

Naples, Marco Island, the Everglades CVB

OCTOBER 2017 DIGITAL SNAPSHOT

SOCIAL MEDIA

The month of October was a record breaking month across the Paradise Coast social media accounts. We hit all-time high KPIs for overall impressions, new followers, engagements and link clicks. We garnered 3,643,460 impressions, majority of which came from Facebook. The high number of impressions garnered is likely due to the success of the Facebook Live videos that were published post-Irma and sponsored posts. The Facebook Live videos and sponsored posts also contributed to the record high, 33,332 engagements and 18,489 link clicks.

It was very important that the Paradise Coast social media channels share that the 'Coast is Clear' after Hurricane Irma. The Facebook Live video series and promoted posts were able to combat the negative perceptions future travelers have of Florida's Paradise Coast post Irma. The messages are out that our coast is clear, our hotels and shops are open, and our restaurants are fired up. Our repeat and new visitors are excited to rediscover Paradise.

8M	103K	47K
TOTAL IMPRESSIONS	TOTAL ENGAGEMENTS	TOTAL FOLLOWERS

RESULTS DELIVERED

KPI	JAN	FEB	MAR	APR	MAY	JUN	JUL*	AUG*	SEP*	OCT	NOV	DEC	TOTAL
Impressions	85,388	64,932	70,173	82,887	108,380	100,037	1,566,985	1,750,565	567,813	3,643,460			8,040,620
New Followers	177	66	118	139	113	85	766	1,044	705	1,831			5,044
Engagements	1,792	1,205	1,747	1,814	3,729	2,807	14,490	27,392	15,167	33,332			103,475
Link Clicks	103	79	112	74	90	73	7,130	4,949	916	18,489			32,015
Retweets	142	105	130	128	182	159	161	169	159	198			1,533
Mentions	252	215	285	387	190	262	198	191	152	244			2,376
Avg. Interaction per Post (Instagram)	-	-	-	-	-	-	105.5	101.1	138.7	119.29			116

*January – June: KPIs are cumulative for all Paradise Coast Twitter handles only

*July – December: KPIs are cumulative for all Paradise Coast social media accounts: (3) Twitter handles, Facebook and Instagram

SOCIAL MEDIA: TWITTER

These were the top, organic Tweets on Twitter during October. The image in the top right was from the monthly Visit Florida Twitter Chat. It was a video of two people riding Hobie Eclipses, a unique twist on paddleboarding. This video reached 7,634 people and garnered 1,821 media views. Many people have never seen Hobie Eclipse which makes it an interesting and engaging video. The Tweet in the bottom left was a 15 second video sharing the news with the Paradise Coast followers that the 'Coast is Clear' after Hurricane Irma. This special video reached 6,515 impressions and 1,116 media views. The image in the middle was also a video showcasing Florida's Paradise Coast after Hurricane Irma. This video is welcoming visitors back to Paradise. This 15 second video reached 7,644 people and garnered 1,618 media views and 146 engagements.

Paradise Coast @ParadiseCoast

Plan your next trip to Naples, Marco Island and the Everglades and rediscover your Paradise: bit.ly/AmrNvW #LoveFL #FloridaNow



1:53 PM - 18 Oct 2017

17 Retweets 37 Likes

3 17 37

TWITTER
Impressions: 6,515
Media Views: 1,116
Total Engagements: 146

PARADISEADV.COM

Paradise Coast @ParadiseCoast

Our hotels & shops are open. Our restaurants are fired up. Come visit us this winter in Naples, Marco Island and the Everglades. #LoveFL



1:46 PM - 30 Oct 2017

15 Retweets 48 Likes

3 15 48

TWITTER
Impressions: 7,644
Media Views: 1,618
Total Engagements: 146

Paradise Coast @ParadiseCoast

A1: @NaplesKayak's Hobie Eclipse is one of our favorite ways to get fresh air and explore the local waterways. #FLTravelChat

