



# **Maine Office of Tourism**

Regional Meeting  
MC3

November 1, 2011

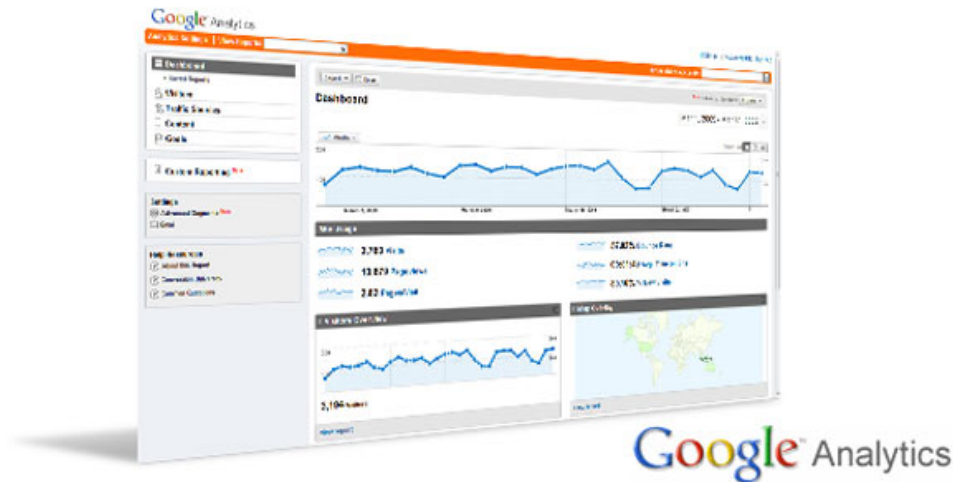
# Google Analytics Overview

## Maine Office of Tourism

- ★ **Google Analytics**
- ★ Online Surveys
- ★ Email Marketing
- ★ Online Advertising

Google Analytics is a free, web analytics tool that is hosted by Google. Google Analytics shows you how visitors actually find and use your site, so you'll be able to:

- Make informed site and content decisions
- Increase conversions
- Measure keyword and ad performance
- Track a wide variety of metrics



# Providing Answers to Difficult Questions

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# Defining Site Goals & Tracking Conversions

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A goal represent a website objective, such as:

- Ordering a guidebook
- Signing up for an email
- A specified amount of time spent on the site

Every website should have a Goal

- What are my Business Objectives?
- Why do I have a website?



# Funnels

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A funnel is the set of steps visitors take to complete the conversion. A guidebook order process is a good example of a funnel.



# Track and Analyze Marketing Campaigns

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Google Analytics allows you to track and analyze all of your marketing campaigns -- including paid search campaigns, banner ads, emails and other programs.



# Best Practices for Tagging Links

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The following are a few tips to help you tag your campaigns:

- Don't manually tag AdWords URLs. Enable auto-tagging instead.
- Create your links using the URL Builder
  - <http://tiny.cc/urlbuilder>
- Use consistent names for all campaign values
- Use only the campaign variables you need



