



3RD QUARTER MARKETING REPORT

July-September, 2019

MEETINGS

Annual Meeting September 17-19

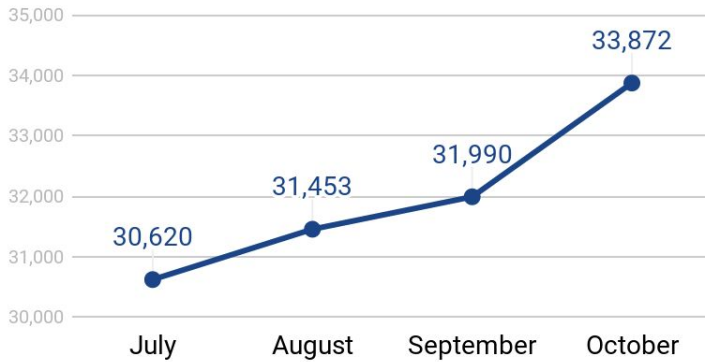
- Meeting prep and facilitation
 - Conducted multiple teleconferences and communications with WI-MRPC
 - Confirmed speakers, meals, transportation, room logistics, etc.
 - Prepared awards accordingly
 - Processed interpretive center nominations
- Delegates Registration
 - Set pricing
 - Created registration form and agenda (hard copy and electronically)
 - Pulled contact info and created newsletter and mailing list for interpretive centers
 - Printed and mailed form out to members
 - Emailed registration information
 - Collected payments
 - Sent invoices
- Enewsletters
 - Sent newsletters to remind members of meeting registration, hotel reservations and other news (see newsletters section)
- Updated mrpcmembers.com
 - Created page for online registration
 - Uploaded materials under resources, meeting minutes and agendas

Conference Calls/Meetings

- 7/12 - Board teleconference
- 7/25 - Call with Sharon to start 2020 Semi-Annual Meeting discussion
- 7/30 - Call with Sherry to discuss Annual Meeting
- 8/20 - Marketing Committee conference call
- 8/23 - Contract teleconference
- 9/9 - Call with Sherry to discuss Annual Meeting
- 9/9 - Teleconference with Terri & Anne
- 9/17 - Board meeting

E-NEWSLETTERS

Enewsletter Subscribers



8/5 e-newsletter

- Subject line: Last chance to win a Great River Road trip
- Promoted Flavors of the Great River Road Giveaway
- Open rate: 27.3% (industry average: 17%)
- Click rate: 8.3% (industry average: 2.2%)

9/19 e-newsletter


- Subject line: Win \$500 to explore the Great River Road!
- Promoted Drive the Great River Road Month Sweepstakes
- Open rate: 23.8% (industry average: 17%)
- Click rate: 8.1% (industry average: 2.2%)

Members E-newsletters

- 7/26 [Interpretive Centers] - Order your free Great River Road rack cards
- 7/31 - The Great River Road Invites You
- 8/15 - Final chance for MRPC Annual Meeting savings
- 9/12 Help celebrate Drive the Great River Road Month!

Enter by Aug. 6 & you could win \$300!

[View this email in your browser](#)
[Forward to a friend](#)




FLAVORS
OF THE GREAT RIVER ROAD
GIVEAWAY

It's your last chance! Enter today & win \$300!

Discover the flavors of the Great River Road this summer! Enter today, and you could win \$300 for a foodie trip along the Great River Road to discover charming farmers' markets, riverside restaurants and more!


Enter now!



AMERICA'S BYWAYS* **MISSISSIPPI RIVER COUNTRY**
LIGHT OF AMERICA

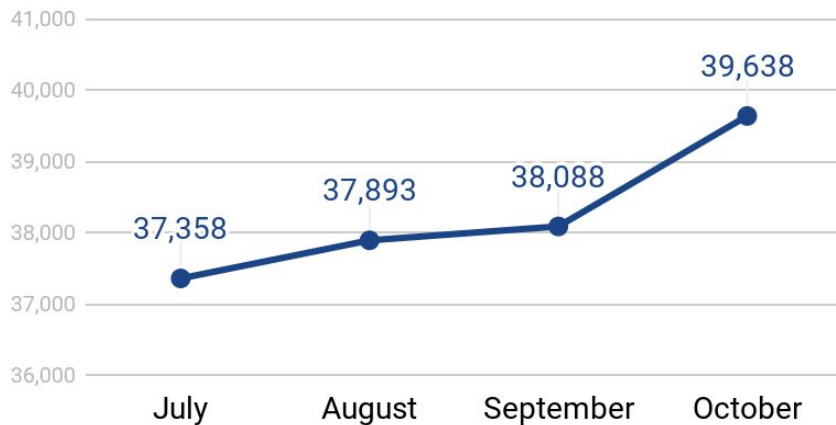
U.S. TRAVEL ASSOCIATION **USA**
DiscoverAmerica.com

MRPC Office: 701 E. Washington Ave. Ste. 202 | Madison, WI 53703
866-763-8310 | [\[email protected\]](#)



