



VISIT
CARSON
CITY NV

MARKETING & PR

CTA BOARD MEETING PRESENTATION

AUGUST 14, 2023 | LYDIA BECK

PRESENTATION OUTLINE

- FY23 ANNUAL RECAP
 - DIGITAL MARKETING
 - NEWSLETTERS
 - PUBLIC RELATIONS
 - INFLUENCERS
 - NEW CAMPAIGN ASSETS COLLECTED



VISIT CARSON CITY



VISIT
CARSON
CITY NV

PAID DIGITAL

PAID DIGITAL MEDIA RECAP

Top Google Advertising Highlights

- **Over 5 million impressions** were generated by all Google Advertising campaigns in FY23. 4.5m of these impressions were from the YouTube - Video for Action campaign.
- The Paid Search campaigns had a **strong 12% click-through-rate (CTR)**, with a **very low cost-per-click (CPC) of \$1.50** (a 36% decrease from FY22).



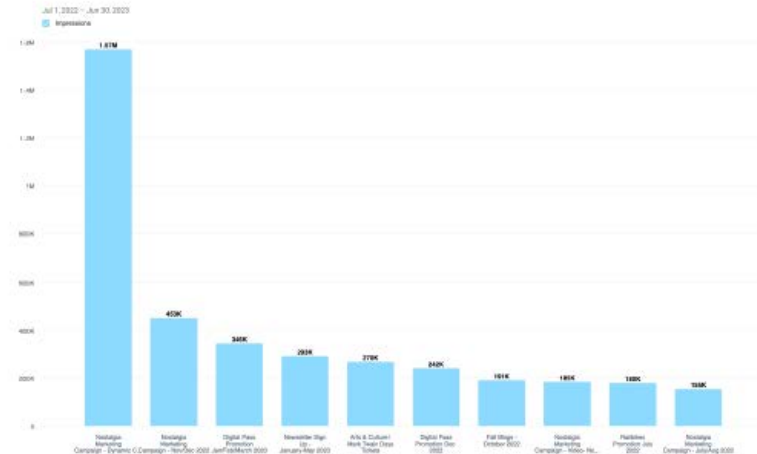
- **4,200 lodging referrals** were driven by all Google Advertising campaigns, with an exceptional **conversion rate of 6.15%**. This was a 10% increase over the previous year.
- All Google Ads had 268 newsletter signups, a **250% increase over last year**.

Top Paid TikTok Campaign Highlights

- The TikTok ads had over **100,000 impressions and video views**. Majority of these views came from the ShelbsSays October ad.
- Shelby's TikTok ads also generated strong on-platform engagement, with **916 likes, 46 shares and 113 followers**.

Top Paid Meta Campaign Highlights

The Paid Social campaigns on Meta had over **6 million impressions in FY23**, a 68% increase over the previous year. Majority of these impressions are attributed to the Nostalgia Marketing campaigns.



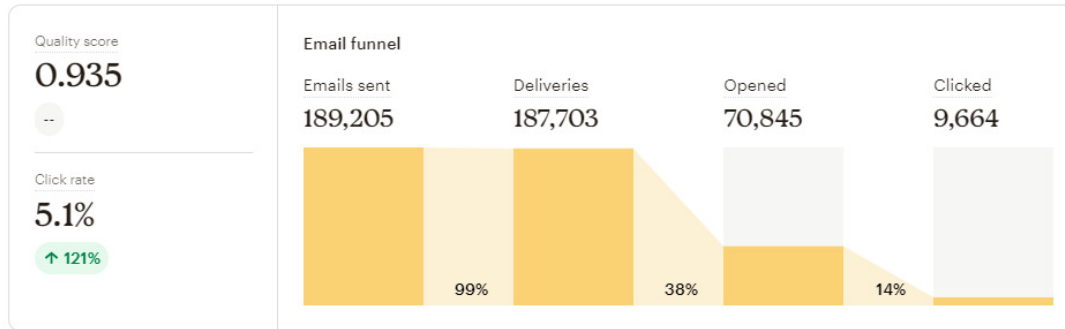
- Nearly 600,000 on-platform engagements were generated by the Meta campaigns, **with over 2,000 of them being shares—the most valuable engagement**.
- The Paid Social campaigns saw over 37,000 website visits and 760 conversion events, majority of which were newsletter signups.