12:05 PM - 17 Oct 2017

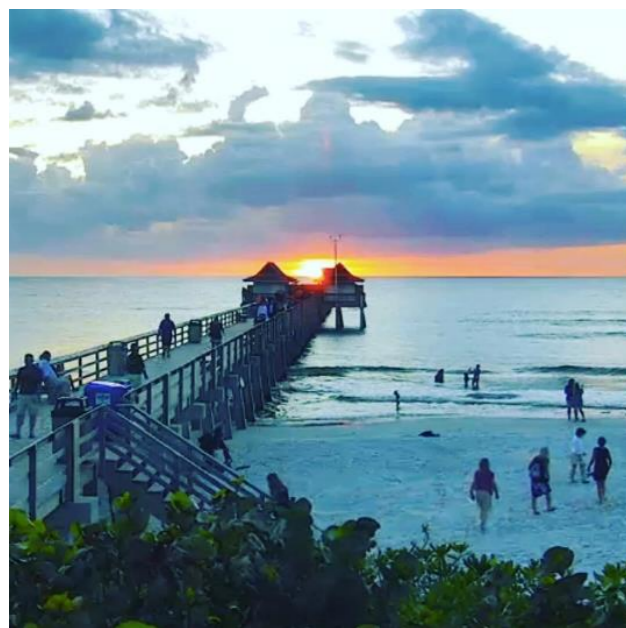
7 Retweets 55 Likes

1 7 55

TWITTER
Impressions: 7,634
Media Views: 1,821
Total Engagements: 159

SOCIAL MEDIA: FACEBOOK + INSTAGRAM

These were the top performing organic posts on Facebook and Instagram. Both top performing Facebook posts were Live videos. The image in the top right was the Live video from Naples Zoo. This video reached 19,550 people and garnered 6,732 total video views. The average video watch time was 0:08. The broadcast peaked at 56 live viewers. The image in the middle was another top performing Facebook Live video. This video was of 3rd Street South where JoNell Modys spoke with the 3rd Street South Concierge, The Continental, Barbatella and Slidr. The video reached 36,493 people and garnered 13,998 video views. The average watch time was 0:16 and the broadcast peaked at 70 live viewers. The image to the left was the top performing Instagram post of a Naples Pier sunset. The image earned 277 likes and 1 comment.



paradisecoast
The Naples Pier

paradisecoast Aaaaanndddd another #perfect #sunset on #southwestflorida #divinenaples #pureflorida #beach #naples #naplesfl #naplespier #ocean #pier captured from a #livecamera in Naples.... (#@rfassino)

#DiscoverParadise #LoveFL #IgersNaplesFL #urlaub #reisen #travel #paraisonaflorida #instagood #ParadiseNow #FloridaNow

Want to be featured? Tag your adventure #ParadiseCoast

chefzelicious I used to go there all the time when I was leaving in Naples 🌊🌴🌺

277 likes
OCTOBER 21

Add a comment...

INSTAGRAM
Likes: 277
Comments: 1

Naples, Marco Island, Everglades - Paradise Coast was live. ***
Published by Buzzy Ford 171 · October 19 at 3:57pm · 🌐

Find out what's happening on Third Street South - Naples, Florida.



Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 680 people.

Your video is popular in Florida Boost Post

131 56 Comments 67 Shares

Like Comment Share

Naples, Marco Island, Everglades - Paradise Coast was live ***
— at 📍 Naples Zoo at Caribbean Gardens.
Published by JoNell Modys 171 · October 14 at 10:02am · Naples · 🌐

Celebrating the reopening of Naples Zoo after Hurricane Irma. Admission is free October 14 and 15 for Collier Count residents, and \$5 for all other FLORIDA residents. It's beautiful, come join us!



Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 680 people.

19,550 people reached Boost Post

177 25 Comments 64 Shares

Like Comment Share

FACEBOOK
Reach: 19,550
Total Video Views: 6,732
Total Engagements: 871

FACEBOOK
Reach: 36,493
Total Video Views: 13,998
Total Engagements: 2,149

SOCIAL MEDIA: PAID FACEBOOK

These were the (3) engagement ads posted to Facebook during October. The sponsored post in the top right reached 56,598 people and garnered 10,323 engagements. This ad was in effort to combat negative perceptions of Florida's Paradise Coast after Hurricane Irma. The sponsored post in the bottom left was a video of the ProWatercross HydroFlight World Championships which are being held in Naples, FL October – November. This action-packed video reached 13,120 people and garnered 1,475 engagements in addition to 8,383 video views. The image in the middle was in promotion for the Annual Stone Crab Festival. This ad reached 31,748 people and garnered 817 link clicks.

