



Digital MARKETING DATA

VISIT HELENA MT

www.helenamt.com
IG: @visithelenamontana
FB: Visit Helena MT
LinkedIn: Visit Helena

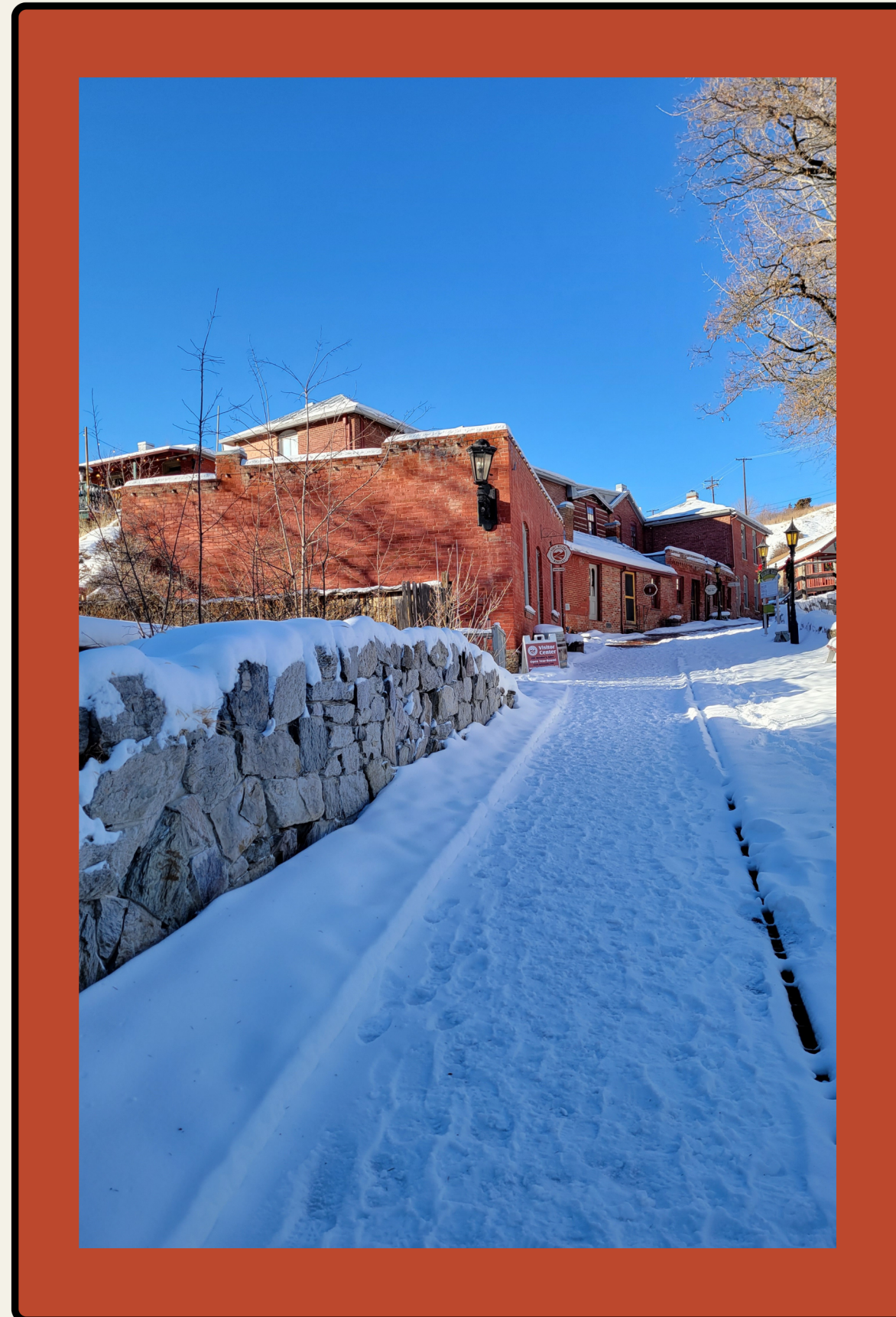


Visit HELENA

Visit Helena's digital strategy is to build brand awareness and drive web traffic.