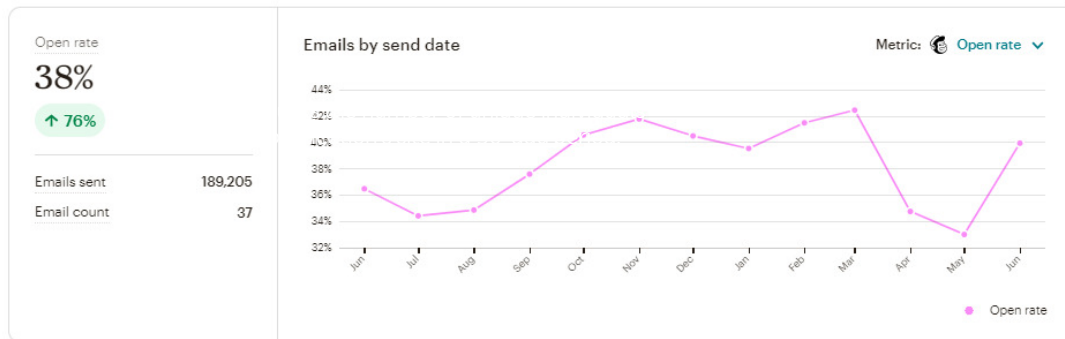


VISIT
CARSON
CITY NV
NEWSLETTERS

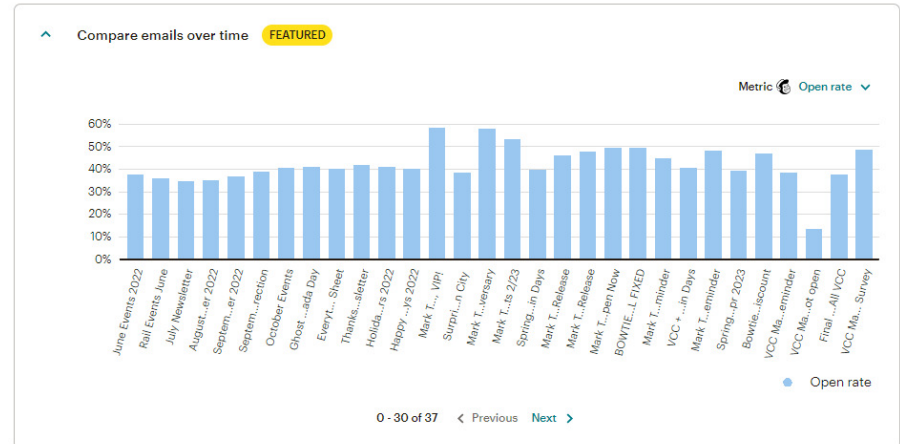
Track conversions **FEATURED**



Performance over time



NEWSLETTER PERFORMANCE



Monitor performance





VISIT
CARSON
CITY NV

PUBLIC RELATIONS

PUBLIC RELATIONS RECAP

- **54 individual stories** were highlighted through earned media placements in FY23.
- **\$985,534.22 publicity value** was earned in FY23, which exceeded the initial goal of \$500K.
 - New goals are being assessed for FY24.
- KPS3 helped to secure national and target market placements, including [Travel + Leisure](#), [HuffPost](#), [AAA's Via](#), [Mercury News](#), [Fodor's Travel](#), [Allegiant's Nonstop Life](#), [Reno News & Review](#), and more.
- **13 FAM visits** were completed in FY23, eight of which were with travel media and five with social media influencers.
- Across all media coverage, 36% of placements were arts and culture focused, 25% were history focused, 22% were family focused, and 17% were outdoor focused.
- **Two brand activations** were executed at Harvey's Lake Tahoe's Outdoor Arena, which attracted **623 total Visit Carson City booth participants** and captured **313 contacts**.
 - FY24 activations are begin brainstormed more to come with the new marketing plan to be presented soon.
- KPS3 created **15 blogs** that highlighted events, activities, and experiences in Carson City. These articles received **24,552 pageviews** on VisitCarsonCity.com.



