



# ADEPT

Strategy & Public Relations

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## MEMORANDUM

January 6, 2017

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT:                *Key West Bight Management District Board January, 2017 Update*  
                              *Key West Historic Seaport Marketing Services Contract #10-015***

The following is a summary of ADEPT's December/January marketing activities for the Key West Historic Seaport:

### **Tour Bus / Motor Coach**

- Negotiating with Tour Buses/Motor Coaches to establish discounts for their guests during downtime between pre-booked excursions. In discussion with XCursions USA from Miami to Key West. City staff providing additional Tour Bus operator contact info.

### **KWHS Video**

- YouTube: Increased to 2,208 views from 580 views in December.
- Negotiating with Tour Buses/Motor Coaches to run video from departure cities to Key West Historic Seaport. In discussion with XCursions USA from Miami to Key West. City staff providing additional Tour Bus operator contact info.
- Purchase order received from City of Key West for Executed Contract with Destination Network [Key TV/TripSmarter.com] for six (6) month :60 ad spots, that includes 1:30-2:00 editorial video entitled "A Note of History". On air scheduling, February 2017 to August 2017.

### **Advertising**

- Negotiating media buy with United States Coast Guard for inclusion into targeted editions of *The Bulletin* publication [Official Magazine and #1 news source for the US Coast Guard] (Task Order proposal to be presented to City staff week of January 9).
- Purchase order received from City of Key West for Executed Contract with Destination Network [Key TV/TripSmarter.com] for six (6) month :60 ad spots, that includes 1:30-2:00 editorial video entitled "A Note of History". On air scheduling, February 2017 to August 2017.
- Digital Advertising proposal modifications [Cruise & Key West Core] to be submitted in January.
- Media buy proposal for Monroe County TDC [Florida Keys & Key West] to be submitted in January.

- Media buy proposal for Key West Chamber of Commerce to be submitted in January.

### **KWHS Website**

- Ongoing Website maintenance and content creation (Tenant Info, Events, etc.)
- Regular content writing services, January "New Year, Historic Adventures!" Blog #4 Posted
- Sessions: 985 up from 670. Pageviews: 2,044 up from 1,786. Organic Traffic: 83.86% up from 42.42%
- Created new Fishing tab [Things to do]
- Added new tenants to site [Seaborn Charters, LLC, Mike Pollack Flats & Backcountry Fly or Spin Fishing Guide, Captain Moe's Lucky Fleet]
- SEO Implemented
- Google Analytics for period December 5, 2016 to January 4, 2017

### **Audience Overview:**



### **Acquisition Overview:**

	Acquisition		
	Sessions	% New Sessions	New Users
	985	83.86%	826
1 ■ Organic Search	492		
2 ■ Social	215		
3 ■ Referral	170		
4 ■ Direct	108		




### Top 10 Referral Sources:

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	<b>170</b> % of Total: 17.26% (985)	<b>78.24%</b> Avg for View: 83.86% (-6.70%)	<b>133</b> % of Total: 16.10% (826)
1. <a href="#">cityofkeywest-fl.gov</a>	<b>76</b> (44.71%)	<b>90.79%</b>	<b>69</b> (51.88%)
2. <a href="#">newyearsevelive.net</a>	<b>39</b> (22.94%)	<b>92.31%</b>	<b>36</b> (27.07%)
3. <a href="#">motherboard.vice.com</a>	<b>10</b> (5.88%)	<b>0.00%</b>	<b>0</b> (0.00%)
4. <a href="#">keywestseaport.com</a>	<b>5</b> (2.94%)	<b>0.00%</b>	<b>0</b> (0.00%)
5. <a href="#">travelchannel.com</a>	<b>5</b> (2.94%)	<b>100.00%</b>	<b>5</b> (3.76%)
6. <a href="#">miamiherald.com</a>	<b>4</b> (2.35%)	<b>75.00%</b>	<b>3</b> (2.26%)
7. <a href="#">accounts.google.com</a>	<b>3</b> (1.76%)	<b>0.00%</b>	<b>0</b> (0.00%)
8. <a href="#">takeiteasyinamerica.com</a>	<b>3</b> (1.76%)	<b>100.00%</b>	<b>3</b> (2.26%)
9. <a href="#">washingtonpost.com</a>	<b>3</b> (1.76%)	<b>0.00%</b>	<b>0</b> (0.00%)
10. <a href="#">flkeysnews.com</a>	<b>2</b> (1.18%)	<b>100.00%</b>	<b>2</b> (1.50%)

