



**To:** Mayor and City Council Members  
**From:** Jodi Hansen, CVB Director  
**Date:** June 19, 2018  
**Re:** McDaniels Marketing Contract

### **Introduction and Background**

The Muscatine CVB has worked with McDaniels Marketing for the last two years to market Muscatine's attractions and events that have the potential to bring visitors to Muscatine.

The current contract expires July 1, 2018. The CVB Advisory Board recommends renewing this contract for a 12 month period with McDaniels Marketing. I have attached the pay-per-click Advertising summary prepared by McDaniels Marketing to outline metrics to show the reach of the campaigns. A copy of the new proposal/contract is attached.

### **Recommendation:**

The CVB Advisory Board recommends approval of this renewed contract with McDaniels Marketing for \$27,440.



**Muscatine Convention and Visitors Bureau Advisory Board Meeting**

**Wednesday May 16, 2018**

**Noon**

**Held at Muscatine CVB Office**

**100 West Second Street, Muscatine, IA**

1. Call to Order
2. Approval of Minutes from April
3. Financial Report
4. ~~Director's Report~~
5. McDaniels Contract Renewal Discussion
6. FY19 Cooperative Partnership Opportunities
7. Adjournment

# VISIT MUSCATINE IOWA MARKETING PROPOSAL



*Visit*  
MUSCATINE

**McD** REMARKABLY  
UNCOMMON.



## 2018-2019 Digital Marketing Strategy

**Goal:** To increase hotel/motel tax revenue and general commerce in Muscatine.

**Tactics:** We will boost visitor volume through targeted digital marketing that will reach the right potential visitors on multiple devices including mobile.

### Geography:

- The following metro areas are primary focus targets:
  - Chicago, IL
  - Des Moines and portions of Western, IA
  - Minneapolis/St. Paul
  - Kansas City, KS/MO
  - Omaha, NE
  - St. Louis, MO

### Core audiences/targets:

- **Sports teams** who will utilize area outdoor sports complexes with an emphasis on soccer, softball and baseball.
- **Chinese tourists:** The Chinese premier visited Muscatine in 1985 and returned for a second visit. This has drawn more Chinese visitors, and we can build off this base.
- **Leisure market** interested in the Mississippi River, vintage culture and other attractions.
- **Bus tours/groups**
- **Businesses, owners, management**
- **Wedding planning**

### Strengths:

#### New hotel/conference center

- This center has 122 rooms and 12,000 feet of space including a ballroom and terrace for big events. IACC Certified conference space.

#### Chinese Culture

- A Chinese cultural center is also being built across the street from the hotel.
- The Zhejiang Symphony Orchestra (coming back)
- Muscatine has a special relationship because Chinese President Xi Jinping visited the city in 1985 as a young man. Since then, Muscatine has had several cultural and

business exchanges with China. Governor Branstad and Xi remain close friends, and in 2012, he and then-Vice President Xi had a reunion in Muscatine.

- Friendship House available for tours

### History

- Historic downtown district
- Historic homes and other structures
- Lock and Dam 16
- Muscatine Art Center
- History and Industry Center

### Mississippi River

- Great River Road and running trail system
- Mississippi Mist Fountain and Riverside Park

### Other key attractions to emphasize (unique lure)

- **Downtown Muscatine outdoor dining, coffee, wine, brew pub, shopping**
- Ardon Creek Winery
- Pine Creek Grist Mill
- Cedar Bluffs Recreation Area
- Deep Lakes Park
- Gedney Lake and other wildlife areas
- Wildcat Den State Park
- Discovery Park including event barn
- Eulenspiegel Puppet Theatre

### Sports Facilities

- Kent-Stein Baseball and Softball Complex
- Muscatine Soccer Complex, which has been recognized by the Sports Turf Managers Association as “Best Soccer Facility

### Events

- Eagle Watch (December 2018 – March 2019)
- Eagles & Ivories (January 2019)
- Farmer's Markets (May – October)
- Girls Getaway (April 2019)
- Greenwood Cemetery Walk (September 29, 2018)
- Heritage Day and Buckskinner Rendezvous (third weekend in September)
- Holiday Open House (November 2018)
- Holiday Stroll (December 7, 2018)
- Independence Day (July 4, 2018)
- Jackson Concert Series (ongoing)
- Melon City Criterium Race (May 2019)
- Muscatine Flames baseball games (June-August)
- Muscatine County Fair (third week of July)
- Muscatine Second Saturdays (second Saturday June-October)
- Muscatine Symphony Orchestra (ongoing)
- NASCAR Stock Car Races (May-September)
- Second Sunday concert series (second Sunday June-September)
- Soap Box Derby (July 4, 2018)
- The Arts in Muscatine (ongoing)
- West Liberty Children's Festival (September 2018)
- Wilton's Founders Day (fourth weekend in August)

