

An aerial, high-angle photograph of a large audience seated in a convention hall. The audience is seated in rows of red chairs, facing towards the bottom right of the frame. Many individuals are looking at laptops or papers, suggesting a professional or educational event. The text is overlaid on the left side of the image, partially obscuring the audience.

KALISPELL CVB M&C CAMPAIGN FY17

August 2017 | partnerscreative • KCVB

Campaign Overview



- **Objective:**
 - *Primary* – To increase awareness of Kalispell as a desirable destination for meetings and conventions.
 - *Secondary* – Increase the number of qualified leads and RFPs. To encourage e-news sign-ups and downloads of the new guide
- **Schedule:** April 10 – Aug 6, 2017
- **Target Audience:** Men and Women A18-60; Job targeting examples: Event Organizers, Meeting Planners, Administrative Assistants, Executive Assistants, etc.
- **Market(s):** Washington (Tri-Cities and Spokane), Minnesota (Minneapolis), Oregon (Portland)
- **Media Tactics:**
 - Content Amplification Articles – Native Ads
 - LinkedIn Sponsored Content Ads
- **Performance:** All ads within campaign performed above industry average and similar in terms of click-through rate and engagement on site. While content amplification or native ads are a less expensive tactics on a cost per click basis, the LinkedIn sponsored updates allow us to have higher refined targeting and were shown within the business professional platform. We recommend continuing with both tactics in the next Meetings and Conventions campaign.

Media Plan and Flowchart

Kalispell CVB - Meetings & Conventions 2017 Media																														
MEDIA TACTICS		April					May					June					July					August					TOTAL COST			
		27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21							
ONLINE																														
LinkedIn Ads (Article 1) - Sponsored / Direct Content																											\$	6,950.00		
Target event-focused job titles; industries																														
Target Markets: WA (CDA/Spokane, Tri-Cities), Portland OR, Minneapolis MN																														
100+ Clicks Guaranteed																														
LinkedIn Ads (FAM) - Sponsored / Direct Content																											\$	2,000.00		
Target event-focused job titles; industries																														
Target Markets: WA (CDA/Spokane, Tri-Cities), Portland OR, Minneapolis MN																														
June 22 - July 31																														
Content Amplification (Article(s) 2 - 3) - Headlines & Images on Websites																											\$	9,000.00		
A/B Headline and Image Testing for Performance																														
Target Markets: WA (CDA/Spokane, Tri-Cities), Portland OR, Minneapolis MN																														
7,500+ Clicks Guaranteed																														
TOTAL MEDIA BUDGET																									\$	15,950.00				

Media Tactics – Native



Content Amplification – Native Ad Details

- **Campaign Category Targeting:** Business Travel
- **DMA Markets:** Yakima-Pasco-Richland-Kennewick, Portland, Minneapolis, Spokane
- **Placement:** Mobile, Tablet and Desktop
- Created two articles for distribution:
 - “Farm to Table” and “Best Backdrops”

Performance:

- **Impressions:** 11,735,719
- **Clicks:** 82,745
- **Overall click-through rate (CTR):** 0.71%
INDUSTRY BENCHMARK: 0.35%*
 - Mobile CTR: 1.27%
 - Desktop CTR: 0.52%


Website Analytics:

- **Sessions: 49,116**
 - Desktop: 35,379
 - Mobile: 13,737
- **Bounce Rate: 75.84%**
BENCHMARK [for Yahoo]: 68.6%*
 - Mobile: 87.23%
 - Desktop: 71.21%
- **Pages / Visit (Session): 1.34**
- **Time spend on Site: 00:00:40**
BENCHMARK [for Yahoo]: 00:00:41*
 - Mobile: 00:00:42 (1.20 pages / session)
 - Desktop: 00:00:39 (1.39 pages / session)


**Source: Zemanta Benchmark Report*

Creative – Native Ads

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DESTINATIONS FOOD & DRINK PLAY STAY WONDER ▶



Din Tai Fung's famous steamed dumplings or "xiao long bao."

"Soup dumplings -- amazing. I had to get a lesson on how to properly eat them, it was great," says Forgione of the award-winning steamed pork dumplings at this world-famous chain of Taiwanese dumpling restaurants.


Din Tai Fung. Shop G3-G11, G/F, 68 Yee Woo St, Causeway Bay, Hong Kong; +852 3160 8998

Best brisket noodles: Kau Kee

"So good! They serve three different types of noodles. We got the curry, beef and the regular beef," recalls Forgione.


"It's communal seating and the guy sitting next to me was slurping loudly, so I basically just kind of joined in and did my best.

"I'm going to try and bring that back to my Italian side of the family when we're eating our spaghetti."




Advertisement


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Auto Marketer? Get A Data Driven Automotive Content Strategy
Outbrain



Enjoy Montana's edible bounty at your next meeting
Discover Kallispell



Custom Photo Cards for Dad's Day
photo.walgreens.com

Family Travel

SeaWorld unveils 'natural habitat' attraction to replace killer whale show
The SeaWorld theme park also unveiled its "Ocean Explorer" area.

Frommer's and HomeAway are giving away free vacations to military families

To celebrate the 60th anniversary of Frommer's Guides, the travel companies are giving away vacations to six military families.

Hot air balloon crashes minutes after passenger proposes to girlfriend

Stephen Martin and bride-to-be Christine Peters are thankful for their "awesome" engagement story.

How to celebrate Harry Potter's 20th anniversary in the UK

Diehard fans know the best place to celebrate all things Harry this year is in Great Britain.

