

# TOURISM

## SANTA FE

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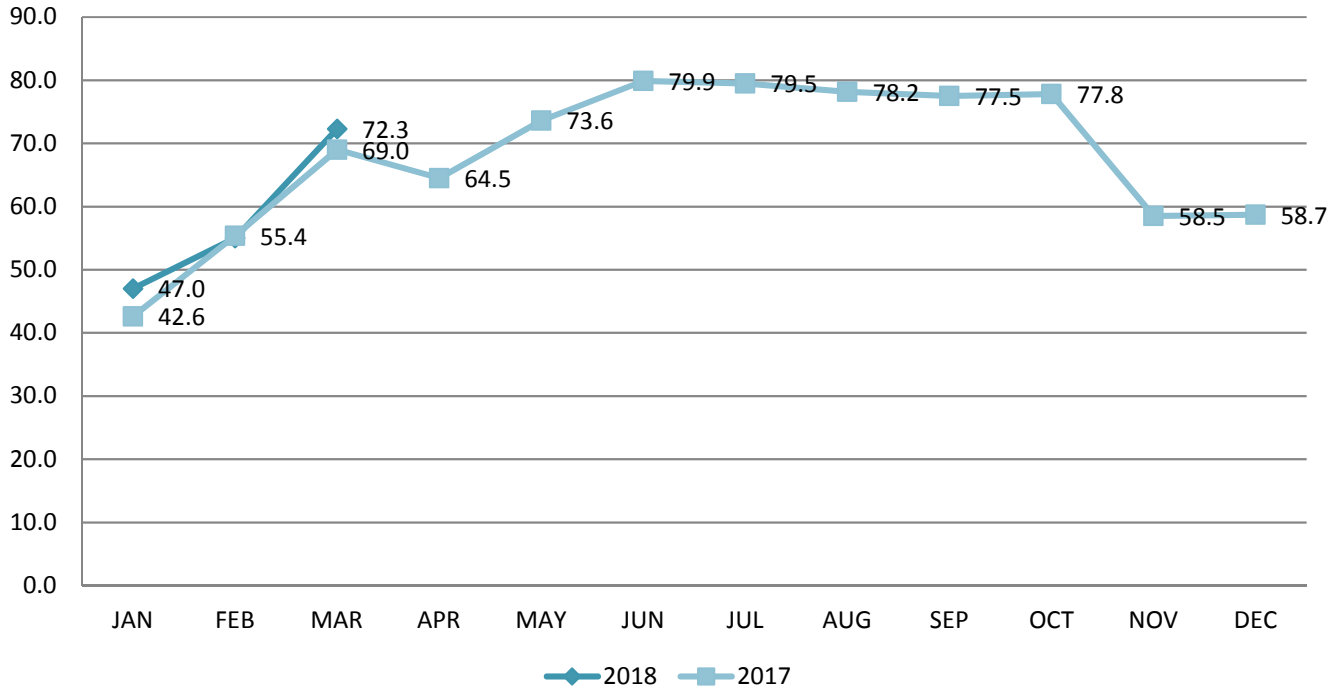
### Quarterly Marketing Report

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2018 Q1 | January — March

Occupancy & Room Rates

Occupancy Rate



Occupancy Rate Percentage					
	Q1	Q2	Q3	Q4	YTD
2018	58.1				58.1
2017	55.7	72.7	78.4	65.0	68.9
(Y/Y)	2.4				-10.8

Average Daily Rate					
	Q1	Q2	Q3	Q4	YTD
2018	\$112.96				\$112.96
2017	\$111.53	\$129.66	\$157.91	\$136.22	\$111.53
(Y/Y)	1.3%				1.3%

Revenue Per Available Room					
	Q1	Q2	Q3	Q4	YTD
2018	\$66.41				\$66.41
2017	\$65.26	\$94.61	\$123.82	\$89.20	\$65.26
(Y/Y)	1.8%				1.8%

Source: Rocky Mountain Lodging Report.

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## Website

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**Summary:**

Traffic was down 6% year over year and 12% from Q4 2017. This is likely related to advertising as advertising-related traffic is down 64% from last quarter and down 50% year over year. Demographics were fairly static, with slight increases in the 55+ age range and in female visitors both Q/Q and Y/Y. Conversion rates were up 21% year over year and 81% from Q4 2017 buoyed by Visitor Guide Requests and Accommodations page visits. The previous top page (City Different) fell to 6<sup>th</sup> place, with the Calendar the top page in Q1 2018, closely followed by the home page.