FACEBOOK

Facebook Fan Growth



Facebook fans	New Facebook fans	Facebook updates
39,638	2,280	63

Top posts

- 9/5/19 – “It’s drive the Great River Road Month! Enter today for your chance to win \$500 for your next Great River Road trip!”
 - Drove traffic to experiencemississippiriver.com
 - 38,223 people reached, 2,827 reactions, comments & shares, 2,068 post clicks
 - 3,566 people reached organically; 34,708 reached via paid advertising
- 7/21/19 – “ ‘All the characteristics we want to give this country I think we can find in the Mississippi River.’ A great piece from CBS Sunday Morning about why this river is worth exploring.”
 - Drove traffic to cbsnews.com
 - 19,151 people reached, 773 reactions, comments & shares, 989 post clicks
 - 19,151 people reached organically
- 9/9/19 – Giveaway post - Dean Klinkenberg’s “Road Tripping Along the Great River Road” book
 - 12,013 people reached, 730 reactions, comments & shares, 1,166 post clicks
 - 12,013 people reached organically
- 7/8/19 – “What a great story about traveling the Mississippi River! Thanks, CBS Sunday Morning!”
 - Drove traffic to cbsnews.com
 - 9,684 people reached, 845 reactions, comments & shares, 684 post clicks
 - 9,684 people reached organically
- 9/5/19 – “Now this is cool” w/shared video of timelapse of the confluence of Mississippi and St. Croix rivers
 - 9,328 people reached, 5,351 3-second views, 598 reactions, comments & shares, 1,375 post clicks
 - 9,328 people reached organically

- 7/15/19 – “Farmers’ markets, festivals and more” w/link to blog
 - Drove traffic to experiencemississippiriver.com
 - 8,588 people reached, 519 reactions, comments & shares, 101 post clicks
 - 2,319 people reached organically; 6,239 reached via paid advertising


Advertising

Page likes


- Page likes ad for Great River Road Facebook page - runs year-round
- 21,962 impressions
- 590 clicks
- 2.69% click-through rate
- Added 150 fans


Post engagement



- Post engagement ad for Great River Road Facebook page - runs year-round (various posts)
- 17,592 impressions
- 1,602 clicks
- 0.88% click-through rate
- Received 2,993 engagements

 **The Great River Road** Sponsored · 🌐

Explore America's greatest drive: The Great River Road follows the Mississippi River through 10 states from northern ... See More



The Great River Road
The Great River Road National Scenic Bywa... 

  39 1 Comment

 **The Great River Road** Sponsored · 🌐

Here's a guide on where to see some of the best fall color along the Mississippi River.



EXPERIENCMISSISSIPPIRIVER.COM
Fall color hotspots - Experience Mississippi River


   242 9 Comments 70 Shares

Follow the Pilot's Wheel - engagement

- Post engagement ad for Follow the Pilot's Wheel campaign/app - runs Sept-Oct
- 14,056 impressions
- 2,367 clicks
- 16.90% click-through rate
- Received 2,281 post engagements

Follow the Pilot's Wheel - clicks

- Link clicks ad for Follow the Pilot's Wheel campaign/app - runs Sept-Oct
- 3,858 impressions
- 78 clicks
- 2.02% click-through rate



The Great River Road
Sponsored · 🌐

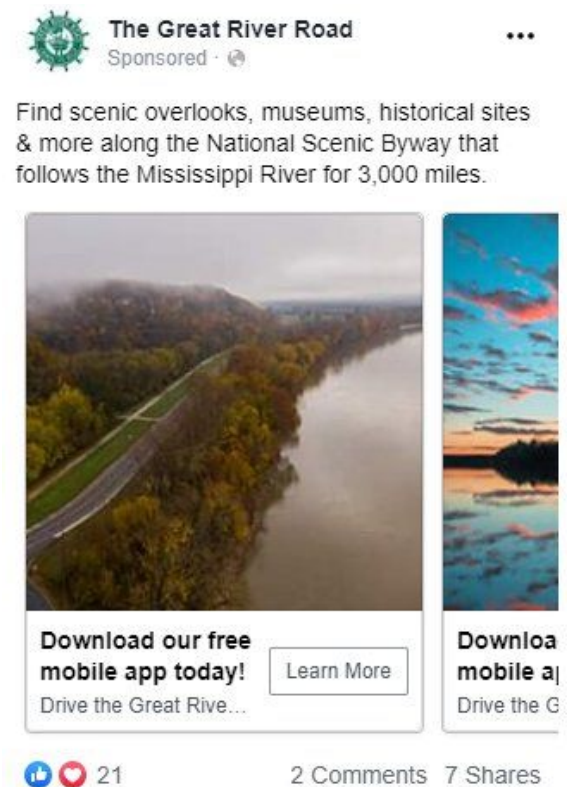
Download our free app today to find scenic overlooks, museums, historical sites and more along the Mississippi River.



The Great River Road [Learn More](#)

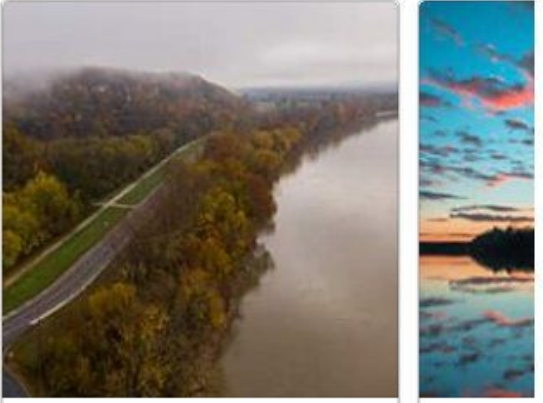
Landmark & Historical Place

👍❤️😄 1.2K 16 Comments 111 Shares



The Great River Road
Sponsored · 🌐

Find scenic overlooks, museums, historical sites & more along the National Scenic Byway that follows the Mississippi River for 3,000 miles.



