

Agenda - Dundee Tourism Committee

Date: Wednesday August 28, 2019 **Start:** 8:30 am

Attendance: Chair Ted Crawford ____, Megan Carda ____, Ayla Holstein ____, Nancy Ponzi ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Tracy Smith ____, Sandra Storm ____.

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. DNA PDX Update	Molly	5
Action:		
2. Wake Up in Wine Country Update	Molly	10
Action:		
3. Visit Newberg Update	Leslie	15
Action:		
4. Vacation Rental Ordinance Update	Rob	5
Action:		
5. YCTP Update	Leslie/Megan	5
Action:		
6. Grant Opportunities Update	Sandra	10
Action:		
7. South Welcome Sign Update	Rob	5
Action:		
8. Area Updates – Open Time	All	5
Action:		



DUNDEE
Oregon

TRAVEL DUNDEE

SOCIAL MEDIA 1-MONTH RECAP

A comprehensive summary of social media achievements
from July 19, 2019 - August 21, 2019.

THE NUMBERS

WHERE WE STARTED:

Week of July 19, 2019

Followers	1,696
Profile visits	150
Website clicks	2
Reach	939
Impressions	4,844

THE NUMBERS

WHERE WE ARE NOW:

Week of August 21, 2019

Followers	1,798
Profile visits	82
Website clicks	0
Reach	4,090
Impressions	7,174

THE INTENT

Strategic goals for the Travel Dundee account:

Create unique and relevant content about Dundee interest points.

Drive traffic to Dundee.

Build a presence online that is hospitable, welcoming and warm.

Boost engagement on the account - more followers, comments, etc.

Build brand awareness.

HERE IS HOW WE ARE DOING...

THE RESULTS

BRAND AWARENESS:

Boosting brand awareness is something that can be measured in social media metrics such as followers, profile visits, reach and impressions.

+102
followers!

We have decided to boost engagement on the account by launching more giveaways and comment-to-win style contests which drives around 30-40 new followers per post. We have seen a strong increase since launching more giveaways in July and August!

4.5x increase in
reach!

This is the number of people who see your posts. Your posts are getting in front of more eyes! This increase is likely due to an increase in followers, hashtag use, contests, commenting and liking other accounts in similar markets, and overall higher levels of activity.

1.5x increase in
impressions!

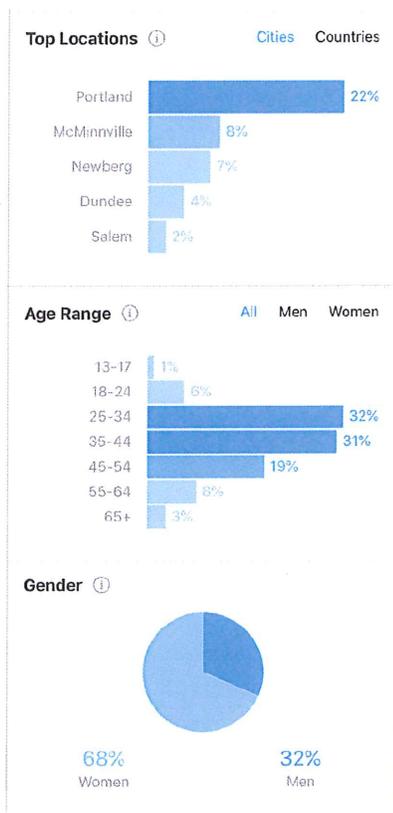
This is the number of times your posts are getting seen. Impressions are different than reach because this measures total views vs. total viewers. One viewer = 1 reach, but that 1 viewer can have 3 views which = 3 impressions. This increase is likely due to an increase in proper posting times, hashtag use, geo-tagging and cross-tagging other accounts. You're creating a buzz!

YOU ARE STAYING VISIBLE, CURRENT AND EXCITING ON SOCIAL MEDIA!

