



OCTOBER 11, 2021 | LYDIA BECK

# MARKETING & PR

CTA BOARD MEETING PRESENTATION



# PRESENTATION OUTLINE


- WEBSITE UPDATE
- SOCIAL MEDIA UPDATE
- PR REPORT
- ONE-SHEET
- BANDWANGO
- MOPO



# DIGITAL MARKETING UPDATE

## SEPTEMBER


Pageviews  
41,727



Unique Pageviews  
34,561



Avg. Time on Page  
00:01:25



Bounce Rate  
67.83%



Page	Pageviews	% Pageviews
1. <a href="http://visitcarsoncity.com/">visitcarsoncity.com/</a>	4,613	11.06%
2. <a href="http://visitcarsoncity.com/things-to-do/">visitcarsoncity.com/things-to-do/</a>	3,229	7.74%
3. <a href="http://visitcarsoncity.com/attractions/vt-railway/">visitcarsoncity.com/attractions/vt-railway/</a>	1,998	4.79%
4. <a href="http://visitcarsoncity.com/hotels/">visitcarsoncity.com/hotels/</a>	1,572	3.77%
5. <a href="http://visitcarsoncity.com/blog/the-perfect-fall-trip-to-carson-city/">visitcarsoncity.com/blog/the-perfect-fall-trip-to-carson-city/</a>	1,397	3.35%
6. <a href="http://visitcarsoncity.com/events/">visitcarsoncity.com/events/</a>	1,282	3.07%
7. <a href="http://visitcarsoncity.com/railbikes/">visitcarsoncity.com/railbikes/</a>	934	2.24%
8. <a href="http://visitcarsoncity.com/attractions/kit-carson-trail/">visitcarsoncity.com/attractions/kit-carson-trail/</a>	923	2.21%
9. <a href="http://visitcarsoncity.com/subscribe/">visitcarsoncity.com/subscribe/</a>	659	1.58%
10. <a href="http://visitcarsoncity.com/attractions/rail-bikes-at-the-vt-depot/">visitcarsoncity.com/attractions/rail-bikes-at-the-vt-depot/</a>	645	1.55%

# DIGITAL MARKETING UPDATE – GOOGLE ADS

## SEPTEMBER

A

Campaign	Budget	Status	Views	View rate	Avg. CPV	Cost	Earned views	Video played to:				Avg. impr. freq. / user	Unique users	Avg. impr. freq. / user (7 days)
								25%	50%	75%	↓ 100%			
YouTube   September   2021	\$1,700.00 (total) Sep 14, 2021 - Sep 30, ...	Ended	28,643	25.43%	\$0.06	\$1,700.33	0	93.88%	50.87%	31.54%	22.12%	1.7	66,240	1.6 1.2 - 1.7

B

Campaign / Campaign ID	Acquisition					Behavior	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	
	2,227 % of Total: 100.00% (2,227)	\$4,103.59 % of Total: 100.00% (\$4,103.59)	\$1.84 Avg for View: \$1.84 (0.00%)	1,850 % of Total: 10.28% (17,997)	2,210 % of Total: 10.41% (21,220)	73.48% Avg for View: 67.83% (8.33%)	
1. YouTube   September   2021 14650498733	1,290 (57.93%)	\$1,700.33 (41.44%)	\$1.32	934 (49.81%)	1,108 (50.14%)	84.57%	
2. Display 9551535057	290 (13.02%)	\$402.97 (9.82%)	\$1.39	252 (13.44%)	281 (12.71%)	86.12%	
3. General Carson City Campaign   Search 11808413516	233 (10.46%)	\$634.01 (15.45%)	\$2.72	166 (8.85%)	191 (8.64%)	43.98%	
4. General Carson City Campaign   Search   Targeted 1714539998	214 (9.61%)	\$615.44 (15.00%)	\$2.88	155 (8.27%)	194 (8.78%)	40.72%	
5. Tahoe Campaign   Search   Targeted 11828237271	100 (4.49%)	\$471.98 (11.50%)	\$4.72	91 (4.85%)	101 (4.57%)	69.31%	
6. General Carson City Campaign   Search   Targeted (broad match experiment) 14477350482	71 (3.19%)	\$212.78 (5.19%)	\$3.00	49 (2.61%)	54 (2.44%)	50.00%	

