



4TH QUARTER MARKETING REPORT

October-December, 2018

MEETINGS

Annual Meeting

- Registration
 - Updated early bird pricing to regular pricing
 - Collected payments
 - Sent invoices/receipts
 - Entered mailed/faxed in registrations onto database
- Meeting was held October 23-25 at West Memphis, AR

Conference Calls

- October 15 – Call with Karl
- November 15 – Marketing Committee Meeting
- December 3 – Call with Jenna Pollock-Clayton Co Conservation Board
- December 6 – Marketing Committee Meeting
- December 12 – Executive Committee Meeting
- December 14 – Board Teleconference

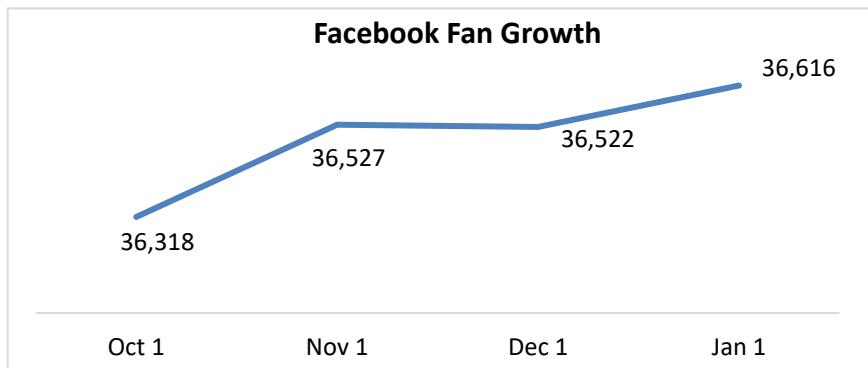
E-NEWSLETTERS



Tourism Subscriber List

- Average open rate: 26.5% (industry average: 17.2%)
- Average click rate: 8.5% (industry average: 2.3%)
- Gained 1,671 new subscribers

FACEBOOK



Facebook fans	New Facebook fans	Facebook updates
36,616	298	42

Top posts

- 12/17/2019– [“These 10 spots-one in each Great River Road state-shouldn’t be missed.”]
 - Drove traffic to 10Best.com
 - 10,000 people reached, 228 reactions, 15 comments, 66 shares, 852 post clicks
 - All people reached organically; 0 reached via paid ad
- 11/28/2018– [“A little expert advice for your next trip along the Mississippi.” w/link to “10 places you need to see when driving the Great River Road” article]
 - Drove traffic to 10Best.com
 - 5,759 people reached, 161 reactions, 9 comments, 20 shares, 154 post clicks
 - All people reached organically; 0 reached via paid ad
- 10/23/2018– [“Order your 10-state Great River Road map today.”]
 - Drove traffic to experiencemississippiriver.com
 - 5,578 people reached, 120 reactions, 12 comments, 23 shares, 371 post clicks
 - All people reached organically; 0 reached via paid ad
- 12/13/2018– [“Great River Road featured state: Wisconsin. Explore the charming small towns and beautiful scenery of the Wisconsin Great River Road.”]
 - Drove traffic to experiencemississippiriver.com
 - 5,391 people reached, 133 reactions, 7 comments, 21 shares, post clicks
 - All people reached organically; 0 reached via paid ad
- 12/16/2018– [“Great River Road featured state: Iowa. Another scenic gem along the Great River Road, the Hawkeye State has engaging towns, big cities and lots of other amenities to offer roadtrippers.”]
 - Drove traffic to experiencemississippiriver.com
 - 5,278 people reached, 116 reactions, 10 comments, 16 shares, 139 post clicks
 - All people reached organically; 0 reached via paid ad

Advertising

Page likes 2018

- Page likes campaign; runs continuously throughout year
- 42,016 impressions
- 552 clicks
- 1.31% click-through rate
- Added 281 fans

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

- 63% women (18% ages 55-64), 36% men (10% of which are ages 55-64)
- Top engaged cities (in order): St. Louis, Clarksdale, Little Rock, Chicago

Suggested Page



The Great River Road

Sponsored

Plan your 2018 getaway today! Drive the Great River Road, which follows the Mississippi River through 10 states through the heart of America.



