

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

Marketing Committee Meeting

August 19, 2015

The McKinney Convention & Visitors Bureau Marketing & Development committee met for a meeting on August 19, 2015.

In attendance were Board members: Sally Huggins & Jennifer Estes

Staff: Executive Director Dee-dee Guerra & Communications Manager Beth Shumate

The meeting was called to order at 11:05 am

The Committee reviewed the following items:

New Possible Media/Marketing Sources:

- 1. Meltwater:** Beth presented to the committee about the possibility of contracting with Meltwater again (their services were used a couple years ago) for use of their writer database. It has been greatly improved since we used them last; would allow us to search through a huge national writer database to pitch to writers covering food, travel and entertainment specific to Texas and the southwest region. This would help toward our goal of attracting travel writers to McKinney on a quarterly basis. Cost is \$6000 for the year, but Beth feels certain she can talk the Meltwater rep down to \$3000, as they were very flexible with us last time.

Action: Committee asked Beth to see what discounted rate she could negotiate. Dee-dee reported that this wasn't something budgeted for, but we could reallocate money if we choose to cut something else from the FY 15-16 budget to make room for this.
- 2. Interfuse Media:** This Company has proposed doing a targeted digital campaign for McKinney, targeting leisure travelers. Basically, it's a similar campaign to the behavioral media one we're working on with Multiview (which will do re-marketing to meeting planners looking in this region for meeting space). We would work with the team to create mobile banners and targeted media blasts that would drive online engagement with our website. Beth would build a landing page for metrics tracking on our end and Interfuse would supply metrics tracking on their end, after working with us to devise what we feel are viable success measurements. Cost is \$5000 (1-1/2 month campaign) to \$7000 (2 month campaign) targeting leisure travel decision makers in a 500-mile (weekend trip) radius of McKinney. This company has contracts with other CVBs in the state, including Amarillo, Allen, Frisco, Lubbock, Grapevine and Beaumont, so they are well-versed in travel marketing.

Action: Committee asked Beth to contact Multiview about what they would charge for something like this (since we already have the relationship with them) before getting further information from Interfuse. Staff will report back to the committee at the next meeting.

3. **The Daytripper** (PBS travel show): Beth reported that she has been working to get Chet Garner, host of PBS's The Daytripper TV show to come to McKinney for the last three years. (The show covers different destinations across the state and it has a huge following of people who travel to places Chet covers on his show. Chet also writes a piece in *Texas Highways Magazine*.) After three years of story pitches, social media posts and emails back and forth with Chet, he contacted Beth this week about plans to come to McKinney next spring to film an episode of his show. Beth presented the committee, too, with some sponsorship opportunities on his website, email blasts and other media buys. They are all quite reasonable – from \$300-\$900 for the email blasts and \$600 for podcast sponsorship. (The show itself already has a committed sponsor for Season 7, something that is out of our budget range anyway.)

Action: Committee was excited about this development and felt this was something we could do especially since it targets people who are dedicated Texas travelers. Beth will stay in contact with Chet to develop an itinerary and secure meals & other activities for his visit here next Spring, and look into a newsletter ad for Oktoberfest in his September issue. Chet will also be sending Beth open issue dates of his Gone Trippin' Newsletter, each issue being dedicated to one destination.

Reviewing Campaigns/Contracts for Renewal

1. **TriplInfo:** Staff presented the committee with 10-month results of the contract with TriplInfo, a website/database for meeting planners. To date, for \$9200, we have received 61,131 impressions and 864 click-thrus for a CTR of 2.71% which is slightly higher than the average. McKinney venues, hotels and attractions have also been included regularly in TriplInfo newsletters. This is a website that our neighboring cities are part of, so the committee decided this is something we need to continue. Also, we started this contract before staff was building special landing pages to track metrics on our end. Before renewing the contract in two months, we'll have a dedicated landing page for all click-thrus from this campaign to go through.

Action: Dee-dee reports this is something she budgeted for in FY 15-16; committee agreed we need to renew it and create a dedicated landing page on our site to continue with our visibility to meeting planners. Staff will renew contract now in order to secure a discounted rate.

2. **Pandora:** The committee reviewed the final results of the Pandora campaign. From more than 350,000 actionable impressions where listeners had the

ability to click-thru (the other 350,000 were just for visibility and not clickable), we got 1,686 clicks for a CTR of 0.48%, a delivery of 105.01% (5.01% over the promised, contracted number). Our first test campaign was an “audio everywhere” campaign, meaning that it was played on all platforms – mobile, desktop, laptop and tablet. The campaign showed that roughly 80% of those who clicked on our banners were mobile consumers. Recommendation of our Pandora rep was to target mobile-only users in our next campaign. Pandora suggested running two banners, and after the first two weeks of the campaign, we’d assess which one was having better success then drop the less successful one.

Action: The committee liked these suggestions and would like us to do a second campaign. Beth said we could tie a sweepstakes of some kind to it as well, to make it more of a “call to action.” Dee-dee did budget for this in the new fiscal year budget, so staff will secure a contract for our second campaign to run during our busy fall season and staff will secure prizes for the giveaway.

Updates:

- 1. Website:** Dee-dee reported that CoCo covered the website re-launch as responsive design during last week’s roundtable meeting. City Communications will cover the cost this year, but we will need to budget double the rate next year for our refresh.
Action: None needed.
- 2. Sheraton:** Dee-dee is meeting Friday with the Sheraton to discuss possible co-op ventures for spending the final \$20,000 allocated in this year’s FY budget. The committee discussed a billboard (digital if we could locate a good one). Beth got the city’s outdoor advertising contacts from City Marketing if we choose to go that route.
Action: Dee-dee will update the board/committee at Tuesday’s meeting.
- 3. Multiview Behavioral Marketing:** This campaign will start Oct. 3. Staff has been working with Multiview on approving creative, and Beth created a dedicated landing page for click-thrus from the various banners.
Action: None needed at this time. Beth will continue to work with Multiview to get them anything else they need before launch of the campaign first week of October.

The MCVB Marketing Committee meeting was adjourned at 12:20 pm

Sally Huggins
MCVB Marketing Committee Chair