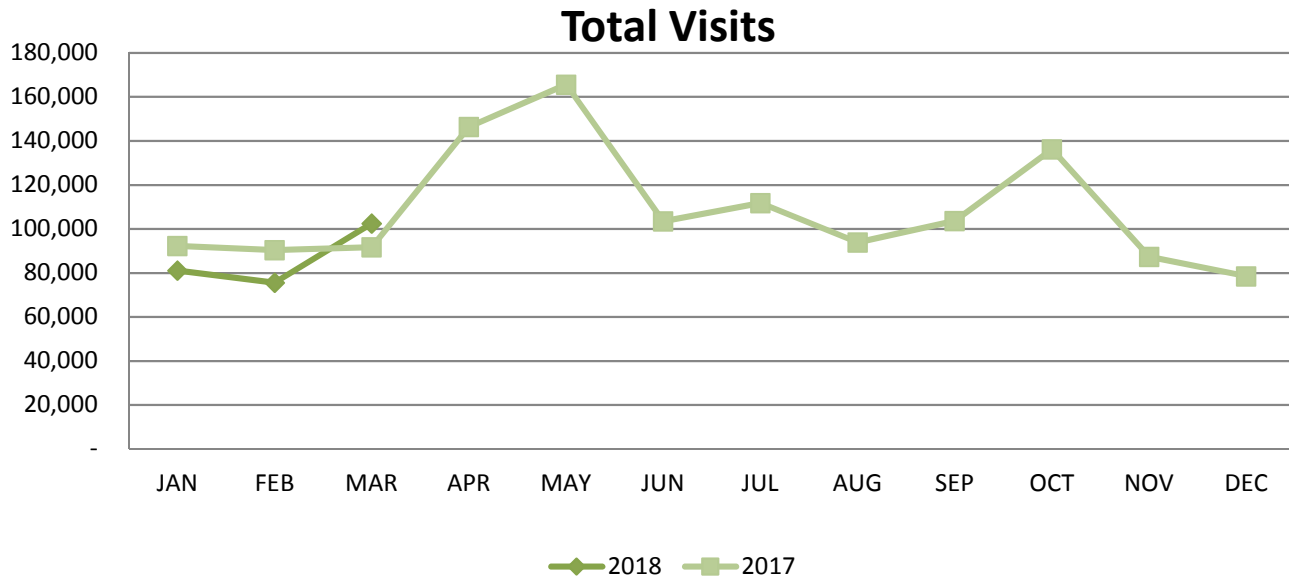
**Key Insights:**

- Desktop traffic fell by 18%, with phone and tablet traffic both increasing (9% and 15% respectively).
- The top 10 pages in Q1 were (in order): Calendar, Home Page, Things to Do, Spring Break, Visiting Santa Fe, The City Different, Visitors Guide, What's Happening, Must See Events, and Accommodations. The Calendar and Home page received the lion's share of traffic with 28% of all visits. The remainder of the top 10 all received less than 4% of visits each, reflecting the diversity of popular content on the site.
- Facebook traffic fell 34%, but it remains far and away the top social referrer to the site, delivering 65% of all social traffic.
- Top search queries for the site in Q1 included the keywords, "events, tourism, chimayo, and plaza," each combined with "santa fe".
- Kids Free Spring Break traffic fell 24% from last year. On February 28, optimizations were made to the Kids Free digital advertising campaign remove an underperforming campaign with Pandora and shift the budget to additional impressions with another paid media vendor, Varick. The optimization resulted in 37% more imps, 82% more clicks and a 32% higher CTR M/M.
- US visitors made up 94% of visitors, with Canada making up another 2%. Top states for visitors were NM, TX, CA, CO, NV, AZ, NY, IL, FL and WA. The largest growth Y/Y was seen in NV, which grew by almost 60%, while CA and CO grew by double digits. NM and TX both experienced slight losses Y/Y despite sending the most visitors.
- The top landing pages for Q1 were: the Home Page, the Calendar, Spring Break, The City Different, Things To Do, What's Happening, Visitors Guide, Family Activities, Visiting Santa Fe, and Accommodations. This list reflects the mix of promoted pages and typical visitor event-related flow. Family Activities is a new inclusion, and probably reflects the family-friendly sense that Kids Free has been promoting for three years now.

**Action Items:**

- Work with advertising team to integrate advertising and site goals
  - Use analytics data to help inform the design of the site in order to increase traffic to goals
  - Improve end user experience for both visitors and business partners
  - Use search query data to inform content of the site to help visitors find desired sections
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Website: SantaFe.org



Website						
	Q1	Q2	Q3	Q4	YTD	
<b>Total Sessions</b>						<b>Goal</b> 10%
2018	259,187				259,187	EOY Goal 1,431,679
2017	274,533	415,461	309,351	302,181	274,533	% EOY Goal 18%
(Y/Y)	-5.6%				-5.6%	% YTD Goal 72%
<b>Unique Users</b>						<b>Goal</b> 10%
2018	210,072				210,072	EOY Goal 1,187,485
2017	230,769	356,065	248,970	243,728	230,769	% EOY Goal 18%
(Y/Y)	-9.0%				-9.0%	% YTD Goal 71%
<b>Average Pages Per Session</b>						<b>Goal</b> 10%
2018	2.46				2.46	EOY Goal 2.42
2017	2.28	2.09	2.33	2.12	2.28	% EOY Goal 101%
(Y/Y)	7.9%				7.9%	
<b>Average Time on Site</b>						<b>Goal</b>
2018	2:39				2:39	EOY Goal 2:25
2017	2:20	1:55	2:27	2:05	2:20	% EOY Goal 110%
(Y/Y)	13.3%				13.3%	
<b>Conversion Rate Percentage</b>						<b>Goal</b>
2018	15.0				15.0	EOY Goal 10.9
2017	11.5	9.2	10.7	8.4	11.5	% EOY Goal 138%
(Y/Y)	3.5			0.1	3.5	

## Website: Blog

### Summary:

Blog traffic is down 23% Y/Y and down 39% from Q4 2017, mirroring overall site traffic patterns but with a larger effect. Engagement metrics indicate visitors are staying on the blog longer and are leaving directly from it less frequently, which is a nice change. Referrals to the main site were 9% of traffic. The fall in referrals from Q4 appears to be seasonal – related to people heading to the main site for event details from holiday blog posts.

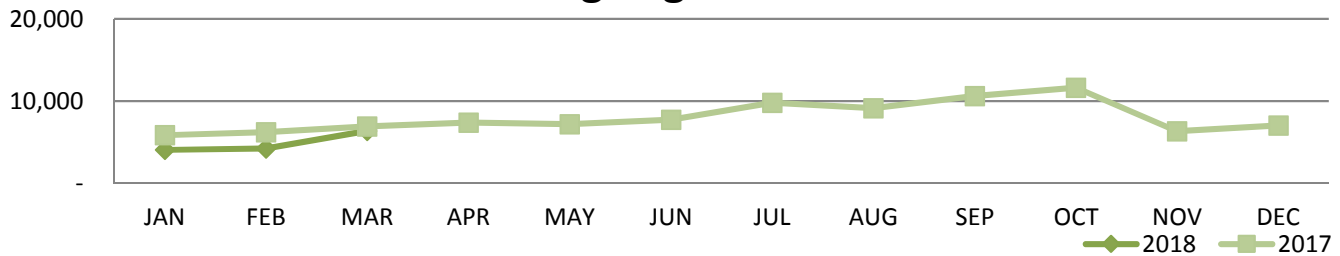
### Key Insights:

- Blog traffic fell 23% Y/Y and 39% from Q4 2017. However, retention statistics improved over both periods, especially year over year. This indicates that though fewer people are visiting the blog, those who do are finding it valuable: reading more, staying longer, and exploring.
- The most popular blog posts continue to focus on unique area activities. Day Trip to Chimayo continues to be the most popular page on the blog, increasing to 14% of traffic. The home page is second, with traffic falling 20% year over year. The third most popular page focuses on hiking in the county.
- The main traffic driver for the blog is far and away Organic Search, increasing from 54% to 81% of traffic year over year. Direct, social, and advertising traffic have all fallen as a result. This – combined with the popularity statistics – clearly reinforces the idea that the long form blog content is a huge search opportunity.
- Referrals to the main site improved 13% year over year, although they fell 46% from last quarter. This likely reflects the seasonal utilization of the blog, when people continue to the main site for event details.