Download our free mobile app today! [Learn More](#)
Drive the Great Rive...

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Drive the G

👍❤️ 21 2 Comments 7 Shares

Drive the Great River Road Giveaway - engage

- Post engagement ad for Drive the Great River Road Giveaway - ran throughout September
- 58,659 impressions
- 4,852 clicks
- 8.27% click-through rate
- Received 7,356 post engagements

Drive the Great River Road Giveaway - clicks

- Page clicks ad for Drive the Great River Road - drove to contest site, ran through September
- 74,129 impressions
- 4,895 clicks
- 6.60% click-through rate

The Great River Road Sponsored · 🌐

It's Drive the Great River Road Month! Enter today for your chance to win \$500 for your next Great River Road trip!

EXPERIENCEMISSISSIPPIRIVER.COM

Win \$500 for your Great River Road trip!
Enter today, and you could win \$500 to spend on a ro...

👍❤️😲 2.2K 66 Comments 339 Shares

The Great River Road Sponsored · 🌐

Celebrate America's greatest drive! Win \$500 to explore the Great River Road, which follows the Mississippi River for 3,000 beautiful miles.


EXPERIENCEMISSISSIPPIRIV...

Win \$500 to explore the Great River Road! [LEARN MORE](#)


👍❤️ 294 33 Comments 59 Shares

Flavors of the Great River Road - engagement (fan favorites)

- Post engagement ad for Flavors of the Great River Road promo -
- 20,079 impressions
- 1,084 clicks
- 5.4% click-through rate
- Received 3,237 post engagements

 **The Great River Road**
Sponsored · 🌐

Discover the foods our travelers named the best Flavors of the Great River Road! 🍴



The Great River Road
Landmark & Historical Place [Learn More](#)

👍❤️😮 411 4 Comments 25 Shares

Flavors of the Great River Road - page likes

- Page likes ad for Great River Road Facebook page - ran during Flavors campaign
- 41,488 impressions
- 1,580 clicks
- 3.81% click-through rate
- Added 350 fans

 **The Great River Road**
Sponsored · 🌐

The Great River Road follows the Mississippi River through 10 states from northern Minnesota to the Gulf of Mexico. ... See More



The Great River Road
The Great River Road National Scenic Bywa... 👍

👍❤️ 304 32 Comments

Flavors of the Great River Road - engagement (blog posts)

- Post engagement ad for Flavors of the Great River Road blogs - ran during Flavors campaign
- 24,287 impressions
- 1,687 clicks
- 6.95% click-through rate
- Received 3,833 post engagements



The Great River Road
Sponsored · 🌐

Farmers' markets, festivals and more.



EXPERIENCEMISSISSIPPIRIVER.COM
Agritourism attractions on the Great River Road - Experience Mississippi River

👍❤️👀 462 3 Comments 37 Shares

Flavors of the Great River Road - engagement (sweepstakes)

- Post engagement ad for Flavors of the Great River Road sweepstakes - ran during Flavors campaign
- 43,323 impressions
- 3,603 clicks
- 8.32% click-through rate
- Received 6,871 post engagements



The Great River Road
Sponsored · 🌐

Enter to WIN \$300 and experience the flavors of America's favorite road trip on the Great River Road! 🍷



The Great River Road
Landmark & Historical Place [Learn More](#)

👍❤️👀 604 9 Comments 40 Shares

Flavors of the Great River Road - engagement (Facebook giveaways)

- Post engagement ad for weekly giveaways during Flavors of the River Road campaign
- 16,712 impressions
- 2,617 clicks
- 15.66% click-through rate
- Received 2,426 post engagements



Engaged fans (those who are liking, commenting and sharing)

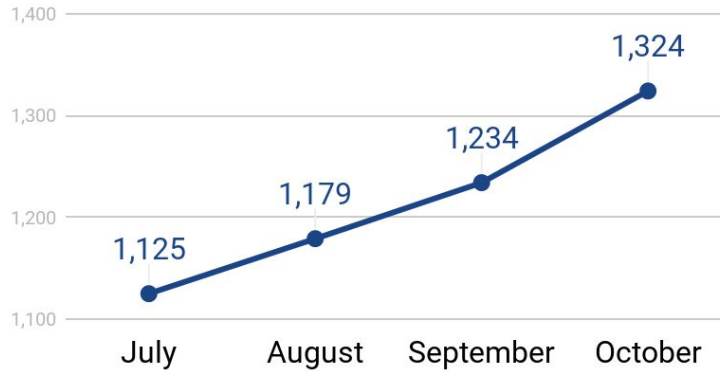
- 68% women (35% of which are ages 65+), 32% men (16% of which are ages 65+)
- Top engaged cities (in order): St. Louis, Louisville, Chicago, Cedar Rapids, La Crosse

Takeaways

- We had incredible engagement with the Great River Road account in Q3, thanks to two successful promotions (Flavors of the Great River Road and Drive the Great River Road month) and very strong ad campaigns associated with those promotions. In fact, some of the ads we ran in conjunction with those campaigns had click-through rates of 4%, 8% and even 16% in one case! (Facebook's average click-through rate for tourism ads is 0.9%.)
- Drive the Great River Road month continues to drive a lot of interaction with the page, as did some of our content related to the Flavors of the Great River Road promotion. But a lot of engagement is boosted by general information about the road and the river, as was the case with the July story on the Mississippi River on CBS Sunday Morning and the shared timelapse video from the confluence of the Mississippi and St. Croix rivers.

