

# Outcomes from an eMarketing education cohort with participating Convention and Visitor Bureaus



Adeel Ahmed



[Ahme0004@umn.edu](mailto:Ahme0004@umn.edu)



320-203-6109



<http://z.umn.edu/emkt>



@adeelahmemn



**7 Participating  
CVBs**



**3 month Cohort**

## **Modes of Teaching**

- Face to face
- Online webinars
- One on one consulting
- Peer to peer learning
- Independent learning

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## Topics

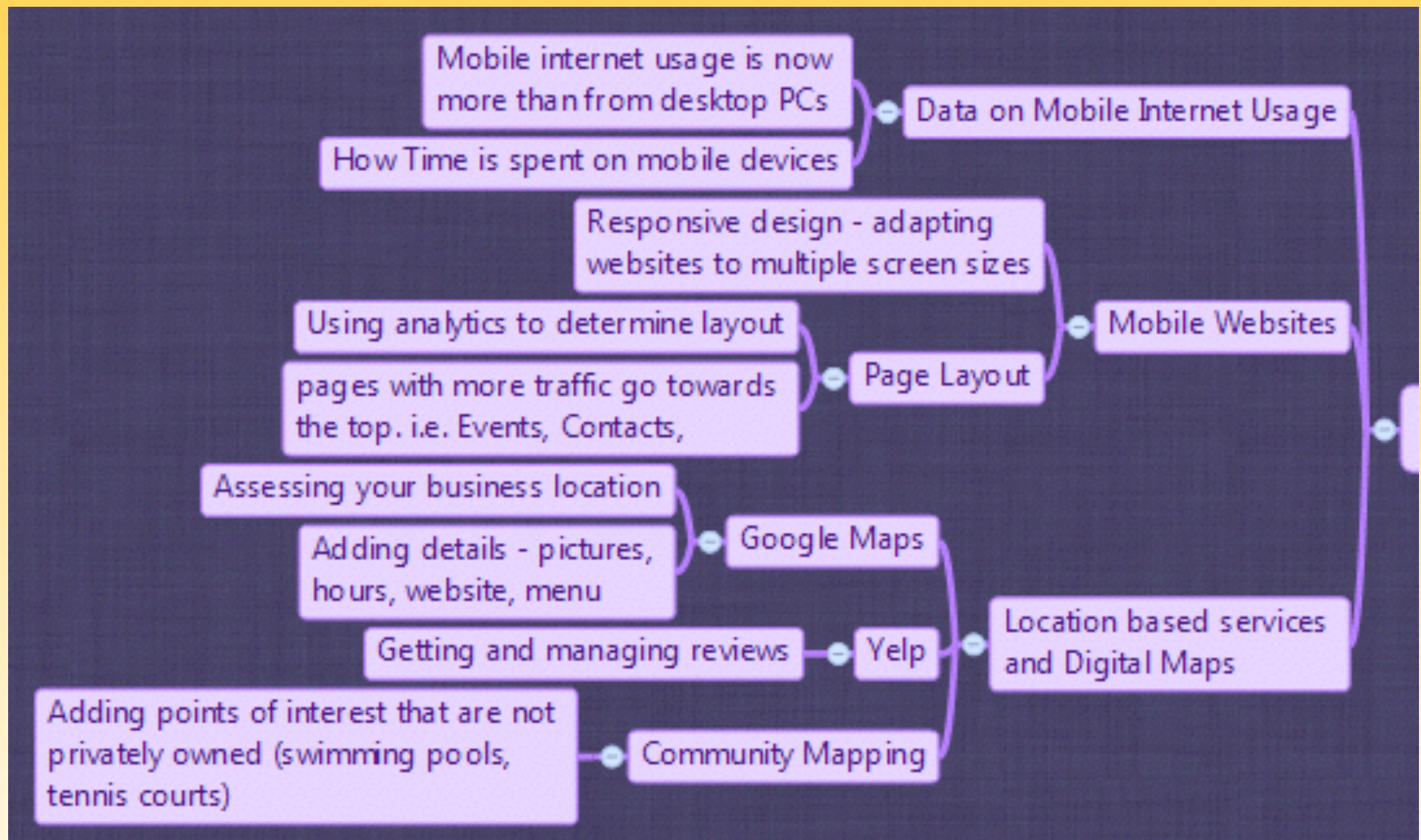


# Marketing your website



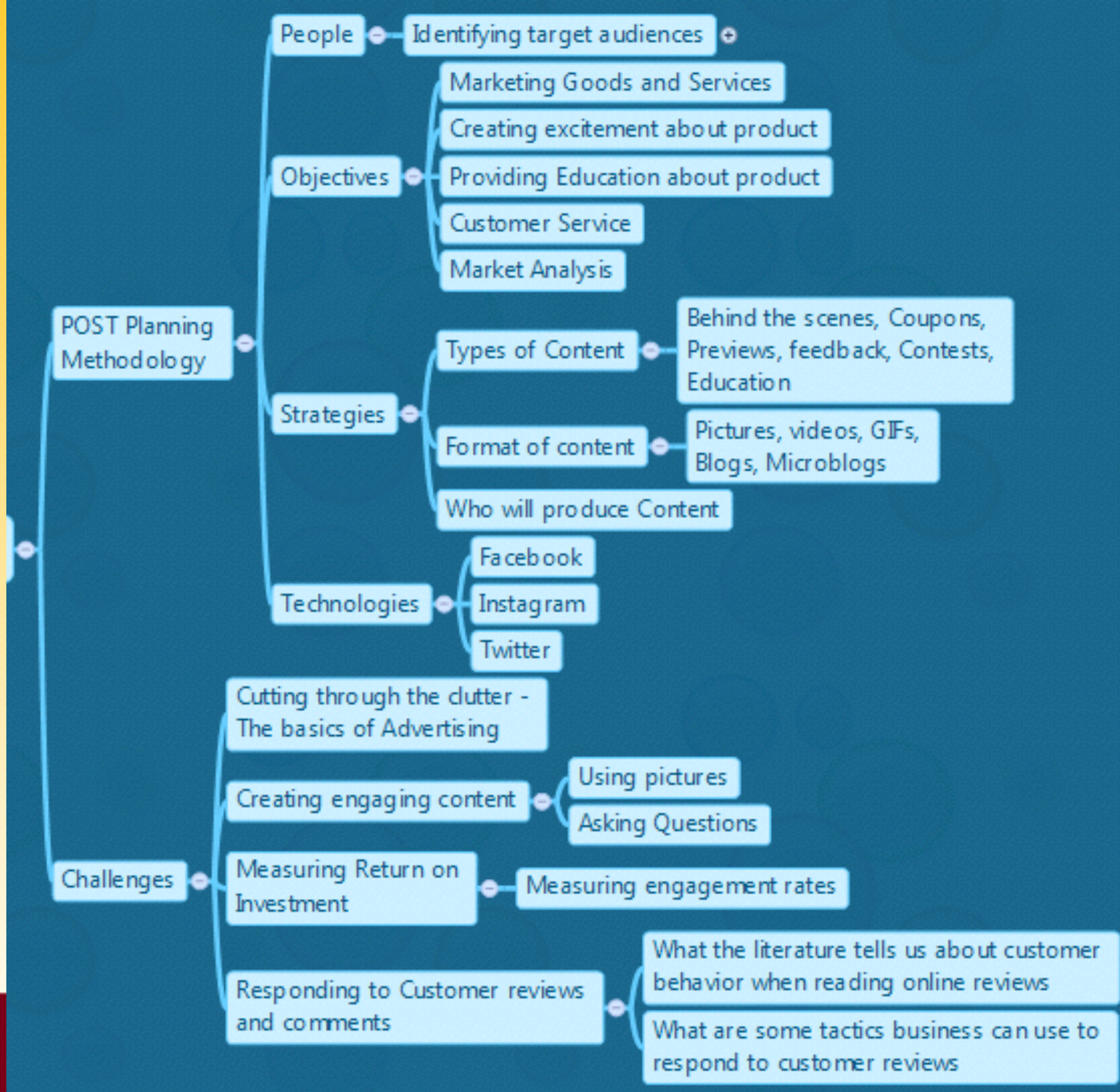


# Mobile & Location Based Services

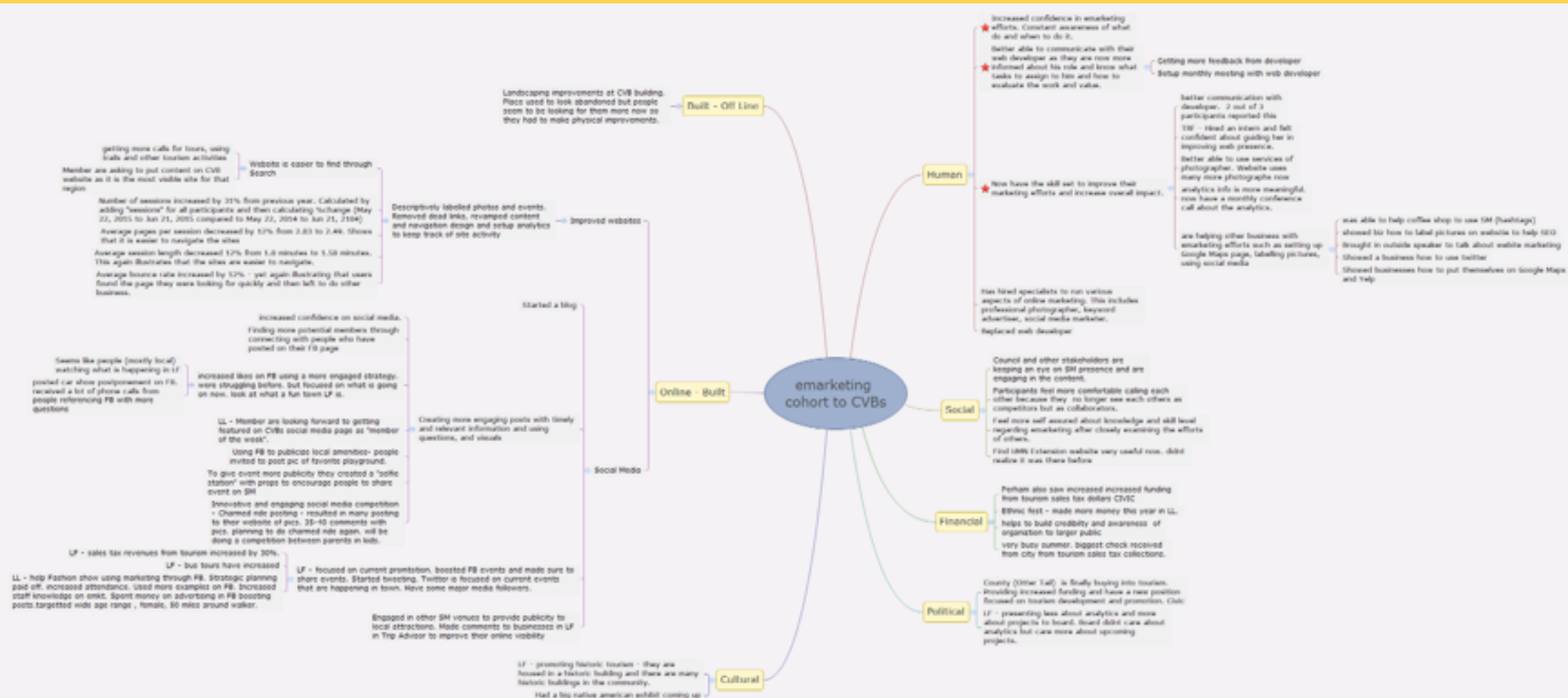




# Social Media



# Ripple Effect Map



- Gained confidence in emarketing
- Better able to communicate with web developers
- Were able to improve their websites design and navigability
  - Both desktop and mobile sites
- Improve SEO
- Using Social Media to engage audience in a two way conversation
  - Better able to market events using social media
- Teach members what they learned
- Communicate to stakeholders the impact their marketing was having



May 22, 2015 to Jun 21, 2015 compared to May 22, 2014 to Jun 21, 2014)

<b><i>Number of sessions – site visits</i></b>	<b><i>+31%</i></b>	<b><i>Site is easier to find. More people visiting</i></b>
<b><i>Average number of pages visited per session</i></b>	<b><i>-12%</i> <i>From 2.83 to 2.49</i></b>	<b><i>Site is easier to navigate hence people get the info with fewer clicks</i></b>
<b><i>Average session length – time on site</i></b>	<b><i>-12%</i> <i>1.8 min to 1.58 min</i></b>	<b><i>Site is easier to navigate allowing people to find their information quicker</i></b>
<b><i>Average bounce rate -user visits one page then exits the site</i></b>	<b><i>+12%</i></b>	<b><i>Illustrates users found the page they were looking for on the first try and then left to do</i></b>