The purpose of Visit Helena's website is a FREE resource guide for visitors, residents, and businesses to explore the endless opportunities in Helena and surrounding region.

Visit Helena positions content in Google Business Listing, Web, Newsletter, YouTube, Facebook, Instagram, and LinkedIn.



Vist Helena Website

DATA & STRATEGY

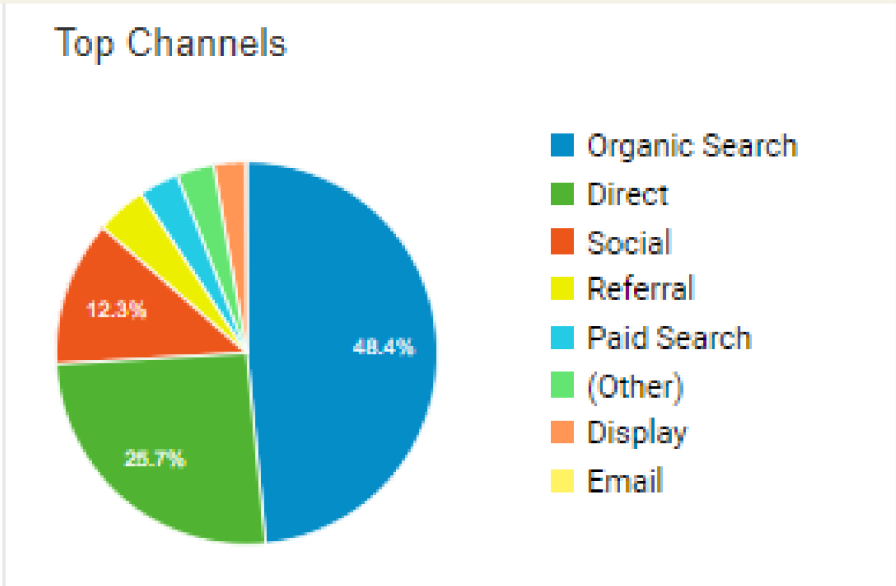
Website is to provide optimal SEO strategies to move organic search traffic to the website, and utilize paid functions such as paid search, and earned media partnerships with Helena CVB.

Key Projects

- New Event Page
- Paid Awareness Campaigns
- Continued SEO Improvements
- Content Improvements

Key Metrics

- User visitation up 78% YoY
- Page views up 118% YoY
- Visitation time up 16% YoY
- Increased Time on website



- Organic Traffic Up 118% YoY
- Direct Traffic Up 100% YoY
- Social Traffic Up 28% YoY
- Referral Traffic down 28% YoY

1.	/		56,222	(19.59%)
2.	/events/		26,987	(9.40%)
3.	/explore/explore/		16,500	(5.75%)
4.	/explore/play/		9,679	(3.37%)
5.	/explore/taste/		7,383	(2.57%)
6.	/bike-helena/		6,455	(2.25%)
7.	/explore/stay/		5,350	(1.86%)
8.	/rfp-request/		5,193	(1.81%)
9.	/2022/08/top-ten-fall-events-in-helena/		4,384	(1.53%)
10.	/things-to-do/		3,814	(1.33%)



1. (not set)	27,423 (22.22%)
2. Helena	14,649 (11.87%)
3. Denver	7,011 (5.68%)
4. Moscow	4,124 (3.34%)
5. Seattle	3,944 (3.20%)
6. Salt Lake City	3,345 (2.71%)
7. Boise	2,583 (2.09%)
8. Missoula	1,484 (1.20%)
9. Ashburn	1,421 (1.15%)
10. Los Angeles	1,284 (1.04%)

- Geo tracking will become more difficult in 2023
- Denver visitation up 700% YoY
- Seattle visitation up 35% YoY
- Salt Lake City visitation down 9% YoY
- Boise visitation up 306% YoY
- Calgary visitation up 8% YoY

