

Table Rock Lake Marketing Review





About Table Rock Lake Marketing

1

The majority of funds available for marketing the Table Rock Lake area are available through a matching grant from the Missouri Division of Tourism (MDT).

2

The amount of grant funds available differ each year and are based on the county's tourism level.

3

To be eligible for MDT grant dollars, you must be the county's Destination Marketing Organization (DMO), and matching funds must also be provided.

4

Our matching funds are provided through a working agreement with the Tourism Community Enhancement District (TCED), a tax collected on certain sales in Branson and part of Stone County.



FY2021 (July 1, 2020 to June 30, 2021.)

Our marketing year, for the purpose of data review follows the state of Missouri's fiscal year.

Cooperative Marketing/SEM Grant Dollars

\$214K

FY2021

CARES Act Grant

\$1.1M

Sept. - Nov. 2020

Marketing activities are supplemented with funds from the **Stone County Commission, Marketing Partners**, and other dollars raised through events such as the Lake Splash auction.



Digital Partners

We choose partners who use data to drive decisions and can combine creativity with technology for performance-based outcomes.



Targeted TV+Digital Advertising

FY2021 Marketing Goals

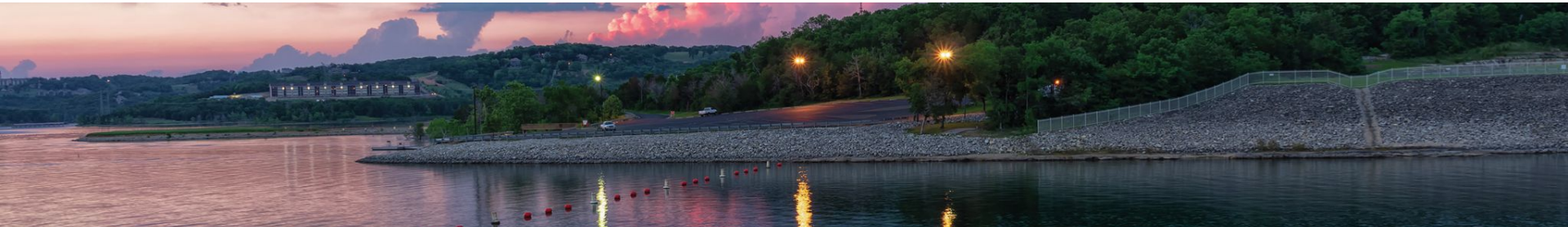


- 1 Drive traffic to
VisitTableRockLake.com
- 2 Generate Vacation Guide Leads
- 3 E-Newsletter Subscribers



