

# VISIT MUSCATINE IOWA MARKETING PROPOSAL



**McD**



## 2017/2018 Plan

### Goal:

### Increase hotel/motel tax revenue and general commerce in Muscatine

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

### Diversifying your income base

We recommend converting to a partnership-based organization to help boost your funding and solidify relationships and buy-in from area tourism partners. We have provided an example of these type of program that offer partners varying levels of promotional value based on their financial commitment per year. This includes adding a mechanism on your website for banner ads that can produce traffic to partner websites! The other benefit of generating partner income is that presents the opportunity to develop a more effective visitors guide that is built upon story telling instead of display ads. Paying partners would receive a specific amount of advertorial coverage for their investment.





## 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 of this base.
- **Leisure market** interested in the Mississippi River, vintage culture and other attractions.
- **Bus tours/groups**

## Strengths:

- **A new hotel/conference center is being built**
- This center will have 122 rooms and 12,000 feet of space including a ballroom and terrace for big events.

### 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

- Soap Box Derby
- Second Saturdays
- Second Sunday concert series
- Melon City Criterium Race
- Farmer's Markets
- Eagle Watching
- Eagles and Ivories
- Holiday Open House
- Holiday Stroll
- Muscatine Symphony Orchestra
- Muscatine Flames baseball games
- Jackson Concert Series
- Muscatine County Fair
- The Zhejiang Symphony Orchestra (Feb 21)
- Girls Getaway and
- The River City Outdoor & Home Show





## **Weaknesses:**

**Lack of hotel rooms:** This is being addressed through the new hotel and conference center.

**Inconsistent and weak branding:** being addressed by new brand development which we will integrate.

**Advantage Muscatine:** The New River Front Development and Blue Zone Designation will pay huge dividends when complete. People like to visit cities that are walkable, rideable and well connected with an emphasis on healthy lifestyles.





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



**A. FARMER'S MARKET & FOOD CARTS**  
Relocating the existing farmer's market to Riverside Park will draw visitors to the riverfront on Saturday mornings. To draw visitors during the rest of the week, the plan recommends introducing mobile food vendors.



**C. STAIRS TO THE RIVER**  
A staircase down to the water connects people directly to river and emphasizes Riverside Park's defining natural feature.



**B. PICNIC AREA AND PLAYGROUND**  
Rearranging some of the existing parking will connect the splash pad and playground areas to makes the activity space safer and visually more pleasing while maximizing activity space.



**D. EVENTS TENT**  
A deconstructible tent-style venue is recommended as the most practical and versatile option for this particular location.



**E. NATIVE OUTDOOR**  
An outdoor area offers visitors a representative landscape th



**F. GREEN**  
Grass pavers more 'green' providing pa

## Direction for 2018

## Digital Advertising

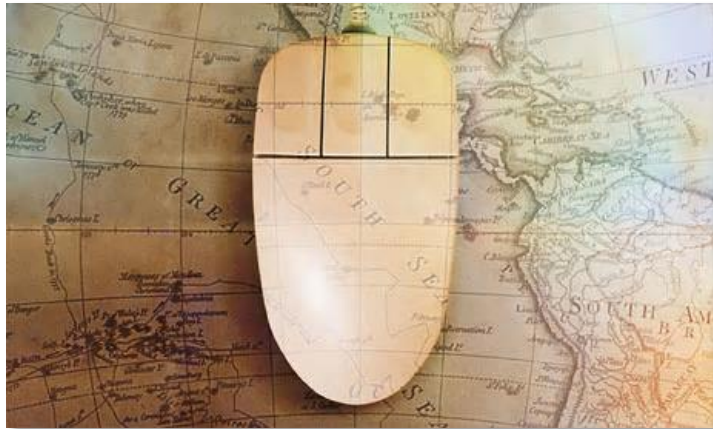
This statistic is why it is so critical that Muscatine CVB invest in digital advertising to reach more people when they are researching and planning weekend stays and day trips. We will infuse measured media into your campaigns so you can experience a greater return on every dollar.

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.







## Search Engine Marketing Strategy

**GOAL:** To further the reach of VisitMuscatine.com in the digital landscape and to better connect with potential visitors via the most-used search engine.

**TACTICS:** Focused use of pay-per-click (PPC) advertising across the Midwest via Google AdWords (Search)

### 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





## Google AdWords



### We Help You Target the Right People

We think about the demographics of the potential visitors you want to reach with your ads on the Google networks and select criteria based on what your audience is interested in.

