



NOVEMBER 8, 2021 | LYDIA BECK

MARKETING & PR

CTA BOARD MEETING PRESENTATION





PRESENTATION OUTLINE

- WEBSITE UPDATE
- SOCIAL MEDIA
- PR REPORT
- NEVADA DAY
- BANDWANGO
- EMAIL MARKETING



WEBSITE UPDATE

VISIT
CARSON
CITY NV

DIGITAL MARKETING UPDATE - WEBSITE

OCTOBER

TOP PAGES VISITED

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
	64,755 % of Total: 100.00% (64,755)	54,152 % of Total: 100.00% (54,152)	00:01:37 Avg for View: 00:01:37 (0.00%)	35,374 % of Total: 100.00% (35,374)	69.09% Avg for View: 69.09% (0.00%)
1. visitcarsoncity.com/events/nevada-day21/	8,295 (12.81%)	7,266 (13.42%)	00:05:08	6,679 (18.88%)	79.34%
2. visitcarsoncity.com/	4,695 (7.25%)	3,876 (7.16%)	00:00:56	3,432 (9.70%)	51.31%
3. visitcarsoncity.com/things-to-do/	4,022 (6.21%)	3,184 (5.88%)	00:01:21	2,508 (7.09%)	47.27%
4. visitcarsoncity.com/hotels/	2,439 (3.77%)	1,839 (3.40%)	00:00:50	1,478 (4.18%)	62.72%
5. visitcarsoncity.com/attractions/vt-railway/	2,334 (3.60%)	2,010 (3.71%)	00:03:11	1,917 (5.42%)	73.46%
6. visitcarsoncity.com/events/	2,312 (3.57%)	1,696 (3.13%)	00:00:53	897 (2.54%)	35.38%
7. visitcarsoncity.com/blog/fall-into-fun-in-carson-city/	1,905 (2.94%)	1,794 (3.31%)	00:01:41	1,792 (5.07%)	88.73%
8. visitcarsoncity.com/events/forces-of-nature/	1,498 (2.31%)	1,369 (2.53%)	00:02:12	1,230 (3.48%)	86.75%
9. visitcarsoncity.com/blog/the-perfect-fall-trip-to-carson-city/	1,475 (2.28%)	1,361 (2.51%)	00:02:38	1,117 (3.16%)	89.53%
10. visitcarsoncity.com/railbikes/	1,364 (2.11%)	1,149 (2.12%)	00:02:55	951 (2.69%)	79.60%

TOP EVENTS - EVENT LINKS MOST CLICKED ON WITHIN OUR WEBSITE

Event Action	Total Events
	2,305 % of Total: 21.87% (10,540)
1. Link - tahoemtnmilers@gmail.com - mailto:tahoemtnmilers@gmail.com	257 (11.15%)
2. Link - Facebook Page - https://www.facebook.com/BlinkyManCC/	138 (5.99%)
3. Chamber Links - http://www.carsoncitychamber.com/events/members	130 (5.64%)
4. Link - Visit Website - https://vtrailway.com/train-rides/the-polar-express/	126 (5.47%)
5. Link - whproductions.ludus.com here - https://whproductions.ludus.com/	89 (3.86%)
6. Link - www.vtrailway.com - https://vtrailway.com/train-rides/the-polar-express/	79 (3.43%)
7. Link - Read more on Facebook - https://ik-us.facebook.com/events/3013862048848888/	67 (2.91%)
8. Link - Visit Website - https://www.downtowncarson.org/carson-city-wine-walk	60 (2.60%)
9. Link - Visit Website - https://carsonhotsprings.com/	57 (2.47%)
10. Link - FREE Hot Springs Swim And Concert!!! - https://www.facebook.com/events/34950262accontext=%7B%22event_action_history%22%3A[%7B%22surface%22%3A%22page%22%7D]	56 (2.43%)