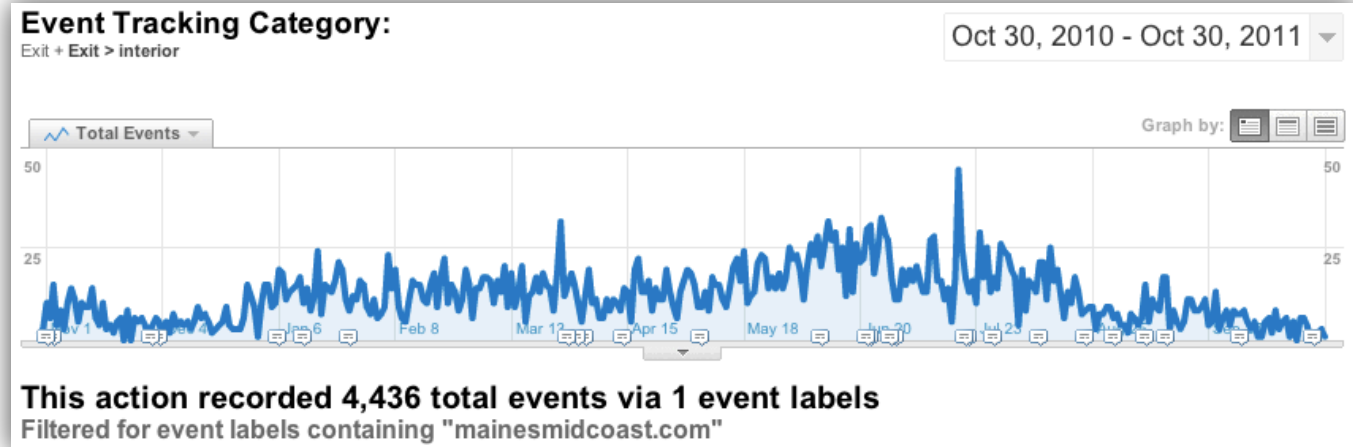
# Event Tracking

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Event Tracking can be used to record user interaction with website elements, such as:

- Exit clicks
- Photo and video gallery interactions
- Interactive map interactions





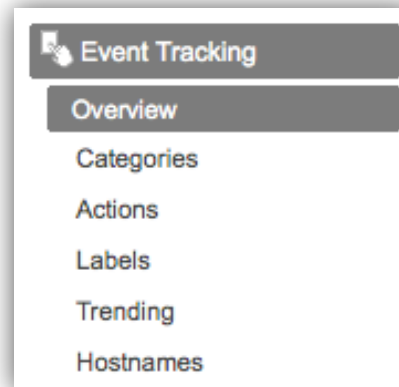
# Event Tracking Reports

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Useful Event Tracking reports require collaboration with your report users and good report planning.

- Determine in advance all elements for which you want to track data.
- Plan your Event Tracking reports.
- Adopt a consistent and clear naming convention.



# Internal Site Search

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Google Analytics provides internal site search reports that allow you to see how people search once they've arrived at your site.



# Why analyze how people search your site?

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- ★ Online Advertising

Visitors frequently use site search as a form of navigation

Analyzing internal search can help you identify:

- Missing or hidden content
- Ineffective search results
- Keywords not previously identified for search campaigns

|    | Search Term ▾ | None ▾ | Total Unique Searches ↓ | Results Pageviews/Search | % Search Exits | % Search Refinements | Time after Search | Search Depth |
|----|---------------|--------|-------------------------|--------------------------|----------------|----------------------|-------------------|--------------|
| 1. | bar harbor    |        | 2,773                   | 2.23                     | 13.09%         | 8.42%                | 00:08:15          | 6.51         |
| 2. | portland      |        | 2,721                   | 2.05                     | 16.94%         | 10.72%               | 00:06:56          | 6.08         |
| 3. | Seafood       |        | 1,818                   | 2.08                     | 19.03%         | 4.98%                | 00:07:21          | 6.64         |
| 4. | ogunquit      |        | 1,443                   | 2.22                     | 9.98%          | 9.93%                | 00:07:36          | 6.40         |
| 5. | bangor        |        | 1,277                   | 1.91                     | 13.94%         | 11.70%               | 00:05:44          | 5.16         |



# Online Surveys

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- ★ Email Marketing
- ★ Online Marketing

There are many ways to gather feedback and information to make your business or organization more successful. Perhaps the easiest, yet most powerful way, is using online surveys.

### Your Feedback is Important to Us

Thank you for your recent request for a Maine Guidebook.

We want to ensure that you received the book in a timely manner and that you found the information useful for your travel research and planning. As a follow-up, we would greatly appreciate a few minutes of your time to participate in a brief survey.

Your feedback is valuable in our efforts to provide the most relevant, interesting and helpful information to those considering a visit to Maine.

Thank you in advance.

Maine Office of Tourism

[Begin the 5 minute survey](#)



# Why is Online Feedback Important?

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Find out what interests your prospects, what your customers really want, and get the intelligence you need to run your business smarter and more successfully.