#### We can target by:

- Location
- Age
- Keywords
- Device
- Language
- Interests (display only)
- Site Visitors (remarketing, display only)
- Audience Targeting (display only)
- Contextual (auto) Placements (display only)
- Specific Site Placements (display only)
- Topics (display only)



### We Design an Engaging Ad

We will work with you to create effective ads for your targets and goals by:

- Using simple, eye-catching images that will grab the potential visitor's attention
- Developing ad copy that will help generate a high quality score from Google in relation to your landing pages and website
- Using high search volume keywords to create relevance to the search terms your target audience is using to search

### We Help You Boost Your AdWords Quality Score

Your quality score is an estimate of how relevant your ads, keywords and landing pages are to a person seeing your ad on Google based on their search query. We review the topic, keywords, intent and audiences, then provide recommendations for your ads and landing page content.





## We Work with Your Budget

We determine best options for your budget including:

- **Budget Recommendations:** We recommend a starting budget that will allow you to get started in PPC and reach your target audience. We make ongoing recommendations based on campaign results and needs.
- **CPC vs. CPM:** We determine if you should pay on a cost-per-click (CPC) or cost-per-impression (CPM) basis.
- **Daily Budget:** We set the maximum amount you want to pay each day and monitor to determine if a higher or lower budget is needed over time to meet your goals and PPC best practices.
- **Bid Price:** Bid prices fluctuate often. We set bid rates and monitor your average CPC often to determine when a bid rate needs to change or if a budget change is needed for the campaign.

## We Review and Improve Campaign Performance

We manage your ad account to effectively reach your target audience by checking your campaign performance, ads and targeting and adjust continually throughout each month.

- Provide you with detailed website stat metrics and reports from your Google Analytics and AdWords accounts.
- Deliver basic data about your ad results, including impressions and clicks.
- Review specific time periods to learn how your ad performance has evolved and when your ad performs best and make adjustments accordingly.
- Identify ads with the highest performance and review their target audiences to determine which segments are most receptive to your message.
- Determine if budget increases or decreases are needed.
- Determine if additional targeting methods are needed to best meet your goals.
- Review search terms and placements that generated ad views and determine if any keyword changes are needed, including adding negative keywords to reduce unrelated searches that may affect your bounce rate and click costs.





## Potential Topics for Google AdWords

- Winery/Vineyard, Discovery Park, Art Museums, Mississippi River
- Downtown Muscatine activities
- Winter events including Eagles & Ivories; Holiday Stroll and others
- Future: Chinese cultural center and new hotel/conference center

## Estimated Monthly Performance

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

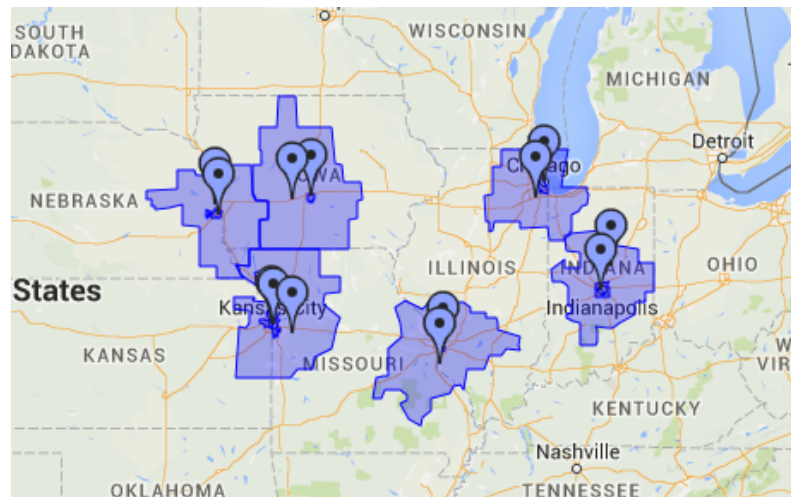
### Search (Maximum of 3 campaigns)

- Estimated Impressions: 70,000 – 90,000
- Estimated Clicks: 1,000

### Display (Maximum of 3 campaigns)

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

### Projected Ad Target Locations







## Proposed AdWords 5-Month Budget: Mid-January – June 2018

**AdWords Campaign and Ad Group Setup .....\$950**

- Consultation and Initial Plan Development - including budget recommendations
- Set Up Access to AdWords Account\*
- Confirm and Assist with Setup of Funding Source and Billing Options\*
  - Includes Budget Setup for Ad Groups, etc.
- General Targeting\*
  - Ad Rotation Scheduling
  - Site Links
  - Location Extensions
- Campaign Topic Setups
  - Determine Ad Groups Needed
  - Competitor Analysis for Topic, including keywords and competition levels
  - Ad Group Setups (*qty. varies per topic*)
    - Research and Select (as needed)\*
      - Keywords, Specific Site Placements
      - Interests, Geographies, Demographics
      - Negative Keywords, Negative Placements
    - Landing Page Review
    - Bid Rate Determinations for Each Targeting Method
  - Determine Goal of the Program with Client and Provide Realistic Estimates of Search Clicks and Possible Audience Levels in Budget Ranges with Global Variables
  - Design and Copywriting of Campaign Ads (*quantity varies depending on topic*)\*
    - Display Ads
    - Search Network Text Ads
    - WAP Text Ads (for Google mobile networks, as needed)