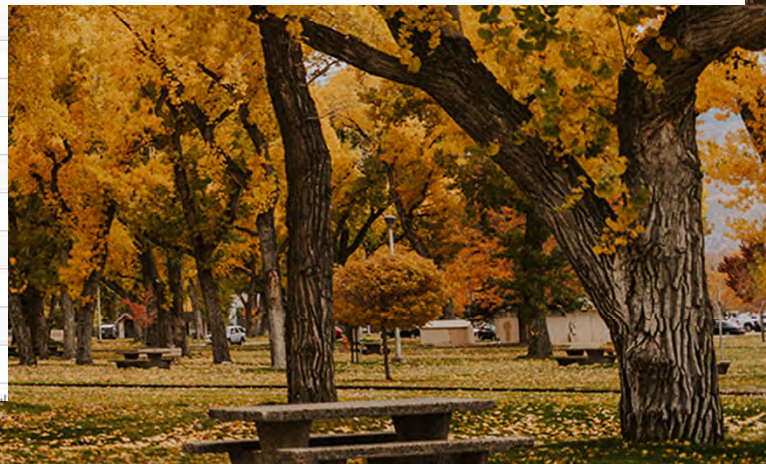
WEBSITE CONVERSIONS

OCTOBER

Goal Completion Location	Goal Completions	% Goal Completions
1. visitcarsoncity.com/subscribe/thank-you-for-signing-up/	287	35.13%
2. visitcarsoncity.com/hotels/saint-charles-hotel/	95	11.63%
3. visitcarsoncity.com/hotels/courtyard-by-marriott-carson-city/	57	6.98%
4. visitcarsoncity.com/hotels/hampton-inn-suites/	42	5.14%
5. visitcarsoncity.com/hotels/gold-dust-west/	40	4.90%
6. visitcarsoncity.com/hotels/americasbest/	39	4.77%
7. visitcarsoncity.com/hotels/carson-city-plaza-hotel-events-center/	36	4.41%
8. visitcarsoncity.com/hotels/camp-n-town/	34	4.16%
9. visitcarsoncity.com/hotels/carson-tahoe-hotel/	32	3.92%
10. visitcarsoncity.com/hotels/staybridge-inn-suites/	25	3.06%

SEPTEMBER

Goal Completion Location	Goal Completions	% Goal Completions
1. visitcarsoncity.com/subscribe/thank-you-for-signing-up/	238	35.31%
2. visitcarsoncity.com/hotels/saint-charles-hotel/	80	11.87%
3. visitcarsoncity.com/hotels/courtyard-by-marriott-carson-city/	44	6.53%
4. visitcarsoncity.com/hotels/camp-n-town/	37	5.49%
5. visitcarsoncity.com/hotels/americasbest/	32	4.75%
6. visitcarsoncity.com/hotels/carson-tahoe-hotel/	29	4.30%
7. visitcarsoncity.com/hotels/gold-dust-west/	26	3.86%
8. visitcarsoncity.com/hotels/carson-city-plaza-hotel-events-center/	24	3.56%
9. visitcarsoncity.com/hotels/hampton-inn-suites/	24	3.56%
10. visitcarsoncity.com/visitors-guide/thank-you-for-your-request/	22	3.26%



OCTOBER TOTALS



SOCIAL MEDIA

VISIT
CARSON
CITY NV



SOCIAL MEDIA UPDATE –TOP PAID ADS

OCTOBER

Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	Landing Page Views	Link Clicks
Arts & Culture V&T Traffic - Sept/Oct	50,682	100,098	\$0.17 <small>Per Link Click</small>	\$391.72	Oct 29, 2021	1.98	1,969	1,419 ⁽²⁾	2,326
Nevada Day 2021	32,244	69,978	\$0.16 <small>Per Link Click</small>	\$350.00	Oct 30, 2021	2.17	1,820	1,354 ⁽²⁾	2,161
Fall Video	77,749	139,531	\$0.24 <small>Per Link Click</small>	\$541.18	Oct 30, 2021	1.79	1,969	1,148 ⁽²⁾	2,262
Fall Traffic Ad	48,776	76,888	\$0.15 <small>Per Link Click</small>	\$164.52	Oct 17, 2021	1.58	942	809 ⁽²⁾	1,065
Arts & Culture Ghost Walk	38,062	63,831	\$0.26 <small>Per Link Click</small>	\$400.00	Oct 23, 2021	1.68	1,422	803 ⁽²⁾	1,526
Newsletter Sign Up - October	25,771	51,687	\$3.06 <small>Per Newsletter Subm...</small>	\$480.65	Nov 1, 2021	2.01	490	416 ⁽²⁾	565
Arts & Culture Día De Los Muertos	9,680	18,155	\$0.02 <small>Per Post Engagement</small>	\$98.46	Nov 5, 2021	1.88	116	68 ⁽²⁾	122
MONTHLY TOTALS	235,204 <small>People</small>	614,296 <small>Total</small>	— <small>Multiple Conversions</small>	\$3,067.69 <small>Total Spent</small>		2.61 <small>Per Person</small>	8,484 <small>Total</small>	6,124 <small>Total</small>	10,573 <small>Total</small>