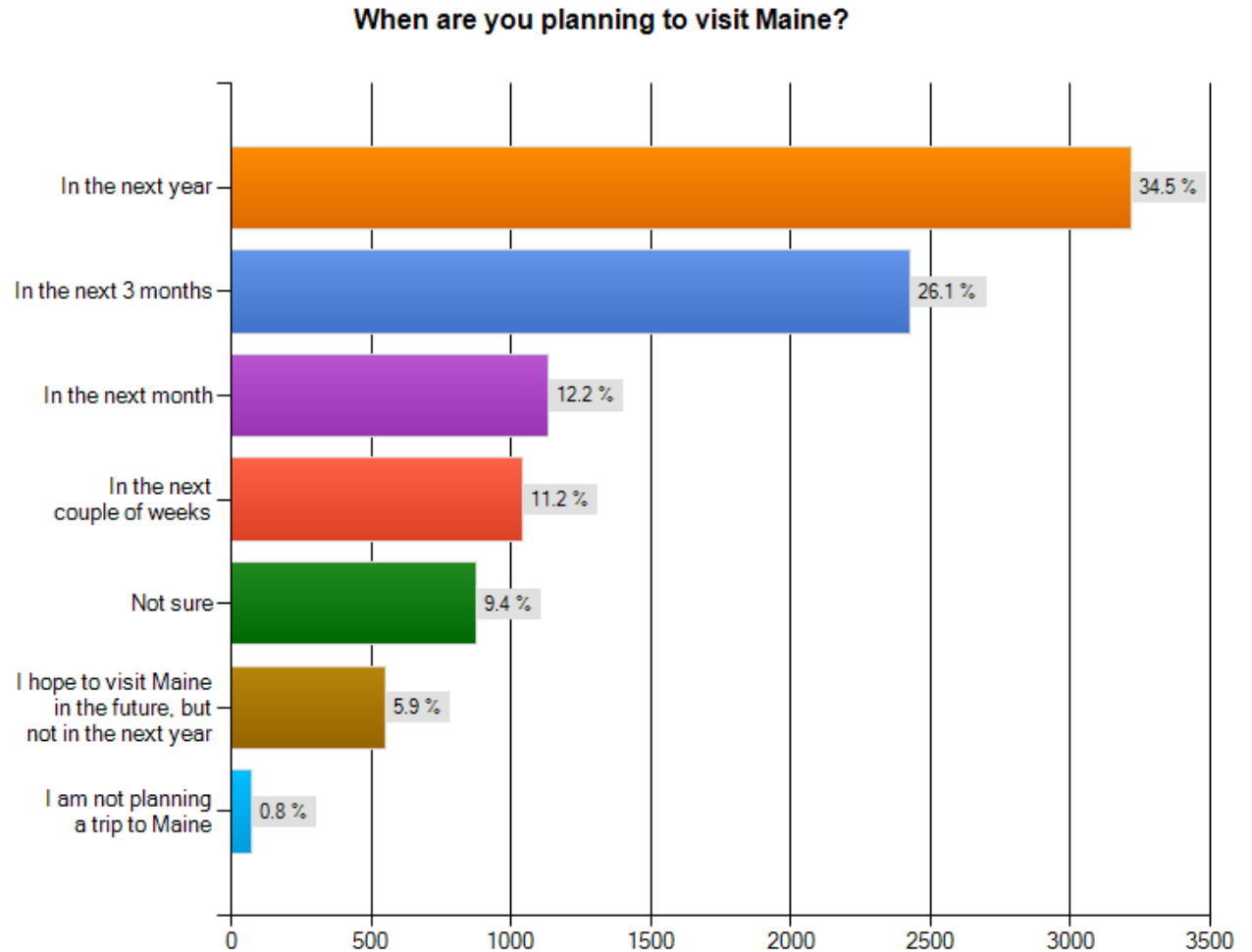
- Using online surveys to gather feedback lets you learn—and react to—what they want, quickly.
- You'll spot potential issues earlier
- You'll create stronger relationships with your audience