### **KWHS Social Media (Facebook, Twitter, Instagram, Youtube)**

- Daily Posts to each social media account
- Tenant Interaction: (liking, sharing, retweeting) with KWHS Tenants
- Implementing targeted Keywords & Hashtags, growing, engaging, connecting followers and authentic traffic with organic strategies
- Building Rich Engagement & Brand Awareness of KWHS
- Increased visitor engagement attributed to KWHS Seasonal Events, Heightened Exposure to KWHS Brand
  - Facebook: Increased to 367 Likes from 239 Likes, increased to 280 Checkins from 221 Checkins, 5 Star Rated
  - Twitter: Increased to 591 Followers from 557 Followers, increased to 581 Likes from 436 Likes, Tweets increased to 289 from 212 Tweets
  - Instagram: Increased to 780 Followers from 672 Followers, increased to 177 posts from 139 posts
  - YouTube: Increased to 2,208 views from 580 views
  - Monthly Blog linked to Social Media: January blog "New Year, Historic Adventures!"

- Targeted Facebook advertisements:

	<b>Local Business Promotion</b> Ends in 19 days Get Directions Visit Key West's Historic Seaport & find world cla... Promoted by Dana Pollitt on 12/27/2016	<b>8,982</b> People Reached	<b>26,685</b> Local Impressions
	<b>Boosted Post</b> Completed Happy Holidays from your friends at the Key We... Promoted by Julie Ruffolo on 12/25/2016	<b>616</b> People Reached	<b>39</b> Post Engagements
	<b>Boosted Post</b> Completed This Sunday's #SeaportSpotlight features Casey... Promoted by Julie Ruffolo on 12/19/2016	<b>406</b> People Reached	<b>12</b> Post Engagements

- Development and Roll Out of Social Media (Facebook) Freebie Friday (3 Month Campaign)

1. Two Fridays per month, KWHS marketing team posts a KWHS themed graphic that will have the instructions of the contest, social media handles, KWHS logo, hashtag and prize

- Instructions will be similar to:
  - "Like" KWHS Facebook page
  - "Like" the contest graphic
  - Share graphic onto their own Facebook page (this will create awareness of the KWHS and drive traffic to KWHS page with each share)
  - Comment your guess
- Twice a month the team will be performing a guessing game where there is a jar of sea sponges, shells or other KWHS type items and followers have to comment their guess on how many are in the jar
- An image of the jar will be on the graphic created for that day
- The graphic will be posted at 7:00 a.m. Friday morning and followers will have until 5:00 p.m. that afternoon to participate. (10 hrs)
- We will be using hashtags similar to #FreebieFriday, #SeaportFreebieFriday, #HistoricSeaportGiveaway #KeyWestFreebieFriday, #SeaportFridays, #HistoricSeaportFreebies, #SeaportFreebies
- At 5:00 p.m., KWHS marketing team will review the visitor comments and determine who was the closest to the actual number and confirm that they shared the graphic and "liked" the KWHS Facebook page
- Once a winner has been established, the winner will be Facebook messaged to congratulate them and provide further instructions on how to claim their prize
- Winners will be encouraged to take a selfie or picture of them with their prize to post on their social media with the hashtag #HistoricSeaport as well as tagging

the Historic Seaport and the KWHS establishment who provided that weeks prize

- Rules of the contest will be written in the post, not on the graphic

2. The remaining two Fridays of each month will be sharing a KWHS team created graphic

and tagging 3 friends in a comment

- Graphic will be posted at 7:00 a.m Friday morning and will run until 5:00 p.m.
- The instructions are to:
  - "Like" KWHS Facebook page
  - Share graphic onto their own Facebook page
  - Tag 3 friends in a comment
- Winner will be randomly chosen
- We will be using hashtags similar to #FreebieFriday, #SeaportFreebieFriday, #HistoricSeaportGiveaway #KeyWestFreebieFriday, #SeaportFridays, #HistoricSeaportFreebies, #SeaportFreebies

#### **Prize Information**

- Marketing team will reach out to KWHS tenants and explain the details of the campaigns
- All tenants will be encouraged to participate by donating an item from their store, dinner for two at their restaurant, 1 hour of watersports, etc.
- For dinner for two prizes, the team will create a KWHS themed graphic that will be emailed to the winners and to the establishment providing the giveaway. All the winner needs to do is show the image via mobile phone at the restaurant. An email of what the graphic looks like will be emailed to the restaurants for their information.
- For winners not located in the Florida Keys for small prize items like a cup or hat, the winner's telephone, email and mailing info will be collected. (Task Order Proposal for promotional items will be submitted in January)
- For all winners, telephone, email and mailing info will be collected