**Monthly Administration & Reporting..... (\$600/month) \$3,000**

- Monthly PPC Stats Report
- Website Content Recommendations (as needed, related to ad performance)
- Budget Recommendations (as needed)
- Keyword Adjustments for Search Campaigns
- Bid Adjustments Related to Keywords, Competition, Positioning, Impression Share, etc.
- Ad Copy Adjustments
- Negative Placement and Keyword Adjustments (as needed)
- Google Accounts Review Related to AdWords Program

**Recommended Click Budget ..... (approx. \$2,000/month) \$10,000**

- Billed direct-to-Google
- Based on a Search/Display balance of 20%/80%

**Additional Ad Development as Needed .....\$850**

**Total Budget for 5-month Google AdWords Program ..... \$14,800**

\*CVB credit card already on file for clicks.





## Facebook Advertising

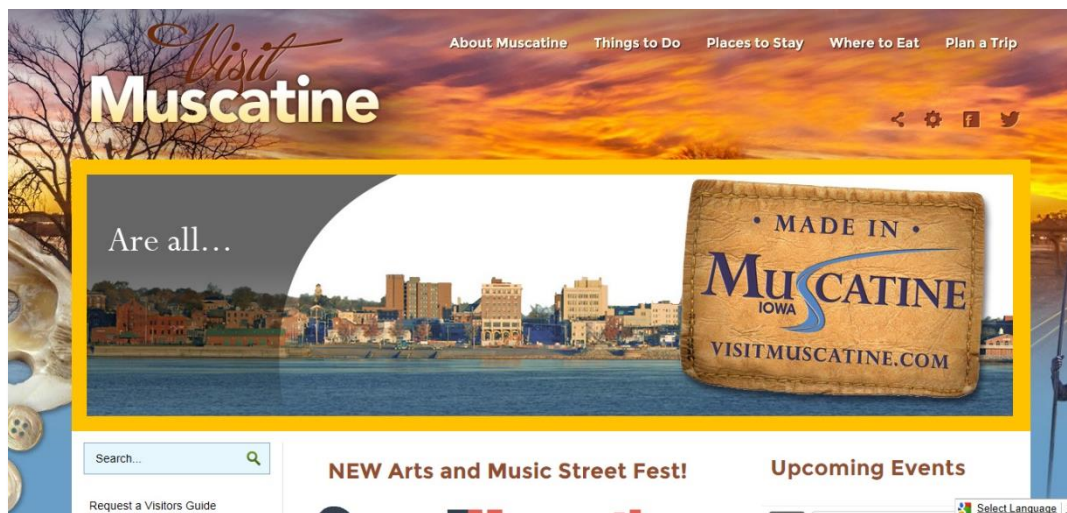
**GOAL:** To further the reach of visitmuscatine.com in the digital landscape and to better enable the destination partners to connect with travelers via the most-used social media platform.

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

**GEOGRAPHY:** Same as Google

**PROPOSED RUN DATES:** February – June 2018

**DESTINATION URL:** <http://www.visitmuscatine.com/>



## Facebook Advertising

One of the best things about Facebook is its unbeatable potential for exposure. If used consistently and strategically, it will noticeably increase your interactivity with potential new visitors. Facebook now has over 2.1 billion active users. Now is the time to tap into this population like never before to promote:





- Downtown Muscatine
- Events, Festivals
- River Activities (Boating, Fishing, etc.)

In building your Facebook campaign, we will focus our efforts on targeting the right prospective visitors. We think about the profiles of the people you want to reach with your ads and select criteria based on what your audience is interested in.



Timing: 5 months focused on when events are taking place.

**We can target by:**

- Location
- Language
- Education
- Work
- Age
- Gender
- Birthday
- Relationship Status
- Likes & Interests
- Connection





# MARKETING PROPOSAL

We keep an eye on your ad's estimated reach. And adjust your criteria to target a relevant audience while keeping estimated impressions large enough to capture your best potential audience.