INSTAGRAM

Instagram Followers



Instagram followers	New Instagram followers	Instagram posts
1,324	199	25

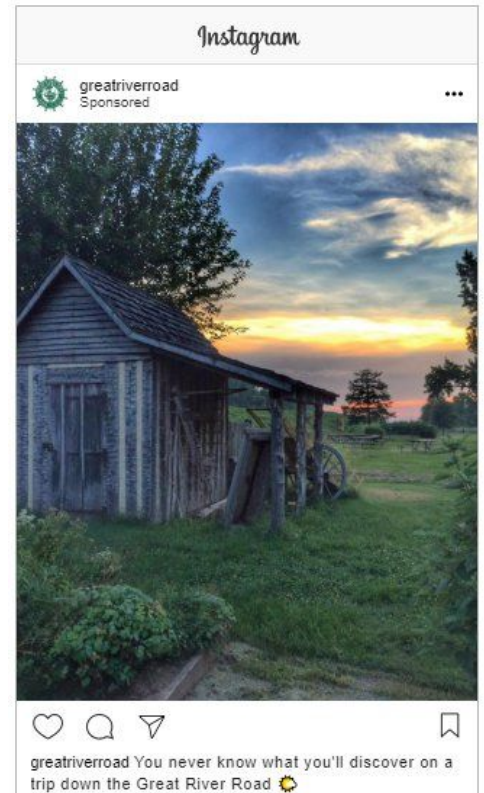
Top posts

- 9/26/19 – Caption: “The incredible Black Hawk Bridge in Lansing, Iowa has been standing since 1931. Construction for a replacement is scheduled to begin by the end of 2024.”
 - 640 people reached, 93 likes, 1 comment, 2 shares, 6 saves
- 9/5/19 – Caption: “A breathtaking view captured by @kirk_lindberg”
 - 1,155 people reached, 80 likes, 4 comments, 2 shares
- 8/24/19 – Caption: “Driftin’ on by in the summertime. pc: @stl_from_above”
 - 580 people reached, 73 likes, 1 comment, 3 saves

Advertising

Post engagement

- Post engagement ad for Great River Road Instagram account (various posts)
- 19,897 impressions
- 79 people clicked on the ad
- 0.40% click-through rate
- Received 2,813 post engagements



PINTEREST

- Summary: Created and shared pins to promote travel on the Great River Road. Promoted assets including scenery, food, shopping, attractions, etc.
- 32,620 impressions
- 1,370 engagements
- 142 link clicks
- 152 saves



Ultimate Offbeat Guide to Memphis, Tennessee



8 Unforgettable Things To Do In Nashville



Exploring Minneapolis, MN



Louisiana Plantations Guide: 12 Louisiana River...



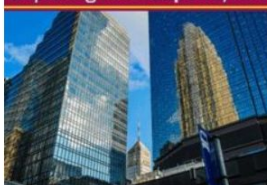
11 Insanely Cool Things to Do in Memphis with Kids...



Road Trip: Wisconsin's Great River Road



32 1 0
Itineraries - Experience Mississippi



Why See the Minneapolis Skyway and Skyline?...



15 0 0
Best Foods Along the Great River



20 0 0
7 Unique Burgers in Wisconsin

WEBSITE POSTS

Researched and wrote blog articles that appeared on experiencemississippiriver.com homepage

July

- 7/9: Tasty summer finds along the Great River Road (Flavors of the Great River Road content)
- 7/10: Outdoor dining on the Great River Road (Flavors of the Great River Road Road content)
- 7/11: Introducing Relay of Voices
- 7/15: Agritourism attractions on the Great River Road (Flavors of the Great River Road content)

August

- 8/14: Wineries to try along the northern Great River Road (Flavors of the Great River Road content)
- 8/30: Sharing the stories of the Mississippi: Update on Relay of Voices

September

- 9/1: Fall adventures on the Great River Road
- 9/4: Five Reasons to Travel the Great River Road (guest post from author Dean Klinkenberg)

PR/PUBLICITY

July

- Interview with Winona Radio station KWNO discussing tasty summer finds along the northern Great River Road (in conjunction with the Flavors of the Great River Road Giveaway; also turned into a blog for experiencemississippiriver.com)
- Worked with a writer from the Star Tribune on a future Great River Road article
- Worked with Martha Stewart Living on a piece about fall drives for their November issue

August

- Interview with Winona Radio station KWNO discussing wineries along the northern Great River Road (also turned into a blog for experiencemississippiriver.com)
- Wrote/distributed toolkit for states to use to promote Drive the Great River Road Month
- Wrote media release announcing Drive the Great River Road Month and sweepstakes
- Solicited and secured author Dean Klinkenberg to author guest blog and provide two books for social giveaways

September

- Interview with Winona Radio station KWNO discussing Drive the Great River Road Month, fall stops along the Minnesota Great River Road, fun facts and the sweepstakes
- Interview with Cape Girardeau, Missouri radio station KZIM discussing Drive the Great River Road month and fall stops along the Missouri Great River Road, fun facts and the sweepstakes
- Distributed media release announcing Drive the Great River Road Month and sweepstakes

PROMOTIONS

FLAVORS OF THE GREAT RIVER ROAD

Description

There's perhaps no better way to get to know a destination than through their food. This summer, we highlighted the culinary heritage of the states along the Great River Road, including visitor-recommended restaurants, dining options, traditional cuisines, the best places for local ingredients, agritourism options (wineries, farmers' markets, etc.) and more along the route.