C

YouTube is one of the best options for creating a [cost-effective advertising campaign](#):

- Average CPV: \$0.026
- Average view rate: 31.9%
- Average view CTR: 0.514%



# SOCIAL MEDIA UPDATE – PAID CONTENT

Off / On	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
<input checked="" type="checkbox"/>	Fall Traffic Ad <small>View Charts Edit Duplicate</small>	1,113 Link Clicks	53,504	81,017	\$0.12 Per Link Click	\$135.48
<input checked="" type="checkbox"/>	Arts & Culture V&T Traffic - Sept/Oct	1,862 Link Clicks	29,943	53,523	\$0.11 Per Link Click	\$208.28
<input checked="" type="checkbox"/>	Fall Video	714 Link Clicks	28,607	39,081	\$0.22 Per Link Click	\$158.82
<input checked="" type="checkbox"/>	Newsletter Sign Up - September	172 Newsletter Submissi...	14,174	33,337	\$2.91 Per Newsletter Subm...	\$500.00
			<b>113,597</b> People	<b>206,958</b> Total	– Multiple Conversions	<b>\$1,002.58</b> Total Spent

Off / On	Campaign Name	Frequency	Unique Link Clicks	Landing Page Views	Link Clicks	Cost per Landing Page View	CTR (All)
<input checked="" type="checkbox"/>	Fall Traffic Ad <small>View Charts Edit Duplicate</small>	1.51	1,017	871 <sup>[2]</sup>	1,113	\$0.16 <sup>[2]</sup>	2.31%
<input checked="" type="checkbox"/>	Arts & Culture V&T Traffic - Sept/Oct	1.79	1,633	1,270 <sup>[2]</sup>	1,862	\$0.16 <sup>[2]</sup>	7.25%
<input checked="" type="checkbox"/>	Fall Video	1.37	630	308 <sup>[2]</sup>	714	\$0.52 <sup>[2]</sup>	3.66%
<input checked="" type="checkbox"/>	Newsletter Sign Up - September	2.35	426	339 <sup>[2]</sup>	473	\$1.47 <sup>[2]</sup>	3.82%
		<b>1.82</b> Per Person	<b>3,528</b> Total	<b>2,788</b> Total	<b>4,162</b> Total	<b>\$0.36</b> Per Action	<b>4.09%</b> Per Impressions

# SOCIAL MEDIA UPDATE – PAID CONTENT

## NEWSFEED



**Visit Carson City**  
Sponsored · 🌐

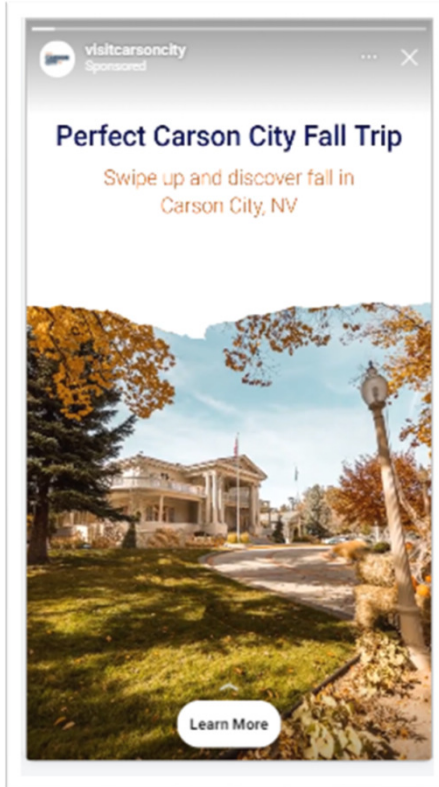
We've got the perfect fall trip to Carson City already planned for you. Why wait, start planning today!