**Visit Muscatine**  
Sponsored · 🌐

The Shaanxi Province Song and Dance Theater National Orchestra is coming to Muscatine



**China comes to Muscatine**  
The City of Muscatine is welcoming the Shaanxi Province Song and Dance Theate...  
VISITMUSCATINE.COM [Learn More](#)

👍 You and 2 others 1 Share

👍 Like 💬 Comment ➦ Share



# McD



## Facebook Management

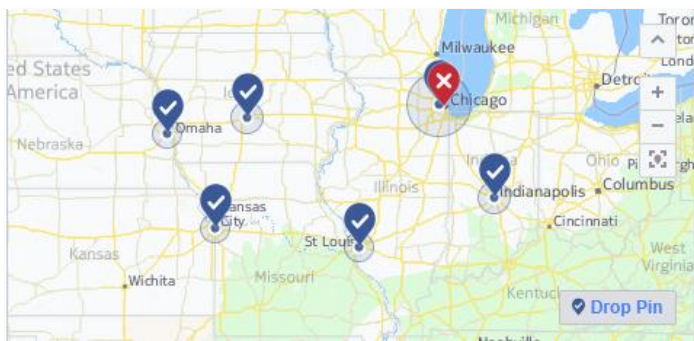
The benefit of working with McD Digital is that we manage the ad program for you.

### We manage your program by:

- Defining your target audience
- Setting your budget(s) and making recommendations
- Determining appropriate bid ranges
- Reviewing and adjusting your campaign settings and ad settings throughout the month
- Reviewing your statistics
- Utilizing the reporting tools provided by Facebook
- Providing monthly custom reports
  - Report CTR, page likes, impressions and clicks
  - Learn about your audience's age, gender and location at an aggregate level
  - View specific time periods to learn how your ad performance has evolved
  - Identify ads with the highest performance and review their target audiences to determine which segments are most receptive to your message
  - And much more as needed for the campaign

## Projected Reach by Program

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





## 5-Month Facebook Advertising Proposed Budget:

Mid-January –June 2018

### Monthly Administration ..... (\$350/month) \$1,750

- Account Review & Campaign Adjustments
- Monthly Performance Reporting
- Landing Page Content Recommendations (as needed)
- Ad Targeting Adjustments
- Ad Rotation Scheduling
- Ongoing ad development

### Monthly Campaign Ad Costs (Click Costs)..... (\$780/month) \$3,900

- Billed direct to Facebook
- Based on Pay-per-Clicks
- Can be adjusted at any time as new campaigns are added

### Additional Ad Development.....\$800

### Total 5-Month Facebook Advertising Campaign ..... \$6,450





## Marketing Budget Summary (reduced)

	2017		2018	
	Facebook	Google	Facebook	Google
Duration (months)	5	5	5	5
Click Budget	\$3,125.00	\$3,790.00	\$3,900.00	\$10,000.00
Link Clicks	7,417	32,203	9,000	50,000

**Consulting and Planning: \$1,500**

**Leisure Digital Advertising:**

**Google AdWords: \$14,800**

**Facebook: \$6,450**

**Total: \$22,750**

**Actual McDaniels Marketing Contract Amount would be \$8,850 with Google and Facebook direct clicks removed.**

Optional Items such as photography shoot, Visitors Guide and New Website quoted separately

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.







## Long Term Objectives:

### **Build and launch New Websites for The CVB and possibly the City and Chamber of Commerce**

Your website is your new 24-hour visitor center. It is the place where potential visitors, investors and residents come to check out the attributes of your community... it is your new front door. Therefore, it is imperative that we make a tremendous first impression and keep audiences engaged and wanting more.

We propose the development of a single platform that can be used to develop and post content for CVB, city and chamber to achieve 100% continuity of brand look, navigation and overall experience when users switch from one domain to another. City and chamber staff will be able to easily manage the content by toggling from site to site from an easy-to-use content management system.

(see separate proposal)

**New Visitors/Experience Guide and the Introduction of Monthly Muscatine CVB Events Bulletin:** The present visitors guide offer actually damages the brand equity we are trying to build. We recommend scrapping it in lieu of a new partner publication mentioned on page 1 of this plan. A more productive use of Sycamore Printing would be to have them publish a monthly tourism event newspaper that can be distributed at area hotels, stores, attractions, restaurants, etc. This newspaper will help visitors keep abreast of what events are going on in the community, a featured article about an attraction supported by advertising that contains valuable offers and coupons to drive retail business. All advertising would be sold by Sycamore printing.





## Visitors Guide Development

Upon reviewing your current visitors guide, we recommend a substantial amount of content and design enhancement to convert the publication to a more advertorial style. Our talented team can make a difference in building the readership of this publication. We propose that we develop a fresh design and creative direction for the guide. Our firm is poised to provide turnkey development and printing of the 2017/2018 guide.

Here is a potential pricing structure based on establishing a partner program that would generate the necessary revenue to develop an outstanding new publication and integrated advertising on your new websites.