### Direction for 2018-2019

**87 percent of travelers use the internet for the bulk of their travel planning.**

#### Digital Advertising

This statistic is why it is so critical that Muscatine CVB invest in digital advertising to reach more people when they are researching and planning weekend stays and day trips. We will infuse measured media into your campaigns so you can experience a greater return on every dollar.

Your website is a valuable storehouse of trip planning information. We will make your website the driving force of your marketing efforts.

**Therefore, we are proposing the continued use of two proven effective digital advertising platforms: Facebook and Google AdWords.**



## Google Advertising

### Estimated Monthly Performance

(Based upon initial core list of topics chosen and proposed daily budget)

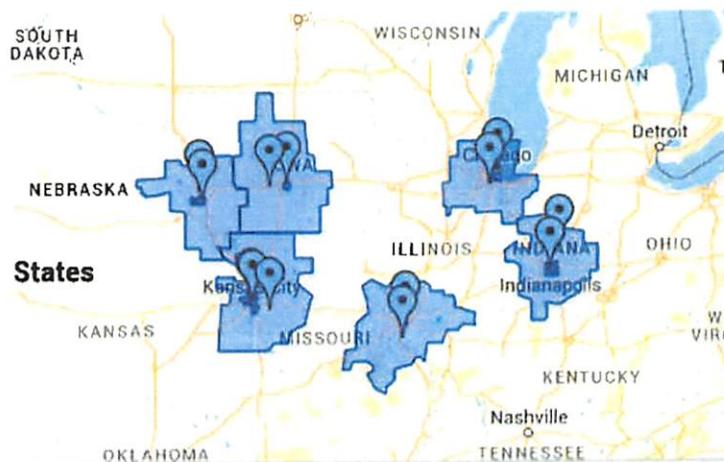
### Potential Topics for Google AdWords

- New hotel/conference center
- Winery/Vineyard, Discovery Park, Art Museums, Mississippi River
- Downtown Muscatine activities
- Summer/Fall Events
- Chinese cultural center

### Google Display (Maximum of 3 campaigns)

- Estimated Impressions: 400,000 – 875,000
- Estimated Clicks: 8,000

### Projected Ad Target Locations



Examples of ads that have run in 2018:



Google Performance February - April

- Your Google Search campaigns produced the following results:
  - 565,480 impressions
  - 3,626 clicks
  - \$.37 Average cost per click
- Your Google Display campaigns produced the following results:
  - 9,876,124 impressions
  - 72,815 clicks
  - \$.06 Average cost per click



**Google AdWords 4-Month Advertising Proposed Budget:**  
(July 2018 – October 2018)

**Monthly Administration & Reporting..... (\$500/month) \$2,000**

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Interest, Target & Placement Adjustments

**Recommended Click Budget ..... (approx. \$672.50/month) \$2,690**

- Billed direct-to-Google
- Display Ads Only

**Ad Development ..... \$1,500**

**Total Budget for 4-month Google AdWords Program ..... \$6,190**

APPROVAL \_\_\_\_\_ DATE \_\_\_\_\_

\*\*E.W. McDaniels, Inc./McD Digital reserves the right to review this quote upon receipt of customer materials for compliance to specifications. All customer alterations will be charged additional at time and material. Prices valid within (30) days of quoted date.

## Facebook Advertising

**Goal:** To further the reach of visitmuscatine.com in the digital landscape and to better enable the CVB to connect with travelers via the most-used social media platform.