INFLUENCER RECAP – FY23

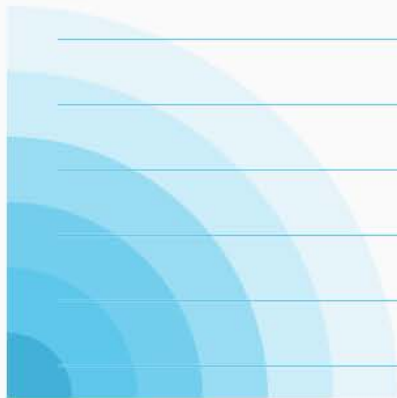
Campaign Performance Summary

1.0%
ENGAGEMENT RATE

191.9K
FOLLOWERS

391.3K
IMPRESSIONS*

137K
REACH*



1.0% ENGAGEMENT RATE
191.9K FOLLOWERS
391.3K IMPRESSIONS ⓘ*
137K REACH ⓘ*
58 POSTS & VIDEOS
4 CREATORS



55 POSTS
1.2% ENGAGEMENT RATE
123.1K FOLLOWERS
219.1K IMPRESSIONS ⓘ*
92.2K REACH ⓘ*



3 VIDEOS
0.6% ENGAGEMENT RATE
68.8K FOLLOWERS
172.2K IMPRESSIONS ⓘ*
44.8K REACH ⓘ*

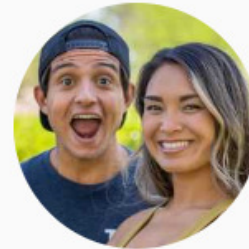


INFLUENCER RECAP – TOP CREATORS



🌟 Chelsea Figueroa 🌟

0.8% ENGAGEMENT RATE
226.1K TOTAL VIEWS
191.4K* IMPRESSIONS
54.5K* REACH



Las Vegas ♦ Nature ♦ Real Estate

2.4% ENGAGEMENT RATE
3.3K TOTAL VIEWS
81K* IMPRESSIONS
39.9K* REACH



whereintheworldisb

0.3% ENGAGEMENT RATE
141.9K TOTAL VIEWS
110K* IMPRESSIONS
39.1K* REACH



Brian Walker

2.6% ENGAGEMENT RATE
3.3K TOTAL VIEWS
8.8K* IMPRESSIONS
3.4K* REACH

INFLUENCER RECAP – TOP CONTENT



mommpiration
 60.5K 273.0 6.0 10.0



mommpiration
 58.1K 454.0 28.0 16.0



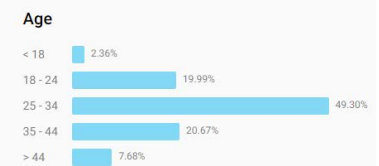
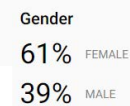
mommpiration
 53.6K 235.0 9.0 2.0



whereintheworldisb
 217.0 21.0



whereintheworldisb
 190.0 3.0



INFLUENCER RECAP – KPIs

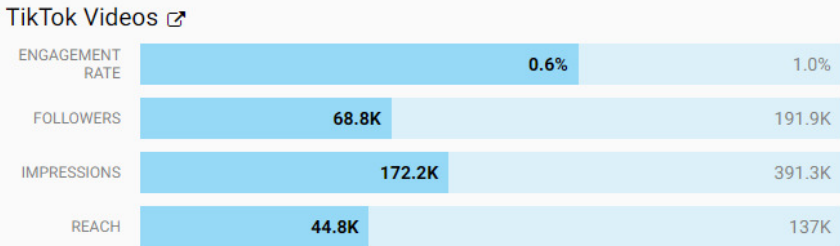
Performance KPIs

Instagram Stories

- 47.0 POSTS
- 123.1K FOLLOWERS
- 50K IMPRESSIONS*
- 44.9K REACH

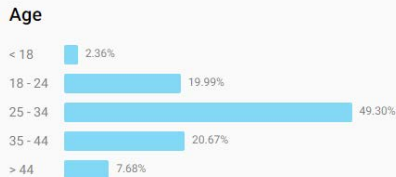
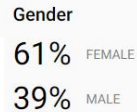
Instagram Reels

- 1.1% ENGAGEMENT RATE
- 123K FOLLOWERS
- 142.4K IMPRESSIONS*
- 39.9K REACH*



Instagram Static Posts

- 1.9% ENGAGEMENT RATE
- 38K FOLLOWERS
- 26.6K IMPRESSIONS*
- 7.5K REACH*



History



FULL DIGITAL AUDIT TO INFORM FY24 RECOMMENDATIONS, STRATEGY AND MARKETING PLAN





VISIT
CARSON
CITY NV

NEW CAMPAIGN CONTENT



SOCIAL MEDIA CUTS





VISIT
CARSON
CITY NV



THANK YOU

VISIT
CARSON
CITY NV