### Action Items:

- Work to improve referrals to the main site as long form content becomes a destination.
- Continue improving user experience (especially for mobile)
- Consider changing blog subscriptions to use main site newsletters to increase traffic to main site and improve newsletter experiences.

## Blog Page views



Blog							
	Q1	Q2	Q3	Q4	YTD		
<b>Page Views</b>						<b>Goal</b>	<b>25%</b>
<b>2018</b>	14,645				14,645	<b>EOY Goal</b>	119,830
<b>2017</b>	18,989	22,303	29,534	25,038	18,989	<b>% EOY Goal</b>	12%
<b>(Y/Y)</b>	<b>-22.9%</b>				<b>-22.9%</b>	<b>% YTD Goal</b>	49%
<b>Average Time on Blog</b>						<b>Goal</b>	<b>25%</b>
<b>2018</b>	3:17				3:17	<b>EOY Goal</b>	4:08
<b>2017</b>	3:03	3:16	3:23	3:31	3:03	<b>% EOY Goal</b>	80%
<b>(Y/Y)</b>	<b>7.8%</b>				<b>7.8%</b>		
<b>Referrals to Website Percentage (Visitors that clicked through to a non-Blog page)</b>						<b>Goal</b>	<b>25%</b>
<b>2018</b>	9.0	#DIV/0!			9.0	<b>EOY Goal</b>	7.6
<b>2017</b>	6.1	6.7	8.3	10.1	6.1	<b>% EOY Goal</b>	118%
<b>(Y/Y)</b>	<b>2.9</b>				<b>2.9</b>		

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## Newsletters

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### Summary:

**Consumer:** newsletter engagement increased in Q1 with the Deals and Specials open rate increasing twice as much as the Happenings open rate. Newsletters delivered 13% more traffic to the site than in Q4 2017.

**Industry:** newsletter engagement remained about the same in Q1. The Marketing Report increased its open rate, but the Sales report open rate fell. Open rates remain far above consumer newsletters.

### Key Insights:

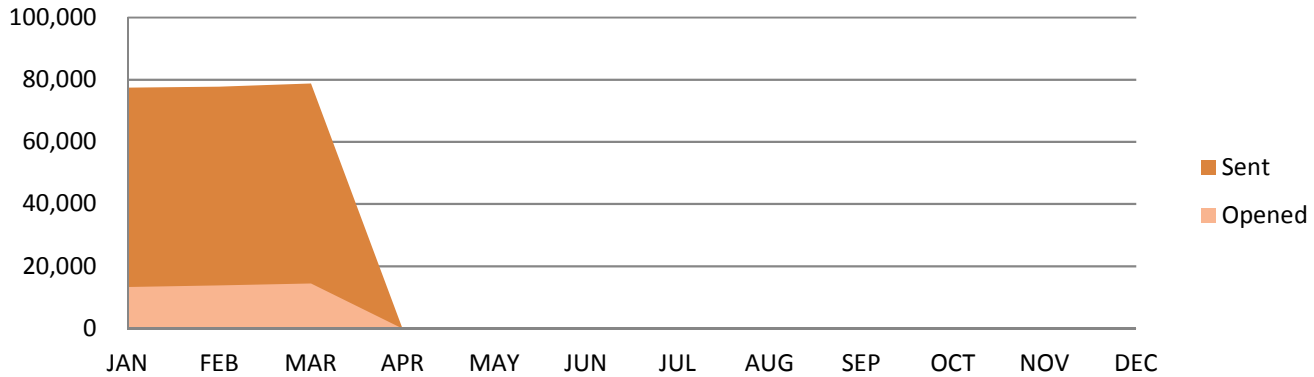
- List membership for both Consumer lists continued to grow Q/Q and Y/Y.
- The drop in open rates for the Sales Report is small; next quarter will determine if it is a trend or an outlier.
- One-off and less frequent consumer newsletters showed higher performance than last quarter, with open rates in the low twenties across the board. One exception was the Spring Break email which had a low open rate (17/18%) except for on the Spring Break list (i.e. visitors who had explicitly requested the newsletter). The open rate for that list was 29%, showcasing the effect of targeted lists.
- The email asking Partners to update their listings had the largest open rate we've seen in years at 49%.

### Action Items:

- Investigate ways to increase open rates
- Investigate ways to increase list membership
- Continue to share Consumer newsletters on TSF social media channels
- Post regular "subscribe to our newsletter" links on social media channels
  
- Consistently share Consumer newsletters with Industry Partners who are featured and encourage them to share on their social media channels.