**Tactics:** Focused use of PPC advertising in the Midwest via Facebook newsfeed ads

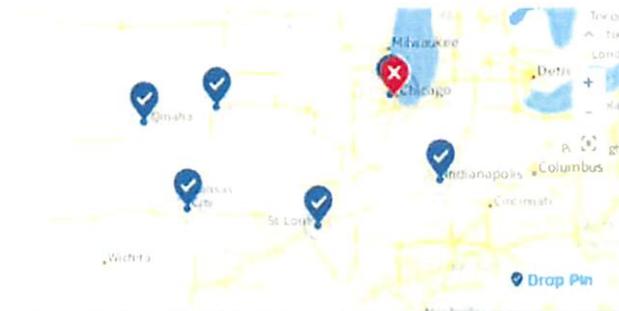
**Geography:** Same as Google

### Potential Topics

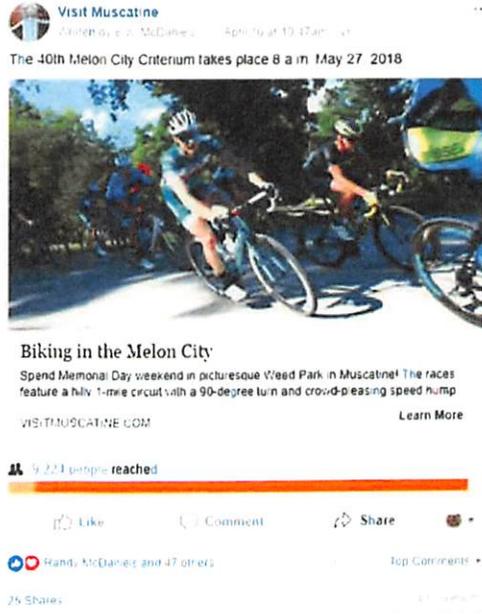
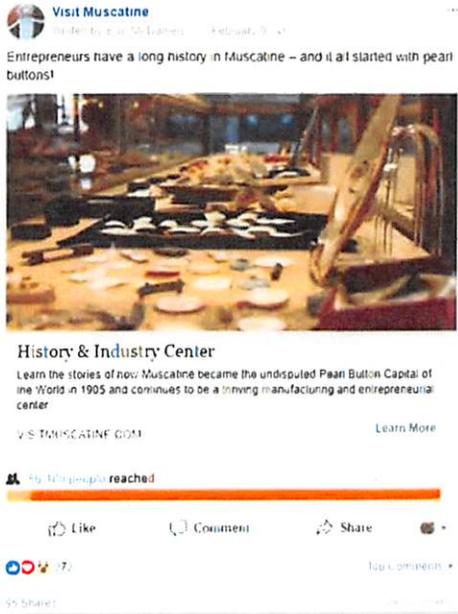
- New hotel/conference center
- Downtown Muscatine
- Events, Festivals
- River Activities (Boating, Fishing, etc.)

### Projected Reach by Program

- Estimated Audience: 4,200,000 users
- Estimated Daily Audience: 1,100 – 3,000 users



Examples of Promoted Posts:



Facebook Performance February – April

- Your campaigns produced the following results:
  - 210,823 impressions
  - 6,747 website clicks
  - \$.29 Average cost per click
  - 93 post likes
  - 601 post reactions
  - 45 post comments
  - 207 post shares
  - 4,513 link clicks
  - \$.44 cost per link click



## 12-Month Facebook Advertising Proposed Budget:

(July 2018 – June 2019)

<b>Monthly Administration .....</b>	<b>(\$350/month) \$4,200</b>
<ul style="list-style-type: none"><li>• Account Review &amp; Campaign Adjustments</li><li>• Monthly Performance Reporting</li><li>• Landing Page Content Recommendations (as needed)</li><li>• Ad Targeting Adjustments</li><li>• Ad Rotation Scheduling</li></ul>	
<b>Monthly Campaign Ad Costs (Click Costs).....</b>	<b>(\$780/month) \$9,360</b>
<ul style="list-style-type: none"><li>• Billed direct to Facebook</li><li>• Based on Pay-per-Clicks</li><li>• Can be adjusted at any time as new campaigns are added</li></ul>	
<b>Ad Development.....</b>	<b>\$1,500</b>
<b>Total 12-Month Facebook Advertising Campaign .....</b>	<b>\$15,060</b>



### Marketing Budget Summary

Consulting and Planning: .....	\$1,500
Google AdWords: .....	\$6,190
Facebook:.....	\$15,060
Total: .....	\$22,750

**Actual McDaniels Marketing Contract Amount would be \$10,700 with Google and Facebook direct clicks removed.**

Approval \_\_\_\_\_ Date \_\_\_\_\_

\*Each activity is limited to a set number of hours. When the hours are reached, additional work will be quoted at that time. This cost estimate does NOT include costs associated with client changes made after final approval of specifications. E.W. McDaniels, Inc. reserves the right to review and submit a new quote 30 days past the submittal date of original proposal.



