



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: May 5, 2015

SUBJECT: QUARTERLY MARKETING REPORT

Per the City's contract with JNS Media Specialists, and Graphtek Interactive, the third Quarterly Marketing Report for Fiscal Year 2014/15 is attached.

Third Quarter Report of Fiscal Year 2014/15
Implemented by JNS Media Specialists (JNS) and Graphtek Interactive (GI)

JNS - Traditional Marketing (Print/Television/Radio)

Print Ads: With strong emphasis on tourism and revenue generation, regional ads were strategically placed promoting Valley-wide events with a focus on local events as well. Humana, HITS, BNP Paribas, LQ Arts Festival, Coachella and Stagecoach were highlighted in ads with a call to action to visit La Quinta while in the area. Local ads were placed in Palm Springs Life, Travel Host and BNP Pairing sheets enticing potential visitors toward La Quinta. Ads created this quarter include: "Long Drive," "The Lure of La Quinta," and "A Trip to La Quinta Sounds So Good." (Attachments 1 – 3) Ads were created consistently for both local and regional publications with different messaging based on location. Co-op partners for the BNP Daily Pairing Sheets were Old Town La Quinta, Doug Motz Insurance, and La Quinta Chamber of Commerce (Attachment 4).

Television: Ads, both locally and regionally, were strategically placed on Time Warner Cable to help create a strong branding campaign for the City. A new commercial was created to target the millennials and showcase La Quinta as the place to stay, dine and shop for the younger market. This ad was placed into rotation with the existing "Amenities" spot in the regional drive markets, which included Los Angeles and Orange County (Attachments 5 and 6). Locally, the existing "Outdoors" spot aired showcasing the community of La Quinta to Valley residents (Attachment 7). With the creation of a new commercial, combined with the existing two spots, a vast array of the target demographics was reached - young and old, regional and local, as well as those wanting to relax and others who want to play. Examples of these commercials can be viewed at <http://www.playinlaquinta.com/Video-Gallery>.

Radio: Talking points were given to each station to help on-air DJ's promote events and attractions in the City, as well as create a "buzz" about coming to eat and shop in La Quinta. With the DJ's being trusted by the community, having them talk about the City helped to initiate locals to come out and "play" in La Quinta. There were over 90 live mentions per month on a variety of Valley stations.

GI - Digital Marketing (Web/Social Media)

Website Updates: City staff and GI made a number of updates to the website this quarter including: content updates (museum events, event calendar, etc.), the removal of third-party videos, the addition of new videos to the YouTube channel, and optimization of the videos with content. New videos were added to the video gallery page with a new icon added to every page that links to the site video

gallery. The #VisitLQ15 promotion was created and coordinated with three hotels in La Quinta to offer rooms for a vacation giveaway package. GI staff also designed the festival promotion landing page, form, and Pay-per-click banners for the #VisitLQ15 promo. A new EmpowerLaQuinta.com domain was purchased as a landing page for the resident engagement site.

Website Views: Visitors to the PlayInLaQuinta.com website have continued to increase and averaged over 22,000 views per month in the third quarter. This is an average increase of over 10,000 per month from the same quarter last fiscal year.

Pay-Per-Click (PPC): Coachella and Stagecoach advertisements were posted on the Google Ad Network. The increase in PPC attributed to a 200 percent increase in paid traffic from the previous quarter. In addition, the number of submissions for additional information has increased by 152 percent from the previous quarter. PPC in the third quarter provided 13,500 views to the landing pages and website from both search and display efforts. That is more than double the exposure from the previous quarter.

Social Media: The City's Twitter and Facebook accounts continue to see increased traffic and participation. Branded images continue to bring traffic and engage users interested in wellness, City updates and travel. Facebook surpassed 42,000 "likes" in February. The City's Facebook daily engaged users (people who interact with the page) surpassed 33,000 and surpassed 1.2 million daily total impressions/views during the third quarter. The #VisitLQ15 promotion yielded great results, with engaged users from across the USA, Canada, China, and Germany. Twitter followers continued to increase from 7,800 in October to over 9,200 in March 2015. Pinterest followers have surpassed 1,100. Google + page has 59,000 views. Staff will continue to monitor the successes of the social media strategies and make adjustments throughout the year.

Press Releases: Press releases were created and distributed to local news agencies for the following events:

- Humana events
- Tire Collection event
- Black History Month event
- Police Services survey
- February Amended hours
- Read Across America program

Attachment 1



Long Drive? Worth every mile.

