



To: Mayor and City Council Members

From: Jodi Hansen, CVB Director

Date: June 17, 2019

Re: McDaniels Marketing Contract

Introduction and Background

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

The current contract expires June 30, 2019. I have attached the 2018-2019 performance review document prepared by McDaniels that outlines metrics to show the reach of the campaigns. A copy of the new proposal is also attached.

Recommendation:

The CVB recommends approval of this proposal with McDaniels Marketing for \$27,440.

Randy McDaniels, President of McDaniels Marketing presented to the CVB Advisory Board on May 22, 2019 and an email with the proposal and metrics were sent to all board members last week asking for any objections and I have received none as of 6/17/2019.



VISIT MUSCATINE

2019-2020 MARKETING PROPOSAL



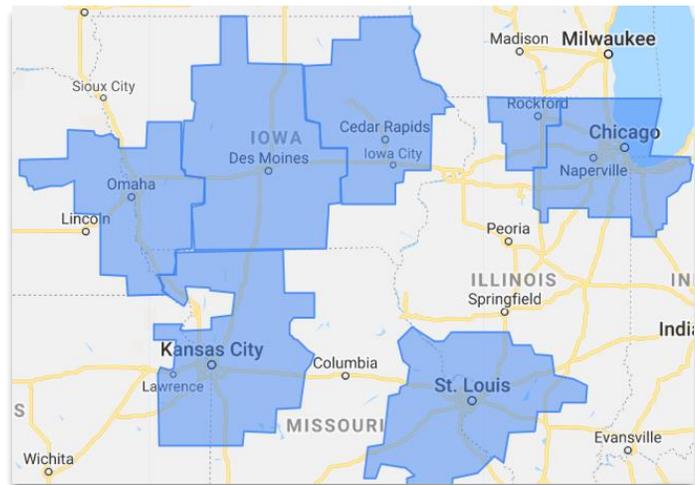
2019 – 2020 Direction

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. All events will be targeted towards the local market.

Geography:

- Chicago, IL
- Rockford, IL
- Des Moines, IA
- Cedar Rapids/Dubuque/Iowa City, IA
- Minneapolis/St. Paul, MN
- Omaha, NE
- St. Louis, MO
- Kansas City, MO



Core audiences/targets:

- Meetings/Conventions
- Leisure market interested in the Mississippi River, vintage culture and other attractions.
- Bus tours/groups
- Sports teams
- Wedding planning

Muscatine, IA Strengths:

The Merrill 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)
- Holiday Stroll (December)
- Independence Day
- Jackson Concert Series (ongoing)
- Melon City Criterium Race (May)
- 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)
- The Arts in Muscatine (ongoing)
- West Liberty Children's Festival (September)
- Wilton's Founders Day (fourth weekend in August)

Digital Advertising Strategy

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

This statistic is why it is so critical that Muscatine CVB continues to 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.

In 2019/2020, we will continue the momentum we have built with this digital program. Our digital marketing goal is simple: to drive high quality traffic to www.visitmuscatine.com in order to increase awareness and attract visitors to Muscatine, IA. To achieve this goal, we recommend continued use of the two proven effective digital advertising platforms with 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.
- Event ads will run no more than 4-6 weeks out from each event in order to remain relevant and avoid audience fatigue; target local market on select event ads to reach the valuable workforce who commutes here daily.
- Increase average reach per post to 5,000 people.

Potential Topics for Facebook Ads

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



12-Month Facebook Advertising Proposed Budget:

Schedule: July 8th, 2019 – June 30th, 2020

McDaniels Monthly Administration & Reporting	(\$350/month)	\$4,200
Recommended Click Budget (Direct to Facebook).....	(\$780/month)	\$9,360
Ad Development.....		\$1,500
Total for 12-Month Facebook Advertising Campaign.....		\$15,060

Google:

- Employ a seasonally appropriate mix of ads based on the lures of the Muscatine area. This will include but not be limited to:
 - Outdoor recreation
 - Camping, hiking and Mississippi River-centric events
 - Unique attractions
 - Wineries
 - Shopping
 - History