PAID ENGAGEMENTS



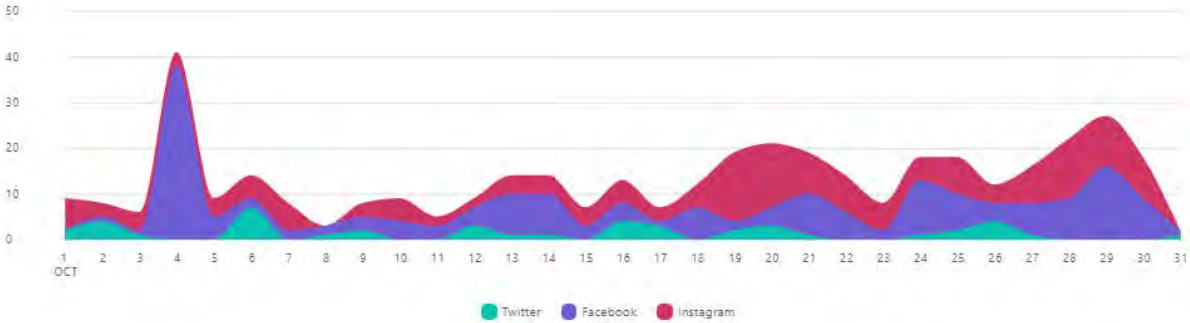
SOCIAL MEDIA UPDATE – PAID + ORGANIC

OCTOBER

Impressions 846,424 ↗ 176.3%	Engagements 32,990 ↗ 125.7%	Post Link Clicks 11,368 ↗ 154.7%
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Audience Growth
 See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Metrics	Totals	% Change
Total Audience	21,676	↗ 1.4%
Total Net Audience Growth	309	↗ 164.1%
Twitter Followers Gained	44	↗ 91.3%
Facebook Page Likes	187	↗ 206.6%
Instagram Followers Gained	179	↗ 32.6%