VISITCARSONCITY.COM  
**Perfect Carson City Fall Trip** [LEARN MORE](#)  
Click to discover Carson City


Like Comment Share

## STORIES

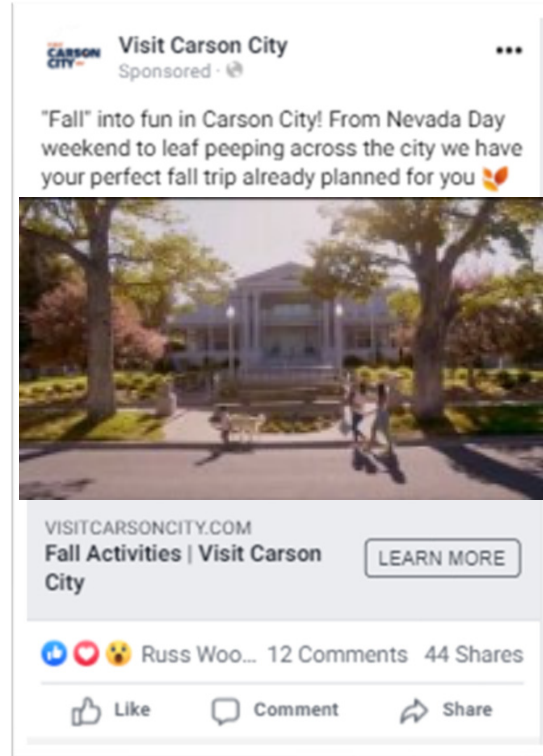


visitcarsoncity  
Sponsored

**Perfect Carson City Fall Trip**  
Swipe up and discover fall in Carson City, NV




[Learn More](#)



**Visit Carson City**  
Sponsored · 🌐

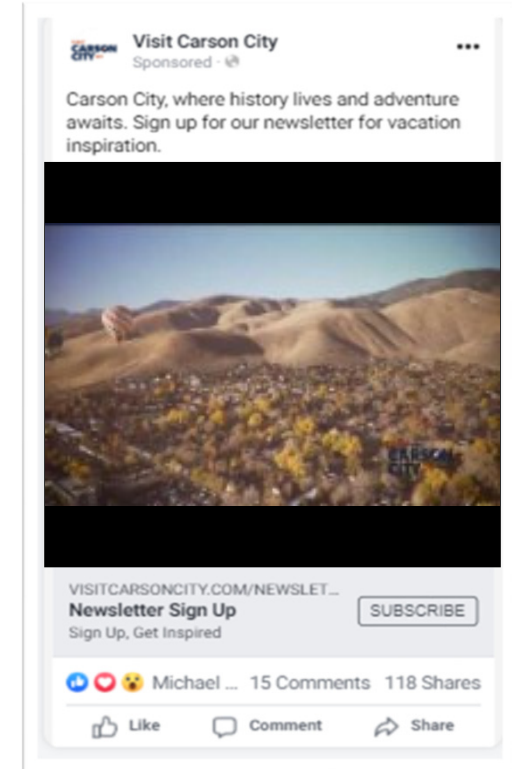
"Fall" into fun in Carson City! From Nevada Day weekend to leaf peeping across the city we have your perfect fall trip already planned for you 🍂



VISITCARSONCITY.COM  
**Fall Activities | Visit Carson City** [LEARN MORE](#)


👍❤️😄 Russ Woo... 12 Comments 44 Shares

Like Comment Share



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Carson City, where history lives and adventure awaits. Sign up for our newsletter for vacation inspiration.



VISITCARSONCITY.COM/NEWSLET...  
**Newsletter Sign Up** [SUBSCRIBE](#)  
Sign Up, Get Inspired

👍❤️😄 Michael ... 15 Comments 118 Shares

Like Comment Share

# SEPTEMBER PR REPORT

## Monthly Summary

### MEDIA FAMS (Familiarization Tours) in September 2021:

- Hosted **Nora Tarte**, freelancer, Bay Area News Group.
- Hosted **Amanda Burden, Jaci Goodman** and **Jessica Santina** from Edible Reno Tahoe.

### Overview:

Fires dominated the month of September. As a result, we quickly had to back peddle a few major efforts during the month, including a press release promoting some of Carson City's major fall events. While the release went out prior to South Lake Tahoe's evacuation and event cancellations, media were focused on the fires, making event coverage scarce.

As the fires subsided, we were able to arrange for two media FAMS and future coverage of the Ghost Walk, The Union and Bank Saloon.

### Publicity Value

Publicity Value Earned - Month  
\$10,642.45

Publicity Value Earned - YTD  
\$161,316.68

Fiscal Year Goal: \$225,000

### Reach

PR Reach - Month  
1,035,527

PR Reach - YTD  
1,697,807

### Total Stories

Stories - Month  
5

Stories - YTD  
9

Fiscal Year Goal: 30 regional/  
national stories.