The promotion, which included a sweepstakes, weekly Instagram giveaways, updated website content and social media posts/advertising, ran from June 12 to August 7, 2019.

Objectives

- Promote the culinary heritage and dining options along the Great River Road
- Increase fan numbers and interaction on the Great River Road social media channels
- Encourage organic/social dialog about food options along the Great River Road
- Increase traffic on experiencemississippiriver.com (especially dining pages and new blogs)
- Reach a younger audience through Instagram
- Create a hub for all GRR food info with redesigned landing page
- Build new web content to improve SEO

Target Market

- Geomarkets:
- Demographics: 25-75
- Interests: Food, drinks, entertainment, road trips

Deliverables

- Promotional toolkit
- Button on experiencemississippi.com
- Site pop-up on experiencemississippiriver.com
- Contest e-newsletter
- Facebook posts and advertisements
- Instagram posts and advertisements
- Press releases sent to media in each of the 10 Great River Road states
- Redesigned landing page housing all GRR food info, including 5 new itineraries (see website content p.16)
- Promotion pages (entry, rules, privacy policy, post entry, closing)



Sweepstakes

We ran a simple sweepstakes (enter for a chance to win), where fans submitted their name, email address and ZIP code for a chance to win a \$500 gift card to explore the Great River Road. The sweepstakes helped to grow our e-newsletter subscribers and Facebook fans and increase web traffic.

Entrants were also asked to submit their recommendations for their favorite dishes, recommended GRR restaurants, recipes and more for an extra chance to win. All submissions were approved by MRPC National Office staff before they were published. This gave us new content for the website so we can continue promotion of the Great River Road's food offerings year-round.

In 2018's "Flavors" giveaway, the majority of people said they heard about the contest from Facebook. To capitalize on this platform, we encouraged people to tag their friends in a Facebook post about the sweepstakes for them to earn an additional entry.

Results

- Received 3,202 entries
- Added 716 new e-newsletter subscribers
- Gained 746 Facebook fans

How did you hear about the sweepstakes?

- Email/E-newsletter: 1,982
- Facebook: 812
- experiencemississippiriver.com: 291
- Instagram: 19
- Other (from a friend, Google search, magazine article): 98

The winner was:

- Mary Peick, Minneapolis, MN

FLAVORS
OF THE GREAT RIVER ROAD
GIVEAWAY

Enter to win \$300 for a Great River Road food trip!

Discover the flavors of the Great River Road this summer! Explore the rich culinary heritage of the cities and towns along the Mississippi River by sampling fresh fruits and veggies, fried cheese curds, Cajun cuisine and everything in between.

Enter today, and you could win \$300 for a foodie road trip along the Great River Road, which follows the Mississippi River from northern Minnesota to the Gulf of Mexico. Plus, we'll be sharing our fans' recommendations all summer long for [the best places to eat and drink](#) along the route!

Enter now!

Check out our weekly Instagram giveaways

Follow us on Instagram @greatriverroad for even more chances to win! Use the hashtag #GRRFlavors to submit your best food photos—we're giving away a \$25 gas card every week!

Follow us on Instagram

Share your favorite Great River Road flavors

Got a great lunch spot or favorite ice cream shop (or something else delicious) along the Great River Road to share? Tell us your favorites [here](#), then [browse suggestions](#) from our fans.

Find flavors

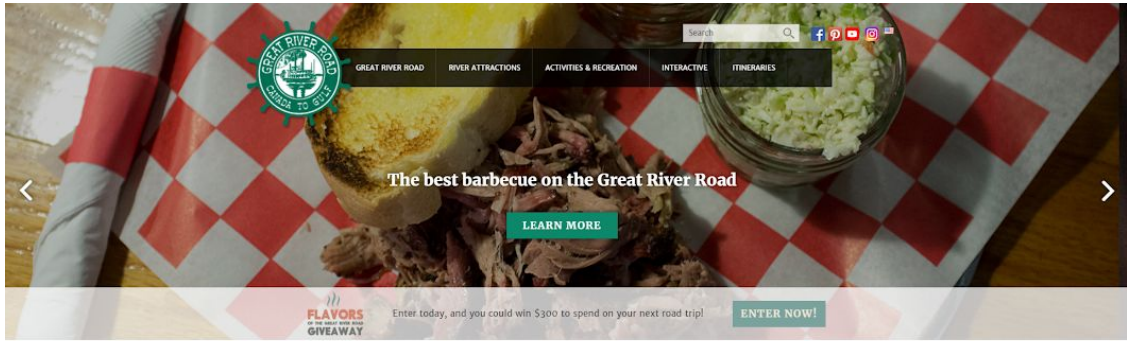
Website content

We created a food itinerary based on five different food categories, incorporating Great River Road towns to visit, agritourism attractions and more. States were asked to provide examples of foods/flavors/experiences to include in our social media posts and itineraries ahead of the launch of the promotion.