You'll love La Quinta's definition of winter, where the warm sun shines over exciting events such as the PGA TOUR's Humana Challenge golf tournament, Art Under The Umbrellas and Horse Shows in the Sun (HITS). While you are in town be sure to visit our extraordinary shops and restaurants, experience our arts and culture interwoven throughout the community and spectacularly scenic trails.

PlayInLaQuinta.com
#visitLaQuinta



La Quinta
GEM of the DESERT

Attachment 2



The Lure of La Quinta

People are drawn to La Quinta for everything from one-of-kind shops and restaurants to spectacular hiking, biking and recreational experiences. Next month, thousands will arrive in this premier resort destination to enjoy the city's signature event, **La Quinta Arts Festival**, reigned as the #1 Fine Art Festival in the Nation for three consecutive years, attracting more than 25,000 art lovers annually, and the **BNP Paribas Open**. March is the perfect time of year to enjoy all that's alluring in this world-class community.

PlayInLaQuinta.com
#visitLaQuinta



La Quinta
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Attachment 3



A Trip to La Quinta
Sounds So Good

Nationally-renowned **Coachella and Stagecoach** music festivals are happening just minutes from La Quinta this April. Get into the groove with La Quinta's one-of-kind shops and restaurants, spectacular hiking and biking trails, dynamic arts and culture scene, and recreational experiences. Make La Quinta your base camp for festival fun!

playinLaQuinta.com
#VsiLaQuinta

La Quinta
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Discover
La Quinta
minutes away from the stadium!

#VisitLaQuinta
PlayInLaQuinta.com

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Featured Events



CALIFORNIA SPIRIT. VIBRANT STYLE.

Art Under the Umbrellas March 21 10:00 AM - 4:00 PM	&	Certified Farmers' Market Every Sunday 8:00 AM - 12:30 PM
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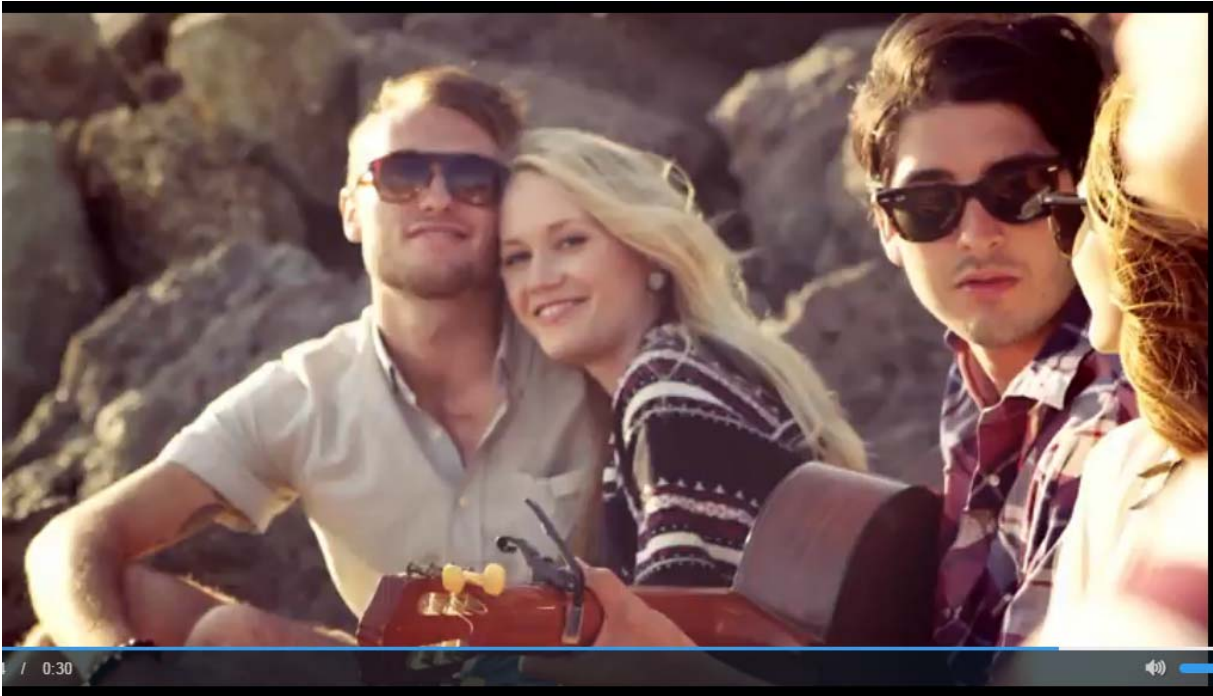
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Attachment 5



Attachment 6



Attachment 7



