



Visit Loveland

March/April 2014 PR & Social Media Report

Public Relations

Media work continued to begin promoting spring and summer in Loveland. The spring/summer quarterly press release was distributed with pitches in the works for several Colorado-based media outlets such as 5280 Magazine, Fox 31's Explore Colorado travel segment and more. We also met to work on the May 17 FAM trip and collaborate with Fort Collins on fly-fishing media trips in May (based on interest) and start working on art/culture-based trips leading into the Sculpture Show weekend.

On the content front, we worked to updated materials for the Art and Cultural press kit and worked with the team to help edit the 2014 Visitors Guide. We also drafted several potential story ideas for Visit Colorado to consider when working with its media program and coordinated a monthly 'What's Up Loveland' radio segment for Cindy to give an update on all of the ways to enjoy Loveland this April.

E-Newsletter

The March 2014 e-newsletter focused on spring and upcoming activities and the April 2014 is drafted to focus on outdoor activities and upcoming events. The subscriber list continues to grow with 10,168 total subscribers at a 24.5 percent open rate and 1.3 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 16.4 percent open rate and 1.8 percent click-thru rate, so we are above on open rates, yet slightly below click-thru rates.

The top links clicked on are:

- www.visitlovelandco.org/RegionalEventscalendar
- www.sylvandale.com
- www.larimer.org/parks/bbone
- www.embassysuitesloveland.com
- www.coloradocraftbeerweek.com
- www.facebook.com/VisitLovelandCO

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We did have 94 unsubscribes this month after we added 4,000 new contacts. Here are some recommendations moving forward to ensure e-newsletter success:

- Make sure only contacts who WANT the e-newsletter are added to the list to avoid spam compliance issues and unsubscribes.
- Work to tailor content on www.visitlovelandco.com to better meet the e-newsletter needs so we are supporting traffic to our own site as the activity and tourism source.
- Work to tailor the content of the e-newsletter to meet the interests of subscribers.
- Shorten the e-newsletter so that subscribers remain interested in all content.

Social Media

This section is outlined in the attached reports as well as in the activity and awareness sections in the Key Performance Indicator chart below.

Key Performance Indicators

This section is designed to help summarize activity, awareness, actions and attitudes of our PR and social media efforts. It is important that they align with Visit Loveland's overall goals and this section will help us continue to track that throughout the year.

Key Performance Indicator Chart

Activity	<i>Public Relations</i>	<ul style="list-style-type: none"> • Distributed spring/summer quarterly press release • Distributed March 2014 e-newsletter and drafted content for April 2014 e-newsletter • Updated press kit for Cultural Traveler • Worked to prepare for and reach out on several FAM and media trips • Edited 2014 Visitors Guide • Compiled story ideas for Colorado Vacation Guide • Coordinated media interview with 600 KCOL
	<i>Social Media</i>	<ul style="list-style-type: none"> • Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> ○ Sculpture Saturday every week promoting public art around Loveland ○ Colorado Craft Beer week promoting local breweries ○ Showcasing springtime in Loveland with landscape photos and outdoor activities ○ Local events at the Budweiser Events Center and Rialto Theater
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Cultural Traveler advertorial hit, reaching readers of this publication (number unknown) • United Airlines Hemispheres ad hit reached 140 million
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 55 visits (43 new visits) from social media. • Facebook: <ul style="list-style-type: none"> ○ We secured 69 new fans during this time but lost 3, for a total of 2,307. ○ 130 people are talking about the page (up from 75 in the last report) and we have 67,200 impressions by 24,400 users (up from 53,000 impressions by 20,400 users on the last report). ○ 67 percent of those interacting with our page are female and our largest age demographic continues to be 55+ with the 35-44 range in a close second. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Berthoud, which replaced Colorado Springs in the fourth spot. This is all based on organic content and growth. ○ Our best performing posts include visuals. Those are shared more often and achieve more likes and comments. • Twitter: <ul style="list-style-type: none"> ○ We have 23 new Twitter followers this month for a total of 236. ○ We saw 13 mentions, 10 Retweets and 18 URL clicks. ○ We had a 40 percent engagement and 52 percent influence score with 40 percent of our tweets as conversational. ○ 56 percent of our followers are female and our largest age demographic is 35-44. • Instagram: <ul style="list-style-type: none"> ○ We launched Instagram on Feb. 1, 2014 and have 135 followers. ○ Photos of outdoor scenery are liked more often. Posts including #TriviaTuesday or #ThrowbackThursday/#TBT achieve more comments. • Google+: <ul style="list-style-type: none"> ○ To save costs, we repurpose content from Facebook and Twitter on Google+. We have 12 in our circle and are working to integrate some additional attention to Google+ moving forward without taking time away from media relations and other channels that are working for us.
Attitudes	<ul style="list-style-type: none"> • Overall, sentiment about Loveland, Colo. is positive with many ambassadors singing Loveland's praises. Focus has been on art and culture travel. 	
Actions	<ul style="list-style-type: none"> • Influencers following us on social media: Visit Estes Park, Love Living in Colorado, Granby Ranch Resort, Dillon Colorado • In future months, we will work to add a tie to lodging increases and website visit increases. 	