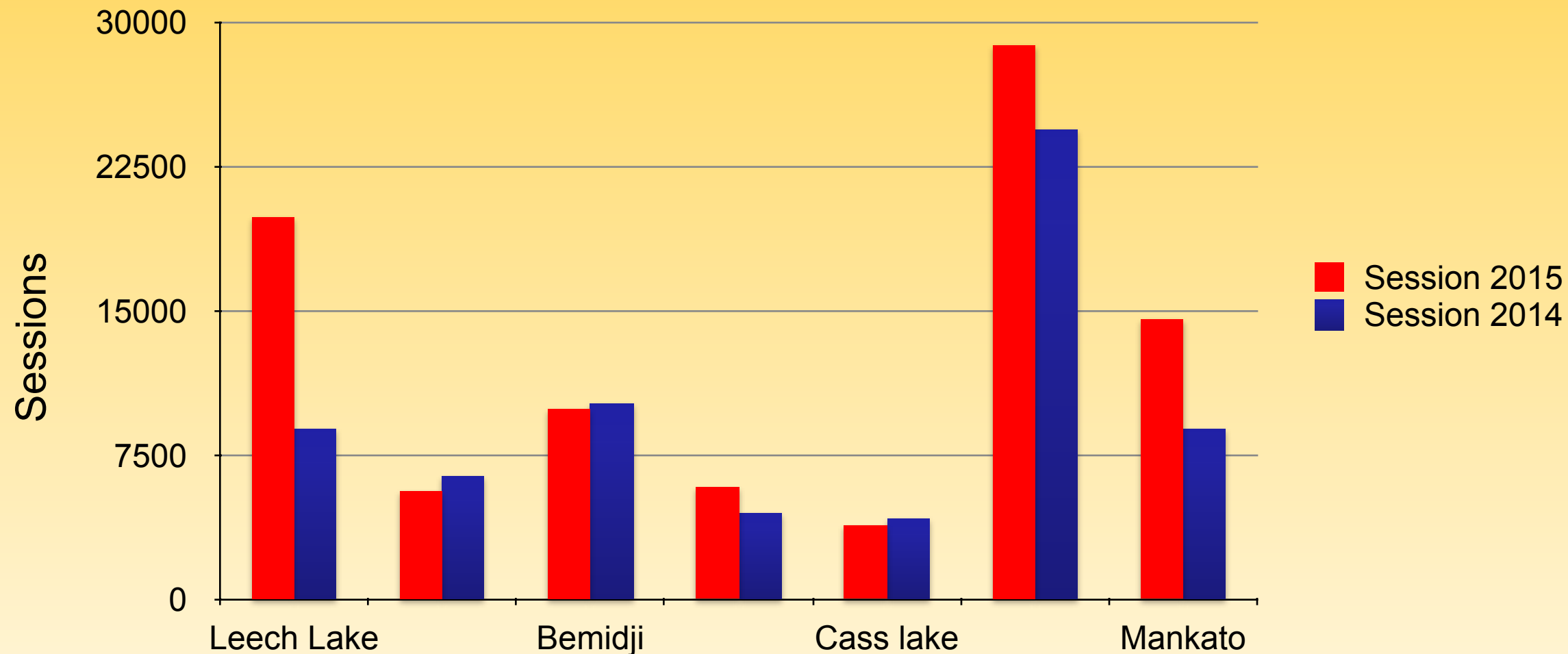
# Measurable impacts



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Performance of CVB websites since participating in Extension cohort  
- year to year comparison of (May 22, 2015 to Jun 21, 2015  
compared to May 22, 2014 to Jun 21, 2014)



# Comparing analytics



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Driven to Discover™

- Receiving more calls for tours, info on trails and other tourism activities
- Members are asking to place content on CVB website as it is the most visible site for that region
- Bus tours have increased
- County is starting to make tourism a priority by providing increased funding and opening a new position focused on tourism development and promotion.
- Perham also saw increased funding from tourism sales tax dollars
- 2 cities saw increased sales tax revenues from tourism
  - (up to 30%)