This new content, in addition to content developed during the 2018 Flavors promotion, was incorporated into a fresh new landing page that now serves as a hub for all things food. The page includes:

- All existing and new testimonials (see next page)
- A new filter system where people can search by food category and/or state
- State-based food itineraries
- Instagram feed of #GRRFlavors images
- Link to form for people to share testimonials
- Link/preview of agritourism businesses (reviewed to eliminate any businesses that have closed)
- New category-based food itineraries
 - The Best Barbecue on the Great River Road
 - Agritourism attractions on the Great River Road
 - Outdoor dining on the Great River Road
 - Five sweet treats you shouldn't miss on the Great River Road
 - Breweries, wineries & distilleries on the Great River Road

The screenshot shows the website's landing page for agritourism attractions. At the top, there is a navigation menu with links for 'GREAT RIVER ROAD', 'RIVER ATTRACTIONS', 'ACTIVITIES & RECREATION', 'INTERACTIVE', and 'ITINERARIES'. A search bar is located in the top right corner. The main content area features a large header image of a sunset over a river. Below the header, there is a prominent red button that says 'ORDER THE MAP TODAY!'. The main article is titled 'Agritourism attractions on the Great River Road' and is dated 'Monday, July 15, 2019'. The article text describes the Great River Road's span across 10 states and lists various agritourism attractions. The article is organized by state: Minnesota (Oliver Kelley Farm), Wisconsin (Nelson Cheese Factory), Iowa (Dubuque Farmers' Market), Illinois (Galena Oktoberfest), Tennessee (World Championship Barbecue Cooking Contest), and Louisiana (Southern Food and Beverage Museum). To the right of the main article, there are several promotional boxes: 'HAVE YOU TRAVELED THE WHOLE GREAT RIVER ROAD? SHARE YOUR STORY!', 'Plan your Route Start by picking a state' with a map of the Great River Road route, 'RELAY OF VOICES' (a relay connecting the voices of the Mississippi River region through a series of movement and listening), 'Drive the GREAT RIVER ROAD APP' with a 'DOWNLOAD NOW!' button, and 'SHOP THE GREAT RIVER ROAD' featuring a photo of two people.



Discover the flavors of the Great River Road

Whether you're looking for a classic Wisconsin fish fry or sampling New Orleans' famous Cajun cuisine, you'll discover delicious flavors up and down the Great River Road, the National Scenic Byway that follows the Mississippi River from northern Minnesota to the Gulf of Mexico. Plan your road trip and find your favorite flavors today!









LOCATION

- Arkansas
- Illinois
- Iowa
- Kentucky
- Louisiana
- Minnesota
- Mississippi
- Missouri
- Tennessee
- Wisconsin

CATEGORIES

- Event / festival
- Farmers' market / orchard / agritourism
- Recipe
- Restaurant
- Winery / brewery

Explore our fans' favorite flavors!

 <p>Incredible atmosphere Flavor: Restaurant By: Meghan B</p>	 <p>Fat Jimmy's Smoke House – Montrose, IA Flavor: Restaurant By: Terry Mertens</p>	 <p>Sammy's Pizza Flavor: Restaurant By: Jeannise</p>	 <p>Piggy's Restaurant & Blues Lounge Flavor: Restaurant By: Explore La Crosse</p>
 <p>Mint Julep on the Plantation Flavor: Winery / brewery By: Drea</p>	 <p>Amazing Thai food on the Great River Road! Flavor: Restaurant By: Marie L</p>	 <p>Onalaska Farmers Market Flavor: Farmers' market / orchard / agritourism By: Explore La Crosse</p>	 <p>A lifelong favorite! Flavor: Farmers' market / orchard / agritourism By: Heminia Singleton</p>

[LOAD MORE](#)

Farmers' markets, wineries, orchards & more

[DISCOVER AGRITOURISM OPTIONS](#)

#GRRFLAVORS

Share your favorite Great River Road Flavors on Instagram using the hashtag #GRRFlavors and be sure to tag us @greatriverroad!



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MSPC Office: 701 E. Washington Ave. Ste. 202 | Madison, WI 53703
866-763-8310 | info@reservationsmississippiriver.com



Social media giveaways

To reach a younger audience, as well as people interested in food, we utilized the @greatriverroad Instagram account to run weekly giveaways. We encouraged people to share food images from places along the Great River Road using the hashtag #GRRFlavors. Each week, we asked people to post a photo of a different type of food, showcasing the variety of food culture on the GRR. At the end of each week, we reviewed photo submissions and rewarded a \$25 gas card to each winner. These images filtered onto the website in a new Instagram feed.

Initially, we ran the weekly giveaways on Instagram. The posts were not reaching engagement goals, so we decided to transfer the giveaways to Facebook where the audience was more actively engaged with our posts.

Social media

We ran social media ads to promote the above components—monitoring and adjusting the budget throughout the promotion in order to meet the objectives outlined above.



Results

- Received 3,202 entries
- Added 716 new e-newsletter subscribers
- Gained 746 Facebook fans
- Traffic on promotions-related content, including contest pages and articles, drew substantial organic traffic.
Overall, traffic increased about 59 percent over the 2018 promotion and drew nearly 12,000 page views.
- Facebook giveaway results (paid advertising for weekly giveaways)
 - 16,712 impressions
 - 2,617 clicks
 - 15.66% click-through rate
 - Received 2,426 post engagements
- Website traffic on experiencemississippiriver.com
 - The contest page received more than 6,700 views
 - All flavors-related pages, including the state flavors pages, received more than 18,000 page views.



Share your favorite flavors of the Great River Road and see recommendations from other travelers!



EXPERIENCMISSISSIPPIRIVER.COM

Sample the flavors of the Great River Road - Experience Mississippi River

PROMOTIONS

DRIVE THE GREAT RIVER ROAD MONTH

Description

The 2019 Drive the Great River Road Sweepstakes launched September 1 and tied into the ongoing promotion of September as Drive the Great River Road Month.

