



## Visit Loveland

### July 2013 PR & Social Media Report

Presented by Fyn Public Relations

#### Summary

Overall, Visit Loveland's media and social media presence continues to grow. A hit in ColoradoBiz Magazine as well as opportunities in progress with Rocky Mountain PBS, KUNC and travel blogger Heiditown.com contribute to the overall campaign. Significant work towards Visit Loveland's e-newsletter and digital presence took place this month as well. In addition to a continuously growing social presence, Fyn PR worked to get Loveland, Colorado into the voting for Rand McNally's Best Small Town in American 'Best of the Road' contest. Voting will continue through August.

In addition, Fyn PR secured an ongoing relationship with a Grand Junction radio station, The Vault, and its 'Work Escape Weekend Giveaway.' Through this, Loveland gets free radio airtime, website and social media promotion to the Grand Junction market in exchange for a donated visit to Loveland to experience the area. The focus for July was Loveland's Art & Sculpture weekend, which will be promoted the week leading up to the show.

81,200 PR impressions and a PR value of \$21,360 were recorded for the month of July.

#### Visit Loveland-Specific Media Relations

On the media relations' front, Fyn PR has worked to help promote the USA Pro Challenge and Loveland's Art/Sculpture weekend to Colorado-based media. Inclusion in **ColoradoBiz Magazine's** USA Pro Challenge article, 'Peddling Colorado: Pro Challenge Economic Impact Pegged at Nearly \$100 Million' and upcoming coverage of Loveland's position as an art and sculpture community through **Rocky Mountain PBS and KUNC**, were significant hits this month. In addition to pitching, Fyn PR worked to coordinate interviews resulting in coverage. Fyn PR has also begun reaching out to influential bloggers and writers to host FAM trips to Loveland. A Sylvan Dale Guest Ranch 'dude ranch' vacation is currently in the works for influential travel blogger Heidi Kerr-Schlaefter with [www.Heiditown.com](http://www.Heiditown.com). Interest has also been secured with another Denver-based blogger, Catch Carrie.

Fyn PR continues to reach out related to Pro Challenge and Sculpture show coverage for additional opportunities moving forward.

#### Loveland, Colorado Media and Blogger Coverage

In addition to Visit Loveland's efforts, several other organizations around Loveland work with PR and marketing teams to help secure coverage for their specific event or business. We track tourism-related coverage secured by other organizations that positions Loveland in a positive light. Those opportunities are listed below.

- **303 Magazine:** 'The Friday Experience: Loveland Sculpture in the Park 30th Anniversary'. <http://303magazine.com/2013/07/the-friday-experience-loveland-sculpture-in-the-park-30th-anniversary/>
- **Coloradoan:** Young Professional Profile focused on event director for Loveland Sculpture Invitational: <http://www.coloradoan.com/article/20130712/BUSINESS/307120028/Young-Professional-Loveland-event-director-sculpts-job-from-internship>.
- **Fox 31's Good Day Colorado:** Live shot with Dan Daru to promote Loveland Loves BBQ, Bands & Brews. <http://kdvr.com/2013/07/12/loveland-loves-bbq-bands-brews-2/>.
- **ArtDaily.org:** 'Loveland, Colorado's Sculpture in the Park celebrates 30 years' <http://artdaily.com/news/61680/Loveland--Colorado-s-Sculpture-in-the-Park-celebrates-30-years>
- **(BLOG) The Modern-Day Hitchhiker:** "Next Door" Should Be Your Next Meal: <http://moderndayhitchhiker.com/2013/07/29/next-door-should-be-your-next-meal/>
- **Sante Fe New Mexican:** 'Contemporary Hispanic Market: Cutting-edge show grows in prestige', [http://www.santafenewmexican.com/magazines/article\\_0f284262-ef32-11e2-95b4-001a4bcf6878.html](http://www.santafenewmexican.com/magazines/article_0f284262-ef32-11e2-95b4-001a4bcf6878.html)
- **Heiditown.com:** 'Featured Festival: The Sculpture Games', <http://www.heiditown.com/2013/07/05/featured-festival-the-sculpture-games-loveland-colorado/>
- **Heiditown.com:** 'Featured Festival: Loveland Loves BBQ, Bands & Brews,' <http://www.heiditown.com/2013/06/28/featured-festival-loveland-loves-bbq-bands-brews/>

## **Social Media & Online Management**

Fyn PR has been working to grow Visit Loveland's Facebook page, which is just shy of 1,000 fans to-date. In addition, the firm has focused to get Visit Loveland involved with influencers through Twitter by participating in Twitter chats. Right now, the focus has been on #tourismchat with other industry professionals, but in coming months, Visit Loveland will have a presence on #expediachat and others necessary. In addition, Fyn PR will be adding Google+ to the social mix on behalf of Visit Loveland in August.

Fyn PR also tracked down and submitted Loveland, Colorado in the Rand McNally 'Best of the Road' online voting contest to find the best small town in the U.S. Voting ends on September 1, 2013 and a big push is in the works for Loveland, Colorado to be the winner.

Facebook and Twitter statistics as well as Google Analytics from social media will be provided in a separate report; however, here are some interesting trends and statistics.

- **Facebook:**

- We have 473 new Facebook fans to the page, giving us a total of 983 likes, 202 people talking about the page and 91,012 impressions by 58,772 users.
- 71 percent of our fans are female and our largest age demographics are 25-34 and 35-44.
- Our fans are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Colorado Springs.
  - This is an indication that we need to work on content and promotions to help us reach more visitors outside of our community, both online and offline. Fyn PR will look into this strategy for upcoming months.
- 34 visits to our website came directly from Facebook.

- **Twitter:**

- We have 9 new Twitter followers this month.
- We saw 40 mentions and 7 Retweets, indicating that our content is shareable, and engaging.
- 52 percent of our followers are female and our largest age demographic is 35-44.

## **Visit Loveland E-Newsletter and Content**

Fyn PR has worked with Visit Loveland and Perfect Square to design and conceptualize Visit Loveland's monthly e-newsletter. The first e-news will launch August 1, 2013 and will continue to be distributed the first week of each month. Fyn PR worked to connect with area attractions, retailers and marketers to come up with information and content for the launch.

## **Media Hits To-Date**

In July 2013, Fyn PR secured coverage in *ColoradoBiz Magazine*, resulting in 81,200 PR impressions and a PR value of \$21,360. With media opportunities in progress, additional hits will come in August 2013. PR value is calculated based on a publication's circulation multiplied by three. The consensus by consumers is that they must see the same advertisement three times to remember a company, brand or product, whereas they only need to read one article about a company, brand or product to remember it. The PR value is three times the advertising cost for one ad the same size as the coverage because getting one story placed is as valuable as spending the money to purchase three separate ads in the same publication.

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