## Newsletters: Consumer

### Total Consumer Emails: Sent vs Opened

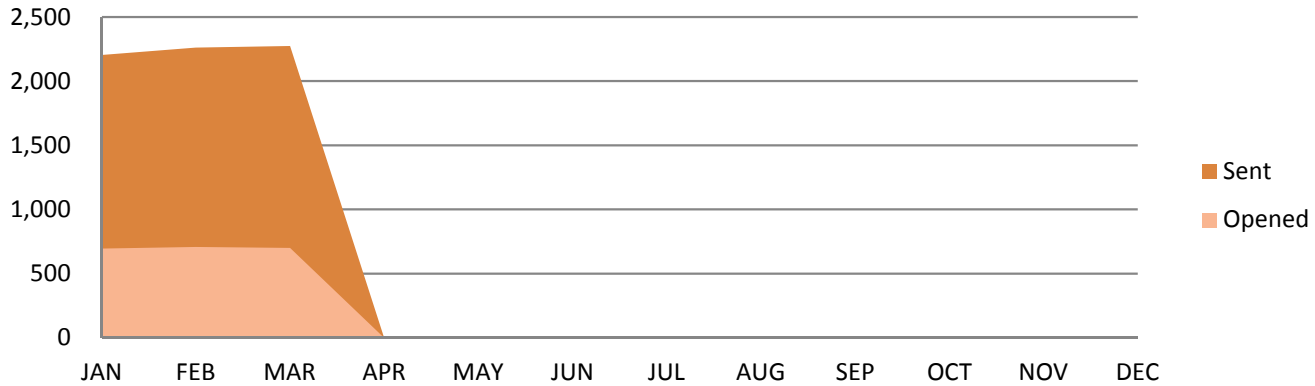


Email Consumer							
	Q1	Q2	Q3	Q4	YTD		
<b>Sent: Happenings</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	144,978				144,978	EOY Goal	606,352
<b>2017</b>	144,209	143,165	144,924	145,180	144,209	% EOY Goal	24%
(Y/Y)	0.5%				0.5%	% YTD Goal	96%
<b>Opened: Happenings</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	25,300				25,300	EOY Goal	108,864
<b>2017</b>	24,563	24,850	25,129	24,425	24,563	% EOY Goal	23%
(Y/Y)	3.0%				3.0%	% YTD Goal	93%
<b>Open Rate: Happenings (Quarterly Average Percentage)</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	17.5	#DIV/0!	#DIV/0!	#DIV/0!	17.5	EOY Goal	17.9
<b>2017</b>	17.0	17.4	17.4	16.9	17.0	% EOY Goal	98%
(Y/Y)	0.5				0.5		

<b>Sent: Deals &amp; Specials</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	88,849				88,849	EOY Goal	352,385
<b>2017</b>	80,577	83,075	85,378	86,575	80,577	% EOY Goal	25%
(Y/Y)	10.3%				10.3%	% YTD Goal	101%
<b>Opened: Deals &amp; Specials</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	16,177				16,177	EOY Goal	68,005
<b>2017</b>	14,897	15,428	15,935	15,563	14,897	% EOY Goal	24%
(Y/Y)	8.6%				8.6%	% YTD Goal	95%
<b>Open Rate: Deals &amp; Specials (Quarterly Average Percentage)</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	18.6	#DIV/0!	#DIV/0!	#DIV/0!	18.6	EOY Goal	19.4
<b>2017</b>	18.5	18.6	18.7	18.0	18.5	% EOY Goal	96%
(Y/Y)	0.1				0.1		

## Newsletters: Industry

## Total Industry Emails: Sent vs Opened



Email Industry							
	Q1	Q2	Q3	Q4	YTD		
<b>Sent: Marketing Report</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	3,374				3,374	EOY Goal	13,976
<b>2017</b>	3,351	3,304	3,341	3,314	3,351	% EOY Goal	24%
(Y/Y)	0.7%				0.7%	% YTD Goal	97%
<b>Opened: Marketing Report</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	1,022				1,022	EOY Goal	4,461
<b>2017</b>	964	1,071	1,052	968	964	% EOY Goal	23%
(Y/Y)	6.0%				6.0%	% YTD Goal	92%
<b>Open Rate: Marketing Report (Quarterly Average Percentage)</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	30.8	#DIV/0!	#DIV/0!	#DIV/0!	30.8	EOY Goal	30.3
<b>2017</b>	28.9	32.5	31.7	29.7	30.7	% EOY Goal	102%
(Y/Y)	1.9				0.1		

<b>Sent: Sales Report</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	3,362				3,362	EOY Goal	13,986
<b>2017</b>	3,362	3,305	3,351	3,302	3,362	% EOY Goal	24%
(Y/Y)	Flat				Flat	% YTD Goal	96%
<b>Opened: Sales Report</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	1,078				1,078	EOY Goal	4,719
<b>2017</b>	1,094	1,082	1,088	1,026	1,094	% EOY Goal	23%
(Y/Y)	-1.5%				-1.5%	% YTD Goal	91%
<b>Open Rate: Sales Report (Quarterly Average Percentage)</b>						<b>Goal</b>	<b>5%</b>
<b>2018</b>	32.1	#DIV/0!	#DIV/0!	#DIV/0!	32.1	EOY Goal	34.2
<b>2017</b>	32.6	32.7	32.6	31.2	32.3	% EOY Goal	94%
(Y/Y)	-0.5				0.2		



## Public Relations

### Summary:

In Q1 2018, Santa Fe saw online and print coverage span newspapers, online outlets and national and regional magazines. In particular, there was a peak in coverage in regional magazines, including 405 Magazine (OKC), Phoenix Magazine, Boston Magazine, New York Lifestyles, AAA New Mexico Journey, S/Magazine (Toronto), Fort Worth Magazine, San Diego Magazine among others. These magazines tend to have smaller circulations, and as a result lower advertising equivalency, than national outlets, however they reach a targeted audience that are known to be avid travelers.

As a result of Paula Kofsky attending the 2017 Ski Fam, feature coverage appeared in 13 regional versions of Weston Magazine Group in the Winter 2018 issue of the publications accounting for \$2,244,000 and 25% of the Q1 2018 earned media value.

Placements in national outlets continue to be the largest driver of media value. Major placements in national outlets in Q1 included: Forbes.com (valued at \$1,349,114) New York Times (valued at \$897,351) USA Today (valued at \$835,837)

For the calendar year to date, TOURISM Santa Fe's advertising equivalency from PR efforts was down roughly 52% versus 2017, however January 2017 was one of the highest documented months for advertising equivalency in recent years making year over year comparisons challenging. The earned media total of \$8,783,474 for Q1 means we are on pace at 22% of our annual goal of \$39,809,905.

A major part of the Q1 2017 results came as a result of hosting CBS contributor Randy Yagi in the destination on the January 2017 Ski FAM. Two articles written by Yagi placed and syndicated in Q1 – resulting in nearly 42% of the earned media value during this time period. In March 2017, The National Geographic Traveler "Sense of Place" Awards were announced during Q1 – a new award for TSF for 2017. Coverage was predominantly local and accounted for 2% of the total ad value from Q1 2017.

Amongst two of the other important tactical tools, TOURISM Santa Fe and LHG surpassed 2017 for both pitches and media contacts, showing no drop-off year-over-year in our proactive media outreach efforts. A majority of the 78.9% increase in pitches came from significant pitching efforts of the Kids FreeFest Spring Break campaign. From this effort we saw a return of \$108,219 in earned media value.