The Great River Road
Landmark & Historical Place
36,700 people like this



Takeaways

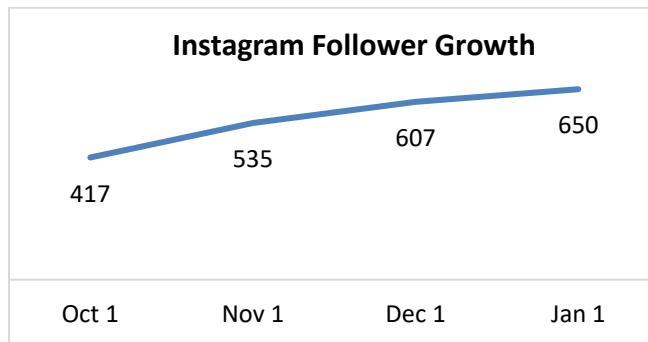
- Fans seemed really interested in specific things to see in each state, as evidenced by the quarter's top two posts. Good, detailed content is always the most valuable on social media.
- Engaged audience continuing to trend older, with 40% of female engaged fans and 21% of male fans being 55+.

WEBSITE POSTS

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

- November
 - Traveling through history in Arkansas (11/8)
- December
 - Plan a Great River Road getaway (12/10)

INSTAGRAM



Instagram followers	New Instagram followers	Instagram updates
650	233	12

Top posts

- 10/31/2018 – Photo of cars and bluffs along the river in St. Louis with caption, “Ever think about how lucky birds are to get this view? What a stunning photo from @stl_from_above.”
 - 525 people reached, 116 engagements

Takeaways

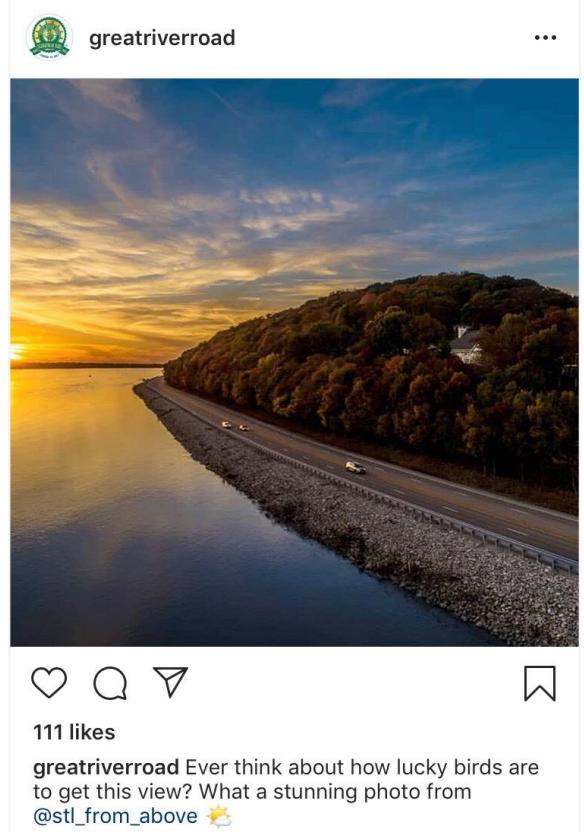
- Followers and engagement continue to grow at a steady level; scenic shots are the most popular.

PINTEREST

- Added pins to state boards
- Highlighted bridges and sunsets, music venues and restaurants

PR/PUBLICITY

- On-air radio interviews with Greg Taylor, Program Director – Host of AM 1230 KWNO, Winona, MN:
 - October: Agritourism along the Great River Road
 - November: Comfort foods for every meal within an hour of Winona, MN
 - December: Holiday shopping getaways along the Great River Road



WEBSITE

Top 10 Metro Areas		sessions	avg. session duration
Chicago IL	4,417	1:54	
Minneapolis-St. Paul MN	3,087	2:04	
St. Louis MO	1,626	1:47	
Madison WI	1,093	3:01	
New York NY	996	1:37	
Milwaukee WI	906	2:28	
Atlanta GA	849	1:38	
Dallas-Ft. Worth TX	822	1:43	
New Orleans LA	685	1:30	
Los Angeles CA	679	2:11	

Top 5 Channels		% sessions	avg. session duration
Organic Search	73.50%	2:07	
Direct	15%	2:10	
Referral	6.50%	2:16	
Social	4.80%	1:21	
Email	0.20%	2:51	