DIGITAL MARKETING - WEBSITE/EVENT PAGE



Page ?		Source ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
			26,987 % of Total: 9.40% (287,049)	16,022 % of Total: 6.74% (237,883)	00:01:00 Avg for View: 00:01:28 (-31.81%)	11,849 % of Total: 7.99% (148,297)	41.0 Avg for View: 68.24% (-39.24%)
1.	/events/	google	11,255 (41.71%)	7,099 (44.31%)	00:00:58	4,695 (39.62%)	37.0
2.	/events/	digitalthrottle	7,930 (29.38%)	4,365 (27.24%)	00:00:53	4,188 (35.34%)	42.0
3.	/events/	(direct)	2,591 (9.60%)	1,772 (11.06%)	00:01:07	1,306 (11.02%)	56.0
4.	/events/	bing	2,326 (8.62%)	1,009 (6.30%)	00:00:55	672 (5.67%)	28.0
5.	/events/	yahoo	921 (3.41%)	517 (3.23%)	00:01:36	288 (2.43%)	37.0
6.	/events/	duckduckgo	562 (2.08%)	359 (2.24%)	00:01:00	264 (2.23%)	33.0
7.	/events/	print	207 (0.77%)	153 (0.95%)	00:02:18	136 (1.15%)	63.0
8.	/events/	l.facebook.com	160 (0.59%)	95 (0.59%)	00:02:21	20 (0.17%)	50.0
9.	/events/	lm.facebook.com	158 (0.59%)	69 (0.43%)	00:00:41	40 (0.34%)	42.0
10.	/events/	l.instagram.com	125 (0.46%)	97 (0.61%)	00:01:02	67 (0.57%)	28.0

EFFECTIVE SEO STRATEGY W/EVENT PAGE

Visit Helena Social Media

DATA & STRATEGY

Key Projects

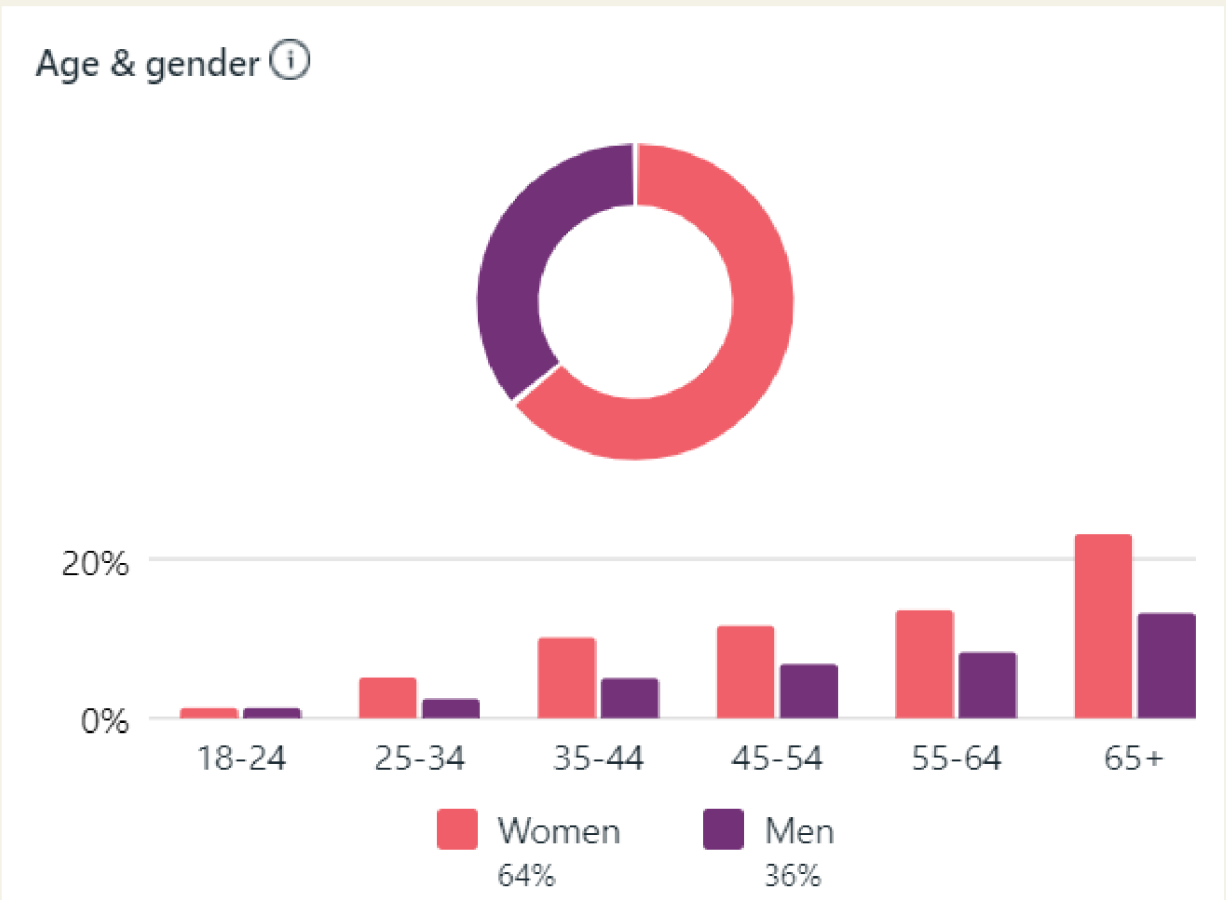
- Creation of Historic Sunday Campaign
- Successful Things to Do Campaigns
- Content Partnerships
- Consistent Posting Schedule