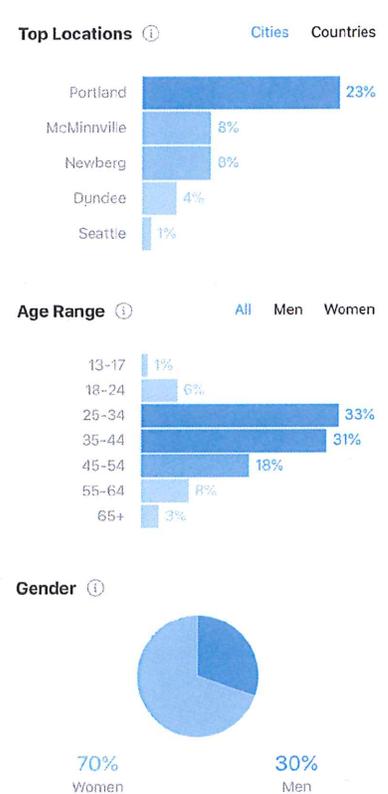
FOLLOWERS

DEMOGRAPHIC INSIGHTS:

LAST MONTH



THIS MONTH



Key findings: We're seeing new followers that are predominantly women and fall in the 25-34 age range. This is good, as this demographic makes up the majority of social media users and has a large base to appeal to!

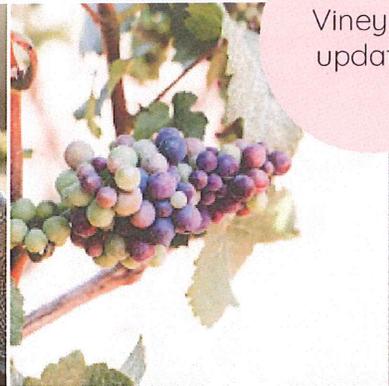
CONTENT

WHAT WE'VE BEEN POSTING:

Summer events!



Vineyard updates!



Tasting rooms!

Fresh menu items!



Local giveaways!

CONTENT

TOP POSTS:

These are your top posts based on engagement numbers
(comments + likes)



Your new top post
is the recent
giveaway post
with Fratelli Ponzzi!

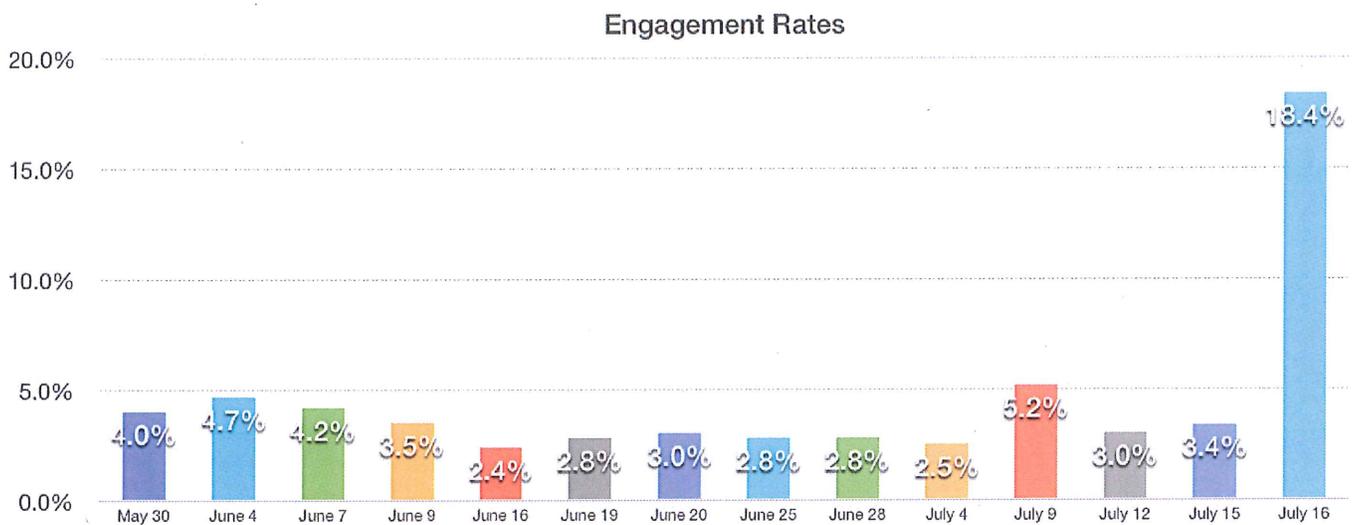
THE RESULTS

SOCIAL ENGAGEMENT:

- Average engagement rates range from 1%-3.5% on Instagram.
- High engagement rates range from 3.5%-6%.
- Travel Dundee's engagement rates over June & July have averaged 3.4%

You can see how much a giveaway post can impact engagement rates (see July 16 post). These giveaway posts are free to post and we've been partnering with local businesses in Dundee to offer up free tastings, gift certificates, etc. to get traffic driven to their business while also boosting followers on their account as well as the Travel Dundee account.

We will continue to post giveaways to drive engagement rates! *Do you know any businesses that would like to partner for a giveaway?



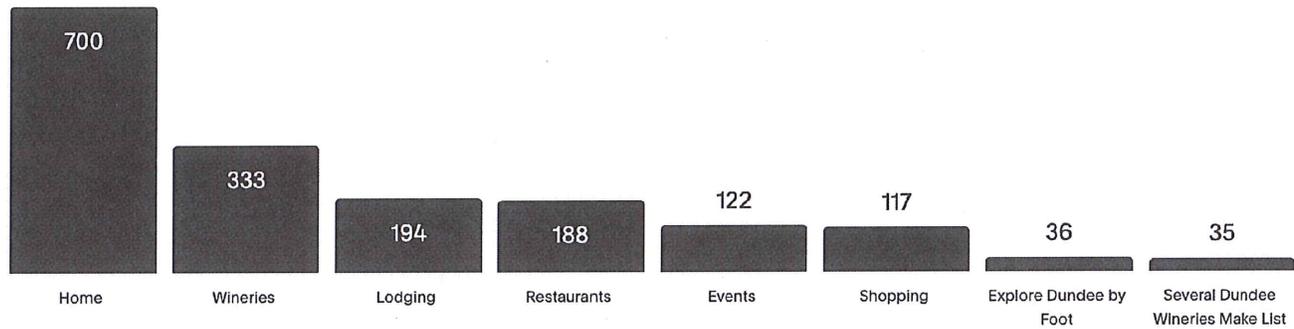
ANALYTICS

MONTHLY WEBSITE ANALYTICS

Popular Content

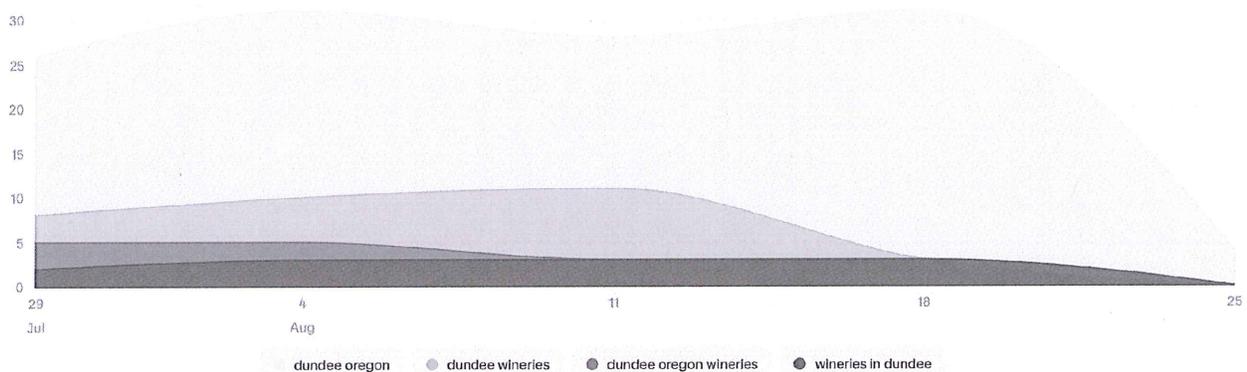
Mon, Jul 29 – Tue, Aug 27, 2019

Last 30 Days



Clicks

Weekly



You can see the breakdown of the pageviews as well, with Home and Wineries getting the most views. The bottom graph shows the keywords people are typing in when searching.