User demographics			
	age	% sessions	avg. session duration
	55-64	22.80%	2:49
	25-34	20.10%	1:53
	65+	17.80%	2:48
	45-54	16.70%	2:13
	35-44	16%	1:53
	18-24	6.50%	1:50

	gender	% sessions	avg. session duration
	female	50.80%	2:10
	male	49.20%	2:22

Device usage			
	% sessions	avg. session duration	
	Mobile + Tablet	54.40%	2:08
	Desktop	45.60%	2:25

Takeaways

Stats on the site were up slightly in Q4 of 2018 compared to the year prior. Users were up 13.3% (+ 12.78%), sessions increased by 15.6%, the number of sessions per user grew by 2% and the total pageviews jumped 14.5%.

The biggest change in traffic occurred between Oct. 22nd and 23rd when there was a large spike. The top landing page during this period was “The Best Drive in America” article, however the bulk of the traffic ended up on the “Order a Free Great River Road 10 State Map” page. Compared to 2017, during this period, that page had 1,039.1% more pageviews in 2018. Several of these visits came from Facebook, but most arrived organically.

The top landing pages on the site this quarter were:

- /the-great-river-road-the-best-drive-in-america/ (15% of total pageviews)
- homepage (8.1%)
- /river-attractions/ (7.1%)

87.5% of the sessions came from new users. These users stayed on the site for around 2 minutes and navigated 2.14 pages/session. 22% of these new users landed on the “/the-great-river-road-the-best-drive-in-america/” page. Organic search was responsible for 75.6% of these new users.

As stated in the Q3 report, since this page is so popular:

“The Best Drive in America” blog post has been the top page for a few quarters now, perhaps we could add more content on that page or make it more of a hub to keep users exploring the site. The exit and bounce rates are low on this page, but perhaps scattering more relevant info and links here could lower them even more.” The top pages users traveled to after leaving this page was the homepage and the River Attractions page.

The top way for returning visitors to reach the site was also organic search and the top landing page for returning visitors was the same as new visitors. Returning visitors tended to stay on the website a bit longer (2:49) and explore more pages per session (2.38).

Of the people that visited the site, 51.1% were female and 48.9% were male. The top two age groups were 55-64 and 25-34. The majority of users from this age group came from organic search (84.3%) followed by direct links (9.2%) and Facebook (2.4%). The top landing page for these users was the Best Drive in America article.

It is interesting that the 25-34 age group ranked so highly among visiting age demographics (20.1% sessions).

52.5% of sessions took place on a mobile or tablet device.

Facebook was the top referrer again this quarter. Its success in driving users to the site improved by 51.5%. The top landing page for this traffic was the homepage (98.1% users). The majority of Facebook users were in the 55-65+ age group. 24% were female.

Interactive Tools was the most popular section on the site. Its top visited pages were the 10 State Map form and the Fun Facts page.

The most visited state on the site was Illinois (13.2% pageviews), followed by Minnesota (12.4%).

The top pages to navigate to from the homepage were:

- /the-great-river-road-the-best-drive-in-america/ (15% of total pageviews)
- /interactive-tools/order-a-free-great-river-road-10-state-map/
- /app/

The top exit pages on the site were:

- /the-great-river-road-the-best-drive-in-america/
- /interactive-tools/fun-facts/
- homepage
- /river-attractions/
- /interactive-tools/order-a-free-great-river-road-10-state-map/

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 winter on 11/14/18

MOBILE APP

iOS

- # of downloads in Q4: 606
- # of downloads to date: 12,509

Android

- # of downloads in Q4: 419

- # of downloads to date: 6,341

Total (combined)

- # of downloads in Q4: 1,025
- # of downloads: 18,850

80TH ANNIVERSARY/FOLLOW THE PILOT'S WHEEL CAMPAIGN

Keychains/postcards

- Admin
 - Continued to collect requests from Interpretive Centers to refill keychains and postcards
 - Continued to collect email sign ups and enter email addresses into email subscriber list.