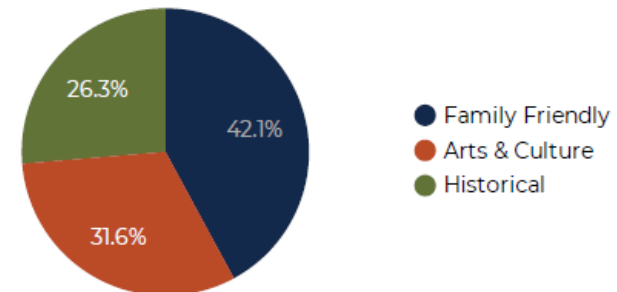
### UVPM

UVPM - Month  
18,442,161

UVPM - YTD  
272,128,487

### Brand Pull Breakdown

From this month's top stories





## Public Relations Top Stories – September 2021

Outlet	Date ▲	Article Title	Link	Feat. or Ment.	Brand Pull	Pub Value	UVP M*	DA
Reno Gazette-Journal Online	Sep 2, 2021	Nevada officials still gathering records on Stewart Indian School ahead of federal review	<a href="https://www.rgj.com/story/news/2021/09/01/nevada-preparing-records-stewart-indian-school-federal-review/5656145001/">https://www.rgj.com/story/news/2021/09/01/nevada-preparing-records-stewart-indian-school-federal-review/5656145001/</a>	Mention	Historical	\$155.08	3371K	78
Carson Now	Sep 6, 2021	Carson Valley Virtual Turkey Trot, open mic night, craft show, live music and more highlight weekend events around Carson City   Carson City Nevada News	<a href="https://carsonnow.org/story/11/12/2020/turkey-trots-open-mic-night-disc-golf-and-more-highlight-weekend-events-around-cars?page=7">https://carsonnow.org/story/11/12/2020/turkey-trots-open-mic-night-disc-golf-and-more-highlight-weekend-events-around-cars?page=7</a>	Feature	Family Friendly	\$11.38	49.5K	55
Nevada Business Magazine	Sep 9, 2021	Levitt AMP Carson City Concludes in a Big Way This Friday and Saturday Night	<a href="https://www.nevadabusiness.com/2021/09/levitt-amp-carson-city-concludes-in-a-big-way-this-friday-and-saturday-night/">https://www.nevadabusiness.com/2021/09/levitt-amp-carson-city-concludes-in-a-big-way-this-friday-and-saturday-night/</a>	Mention	Arts & Culture			49
Carson Now	Sep 11, 2021	Mile High Jazz Band Presents 'September Songs,' An Outdoor Dinner Show	<a href="https://carsonnow.org/reader-content/09/11/2021/mile-high-jazz-band-presents-september-songs-outdoor-dinner-show">https://carsonnow.org/reader-content/09/11/2021/mile-high-jazz-band-presents-september-songs-outdoor-dinner-show</a>	Mention	Arts & Culture			49
News Break	Sep 13, 2021	Stories of Old Nevada: Stewart Indian School	<a href="https://www.newsbreak.com/news/2369767412611/stories-of-old-nevada-stewart-indian-school">https://www.newsbreak.com/news/2369767412611/stories-of-old-nevada-stewart-indian-school</a>	Mention	Historical	\$564.19	25M	66
Elko Daily Free Press Online	Sep 13, 2021	Stories of Old Nevada: Stewart Indian School	<a href="https://elkodaily.com/news/local/history/stories-of-old-nevada-stewart-indian-school/article_270e01a4-e0af-572d-b539-afac1f43574.html">https://elkodaily.com/news/local/history/stories-of-old-nevada-stewart-indian-school/article_270e01a4-e0af-572d-b539-afac1f43574.html</a>	Mention	Historical	\$5.05	220K	64
Carson Now	Sep 13, 2021	The Polar Express train aboard V&T returns to Carson City for the 2021 holiday season	<a href="https://carsonnow.org/story/09/13/2021/carson-city-holiday-favorite-returns-2021-polar-express-aboard-vt-railway">https://carsonnow.org/story/09/13/2021/carson-city-holiday-favorite-returns-2021-polar-express-aboard-vt-railway</a>	Mention	Family Friendly	\$11.38	49.5K	55

