Agency Report

September Activity

**Brand & Creative**

- In-destination photo and video shoot
- Started drafting the Annual Marketing Plan, finalizing beginning of October
- Created digital paid media ads

**Email Marketing**

**Newsletter (1 per month)**

The “What’s happening in SLO - Sept 2020” newsletter, promoting October/fall content that was distributed on **Sept 30th** generated an **open rate of 16.1%** just one day after being distributed and only had a **1.8% bounce rate**.

- On-going: Manage audience tags in MailChimp and additions of subscribers via VCA

**Search Engine Optimization (SEO) & Content Creation**

Organic **search traffic increased month over month by 11%** and **new users by 12%** and increase in total organic keywords ranked by 4% month-over-month

- Optimized All Hotel Stakeholder Pages
- Optimized All Top Level Navigation Pages

**Blog Posts (2 per month)**

- Completed two blog posts for the month of September 2020
  - “September Sips in SLO”/Wine Month
  - “Rolling Fast in SLO”/Outdoor, focus on biking
- Completed: 1 blog post for the month of October and published in September
  - Fall Harvest: Focus on Fall activities in SLO

**Website**

- Monthly Web Maintenance Items
  - WordPress Updates
  - Built and published 2 monthly blog posts
- Ad Hoc Items
Built the new homepage and site navigation experience

**Social Media Management**

Across all platforms (Facebook, Twitter, Instagram), @ShareSLO has a **total audience of 124,082** and has **posted a total of 57 times** on all platforms combined throughout the month of September. The **total number of engagements across all channels is 7,403** and the **account with the most engagement rate is Instagram**.

**Social Media Posting & Engagement (Daily)**
- Created and posted social posts as well as engaged every day during the month of September. Posts aligned with daily themes and brand messaging across all three social platforms: Facebook, Instagram, and Twitter:
- Revised the social content calendar for October and continue to create, post and engage on behalf of @shareSLO on Facebook, Instagram and Twitter:
- Presented the U.S. Travel Association’s new campaign: #LetsGoThereSoon and supplemented regular scheduled social posts to successfully participate across all social platforms.
- Engaged with @MissFoodieProblems on behalf of @ShareSLO, when she posted her trip to San Luis Obispo.
- Altered scheduled posts to highlight PBS’s new show, “Now Hear This,” which will be airing an episode filmed entirely in SLO and is hosted by Festival Mozaic’s Music Director, Scott Yoo.

**PR, Media, And Influencer Relations**

**Key Messages & MWM List**
- Presented Key Messages and Most Wanted Media list to the marketing committee for approval

**DCI's All Client Pitch Initiative**
**Proposed:** (4-6 pitches throughout 2020-21)
**Progress:** 2 Complete; 2-4 To Come

- Drafted and distributed the Fall Foliage / Fall Activities all client pitch.

**Ongoing Media Conversations:**
- Media Visits
  - Jet Set: Si Si Penaloza - POTENTIAL
  - Melissa Curtain: LaLaScoop, Lonely Planet, Roadtrippers - COMPLETED
- Reactive Leads
  - Budget Travel: Laura Brown, Rediscover America series
  - Lonely Planet: Molly O’Brien, "Wiking" Places to Go Hiking and Drink Wine
Laura Begley Bloom: Freelance Broadcast

**Influencer Partnerships (5 partnerships in 2020-21)**
- On hold in September

**Paid Media**

Paid search generated **13,708 impressions** and **1,287 clicks** with a CTR of **9.39%** driving **356.50 outbound hotel referrals** and **109 book now interactions**
- Launch paid social advertising