ADMIN/MISCELLANEOUS

Fulfillments

- Over 1,500 requests in 4th quarter
 - Includes online requests, phone requests
- Mailing materials: print envelopes and letters
- Corresponded to emails, followed up on phone calls/voice messages, research

Financial

- 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



Business Cards

- Updated Terri's business cards and ordered
- Created business cards for Ann
- Sent cards for review
- Finalized and ordered cards

I Drove the Great River Road Certificate

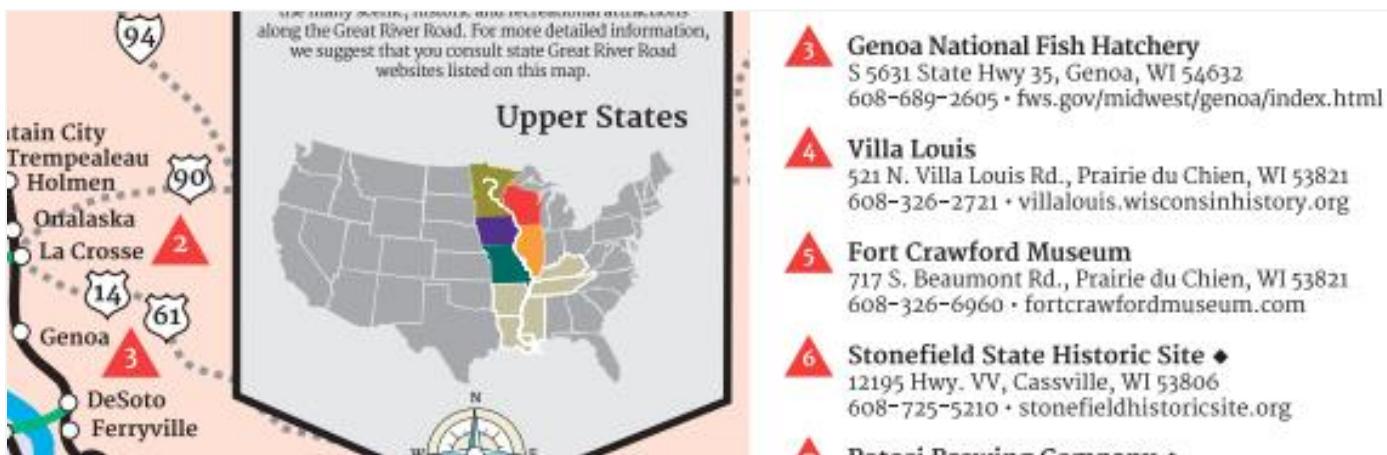
Through the years, we've heard from many travelers who have complete a trip along the entire Great River Road and wanted to share their experiences. Many of these vacationers asked if there was a way to be recognized for taking such an impressive trip, so the National Office created a program where travelers can share the details of their trip and receive an "I Drove the Great River Road" certificate. In the future, we may follow up with some of these travelers and feature them in blogs or other areas of the Experience Mississippi River website.

- Created online testimonial form for visitors who drove the entire Great River Road
- Wrote copy, and created "Share Your Story" webpage and interactive button for homepage
<https://experiencemississippiriver.com/share-story>
- Wrote copy and designed certificate
- Mailed first certificate



Interpretive Centers

- Collected new Interpretive Centers' info
(Genoa National Fish Hatchery – WI; Museum of the Arkansas Grand Prairie – AR)
- Wrote summary and updated website and online map



- Museum of the Arkansas Grand Prairie – Stuttgart**

See a variety of historical exhibits featuring home living, settlers' entertainment and education, and early farm life. One of the most popular displays is the Waterfowl Wing, which features all species of waterfowl that frequent the Mississippi Flyway. The birds are displayed as if they were coming to the small pond to rest.

- 5 Museum of the Arkansas Grand Prairie ♦
921 E. Fourth St., Stuttgart, AR 72160
870-673-7001 • grandprairiemuseum.org
- 6 Helena Museum of Phillips County
623 Pecan St., Helena, AR 72342
870-338-7790 • helenamuseum.com
- 7 Delta Cultural Center
141 Cherry St., Helena, AR 72342
870-338-4350 • delta-culturalcenter.com



- Genoa National Fish Hatchery – Genoa**

Genoa National Fish Hatchery has played a major role in the conservation of aquatic species since its founding in 1932. The station provides over 26 species of fish, eggs and mussels to meet aquatic species and research objectives all across the country, from New Mexico to Georgia. Visitors can see displays of fish and mussels commonly found in the upper Mississippi River.

Foam Core Sign

- Created and sent to printer