Outlet	Date ^	Article Title	Link	Feat. or Ment.	Brand Pull	Pub Value	UVPM*	DA
Nevada Business Magazine	Sep 14, 2021	Mile High Jazz Band Presents 'September Songs,' An Outdoor Dinner Show	<a href="https://www.nevadabusiness.com/2021/09/mile-high-jazz-band-presents-september-songs-an-outdoor-dinner-show/">https://www.nevadabusiness.com/2021/09/mile-high-jazz-band-presents-september-songs-an-outdoor-dinner-show/</a>	Mention	Arts & Culture			49
Nevada Business Online	Sep 14, 2021	V&T Railway Announces the Return of the Polar Express™ Train Ride This Holiday Season	<a href="https://www.nevadabusiness.com/2021/09/vt-railway-announces-the-return-of-the-polar-express-train-ride-this-holiday-season/">https://www.nevadabusiness.com/2021/09/vt-railway-announces-the-return-of-the-polar-express-train-ride-this-holiday-season/</a>	Mention	Family Friendly	\$1.82	79K	49
Carson Now	Sep 20, 2021	V&T Railway to hold character auditions for 2021 production of The Polar Express holiday train	<a href="https://carsonnow.org/reader-content/09/16/2021/vt-railway-announces-auditions-polar-express-train-ride">https://carsonnow.org/reader-content/09/16/2021/vt-railway-announces-auditions-polar-express-train-ride</a>	Mention	Arts & Culture			55
KLAS-TV Online	Sep 21, 2021	First Lady, Governor host inaugural art exhibit at Nevada Governor's Mansion	<a href="https://www.8newsnow.com/news/local-news/first-lady-governor-host-inaugural-art-exhibit-at-nevada-governors-mansion/">https://www.8newsnow.com/news/local-news/first-lady-governor-host-inaugural-art-exhibit-at-nevada-governors-mansion/</a>	Mention	Arts & Culture	\$53.21	231.4K	81
Las Vegas Review-Journal Online	Sep 21, 2021	First Lady' exhibit features Nevada artists at governor's mansion	<a href="https://www.reviewjournal.com/news/politics-and-government/nevada/first-lady-exhibit-features-nevada-artists-at-governors-mansion-2444761/">https://www.reviewjournal.com/news/politics-and-government/nevada/first-lady-exhibit-features-nevada-artists-at-governors-mansion-2444761/</a>	Mention	Arts & Culture	\$815.82	1.0M	83
News Break	Sep 22, 2021	Show Off Your Silver State Pride With A Nevada Day Celebration To Remember	<a href="https://www.newsbreak.com/news/2379929531347/show-off-your-silver-state-pride-with-a-nevada-day-celebration-to-remember">https://www.newsbreak.com/news/2379929531347/show-off-your-silver-state-pride-with-a-nevada-day-celebration-to-remember</a>	Mention	Family Friendly	\$1,128.38	4.9M	132
Only in Your State	Sep 22, 2021	Show Off Your Silver State Pride With A Nevada Day Celebration To Remember	<a href="https://www.onlyinyourstate.com/nevada/nevada-day-2021-nv/">https://www.onlyinyourstate.com/nevada/nevada-day-2021-nv/</a>	Mention	Family Friendly	\$984.94	4.3M	148
KUER-FM Online	Sep 24, 2021	In Nevada, Sundown Town History Has Cultural Impacts For Washoe Tribal Members	<a href="https://www.kuer.org/race-religion-social-justice/2021-09-22/in-nevada-sundown-town-history-has-cultural-impacts-for-washoe-tribal-members">https://www.kuer.org/race-religion-social-justice/2021-09-22/in-nevada-sundown-town-history-has-cultural-impacts-for-washoe-tribal-members</a>	Mention	Historical	\$13.51	58.7K	62
Coin Values	Sep 24, 2021	Nevada museum gifted 2021-CC dollar from U.S. Mint	<a href="https://www.coinworld.com/news/us-coins/nevada-museum-gifted-2021-cc-dollar-from-u-s-mint">https://www.coinworld.com/news/us-coins/nevada-museum-gifted-2021-cc-dollar-from-u-s-mint</a>	Mention	Historical	\$0.02	76.0	69
Carson Now	Sep 25, 2021	Carson City events and happenings for Thursday, March 7   Carson City Nevada News	<a href="https://carsonnow.org/story/03/06/2019/carson-city-events-and-happenings-thursday-march-7?page=1">https://carsonnow.org/story/03/06/2019/carson-city-events-and-happenings-thursday-march-7?page=1</a>	Feature	Family Friendly	\$11.38	49.5K	55