Naples, Marco Island, Everglades - Paradise Coast shared Sports in Paradise's video. Sponsored · 🌐

Don't miss the fun this weekend, bring the whole family as its Free Admission.



HydroFlight World Championship

PROWATERCROSS.COM

Learn More

8,383 Views

FACEBOOK

Reach: 13,120

Total Engagements: 1,475

Total Ad Spend: \$300.00

Naples, Marco Island, Everglades - Paradise Coast Sponsored · 🌐

Like Page

The Paradise Coast is clear and the beaches are beautiful. Many of you ask "how can I help?" The best answer is, come for a visit! Our tour guides, fishing captains, and restaurant and hotel workers miss you and want to get back to work. Still, some areas and people need your volunteer effort or donations. Here's a list of ways you can contribute. <http://bit.ly/2ybmK9S> #ParadiseNow #FloridaNow



5.2K Reactions 101 Comments 299 Shares

Naples, Marco Island, Everglades - Paradise Coast Sponsored · 🌐

Like Page

Join us this weekend on the Old Naples Waterfront for our famed Naples Stone Crab Festival. #StoneCrab



Stone Crab Festival in Naples

Stone Crab Festival on October 27 - 29, 2017 at 1500 Fifth Ave. S. in...

HTTP://BIT.LY/2XVULDP

Learn More

325 Reactions 25 Comments 82 Shares

FACEBOOK

Reach: 56,598

Total Engagements: 10,323

Total Ad Spend: \$500.00

FACEBOOK

Reach: 31,748

Total Link Clicks: 817

Total Ad Spend: \$300.00

SOCIAL MEDIA: PINTEREST

During the month of October we pinned 82 pieces of content from blog posts and news articles. Many of these pins were from Vandifair’s Naples, FL Travel Guide. Lauren Vandiver (Vandifair) was a visiting influencer that put together a visual travel guide of her favorite places to stay, things to do and places to eat in Naples, FL. Her imagery was very vibrant and stylish and performed exceptionally well on Pinterest. We also pinned from 3 Epic Everglades Experiences – Once Upon a Moran Blog, and Fun in the Sun at Marco Island: Up and Running After Hurricane Irma – Money Savvy Living. In addition, we pinned restaurant announcement articles from Naples Daily News including articles about Timeless and Kitchen, new restaurants to the Paradise Coast dining scene.

4,790

AVG. DAILY IMPRESSIONS

484,145

TOTAL VIEWERS

2,249

TOTAL PINS

664

TOTAL FOLLOWERS

RESULTS DELIVERED

KPI	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impressions (daily avg)	1,188	1,453	2,871	2,159	2,203	3,266	4,982	3,035	4,785	4,790			4,790
Viewers (monthly avg)	14,843	20,060	33,312	41,638	36,176	44,952	82,380	69,330	66,815	74,639			484,145
Engaged (monthly)	240	267	504	2,031	1,968	2,688	4,082	3,555	2,942	3,044			21,321
Total Pins	1,638	1,721	1,848	1,884	1,983	2,059	2,105	2,148	2,167	2,249			2,249
Followers	538	552	591	603	611	634	643	655	656	664			664

CAMPAIGN TRAFFIC

Monthly Performance

Number one source of campaign traffic for the month of October was email blast.



RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Users	25,912	52,255	36,045	23,720	33,772	27,805	35,154	27,945	2,981	39,587			305,176
Sessions	29,006	60,890	39,772	26,220	38,319	34,645	44,673	38,045	4,369	47,160			363,099
Pageviews	44,213	86,672	61,074	46,031	57,666	51,059	59,689	47,993	5,275	74,527			534,199
Bounce Rate	75.65%	77.70%	75.18%	61.86%	73.44%	73.32%	80.81%	68.76%	84.21%	72.40%			73.47%
Pages / Session	1.52	1.42	1.54	1.76	1.5	1.47	1.34	1.70	1.21	1.58			1.53

CAMPAIGN SUMMARY

ANALYSIS

Across all campaigns, Naples advertising generated over 12 million impressions and 19,000+ clicks. All digital campaigns performed above the industry benchmark of .05% - .10% click-through rate*.