TOP CONTENT - OCTOBER

<p>visitcarsoncity Fri 10/29/2021 4:20 pm PDT</p> <p>It's weird, it's wild, it's Nevada Day! Where hot air balloons launch from downtown and the longest beard wins!...</p>  <p>Reactions 324</p>	<p>visitcarsoncity Sat 10/9/2021 2:06 pm PDT</p> <p>Taking in all those fall colors while we can #visitcarsoncity #carsoncity #nevada #nevadaspeaks #wanderwild #aspens...</p>  <p>Reactions 228</p>	<p>visitcarsoncity Thu 10/28/2021 4:30 pm PDT</p> <p>"Dance in the graveyard, feet in the mist, come dears and join us, why yes, we insist!" We hope to see you for Nevada...</p>  <p>Reactions 202</p>	<p>Visit Carson City Fri 10/29/2021 10:36 am PDT</p> <p>It's weird, it's wild, it's Nevada Day! Where hot air balloons launch from downtown and the longest beard wins!...</p>  <p>Reactions 173</p>	<p>visitcarsoncity Thu 10/14/2021 12:52 pm PDT</p> <p>Carson River Park is a dreamy, golden autumn paradise. Join us for a guided hike Saturday at 10am. Check out our...</p>  <p>Reactions 165</p>	<p>visitcarsoncity Sat 10/23/2021 10:34 am PDT</p> <p>Stroll with us through the dreamiest fall paradise in Carson City, Carson River Park #visitcarsoncity</p>  <p>Reactions 161</p>
<p>visitcarsoncity Wed 10/27/2021 1:53 pm PDT</p> <p>Who's ready to ride? Join us for the Blinky Man Ride & Bar Crawl this Friday night starting at 6:30 at McFadden...</p>  <p>Reactions 149</p>	<p>visitcarsoncity Thu 10/21/2021 4:34 pm PDT</p> <p>Great News! The Capitol Building is now reopened to the public! Visitors can now tour the 2nd and 3rd floors...</p>  <p>Reactions 147</p>	<p>visitcarsoncity Fri 10/15/2021 2:37 pm PDT</p> <p>@jimmaherphotoworks captures a "perfect warm fall morning" in Carson City #morningmotivation...</p>  <p>Reactions 147</p>	<p>Visit Carson City Sat 10/30/2021 7:25 am PDT</p> <p>Parade Day is finally here! Have a safe and fun Nevada Day, Carson City! For the full schedule of events see...</p>  <p>Reactions 129</p>	<p>visitcarsoncity Tue 10/5/2021 10:12 am PDT</p> <p>The leaves are changing! It's the perfect time to plan a trip to see the peak fall colors in the capital city. Plan away a...</p>  <p>Reactions 121</p>	<p>visitcarsoncity Mon 10/18/2021 7:49 am PDT</p> <p>On the outer skirts of Carson City lies Spooner Summit, a fall paradise filled with aspen tree and a warm golden glo...</p>  <p>Reactions 118</p>



PR REPORT

OCTOBER PR REPORT

Monthly Summary

MEDIA FAMS (Familiarization Tours) in October 2021:

- Nick & Jessica #bluebusadventure, self guided Nevada Day Weekend tour.

Overview:

During the month, there was a lot of anticipation and hype leading up to Nevada Day Weekend. With a number of cherished events returning to the state capital, Visit Carson City helped launch a new event experiences app, MOPO, on Nevada Day Weekend.

By partnering with MOPO, Visit Carson City is now able to offer both visitors and locals alike a next-generation mobile solution featuring an extensive library of local activities, events and content. MOPO's AI-driven personalization technology enables consumers to discover experiences that are just right for them, and local businesses to expand their base of new, qualified customers. The app's built-in social network for experiences allows users to connect and engage with others around the things they care about.

Users who downloaded the app via a dedicated link on the Visit Carson City website or social media posts had access to a curated suite of Nevada Day content with all the latest information on the weekend's events and activities, including start times and locations, lists of suggested activities, participating businesses and more. A press release about the app was sent out ahead of Nevada Day weekend and received local pick-up in Carson Now, The Nevada Appeal and This Is Reno.

Additional PR efforts this month were focused on bringing three journalists and bloggers to Carson City next month – Jessica Briggs, Justine Young and Virginia Miller.