# CARSON CITY

## Where History Lives & Adventure Awaits

Carson City, Nevada boasts an array of outdoor adventures, fine restaurants, challenging golf courses, historical attractions, museums, gaming opportunities and a plethora of events and entertainment. Visitors will find plenty of exciting activities and experiences to choose from. In the heart of the action, Carson City is nestled just minutes from world famous Lake Tahoe, electrifying Reno, historic Virginia City and the majestic Sierra Nevada mountain range.



### OUTDOOR RECREATION

A host to **award-winning trails**, Carson City is an adventurer's dream. Get away from the Tahoe crowds and explore the trails on foot or bike that lead to waterfalls and stunning vistas. Explore OHV roads that lead to neighboring valleys or hop on the Carson River by raft, kayak or paddle board. There is something for everyone to discover.

- Lake Tahoe
- Old West Virginia City
- Waterfalls and Hot Springs



### ARTS & ENTERTAINMENT

In addition to **award-winning theaters, beautiful art galleries, and numerous cultural events**, Carson City also hosts live music year-round.

- **Brewery Arts Center**  
Live music, live theatre, live shows, and more!
- **Carson City Ghost Walk**  
Carson City's rich & intriguing history is explored and theatrically re-lived in our seasonal evening walking tours.
- **Taste of Downtown**  
A culinary dream for attendees featuring over 40 restaurants samples at one ticket price
- **Levitt AMP Concert Series**



### HISTORY & ATTRACTIONS

Carson City showcases **8 museums** great for all ages. Rich in Western Heritage and American Indian heritage, the capital city holds a wealth of historic sites and experiences.

- **Museums:** Nevada State Museum, Nevada State Railroad Museum, Battle Born Hall, Children's Museum, Fire Museum, Stewart Indian School Cultural Center & Museum, Charlie B's Vasefinder Museum, & Cactus Air Force Museum
- **Kit Carson Trail**  
A self-guided walking tour showcasing the Historic West Side of Carson City
- **Ghost Walk Tours**
- **Capitol Building Tours**
- **Train experiences:** V&T Railway, Historical train ride experience to Virginia City and the Railroad Museum
- **Carson Canyon Railbike Tours**



### ACCOMMODATIONS

From **full-service hotels, to charming bungalows & historic hotels**, Carson City is an affordable option in the center of all the action in northern Nevada.

- 1,400 hotel rooms
- No resort fees
- More affordable rates than Reno/Tahoe & only 20 minutes away
- Free parking at all properties
- Centrally located to all northern Nevada attractions



### DINING & CUISINE

The **up-and-coming food scene** is surprising and delighting foodies and travel writers. Enjoy fabulous cuisine, exceptional experiences and unique locations.

- Diverse, eclectic menus
- Many restaurants in the walkable downtown area
- Many accommodate large groups
- Many host live music year-round

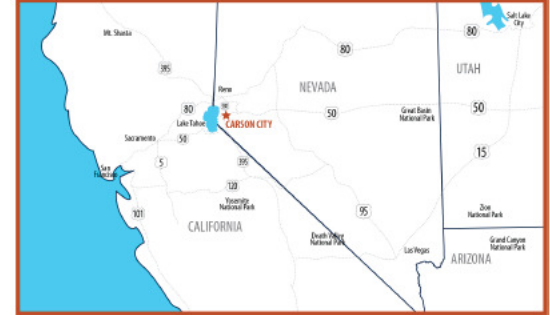
**START PLANNING YOUR NEVADA EXPERIENCE TODAY**

VISIT **CARSON CITY** NV

[visitcarsoncity.com](http://visitcarsoncity.com)

### PROXIMITY TO NEARBY CITIES & ATTRACTIONS

**Reno-Tahoe Airline Service**  
With more than 144 flights per day (arrivals plus departures) and nonstop services from 24 cities, Reno-Tahoe is easy on your time and budget. In 2019, RNO handled more than 4.4 million passengers, with service from 9 commercial airlines.