### Key Insights:

- *107 pieces of coverage were tabulated in Q1 2018, vs. 181 pieces in Q1 2017. 75 pieces of coverage tabulated in Q1 2017 were syndicated stories vs. 5 pieces in Q1 2018. This shows us that syndication makes a major difference.*
- *The 8 placements with the largest reach/circulation drove 62% of the total coverage for the quarter – most of which were mixed coverage in large national outlets including The New York Times, USA Today, Wall Street Journal and Business Insider.*
- *The 8 placements with the highest advertising value drove 57% of the total earned media value for the quarter – most of which corresponded to the articles with the larger reaches, including New York Times, USA Today, Wall Street Journal and Business Insider.*
- *Media visits continue to drive the best feature coverage.*
- *The strategy used to promote the National Geographic Sense of Place Awards that garnered 2% of the total ad value from Q1 2017 was effective and will be used to implement future award nominations such as the upcoming Condé Nast Traveler Reader's Choice Awards.*
- *23% of HARO outreach resulted in successful coverage in Q1 2018 vs 19% in Q1 2017. Total ad value of the Q1 2018 HARO results amounted in 23% of total earned media for Q1 2018 compared to 8% of the earned media total in Q1 2017. We relied more on the HARO results this year vs last year.*

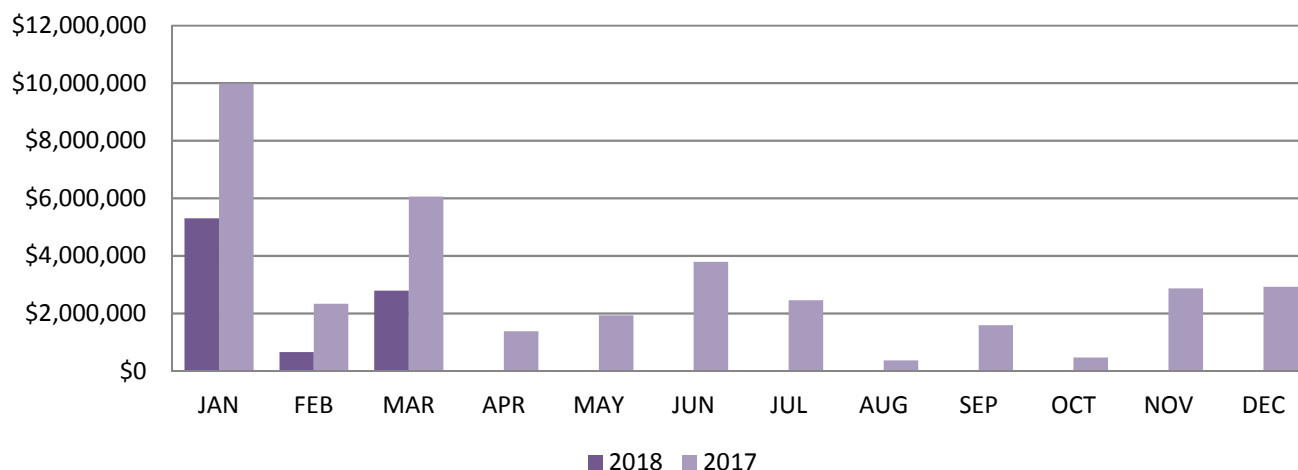
### Action Items:

- ☐ *LHG will continue to monitor for syndication of articles in USA Today and target outlets that are known to produce syndication like Randy Yagi's CBS Local articles.*
- ☐ *LHG will continue to pitch Santa Fe offerings that are a fit for national holidays to capitalize on timely coverage that is often syndicated.*
- ☐ *LHG will continue to pitch articles that feature multiple destinations in large outlets.*
- ☐ *LHG to tabulate final results of KidsFree Fest 2018 campaign.*

*Team to continue to pursue HARO leads as it has been an important source of continued coverage.*

## Public Relations

## Earned Media Value



Public Relations							
	Q1	Q2	Q3	Q4	YTD		
<b>Pitches</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	352				352	EOY Goal	579
<b>2017</b>	199	85	130	112	199	% EOY Goal	61%
<b>(Y/Y)</b>	<b>76.9%</b>				<b>76.9%</b>	% YTD Goal	243%
<b>Press Releases</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	4				4	EOY Goal	25
<b>2017</b>	5	6	6	6	5	% EOY Goal	16%
<b>(Y/Y)</b>	<b>-20.0%</b>				<b>-20.0%</b>	% YTD Goal	63%
<b>Media Visits</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	18				18	EOY Goal	98
<b>2017</b>	25	20	23	21	25	% EOY Goal	18%
<b>(Y/Y)</b>	<b>-28.0%</b>				<b>-28.0%</b>	% YTD Goal	74%
<b>Media Contacts</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	497				497	EOY Goal	1,914
<b>2017</b>	381	455	446	458	381	% EOY Goal	26%
<b>(Y/Y)</b>	<b>30.4%</b>				<b>30.4%</b>	% YTD Goal	104%
<b>Earned Media</b>						<b>Goal</b>	<b>10%</b>
<b>2018</b>	\$8,763,474				\$8,763,474	EOY Goal	39,809,905
<b>2017</b>	\$18,378,675	\$7,117,093	\$4,420,387	\$6,274,668	\$18,378,675	% EOY Goal	22%
<b>(Y/Y)</b>	<b>-52.3%</b>				<b>-52.3%</b>	% YTD Goal	88%
<b>Earned Media Impressions</b>							
<b>2018</b>	476,774,236				476,774,236		
<b>2017</b>	1,618,516,299	1,019,693,366	256,955,200	340,454,363	1,618,516,299		
<b>(Y/Y)</b>	<b>-71%</b>				<b>-71%</b>		

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## Social Media

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### Summary:

In the first quarter in 2018, all TSF social media channels experienced increases in followers.

Instagram shows the largest percentage increase in followers Q/Q at 26.3%, with the addition of 4,266 new followers. This brings the total number to 20,500.