# Online Surveys

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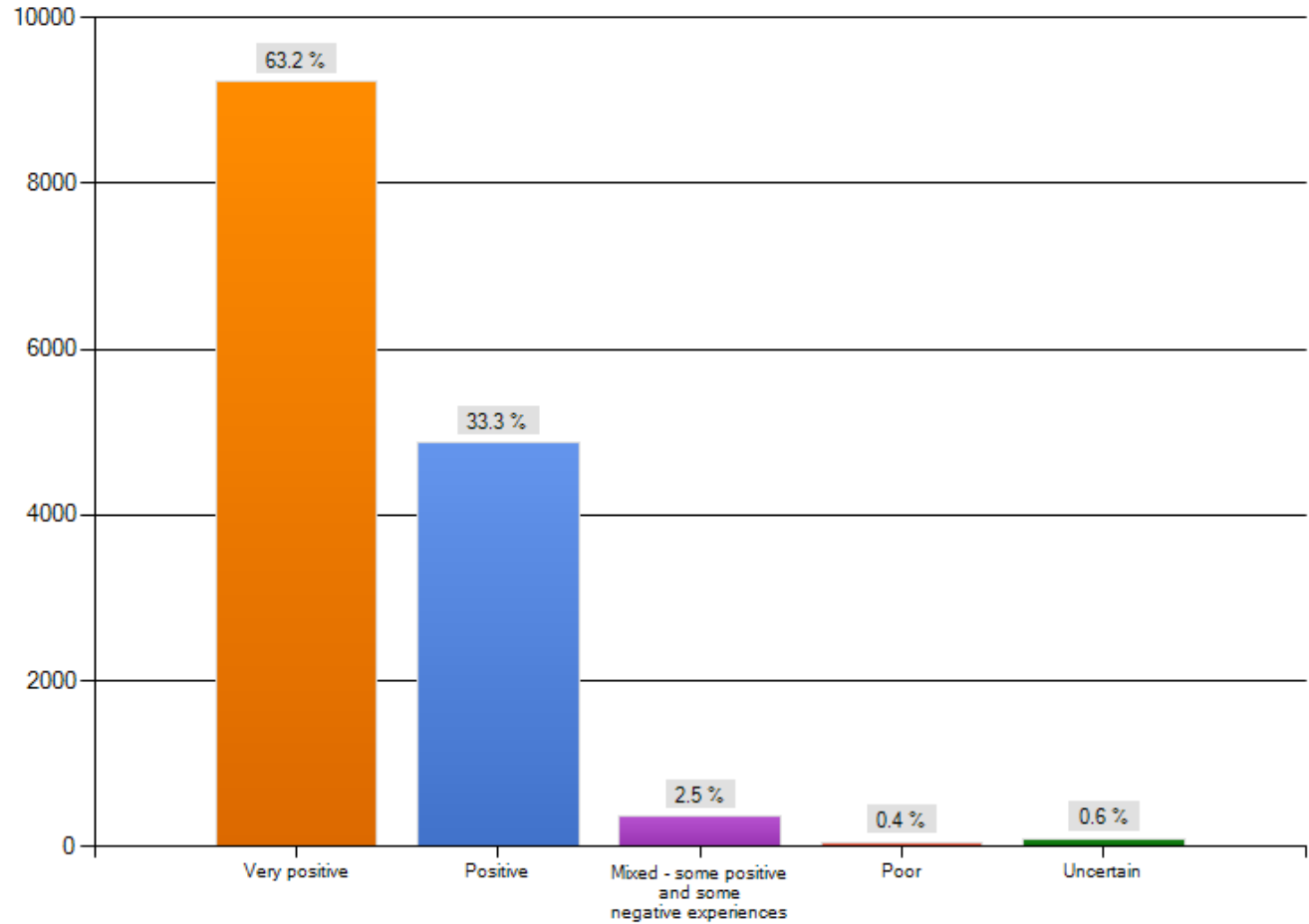


# Online Surveys

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How would you rate your overall experience with visitmaine.com?

