



## PR/Marketing Report (Becca) –March 2018

### Recent Media Publications:

- Aaron Miller, *Cathay Pacific Airline Magazine* – Photo/Art story
- Tracy Beard, blog “*Wander with Wonder*” and *Upscale Living Magazine*
- Carolyn Koenig, *Smart Meetings.com*
- Long Haul Trekkers, Blog post/contributing story on [oregonwinecountry.org](http://oregonwinecountry.org)

### PR Deskside trips:

- San Francisco Deskside, March 5-8th. Becca and Stephen. Met with 11 media and had many inquiries about FAM opportunities around our wine pluses. We will follow up and start booking FAMs and fulfilling requests for further information.
- Seattle Deskside March 19-23<sup>rd</sup>. Kara and Casey. Fun update: Luke Sykora at Sunset Magazine is planning a family friendly attractions piece on Sonoma, but might be changing it because of the one-year anniversary of the fires, might change that to another wine region. He is going to pitch the Willamette Valley.

### Upcoming FAM Trips

- April 10-13 RDMO Tour
- April 13-16 Kim Cooper-Findling (Family friendly opportunities in wine country)
- April 22-23 Buick Press Trip – We are looking into the potential of adding one of our chosen media. TBD
- Potential IFWTWA FAM, date and details TBD
- Blogger and Influencers tour to highlight the Cellar Season: Jan 2019

### E-newsletter:

- No E-News out yet. Spring edition will be out in early April.

### Website performance: SEO Results for March 1 - 21 2018:

Overall we were down a little due to focus on new website and the shorter month.

- Unique Visitors: **11,703** (up from 10,231)
- Organic Page Views: **17,240** (up from 10,247)
- Pages/Sessions: **1.21** (down from 2.42)
- Bounce Rate: **41.56%** (down from 42.19%)
- Avg. Session Duration **03:05** (up from 02:45)

### Social Media performance:

- Facebook: **Fans:** 48,275
- Twitter: **Followers:** 7,216
- Instagram: **Followers:** 4,471

### Web Reskin update:

New WVVA website Soft launched on March 2nd. Announcement and full launch on March 30