## OPTIONAL PROGRAM BUDGET

### Google AdWords 8-Month Advertising Proposed Budget:

(July 2018 – October 2018) and (March 2019 – June 2019)

**Monthly Administration & Reporting..... (\$500/month) \$4,000**

- Monthly PPC Campaign Performance Report
- Website Content Recommendations (as needed, related to ad performance)
- Interest, Target & Placement Adjustments

**Recommended Click Budget ..... (approx. \$672.50/month) \$5,380**

- Billed direct-to-Google
- Display Ads Only

**Ad Development ..... \$1,500**

**Total Budget for 8-month Google AdWords Program ..... \$10,880**

### 12-Month Facebook Advertising Proposed Budget:

(July 2018 – June 2019)

**Monthly Administration ..... (\$350/month) \$4,200**

**Monthly Campaign Ad Costs (Click Costs)..... (\$780/month) \$9,360**

**Ad Development..... \$1,500**

**Total 12-Month Facebook Advertising Campaign ..... \$15,060**



Marketing Budget Summary for **8-Month Google** and **12-Month Facebook** Program

Consulting and Planning: .....	\$1,500
Google AdWords: .....	\$10,880
Facebook:.....	\$15,060
<b>Total: .....</b>	<b>\$27,440</b>

**Actual McDaniels Marketing Contract Amount would be \$12,700 with Google and Facebook direct clicks removed.**

Approval \_\_\_\_\_ Date \_\_\_\_\_

\*Each activity is limited to a set number of hours. When the hours are reached, additional work will be quoted at that time. This cost estimate does NOT include costs associated with client changes made after final approval of specifications. E.W. McDaniels, Inc. reserves the right to review and submit a new quote 30 days past the submittal date of original proposal.



**Pay-per-Click Advertising Summary: February - May 2018**

- Facebook
- Google AdWords

**June 6, 2018**

**McD**  
**DIGITAL**  
**REMARKABLY UNCOMMON.**

## Facebook Ad Creative: February – April 2018

### Eagle Watching (2/9 - 3/15)



### History & Industry case (2/21 - )



### History & Industry display (2/21 – 6/30)



### Outdoor Show 1 (2/27 – 3/10)



### Outdoor Show 2 (2/27 – 3/10)



### Outdoor Show 3 (2/27 – 3/10)



### Zhejiang Symphony (2/9 - 2/21)



### Contrary Brew (4/10 – 4/30)



### Girls Getaway (3/29 - 4/4/18)



## Facebook Ad Creative: May 2018

### Discovery Park 1 (5/24 - )

Visit Muscadine [Like Page](#)

Imagination takes wing at the Environmental Learning Center at Discovery Park



#### Discover Nature

The 12-acre park features a well-manicured forest, ponds, and sports fields. The Learning Center offers nature education. Plus, there are trails, a playground, and a gazebo for picnicking.

[Learn More](#)

### Discovery Park 2 (5/24 - )

Visit Muscadine [Like Page](#)

Imagination takes wing at the Environmental Learning Center at Discovery Park



#### Discover Nature

The 12-acre park features a well-manicured forest, ponds, and sports fields. The Learning Center offers nature education. Plus, there are trails, a playground, and a gazebo for picnicking.

[Learn More](#)

### Farmer's Market (5/24 - )

Visit Muscadine [Like Page](#)

Veg out in Muscadine and visit an amazing Farmers Market in town!



#### Visit a top-rated Farmer's Market

Local grown from produce and handmade items from an average of 33 vendors. Local items and veggie fresh stands for takeouts and \$100 cash only. 9:00-12:00

[Learn More](#)

### Jackson Concert Series (4/25 - 5/1)

Visit Muscadine [Like Page](#)

Experience Great Zydeco Music live for one night only on May 1, 2018 as part of the Jackson Concert Series!



#### Mojo & the Bayou Gypsies

For over 45 years Mojo has been bringing the unique sound of Zydeco to proud Zydeco fans. Come hear the band live and support one of the great!

