewed multiple times within a single session.

PAID MEDIA

Budget

- Annual
  - Print
  - Digital
  - Creation
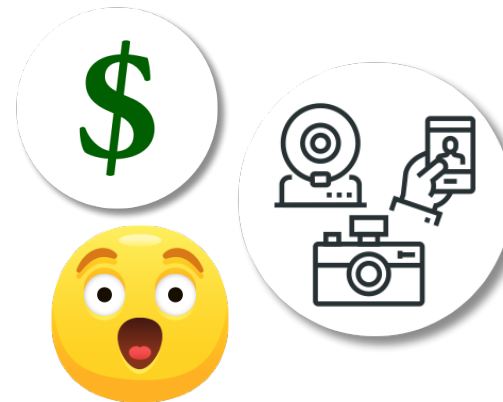- General Awareness
- Project
- Revenue Generated

Selection Negotiation

- Audience
  - Geographic
  - Demographic
  - Lifestyle

Content & Artwork

- In-house vs. For-hire
- Photography | Video
- Storytelling
- Call to Action

Tracking

- Sales
- Website Traffic
- Leads
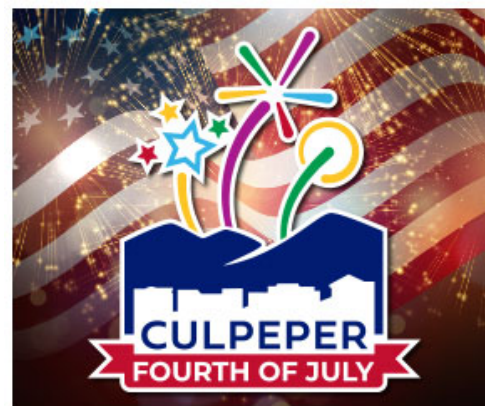- Shares | Mentions
- Clicks | CPC | CTR
- Engagement

Thank You