Visit Muscatine Partnership Program	Level 1	Level 2	Level 3	Level 4	Level 4 plus
	\$99	\$150	\$350	\$750	\$1,000
Full Listing in the Visit Muscatine Insider Guide	✓	✓	✓	✓	✓
Brochure in the new McHenry County Visitor Center (as submitted)	✓	✓	✓	✓	✓
Brochure Promotion at Visitor Information Booths	✓	✓	✓	✓	✓
Web Photo Gallery on VisitMuscatine.com	1 Photo	2 Photos	3 Photos	4 Photos	5 Photos
Web Photo Gallery on EnjoyIllinois.com	1 Photo	2 Photos	3 Photos	4 Photos	5 Photos
Web Description on VisitMuscatine.com	25 Words	40 Words	80 Words	150 Words	150 Words
Web Description on EnjoyIllinois.com	25 Words	40 Words	80 Words	150 Words	150 Words
Trackable Listing on VisitMuscatine.com	✓	✓	✓	✓	✓
Coupons on VisitMuscatine.com (as submitted)	✓	✓	✓	✓	✓
Use of Visit Muscatine logo w/link to VisitMuscatine.com	✓	✓	✓	✓	✓
Promotion on EnjoyIllinois.com	✓	✓	✓	✓	✓
Social Media Promotion (as submitted)	✓	✓	✓	✓	✓
Advertorial presence in the Visit Muscatine Insider Guide		1/6 Page	1/4 Page	1/2 Page	Full page
Constant Contact Newsletter Feature			2x	4x	4x
Featured Partner Listing on VisitMuscatine.com			✓	✓	✓
PDF Brochure on VisitMuscatine.com				✓	✓
Video on EnjoyIllinois.com (as submitted)				✓	✓
Banner Ad on VisitMuscatine.com					✓
<b>OPPORTUNITIES</b>	<b>60</b>	<b>12</b>	<b>20</b>	<b>12</b>	<b>4</b>

**Potential Revenue from Partner Program: \$27,740**





**56-page Guide Small Booklet Style (easier for the visitor to carry in their coat pocket)**

**Printing Specs: 4.00" x 9.00" - 56 pages self-cover; 4/c process**

### **Creative and Production Management**

Editorial Enhancement: \$4,500

Design: \$5,300

Page layout and Final Art: \$4,800

Proof Reading and Quality Control: \$1,000

Revisions: \$4,000

**Total Creative: \$19,600**

**Production Management: \$1,300**

Printing of 15,000 56-page guides: \$8,400

Tax: \$235

Shipping: \$280

**Total Printing: \$8,915**

**Subtotal: \$28,815**

**-\$27,740 (Partner Program fund)**

**Remaining Total: \$2,075**





## Photography – telling your story through great images.

Oftentimes, a campaign, visitors guide or website is only as strong as the photography that helps to sell the experience. Here is an estimate to capture some signature images for your destination:

### 1-Day Professional Photography Shoot (4 – 5 signature shots)

Photographer: FishEye Photography out of Cedar Rapids

Agency shoot coordination: \$600

1-day photo shoot: \$1,500

File fees: \$180

Agency direction: \$1,200

Models: \$850

Each model would be in two shots: 1/2 day per couple

Travel and lodging: \$250 – 350

**Total Budget: \$4,630**







## Sports Marketing Strategy

When kids and adults come to play and stay, they spend money. It's a proven fact. Muscatine has some excellent sports venues for baseball, softball and soccer tournaments. We recommend marketing these facilities to the leadership of tournaments, leagues, clubs and teams.

There are a number of media that serve this market both in magazine and online format including:



### Sports Destination Management Magazine:

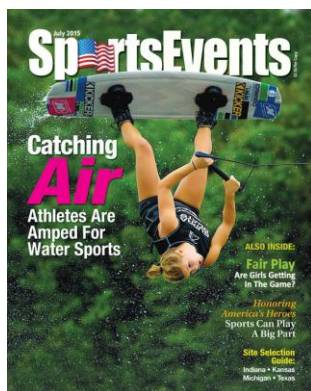
3X program – Nov/Dec 16 (Midwest regional focus issue; Materials Due: 9/27); Jan/Feb 17; Mar/Apr 17. 1/3 page 4/C ad (4.5" x 4.75")

**\$1,630/ad = \$4,890 total.**

Online ad option: 300 x 250 box on Home and Channel pages; 6-month min. run; **\$2,353 for 6 months total exposure.**

Online Directory option: Annual Directory Enhanced Listing; 300-character description plus logo and group contact info. **\$1,295/year.**

Creative ad development: **\$850 (1/3 page ad)**



### Sports Events Magazine:

1X program - Dec 16 (Focused Directory - Annual Planners Guide to Sports Commissions and Sports-Friendly CVBs.)

**1/3 page 4/C ad (4.625" x 5"); 1X = \$2,090 total**

Includes complimentary reference guide listing; plus hyperlinked ad in digital edition for full year, print & online listing w/QR code; social media links & more.