[Learn More](#)

### Melon City Criterium (4/10 - 5/26)

Visit Muscadine [Like Page](#)

The 40th Melon City Criterium takes place on a in May 27, 2018



#### Biking in the Melon City

Event Memorial Day weekend in picturesque Wood Park in Muscadine. The race features a 10.5 mile course with a 50 degree turn and crowd cheering, speed bumps!

[Learn More](#)

### Potter Fest 2018 (5/16 - 5/19)

Visit Muscadine [Like Page](#)

Find your wizarding side and immerse yourself in the world of Harry Potter on Saturday, May 19, 2018!



#### Spring Potter Fest

Bring a bit of wizardry and immerse yourself in the world of Harry Potter. Enjoy games, food, and more at the Potter Fest. Come to the Potter Fest on Saturday, May 19, 2018!

[Learn More](#)

### Preservation Hall Jazz Band (5/15 - 5/20)

Visit Muscadine [Like Page](#)

The world famous Preservation Hall Jazz Band is coming to Muscadine for one show only! Featuring a "first come, first served basis"



#### Preservation Hall Jazz Band

Bring a first come, first served basis. Come make a night of it! Come to the Preservation Hall Jazz Band for one show only! The show is on Saturday, May 19, 2018. Tickets are \$10.00. Tickets are available at the door.

[Learn More](#)

## Facebook Ad Performance

- Your Facebook program began on **February 9, 2018** and is scheduled to run through **June 30, 2018**.
- The data below represents the monthly totals for **February – May 2018**.

Month	Impressions	Clicks (All)	CTR (All)	CPC (All) (USD)	Amount Spent (USD)	Page Likes	Post Reactions	Post Comments	Post Shares	Link Clicks	CPC (Link) (USD)
February	50,081	1,269	2.53%	\$0.40	\$507.44	14	116	9	46	902	0.56
March	68,883	2,840	4.12%	\$0.27	\$772.43	36	223	19	93	1939	0.39
April	91,870	2,639	2.87	\$0.27	\$709.78	43	262	17	68	1673	0.42
May	57,550	1,414	2.46%	\$0.33	\$469.13	17	142	5	41	919	0.51
<b>Total/Average:</b>	<b>268,384</b>	<b>8,162</b>	<b>3.04%</b>	<b>\$0.30</b>	<b>\$2,458.78</b>	<b>110</b>	<b>743</b>	<b>50</b>	<b>248</b>	<b>5,433</b>	<b>\$0.45</b>

- During the past quarter, your campaigns generated the following results:
  - Your ads were viewed **268,384** times
  - The ads generated **8,162** total interactions
- In terms of Social Media Performance, the ads produced:
  - 110** new page likes
  - 743** post reactions
    -      
  - 50** post comments
  - 248** shares, which expanded the reach of your ads beyond the initial targeting
- The ads generated **5,433** website clicks at a cost-per-link-click of **\$.45**
  - This represents ad-generated web traffic to **VisitMuscatine.com**

## Top Performers

- Link Clicks:
  - History & Industry – 2,480

**Google AdWords Display Creative**

- The follow ad styles were part of your display campaign from February – May 2018:

**Eagle Watching**  
(2/1 – 3/16)



**History & Industry Center**  
(2/9 – 5/25)



**Zhejiang Symphony**  
(2/9 – 2/21)



**Deep Lakes Park**  
(5/25 - )



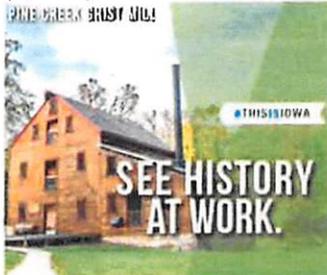
**Environmental Learning Ctr**  
(5/25 - )



**History & Industry Center**  
(5/1 – 5/25)



**Pine Creek Mill**  
(5/25 - )



**Wildcat Den**  
(5/25 - )



### Google AdWords Search Creative

- The following ads represent some of the styles that were active from **February – May 2018**:

**Kent-Stein Sports Complex | Ideal for Baseball & Softball**

[www.visitmuscatine.com/sports](http://www.visitmuscatine.com/sports)

From the Kent-Stein baseball & softball complex to soccer, we've got it all.

[Events in Muscatine](#)      [Things to Do](#)  
[Plan Your Trip](#)          [Request a Visitors Guide](#)

Call (563) 272-2534

**Camping sites near Muscatine | Find the best places to camp**

[www.visitmuscatine.com/campsites](http://www.visitmuscatine.com/campsites)

Visit Muscatine for outdoor recreation, sports, shopping and more.