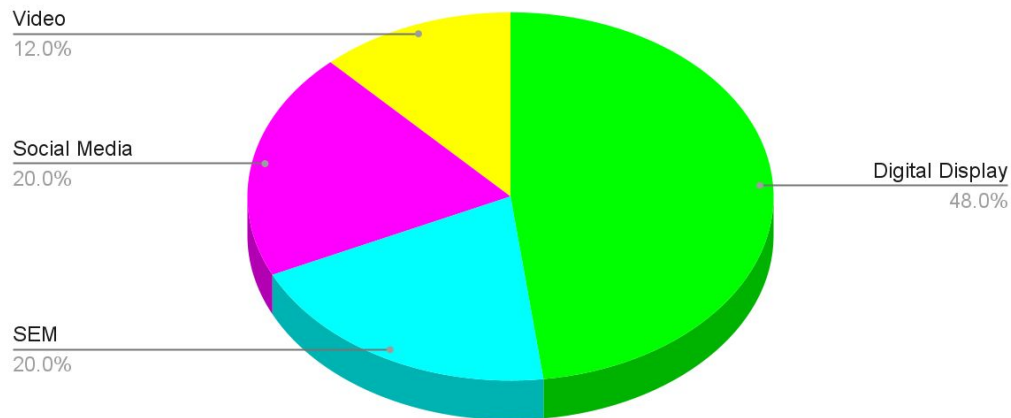
Tactics

- SEM
- Social Media
- Digital Display
- In-Stream and OTT
- Remarketing



Budget Breakdown

- Digital Display 48%
- SEM 20%
- Social Media 20%
- OTT/In-Stream Video 12%



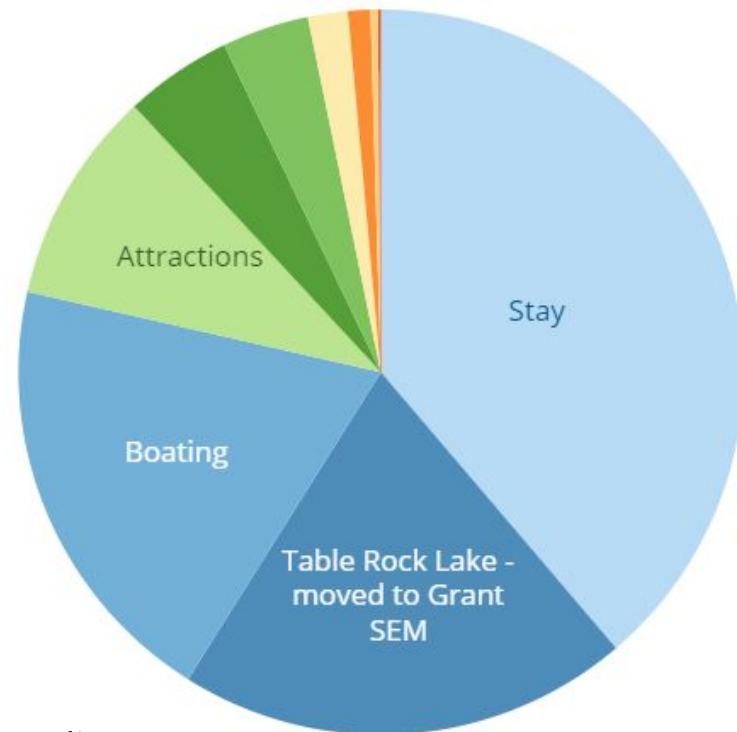
FY2021 Tactic Review



SEM

You can't out-Google Google.

- Industry average for Google SEM campaigns is 4.68%; our CTR for FY21 was 7.5%.
- Top performing ad groups:
Lodging | General Lake Information | Boating
- Top performing keywords:
table rock lake cabins for rent | table rock lake boat rentals | table rock lake cabins | missouri cabin rentals | things to do in Missouri



SEM - An approach that uses paid methods to appear in search results.

Facebook / Instagram

Prospecting, Remarketing, Lead Generation

5,933,211 impressions

86,001 total clicks to site

47% of leads acquired in April & June

CTR industry average is 1%; our average is 1.45%.

Visit Table Rock Lake
Sponsored · 🌐

Grab the kids and go to Table Rock Lake, Missouri. #MissouriAdventure



VISITTABLEROCKLAKE.COM
Plan a Visit to Table Rock Lake

LEARN MORE

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Explore the natural wonders of Table Rock Lake, Missouri. #MissouriAdventure

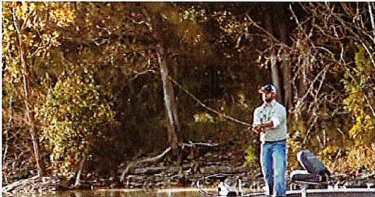


VISITTABLEROCKLAKE.COM
Outdoor Adventures in Table Rock Lake, MO

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Create epic fish stories at Table Rock Lake, Missouri. #MissouriAdventure




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Fishing at Table Rock Lake

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Visit Table Rock Lake
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Come and enjoy the beauty and crystal clear water of Table Rock Lake! Get a free vacation guide today. #MissouriAdventure



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Request Your Free Vacation Guide

LEARN MORE

Digital Display Ads

A type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products.

The screenshot shows the HGTV website interface. At the top, there is a navigation bar with the HGTV logo and menu items: TRENDING, SHOWS, DESIGN, OUTDOORS, LIVING, HOW TO, SWEEPSTAKES, SHOP, and PHOTO INSPIRATION. A search icon and a 'LIVE NOW HOME TOWN' indicator are also present.

The main content area is titled 'Home - Lifestyle' and 'Family'. Below this, there are five circular category icons: Kids, Pets, Kids' Crafts, Kids' Rooms, and Family Gardening.

The featured content includes:

- 15 Healthy Pantry Dinners for Hectic Weeknights**: A large image of various pasta and vegetables. Text below reads: "No time for grocery shopping? No problem! These 15 dinners use ingredients you likely have stocked in your pantry, fridge or freezer. Now you can throw together a nutritious meal in no time that will please the family and make you look like a gourmet cook." (15 Photos)
- More in Family**: A sub-section with two images: 'Kids' (a child sitting on a red bench) and 'Pets' (a small white dog sitting on a patterned rug).
- Family-Friendly Decorating Ideas**: A section header at the bottom.
- Make a splash at TABLE ROCK LAKE**: A vertical advertisement for a boat launch event. Text includes "GRAB THE KIDS & GO!" and "MISSOURI Visit Table Rock Lake".
- Go Shopping**: A section with the text "Refresh your home with stylish products handpicked by HGTV editors."
 - Turn Up the Texture: 12 Accessories to Take Your Home From Summer to Fall** (Sep 22, 2021) By: Maria Conti
 - 27 Outdoor Halloween Decorations to Create the Creepiest Yard on the Block** (Sep 22, 2021) By: Katie Friedman and Holly Miller

Google Display

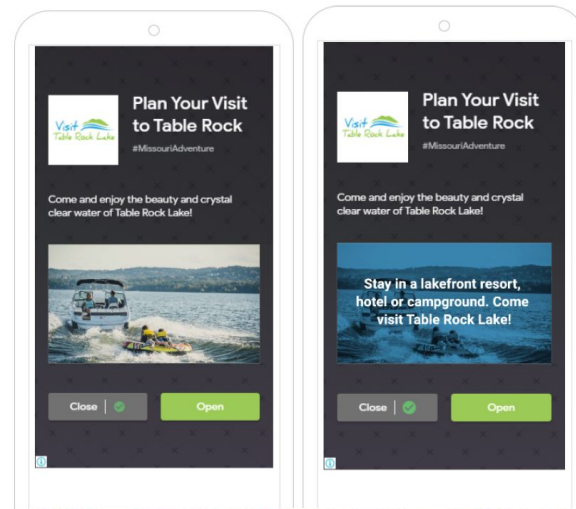
(Responsive Display, Prospecting, Remarketing)

Responsive Display: **5,466,207** impressions
Prospecting and Remarketing: **1,745,471** impressions

Top Prospecting Markets:
Missouri, Illinois, Iowa, Kansas, Arkansas

Top Responsive Display Markets:
Illinois, Ohio, Tennessee

On average, the industry standard is .47% CTR; our average CTR is 1-1.5%.



Conversant (Now Epsilon)

5,354,874 Impressions

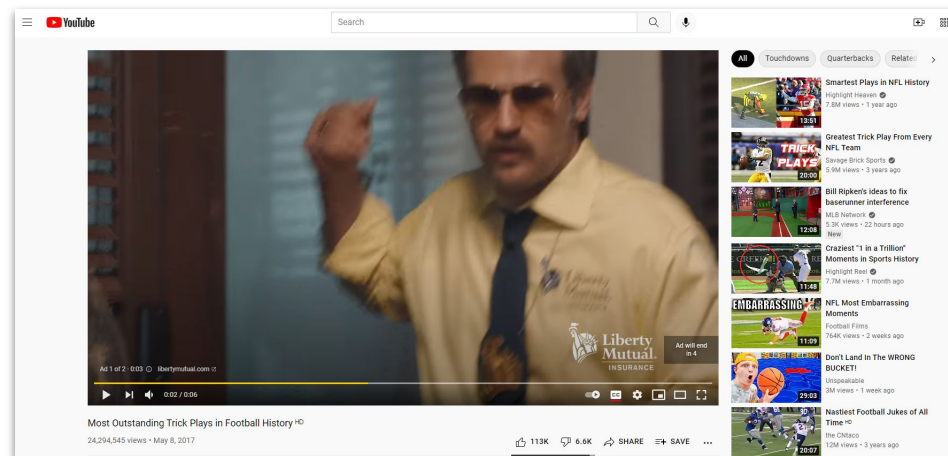
UberMedia

645,342 Impressions



OTT / In-Stream Video

An “over-the-top” media service is any online content provider that offers streaming media as a standalone product. The term is commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions.



YouTube TrueView

In stream videos on YouTube or Google Display Network

734,018 Impressions

Top Performing Markets:
Missouri, Illinois, Ohio, Tennessee, Indiana

Skippable video views ran above the industry average of 35%

Video placements are expensive for the CTR average; however, their impressions reach a higher, more valuable target for the Table Rock Lake area. Eventually, fewer impressions are needed to generate qualified leads.



OnMedia

OTT

- Placement across Missouri, outer St. Louis & Kansas City areas, and northwest Arkansas. Top performing markets: St Louis, Kansas City, and Overland Park.
- 552,864 Impressions over Three Months
- Top 10 streaming channel placements: Fox News, The CW, Univision Now, Fox Business, Tennis Channel, Vizio, CBS News, Bloomberg, AFV, ConTV

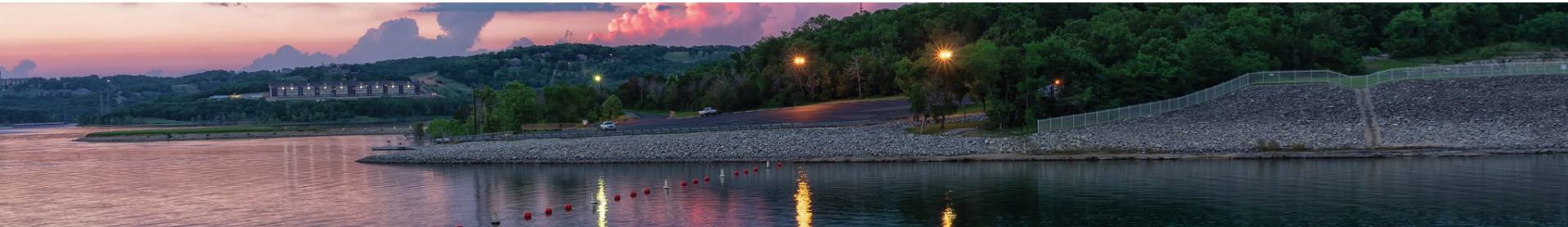


FY2021 Performance Review

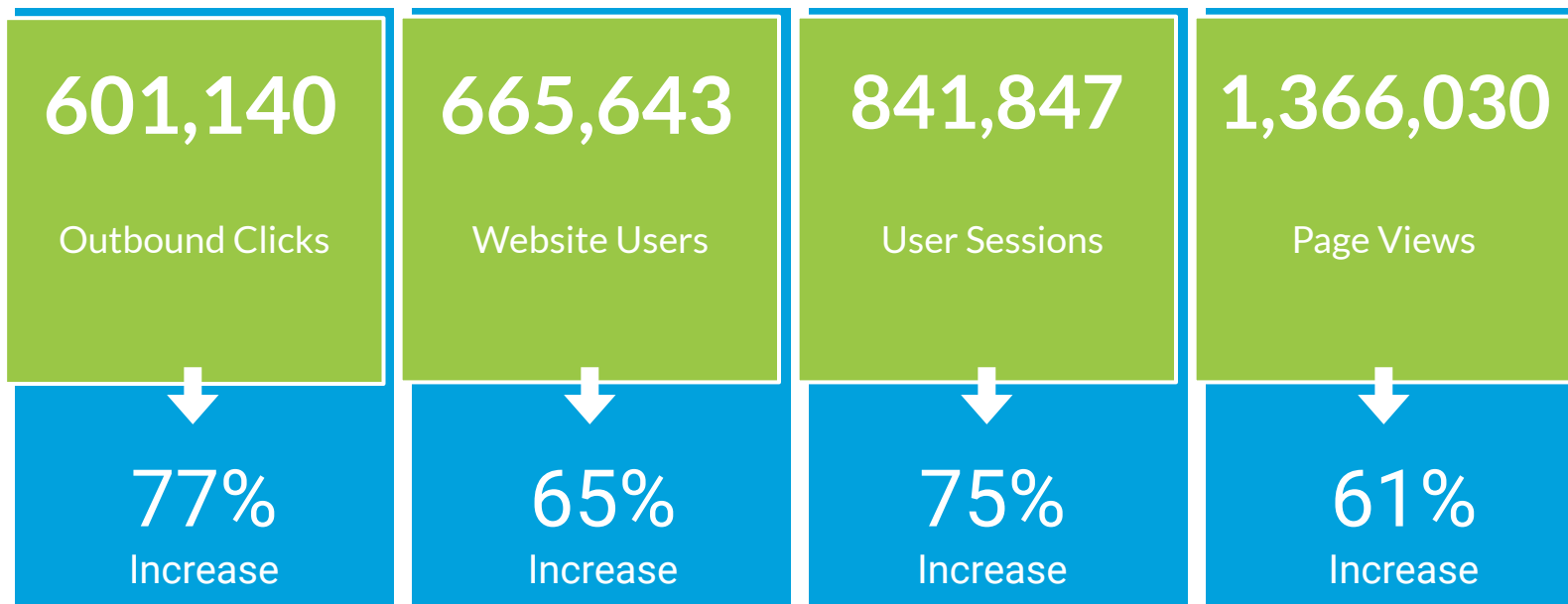


Key Performance Indicators

- Industry Average Comparisons
- Website Traffic
- Direct Vacation Guide Requests
- Newsletter Sign-Ups



FY2021 Website Traffic

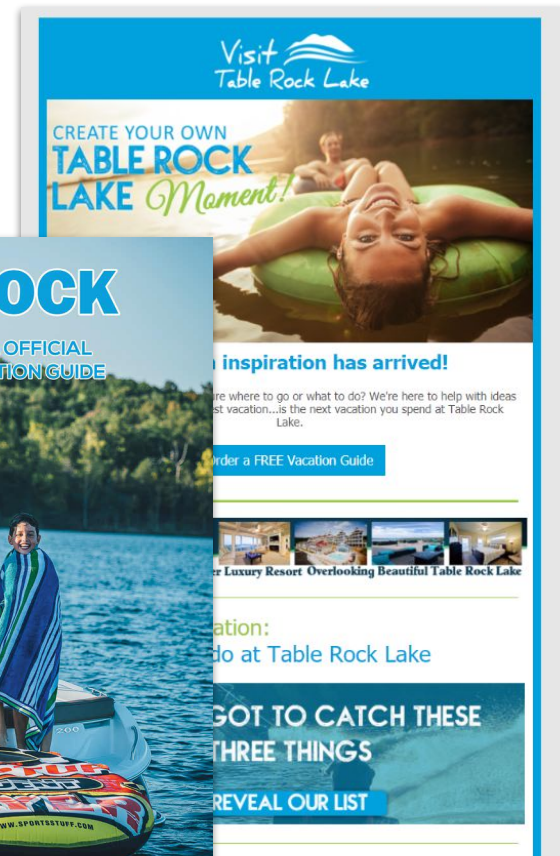


Vacation Guide Requests

25,736

Newsletter Sign-Ups

10,912



FY2021 Take-Aways





Advertising Engagement

- Women
- Age 45-54
- College Educated
- Married
- Homeowner
- Household Income \$50K-\$100K
- Healthy Lifestyle
- Fitness Enthusiasts
- Hotels/Budget Travel



Top Performing Segments

- Illinois
- Missouri
- **Ohio**
- Tennessee
- Kansas
- Arkansas
- Indiana
- Iowa
- Chicago
- St. Louis
- Kansas City
- Little Rock-Pine Bluff



Top Performing Keywords

FY2021

- table rock lake cabins for rent
- table rock lake boat rentals
- table rock lake cabins
- missouri cabin rentals
- things to do in Missouri

FY2022 (to date)

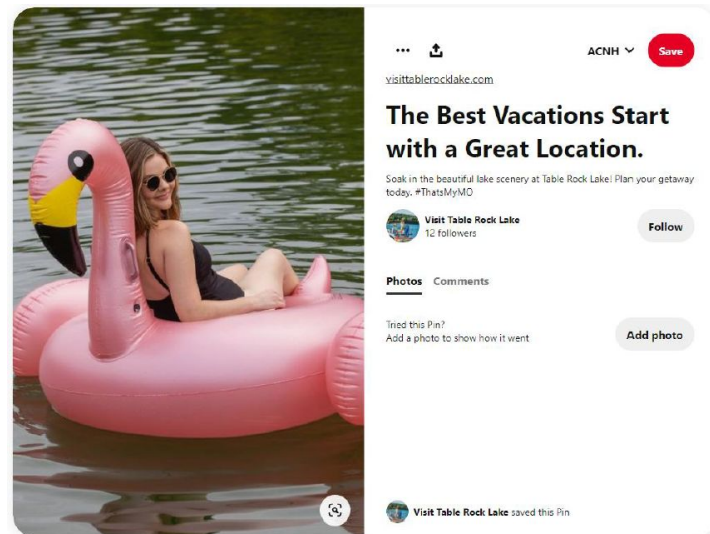
- lake of the ozarks resorts
- things to do in missouri
- romantic getaways in missouri
- big cedar lodge
- weekend getaways in Missouri

A look forward: FY2022



FY2022 Is Underway!

- Placements on Pinterest
- Owning our audience as we prepare for further privacy changes



And....

- Remarketing with Visitor Newsletter
- Increasing Google My Business efforts
- New Creative
- Advocacy Efforts
 - Sheila Thomas - Cooperative Marketing Advisory Council
 - Rep. Brad Hudson - Missouri Tourism Commission



Leveraging Table Rock Lake Marketing Efforts

- Use our data to assist in your marketing decisions.
- Utilize your Google My Business account. Use Google Street View App to add 360° images.
- Add your images and find other images in the Chamber's new exclusive members' image portal. Find a link in your Member Information Center in the Resources folder.

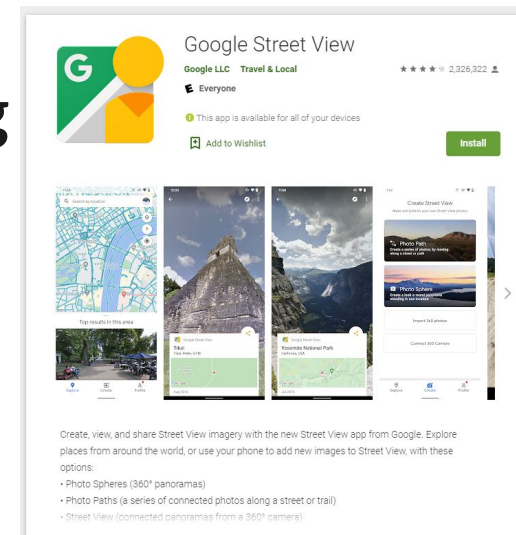




Table Rock Lake
Chamber of Commerce

Thank you.