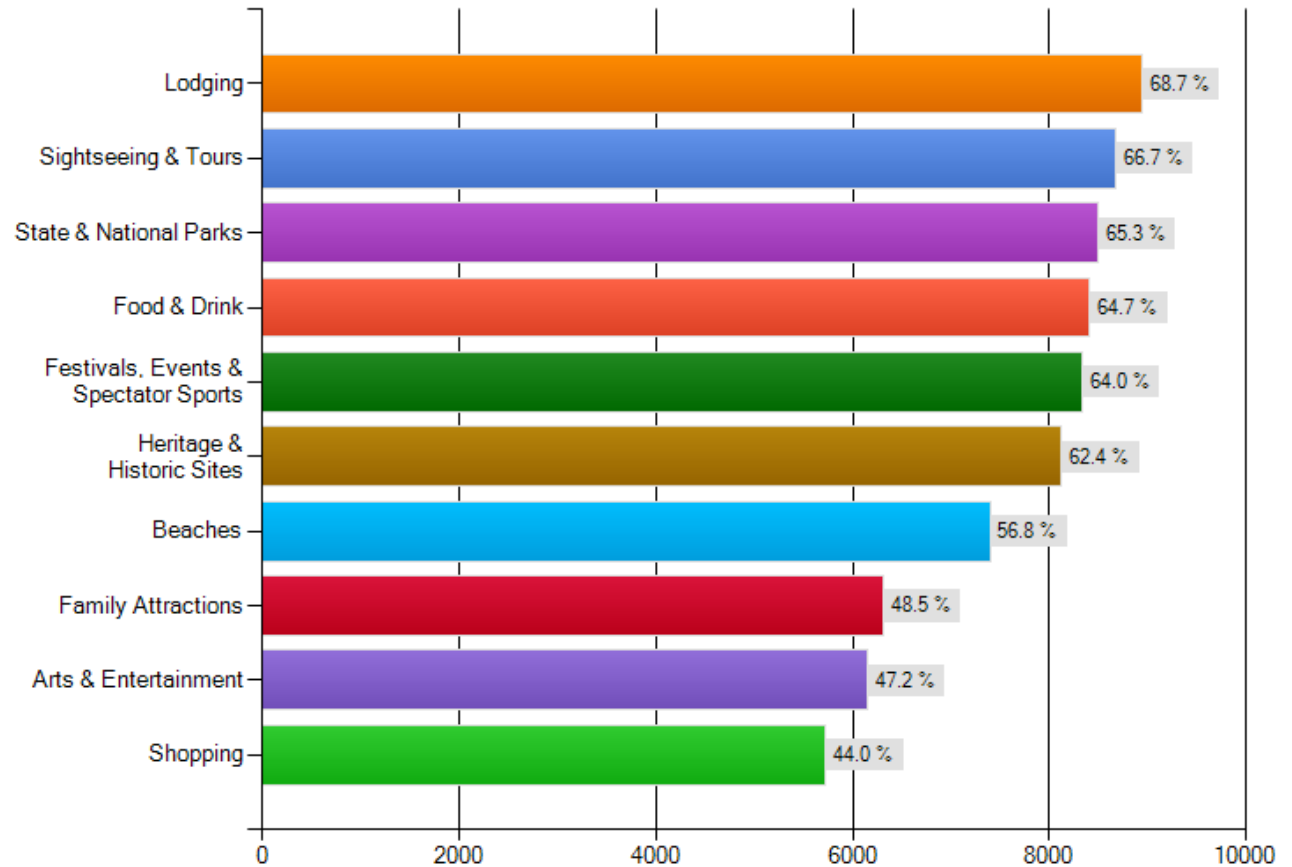


# Online Surveys

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When visiting a destination sponsored travel website, what information would you hope to find?