LOCATION	DRIVE TIME	MILES	LOCATION	DRIVE TIME	MILES
Lake Tahoe	25 min	18	Mt. Shasta	4 hrs 45 min	245
Reno	25 min	25	Death Valley NP	5 hrs 45 min	345
Sacramento	2 hrs 45 min	130	Great Basin NP	6 hrs 20 min	387
San Francisco	3 hrs 45 min	215	Las Vegas	7 hrs	435
Yosemite NP	4 hrs 15 min	185	Salt Lake City	7 hrs 45 min	546



### ANNUAL EVENTS

Carson City is host to numerous special events year-round, many of them ongoing each month. Please note that special events may have changed due to COVID-19. For the most up-to-date listing, see [visitcarsoncity.com/events](http://visitcarsoncity.com/events)

- Levitt Amp Concert Series
- Capital City Brewfest
- Taste Of Downtown
- Silver State Art Festival
- Jazz & Beyond Festival
- Nevada Day Weekend Celebration
- Polar Express Train Rides
- Carson City Ghost Walk
- Stetina's Paydirt Gravel Grinder

**250+ DAYS OF SUNSHINE EACH YEAR**    **1,400 HOTEL ROOMS**    **POPULATION 57,000**    **LESS THAN 30 MILES FROM RENO-TAHOE AIRPORT**

### NOTABLE MEDIA MENTIONS

Named Forbes' "Best Place to Travel to Avoid the Pandemic"

UPROXX 2020 Travel Hot List

True West Magazine's Top 10 Western Towns in the US

Sunset Magazine's 2020 Dream Town List

Most Travel-Worthy State Capital 2014



775-687-7410  
[visitcarsoncity.com/media](http://visitcarsoncity.com/media)

716 N. Carson St.,  
Carson City, NV 89701

VISIT **CARSON CITY** NV

# NEVADA DAY


- PHOTO SHOOT WITH ZACH AND TRESPASSER PRODUCTIONS TO GATHER SOME GREAT DRONE, VIDEO AND PHOTOS
- AN INFLUENCER WILL BE COMING IN AND FINALIZING THE DETAILS FOR THAT TO HELP PROMOTE AND GATHER CONTENT FOR NEVADA DAY TO BE A WEEKEND STAY IN CARSON CITY





**WE ARE STARTING OUR PASSPORT PROGRAM BUILDING THIS WEEK, BEGINNING WITH BRAINSTORMING AND CHOOSING AN IDEA FOR OUR FIRST ONE THIS WEEK.**