## Bus Tours/Groups Marketing

### Print and Digital Advertising Options



The American Bus Association Represents two-thirds of all coaches on the road in North America and has the largest group of motor coach decision-makers. Reach 7,500 ABA Members and group tour decision-makers - 750 motor coach companies operating more than 21,000 motor coaches.



### DESTINATIONS

The Official Travel Publication of the ABA. Highly visible exposure in ABA's premier travel publication available in both print and digital formats. Produced 6x annually, Destinations includes state and region-specific coverage and special industry guides in every issue.

- 1/2 Page Horizontal 1x Insertion Rate = **\$2,470**





## DESTINATIONS DIGITAL EDITION

All advertisers are automatically included in the digital version, but now you can extend your reach beyond the print circulation with one of the many highly visible digital enhancements. In addition to being emailed to members and non-members, the digital edition is posted and archived on buses.org, The Insider, and Facebook.

## WEEKLY INSIDER

ABA's weekly e-newsletter delivers critical member and industry news to more than 6,000 ABA members, partners, and policy makers, all of whom are seeking original coverage on topics of importance to the motor coach, tour, and travel industries.



- The weekly Insider offers multiple media units at very attractive price points.
- 87% of those who receive an ABA email newsletter have taken action in the last 12 months.\*
- Insider ad placements require a minimum 3-month consecutive commitment.
- Leaderboard – 728 x 90 – 90-Day Cycle = **\$3,995**
- Skyscraper – 120 x 600 – 90-Day Cycle = **\$1,450**





## Buses.org

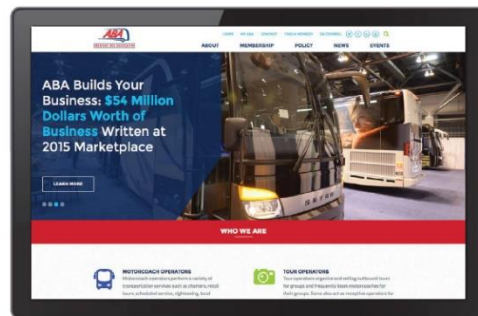
Increase your visibility with an online advertisement on ABA's NEW website, buses.org. Recently redesigned with the user experience in mind, the NEW buses.org offers an inviting, easy-to-navigate source infused with the latest technological innovations. Packed with new resources and eye-catching visuals, buses.org is the site ABA members, elected officials, the media, and consumers look to for information, travel tools, trip planning, and ground-breaking industry research.

Banner – 300 x 250

**1x = \$885    3x = \$695**

Skyscraper – 300 x 600

**1x = \$985    3x = \$795**







## Bus Tours Magazine

Bus Tours Magazine's is independent of any group or organization and can therefore cover the entire bus and group tour industry in the United States and Canada. Both the editorial and the circulation is not limited by memberships. Bus tour planners who do not join the national associations read Bus Tours Magazine. Modern tour coaches carry as many as 56 passengers plus a driver and tour escort. This translates into profitability

for your location since the average bus tour spends from \$5,000 to \$10,000 each day it is on the road.

- 94% of readers who have taken action based on advertising or editorial they saw in Bus Tours Magazine.
- 51% of subscribers who say four or more people read their copy of Bus Tours Magazine.
- 78% of readers who have booked tours based on advertising or editorial they saw in BTM

### Print

½ Page – 4/C Vertical or Horizontal – 1x Insertion Rate = **\$2,611.83**

### Digital

200 x 400 pixel Skyscraper Ad

**1x = \$630    3x = \$540    6x = \$450**

468 X 60 pixel Banner Ad

**1x = \$330    3x = \$290    6x = \$250**





### Digital Campaign Overview

- Strategy
- Creative Review & Performance Summary
  - Facebook
  - Google
- 2018 Goals

December 6, 2017

**McDaniels**  
interactive

We are always thinking.

## Overview/Objectives

**Goal:** To increase awareness of the unique lures of the greater Muscatine region.

**Tactics:** Targeted use of Pay-per-Click digital advertising on both Facebook and Google AdWords.

Starting in 2016, McD Digital managed the digital advertising campaigns for the Muscatine IA CVB. During that time, our primary objective was to drive traffic to the CVB website. For this purpose we deployed digital ads on two distinct platforms.

**Facebook:** This is the “big daddy” of social media channels. With over 2 billion active users worldwide, Facebook is where consumers go to unwind. They’re sharing images of the lives, commenting on their friends’ status, and actively seeking leisure activities. With that in mind, we maintained an activity-based focus on Facebook promoting events such as the Shaanzi National Orchestra tour and the Second Saturday events. Each ad employed very specific interest targeting in order to appear less like an ad and more relevant to our target audience.

A side effect of Facebook feed ads is that users can not only view an ad but they can also comment and even share an ad that appeals to them.

