Central and Northwest Regional Marketing
Marketing Recap 2019
Central and Northwest Regional Marketing Summary

Both the central and northwest regions’ 2019 marketing campaigns have wrapped up for the year, and both successful. Results overall are on par with past years’ success and definitely meet the goal of getting people to the website to read the articles. A couple highlights include the content marketing click through rate (CTR) being up significantly as well as cost per click (CPC) across both tactics for both regions being $1.14 or less.

Central Breakdown:
Central deployed three emails; Golf on April 2, Fishing on May 2 and Biking on June 4. After each email, they ran display retargeting ads. There were over 112,000 email opens, an average click-through rate of 2%, and an average open rate of 16.65%. There has been over 15,500 clicks to the site as a result, with an average cost per click of $1.14. Of those who opened, just under 12% clicked through to the site. On a collective grading scale, biking was the most popular, followed closely by golf, then fishing. Content/native marketing generated nearly 20,000 clicks-to-site, with an average click rate of 1.16% all from over 1.7 million impressions. Golfing was most popular, followed by biking then fishing.

Northwest Breakdown:
Northwest deployed three emails with focuses on fishing, biking and hunting sent May 2, June 4 and August 27, respectively. The three had an average open rate of 15.69% and an average click rate of 1.87%. Of those who opened, 13.55% clicked through to the site. Biking performed the strongest, followed closely by hunting and fishing. The email campaign brought in over 13,000 clicks-to-site. Any time cost-per-click is around a dollar, it’s a win, and this Take 5 campaign’s was $1.05, which means it was cost effective. Content marketing for biking performed the best of the three activities, second was hunting, third fishing—but, all were close. Overall, nearly 16,000 clicks-to-site were the result of this campaign through Orange 142 with a cost-per-click of 76 cents—an excellent return on investment. It also delivered 1.6 million impressions.

Demo/Geo Information for Central and Northwest Regions:
Target Markets:
Central: Minneapolis—St. Paul, Des Moines, Fargo, Omaha
Northwest: Minneapolis—St. Paul, Eastern South Dakota, Eastern North Dakota
Visitor Profile: age 25+
HH Income $75,000+
Fishing – consumers interested in fishing, outdoor recreation, boating, travel
Biking – consumers interested in biking, travel
Hunting (NW only) – consumers interested in hunting, outdoor recreation, adventure, travel
Golf (Central only) – consumers interested in golf, travel

Looking Ahead
These campaigns were designed to fulfill the goal set by the Minnesota Heartland Tourism Association and its marketing committee/board of generating website traffic. More specifically, driving potential visitors to access activity-based articles that live on the central and northwest webpages. In terms of meeting the goal, these campaigns were extremely effective and if that’s the goal going forward, I’d suggest not deviating from the 2019 plan much in 2020. The Central web pages have high bounce rates, so perhaps there’s some content that could be moved around or elements added to the pages to make them more compelling to the user upon first glance. Listicles are popular and usually generate more web traffic, perhaps we try that next year (e.g. 10 Reasons to… in Northwest Minnesota this summer).
Central Region Google Analytics: Page Views

Highlights: #1 activity page is golf, traffic spike correlates with timing of email sends and content marketing activations, 3:12 average time on site on the three main article pages.
### Central Region Google Analytics: Page Views (Geo)

#### Page Views

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Metro</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>/where-to-go/central/pedal-your-way-to-central-minnesota/</td>
<td>Minneapolis-St. Paul MN</td>
<td>44,351</td>
<td>38,774</td>
<td>00:01:55</td>
<td>33,360</td>
<td>88.62%</td>
<td>75.21%</td>
<td>&lt; $0.01</td>
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<tr>
<td>/where-to-go/central/riding-your-way-through-minnesotas-scenic-central-</td>
<td>Minneapolis-St. Paul MN</td>
<td>5,373</td>
<td>4,945</td>
<td>00:01:59</td>
<td>4,918</td>
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<td>91.22%</td>
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<tr>
<td>minnesota/102</td>
<td></td>
<td>6,300</td>
<td>5,620</td>
<td>00:02:12</td>
<td>5,512</td>
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<td>84.27%</td>
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<td>Minneapolis-St. Paul MN</td>
<td>5,122</td>
<td>4,765</td>
<td>00:01:08</td>
<td>856</td>
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<td>Minneapolis-St. Paul MN</td>
<td>4,580</td>
<td>4,279</td>
<td>00:03:21</td>
<td>4,152</td>
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<td>90.41%</td>
<td>50.00</td>
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<td>Omaha NE</td>
<td>1,773</td>
<td>1,629</td>
<td>00:04:26</td>
<td>1,629</td>
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<td>00:03:23</td>
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<tr>
<td>minnesota/102</td>
<td>Des Moines-Ames IA</td>
<td>1,184</td>
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Northwest Region Google Analytics: Page Views

Highlights: #1 activity page overall is fishing, traffic spike during email deployments/content marketing activations, 2:35 average time on site on the three main main article pages.
Central Region Golfing Web Page and Creative

Native Article/Web Page

Retargeting Display Ads

Email Design
Central Region Fishing Web Page and Creative

Native Article/Web Page

Retargeting Display Ads

Email Design
Central Region Biking Web Page and Creative

Native Article/Web Page

Retargeting Display Ads

Email Design
ESPN predictions: Who will win the 2018 U.S. Open?

The U.S. Open returns to a place in search of redemption. The last time the U.S. Open was at Shinnecock Hills, in 2004, things got out of hand, when the seventh green became nearly unplayable and the CPGA had to take the links. While the course and the USGA look to redeem themselves, the players come here in search of a major. Some seeking their first. Some seeking a return to glory. Some looking to add to already impressive trophy cases.

Our experts went with names we’re sure you’ll remember.

Matti Barto
U.S. Open champ: Dustin Johnson
Winning score: 4 under
Why he’ll win: We’re starting to see peak Dustin Johnson again after melting the world No. 1 ranking following his win this past week at the FedEx St. Jude Classic. This tournament will always fit his skill set. He missed the cut last year at Erin Hills. Shinnecock is going to pay for it.

Michael Collins
U.S. Open champ: Dustin Johnson
Winning score: 4 under
Why he’ll win: With a field to choose from, the best of the best is likely to emerge from the pack. Johnson has been in peak form, and Shinnecock is his favorite, so it makes sense he could win here. He has the experience, the confidence, and the skill to do so.
Northwest Region Biking Web Page and Creative

Native Article/Web Page
Retargeting Display Ads
Email Design
Northwest Region Hunting Web Page and Creative

Native Article/Web Page

Retargeting Display Ads

Email Design