Potential Topics for Google Ads

- The Merrill (if co-oped with the hotel)
- Winery/Vineyard, Discovery Park, Art Museums, Mississippi River
- Downtown Muscatine activities
- Summer/Fall Events
- Chinese cultural center

8-Month Google Advertising Proposed Budget:

Schedule: July 8th, 2019 – October 31st, 2019 and March 1st, 2020 – June 30th, 2020

McDaniels Monthly Administration & Reporting	(\$500/month)	\$4,000
Recommended Click Budget (Direct to Google).....	(approx. \$672.50/month)	\$5,380
Ad Development		\$1,500
Total for 8-Month Google Advertising Campaign.....		\$10,880



Marketing Budget Summary

Consulting and Planning:	\$1,500
Google Ads:	\$10,880
Facebook Ads:	\$15,060
Total:	\$27,440

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

2018-2019 Strategy & Performance Summary

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 Ads to drive users to www.visitmuscatine.com.



McDaniels Marketing, in conjunction with Jodi Hansen, collaborates weekly to develop ads that will attract visitors to Muscatine, IA. Jodi provides direction on events and attractions to promote, imagery to use, and brand guidelines for Muscatine CVB.

Facebook:

With over 2 billion active users worldwide, Facebook is where consumers go to unwind. They're sharing images of their lives, commenting on their friends' statuses, and actively seeking leisure activities. With that in mind, we maintained an activity-based focus on Facebook promoting events such as the Farmers Market and Eagles & Ivories. Each ad has very specific interest targeting in order to appear less like an ad and more relevant to our target audience. A benefit of Facebook feed ads is that users can not only view an ad, but they can engage with it by liking, commenting and sharing, like how they can respond to an organic post.

Muscatine CVB's performance on Facebook was outstanding, with more than 800,000 impressions (ad views) and 19,000 clicks on the ad (including engagement and those who headed to the website to learn more). Two big indicators of success with digital campaigns are Click-Through-Rate (CTR) and Cost-Per-Click (CPC). CTR shows the relevance of the ad to the target market by tracking the percentage of those who saw the ad and then clicked for more information. The travel industry benchmark for Facebook CTR is 0.90% and Muscatine CVB comes way above that at 3.06%. For CPC, these campaigns had an average of \$0.24 per click, coming in way below the travel industry benchmark of \$0.63. In comparison to other communities similar in size and budget, Muscatine has had overall higher engagement, CTR and lower CPC.

Facebook Advertising Results (July 1st – April 30th)