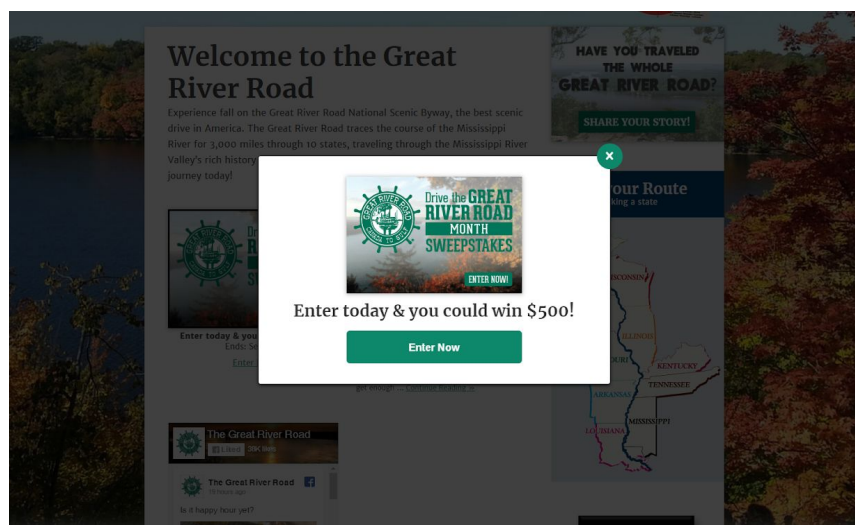
The campaign focused on traveling the Great River Road in fall, highlighting hotspots to visit, events and more. We also focused on the GRR Interpretive Centers, highlighting them in blogs and social media content.

Measurable goals included growing the e-newsletters subscriber base, website traffic and Facebook audience.

The sweepstakes ran from September 1, 2019 to September 30, 2019.

Objectives

- To continue the promotion of September as Drive the Great River Road Month
- To publicize the Interpretive Centers as places to visit along the Great River Road
- Increase website traffic



Deliverables

- Contest pages
 - Entry page
 - Entry form
 - Rules
 - Privacy policy
 - Post entry
 - Closing
- Buttons for experiencemississippiriver.com
- Site pop-up for experiencemississippiriver.com
- Facebook posts
- Facebook advertisements
- Press release
- Contest e-newsletter
- Promotional toolkit

Celebrate Drive the Great River Road month throughout
September

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[Forward to a friend](#)

[Privacy Policy](#) | [Official Rules](#)

er: This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram, and any questions, nents or complaints regarding the Promotion should be directed to Sponsor at the Promotion Address, not Facebook or Instagram. By ring this giveaway, you are providing your information solely to the Mississippi River Parkway Commission and not to Facebook or am. The information you provide will not be shared with other organizations or individuals but may be subject to disclosure pursuant to public records laws. [Read the full terms & conditions of use.](#)

How did you hear about the sweepstakes?

- Great River Road Facebook: 2,044
- E-newsletter: 1,056
- Facebook advertising: 422
- Other (from a friend, Google search, article): 176

Entries by state

- WI: 765
- IL: 539
- IA: 513
- MN: 425
- MO: 266
- MS: 145
- TN: 139
- LA: 100
- AR: 97
- KY: 92
- TX: 66
- FL: 66
- CA: 43
- MI: 39
- IN: 38

Results

- Received 3,698 entries
- Added 1,937 new e-newsletter subscribers
- Gained 1,540 Facebook fans

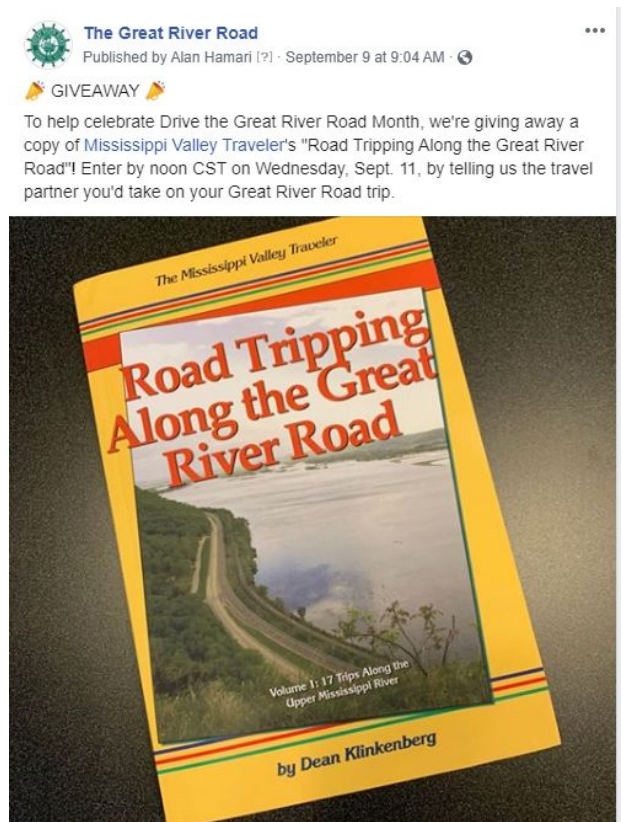
FACEBOOK GIVEAWAY

As part of Drive the Great River Road Month, we partnered with author Dean Klinkenberg to give away two copies of his book, "Road Tripping Along the Great River Road." We held the giveaway the week of September 9 and asked fans to tell us the travel partner they'd take along with them on their Great River Road trip.

The post reached 12,013 people and received 730 reactions, comments and shares and 1,166 post clicks, all without the benefit of paid advertising. The winner was Julie Brown of Cumberland, IA.