With 63,429 followers on Facebook, this channel remains TSF's most popular social media network. We have gained 6,625 new followers since Q1 2017, representing an 11.7% increase. However, significant decreases in engagement metrics for Facebook over last quarter are partially the result of recent and ongoing changes to the News Feed algorithm. According to an article published by [Social Media Today](#), "In the first quarter of 2018 alone, Facebook has made more than a dozen changes that can have significant impact on your marketing results..." One of these changes involves changes to its News Feed. As a result, "you can expect to see less public posts from businesses and the media on your News Feed, with a bigger emphasis on personal posts from family members, friends and groups." And, in Facebook's January announcement of the News Feed changes, the company clearly states, "Page posts that generate conversation between people will show higher in News Feed."

Twitter is showing slow and steady growth with a 10.9% increase in followers Q/Q. The channel gained 1,322 followers bringing the total to 13,410. Our followers are not engaging with our posts as much as Q1 2017. The 19.7% increase in website referrals reflects our efforts to include more links to [santafe.org](#) in our posts.

TSF is looking for a new Social Media Coordinator. In the meantime, social media duties are being managed by members of the Marketing team.

### Key Insights:

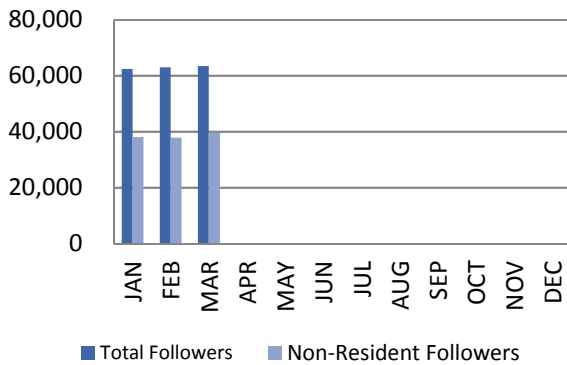
- TSF engagement metrics are seeing the impacts of recent algorithmic changes. Social media is changing and constantly evolving. We need to stay ahead or on top of these changes in order to execute strong social media strategies.
- A lack of engagement with our followers may be a contributing factor to our decreasing engagement numbers.
- A consistent increase in followers show that people are interested in our content. The increases have not been supported by any paid social media efforts.

### Action Items:

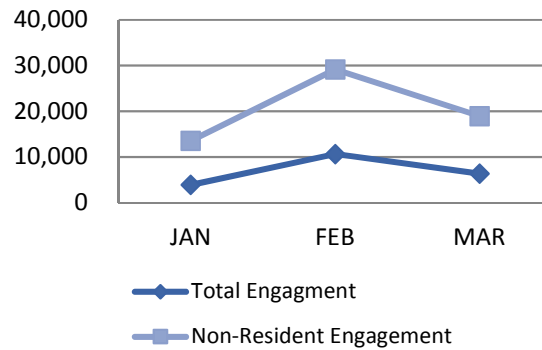
- Engage with our followers by 'liking' post and responding to comments/questions
  - Consistently post high-quality and engaging content with smarter calls to action that generate conversation
  - Begin utilizing stories in Facebook and Instagram
  - In Q2 2018, we will launch a two-month paid social media campaign on Facebook. The campaign will extend the reach of our current organic social efforts to a new audience. The goal of the campaign is to generate awareness, interest, increase followers and engagement on one of the top performing networks for social media advertising.
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Social Media: Facebook

Page Followers



Engagement

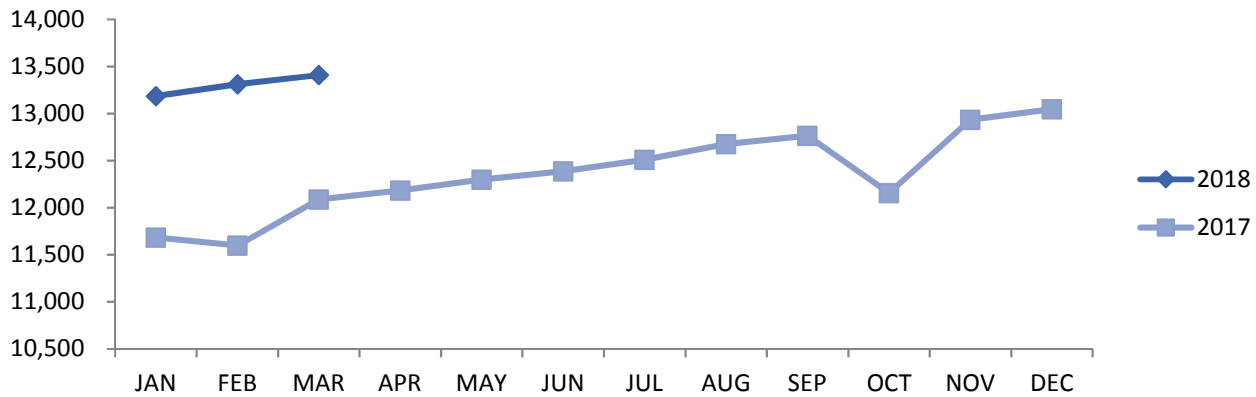


Facebook						
	Q1	Q2	Q3	Q4	YTD	
<b>Page Followers</b>						<b>Goal</b> 25%
2018	63,429				63,429	EOY Goal 71,005
2017	56,804	58,735	60,220	62,005	56,804	% EOY Goal 89%
(Y/Y)	11.7%				11.7%	% YTD Goal 357%
<b>Non-Resident Page Followers *</b>						<b>Goal</b> 50%
2018	39,575				39,575	EOY Goal 51,123
2017	34,082	37,003	47,573	38,443	34,082	% EOY Goal 77%
(Y/Y)	16.1%				16.1%	% YTD Goal 310%
<b>People Talking About This</b>						<b>Goal</b> 50%
2018	20,803				20,803	EOY Goal 266,592
2017	38,001	60,941	42,385	36,401	38,001	% EOY Goal 8%
(Y/Y)	-45.3%				-45.3%	% YTD Goal 31%
<b>Engagement</b>						<b>Goal</b> 50%
2018	61,702				61,702	EOY Goal 748,266
2017	141,908	146,318	87,079	123,539	141,908	% EOY Goal 8%
(Y/Y)	-56.5%				-56.5%	% YTD Goal 33%
<b>Non-Resident Engagement *</b>						<b>Goal</b> 50%
2018	87,961				87,961	EOY Goal 555,245
2017	100,276	91,749	73,160	104,978	100,276	% EOY Goal 16%
(Y/Y)	-12.3%				-12.3%	% YTD Goal 63%
<b>Website Referrals</b>						<b>Goal</b> 15%
2018	3,322				3,322	EOY Goal 19,903
2017	5,035	4,412	4,220	3,640	5,035	% EOY Goal 17%
(Y/Y)	-34.0%				-34.0%	% YTD Goal 67%

