

Advertising Committee Meeting
Lake Dardanelle State Park, 100 State Park Road, Russellville, AR
May 15, 2019

Commissioners Present

Austin Albers, Chair
Kalene Griffith
Ron Gossage
Eric Jackson
Bob Knight

Montine McNulty
Jim Shamburger
Cindy Smith
Randy Wolfenbarger
Mike Wilson

ADPT Staff Present

Cynthia Dunlap
Jim Dailey
Kristine Puckett
Grady Spann

Shea Lewis
Kris Richardson
LaJeana Carroll

CJRW / Miles

Darin Gray
Chris Ho
Susie Kardas
Brian Kratkiewicz
Jennifer Morgan

Dalaney Thomas
Ryan Thompson
Margaret Willis
Keegan Wright

Guests

Stephanie Barnes-Nickols

Call to order

Austin Albers called the meeting to order at 2:05 p.m.

CJRW and Miles presented data for the website and digital media campaigns. Brian Kratkiewicz presented results from the digital media impressions campaign noting most are performing great. Their performance is monitored daily and weekly for the most efficient results. Mass audience partners are performing well. The approach has ads showing up in travel related sites targeting national and local niche audiences.

Media

SS 19 Results April 1 – May 8

- Impression – 55.8 million (6/30 goal 128 million)
- Visits to Arkansas.com – 189,539 (6/30 goal 451,977)

- Cost – Per-Visit - \$3.47 vs goal of \$3.54 (average of the last five buys which ranged from \$5.05 to \$3.32)

Digital Research and Awareness

Brian Kratkiewicz reported end products are little more efficient than normal with 55,797,269 impressions and 189,539 visits (.34%). He reported results are where expected to be.

Chris Ho reported on website conversion breakdown noting all these visits are not necessarily high convertible visits. Travel is up. Partner referrals are down. Organic Google Search has decreased. Referrals from Arkansas State Parks has decreased. Susie Kardas reported they are working with various CVBs throughout the state to train people and teach businesses how to stay on platform.

Website – Digital Plan

Google DMO Objectives

- In-market training in 6 locations
- 5 Day photo shot
- Capturing photos and 360 videos of locations identified via a Google audit

Increase Referrals from State Parks

- Highlight up to 60 businesses from top categories (accommodations, attractions, dining)

Search Engine Marketing and Social Media

Chris Ho reported that conversion down a small amount from March to April. The spend was about the same. Looking forward to compare year-over-year, putting more weight on yearly comparisons. Kardas advised more pathways have been added to Arkansas State Parks.

Google's algorithm's answer about 40% of requests, keeping those searches from being served to websites. The plan is to be more relevant in specific topics, i.e. hyper-local travel stories for Arkansas, and providing more curated, authentic info from Arkansas. Providing these details is what will make our website most relevant.

Jim Dailey reported that Gene Wisenhunt of Harley-Davidson had requested photography from the Department to hang in their Little Rock store showcasing Arkansas natural scenes and motorcycling routes, which is great exposure. The Commission requested a letter of thanks be sent to Wisenhunt.

Adjournment

Austin Albers adjourned the Advertising Committee meeting at 2:40 p.m.