RESULTS DELIVERED

Row Labels	Impressions	Clicks	CTR
Crisis Management FY18 - Irma	11,589,487	18,346	0.16%
Display	8,379,167	14,050	0.17%
Video	3,210,320	4,296	0.13%
Stone Crab Festival FY18	1,223,657	1,584	0.13%
Display	702,712	1,021	0.15%
Video	520,945	563	0.11%
Grand Total	12,813,144	19,930	0.16%

Campaign	Approx. Reach	Average Frequency
Crisis Management FY18 - Irma	9,236,676	1.25
Stone Crab Festival FY18	1,026,156	1.19

* CTR benchmark according to Google’s measurement of US Tourist Destination campaigns.

CAMPAIGN DELIVERY – DISPLAY

ANALYSIS

Display campaigns generated over 9 million impressions and over 15,000 clicks. All display campaigns performed at or above the industry benchmark of .05% - .10% click-through rate.

RESULTS DELIVERED

Row Labels	Impressions	Clicks	CTR
Display			
Crisis Management FY18 - Irma	8,379,167	14,050	0.17%
Adara	1,251,955	742	0.06%
Choozle	3,477,943	6,114	0.18%
Miami Herald	2,012,325	3,269	0.16%
Tampa Bay Times	1,636,944	3,925	0.24%
Stone Crab Festival FY18	702,712	1,021	0.15%
Choozle	702,712	1,021	0.15%
Grand Total	9,081,879	15,071	0.17%

* CTR benchmark according to Google’s measurement of US Tourist Destination campaigns.

CAMPAIGN DELIVERY – VIDEO

ANALYSIS

Video campaigns delivered over 3.5 million impressions with over 2.5 million completions, resulting in an overall completion rate of 71.96%.

RESULTS DELIVERED

Row Labels	Impressions	Clicks	Completions	Completion Rate
Video				
Crisis Management FY18 - Irma	3,210,320	4,296	2,266,186	71.13%
Adara	1,727,743	572	1,151,140	66.78%
Choozle	1,423,053	2,415	1,070,953	76.35%
Tampa Bay Times	59,524	1,309	44,093	74.22%
Stone Crab Festival FY18	520,945	563	394,725	72.23%
Choozle	520,945	563	394,752	72.23%
Grand Total	3,731,261	4,859	2,660,938	71.96%

* Pre-Roll Completion Rate benchmark IAB.com – INNOVID 2016 Global Video Benchmarks – Industry Benchmark 75%

GLOSSARY OF TERMS

Avg Frequency The number of times, on average, a person was exposed to digital advertising during the reporting period.

Bounce Rate The percentage of people who leave a website after viewing just one page.

CTR Click-through rate – the percentage of total impressions resulting in a click on the ad.

Impressions The number of times a digital communication element (email, banner ad, video, etc.) was viewed by a person. This number includes multiple exposures to an individual.

Interactions The number of clicks on measured elements within a website or digital ad. In Social Media, this refers to comments and shares.

Open Rate Click-through rate – the percentage of total emails sent that were opened and viewed.

Unique Users The number of unduplicated people exposed to digital communications.

VTR View-through rate – the percentage of total impressions resulting in a person visiting the website after being exposed to digital advertising but not clicking on the ad.

GLOSSARY OF SOCIAL MEDIA TERMS

Impressions The number of times a piece of content was viewed by a person. This number includes multiple exposures to an individual.

Instameet Opportunity where Instagrammers gather together to take photos / videos of an area or event.

Interactions The number of Twitter mentions and retweets.

Retweet A Twitter term referring to a repost or forwarded message.

Mention A Twitter term referring to the number of times someone has initiated or participated in conversation directly with the brand account.

Interaction Total number of times a user has interacted with a Tweet. This includes any clicks on the tweet (hashtags, links, avatar, username, tweet expansion), retweets, replies, follows, media views, follows, card clicks, and likes.

Pin Clickable piece of content within Pinterest that brings viewers to its source location on the internet. Pins are located within boards which are organized by topics and themes.

Unique Users The number of unduplicated people who interacted with social platforms.