- Your Facebook program is scheduled to run July 1st, 2018 – June 30th, 2019

Ad Set 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)
Ardon Creek	5,760	363	6.30%	\$0.15	\$53.78		27	1	8	257	\$0.21
Chinese Opera/Chime	12,470	397	3.18%	\$0.25	\$98.47		37	2	20	253	\$0.39
County Fair 2018	9,572	310	3.24%	\$0.18	\$55.91	3	10	1	4	209	\$0.27
Discovery Park	37,139	1,104	2.97%	\$0.25	\$271.82	15	72	4	24	726	\$0.37
Eagle Watching	11,176	387	3.46%	\$0.18	\$69.42		69	6	17	207	\$0.34
Eagles & Ivories	65,950	4,185	6.35%	\$0.17	\$727.36		119	6	35	3,378	\$0.22
Farmers Market	12,247	310	2.53%	\$0.28	\$85.31		34		3	225	\$0.38
Farmer's Market 2018	79,041	1,943	2.46%	\$0.27	\$525.77	58	164	4	20	1,053	\$0.50
Feb 14 & 16 Events	20,721	189	0.91%	\$0.49	\$92.70		7		1	132	\$0.70
Gerberichs	79,225	1,464	1.85%	\$0.38	\$562.88	5	160	11	35	924	\$0.61
Girls Getaway 2019	16,252	851	5.24%	\$0.21	\$178.33		28	2	14	478	\$0.37
Handcrafted Christmas	4,528	284	6.27%	\$0.15	\$43.07		30	2	7	166	\$0.26
History & Industry Center	23,484	918	3.91%	\$0.23	\$208.60	6	100	8	40	558	\$0.37
HOH	18,846	837	4.44%	\$0.23	\$192.63		52		6	597	\$0.32
Holiday Shopping Video	7,834	398	5.08%	\$0.17	\$66.61		39	3	16	229	\$0.29
Holiday Stroll	5,292	263	4.97%	\$0.15	\$39.78		68	1	23	146	\$0.27
Jackson Concert Series	109,838	2,339	2.13%	\$0.34	\$804.69		67	4	13	1,726	\$0.47
July 4th 2018	3,517	124	3.53%	\$0.14	\$17.33	3	14		3	52	\$0.33
Melon City	23,842	334	1.40%	\$0.51	\$170.71		42	1	9	198	\$0.86
MIFF	51,160	517	1.01%	\$0.37	\$189.84		35	1	6	323	\$0.59
Outdoor & Home Show - 2019	32,733	1,268	3.87%	\$0.10	\$124.50		8	1	5	1,169	\$0.11
Second Saturdays 2018	52,367	2,304	4.40%	\$0.20	\$471.06	16	68	1	9	1,810	\$0.26
Second Sundays - 2018	43,876	2,299	5.24%	\$0.18	\$413.92	18	41	2	8	1,947	\$0.21
Soap Box Derby 2018	3,203	68	2.12%	\$0.24	\$16.11	1	5			44	\$0.37
Symphony Orchestra	134,518	3,342	2.48%	\$0.30	\$997.58		270	10	38	2,216	\$0.45
West Liberty Childrens Festival	17,003	207	1.22%	\$0.41	\$84.62	4	8		5	159	\$0.53
Total/Average:	864,591	26,798	3.06%	\$0.24	\$6,478.18	125	1,566	71	364	19,023	\$0.34

Examples of top performing ads that ran 2018-2019:



Visit Muscatine
Sponsored

This ragtime music-filled weekend is sure to delight. Join us Jan. 24th-27th for the 25th Annual Eagles & Ivories event.

VISITMUSCATINE.COM
Eagles & Ivories
Live Music & Eagle Watching

LEARN MORE



Visit Muscatine
Sponsored

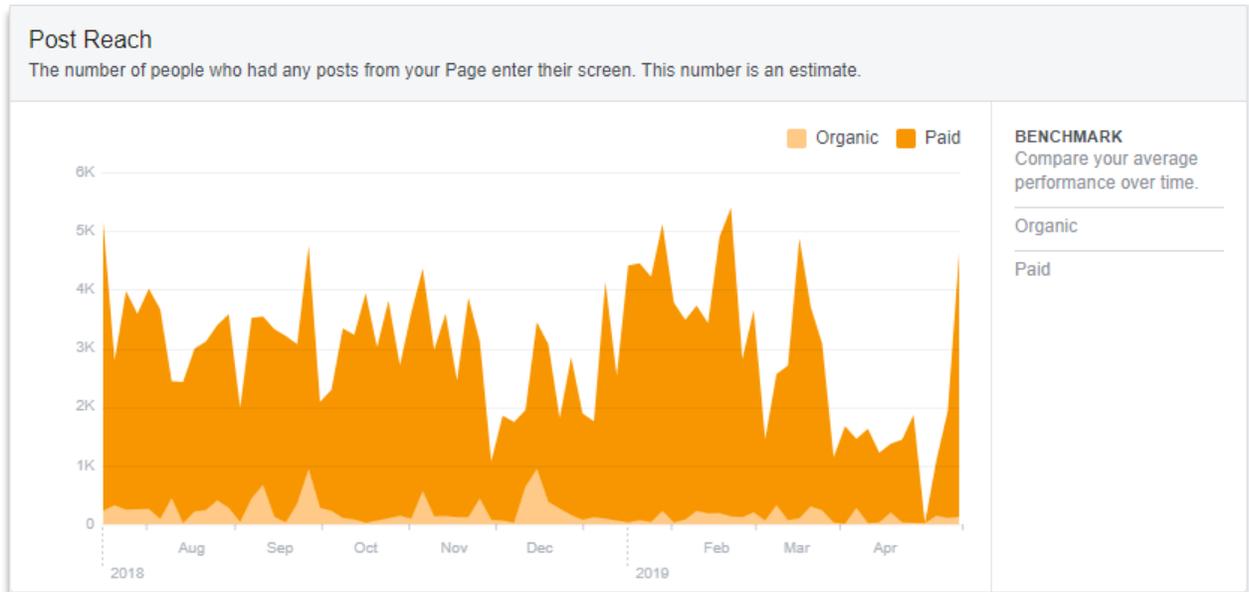
The Muscatine Symphony Orchestra brings great music to Muscatine. See our site for the performance schedule!