[Where to Eat](#)              [Events in Muscatine](#)  
[Things to Do](#)              [Plan Your Trip](#)

Call (563) 272-2534

**Muscatine Golf Course | Experience Muscatine Sports**

[visitmuscatine.com/sports/golf-course](http://visitmuscatine.com/sports/golf-course)

18-holes, pro shop, concessions, cart rental, driving range and golf lessons.

[Events in Muscatine](#)      [Things to Do](#)  
[Plan Your Trip](#)          [Request a Visitors Guide](#)

Call (563) 272-2534

## Google AdWords Results

- Your Google program started on **1/23/2018** and ends on **6/30/2018**.

### Display

Month	Impressions	Clicks	CTR	Avg. CPC	Cost
February	2,749,217	19,585	0.71%	\$0.08	\$1,488.62
March	3,151,810	24,182	0.77%	\$0.06	\$1,333.39
April	3,975,097	29,048	0.73%	\$0.05	\$1,336.92
May	2,917,441	20,665	0.71%	\$0.07	\$1,353.01
<b>Total/Average:</b>	<b>12,793,565</b>	<b>93,480</b>	<b>0.73%</b>	<b>\$0.06</b>	<b>\$5,511.94</b>

### Search

Month	Impressions	Clicks	CTR	Avg. CPC	Cost
February	127,229	741	0.58%	\$0.34	\$254.77
March	167,212	1,093	0.65%	\$0.36	\$394.69
April	271,039	1,792	0.66%	\$0.39	\$691.88
May	344,152	1,949	0.57%	\$0.40	\$776.91
<b>Total/Average:</b>	<b>909,632</b>	<b>5,575</b>	<b>0.61%</b>	<b>\$0.38</b>	<b>\$2,118.25</b>

- During the past quarter, your ads produced the following results:
  - Impressions (ad views):
    - Display – **12,793,565**
    - Search – **742,539**
  - Website clicks:
    - Display – **93,480**
    - Search – **4,482**
  - Top Performers:
    - Display: History & Industry – **78,461** clicks
    - Search: Sports – **4,606** clicks

## Google AdWords

### Glossary:

- **Impressions:** An impression (ad view) is counted each time your ad is served on Google’s ad networks, such as Google.com, YouTube, or other publisher websites. This is a measurement of how often your ads are being seen.
- **Clicks:** This is measurement of how many times someone interacted with your ad and was redirected to your website.
- **CTR:** Click-through Rate measures how often people click on your ad after it’s shown to them, which you understand the effectiveness of your ad.
- **Average CPC:** Average cost-per-click is the amount you’ve paid for your ad divided by its total clicks.
- **Cost:** The total amount spent on this ad during the previous month.
- **Average Position:** This describes how your Ad Rank compares with other ads



Video

**Post**

Shares BETA

[See metrics for all videos](#)

**Our City** was live  
Published by BoxCast · 13 hrs

Our City video descriptions. Our beautiful city is much stronger when we communicate, share our ideas, and work together! "Our City with Mayor Diana Broderson" featuring Nichole Sorgenfrey with #UnitedWayMuscatine talking about the #SummerFoodServiceProgram and our very own #AtLargeCouncilman, Kelcey Brackett, sharing with us information on the #MuscatineSoapboxDerby Be sure to join us next Tuesday #LIVE at 6:30pm!

Email us your pictures of our wonderful city at ourcity@muscatineiowa.gov or send us a message on Facebook!

Thanks for watching!



✔ **Get More Likes, Comments and Shares**  
Boost this post for \$3 to reach up to 880 people.

👤 Your video is popular with [women between the ages 35-44](#) Boost Post

👍 4 5 Comments 6 Shares

👍 Like    💬 Comment    ➦ Share    ⋮

**Performance for Your Post**

**953** People Reached

**432** Video Views

**32** Likes, Comments & Shares #

<b>19</b> Likes	<b>4</b> On Post	<b>15</b> On Shares
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<b>7</b> Comments	<b>6</b> On Post	<b>1</b> On Shares
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<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares
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**92** Post Clicks

<b>18</b> Clicks to Play #	<b>0</b> Link Clicks	<b>74</b> Other Clicks #
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts