



**EL DORADO COUNTY
VISITOR'S AUTHORITY
2012 – 2013 Year End Report**

**Presented by:
Jody Franklin, Director of Tourism**



Mission Statement:

The Visitor's Authority Council will build the El Dorado County tourism industry as a leading economic engine that increases tax revenues and job creation in a responsible manner.

El Dorado County Tourism Vision:

To develop and implement county-wide tourism programs that position El Dorado County as a year-round travel destination taking into consideration the interests and needs of current and potential visitors, tourism related businesses, agri-tourism, history, recreation, county-wide tourism promotion agencies and local governments in order to work in harmony with the environment and the values of the community.



Overall Program Objective



Create a multi-layered, market-focused, market-driven tourism program that leverages county promotional funds through partnerships and collaborations



Objective # 2

Target/Attract New and Repeat Visitor Segments to El Dorado County

Group Travel - *Detailed year end Group report see appendix (e)*

Created and distributed new group travel itineraries to tour operators
10 groups booked generating \$335,104,000 in economic impact

State Fair

Design and Build - El Dorado County Exhibit for display at the 2013 California State Fair – This year’s exhibit showcased the bounty of activities in El Dorado with the “We Have It All” theme. The exhibit was a valuable tool in the distribution of more than **40,000** pieces of collateral from Apple Hill Growers, Fair Play Marketing Group, the El Dorado Wine Association, Gold Bug Mine & Park, Placerville Downtown Association, Lake Tahoe Visitors Authority, Christmas Tree Growers, Marshall Gold Discovery State Historic Park and the Coloma-Lotus Chamber of Commerce.

25 Volunteers State Fair – 80% volunteer return rate

Events

Expanded “El Dorado Epicurean,” a county wide progressive dinner to showcase El Dorado County’s Restaurants.

Doubled the number of itineraries (13) and added several vegetarian choices.

Partner participation = 27 Restaurants, 4 Wineries, 3 Chocolate Shops/Bakery and 4 Bed & Breakfast Inns.

An online survey of attendees revealed the success of the event.

- 77% Quality of their meals was excellent
- 86% Quality of their service was excellent
- **100% Would be interested in participating again**

Expanded “Cowboys & Cornbread” featuring the Hangtown Harmonica Championship.

Created a new partnership with the El Dorado County Fairgrounds resulting in a 220% increase in attendance. Expanded regional exposure to include on air and on location broadcasts with 101.9 The Wolf Radio. Added a number of elements to the event targeting families. Introduced a new visitor segment to the event---group tour. **82 Volunteers**

New Product Development-*Detailed Stay & Play Shuttle report see appendix (f)*

The El Dorado Stay & Play Shuttle created \$134,708 in economic impact with an ROI of \$17.75. This pilot program was designed to address transportation & lodging concerns with regard to weddings and events.

Online Analysis – *Complete Analysis and Strategy see Appendix (g) & (h)*

Out and About Marketing conducted an online analysis and a developed a social media strategy for the 2013-2014 budget year.



Objective #3

Leverage cooperative programs, encourage community involvement & support

Strategic Partnerships

Expanded partnerships and linkages with Gold Country Visitors Association, Sacramento Convention & Visitors Bureau & Visit California, US Travel, Cal Travel, Tahoe Chamber & San Francisco Travel, TravMedia, EDC Grape Growers, El Dorado Hills Chamber, Farm Trails Assoc., Placerville Downtown Association, El Dorado Winery Assoc., Marshall Gold Discovery SHP, Dogtrekker.com, Divide Chamber, and El Dorado County Fair, in order to expand tourism goals. Attended 88 selected county, regional and trade association meetings to stay current with the changing needs of the community seeking opportunities for new collaborations and cross promotion.

\$343,777 - Leveraged funds in cooperative advertising by utilizing matching grants and regional contributions. These opportunities arose as a result of those partnerships.

Community Outreach

7 groups addressed focusing on benefits of tourism in our county

45 networking events attended on behalf of the El Dorado County Visitors Authority

Objective #4 - 2012-2013 ROI report summary see appendix (i)

Evaluate return on investment (ROI) and measures on major programs

Developed profiles of El Dorado County visitors including perceptions, motivations and behaviors in order to improve marketing efforts and efficiencies.

Developed additional forms of measurement and augmented existing measurement systems for all marketing programs to substantiate results and better communicate successes generated from tourism promotion efforts and return on investment.

In total, The El Dorado County Visitors Authority produced more than \$19.51 dollars for every \$1 invested by El Dorado County.

The Visitors Authority has historically and will continue to manage strategic long range planning and multi-year planning strategies to insure optimal return on investment. The Visitors Authority utilized the Standard Destination Marketing Performance Reporting model and took advantage of the "rural advertising and marketing conversion study" implemented by California Travel and Tourism Commission to determine specific program ROI measure where appropriate. The VA will continue to refine and develop a comprehensive report of all marketing efforts in order to provide a review of the performance and ROI to ensure efforts are continually increasing visitations to the El Dorado Visitors Authority Website and links to lodging properties and attractions.

Distribution Totals 2012-2013

EDC Visitor Guides Mailed	
Oct-12	100
Nov-12	200
Dec-12	338
Jan-13	291
Feb-13	93
Mar-13	232
Apr-13	394
May-13	200
Jun-13	130
Jul-13	300
Aug-13	307
Sep-13	207
Annual Total	2792
Average	

EDC Visitor Guides & Partner Collateral Delivered & Bulk Pick Up from Visitor Center			
EDC Visitor Guides	118,427	Wagon Train	2000
Cider Press Map	22,700	Sierra At Tahoe	60
Cider Press	8,781	Museum	2,825
Placerville Downtown Assoc	13,405	PDA calendar	4770
El Dorado Winery Assoc.	16,888	Fair Play Wine Ass	165
Gold Bug Mine	10,750	Seasonal Events	1422
Christmas Tree Grower	6,771	Red Hawk	200
Coloma Guide	451	SLT Planners	100
Fair Play Marketing Group	7,445	C & C	5,475
B & B	375	EDC Maps	440
Gold Country Visitors Assoc	1,009		
Geotourism Maps	3,568		
Total Partner Collateral Delivered			75,180

Visitors per Month	
October	194
November	172
December	185
January	220
February	184
March	167
April	224
May	211
June	216
July	231
Aug	301
September	309
Annual Total	2614

2012-2013 Group Tours Sold				
Group Name	Classificatio	# Visitors	length of	Total econ impact
CA assoc for coordinated trans	\$112.00	360	1	\$ 40,320.00
motherlode century bike ride	\$112.00	250	1	\$ 28,000.00
Airport Party	\$112.00	300	1	\$ 33,600.00
Model A club of Oakdale CA	\$147.00	24	2	\$ 7,056.00
Chrysler 300 Club	\$147.00	60	3	\$ 26,460.00
Model A Club	\$147.00	250	4	\$ 147,000.00
Cross Canada Cycle Tour Soci	\$147.00	24	2	\$ 7,056.00
Daytona Ski & Travel Club	\$147.00	28	7	\$ 28,812.00
Church of God World Wide Org	\$112.00	150	1	\$ 16,800.00
TOTAL ECONOMIC IMPACT \$				335,104.00



2012 -2013															
Distribution Totals															
Items Distributed															
Distribution Month	VG	CPM	PDA	CP	EDWA	GBM	CTG	C G	FP M	Red Hawk	B & B	EDAC	GCVA/hwy 49	Geo Tour Sierra	Total Dist.-Month
Oct-12	25,450	2,125	690	105	1,150	660	0		620				220	50	31,070
Nov-12	17,240	1670	645	1000	2,105	1025	3,845		925	200			170	155	28,980
Dec-12	4,950	135	245		835	205	370		525					108	7,373
Jan-13					60										60
Feb-13	6,175		970		990	600			640				370	290	10,035
Mar-13	8,685	720	1,214		1,573	904			1,534					225	14,855
Apr-13	7,260	1230	900		750	390			300						10,830
May-13	9,080	1150	1,650	450	1,340	820			1,620				75	545	16,730
Jun-13	10,963	8134	915	1380	1,595	420			270					195	23,872
Jul-13	5,579	1,511	1,901	86	830	851	86	316	11			12	174		11,357
Aug-13	15,025	4,450	3,720	4,590	3,810	4,080	2,000		1,000		375			2000	41,050
Sep-13	8,020	1575	555	1,170	1,850	795	470	135							14,570
column	118,427	22,700	13,405	8,781	16,888	10,750	6,771	451	7,445	200	375	12	1,009	3,568	
1:															210,782



http://www.visit-eldorado.com - http://www.visit-eldorado.com
www.visit-eldorado.com

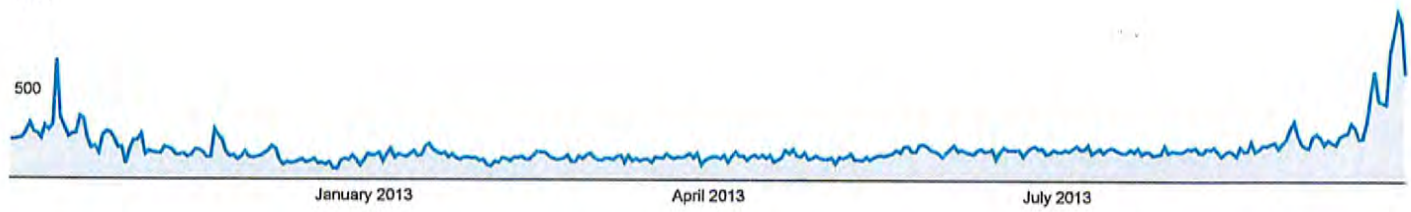
Oct 1, 2012 - Sep

Audience Overview

All Visits
100.00%

Overview

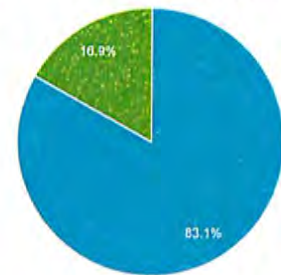
Visits
1,000



47,663 people visited this site

Visits 56,580	Unique Visitors 47,663	Pageviews 124,260
Pages / Visit 2.20	Avg. Visit Duration 00:01:40	Bounce Rate 54.79%
% New Visits 83.10%		

New Visitor Returning Visitor



Language	Visits	% Visits
1. en-us	53,836	95.15%
2. en	1,884	3.33%
3. en-gb	114	0.20%
4. de-de	69	0.12%
5. c	60	0.11%
6. de	55	0.10%
7. es	52	0.09%
8. en_us	38	0.07%
9. fr	38	0.07%
10. es-es	34	0.06%

[view full report](#)

Overview

Oct 1, 2012 - Sep 30, 2013

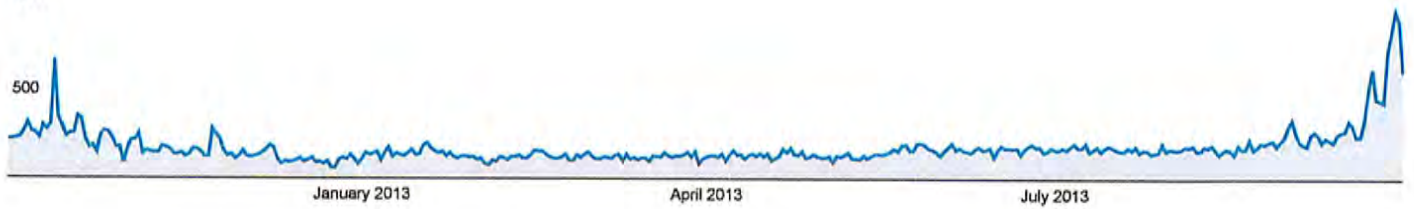
We've changed this report [?](#)

All Visits
100.00%

Explorer

Summary

Visits
1,000



Device Category	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	56,580 <small>% of Total: 100.00% (56,580)</small>	83.14% <small>Site Avg: 83.10% (0.04%)</small>	47,038 <small>% of Total: 100.04% (47,019)</small>	54.79% <small>Site Avg: 54.79% (0.00%)</small>	2.20 <small>Site Avg: 2.20 (0.00%)</small>	00:01:40 <small>Site Avg: 00:01:40 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	38,302	83.99%	32,168	51.58%	2.35	00:01:49	0.00%	0	\$0.00
2. mobile	11,939	83.32%	9,948	65.71%	1.73	00:01:04	0.00%	0	\$0.00
3. tablet	6,339	77.65%	4,922	53.59%	2.14	00:01:55	0.00%	0	\$0.00

Rows 1 - 3 of 3

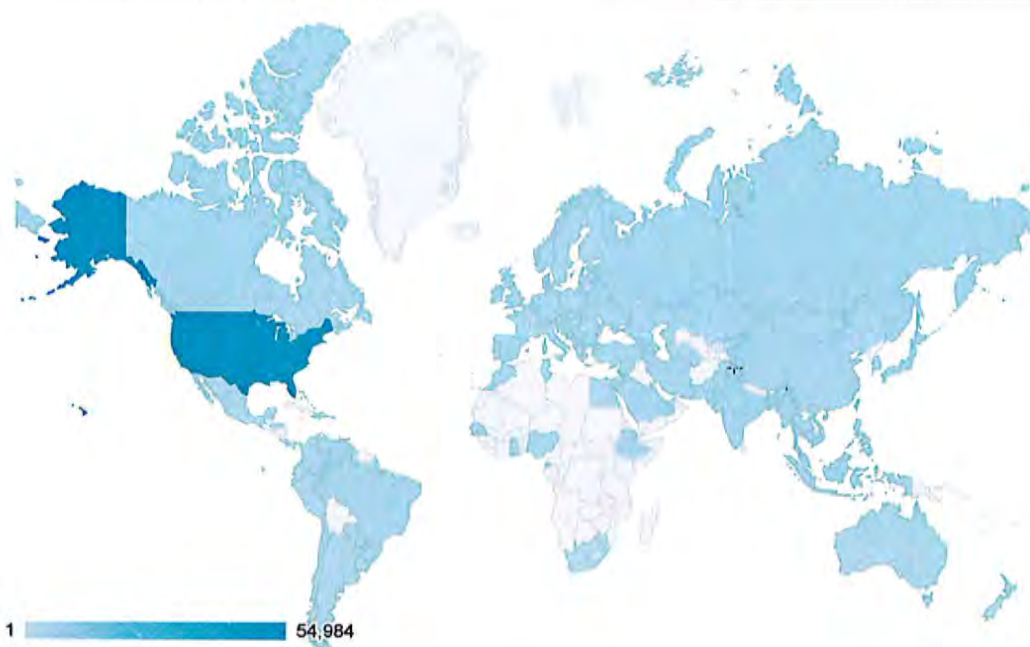
Location

Oct 1, 2012 - Sep 30, 2013

All Visits
100.00%

Map Overlay

Summary



Country / Territory	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	56,580 % of Total: 100.00% (56,580)	83.14% Site Avg: 83.10% (0.04%)	47,038 % of Total: 100.04% (47,019)	54.79% Site Avg: 54.79% (0.00%)	2.20 Site Avg: 2.20 (0.00%)	00:01:40 Site Avg: 00:01:40 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	54,984	82.91%	45,589	54.48%	2.20	00:01:41	0.00%	0	\$0.00
2. (not set)	316	91.46%	289	72.47%	1.89	00:01:52	0.00%	0	\$0.00
3. Canada	168	89.29%	150	55.95%	2.25	00:01:29	0.00%	0	\$0.00
4. United Kingdom	134	88.06%	118	56.72%	2.01	00:01:01	0.00%	0	\$0.00
5. Germany	132	91.67%	121	68.18%	1.98	00:00:45	0.00%	0	\$0.00
6. India	97	88.66%	86	58.76%	1.74	00:02:33	0.00%	0	\$0.00
7. Australia	71	92.96%	66	69.01%	1.75	00:00:42	0.00%	0	\$0.00
8. Mexico	47	68.09%	32	42.55%	2.36	00:03:04	0.00%	0	\$0.00
9. France	36	97.22%	35	55.56%	1.92	00:01:01	0.00%	0	\$0.00
10. Japan	36	97.22%	35	69.44%	1.75	00:02:21	0.00%	0	\$0.00

FACEBOOK PAGE REPORT

from October 1, 2012 - September 30, 2013

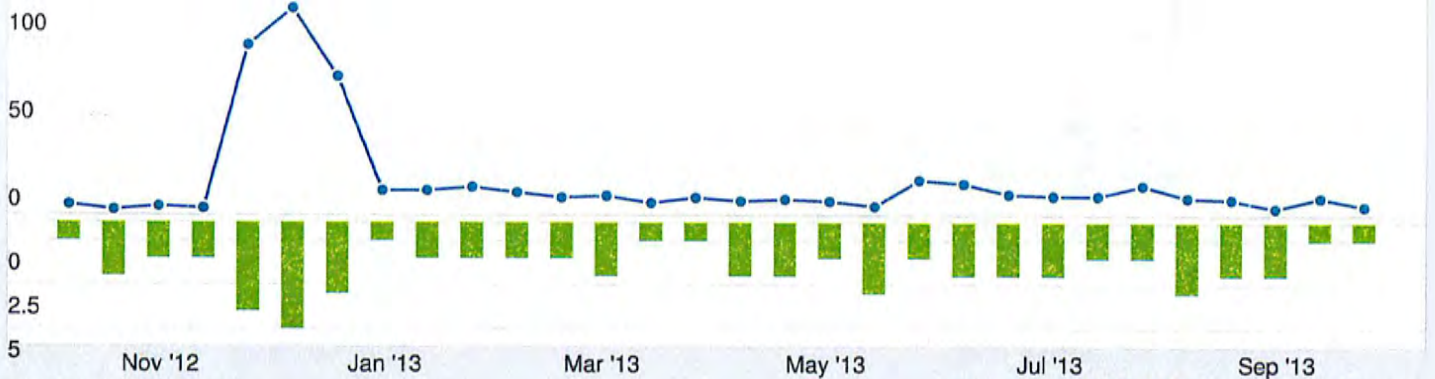


El Dorado County Visitors Authority

FAN GROWTH

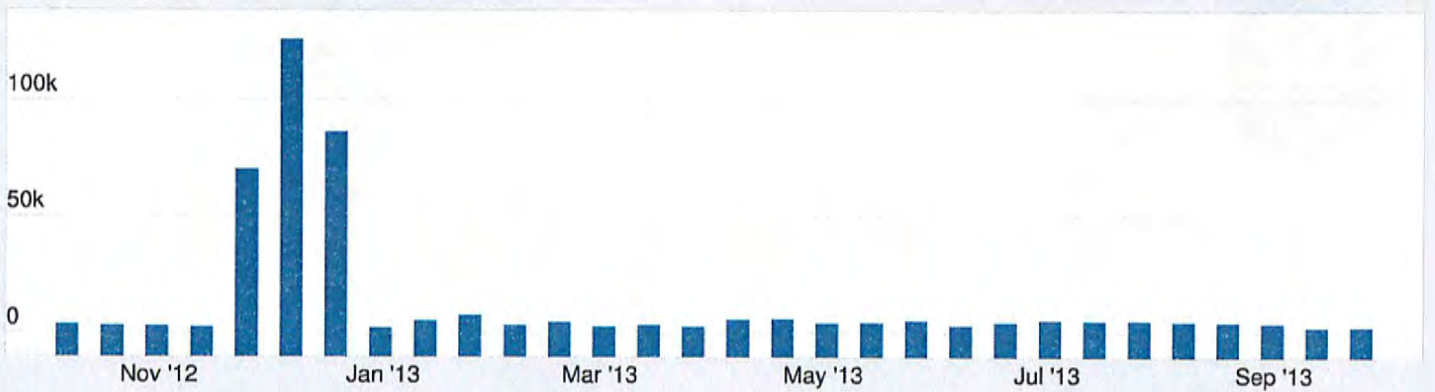
762 Total Likes, and 31 people talking about this

New Fans 562 Unliked your Page 46



PAGE IMPRESSIONS

Impressions 393,950 by 200,372 users



IMPRESSIONS



Page Post 10.7k
User Post 10.1k
Fan 8.2k
Other 4.7k
Mention 445
Checkin 1



Paid 269.1k
Organic 84.1k
Viral 38.1k

BY DAY OF WEEK

Day	Avg	Total
Sun	843.9	43.9k
Mon	1.0k	54.8k
Tue	1.4k	74.8k
Wed	1.2k	60.4k
Thu	1.2k	62.8k
Fri	905	47.1k
Sat	967.5	50.3k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	19.1k	40.5k
18-24	12.7k	19.4k
25-34	12.4k	15.1k
35-44	8.8k	12.2k
45-54	7.9k	15.5k
55+	10.2k	17.1k

TOP COUNTRIES

United States	175.4k
Brazil	3.2k
Vietnam	2.4k
Mexico	1.9k
Iran	994

TOP CITIES

Sacramento, CA	20.5k
San Francisco, CA	12.5k
San Jose, CA	12.4k
Placerville, CA	7.0k
Oakland, CA	5.2k



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 238
- Link 99
- Status 41
- Video 14

	AVG	TOTAL
Reach	90.62	35.25k
People Talking About This	2.91	1.02k
Engagement	9.25%	7.86%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
09/29/13	#Pumpkin season is here! It's time fo...	64	4	0	--	--	--	6.25%
09/28/13	Visit Placerville! 17 of the best #Pl...	58	6	0	--	--	--	10.34%
09/27/13	Imagination #Theater presents #Deatht...	67	1	0	--	--	--	1.49%
09/27/13	Love Lake #Tahoe? #FallenLeaf Lake is...	54	2	1	--	--	1	3.7%
09/26/13	Imagination #Theater presents #Deatht...	70	--	0	--	--	--	%
09/25/13	#AppleHill is OPEN for the season. Ti...	86	7	3	2	--	1	8.14%
09/24/13	The 24th Annual Antique Street Faire ...	73	3	1	1	--	--	4.11%
09/23/13	#Fall is the best time to plant #pere...	89	9	3	3	--	--	10.11%
09/22/13	1st Annual #GiantPumpkin Festival of ...	102	6	2	2	--	--	5.88%
09/21/13	Waiting in anticipation of Autumn in ...	70	3	1	1	--	--	4.29%
09/20/13	The 24th Annual Show N' Shine & Fly-I...	157	11	4	1	--	3	7.01%
09/19/13	Take your little folks on a little #h...	61	2	0	--	--	--	3.28%
09/18/13	Celebrate at the Playing 4 Peace Fes...	83	6	1	1	--	--	7.23%
09/17/13	The Pollock Pines Community Flea Mark...	79	6	2	1	--	1	7.59%
09/15/13	Join The El Dorado County and Georget...	44	1	0	--	--	--	2.27%
09/14/13	Professional Competition BBQ Pitmaste...	62	2	0	--	--	--	3.23%
09/13/13	Kacie's Ride for Hope is Saturday 9/1...	115	9	5	4	2	1	7.83%
09/11/13	Remembering Those Who Have Served Pho...	52	5	3	3	--	--	9.62%
09/11/13	American River Music Festival is this...	71	7	1	--	--	1	9.86%
09/08/13	Placerville #Oktoberfest is September...	75	5	0	--	--	--	6.67%
09/06/13	Art in the Orchard at #AppleHill Sept...	53	4	0	--	--	--	7.55%
09/05/13	#TonyMindling is #Art on the Divide G...	61	4	2	2	--	--	6.56%
09/04/13	El Dorado insider -Celebrate & Save i...	158	2	0	--	--	--	1.27%
09/04/13	Join the American River Conservancy f...	62	--	0	--	--	--	%

GROUP REPORT

from October 1, 2012 - September 30, 2013

@EIDoradoVisitor

El Dorado County V...

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	2,720	
Sent Messages	729	
New Twitter Followers	2,661	
New Facebook Fans	562	

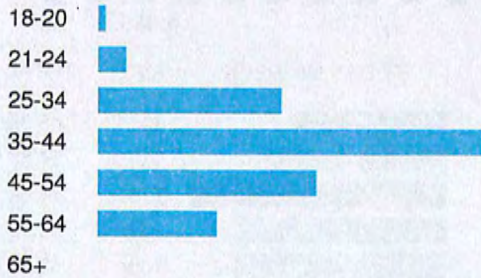
2,213 INTERACTIONS
BY 1,800 UNIQUE USERS
1,452,413 IMPRESSIONS

TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS

71% MALE FOLLOWERS
 29% FEMALE FOLLOWERS



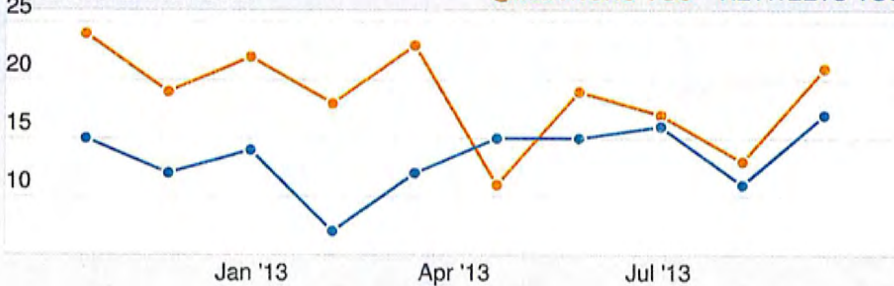
TWITTER STATS

+ 2,661
New Twitter Followers in this time period

470 Link Clicks
 186 Mentions
 133 Retweets

DAILY INTERACTIONS

@MENTIONS 186 **RETWEETS 133**



OUTBOUND TWEET CONTENT

T 94 Plain Text
 224 Links to Pages
 55 Photo Links

TWITTER GENERAL STATS

from October 1, 2012 - September 30, 2013



@EIDoradoVisitor
El Dorado Visitors

2,871
total followers

3,012 connections
made in this time period

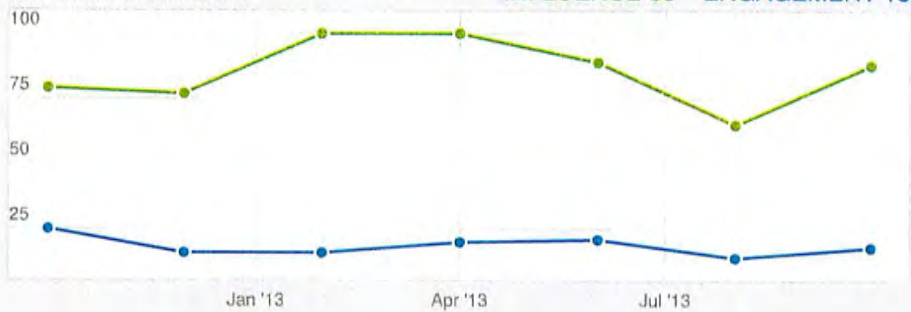
@ Mentions	186	
Messages Sent	337	
Messages Received	826	
Clicks	470	
Retweets	133	

New Followers	2,661	
You Followed	1,403	

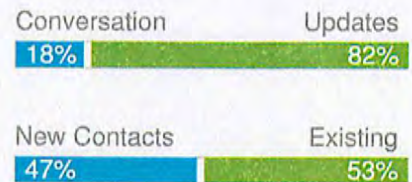
KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES



TWEETING BEHAVIOR



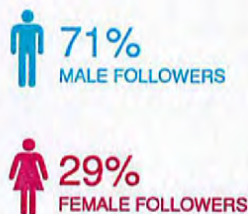
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER



PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT



El Dorado County Visitors Authority Economic Impact Report

Print Media Coverage

Date	Print Media	size	page value	Total Value
Oct. 12	Cowboys & Indians	5	9,543	\$47,715
Oct. 12	Sierra Heritage	4	2,300	\$9,200
Oct. 12	Sierra Heritage	1	2,300	\$2,300
Oct. 12	Sierra Heritage	1	2,300	\$2,300
Oct. 12	Sierra Heritage	1	2,300	\$2,300
Oct. 12	In Eldorado County	1.5	1,000	\$1,500
Oct. 12	WindyPinwheel.com	4	1,000	\$4,000
Oct. 12	Mountain Democrat	1	2,000	\$2,000
Oct. 12	Mountain Democrat	0.5	2,000	\$1,000
Oct. 12	In Eldorado County	0.5	1,000	\$500
Oct. 12	Mountain Democrat	1	2,000	\$2,000
Oct. 12	CarsonNow.org	2	1,000	\$2,000
Oct. 12	Ski	15	2,500	\$37,500
Oct. 12	Roseville Internet Publication	1	500	\$500
Nov. 12	Via	0.2	16,500	\$3,300
Nov. 12	Pure Travel	1.5	4,000	\$6,000
Nov. 12	California Meetings & Events	4	17,520	\$70,080
Nov. 12	New York Times.com	2	4,000	\$8,000
Nov. 12	Sunset (Wine Competition)	0.25	30,000	\$7,500
Nov. 12	Style	3	2,000	\$6,000
Nov. 12	Style	5.5	2,000	\$11,000
Nov. 12	In Eldorado County	1	1,000	\$1,000
Dec.12	The Fabulous 50 Magazine	5.5	2,000	\$11,000
Dec.12	Sactown	3	5,000	\$15,000
Dec.12	Style	1	2,000	\$2,000
Dec.12	Sierra Heritage	10.5	2,300	\$24,150
Dec.12	Sierra Heritage	6	2,300	\$13,800
Dec.12	Sierra Heritage	4.5	2,300	\$10,350
Dec.12	Sac Mag.com	4	2,000	\$8,000
Dec.12	In Eldorado County	1	1,000	\$1,000
Dec.12	Around Here Magazine	2	990	\$1,980
Dec.12	Around Here Magazine	2	990	\$1,980
Dec.12	Around Here Magazine	0.75	990	\$743
Jan '13	Mt Democrat (Epicurean)	2.5	2,000	\$5,000
Jan '13	Mt. Demcrat 1/21/13	0.5	2,000	\$1,000
Jan '13	Mt Democrat 1/25/13	1	2,000	\$2,000
Jan '13	Mt Democrat 1/25/13	0.5	2,000	\$1,000
Jan '13	Mt Democrat 1/25/13	0.5	2,000	\$1,000
Jan '13	Mt Democrat 1/25/13	2.75	2,000	\$5,500
Jan '13	50 Corridor	5	1,000	\$5,000
Jan '13	Mountain Democrat	2	2,000	\$4,000
Jan '13	Mountain Democrat	0.25	2,000	\$500

Jul '13	Mountain Democrat	7	2,000	\$14,000.00
Jul '13	Style	9	2,000	\$18,000.00
Jul '13	Trekaroo	5	2,000	\$10,000.00
Jul '13	Mountain Democrat	1.25	2,000	\$2,500.00
Jul '13	sacbee.com	1.5	2,000	\$3,000.00
Jul '13	Mountain Democrat	2	2,000	\$4,000.00
Aug '13	Mountain Democrat	3.5	2,000	\$7,000.00
Aug '13	Mountain Democrat	3	2,000	\$6,000.00
Aug '13	Mountain Democrat	4.5	2,000	\$9,000.00
Aug '13	Mountain Democrat	4	2,000	\$8,000.00
Aug '13	Mountain Democrat	3	2,000	\$6,000.00
Aug '13	Sunset Magazine	1	30,000	\$30,000.00
Aug '13	Sacbee.com	3	2,000	\$6,000.00
Aug '13	FresnoBee.com	1	2,000	\$2,000.00
Aug '13	Motorcyclistonline.com	5.5	2,000	\$11,000.00
Aug '13	theweeklymagazineonline.com	3	2,000	\$6,000.00
Aug '13	Sierra Heritage	1.5	2,300	\$3,450.00
Aug '13	Around Here Magazine	11	1,000	\$11,000.00
Sep '13	50 Corridor	4	\$400	\$3,600.00
Sep '13	Mountain Democrat	1.5	2000	\$3,000.00
Sep '13	Mountain Democrat	3.5	2000	\$7,000.00
Sep '13	Mountain Democrat	2.75	2000	\$5,500.00
Sep '13	Hopper Blog	2.5	1000	\$2,500.00
Sep '13	Brit Mums Blog	4.5	2000	\$9,000.00
Sep '13	California Beautiful Magazine	4.5	3000	\$13,500.00
Sep '13	Mountain Democrat	1.5	2000	\$3,000.00
Sep '13	Delta Magazine	1.25	2000	\$2,500.00
			Total Ad Value	\$897,722.50

El Dorado County Visitors Authority Group Detail - October 2012 - Sept 2013

Groups							
Date	Group	# of people	Daily	Overnite	Inter # nat.	Inter # days	Total Economic Impact
12-May-2013	CA assoc for coordinated transportation	360	\$112.00			1	\$ 40,320.00
may 11 2013	motherlode century bike ride	250	\$112.00			1	\$ 28,000.00
may 1 2013	Airport Party	300	\$112.00			1	\$ 33,600.00
May 16-18	Model A club of Oakdale CA	24		\$147.00		2	\$ 7,056.00
April 24-27 2013	Chrysler 300 Club	60		\$147.00		3	\$ 26,460.00
Sept 26-30 2013	Model A Club	250		\$147.00		4	\$ 147,000.00
April 28 & 29 2013	Cross Canada Cycle Tour Society C	24		\$147.00		2	\$ 7,056.00
April 18-25 2013	Daytona Ski & Travel Club	28		\$147.00		7	\$ 28,812.00
26-Sep-2013	Church of God World Wide Org IWA	150	\$112.00			1	\$ 16,800.00
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
							\$ 335,104.00



Online Marketing Analysis Report for El Dorado Visitors Auth.

Report generated on 29-Jun-2013

About your Marketing Analysis Report

This report examines the key SEO factors which affect your ability to rank high up in search engines (e.g. Google). We review each factor and then display the findings in a set of easy to read tables. The report is divided into 6 sections and each section has a clear explanation of these SEO factors.

Report Objective

The aim of this report is to pinpoint the SEO issues that your business faces and to explain the actions that you need to take to improve your SEO. By taking the right steps to improve your SEO you will greatly improve your search engine 'ranking' and thus your ability to be found by more local customers.*

Competitor Benchmark

As well as reviewing the state of your SEO, this report also provides a snapshot competitor report so you can compare your situation to your main 'search' competitors. These businesses may not be who you consider to be your competitors but Google does! If you want to appear above them in search results then you need better SEO than them.

Explanation & Advice

Throughout this report we provide a simple explanation of what SEO factor we are analyzing and why it's important. We also tell you what you should be trying to achieve in order to improve your SEO score.

Summary Analysis of your Current Online Positioning

This table provides a quick-glance view of the overall state of your SEO. We have condensed the findings of each section into a simple summary score. We do this using a smart little algorithm which is has been uniquely created for this report.

Off-Site SEO Score	☹ Poor
On-Site Local SEO Score	☹ OK
Search Ranking Avg. (organic)	☹ 46 (from 1 result(s))
Local Search Ranking Avg.	☹ 0 (from 0 result(s))
Google+ Local Listing Score	☹ Poor
Local Directory Listing Score	☹ Poor

Hosting Location

Hosting Location

United States

What does this mean?

This is where the servers which host your website are located. It's good for your site to be hosted in your own country.

What does this mean for your business?

Your website is hosted in the United States. This is good and there is no need to make any changes.

This section analyzes the On-Site SEO factors that affect your ability to rank high in search engines.

On-Site SEO factors are things on your website - either visible on the page (which you can see) or in the code of your website (which you can't see, but search engines can). It's easier to improve SEO factors on your own site because you have control over it.

Code Review Summary

Page Count	68
Page Titles (Unique Titles)	68 (53)
Meta Description (Unique Descriptions)	35 (20)
Meta Keywords (no. of pages)	68
Heading Tags (no. of pages)	Good - 7 Ok - 3 Poor - 58
Robots.txt File	No
Flash Landing Page	No
Error Pages Found	26
Testimonials using hReview Format	No
Address using hCard Format	No
Friendly URLs	37 / 68

*Page Count - we crawl a maximum of 100 pages on any site.

What does this mean?

Page Titles

Each page on your site has a Page Title which appears in the code of the page and tells Google what each page is about. This is very important for SEO. Page titles should be unique to each page.

Meta Description & Keywords

Each page also has a meta description & meta keywords which appear within the code of the page. This gives you another option to tell Google exactly what your page is about. They should be unique to each page and contain your primary keywords.

Heading Tags

These sit in the code of your site that highlight the most important content on a page. They tell Google which content to pay most attention to.

Robots.txt File

This sits in your website code. It tells Google which pages on your site to look at & which to ignore.

Flash Landing Page

Some websites have a flash landing page in front of their homepage. Google can't easily read Flash and it can block Google from indexing your site.

hReview & hCard Formats

These are special types of code which make it easier for Google to read the customer testimonials & the physical address which you have on your site.

Error Pages

These are pages which have problems but are visible to Google. These should be corrected ASAP.

Friendly ('Readable') URLs

These are URLs that are easy to read - i.e. they don't contain lots of odd characters - */?\$_id=34tsh6

Local Online Directories are the modern equivalent of the Yellow Pages. As more local consumers turn to the internet to find information about local businesses these directories are seeing a huge growth in users.

Of the thousands of local directories available on the internet only a handful stand out in terms of their large audience size and their importance to Google & your SEO. These directories can be a direct source of new customers but they can also boost your local SEO ranking. Therefore it's important that your business is listed on all these leading directories and that your business information on them is correct.

Most of these directories offer a 'Free Listing' option that allows you to submit basic information such as Business Name, Address and Contact Number. You can boost your ranking on many of these directories by enhancing your listing with extra detail about your business including a description, list of services, photos, customer reviews and special offer coupons.

Summary

Listings Found	Listings Claimed	Description Added	With Photos	Total Reviews	Avg. Rating
5	0	0	0	0	0.0

*To create Avg. Rating we recalculate all local ratings down to a 5 star rating.

In Detail

Directory	Monthly Visitors	Listing Found	Claimed	Description added	Photos	Reviews	Rating	
Bing Local	Unknown	✗ Your business was not found on this directory.						
Best of the Web	470,000	✗ Your business was not found on this directory.						
Citysearch	14,000,000	✗ Your business was not found on this directory.						
DexKnows	6,900,000	✗ Your business was not found on this directory.						
FourSquare	Unknown	✗ Your business was not found on this directory.						
<u>Google+ Local</u>	Unknown	✓ Yes	No	No	0	0	n/a	
Insider Pages	3,400,000	✗ Your business was not found on this directory.						
Judy's Book	310,000	✗ Your business was not found on this directory.						
Kudzu	1,300,000	✗ Your business was not found on this directory.						
Manta	19,000,000	✗ Your business was not found on this directory.						
<u>Merchant Circle</u>	900,000	✓ Yes	No	No	0	0	0.0 / 5	
<u>Super Pages</u>	17,000,000	✓ Yes	No	No	0	0	n/a	
<u>Yahoo! Local</u>	22,000,000	✓ Yes	No	No	0	0	n/a	
<u>Yellow Bot</u>	1,800,000	✓ Yes	No	No	0	0	n/a	
Yellowee	22,000	✗ Your business was not found on this directory.						
Yellow Pages	28,000,000	✗ Your business was not found on this directory.						
Yelp	31,000,000	✗ Your business was not found on this directory.						

This section analyzes your performance in Google+ Local. Google+ Local is Google's local search service and contains listings of local businesses, organisations and places. Google often shows Google+ Local results for searches that contain a location and it is also used in Google's local applications on mobile phones. Google+ Local is therefore a very powerful local marketing tool and should be used by all local businesses.

Content Report - Your Business Listing

This table shows the details of your business listing on Google+ Local ([click here to see listing](#)) . You want to ensure your listing is as complete as possible by adding as much information as you can about your business.

Rank	Owner Verified	Description Added	Categories	Photos	Reviews	Score
>50	✗ No	✗ No	n/a	0	0	n/a

Competitor Report

This section compares your Google+ Local listing to your top 'Google' competitors. These competitors are the top ranked companies for the search term **Chamber of Commerce in South Lake Tahoe, CA.**

Company Name	Rank	Owner Verified	Description Added	Categories	Photos	Reviews	Score
Lake Tahoe Visitors Authority	1	✗ No	✗ No	Non Profit Organization, Tourist Information Center, Visitor Center, Chambers Of Commerce, Travel Agencies & Bureaus, Non-profit Organizations	0	0	0 / 30
Lake Tahoe South Shore Chamber of Commerce	2	✓ Yes	✓ Yes	Chamber Of Commerce, South Lake Tahoe Chamber Of Commerce, Tahoe Businesses, Tahoe Chamber Of Commerce, Business Development Service, Chambers Of Commerce	0	0	0 / 30
Carson City Chamber of Commerce	3	✗ No	✗ No	Community Center, Chamber Of Commerce, Chambers Of Commerce, Non-profit Organizations, Business Resource Center, Business Resource, Business Management Consultants, Government Offices-us	0	0	0 / 30
North Lake Tahoe Resort Association	4	✗ No	✗ No	Chambers Of Commerce, Chamber Of Commerce, Lbc Entertainment Tourist Attractions, Attraction, Tourism	0	0	0 / 30
Alpine County Chamber-Commerce	5	✗ No	✗ No	Chamber Of Commerce, Chambers Of Commerce	0	0	0 / 30

On-site SEO: Top 20 Pages Analyzed

1. <http://visit-eldorado.com/>

Page Title: El Dorado County | Whitewater Rafting | Hiking | Gold Panning | Wineries

Meta Description: Whitewater rafting, hiking, swimming, picnicking, gold panning, fishing and camping fill the spring and summer months in El Dorado County.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
51	h1 - 5 h2 - 3 h3 - 3 h4 - 1	21 (0)	200 (all good)	0.07 seconds	0	0

2. <http://visit-eldorado.com/index.php>

Page Title: El Dorado County | Whitewater Rafting | Hiking | Gold Panning | Wineries

Meta Description: Whitewater rafting, hiking, swimming, picnicking, gold panning, fishing and camping fill the spring and summer months in El Dorado County.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
51	h1 - 5 h2 - 3 h3 - 3 h4 - 1	21 (0)	200 (all good)	0.08 seconds	0	0

3. <http://visit-eldorado.com/history.php>

Page Title: El Dorado County | Gold Panning | Historic California | California Gold | Placerville

Meta Description: Visit El Dorado County's many historic mining towns, pioneer cemeteries, historic country inns, and museums.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
54	h1 - 4 h2 - 0 h3 - 1 h4 - 1	36 (0)	200 (all good)	0.12 seconds	0	0

Meta Keywords: El Dorado County, media, chamber of commerce, photo gallery, tourism, logo, media photo library agreement, El Dorado County visitor, wine, Placerville, El Dorado County chamber of commerce, Tourism Eldorado county, El Dorado County newspapers, El Dorado County Visitor's Authority Council, El Dorado County, El Dorado National Forest, Placerville, Historical sites, museums, Apple Hill, whitewater rafting, South Lake Tahoe, lodging

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
51	h1 - 4 h2 - 8 h3 - 0 h4 - 1	20 (0)	200 (all good)	0.10 seconds	0	0

8. <http://visit-eldorado.com/Eblast.php>

Page Title: El Dorado County Visitors Authority | E-Blast | Mailing List | Historic Events

Meta Description: Sign up below for periodic updates about the many fun and historic events and activities in El Dorado County.

Meta Keywords: El Dorado County, e-blast, event, activity, email list, historic events, El Dorado Hills, Placerville, Lake Tahoe, California, Cameron Park, American River, Georgetown, Historic El Dorado, South Lake Tahoe, Tahoe, Marshall Gold Discovery, Coloma

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
44	h1 - 4 h2 - 1 h3 - 0 h4 - 1	17 (0)	200 (all good)	0.09 seconds	0	0

9. <http://visit-eldorado.com/shopping.php>

Page Title: El Dorado County Shopping | South Lake Tahoe Shopping | Cool | Georgetown | Fairplay | Galleries

Meta Description: Worldwide, shopping is the tourist's number one choice of activities. In El Dorado County, the choices will amaze and delight you.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
44	h1 - 4 h2 - 0 h3 - 1 h4 - 1	22 (0)	200 (all good)	0.11 seconds	0	0

10. <http://visit-eldorado.com/restaurants.php>

Page Title: El Dorado County | Restaurants | Fine Dining | Restaurant Guide

Meta Description: A restaurant experience in El Dorado County can be as diverse and unique as the myriad recreational and visitor opportunities offered in the area.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

14. <http://visit-eldorado.com/recreation.php>

Page Title: El Dorado County | Outdoor Recreation | Parks | Rafting | Boating | Gold Panning

Meta Description: Rafting, hiking, campgrounds, fishing and boating, gold panning and gold mines, golfing, snow sports and horseback riding - El Dorado County has it all!

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
50	h1 - 4 h2 - 0 h3 - 0 h4 - 1	19 (0)	200 (all good)	0.08 seconds	0	0

15. <http://visit-eldorado.com/wineries.php>

Page Title: El Dorado County Wineries | Vineyards | Wine Makers | Fairplay | Wineries | Breweries

Meta Description: El Dorado County boasts over 60 unique wineries encompassed in two appellations within its borders.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
46	h1 - 4 h2 - 2 h3 - 1 h4 - 1	19 (0)	200 (all good)	0.10 seconds	0	0

16. <http://visit-eldorado.com/lake-tahoe.php>

Page Title: El Dorado County | Lake Tahoe | South Lake Tahoe | Ski Resorts | Hotels | Lake Tahoe Boating

Meta Description: Here is a great overview of all of the amazing things to do in Tahoe South.

Meta Keywords: El Dorado County, Apple Hill, Placerville, Coloma, Fairplay, Cameron Park, vineyards, wine, apples, flowers, honey, historic, gold rush, 1849, fairgrounds, Marshall Gold Discovery State Park, pears, daffodils, roses, El Dorado wine growers, wine tasting, wine tasting tours, wine bar, wine glasses, wine tours, vineyard tours, wine festival, wine cellars, wine red, wine bottle, chardonnay, merlot, pinot noir, cabernet sauvignon, cellars, El Dorado Hills

Internal Links	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Visible Keywords
44	h1 - 4 h2 - 0 h3 - 2 h4 - 1	17 (0)	200 (all good)	0.11 seconds	0	0

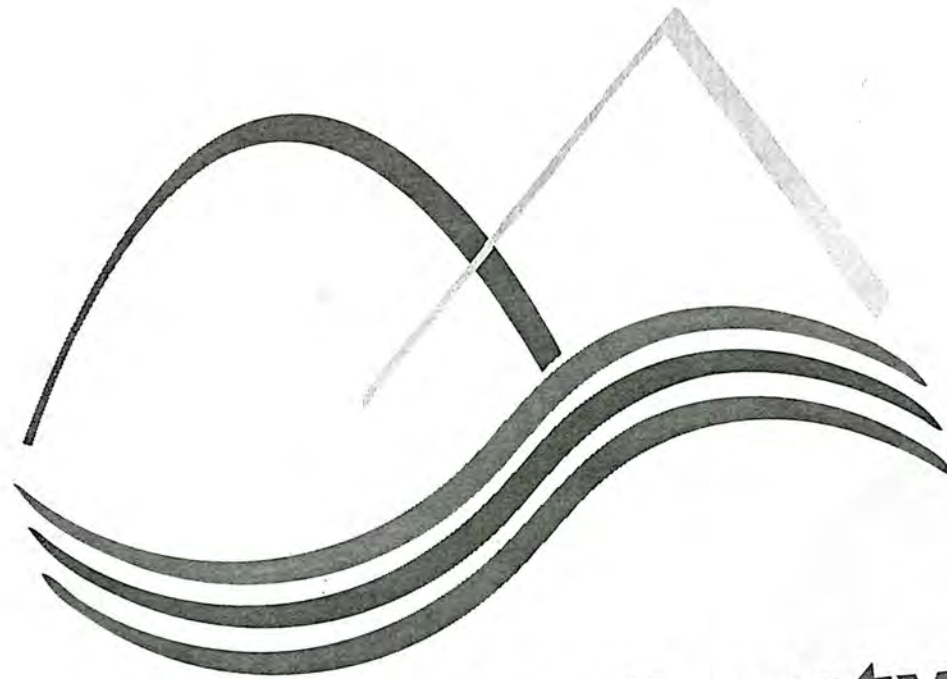
17. <http://visit-eldorado.com/affair.php>

Page Title: El Dorado County | Weddings | Parties | Business Conference | Event Venues

Meta Description: El Dorado County offers some of the California's most beautiful scenery to hold

Internal Page	Heading Tags	Outbound Links (no follow)	Response Code	Load Time	Number of Redirects	Alt-Text Keywords
63	h1 - 4 h2 - 0 h3 - 0 h4 - 1	13 (0)	200 (all good)	0.14 seconds	0	0

*Disclaimer - This report provides analysis and advice for improving your SEO. We do not provide any guarantees that following this advice will improve your SEO performance and we will not be held responsible for the consequences of any actions taken as a result of reading this report.



El Dorado County Visitors Authority

**Social Media Strategy
Developed by Out&About Marketing**

Who We Are

- Digital and social media marketing virtual agency established in 2009, Incline Village, Lake Tahoe, NV.
- Focused on community creation and demand generation using digital marketing, social media and mobile marketing.
- Extensive experience in the travel&tourism, health&fitness, outdoor&recreation industries, SMBs and start-ups.
- Deep expertise in branding, marketing, digital marketing, online advertising, website development, social media and mobile campaigns.
- Combine business and marketing objectives with digital marketing, online advertising and social media to elevate brand awareness and generate demand with return-on-investment.
- Apply interactive, holistic approach to marketing programs with 360 degree view.
- We believe in tracking marketing dollars, achieving goals and increasing revenue.
- Experienced team can scale to fit any business needs. Strong collaborators. Custom built programs with superior execution.

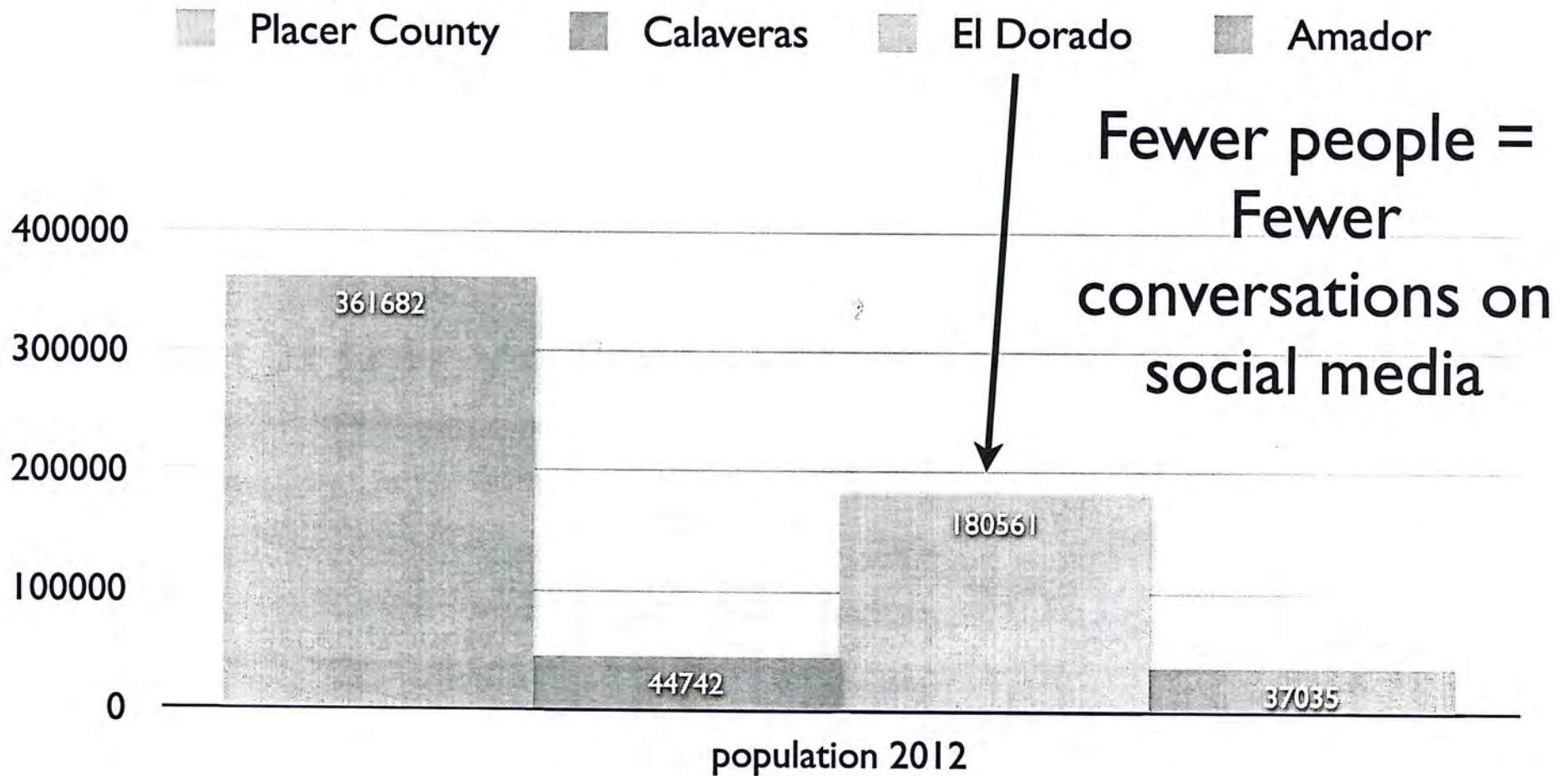
What We Do

- Brand & Marketing Strategy
- Social Media Strategy Development and Execution
- Objective Social Media Audits
- Creative Social Media campaigns
- Custom built Facebook, Twitter, LinkedIn, YouTube programs
- Online contests and promotions
- Content creation
- Demand generation programs
- Influencer Outreach Programs
- Brand reputation monitoring
- Digital Strategy & Web Development
- Blog development
- Visual storytelling
- Social Media analytics and reporting
- Marketing and social media consulting
- Social Media Advertising
- SMS/Mobile Strategy
- Google Paid AdWords
- SEO
- Social media measurements and reporting
- Social Media Training, Seminars and Workshops
- Keynote speaker and panelist

Situation Analysis

- El Dorado County has established certain social media efforts with Facebook & Twitter. They are interested in getting a specific social media strategy to help them:
 1. Increase Reach / Elevate brand awareness
 2. Increase Engagement / Build a strong online community
- Ideal target market: Baby boomers. Although we have identified that 35-54 will be a good audience for them.
- El Dorado would like to add YouTube and Pinterest to their social presence.
- El Dorado is hosting the gold panning competition in 2016 and this strategy will address gold panning as a topic on social media. Website is: <http://eldorado2016.com/>
- El Dorado would like to be the leader in social presence in the market and provide consistent communication and support to its partners.

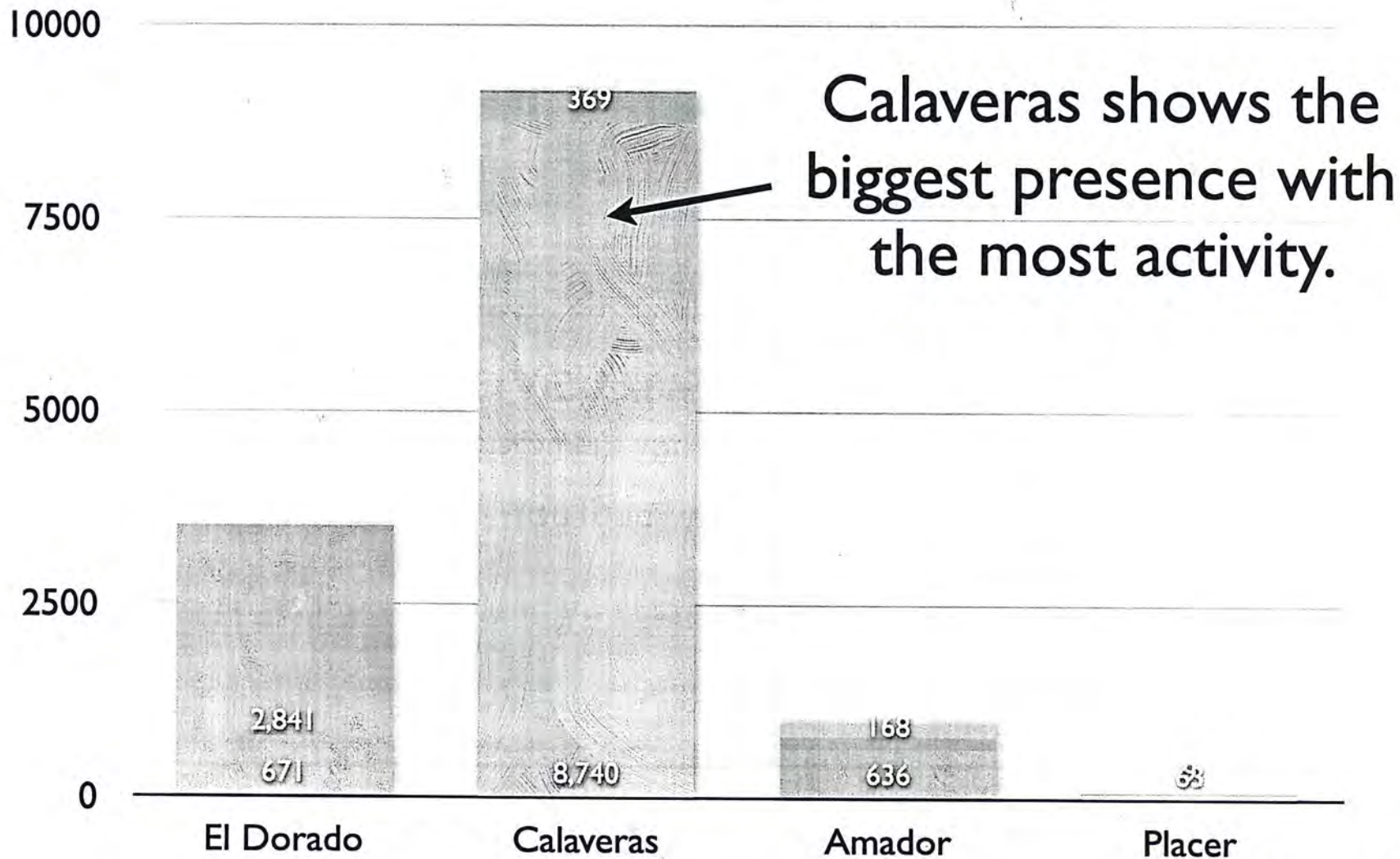
County Stats - Population



Competitive Analysis: Social Reach

Estimated number of customers you can reach through your Social Footprint

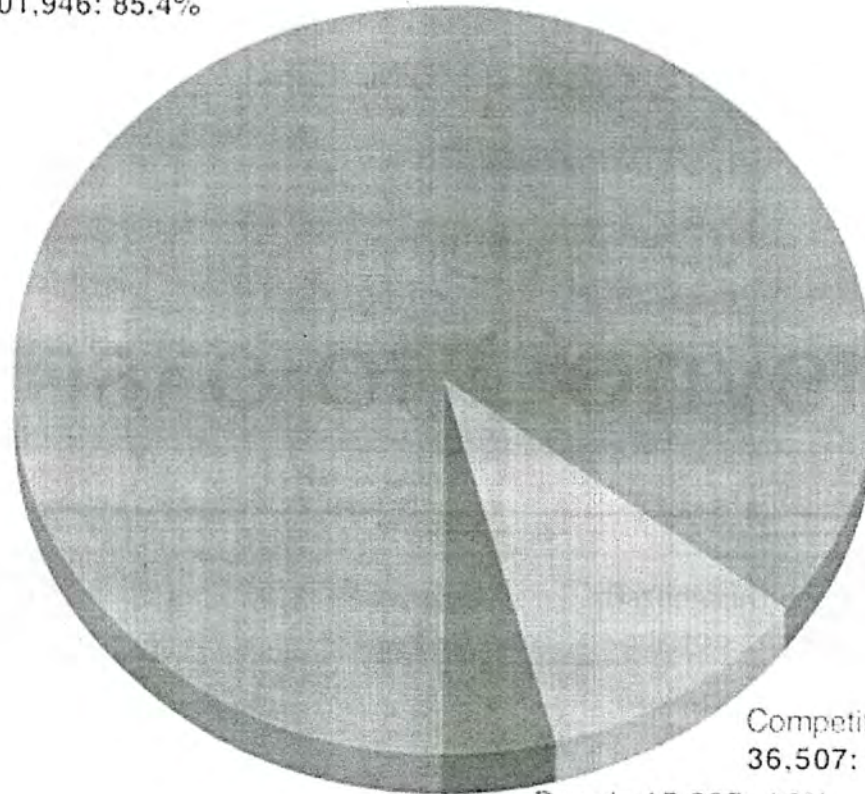
Facebook Twitter YouTube Vimeo Instagram Pinterest



Digital Share of Conversations

Based on the volume of conversation online around our topics of interest, there's room to grow for El Dorado.

Industry
301,946: 85.4%



Competitors
36,507: 10.3%

Brands 15,085: 4.3%

Social Media Reach & Passion Assessment

County	Strength	Sentiment	Passion	Reach
Placer	1%	88:1	49%	27%
El Dorado	0%	10:1	59%	25%
Calaveras	0%	32:1	43%	27%
Amador	0%	37:0	60%	26%

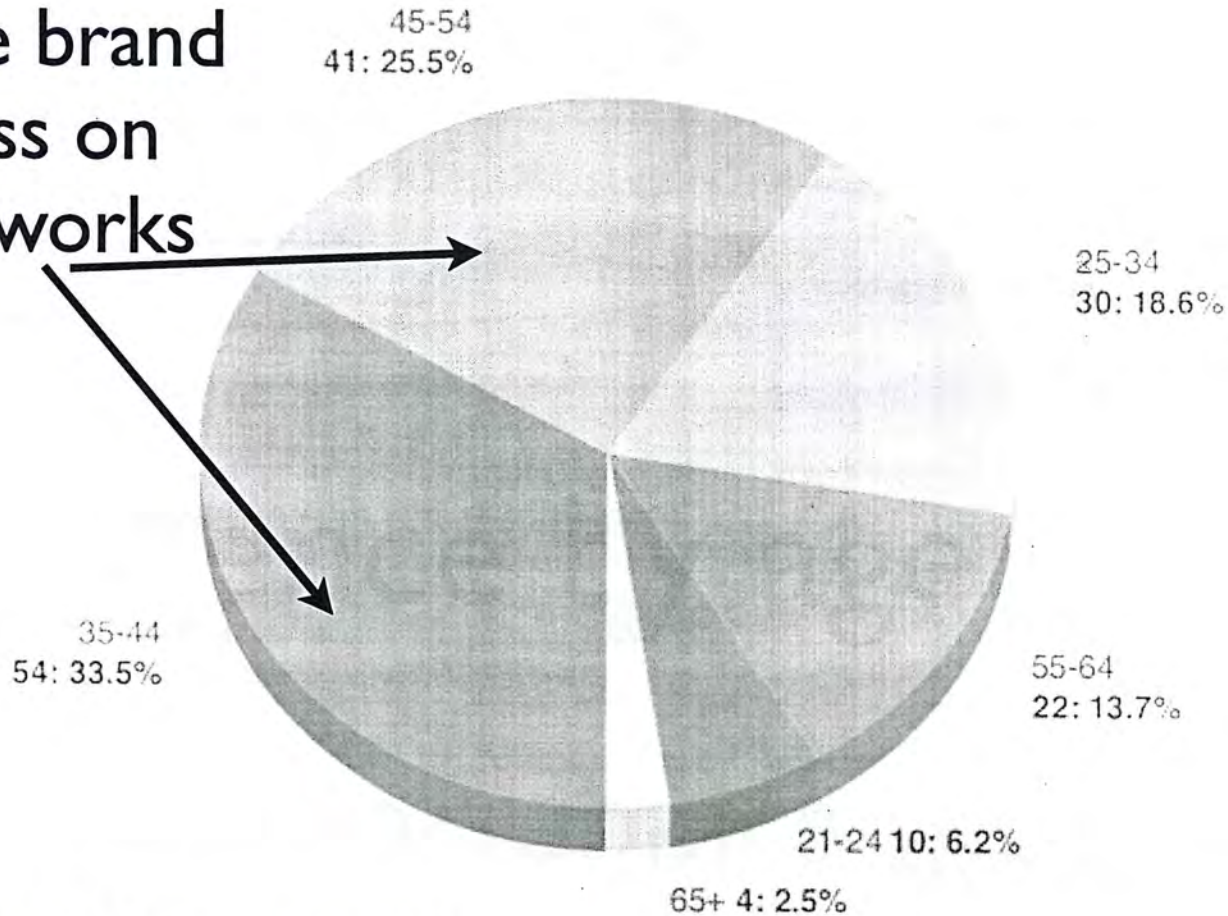
Analysis

- There's potential for El Dorado County to be very active on social media and connect with its constituents there. Strong passion score means people are going to talk about it again. We need to connect with them where they are and give them a platform to express themselves, i.e. blog, Facebook, Twitter.
- El Dorado has the lowest sentiment in the group. By being more active, we can improve that score.
- There's room to grow on social media by being more active and engaged on social networks.
- Instagram is now showing a lot of UGC at the moment but travel is all visual and can be best captured with images.
- Recommend developing an influencer outreach with bloggers, twitterers and instagrammers to get content going for the destination.

I. Audience and Technographics Analysis

Audience by age group

Biggest potential
to increase brand
awareness on
social networks



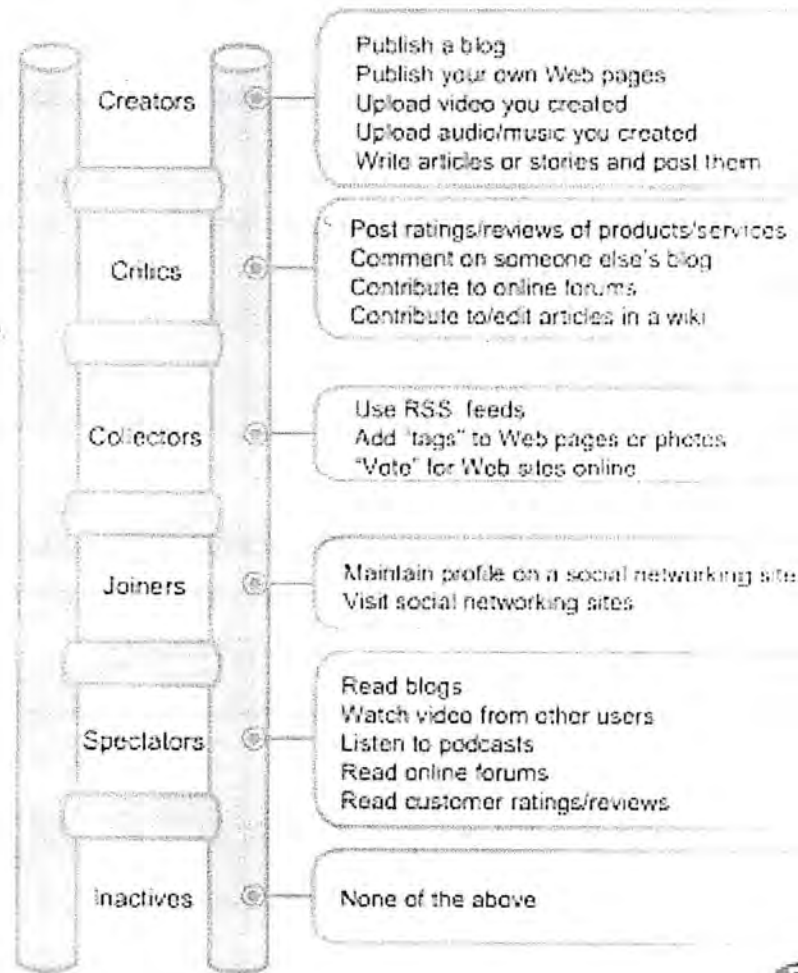
Although baby boomers were identified as a major factor, we should reach out to 35-54 age group as well.

Social Technographics

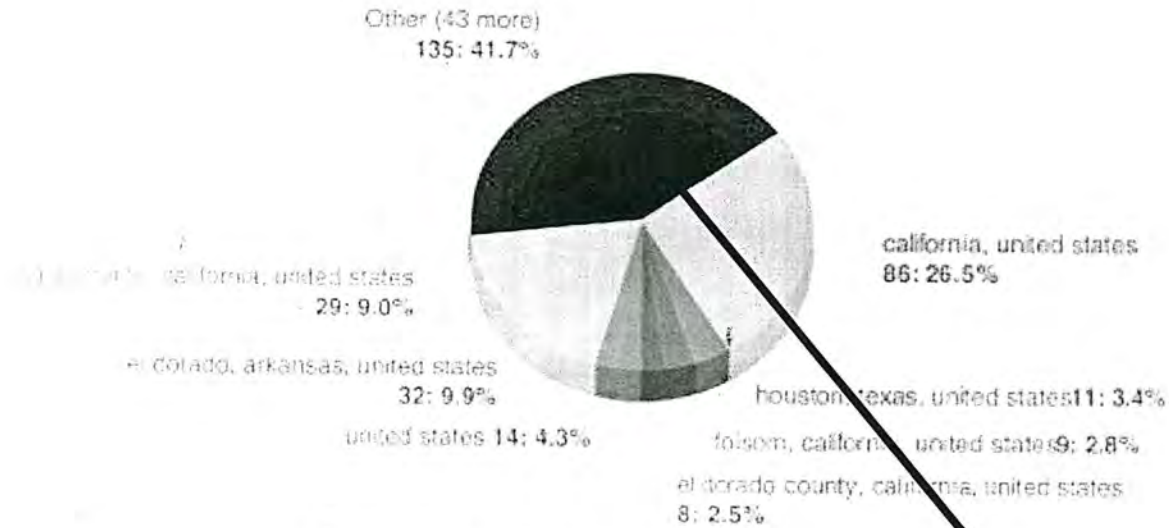
- **Social Technographics from Forrester, Inc. models social behavior propensity, and plots it on a ladder from content creation, to content consumption.**

Model audience propensity to use social media in business decision making/adoption activity

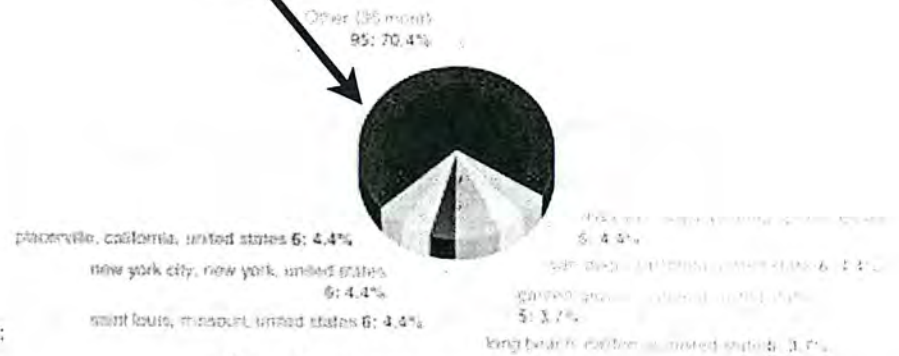
Groups include people participating in at least one of the activities monthly.



Audience by Location



Insights for 8:32 AM (Mar 15)



Insights for 8:33 AM (Mar 17) to 1:09 PM (Mar 17)

Recommendations:

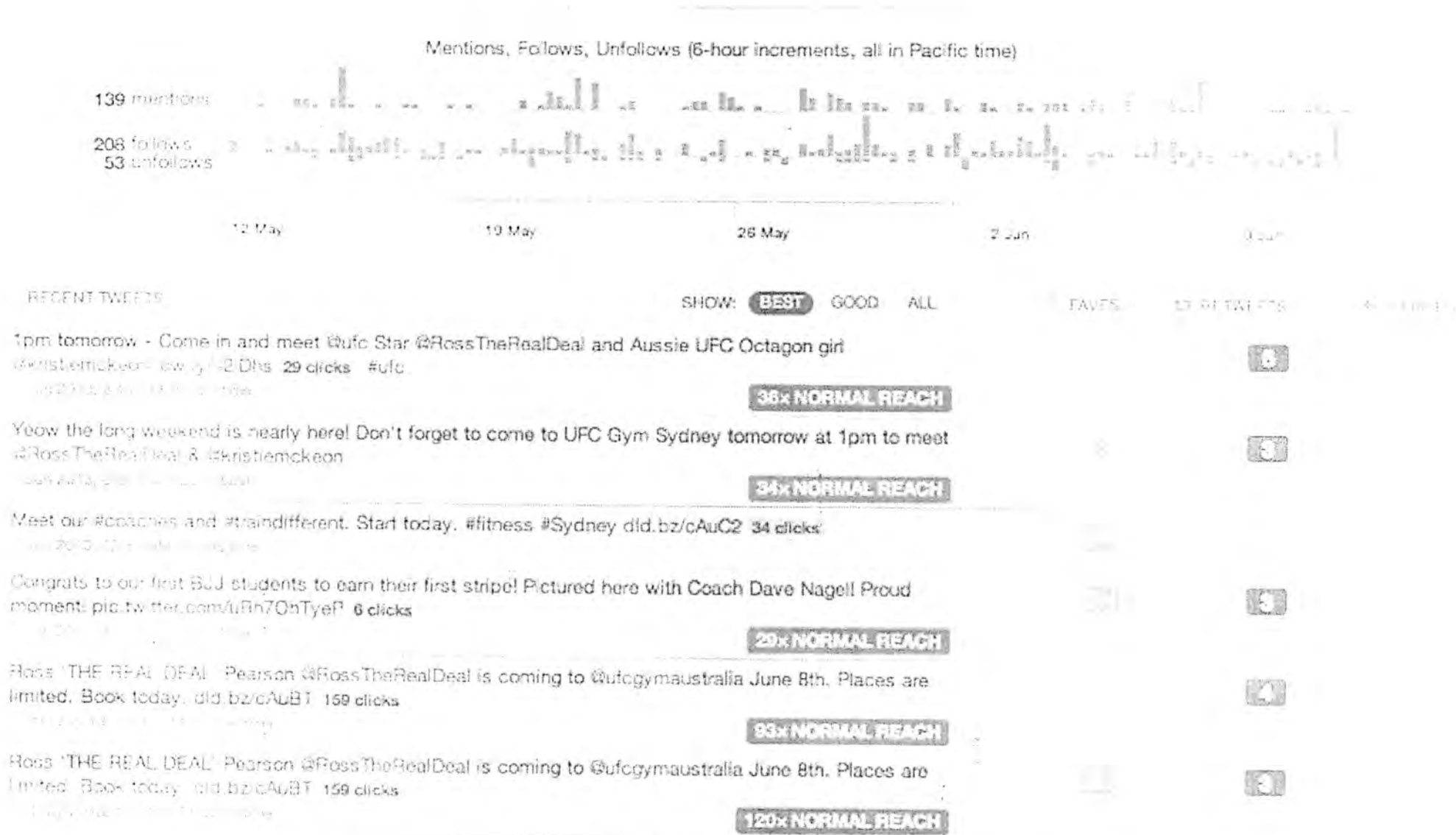
- To reach baby boomers, we recommend traditional media, PR, direct mail, email campaigns and active, up-to-date blog.
- Online marketing if budget allows - Google AdWords, Facebook ads.
- Efforts should focus on California, Sacramento, San Francisco, El Dorado Hills, Folsom, Placerville, Los Angeles/San Diego.

Social Media Objectives

- Establish social presence on select social networks by August.
- Review design/make changes by August.
- Develop blog platform on website by August. Create weekly blog posts based on select topics.
- Increase our social reach to 10,000 people in 6 months.
- Increase web traffic by 25% in 6 months.
- Increase downloads of visitor guide and email subscription rate. Need current tracking numbers.
- Measure efforts on a weekly/monthly/quarterly basis. Focus on what's working.
- Create and share great content. Improve engagement rates.
- Create 2 Facebook contests, 3 Twitter contests, 3 Instagram and 1 Pinterest contests in 12 months.
- Increase engagement by 30% in 3 months as measured by Facebook Insights, Twitter analytics.

3. Social Media Success Metrics

Sample Twitter measurements



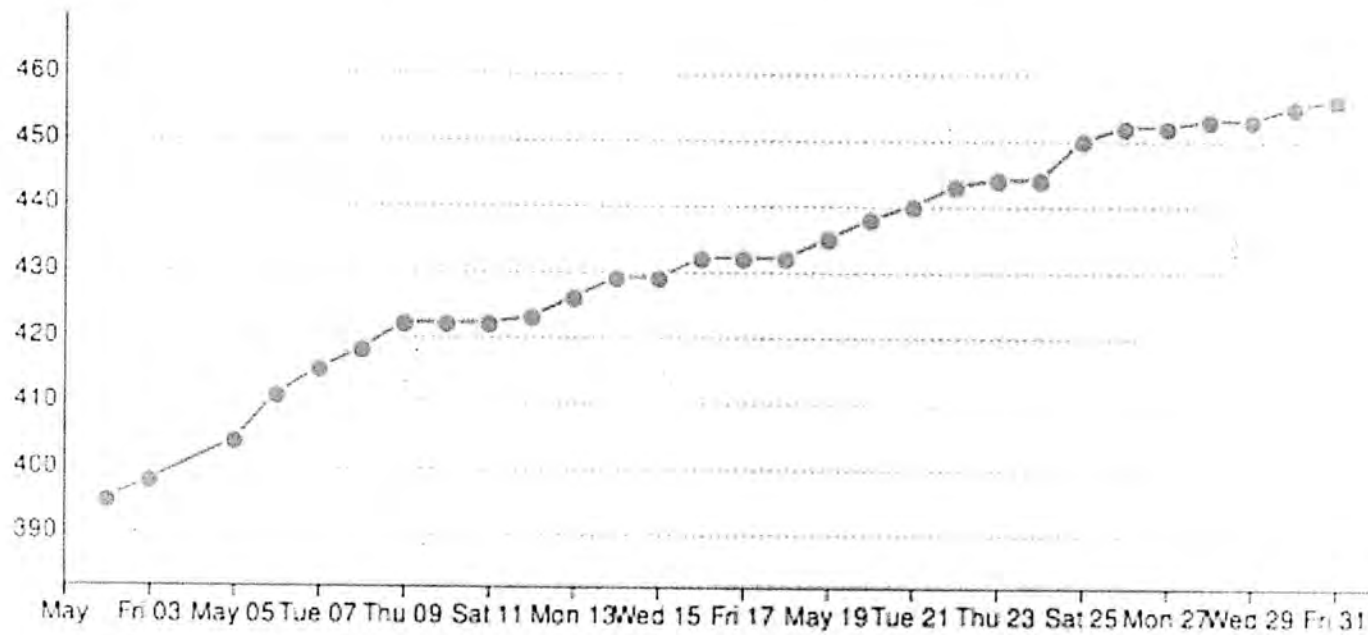
Sample weekly/monthly social metrics

Twitter : Follower Growth - Count

Total Followers:
464

Average Daily Growth:
2

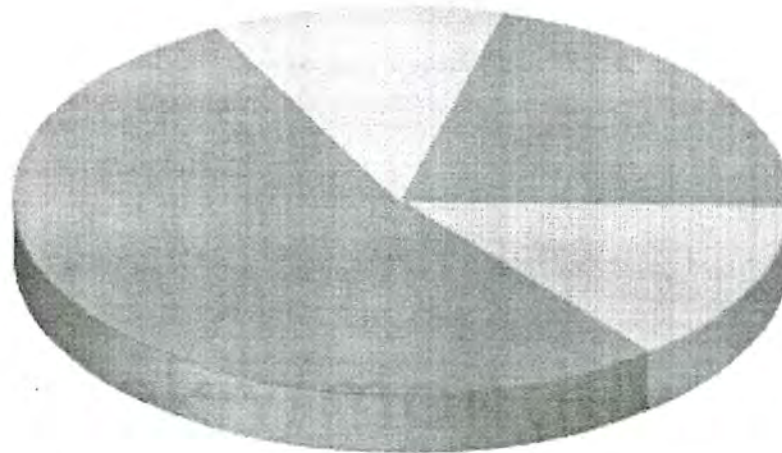
New Followers:
61



There may be data outside your time range.

Sample weekly/monthly social metrics

Twitter : Compare Keywords (pie)



Keyword	Hits
@hardcandyfitnessau	0.3% (1)
@crunchaustralia	13.6% (42)
@ufcgymaustralia	53.3% (164)
@goodlifehc	12% (37)
@jetts247	20.8% (64)

Current Web Traffic coming from social networks

Visits: 53,788

Visits via Social Referral: 690

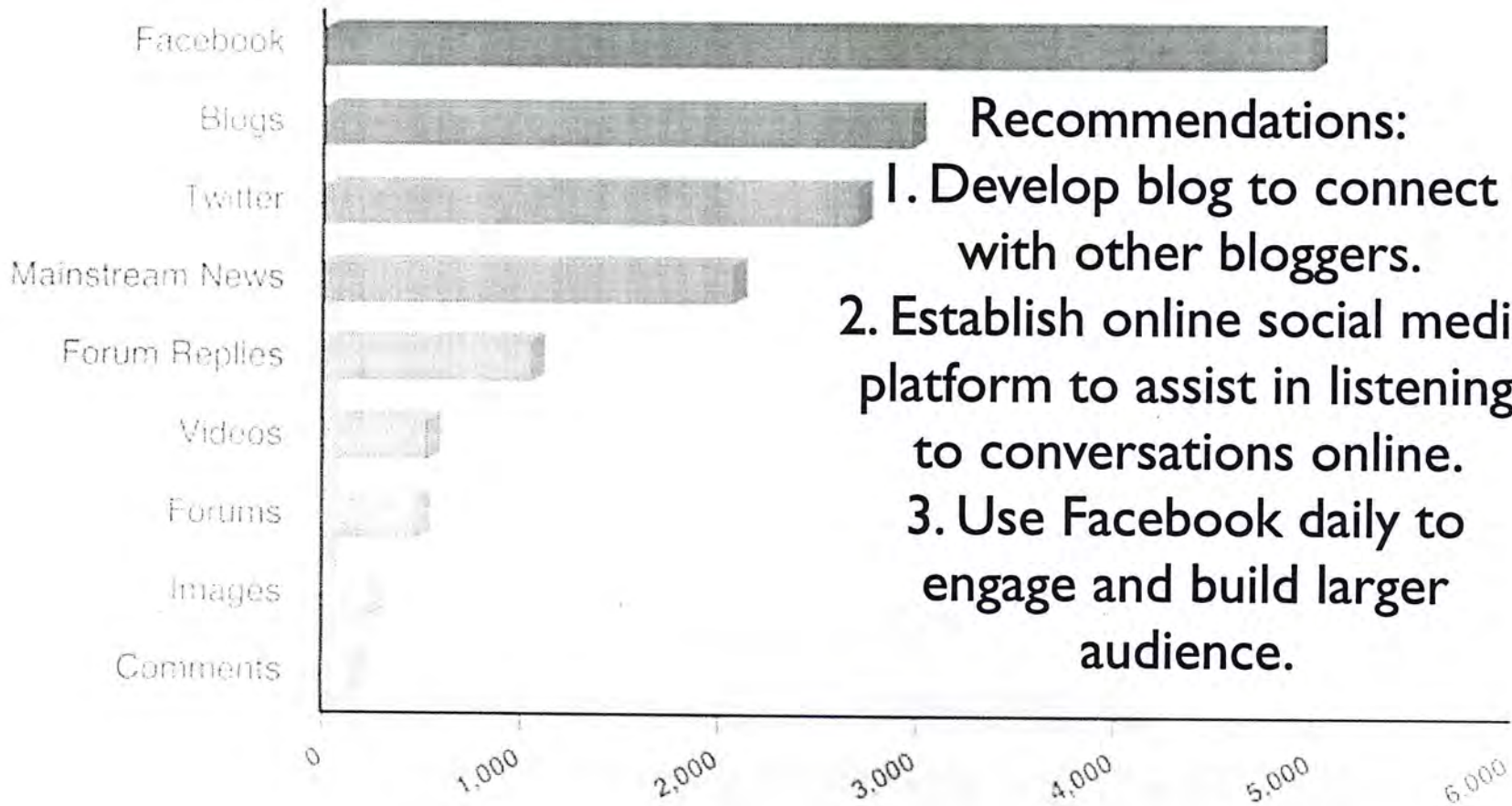
Conversions: 0

Contributed Social Conversions: 0

Last Interaction Social Conversions: 0

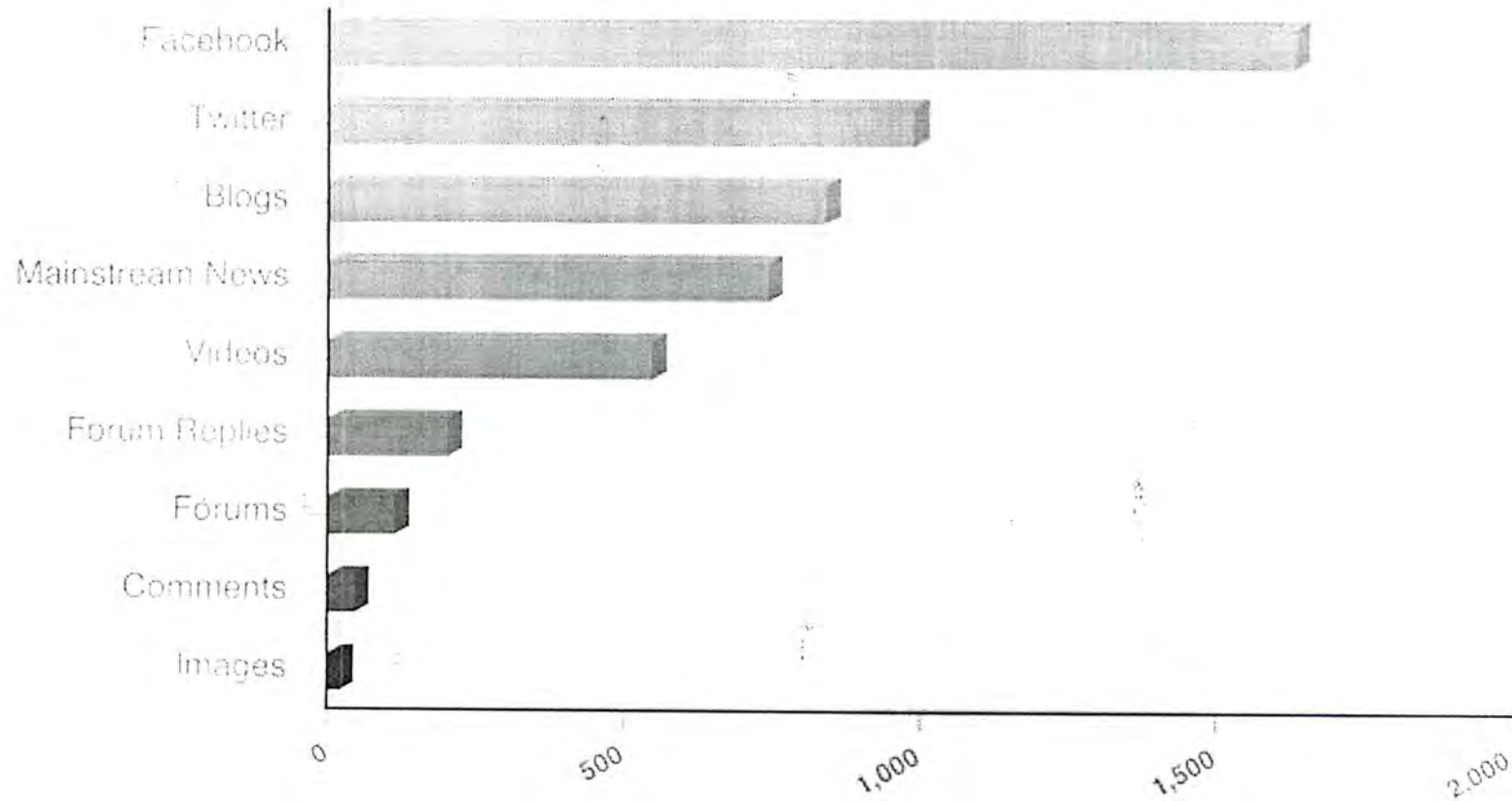
Social Network	Visits	% Visits
1. Facebook	441	63.91%
2. TripAdvisor	126	18.26%
3. Twitter	50	7.25%
4. Yahoo! Answers	30	4.35%
5. WordPress	9	1.30%
6. Blogger	8	1.16%
7. tinyURL	8	1.16%
8. LinkedIn	4	0.58%
9. Meetup	4	0.58%
10. Pinterest	3	0.43%

Breakdown by media - El Dorado County



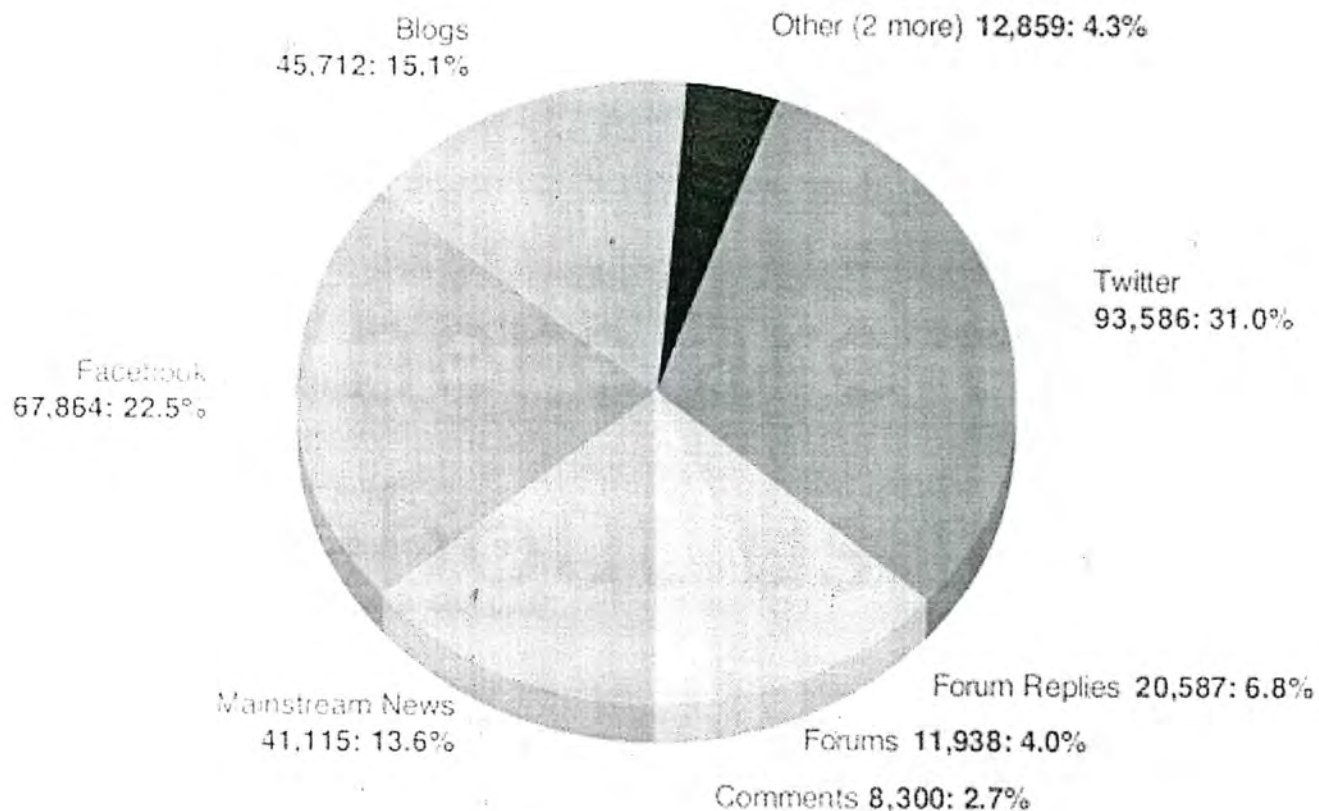
- Recommendations:**
1. Develop blog to connect with other bloggers.
 2. Establish online social media platform to assist in listening to conversations online.
 3. Use Facebook daily to engage and build larger audience.

Breakdown by media - Amador County



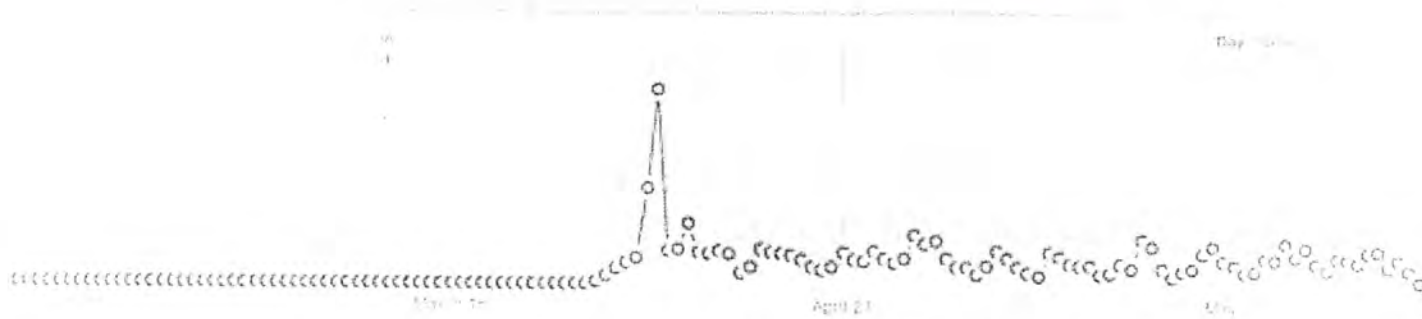
Where are they talking about us in general

1. Twitter
2. Facebook
3. Blog



Brand reputation monitoring

Sources Languages 02/01/2013 05/17/2013 Last 30 days All



	Total mentions	Minimum mentions	Maximum mentions	Average mentions
El Dorado	3,194	0	209	188

El Dorado



- Web: 344 mentions • 10.77%
- Facebook: 78 mentions • 2.44%
- Twitter: 1,871 mentions • 58.58%
- News: 250 mentions • 7.83%
- Blogs: 343 mentions • 10.70%
- Videos: 15 mentions • 0.47%
- Forums: 261 mentions • 8.17%
- Images: 32 mentions • 1.0%

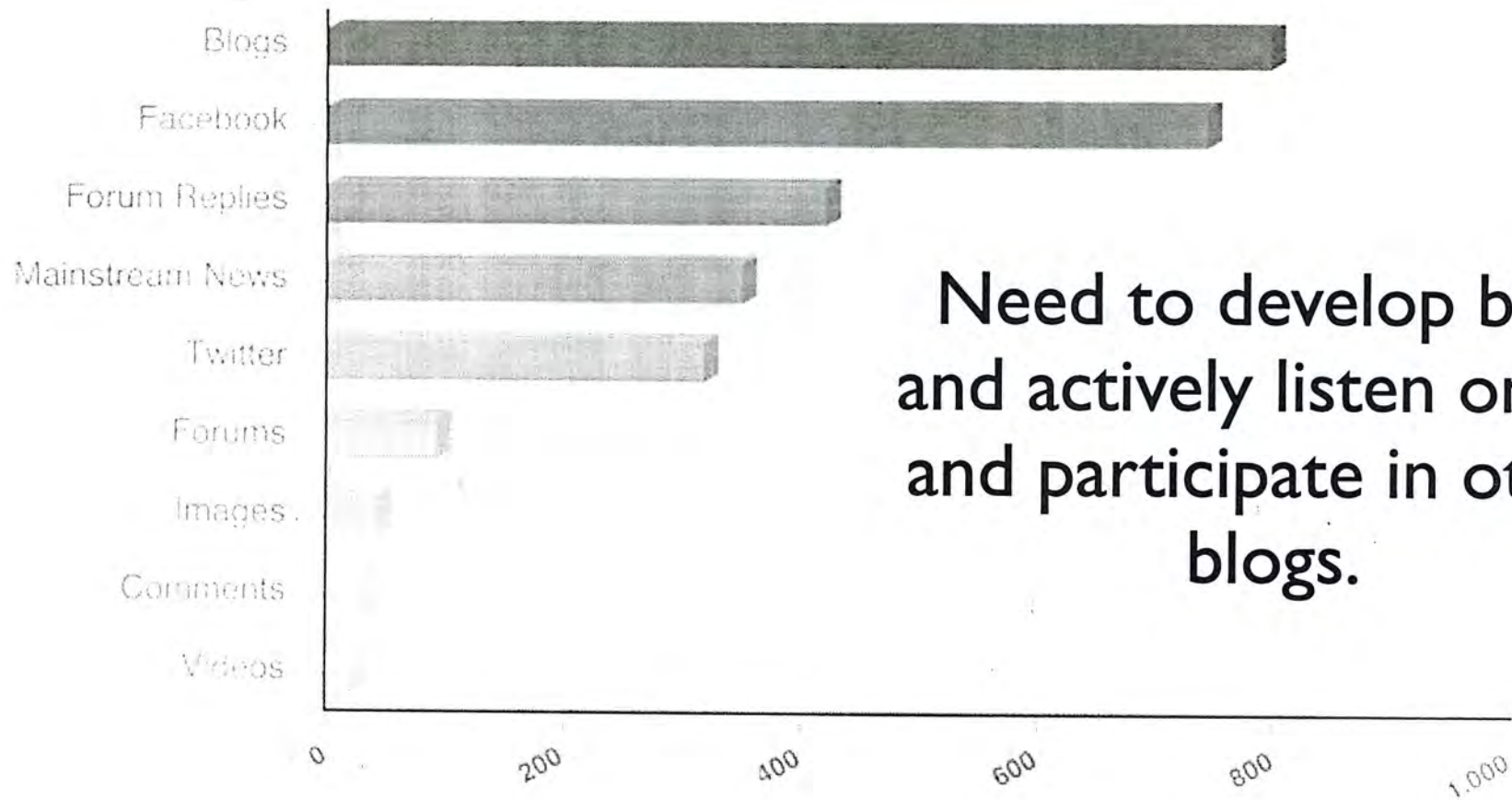
5. Content Strategy

Top Hashtags

These hashtags could be used to increase engagement on Twitter as well as monitor conversations. They are also good topics for the blog

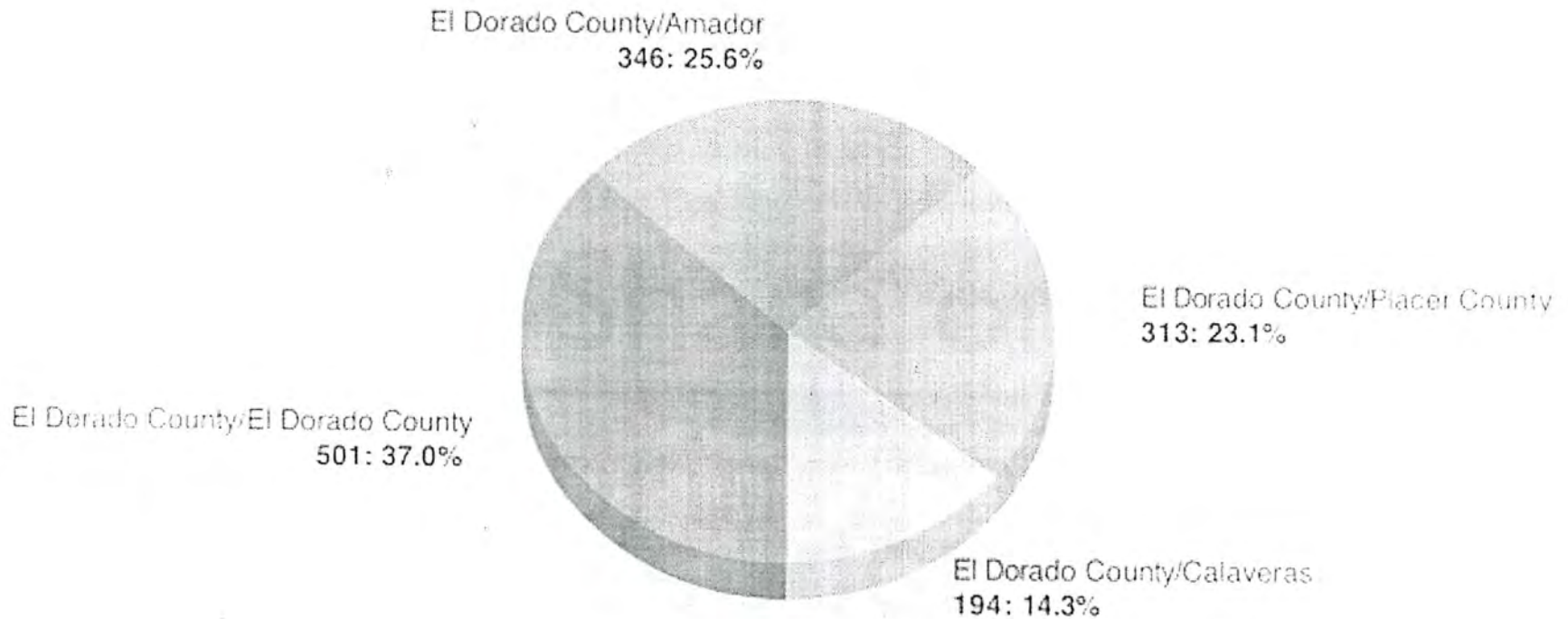
#breakingnews #wedding #datravelapp #auburn
#realestate #shopping #winetasting
#amadorcounty #sierra #placerville
#target #wine #frog #yelp
#jobs # #hugskisses #suttercreek
#art #california #job
#sacramento
#hotel #calaveras #roseville #colfax
#bearfire #ca #stockton #ccscores
#news #begreen #amador
#spring #nurse #breaking #pin
#napavalley #bakersfield
#thecheappassess

Topic: Lodging

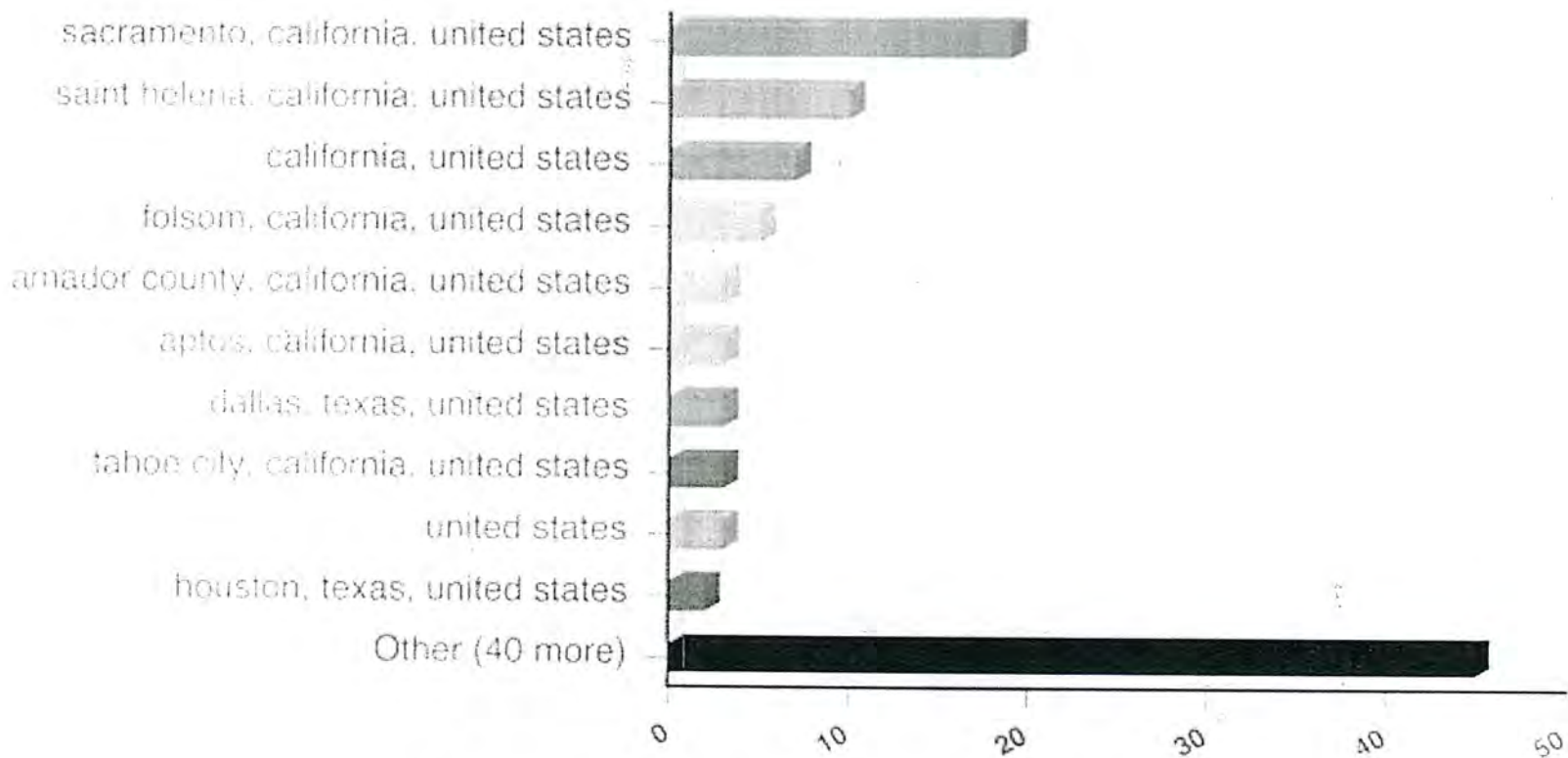


**Need to develop blog
and actively listen online
and participate in other
blogs.**

Wine Share of Voice Spring/Fall

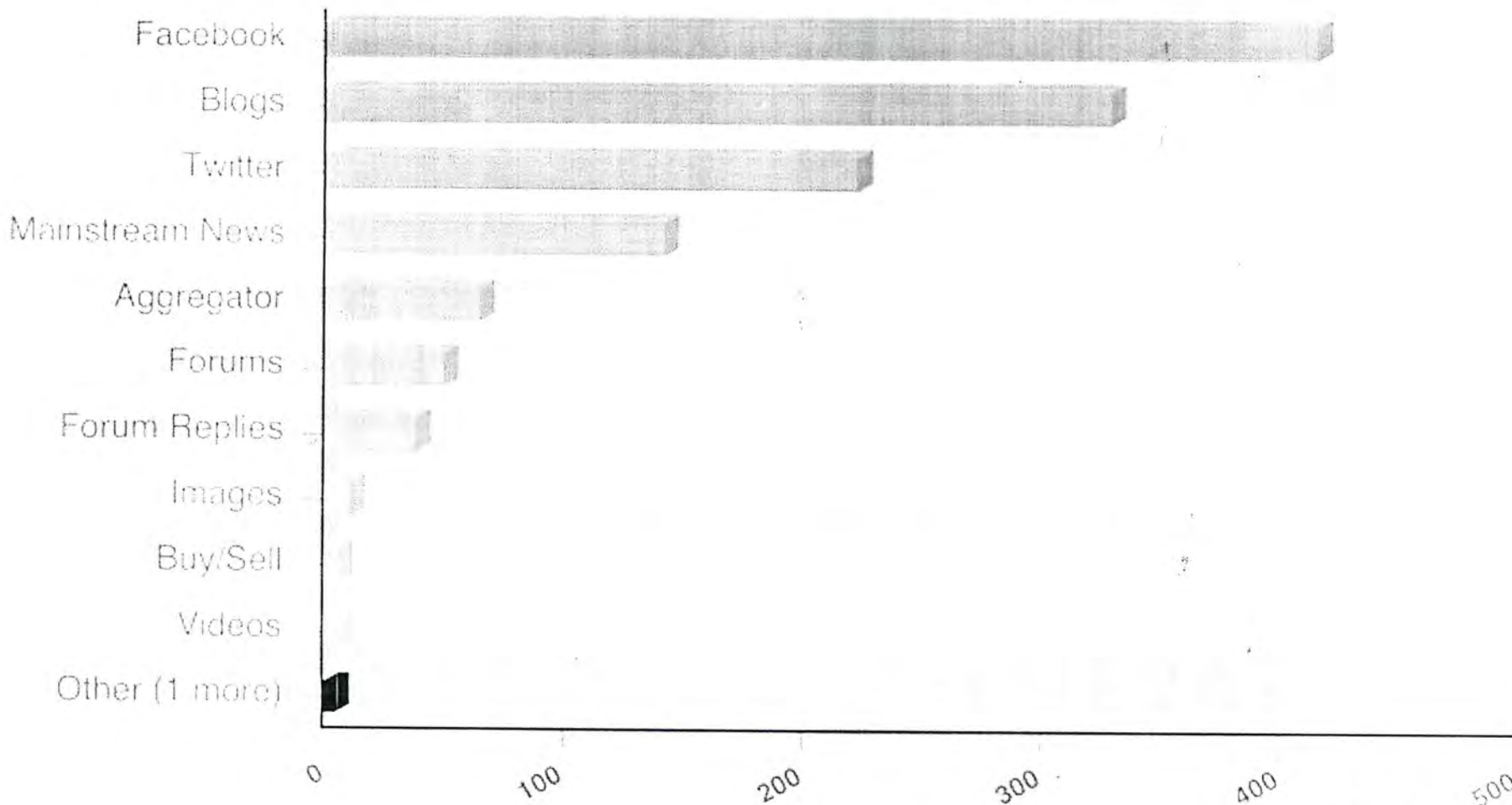


Wine conversations by location

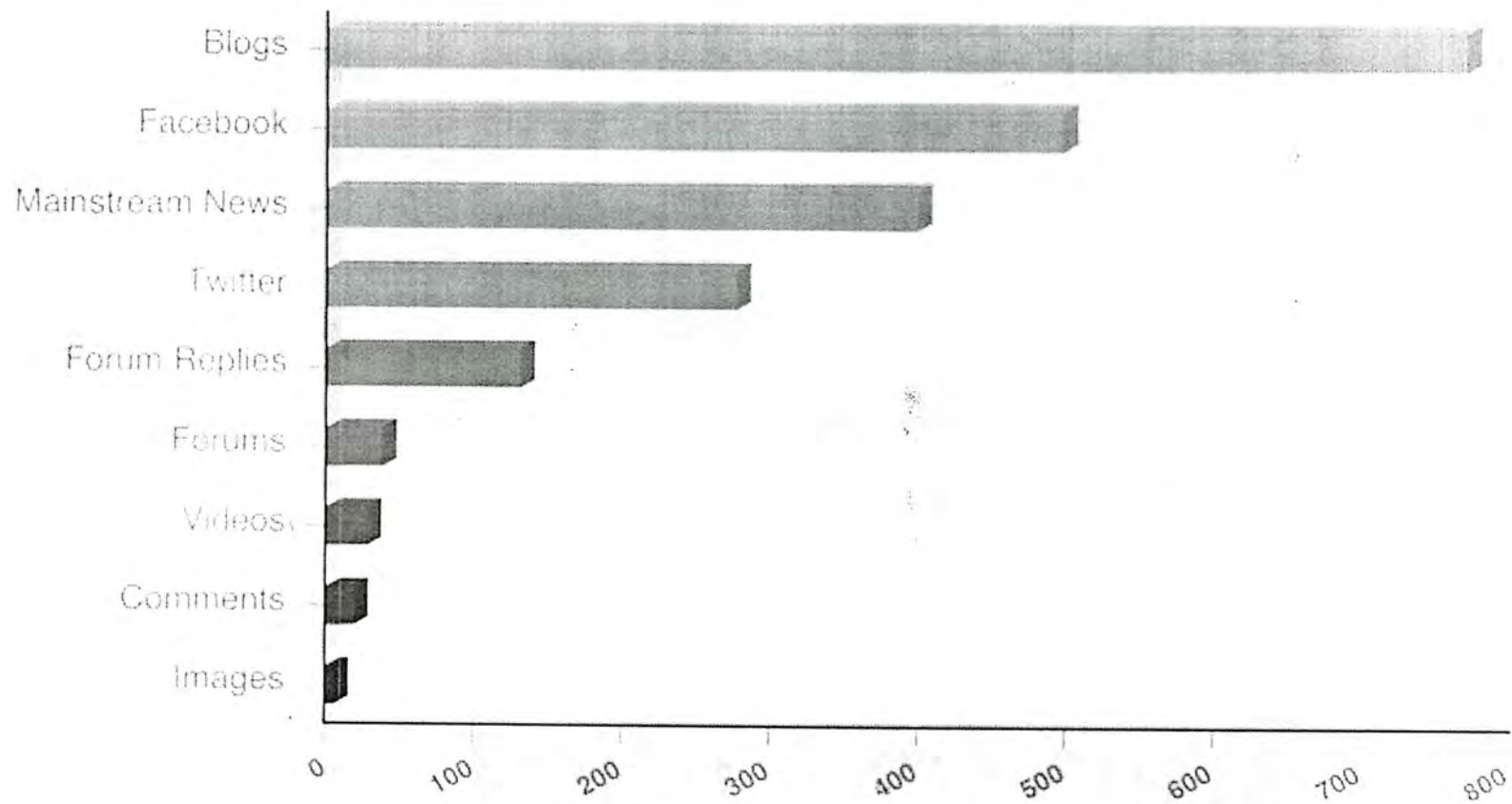


Insights for 8:32 AM (Mar 17) to 3:13 PM (May 12)

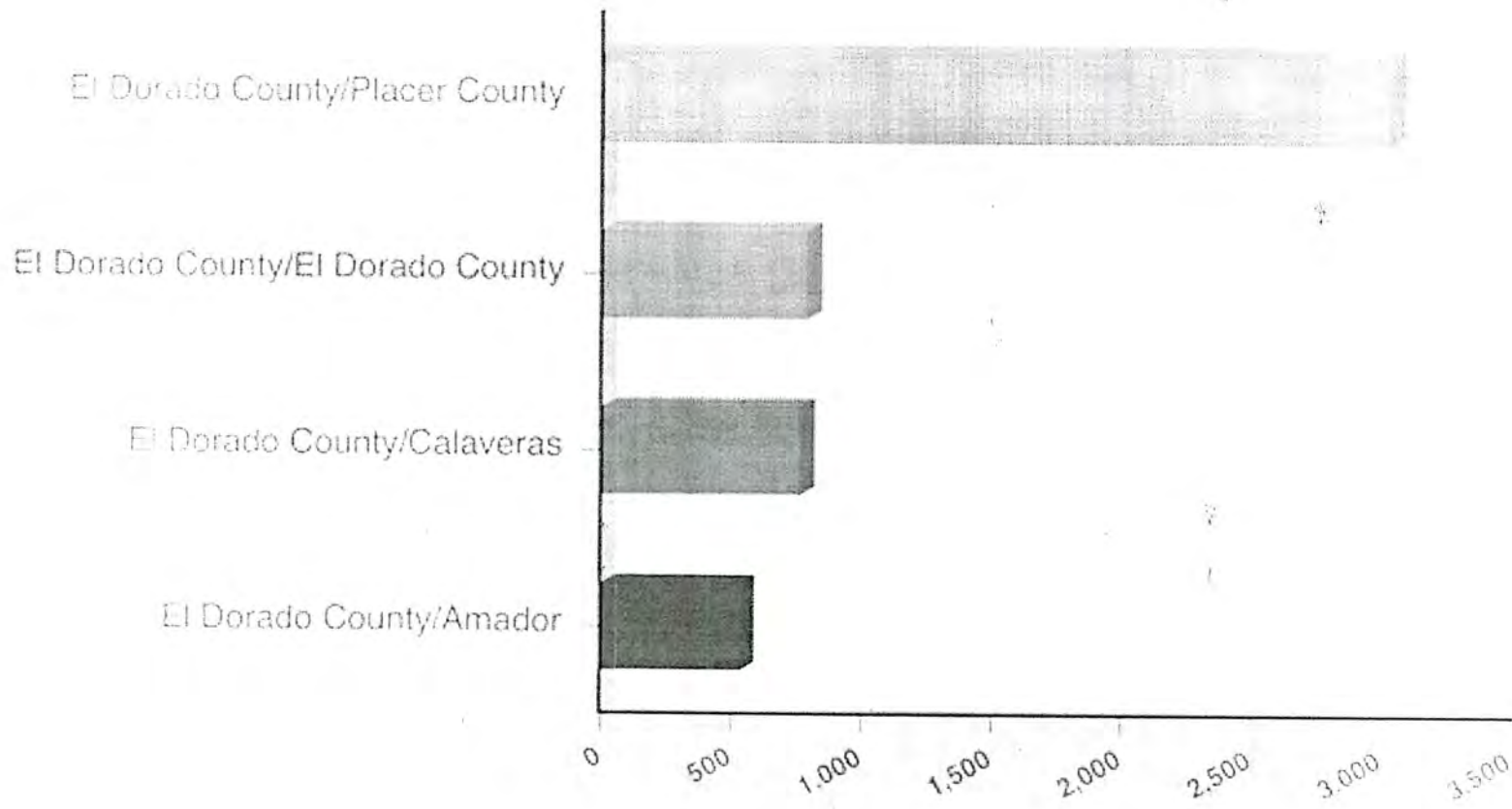
Wine conversations by media type



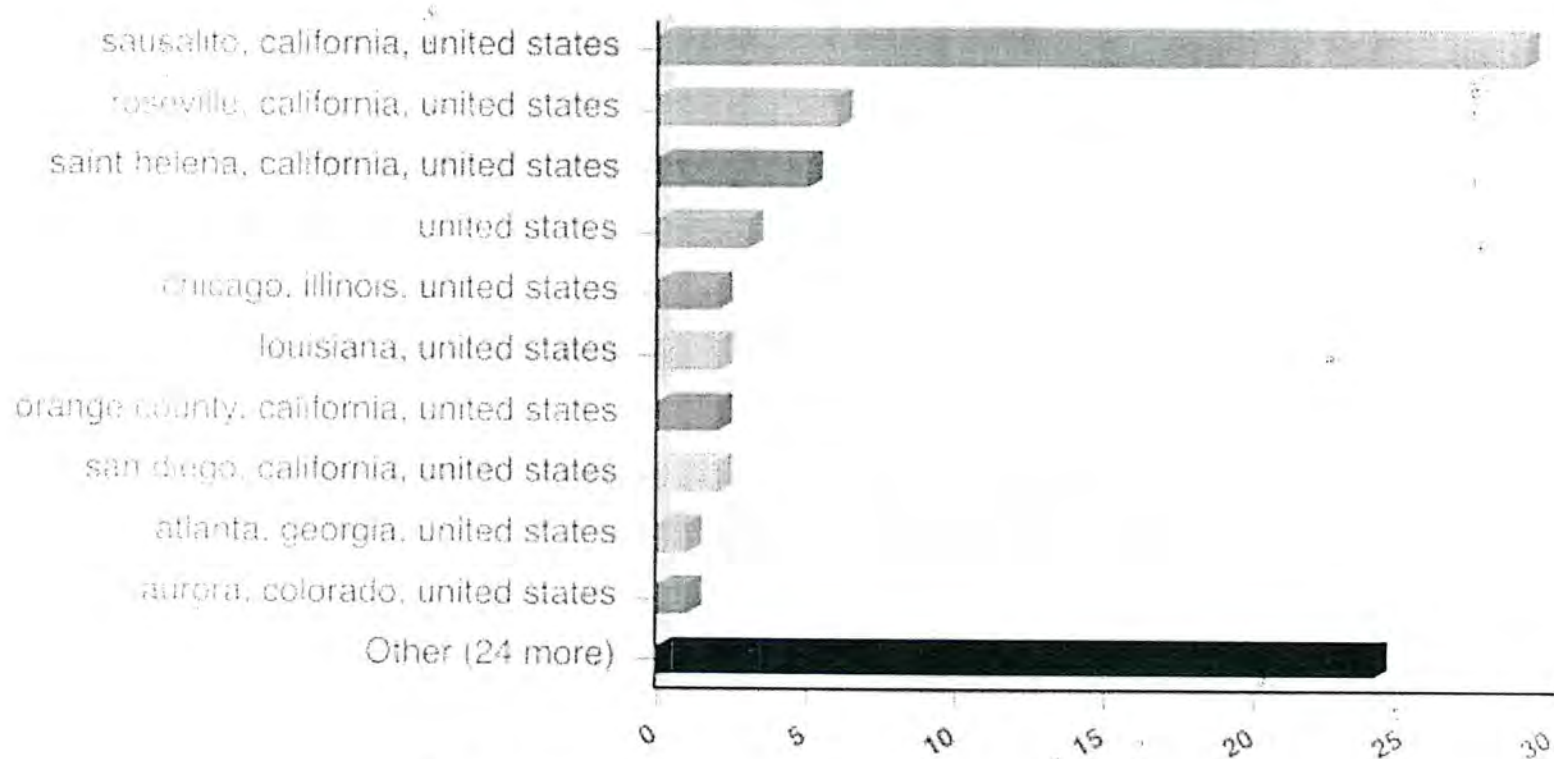
Topic: Dining



Topic: History

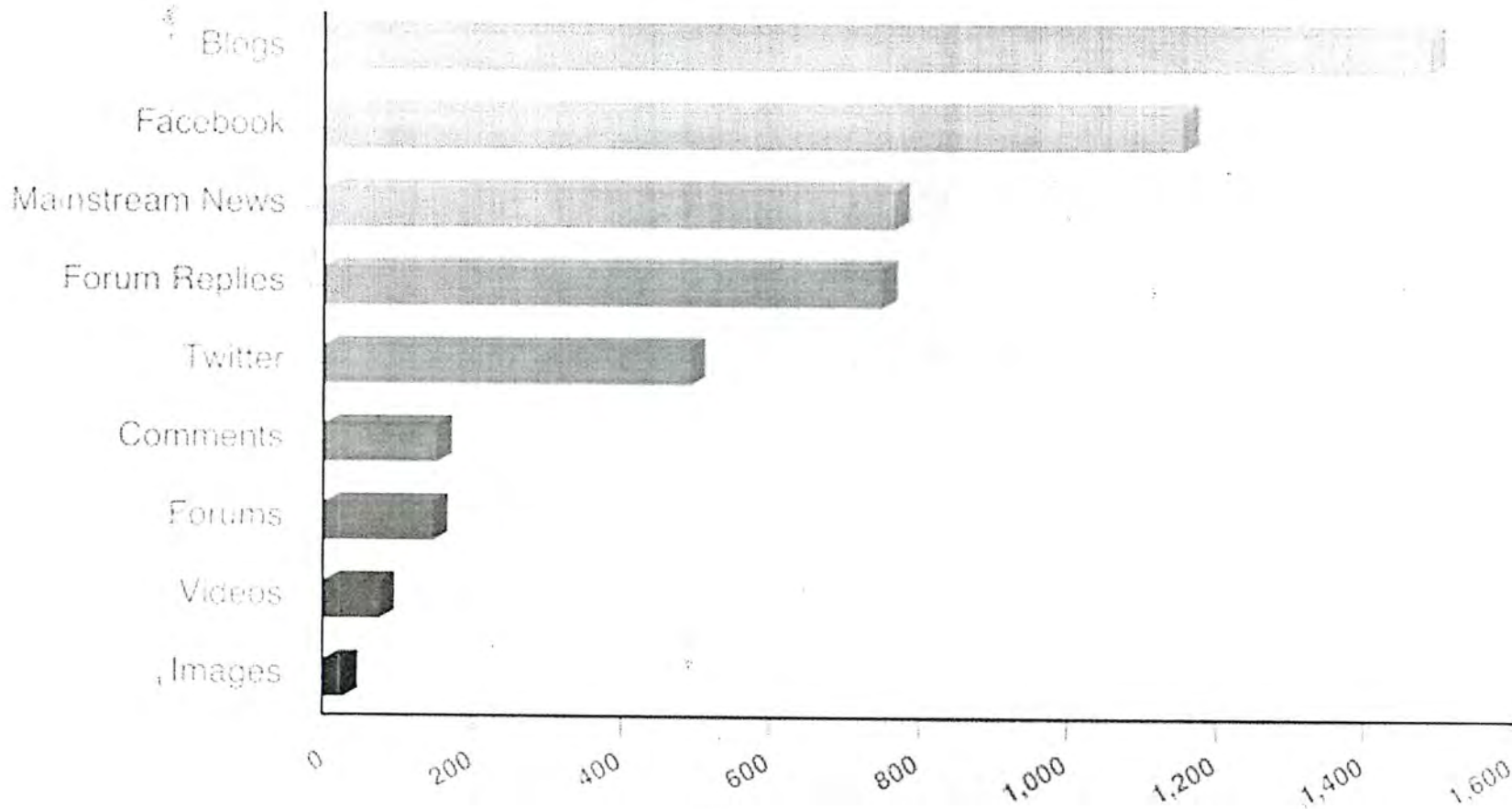


Topic: History

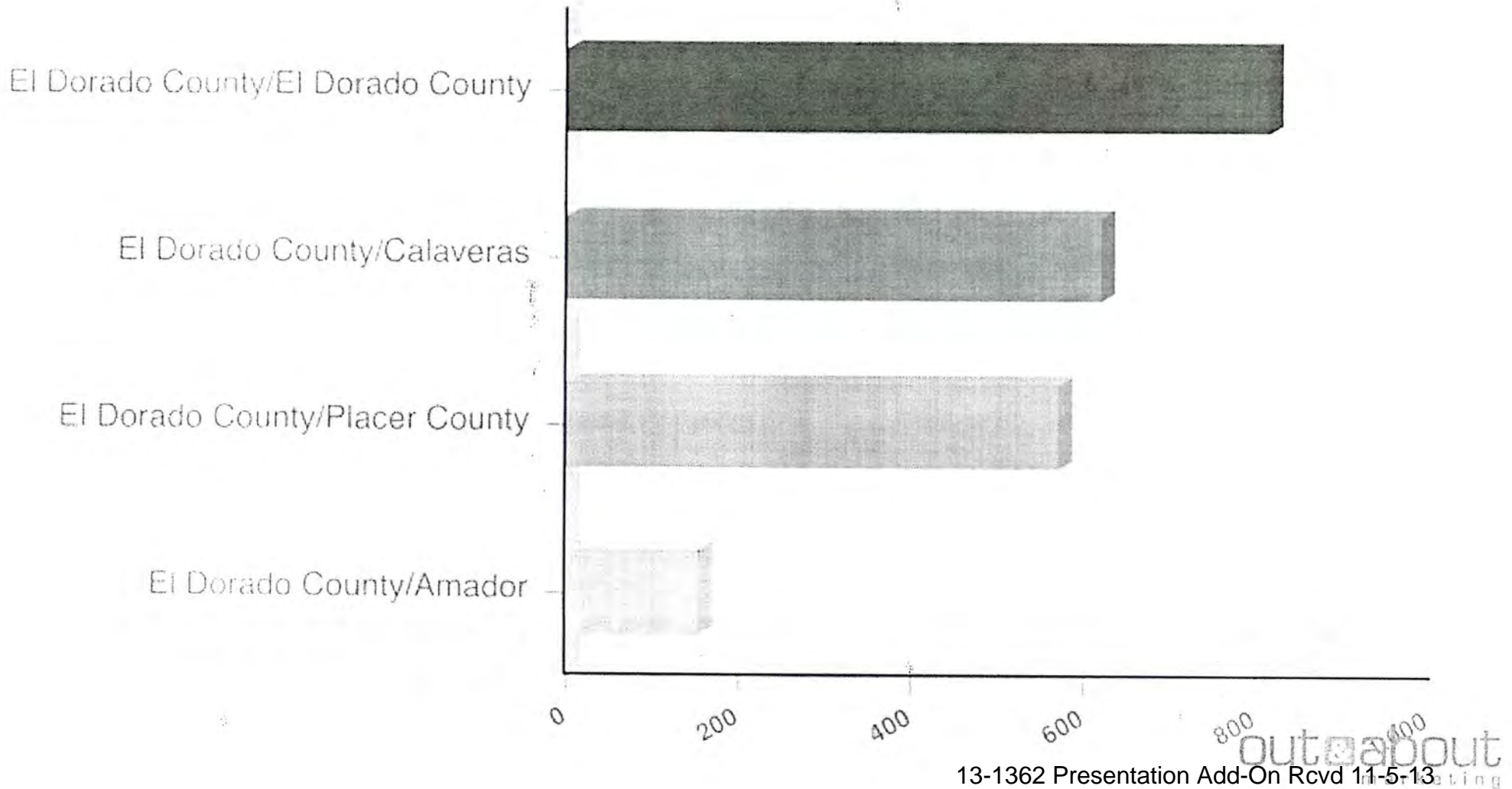


Insights for 8:32 AM (Mar 17) to 5:30 PM (May 12)

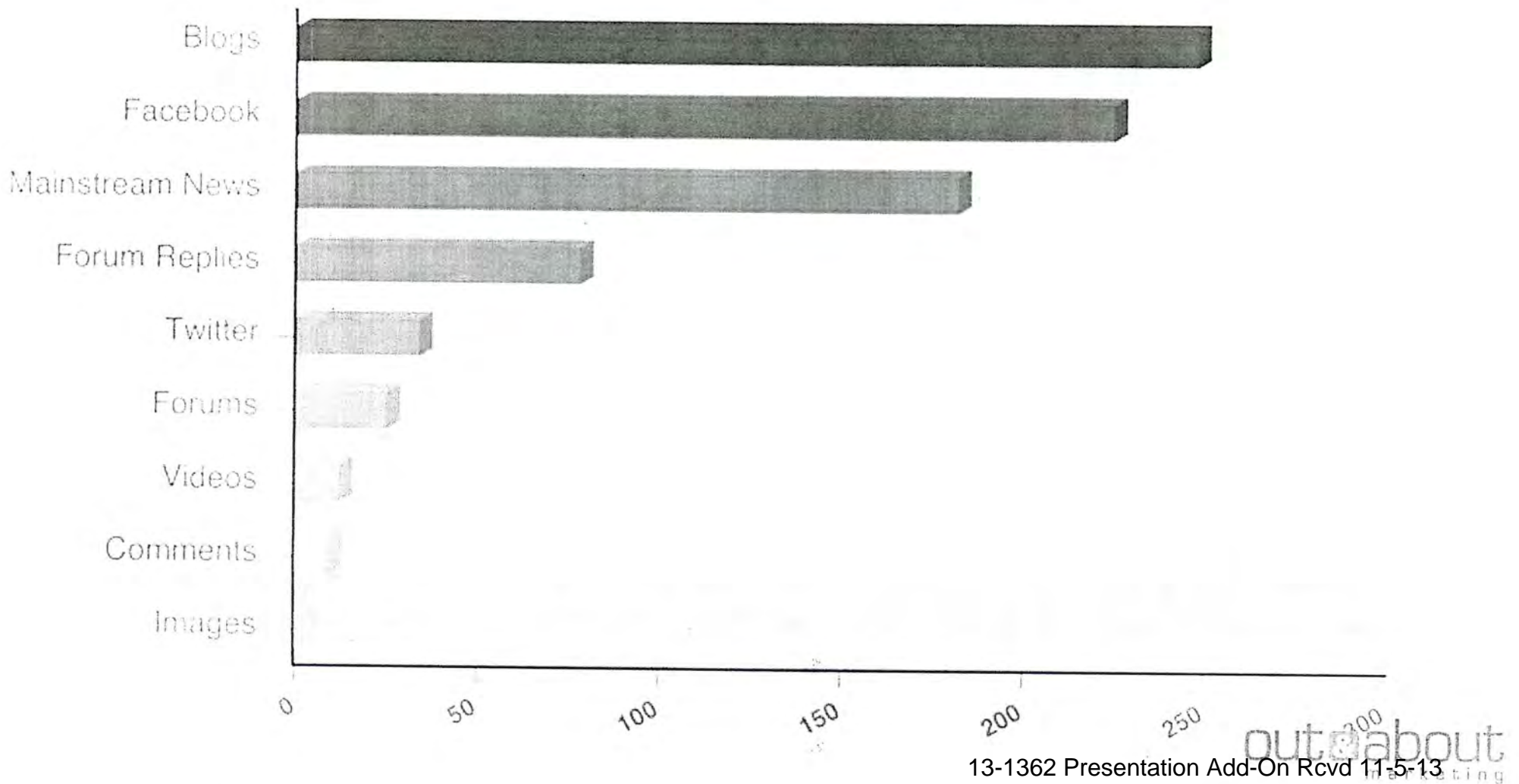
Topic: History



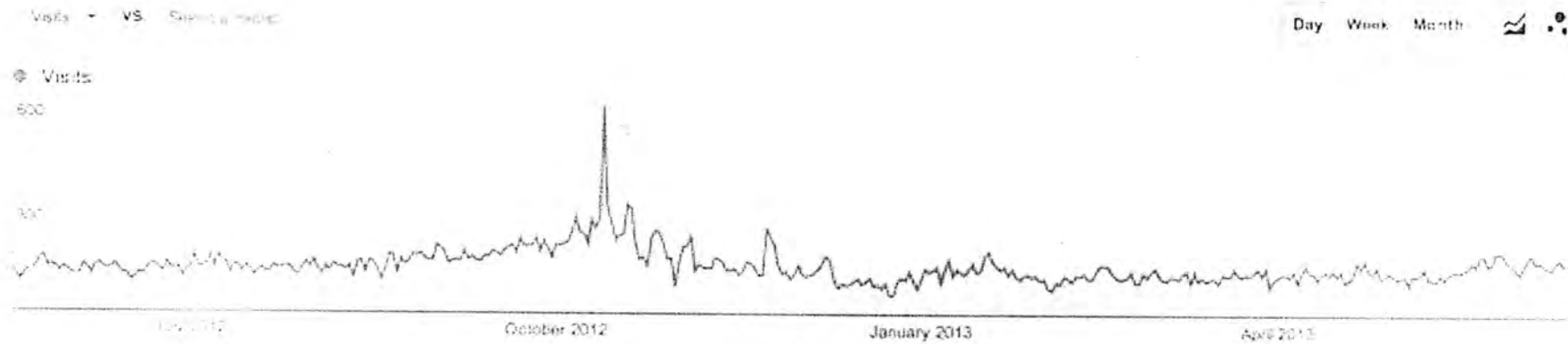
Topic: Outdoor activities



Topic: Outdoor activities



Highest traffic month - October



6. Engagement Strategy

Influencers/PR

(main stream media/blogs)

Name	Domain
My Mother Lode	www.mymotherlode.com
Lake Tahoe News	www.laketahoenews.net
The View from Right Here	theviewfromrighthere.com
Jezebel	jezebel.com
In Eldorado County	http://inedc.com/
Tahoe Daily Tribune	tahoedailytribune.com
mtDemocrat	mtdemocrat.com
TahoeSouth	TahoeSouth.com
AppleHill	AppleHill.com
EIDoradoGuide.com	eldoradoguide.com
Visit Life	visitlife.com

Engagement on the web

(Website stickiness can be improved with blog; video; images)

May 17, 2012 - Jun 16, 2013

Engagement

Advanced Segments | Email | Export + | Add to Dashboard | Shortcut

🌐 [View Website](#)

Distribution

Visit Duration | Page Depth



Visit Duration	Visits	Pageviews
0-10 seconds	31,563	34,349
11-30 seconds	5,348	12,946
31-60 seconds	4,133	11,936
61-180 seconds	5,845	22,410
181-600 seconds	4,356	22,080
601-1800 seconds	2,242	13,562
1801+ seconds	301	3,563

Recommendation:

Add more pages to your website

- Add pages based on the content discovered in this strategy. Tie in pages with the blog.
- Set up 301 redirect.

Tactics and Program Recommendations

How your Facebook page compares against the industry

Fans reached

61 users

8.8%

29.6%

Engagement

33 users

4.6%

13.4%

People Talking About

14 users

2.0%

3.3%

Negative feedback

0 users

0.0%

0.1%

Viral reach

24 users

3.4%

31.8%

Organic reach

66 users

9.4%

40.2%

CTR (Click through rate)

10 users

1.5%

7.0%

Facebook Recommendations

- Respond to your fans questions and comments more quickly.
- Encourage your fans to like more posts.
- Respond to posts by others more frequently.
- Ask more questions of your fans.
- Ask business partners, customers and friends to become fans.
- Use more photos and less links.
- Give the page a personality by signing off with a name after each post.
- Use exclusive Facebook deals.
- Make sure news get announced there first.
- Create Facebook contests.
- Use Trivia questions.
- Connect with and promote a local business.
- Run contests - favorite recipe; pair wine with food; pick your favorite winery; history trivia; treasure hunts

Current State of Twitter

Mentions, Follows, Unfollows (3-hour increments, all in Pacific time)



PRESENT YOURSELF

SHOW: **BEST**

GOOD

ALL

FAVES

SHOWING

FILTERS

May 25th is #NationalWineDay! Visit bit.ly/126A30Z 6 clicks for 50+ #wineries in El Dorado County. Where will you be celebrating?

14 May 10:00 AM PDT

Don't miss Big Brothers Big Sisters of El Dorado County's Bowl for Kids' Sake event!

pic.twitter.com/dp1yJaQwb 35 clicks

13 May 11:00 AM PDT

5x NORMAL REACH

Soak up your wine tasting in the #SierraFoothills - via @touringtasting - bit.ly/UR3GEW 23 clicks

13 May 11:00 AM PDT

2x NORMAL REACH

Looks like it's going to be a sunny weekend! Perfect weather to visit Apple Hill!

13 May 11:00 AM PDT

#Placerville art galleries & merchants are staying open late tonight for the Third Saturday #ArtWalk. Don't miss out! t.me/vLwZv 10 clicks

13 May 11:00 AM PDT

This weekend! #Placerville Farmers Market bit.ly/KvNcGn 0 clicks Fresh fruit & vegetables, honey, flowers

& much more! t.me/1j03op 0 clicks

13 May 11:00 AM PDT

Blog

- Develop wire-frame for blog to reflect discoveries and topics that resonate with audience.
- Develop content ahead of time based on content calendar.
- Make sure blog posts are optimized for SEO.
- Connect with other bloggers.
- Connect with active Tahoe properties on social.

Tools and Resource Recommendations

- Social Media Hub: HootSuite
- Listening platform: Mention
- Google Analytics for measurements. Need to set up goals/ conversions.
- HootSuite for weekly/monthly measurements.
- Bit.ly for link shortener outside of HootSuite.
- Pagelever, PostPlanner and AgoraPulse for deeper Facebook Insights and Engagement.
- SocialBro for Twitter community management
- BaseCamp for online project management.
- DropBox & Google Drive for file sharing

EI Dorado County Visitors Authority year end 2012-13 Summary			
	daily visitor spending	average length of stay	
Individual booked visitors/leads			Total Visitor Spending
2,792	147	2.5	\$1,026,060.00
Group Booked Visitors			\$335,104.00
Visitor Center / non residents			
2614	112		\$292,768.00
Events			
2660	112	1	\$297,920.00
Print/Advertisement Equivalency			\$897,722.50
Coop/Leveraged Dollars			\$343,777.00
Sponsorship Dollars			\$10,889.00
Trade/Travel Shows/leads			
1788	147	2.5	\$657,090.00
ED Stay & Play Shuttle			\$134,708.00
Total Visitor Spending			\$3,996,038.50
Contract 12-13			\$204,796.00
ROI			\$19.51

**Does not include indirect spending