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FACEBOOK PAGE REPORT

from March 10, 2014 - April 8, 2014

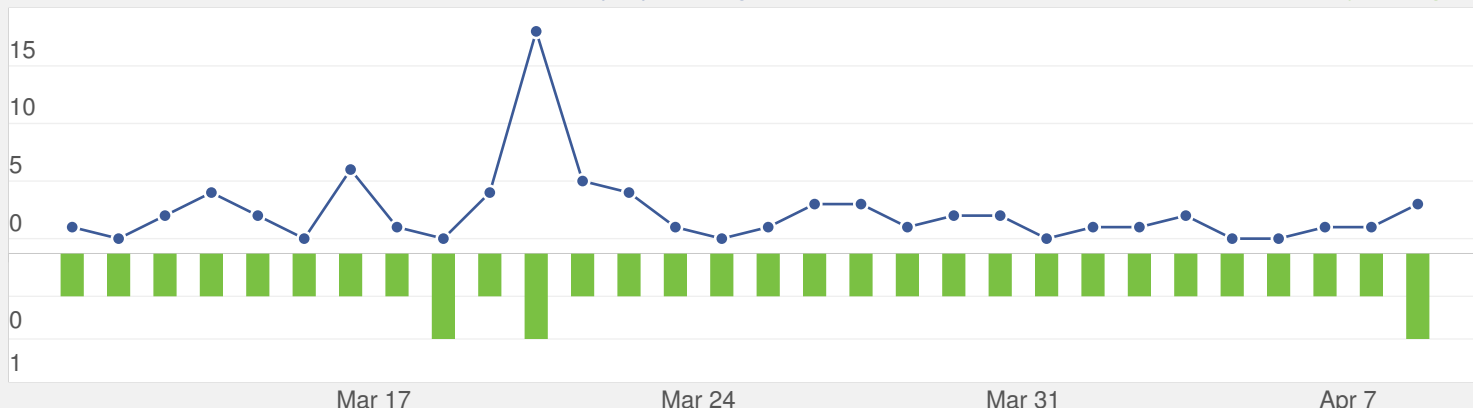


Visit Loveland Colorado

FAN GROWTH

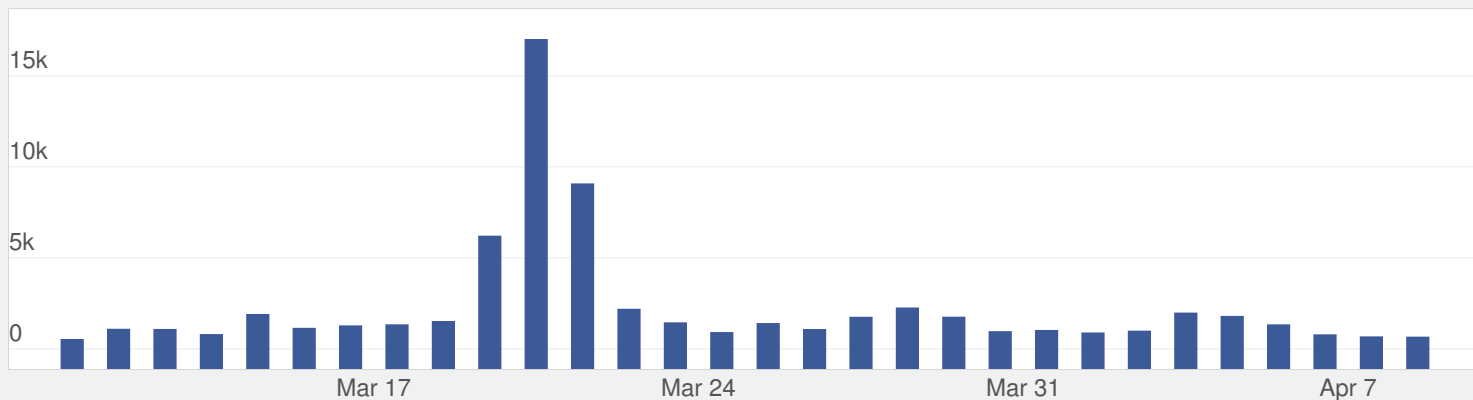
2.31k Total Likes, and 130 people talking about this

New Fans 69 Unliked your Page 3

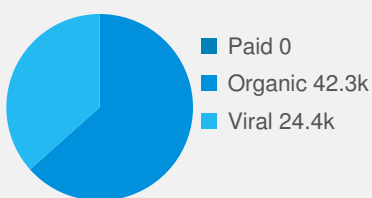
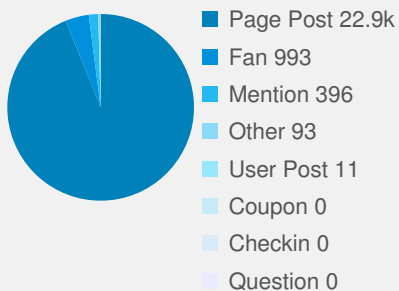


PAGE IMPRESSIONS

Impressions 67,216 by 24,395 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	1.1k	4.5k
Mon	907.2	4.5k
Tue	1.1k	5.6k
Wed	2.4k	9.4k
Thu	5.4k	21.6k
Fri	3.8k	15.1k
Sat	1.6k	6.5k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	419	152
18-24	1.2k	704
25-34	815	2.3k
35-44	1.1k	2.8k
45-54	964	2.5k
55+	1.4k	3.3k

TOP COUNTRIES

United States	15.6k
India	1.5k
Italy	91
Canada	82
United Kingdom	62

TOP CITIES

Loveland, CO	6.6k
Fort Collins, CO	1.5k
Denver, CO	444
Greeley, CO	214
Berthoud, CO	195