Key Metrics

- Instagram Followers Increase 16% YoY
- FB Likes Increase 100% YoY
- FB Profile Visits Increase 33% YoY
- Instagram Profile Visits Increase 27%
- Overall Impressions 1.4 Million



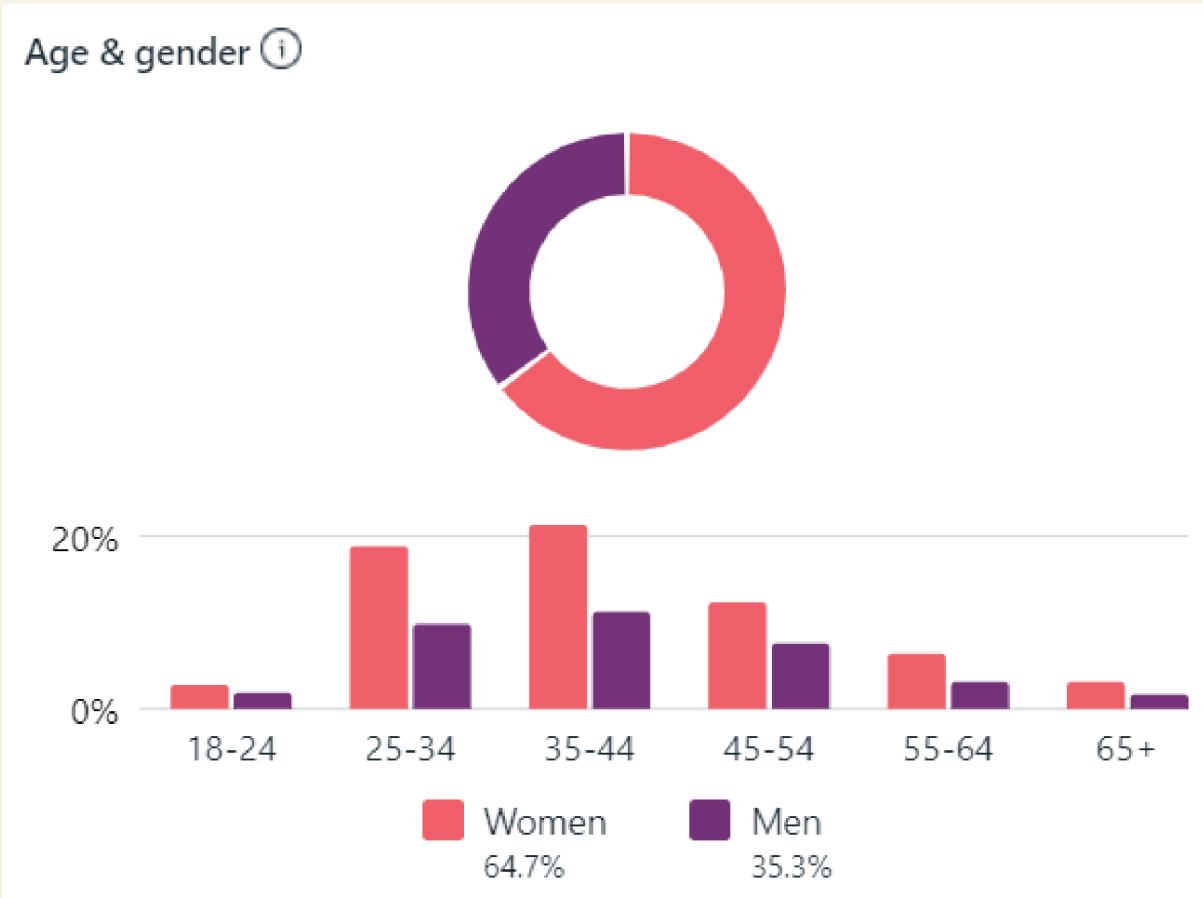
Facebook Followers
34,089



Top Cities

- Helena, MT
- Missoula MT
- Butte, MT
- Spokane, WA
- Los Angeles, CA
- Houston, TX

Instagram Followers
6,559





Facebook Impressions

1.5 Million

Facebook Reach

401K

Facebook Link Clicks

7,100

1K% Increase

Facebook Page Visits

5,235

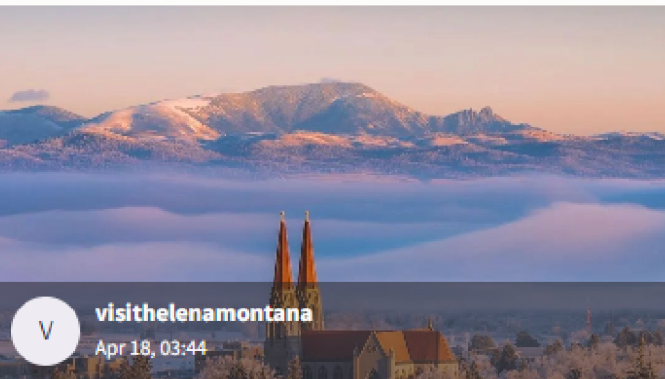
33% Increase

Post with highest engagement



#Repost @kevinleaguephoto ••••• A jaw dropping sunset over Helena Montana as viewed from the city's historic fire tower. 📍 Tomorrow is Small Business Saturday (Nov 26) my gallery will be open 10am - 3pm in Downtown Helena, Montana (330 Jackson Street) 📸 I still have several pieces discounted 30% to 50% off! **16.17%** engagement rate

Post with most likes



#Repost @kevinleaguephoto ••• Happy white Easter from Helena Montana! We picked up a couple of fresh inches of snow overnight with some and some fog in the valley. This image was shot a couple of years ago but it reminded me of what it's looking like outside right now! ••••• #MontanaMoment **720** likes

Instagram Impressions