VISITMUSCATINE.COM
Symphonic Music For All
Season now underway!

LEARN MORE

Facebook Reach of Paid vs. Organic Posts (Including Ads)

This shows the impact of paid advertising in comparison to organic posting. On average, an organic post reached less than 1,000 people. With paid advertising, that average reach was about 3,000 people, with the highest reach over 5,000 people.



Source of Facebook Page Likes

This chart shows the source of your page likes, with a little over 40% coming from your paid ads.

Like Sources: July 1, 2018 to April 27, 2019

This data is only available after July 2, 2018. This availability is reflected in the data shown below.

Like Source	Number of Likes	Percentage of Likes
Ads	156	40.63%
Your Page	153	39.84%
Page Suggestions	24	6.25%
Other	22	5.73%
News Feed	19	4.95%
Restored Likes from Reactivated Accounts	6	1.56%
Search	4	1.04%

Google:

As the largest search engine, the reach of Google’s ad network is unmatched. For these campaigns, we employed Display advertising (with search ads running for a little less than a month). Display ads are more traditional image ads that appear on websites based upon individual users’ search history as well as, the topics of the specific web page they visit. These ads appear not just on websites but also in mobile apps as well. For this program, we focused on more long-term interests such as museums, historical places and outdoor recreation. Google Display ads typically have a lower cost-per-click and are a great way to drive casual interest traffic.

Over 7 million impressions and 53,417 clicks put Muscatine CVB’s Google CTR at 0.76%, which is well over the travel industry benchmark of 0.47%. In comparison to similar communities, Muscatine CVB has one of the lowest CPC we have seen at \$0.09 per click. The travel industry benchmark for CPC is \$0.44 per click.

Google Advertising Results (July 1st – April 30th)

- Your Google program is scheduled to run July 1st, 2018 – October 31st, 2018 and March 1st, 2019 – June 30th, 2019. Search only ran July 1st - July 23rd, 2018

Display

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
History & Industry - Display 2018	426,665	3,925	0.92%	\$0.07	\$279.84
Farmers Markets - Display 2019	29,006	235	0.81%	\$0.29	\$68.49
Pine Creek Mill - Display 2018	1,161,206	6,629	0.57%	\$0.06	\$397.55
Ardon Creek - Display 2018	38,235	231	0.60%	\$0.26	\$60.40
Deep Lakes Park - Display 2018	1,021,923	7,520	0.74%	\$0.07	\$547.03
Gerberichs - Display 2018	286,149	2,813	0.98%	\$0.17	\$472.31
Wildcat Den - Display 2018	1,319,064	7,623	0.58%	\$0.07	\$548.67
Environmental Learning Center - Display 2018	1,225,828	7,660	0.62%	\$0.09	\$655.68
Environmental Learning Center - Display 2019	467,253	6,372	1.36%	\$0.09	\$604.44
Contrary Brewing - Display 2019	844,475	7,564	0.90%	\$0.09	\$670.80
MIFF - Display 2018	62,963	1,413	2.24%	\$0.09	\$128.13
Ardon Creek - Display 2019	38,820	290	0.75%	\$0.41	\$118.72
Total/Average:	6,921,587	52,275	0.76%	\$0.09	\$4,552.06

Search

Campaign	Impressions	Clicks	CTR	Avg. CPC	Cost
Camping - Search	15,504	365	2.35%	\$0.48	\$176.81
Sports - Search	97,087	777	0.80%	\$0.32	\$251.61
Total/Average:	112,591	1,142	1.01%	\$0.38	\$428.42

Examples of top performing ads that ran 2018-2019:

