TRAVEL OREGON: 2013/2014 RCMP Program

Measuring Results: RDMO Marketing Channel Metrics

Instructions:

The following charts are designed to help you to set goals and track the results of your RCMP plan. We've tried to provide a comprehensive list of measureable tactics. Choose only the categories/mediums that apply to your programs. If we've missed a category/medium that relates to your program, please add it. Fill in the light grey cells ("% of Goal" and "% change vs. FY 2011/2012" cells will calculate automatically).

Once you've filled in the cells for the categories/mediums that apply to your programs, use the "Save As" option to save the document with your region's name in the title.

RDMO SOCIAL MEDIA PAGES

		RUMO GOGIAL MEDIA I AGEG							
		FY 2012/2013			FY 201	3/2014			
		Previous	Mid-Year Che	eck-in Results	Fina	l Results	End of th	e Year Goal	
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
FACEBOOK*	Obj. C / Tactic #4 and #6								
Fans	Build number of Facebook fans	12,500		0.0%		0.0%	13,750	10.0%	
TWITTER Followers									
YOUTUBE** Video Views									
			LL BONE						
	Note: Add additional Social Med	ia sites used (if related	d to your RCMP p	olan)					

Notes	Directional Baseline			
Results are whole numbers (x,xxx) and build on previous year's results	No standard: though FB Newsfeed favors pages with more fans			
Results are whole numbers (x,xxx) and build on previous year's results	No standard (use baseline from previous yr's metrics)			
Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)			

Note: Add additional Social Media sites used (if related to your RCMP plan)

^{**} Source: measure on YouTube Analytics

RDMO	E-NEWSL	FTTFR
NDINIO	L-IAL AAOL	

		FY 2012/2013	FY 2013/2014					
		Previous	Mid-Year Ch	Mid-Year Check-in Results Final Results			End of the Year Goal	
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
Subscribers	Objective C / #9 eNewsletter	10,361		0.0%		0.0%	11,397	10.0%
Open Rate								
Click Through Rate (CTR)								
click Tillough Rate (CTR)								
	* Source: measure using your er	newsletter platform		·	·		·	

Notes	Directional Baseline
Results are opt-in subscribers. Base as of 4/4/13	No standard (use baseline from
	previous yr's metrics)
Results are percentages (x.x%);	15.0% (based on Travel Oregon
Calculated: # of Emails Opened/# of Emails Sent	enews)
Results are percentages (x.x%);	4.0% (based on Travel Oregon
Calculated: # of clicks to website/# of emails opened	enews)
·	<u> </u>

CONTENT DEVELOPMENT

	FY 2011/2012	FY 2013/2014					
	Previous	Mid-Year Check-in Results		Final Results		End of the Year Goal	
Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
# of Stories Developed Objective B / #2 Story ideas &	32		0.0%		0.0%	35	9.4%
Pitches							
# of PR Pitches Objective C #2 PR Pitches	32		0.0%		0.0%	35	9.4%
# of Posts Social Media Objective C / #6 Posting	55					61	10.0%
Matrix & Deals							

Notes	Directional Baseline
Results are whole numbers (x)	No standard (use baseline from
	previous yr's metrics)
Results are whole numbers (x)	No standard (use baseline from
	previous yr's metrics)
52 posts and 50 total DEALS	

RDMO WEBSITE*

		FY 2011/2012	FY 2013/2014					
		Previous	Mid-Year Ch	Mid-Year Check-in Results Final Results		End of the Year Goal		
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
Unique Visitors	Objective C: #7	38,000		0.0%		0.0%	41,800	10.0%
Average Page Views/visit	#7	2.5		0.0%		0.0%	2.8	11.1%
Time on Site	#7	2.1		0.0%		0.0%	2.3	10.6%
Bounce Rate	#7	58.0%		0.0%		0.0%	48.0%	-17.2%
	* Course magazina an Casala A.	l. 4!						

Notes	Directional Baseline
Results are whole numbers (x,xxx)	No standard (use baseline from
	previous yr's metrics)
Results are real numbers (x.x)	3.8 (industry baseline per MARK)
Results are minutes expressed as real numbers (x.x)	3.33 (industry baseline per MARK)
Results are percentages (x.x%)	57.2% (based on Travel Oregon
	FY'10/11 bounce)

FACEBOOK ADVERTISING

LEAD FULFILLMENT FY 2011/2012

		FY 2011/2012		FY 2013/2014					
		Previous	Mid-Year Ch	eck-in Results	Fina	al Results	End of th	e Year Goal	
	Related Tactics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.	
TORP	Obj. D/#10						`		
Number of Guides Fulfilled		2,894		0.0%		0.0%	3,000	3.7%	
Cost per Guide Fulfilled		\$0.60	\$0.70	0% Change	\$0.70	0% Change	\$0.70	16.7%	
TRAVEL GUIDE (NOT TORP)									
Number of Guides Fulfilled		9,352		0.0%		0.0%	10,000	6.9%	
Cost per Guide Fulfilled		\$1.55					\$1.60	3.2%	

FY 2013/2014

Notes	Directional Baseline			
Results are whole numbers (x,xxx)	12,000 (based on historical data)			
Results are dollars (\$0.70);	No standard (use baseline from			
Calculated: TORP Cost/# of Guides Fulfilled	previous yr's metrics)			
Results are whole numbers (x,xxx)	No standard (use baseline from			
	previous yr's metrics)			
Results are dollars (\$x.xx);	No standard (use baseline from			
Calculated: Cost/# of Guides Fulfilled	previous yr's metrics)			

PAID ADVERTISING FY 2012/2013

TELEVISION Impressions	ated Tactics	Previous Results	Mid-Year Ch Result	neck-in Results % of Goal		al Results		e Year Goal
TELEVISION	nted Tactics	Results	Result	% of Goal	Daguil	0/ -10 -1		
TELEVISION				∕₀ Ul Guai	Result	% of Goal	Goal	% change vs.
Impressions								_
·								
Cost per thousand (CPM)								
Digital BANNER ADS Object	ective A / #1 Pd Ads Digital							
Impressions	16,000,000			0.0%		0.0%	17,000,000	
Cost per thousand (CPM)								
Clicks								
Click Through Rate(CTR)								
Cost per click (CPC)								
Click Through Rate (CTR) #1 Po	d Advertising - Media	0.204%						-100.0%
Click Through Rate (CTR) #1 Po	d Advertising - Oregon	0.85%						-100.0%
Adver	ective A / #1 Pd ertising American Road eraries CY 2011)	3,706		0.0%		0.0%	4076	10.0%
# Clicks Object Adver	ective A / #1 Pd ertising American Road Clicks to HCSB)	3,651		0.0%		0.0%	4016	10.0%
Clicks	,							
Click Through Rate(CTR)								
Cost per click (CPC)								

Notes	Directional Baseline
Results are whole numbers (x,xxx)	No standard (use baseline from
	previous yr's metrics)
Results are dollars (\$xxx.xx);	\$10.04 (based on Travel Oregon :15
Calculated: (Cost/# of Impressions) x 1,000	second ad buy in SF, Seat, PDX,
	Boise)
Results are whole numbers (x,xxx)	No standard (use baseline from
, ,	previous yr's metrics)
Results are dollars (\$xxx.xx);	\$10.82 (based on Travel Oregon
Calculated: (Cost/# of Impressions) x 1,000	banner ad buy)
Results are whole numbers (x,xxx)	No standard (use baseline from
	previous yr's metrics)
Results are percentages (x.xx%);	0.08% Industry standard
Calculated: # of clicks to website/# of impressions	
Results are dollars (\$xxx.xx);	\$9.53 (based on Travel Oregon
Calculated: Cost/# of Clicks	banner ad buy)
2011-2012 is baseline year.	4.0% (based on Travel Oregon
2011-2012 is baseline year.	4.0% (based on Travel Oregon
	enews)
2011-2012 is baseline year.	4.0% (based on Travel Oregon
	enews)
2011-2012 is baseline year.	4.0% (based on Travel Oregon
,	enews)
	,
Results are whole numbers (x,xxx)	No standard (use baseline from
(, ,	previous yr's metrics)
Results are percentages (x.xx%);	0.51% (based on Travel Oregon
Calculated: # of clicks to website/# of impressions	keyword search buy)
Results are dollars (\$xxx.xx);	\$1.08 (based on Travel Oregon
Calculated: Cost/# of Clicks	keyword search buy)

^{*} Source: measure on Facebook Insights

Source: measure using your enewsletter platform

^{*} Source: measure on Google Analytics

Impressions					Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)					Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000	\$0.59 (based on Travel Oregon Facebook ad buy)
Clicks					Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Click Through Rate(CTR)					Results are percentages (x.xx%); Calculated: # of clicks to website/# of impressions	0.10% (based on Travel Oregon Facebook ad buy)
Cost per click (CPC)					Results are dollars (\$xxx.xx); Calculated: Cost/# of Clicks	\$0.40 (based on Travel Oregon Facebook ad buy)
PRINT						
Impressions* Objective A / #1 Pd Media	7,000,000	0.0%	0.0%	7,500,000 7.1%	Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Cost per thousand (CPM)* Estimated ad budget for prir \$21,557	nt \$0.32			\$0.30 -6.3%	Results are dollars (\$xxx.xx); Calculated: (Cost/# of Impressions) x 1,000	No standard (use baseline from previous yr's metrics)
Inquiries (leads) Estimated TORP + Packets mailed	12,246	0.0%	0.0%	12,000 -2.0%	Results are whole numbers (x,xxx)	No standard (use baseline from previous yr's metrics)
Cost per Inquiry (CPI) Based on print ad budget previous of \$25,7	_			\$2.09 0.0%	Results are dollars (\$xxx.xx); Calculated: Cost/# of Inquiries	No standard (use baseline from previous yr's metrics)
	1 1				11	

Note: Only report out on the mediums used (add other media types as need)
*If available

CONSUMER SHOWS

		FY 2012/2013	FY 2013/2014					
		Previous	Previous Mid-Year Check-in Results		Final Results		End of the Year Goal	
Related Tac	tics	Results	Result	% of Goal	Result	% of Goal	Goal	% change vs.
Impressions (# of attendees) Seattle Moto	rcycle = 30,000;	30,000		0.0%		0.0%	40,000	33.3%
Seattle Cyclin	ng = 10,000							
Cost per thousand (CPM)								
Leave International Control of the C	000. 0	440		0.00/		0.00/	400	50.50/
Inquiries (leads) Motorcycling	= 300; Cycling	118		0.0%		0.0%	180	52.5%
100								
Cost per Inquiry (CPI)								

Notes	Directional Baseline
Results are whole numbers (x,xxx)	20,000 (Based on Sunset
	Celebration show)
Results are dollars (\$xxx.xx);	\$75.00 (Based on Sunset
Calculated: (Cost/# of Impressions) x 1,000	Celebration show)
Results are whole numbers (x,xxx)	450 (Based on Sunset Celebration
	Show)
Results are dollars (\$xxx.xx);	\$3.33 (Based on Sunset Celebration
Calculated: Cost/# of Inquiries	Show)