Publicity Value

Publicity Value Earned - Month

\$18,474.83

Publicity Value Earned - YTD

\$179,791.51

Fiscal Year Goal: \$225,000

Total Stories

Stories - Month

6

Stories - YTD

16

**Fiscal Year Goal: 30 regional/
national stories.**

Reach

PR Reach - Month

228,878

PR Reach - YTD

1,926,685

UVPM

UVPM - Month

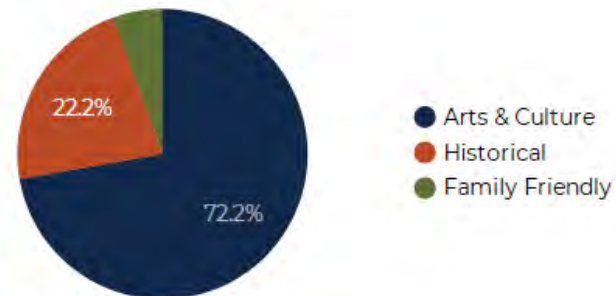
70,598,669

UVPM - YTD

342,727,156

Brand Pull Breakdown

From this month's top stories





Public Relations Top Stories – October 2021

Outlet	Date	Article Title	Link	Feat. or Ment.	Brand Pull	Pub Value	UVPM*	DA
Carson Now	Oct 4, 2021	Mile High Jazz Band presents 'Big Band in the Black Box'	https://carsonnow.org/reader-content/10/04/2021/mile-high-jazz-band-presents-big-band-black-box	Mention	Arts & Culture			55
Coin Week	Oct 4, 2021	Big Things Happened at the Mint in the Month of October	https://coinweek.com/us-coins/big-things-happened-at-the-mint-in-the-month-of-october/	Mention	Arts & Culture	\$16.01	69.6K	61
Carson Now	Oct 6, 2021	2021 Jazz and Beyond: Carson City Music & Art Festival to span 17 days, 30-plus performances Carson City Nevada News	https://carsonnow.org/story/06/21/2021-jazz-and-beyond-carson-city-music-art-festival-span-17-days-30-plus%20performances?page=854	Mention	Arts & Culture	\$11.38	49.5K	55
Las Vegas Sun Online	Oct 14, 2021	Legendary Nevadans and their stomping grounds	https://lasvegassun.com/native/travel-nevada/2021/oct/14/legendary-nevadans-and-their-stomping-grounds/	Mention	Historical	\$135.51	294.6K	78
Las Vegas Review-Journal Online	Oct 14, 2021	Legendary Nevadans & Where to Follow in their Footsteps	https://www.reviewjournal.com/brandpublishing/sponsored-travel/travel-nevada/legendary-nevadans-where-to-follow-in-their-footsteps/	Mention	Historical	\$815.82	1.0M	83
Nevada Business	Oct 14, 2021	New Music Series Begins at the Brewery Arts Center	https://www.nevadabusiness.com/2021/10/new-music-series-begins-at-the-brewery-arts-center/	Mention	Arts & Culture			49
KSNV-TV Online	Oct 15, 2021	Huntridge Theater remains on list of most endangered historic Nevada sites	https://news3lv.com/amp/newsletter-daily/huntridge-theater-las-vegas-list-most-endangered-historic-nevada-sites	Mention	Historical	\$114.69	249.3K	69
MSN News	Oct 19, 2021	Feds may investigate Native American boarding school in Nevada after discovery of Canadian mass graves	https://www.msn.com/en-us/news/us/feds-may-investigate-native-american-boarding-school-in-nevada-after-discovery-of-canadian-mass-graves/ar-AA1Qnw8	Mention	Historical	\$15,444.86	672M	95
Carson Now	Oct 25, 2021	Native American artists featured Saturday during Nevada Day event at Stewart museum	https://carsonnow.org/story/10/25/2021/native-american-artists-featured-saturday-during-nevada-day-event-stewart-museum	Mention	Arts & Culture	\$11.38	49.5K	55
Carson Now	Oct 26, 2021	Visit Carson City helps launch new experiences app, MOPO, Nevada Day weekend	https://carsonnow.org/reader-content/10/26/2021/visit-carson-city-helps-launch-new-experiences-app-mopo-nevada-day-weekend	Feature	Arts & Culture	\$11.38	49.5K	55
Carson Now	Oct 26, 2021	Carson City museum observes 80th birthday Thursday with history lecture	https://carsonnow.org/story/10/26/2021/carson-city-museum-observes-80th-birthday-thursday-history-lecture	Mention	Arts & Culture	\$11.38	49.5K	55