**Google:** There’s a reason that when people talk about searching for information online they use the term “google it.” It is the largest search engine in the western hemisphere and the reach of its ad network is unparalleled. For these campaigns we employed a mix of Search and Display advertising. Search ads are text based ad that are served based upon a user’s specific query. Display ads are more traditional image ads that appear on websites in the AdSense network based upon individual users’ search history as well as the topics on a specific web page. For this program we focused on more long-term interests such as wine and outdoor recreation.

Google Display ads typically have a lower cost-per-click and are a great way to drive casual interest traffic. These ads appear not just on websites but also in mobile apps as well.

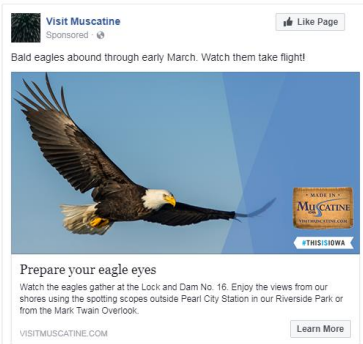
## Creative Summary

### Facebook Creative

- The following ads were part of your program:

#### Phase 1: December 2016 – March 2017

##### Eagle Watching



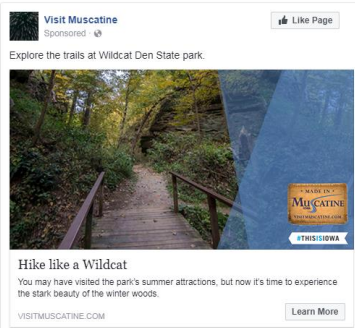
##### History & Industry Center



##### Shaanzi Nat'l Orchestra



##### Wildcat Den State Park





## Phase 2: April – June 2017

### Contrary Brewing Co (6/1 – 6/10)



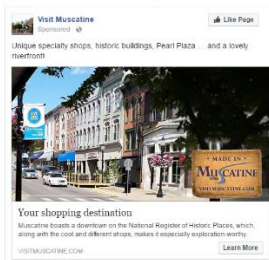
### County Fair (6/25 - )



### Deep Lakes Park (6/1 – 6/12)



### Downtown Muscatine (6/11 – 6/24)



### Farmer's Market (5/11 – 6/30)



### River Trail (6/4 – 6/30)



### Second Saturday – June (6/1 – 6/10)



### Soap Box Derby (6/13 - )









## Facebook Advertising Results

Your Facebook program was scheduled to run in two phases:

- Phase 1: 11/1/2016 – 1/31/2017
- Phase 2: 3/1/2017 – 6/30/2017

Ad Name	Impressions	Clicks (All)	CTR (All)	CPC (All) (USD)	Amount Spent (USD)	Page Likes	Post Reactions	Post Comments	Post Shares	Link Clicks	CPC (Link) (USD)
Contrary Brewing Company	5,762	101	1.75	0.48	48.42	-	22	-	1	84	0.58
County Fair 2017	4,777	92	1.93	0.43	39.31	1	6	2	2	60	0.66
Deep Lakes Park	6,330	221	3.49	0.26	58.29	-	13	3	3	160	0.36
Downtown Muscatine	4,333	244	5.63	0.28	68.47	1	14	1	4	179	0.38
Eagle Watching	44,320	914	2.06	0.28	255.65	2	108	4	20	636	0.40
Eagles & Ivories	36,443	739	2.03	0.28	210.57	-	4	4	-	696	0.30
Farmer's Market	17,863	534	2.99	0.30	160.94	16	72	6	12	273	0.59
History & Industry Center	338,317	4,968	1.47	0.25	1,233.07	5	40	7	7	4,737	0.26
History & Industry Center 2	171,732	2,846	1.66	0.17	484.27	1	5	1	1	2,840	0.17
Holiday Stroll	2,174	50	2.30	0.28	14.18	-	3	-	-	41	0.35
Melon City Criterium	7,343	68	0.93	0.61	41.23	2	65	-	-	54	0.76
Muscatine County Fair	2,096	36	1.72	0.55	19.65	-	7	-	-	25	0.79
River Trail	12,187	345	2.83	0.39	133.40	3	41	5	4	215	0.62
Second Saturday - June	4,500	107	2.38	0.43	45.54	1	6	1	-	73	0.62
Shaanxi Nat'l Orchestra	27,732	307	1.11	0.30	91.57	-	11	1	2	273	0.34
Soap Box Derby	17,262	205	1.19	0.48	98.28	3	16	1	3	156	0.63
Wildcat Den State Park	88,856	1,348	1.52	0.29	388.38	7	105	2	44	965	0.40
<b>Total/Average:</b>	<b>792,027</b>	<b>13,125</b>	<b>1.66%</b>	<b>\$0.26</b>	<b>\$3,391.22</b>	<b>42</b>	<b>538</b>	<b>38</b>	<b>103</b>	<b>11,467</b>	<b>\$0.30</b>