- **OUR GOAL IS TO HAVE TWO PASSPORTS COMPLETED THIS YEAR**

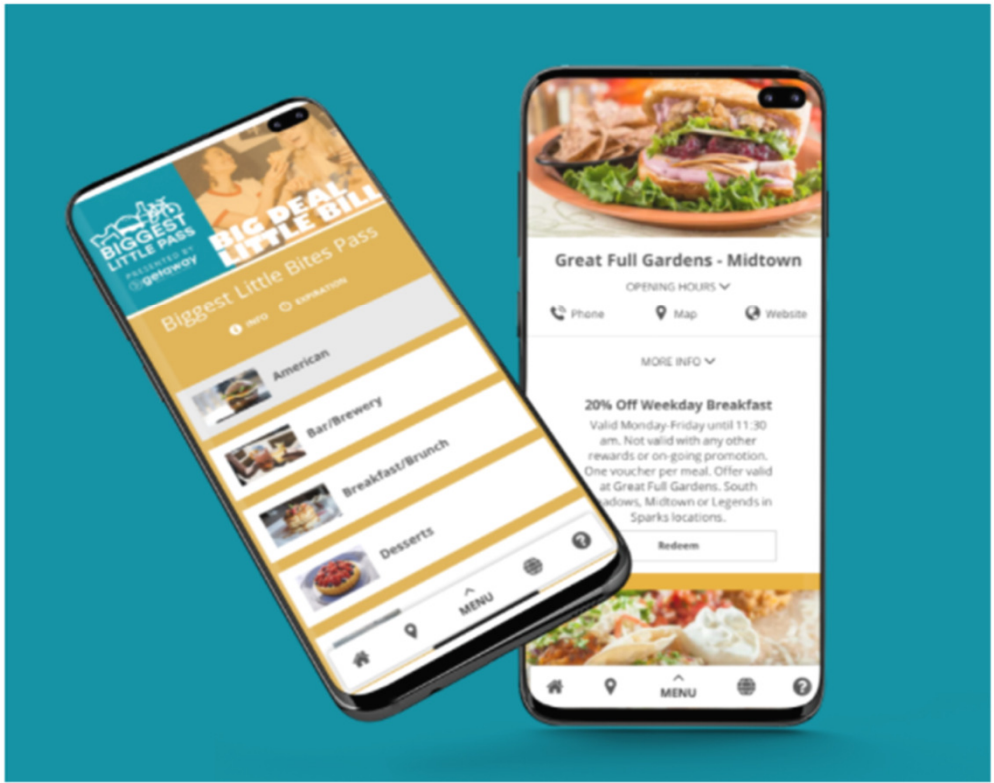


**BIGGEST LITTLE BITES PASS**

- 2-for-1 tasty libations
- \$10+ off Reno restaurant bites
- No pesky apps to download
- Contactless pass delivered via text and email
- Date night and BFF sharing approved

**\$25.00**

[Buy Now](#)



**Great Full Gardens - Midtown**

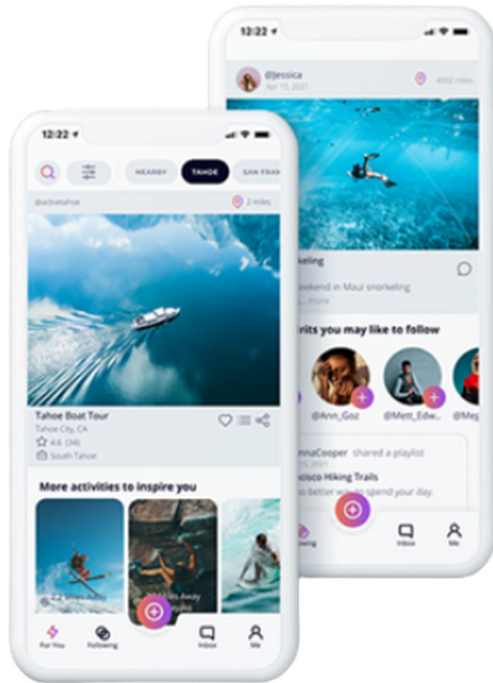
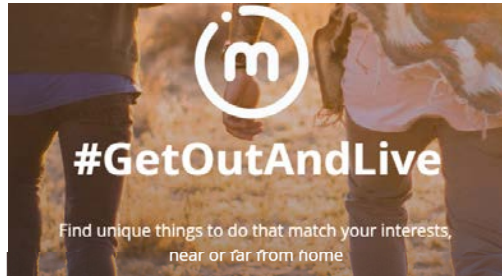
OPENING HOURS ▾

Phone Map Website

MORE INFO ▾

**20% Off Weekday Breakfast**  
Valid Monday-Friday until 11:30 am. Not valid with any other rewards or on-going promotion. One voucher per meal. Offer valid at Great Full Gardens, South Meadows, Midtown or Legends in Sparks locations.

[Redeem](#)



- **MOPO is officially launching October 14<sup>th</sup>**
- **We were the first DMO to work with them to provide content for the site and we will be helping them launch the app utilizing Nevada Day.**
- **They have created an official Nevada Day channel that will have the schedule of the weekend and the parade so users can easily check what happening and post about their experiences.**
- **We're working on a potential giveaway to bolster usage, chatter about Carson City and downloads for the app leading up to the event, with messaging of being a "pioneer" of a new social/travel app, making some noise and splash about Carson City.**
- **Bobbi, the MOPO team and I met at Stewart Friday to also chat more about how this can help Stewart in addition to the audio tour, we're all excited about the future and hoping the launch goes well.**



VISIT  
**CARSON**  
**CITY** NV

**THANK YOU ALL & HAPPY FALL**