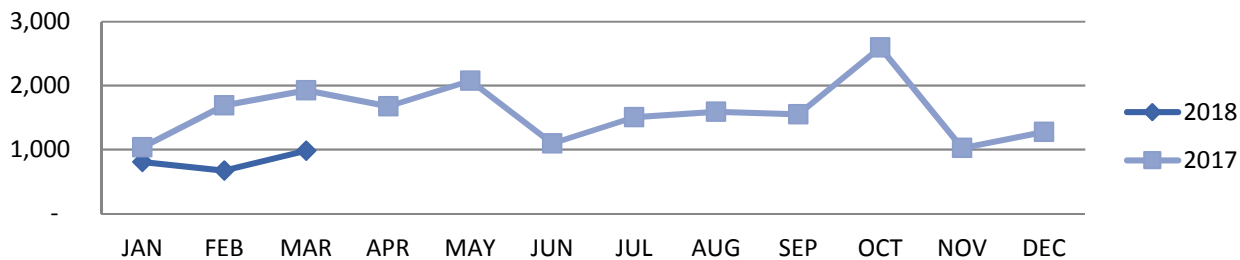
\*Non-Residents defined as FB users who identify their location outside of a 2-hour radius of Santa Fe.

Social Media: Twitter

Followers



Engagement

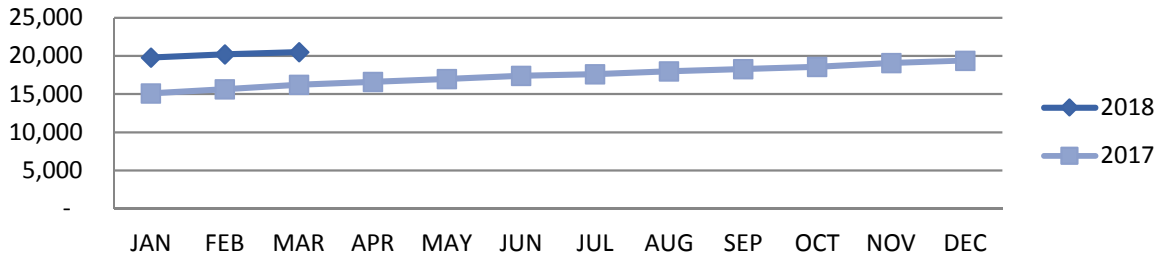


Twitter							
	Q1	Q2	Q3	Q4	YTD		
<b>Followers</b>						<b>Goal</b>	<b>25%</b>
<b>2018</b>	13,410				13,410	EOY Goal	16,309
<b>2017</b>	12,088	12,388	12,767	13,047	12,088	% EOY Goal	82%
<b>(Y/Y)</b>	<b>10.9%</b>				<b>10.9%</b>	% YTD Goal	329%
<b>Engagement*</b>						<b>Goal</b>	<b>20%</b>
<b>2018</b>	2,464				2,464	EOY Goal	12,290
<b>2017</b>	2,846	2,461	2,045	2,890	2,846	% EOY Goal	20%
<b>(Y/Y)</b>	<b>-13.4%</b>				<b>-13.4%</b>	% YTD Goal	80%
<b>Impressions</b>						<b>Goal</b>	<b>15%</b>
<b>2018</b>	242,800				242,800	EOY Goal	1,053,630
<b>2017</b>	236,900	212,500	218,300	248,500	236,900	% EOY Goal	23%
<b>(Y/Y)</b>	<b>2.5%</b>				<b>2.5%</b>	% YTD Goal	92%
<b>Website Referrals</b>						<b>Goal</b>	<b>50%</b>
<b>2018</b>	298				298	EOY Goal	2,497
<b>2017</b>	249	406	275	318	249	% EOY Goal	12%
<b>(Y/Y)</b>	<b>19.7%</b>				<b>19.7%</b>	% YTD Goal	48%

\*Engagement includes Retweets, Favorites, Replies, and Link Clicks.