As part of the giveaway, Dean also wrote a blog for our website, "Five Reasons to travel the Great River Road," which was posted on September 4.

The same book was also given away on Instagram during a giveaway that ran September 16-19. The post received 995 impressions, reached 703 people, received 30 comments, 95 likes and resulted in 5 profile visits to the Great River Road Instagram account.



WEBSITE

www.experiencemississippiriver.com/		
2019-07-01 to 2019-09-30		
Total Pageviews	161,846	
Total Unique Pageviews	125,406	
Total sessions	76,523	
Unique users	56,257	
New users	81.3%	
Returning users	18.7%	
Pages viewed per session	2.1	
Time spent per page visited	0:50	
Avg. session duration	1:45	
Top 10 most visited pages		
	pageviews	avg. time on page
/the-great-river-road-the-best-drive-in-america/	19,260	1:26
/interactive-tools/order-a-free-great-river-road-10-state-map/	10,485	2:04
homepage	9,536	1:08
/river-attractions/	9,033	2:21
/contests/2019/drive-the-grr-month/	8,800	1:16
/interactive-tools/webcams/	6,249	1:25
/flavors/enter/	4,914	0:46
/itineraries/	4,900	1:06
/app/	4,411	3:37
/contests/2019/drive-the-grr-month/thanks.php	3,839	0:45
Top 10 Referring Sites		
	sessions	avg. session duration
facebook.com	9,513	0:39
pandbads.wufoo.com (contest form)	6,663	0:49
drivethegreatriverroad.com	381	1:21
instagram.com	117	0:40
wigrr.com	108	4:27
thrillist.com	107	1:54
www-thrillist-com.cdn.ampproject.org	98	1:13
magazihne.trivago.com	75	0:52

pinterest.com	74	0:36
visitgrandrapids.com	56	0:38
Top 10 Metro Areas		
	sessions	avg. session duration
Chicago IL	8,967	1:26
Minneapolis-St. Paul MN	7,472	1:45
St. Louis MO	2,952	1:15
Milwaukee WI	2,521	2:00
Madison WI	2,485	1:40
Dallas-Ft. Worth TX	1,528	1:26
La Crosse-Eau Claire WI	1,458	1:13
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	1,436	1:39
Des Moines-Ames IA	1,338	1:44
Davenport IA-Rock Island-Moline IL	1,244	1:12
Top 5 Channels		
	% sessions	avg. session duration
Organic Search	51.5%	2:21
Direct	18.3%	1:34
Referral	12.9%	1:07
Social	12.8%	0:40
Email	4.5%	0:29
User demographics		
age	% sessions	avg. session duration
55-64	28.2%	1:51
65+	25.2%	1:47
45-54	17.4%	1:39
25-34	13%	1:33
35-44	12.7%	1:44
18-24	3.6%	1:28
gender	% sessions	avg. session duration
female	55.2%	1:40
male	44.8%	1:49

Device usage		
	% sessions	avg. session duration
Mobile + Tablet	63.7%	1:45
Desktop	36.3%	2:10

Takeaways

The site continued to perform well this quarter. Overall, pageviews were at a similar level to 2018. The Best Drive in America page, map ordering page, homepage and contest pages remained the top entry points for the site but some other areas of the site are also drawing increased levels of views. The webcams page is drawing more than three times the traffic over Q3 2018. Traffic on the app page was up about 18 percent over Q3 2018. Users are increasingly using mobile devices to access the site—visitors accessing the site on a phone increased 5 percent over last year; visitors accessing the site on mobile devices increased about 8 percent. Visitors to the site continued to tilt female (55 percent and older, with more than half of the visitors over age 55). While the site’s audience is largely domestic, about 8 percent of visitors accessed the site from overseas, with the largest number of visitors coming from the United Kingdom, Canada and Australia.

Ongoing web checks & maintenance

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
- Flipped social media and website content to fall on August 29
- SEO/analytics check

MOBILE APP

iOS

- # of downloads in Q3: 1,339
- # of downloads to date: 16,042

Android

- # of downloads in Q3: 834
- # of downloads to date: 8,184

Total (combined)

- # of downloads in Q3: 2,173
- # of downloads: 24,226

ADMIN/MISCELLANEOUS

Financial/Bookkeeping

- Collected, filed and organized cash and check donations, meeting registration and dues
- Monthly check reconciliation
- Paid related expenses
- Reviewed fund statements and include in reconciliations
- Completed financial reports for July and September board meetings
- Requested endowment payout funds from the Community Foundation of Dubuque and provided donation summary

Fulfillments

- 2,359 requests in 3rd quarter
 - Includes online requests, phone requests
- Mailing materials: print envelopes and letters
- Corresponded to emails, followed up on phone calls/voice messages, research
- Sent items to IA for state fair booth

I Drove the Great River Road Certificate

- Sent 7 certificates to those who drove the entire Great River Road and shared their story

Interpretive Center Themed Rack Cards

- Created form and communicated ordering procedures with interpretive centers
- Fulfilled request for themed rack cards based on requests from interpretive centers
- National office also transported and distributed rack cards to La Crosse, WI Annual Meeting

Database

- Searched multiple programs/contacted reps to find program most suitable for database
- Tried a few programs
 - Imported all contacts from previous database
 - Mocked up web integration

Map use request

- Communicated with Shore Excursions based on marketing conversation about a usage fee and handling of the files

Relay of Voices

- Provided preliminary metrics based on our information