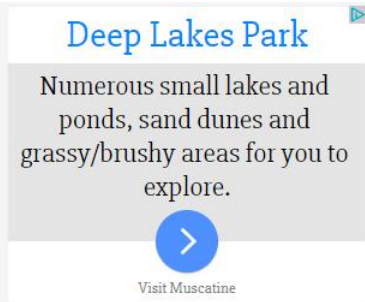
- During its run, your program produced the following results:
  - 792,027** Impressions (ad views)
  - 13,125** Total clicks (reactions, shares, comments, link clicks, etc.)
  - 1.66%** Click-through-Rate (CTR)
- In terms of social media activity, your ads generated:
  - 42** new page likes
    - The objective of these ads were to drive web traffic to the site. Any increase in Facebook audience is a secondary benefit.
  - 538** post reactions (Like, Love, Ha-Ha, Wow, Sad, Angry)
 







  - 38** post comments
    - It is important to acknowledge all comments within 24 hours
  - 103** post shares
    - Shares expand the reach of your ads beyond the initial targeting
- Your ads generated **11,467** link clicks to your website at a cost of **\$0.30** per link click.

## Google AdWords Creative

The follow ad styles were part of your campaign:

### Deep Lakes – Display:



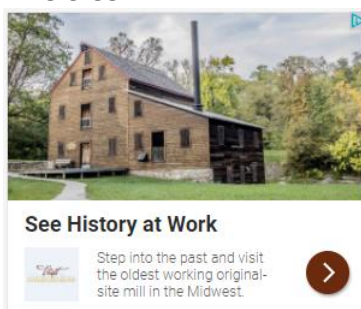
### Eagle Watching:



### Parks:



### Pine Creek Mill:



### Wildcat Den:



### Wine:



## Google AdWords Results

- Your Google program started on **11/22/2016** and ended on **6/30/2017**.

### Display

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
Deep Lakes - Display	124,028	1,535	1.24%	0.17	258.92
Eagle Watch - Display	708,033	6,456	0.91%	0.10	660.02
Pine Creek Mill - Display	1,265,305	13,473	1.06%	0.06	847.13
Wildcat Den - Display	976,196	11,008	1.13%	0.07	790.39
Wineries - Display	1,075,659	8,138	0.76%	0.09	729.99
<b>Total/Average:</b>	<b>4,149,221</b>	<b>40,610</b>	<b>0.98%</b>	<b>\$0.08</b>	<b>\$3,286.45</b>

### Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
Search - camping	22,389	558	2.49%	0.53	298.11
Search - Outdoor Recreation	50	1	2.00%	0.20	0.20
Search - Sports	204,501	1,564	0.76%	0.18	289.00
<b>Total/Average:</b>	<b>226,940</b>	<b>2,123</b>	<b>0.94%</b>	<b>\$0.28</b>	<b>\$587.31</b>

- During the campaign, your ads produced the following results:
  - Impressions (ad views):
    - Display - **4,149,221**
    - Search - **226,940**
  - Website clicks:
    - Display – **40,610**
    - Search – **2,123**
  - Cost-per-Click:
    - Display - **\$.08**
    - Search - **\$.28**



## 2018 Goals/Expectations

In 2018, we'd like to continue the momentum that was started with this program. Our goal is simple: to drive traffic to high quality landing pages on [www.visitmuscatine.com](http://www.visitmuscatine.com). In order to achieve this goal, we plan to employ the following tactics:

### Facebook:

- Increased focus on special events that are likely to draw visitors from around the Midwest and encourage them to visit the city such as:
  - Eagles & Ivories
  - Holiday events
  - Melon City Criterium
- Event ads will run no more than 4 – 6 weeks out from each event in order to remain relevant and still avoid audience fatigue

### Google:

- Employ a seasonally-appropriate mix of ads based on the lures of the Muscatine area. This will include but not be limited to:
  - Sports complexes
    - Ads targeted to sports event planners, tournament organizers, coaches, etc.
  - Outdoor recreation
    - Camping, hiking, and Mississippi River-centric events
  - Unique attractions:
    - Wineries
    - Shopping
    - History
- We'll continue to employ a mix of Search (query-driven) and Display (interest based) ads to a cross section of metro areas in the Midwest.

## 2018 Google Estimated Monthly Performance

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

### Search (Maximum of 3 campaigns)

- Estimated Impressions: 87,750 – 106,500
- Estimated Clicks: 1,670 – 1,911

### Display (Maximum of 3 campaigns)

- Estimated Impressions: 375,000 – 700,000
- Estimated Clicks: 13,176

## Facebook Projected Reach

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