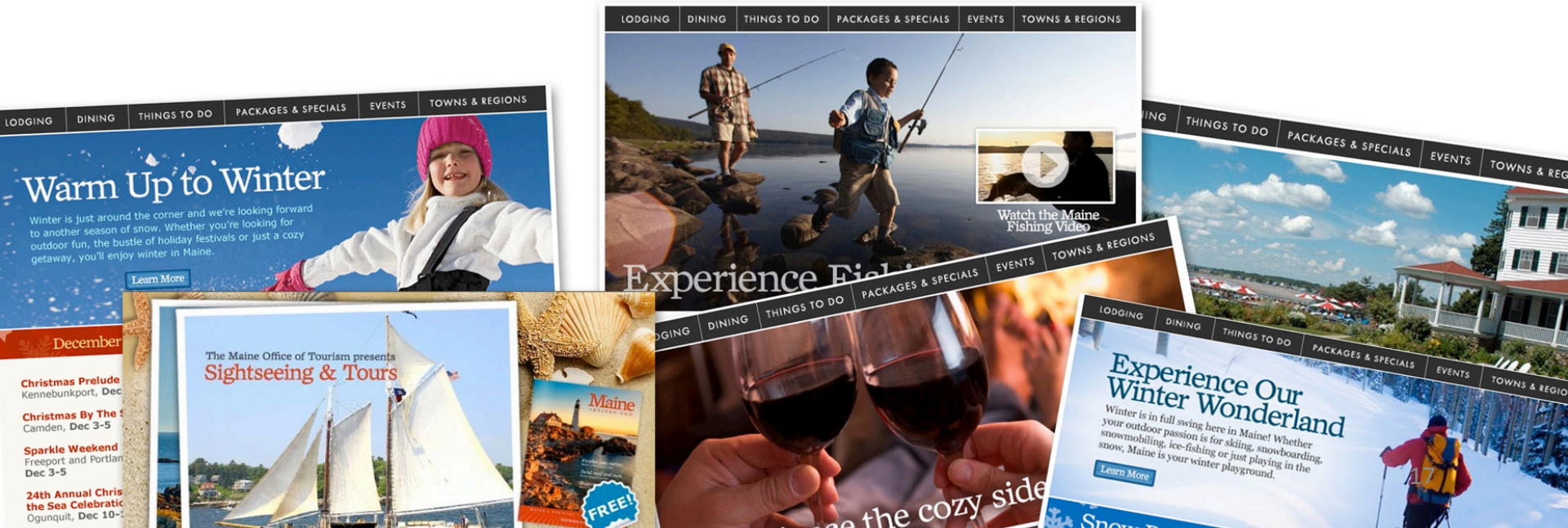
# Email Marketing

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- ★ **Email Marketing**
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## Email marketing works for a variety of reasons...

- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It supports sales through other channels



# Email Marketing Works

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**Businesses engage in email marketing because it works. And works well. Here are the numbers...**

- 72% of respondents to an Econsultancy survey in early 2011 described email's ROI as excellent or good. Only organic SEO scored better.
- According to research conducted by the Direct Marketing Association, email marketing was expected to generate an ROI of \$42.08 for every dollar spent on it in 2010. As such, it outperforms all the other direct marketing channels examined, such as print catalogs.
- The Ad Effectiveness Survey commissioned by Forbes Media in Feb/March 2009 revealed that email and e-newsletter marketing are considered the second-most effective tool for generating conversions, just behind SEO.



# Email Marketing Tips

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- Always get permission
- Personalize your emails
- Make your emails engaging and focused
- Test your email messages on different email clients
- Send emails to smaller, more targeted groups in your list
- Solicit feedback
- Integrate your email marketing with your social media
- Track email campaign performance to determine what's working and what's not



# What are Google Text Ads?

The screenshot shows a Google search for "maine vacations" on a desktop browser. The search bar at the top contains "maine vacations" and the search button is labeled "Search". Below the search bar, the text "About 549,000 results (0.23 seconds)" is displayed. The left sidebar shows navigation links for "Everything", "Images", "Videos", "News", "Shopping", "Books", and "More". Below these are location and time filters for "Portland, ME" and "Any time".

The search results are divided into two main sections. The top section, labeled "Organic Search" with an arrow, contains several organic search results. The bottom section, labeled "Paid Search" with an arrow, contains several paid search results. The paid search results are highlighted with a red border and include titles like "Sunday River Ticket Deals", "Maine Cabins & Lodges", "Sail the Maine Coast", "Rent a Maine Cottage", "Maine Vacation Rentals", "Maine Beach Vacation", "Bar Harbor Vacation Value", "Maine Oceanfront Cottages", and "Lakeside Cabin in Maine".