Public Relations Top Stories – October 2021

Outlet	Date ▲	Article Title	Link	Feat. or Ment.	Brand Pull	Pub Value	UVPM*	DA
Carson Now	Oct 28, 2021	Indigenous Beadwork of the Great Basin Exhibit in final week at Stewart Museum, open Nevada Day	https://carsonnow.org/story/10/28/2021/indigenous-beadwork-great-basin-exhibit-final-week-stewart-museum-open-nevada-day	Mention	Arts & Culture	\$11.38	49.5K	55
Reno Gazette-Journal Online	Oct 28, 2021	What to know about the parade, grand marshal, events and more	https://www.rgj.com/story/news/2021/10/28/what-expect-nevada-day-2021-parade-grand-marshal-and-more/8574633002/	Mention	Family Friendly	\$155.08	3371K	78
This is Reno	Oct 28, 2021	Visit Carson City helps launch a new experiences app, MOPO, for Nevada Day Weekend (sponsored)	https://thisisreno.com/2021/10/visit-carson-city-helps-launch-mopo-for-nevada-day-sponsored/	Feature	Arts & Culture	\$6.50	28.3K	52
Reno Gazette-Journal Online	Oct 28, 2021	Great Basin Native artists to be featured at Stewart Indian School museum for Nevada Day	https://www.rgj.com/story/news/2021/10/28/native-artists-featured-stewart-indian-school-cultural-carson-city-museum-nevada-day/8564749002/	Mention	Arts & Culture	\$155.08	3371K	78
Newsbreak	Oct 29, 2021	Visit Carson City helps launch a new experiences app, MOPO, for Nevada Day Weekend (sponsored)	https://flipboard.com/topic/carsoncity/visit-carson-city-helps-launch-a-new-experiences-app-mopo-for-nevada-day-weekend/f-df2d591814%2Fthisisreno.com	Feature	Arts & Culture			
Flipboard	Oct 30, 2021	Visit Carson City helps launch a new experiences app, MOPO, for Nevada Day Weekend (sponsored)	https://www.newsbreak.com/news/2417234163861/visit-carson-city-helps-launch-a-new-experiences-app-mopo-for-nevada-day-weekend-sponsored	Feature	Arts & Culture			
Nevada Appeal	Oct 31, 2021	Visit Carson City helps launch experiences app MOPO Nevada Day Weekend	https://www.nevadappeal.com/news/2021/oct/29/visit-carson-city-helps-launch-experiences-app-mop/	Feature	Arts & Culture		15.6K	62

NEVADA DAY

- Photo shoot with Zach and Trespasser Productions went very well!
 - Some very cool drone and family content coming
- Jessica and Nick from Blue Bus Adventure came back for Nevada Day weekend
- Our advertising efforts put forth for the MOPO app generated 228 new users for them
 - 93 from the 775-area code
 - 14 from 530 area code
 - 31 from immediate Bay Area
 - Remaining were scattered



HUNGRY HIKERS & BIKERS PASS

- Our first Bandwango Pass is underway. If all goes as planned, we will be launching the Hungry Hikers and Bikers Pass by the end of November or 1st week in December.
- We have multiple trails chosen all around Carson City that pass holders will be able to check-in to at trailheads using GPS tech.
 - Each check-in will be an entry toward a quarterly grand prize drawing. (Prize TBD)
- We are working with local retailers and restaurants that would like to provide offers, like a discount or free item that can be redeemed in their locations post hike.
 - The goal is to have them hit the trail and give them a reason to come back into town and patronize our local businesses.

October Update

1,530 Opened	314 Clicked	39 Bounced	40 Unsubscribed
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Successful deliveries 6,376 99.4% Clicks per unique opens 20.5%
 Total opens 2,770 Total clicks 629
 Last opened 11/1/21 7:32AM Last clicked 10/30/21 1:50PM
 Forwarded 0 Abuse reports 2

October Events

2,030 Opened	351 Clicked	38 Bounced	23 Unsubscribed
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Successful deliveries 6,376 99.4% Clicks per unique opens 17.3%
 Total opens 3,426 Total clicks 615
 Last opened 10/31/21 10:48PM Last clicked 10/28/21 7:58PM
 Forwarded 0 Abuse reports 3

Nevada Day 2021

1,942 Opened	243 Clicked	32 Bounced	13 Unsubscribed
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Successful deliveries 6,402 99.5% Clicks per unique opens 12.5%
 Total opens 3,410 Total clicks 462
 Last opened 11/1/21 12:40PM Last clicked 11/1/21 11:56AM
 Forwarded 0 Abuse reports 2





VISIT
CARSON
CITY NV

THANK YOU ALL & HAPPY FALL