Join Northwest Montana's farm-to-table scene...
Discover Kallispell

Ad Content by Outbrain

5

Media Tactics – LinkedIn



LinkedIn Sponsored Content Ads

- **DMA Markets:** Spokane Area, Greater Minneapolis-St. Paul Area, Portland Area, Richland/Kennewick/Paso Area
- **Schedule:** *Meetings and Conventions:* April 10 – July 2, 2017;
FAM: June 19 – August 6, 2017
- **Targeting Groups:**
 - M&C Meetings and Conventions:
 - M&C “Industry” – *Industries:* Hospital & Health Care, Food Production, Consumer Goods, Retail, Banking, Insurance, etc.; *Job Functions:* Consulting, Administrative, Marketing, Business Development, Sales, Human Resources, Finance, Operations
 - M&C “Planners” – *Job Titles:* Administrative Assistant, Assistant Manager, Meeting Planner, Club Director, Travel Coordinator, meeting Event Coordinator, etc.
 - M&C FAM:
 - General – Same targeting as M&C Industry group

Performance – LinkedIn

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- **Impressions: 154,459**
 - Meetings & Conventions Impressions: 115,772
 - FAM Impressions: 38,687
- **Clicks: 806**
 - Meetings & Conventions: 645
 - FAM Clicks: 161
- **Click-Through Rate (CTR): 0.52%**
 - Meetings and Conventions CTR: 0.56%
 - FAM CTR: 0.42%
- LinkedIn Sponsored Content ads garnered 140 ad likes and 44 new page follows.
- **Overall Location Performances:**
 - Tri-Cities: Impressions – 3,212; CTR – 1.00%
 - Portland: Impressions – 39,560; CTR – 0.70%
 - Spokane: Impressions – 7,754; CTR – 0.06%
 - Minneapolis: Impressions – 102,192; CTR – 0.50%
- **Website Analytics:**
 - **Sessions:**
 - M&C: 404
 - FAM: 94
 - **Bounce Rate:**
 - M&C: 85.64%
 - FAM: 94.57%
 - **Time spend on Site:**
 - M&C: 00:00:47
 - FAM: 00:00:51


Creative – LinkedIn

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M&C – Ads

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Promoted + Follow

Gone are the days of tasteless pastries, followed by sugar crashes and afternoon snoozes. <https://lnkd.in/ga53T7a>




Make Northwest Montana's farm-to-conference table part of your plan.
www.discoverkalispell.com

9 Likes · 2 Comments

Like Comment Share

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5m

Tedious. Typical. Tiring. Do any of these describe your last conference? <https://lnkd.in/gFe9AAd>




Never again with the Northwest's best-kept meeting secret.
www.discoverkalispell.com

Like Comment Share

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3m

Northwest Montana - where breathtaking, memorable breakout sessions await. <https://lnkd.in/guRFdMX>




Unique venues offer settings limited only by your imagination.
www.discoverkalispell.com

Like Comment Share

Discover Kalispell, Kalispell Convention & Vis...
Promoted + Follow

For a parade of local flavors, plan your next meeting in Northwest Montana. <https://lnkd.in/gJCwieP>



Gather 'round the table in and outside the conference room.
www.discoverkalispell.com


9 Likes · 2 Comments

Like Comment Share

FAM – Ads

Discover Kalispell, Kalispell Convention & Visitor Bureau
now

Learn the lay of our land firsthand — on horseback, on the water, on local farms — during a familiarization trip to Montana's best breakout session. <https://lnkd.in/gjjBu9N>




Apply for a Fall 2017 or Summer 2018 FAM Trip.
www.discoverkalispell.com

Like Comment

Discover Kalispell, Kalispell Convention & Visitor Bureau
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Register for a FAM trip today — experience Kalispell's modern amenities, quality meeting facilities and access to unspoiled nature for yourself. <https://lnkd.in/gjjBu9N>



Now accepting familiarization trip applications.
www.discoverkalispell.com

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Add a comment...

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FAM

[illegible]

discoverkalispell.com/meetings/montanas-best-backdrop/



TERMINOLOGY



Glossary of Terms

bounce rate: the percentage of visitors to your website who navigate away from the site after viewing only one page.

clicks (all): the total number of clicks on your ad. This may include offsite clicks to your website, Page likes, post comments, event responses or app installs.

click-through-rate (CTR) (All): click-through rate for all clicks. The total number of clicks you received (ex: offsite clicks, likes, event responses) divided by the number of impressions.

desktop: banner or display ads served to visitors on computers and laptops (not mobile).

DMA markets: designated market area is a region where the population can receive the same (or similar) media offerings. They can coincide or overlap with one or more metropolitan areas, though rural regions with few significant population centers can also be designated as markets.

impressions: when ad is served to website visitor and is countable, such as within view of the browser.

landing page: a single webpage that appears in response to clicking on an online advertisement. The page that you send your audience to.

link clicks: the number of clicks on links to select destinations or experiences, on or off Facebook-owned properties.

link CTR: when ad is served to website visitor and is countable, such as within view of the browser.

mobile advertising: method that appears on mobile devices such as smart phones and tablets.

objective: strategy set in order to achieve the overall campaign goals.

pages per sessions: the average number of pages viewed during a session on your website.

pages / visits: Pageviews divided by visits. This metric shows the average number of pages viewed per visit.

sessions: the number of times visitors are actively engage on your website.

THANK YOU