

Petaluma Lodging Association
Marketing Meeting
December 10, 2019
Notes

1. Call to Order/Introductions:

Kirk Lok

2. Roll Call:

Present: Kirk Lok, Pauline Wood, Dustin Groff, Michael Trillo, Marie McCusker,
Colleen Rustad
Absent: Marshall Young

3. Public Comment: None.

4. Marketing Discussion / Digital Report

Bryan Tracey/Madden Media

- Bryan reviewed the highlights for prospecting and remarketing for both display and social media.
- Prospecting is casting a wide net through geomarketing. For remarketing, the user has to come to the website and then they are served an ad to come back. There is no geotargeting in remarketing.
- PPC is at about \$0.38
- The discussion generated questions that Bryan will research and get back on:
 - Can we see the demographics to know where the audience is coming from?
 - How to make lodging clicks increase?
 - Can lodging be broken out with its own budget?
 - Where are people who are clicking on events coming from and is that translating into overnight stays?
 - Can you tell how deeply they are diving into the website?
 - On FB and IG, Bryan will look at referrals. Do we know where they go once they land on the site?
 - How does click rate compare with other destinations?
 - What is the budget for display compared to SEM?
 - How can we show ROI?
 - What are the analytics on display ads?
- There was agreement that emphasizing our location as a home base or hub is important.
- The hotels could consider a “Shop & Stay” promotion for future holiday seasons.
- There will be a budget breakout for hotels in January and February.