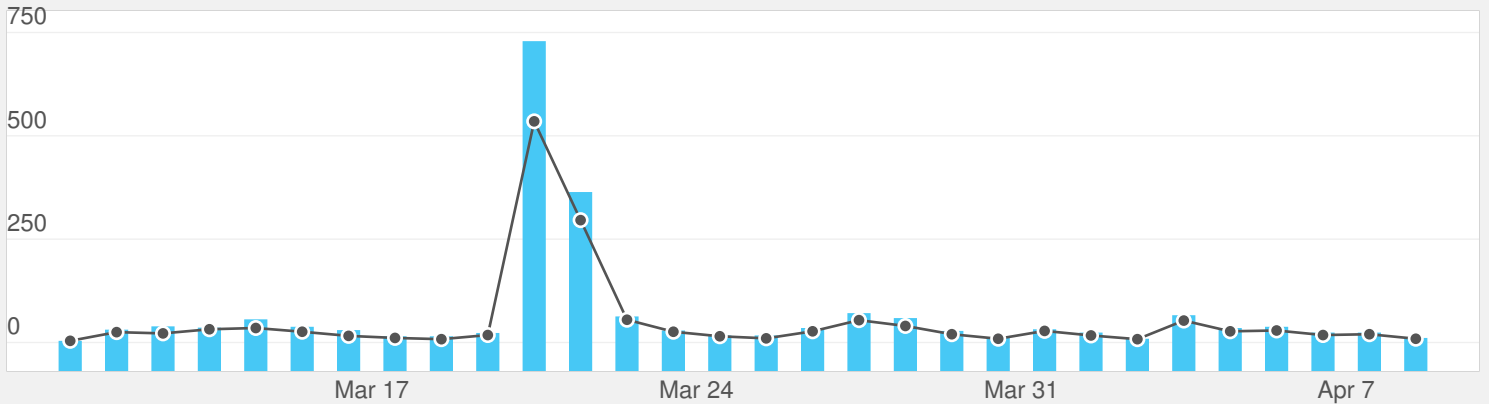


SHARING

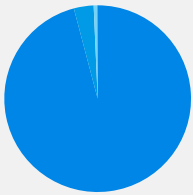
how people are sharing your content

STORIES

Stories Created 1,975 by 1,493 users



SHARE TYPE



- Page Post 1.8k
- Fan 65
- User Post 12
- Other 1

BY DAY OF WEEK

Day	Avg	Total
Sun	24	96
Mon	18.4	92
Tue	19.6	98
Wed	26.5	106
Thu	225.5	902
Fri	128.5	514
Sat	41.8	167

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	2	2
18-24	2	12
25-34	17	67
35-44	14	101
45-54	32	119
55+	59	239

TOP COUNTRIES

Country	Count
United States	653
United Kingdom	3
India	3
France	1
Egypt	1

TOP LOCALES

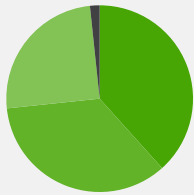
Locale	Count
English (United States)	640
English (United Kingdom)	14
Spanish (umbrella locale)	6
German (Germany)	2
English (Pirate)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 23
- Link 21
- Status 15
- Video 1

AVG

TOTAL

Reach	574.82	34.49k
People Talking About This	22.87	1.37k
Engagement	7.1%	8.88%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
04/08/14	What is the name of this famous sculp...	242	44	9	7	4	2	18.18%
04/07/14	The best part of waking up is great j...	214	26	14	13	1	2	12.15%
04/06/14	What is your idea of a #SundayFunday?...	148	1	0	--	--	--	0.68%
04/06/14	Want to experience the many flavors f...	160	15	6	6	1	1	9.38%
04/05/14	Show us your favorite #Loveland sculp...	163	4	1	--	1	--	2.45%
04/05/14	Dreaming of a Kiss by Kim Kori on 4th...	299	49	29	26	4	4	16.39%
04/04/14	Don't miss six monster trucks, freest...	75	6	4	4	--	--	8%
04/04/14	Share your favorite photos of #Lovela...	219	8	4	4	--	--	3.65%
04/03/14	#ThrowbackThursday to last summer at ...	382	72	41	38	4	6	18.85%
04/03/14	Loveland has a fantastic new downtown...	1.1k	104	32	29	1	5	9.87%
04/02/14	Create your own adventure...	269	28	6	6	--	1	10.41%
04/01/14	Approximately how many ears of corn a...	220	17	5	2	4	--	7.73%
03/31/14	Another beautiful #Loveland view at t...	382	46	26	25	--	1	12.04%
03/31/14	We're looking forward to the playoffs!	43	2	1	1	--	--	4.65%
03/30/14	Sylvan Dale Guest Ranch is a beautifu...	133	10	3	3	--	--	7.52%
03/29/14	Mayan Wind by Martin Gates in the Ben...	159	19	8	7	--	1	11.95%
03/29/14	Do you have your tix for @The Origina...	107	3	0	--	--	--	2.8%
03/29/14	This spring, we have some new #Lovela...	338	88	6	5	2	--	26.04%
03/29/14	[Photo]	131	3	0	--	--	--	2.29%
03/28/14	Send us your favorite photos of #Love...	226	2	1	--	1	--	0.88%
03/28/14	Share if you love Crow Hop Brewing Co...	199	26	11	9	--	2	13.07%
03/27/14	The Toughest Monster Truck Tour is co...	134	3	2	2	--	--	2.24%
03/27/14	Learn about one of Loveland's most be...	159	17	10	10	--	--	10.69%
03/27/14	The Rialto Theater in 1955 playing Di...	827	108	46	43	1	9	13.06%