266K

Instagram Reach

89K

Instagram Engagement Rate

6.6%

.4% decrease

Instagram Profile Visits

8,300

72% Increase

Visit Helena Newsletter

DATA & STRATEGY

Key Projects

- Event Page Campaigns
- Monthly Updates
- Identifying Newsletter Lists

Key Metrics

- 27% Open Rate Up from 21%
- OR Industry Benchmark 21%
- 1.9% Click Through Rate
- CTR Benchmark 2.2%
- Decrease in e-mail list number

Vist Helena Paid Digital

DATA & STRATEGY

Paid digital strategy was to bring awareness to new web product offerings and to build web traffic as an official source for all events in Helena area.

Key Projects

- Spring Event Page Launch
- Fall Social Media Paid
- Winter Fly Fishing Campaign
(Google)

Key Metrics

- \$460.00 in Boosted Posts
- \$400 in YouTube/Search
- 200K in reach
- 5,000+ website visits

Visit Helena 2023 OUTLOOK

- 2 Winter Paid Campaigns (Social/YouTube)
- Boosted Ads on social
- Increase social/digital media followers to release new brand identity
- Plan two major summer campaigns; Events Calendar Paid & Bike Helena Rides Paid

Visit Helena

INSIGHTS & IMPROVEMENTS

- Increasing cadence on social media – Instagram
- Building a Brand Identity Campaign that helps create loyal fan base with high engagement
- High Priority: Become ADA Compliant on website