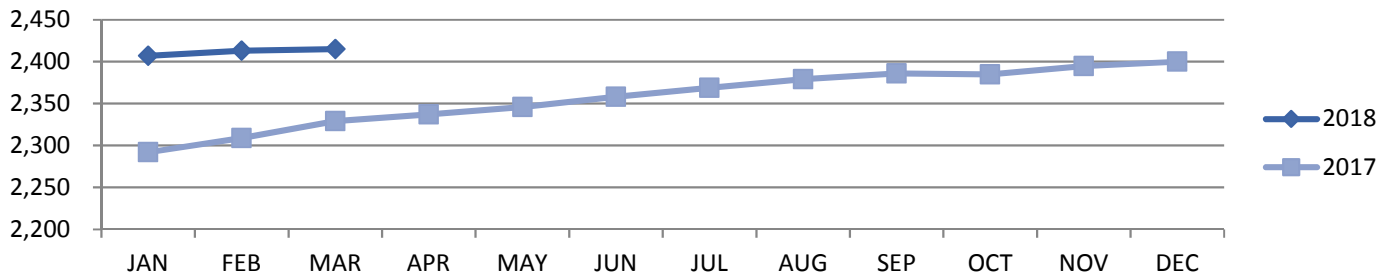
Social Media: Instagram & Pinterest

Instagram Followers



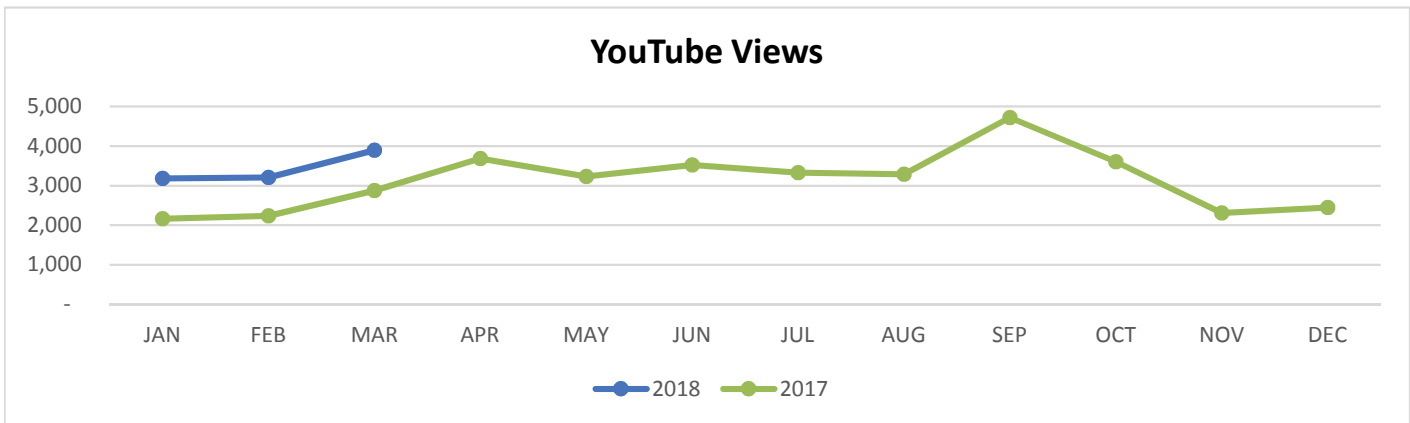
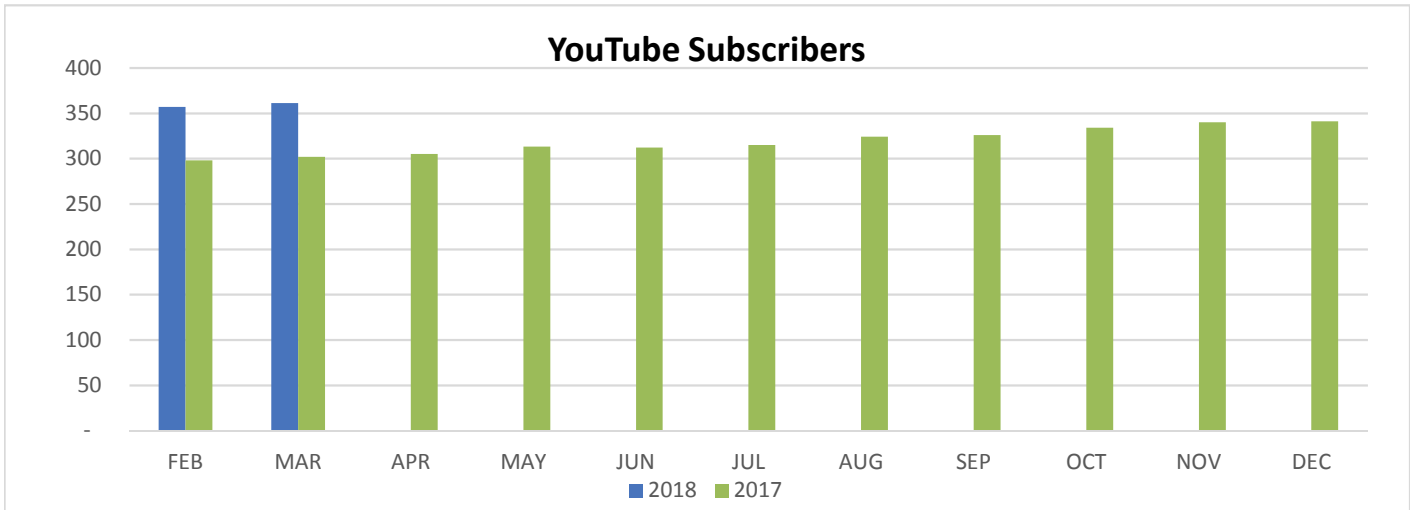
Instagram							
	Q1	Q2	Q3	Q4	YTD		
<b>Followers</b>						<b>Goal</b>	<b>100%</b>
<b>2018</b>	20,500				20,500	<b>EOY Goal</b>	<b>38,800</b>
<b>2017</b>	16,234	17,400	18,300	19,400	16,234	<b>% EOY Goal</b>	<b>53%</b>
<b>(Y/Y)</b>	<b>26.3%</b>				<b>26.3%</b>	<b>% YTD Goal</b>	<b>211%</b>

Pinterest Followers



Pinterest							
	Q1	Q2	Q3	Q4	YTD		
<b>Followers</b>						<b>Goal</b>	<b>200%</b>
<b>2018</b>	2,415				2,415	<b>EOY Goal</b>	<b>7,200</b>
<b>2017</b>	2,329	2,358	2,386	2,400	2,329	<b>% EOY Goal</b>	<b>34%</b>
<b>(Y/Y)</b>	<b>3.7%</b>				<b>3.7%</b>	<b>% YTD Goal</b>	<b>134%</b>
<b>Website Referrals</b>						<b>Goal</b>	<b>100%</b>
<b>2018</b>	503				503	<b>EOY Goal</b>	<b>3,180</b>
<b>2017</b>	348	365	556	321	348	<b>% EOY Goal</b>	<b>16%</b>
<b>(Y/Y)</b>	<b>44.5%</b>				<b>44.5%</b>	<b>% YTD Goal</b>	<b>63%</b>

## Social Media: YouTube



YouTube						
	Q1	Q2	Q3	Q4	YTD	
<b>Subscribers</b>						<b>Goals</b> 100%
2018	361				361	EOY Goal 682
2017	302	312	326	341	302	% EOY Goal 53%
(Y/Y)	16.3%				19.5%	% YTD Goal 212%
<b>Views</b>						<b>Goals</b> 100%
2018	10,288				10,288	EOY Goal 74,840
2017	7,283	10,436	11,332	8,369	7,283	% EOY Goal 14%
(Y/Y)	29.2%				29.2%	% YTD Goal 55%