Organic Search

Paid Search



# Contextual Ads

The screenshot shows a web browser window with several tabs open: "Campaign Management", "Mount Ararat School (Topsh)", "ilknow home", and "Portland, Maine (ME) profile". The address bar shows the URL "www.city-data.com/city/Portland-Maine.html". The page title is "Portland, Maine". Below the title, there is a navigation bar with links: "Back to Portland, ME housing info, Cumberland County, Maine, ME smaller cities, ME small cities, All Cities." and a "MyNewPlace" logo with the text "View Portland Apartments for Rent". The main content area is a grid of 20 small images showing various scenes from Portland, Maine, including lighthouses, buildings, and landscapes. On the left side of the page, there is a sidebar titled "Ads by Google" which contains several advertisements. An arrow points from the text "Google Ads" to this sidebar. The advertisements include:

- The Art Institutes**: Design, Media Arts, Fashion, & Culinary Programs - Get Info Today! [www.artinstitutes.edu](http://www.artinstitutes.edu)
- Real Estate Portland ME**: Search Portland Maine MLS Listings Find Out How Much Homes Sold For [www.trubrtrealty.yourkwagent.com](http://www.trubrtrealty.yourkwagent.com)
- Portland ME Real Estate**: View All Maine Homes for Sale Download Local Market Statistics [MaineHomeConnection.com](http://MaineHomeConnection.com)
- Find Apartments for Rent**: Search Thousands of Apt for Free. By Area, Price, Floorplan and More! [www.ApartmentGuide.com](http://www.ApartmentGuide.com)
- Commercial Real Estate**: Search from 1,000,000+ Commercial Properties. Free, No Registration! [www.Showcase.com](http://www.Showcase.com)
- Chelsea Ridge Apartments**: View & Compare Photos, Features, Floor Plans Online, Available Now [SolomonOrg.com](http://SolomonOrg.com)
- Portland 1-Day Coupons**: Up To 90% Off The Best Stuff To Do! Activities, Spas, Events And More. [www.LivingSocial.com](http://www.LivingSocial.com)

At the bottom of the sidebar, there is a link: "Jump to a detailed profile or search".

Google  
Ads

# YouTube Advertising

The screenshot shows a YouTube search results page for the query "snowmobiling". The page header includes the YouTube logo, a search bar with "snowmobiling", and links for "Search", "Browse", "Upload", "MOTAdWords", and "Sign Out". Below the header, it says "Search results for snowmobiling" and "About 5,450 results". There are "Search options" and "Related searches" for "double backflip" and "double backflip snowmobile". A red rectangular box highlights the first two search results:

- Snowmobiling in Maine**  
Explore thousands of miles of groomed trails in beautiful Maine.  
by [vismaine.com](#) | 7 months ago | 3,431 views
- Snowmobile Montana**  
"Ride The Rockies"  
Spectacular Scenery  
by [jackandbelinda](#) | 5 months ago | 11,181 views

An arrow points from the text "Paid Placement" to the red box. Below the highlighted videos, there are three more search results:

- snowmobiling**  
snowmobiling  
I so wish I could sled like that!  
by [tucocochris1234](#) | 3 years ago | 300,614 views
- Breathe - the most beautiful snowmobile clip in he world**  
A Yamaha 4 stroke movie who'll make you eyes wet...  
A beautiful ride in a beautiful place and complimented by a...  
by [SummitSeason](#) | 3 years ago | 1,749,281 views
- Double backflipping a snowmobile is not easy.**  
UPDATE: Almost made it, but it was awesome anyway. And you know Levi isn't finished yet, we'll see you again soon... Watch out Travis Pastrana ...  
The time he spent with TP has really left it's mark xD  
by [redbull](#) | 1 year ago | 833,896 views

# Why Use Pay-Per-Click Advertising?

## Maine Office of Tourism

- ★ Techshare Overview
- ★ SEO & Content Development
- ★ Email Marketing
- ★ **Online Marketing**

**Pay-per-click allows you to compete for the top positions on keyword searches instantly and in a controlled way.**

- **It's immediate** – It can place you in the top search positions instantly.
- **It's targeted** – You can be very specific with your audience through keyword selection and geographic targeting.
- **It's accountable** – You can monitor performance as you go tracking conversion through the website.
- **It's cost effective** – you only pay for visitors to your site.
- **It's a great market research tool** – You can find out exactly what terms people are using to find your product or service, what they are looking for and what converts.



# Analysis is key

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**Analyze.**

**Adjust.**

**Repeat.**