ANALYTICS

MONTHLY WEBSITE ANALYTICS

Traffic

Mon, Jul 29 - Tue, Aug 27, 2019

Last 30 Days

Unique Visitors

878

-4.1% mo/mo

Visits

932

-4.2% mo/mo

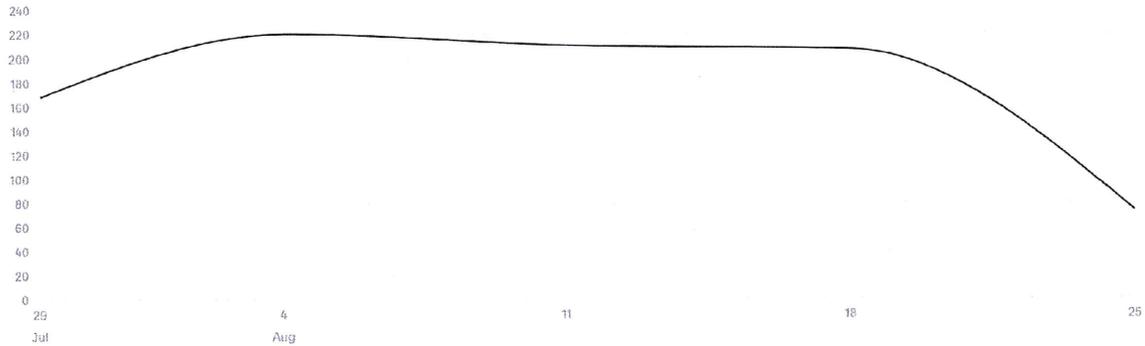
Pageviews

1,812

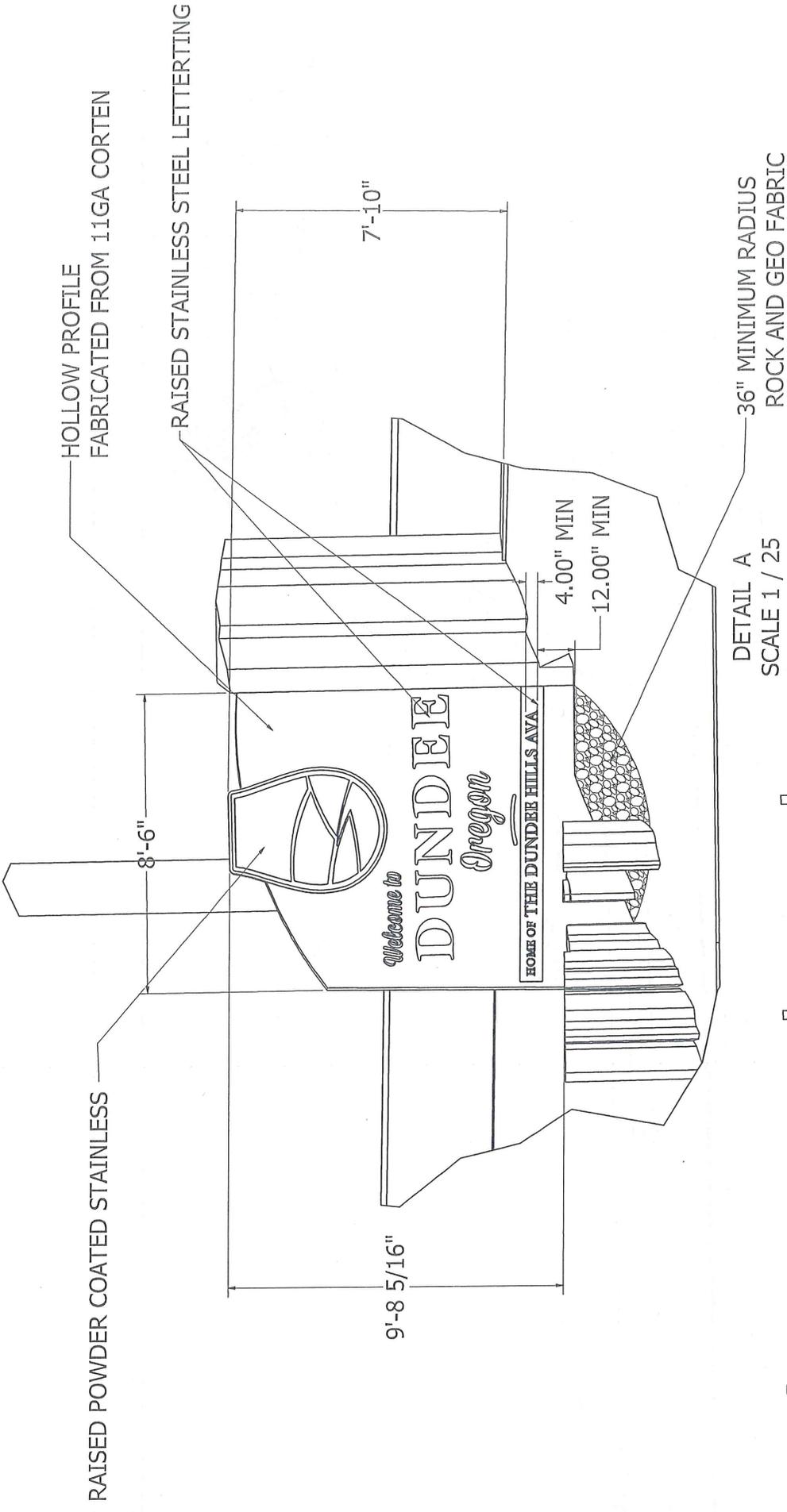
-9.8% mo/mo

Unique Visitors

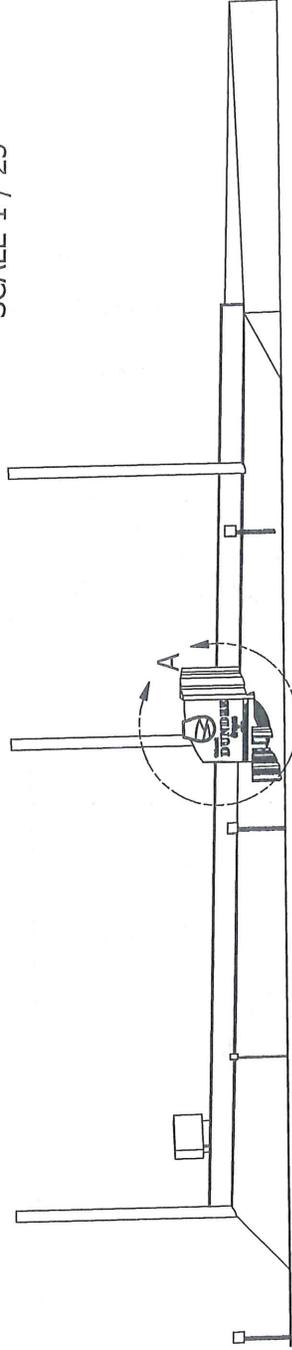
Weekly



These are the analytics found from the website over the past 30 days. You can see the unique visitors, visits, and pageviews.



DETAIL A
 SCALE 1 / 25



SCALE 1/150

 DESIGN + METALWORK	DRAWN LUKAS CHECKED	5/8/2013	BU-KAI DESIGN
	TITLE	DUNDEE ELEVATION DETAIL	SHEET 1 OF 1
APPROVED	PFG	DWG NO C	REV DUNDEE ELEVATION DETAIL 4
SCALE	SCALE	SCALE	SCALE