TWITTER GENERAL STATS

from March 10, 2014 - April 8, 2014



@VisitLovelandCO
Visit Loveland, Colo

236 total followers
16 connections made in this time period

New Followers	23	
You Followed	2	

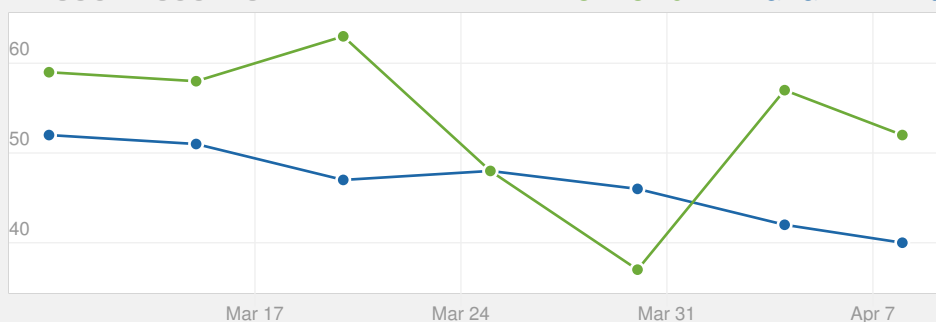
@ Mentions	13	
Messages Sent	35	
Messages Received	13	
Clicks	18	
Retweets	10	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 52 **ENGAGEMENT 40**



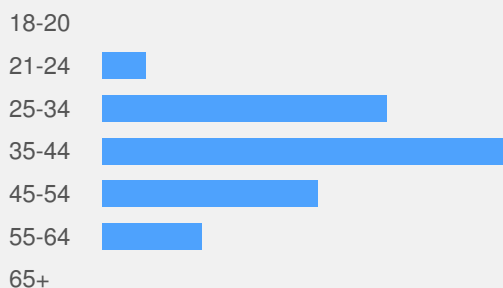
TWEETING BEHAVIOR



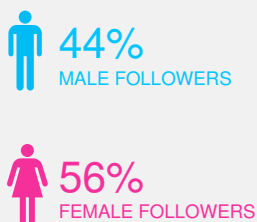
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

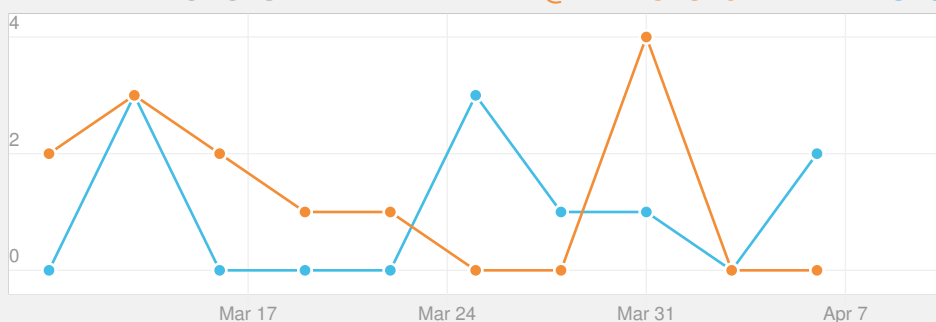


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 13 **RETWEETS 10**



OUTBOUND TWEET CONTENT

