



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Relay of Voices

ExperienceMississippiRiver.com

- On July 11, we posted content that introduced the Relay of Voices project, detailed its plans and included one of the first “voices” of the project. We posted the piece on the experiencemississippiriver.com homepage and posted about the content on Facebook. To date it has received 312 pageviews (279 unique views).
- On Aug. 30 we posted an update on the Relay, including media coverage and links to voices of the trip. It received 46 pageviews (37 unique views).
- On Oct. 3 we posted a progress update on the relay. It received 78 pageviews (71 unique views).
- On Nov. 27 we posted a final update on the relay. It received 17 pageviews (16 unique views).
- Since July 11, the site (including all content) has drawn more than 211,000 pageviews.
- The Relay posts have not yet generated substantial organic traffic. Older posts on topics related to travel on the byway performed better this quarter. For example, “6 Things You Might Not Know About the Great River Road,” an article we posted on the site in 2016 and are not currently promoting, drew 1,702 views during the same period as the Relay content, mostly from organic search. That represents nearly six times the traffic received by the best-performing relay content.
- We have received no referral traffic from the Relay of Voices site (<https://relayofvoices.com/>). While they have us listed as a partner and posted our logo, they have not linked to our website (or mentioned it).

Great River Road Facebook page

- Post #1, 7/14/19 (link to first blog): 3,350 people reached, 28 reactions, 81 post clicks
- Post #2, 8/8/19 (link to first blog): 2,414 people reached, 17 reactions, 58 post clicks
- Post #3, 9/5/19 (link to second blog): 1,341 people reached, 15 reactions, 35 post clicks
- Post #4, 10/3/19 (link to third blog): 2,107 people reached, 20 reactions, 37 post clicks
- **Totals: 9,212 people reached, 80 reactions, 211 post clicks**
- For comparison, a post (also unpromoted) featuring a time lapse of the Mississippi and St. Croix rivers on 8/1/19 reached 9,335 people and received 598 reactions and 1,375 post clicks (though a reach of 2.5K-3.5K people is generally more common for an unpaid post).

Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers

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