



VisitTheUSA.com

CAMPAIGN REPORT

Brand USA
New Orleans, Louisiana



ArrivalGuides

MINIMUM INPUT. MAXIMUM IMPACT.

INPUT

New Orleans, Louisiana

TARGET AUDIENCE

Brand USA wanted to reach travelers in the UK, Canada, Australia and Europe.

SCOPE

To showcase New Orleans as a vibrant destination with a rich music scene, history and culture.

GOAL

To increase traffic to the destination guide and downloads.



ArrivalGuides

MINIMUM INPUT. MAXIMUM IMPACT.

CAMPAIGN DESIGN

Brand USA ordered a *Premium Package* consisting of **Facebook ads, Instagram ads, Email newsletter, Email automation, Snapchat ads, Twitter ads, AdWords, Landing Page, Blog article, On-site ad and PDF ad.** ArrivalGuides produced all visual materials that were used in social channels, ads, email newsletter campaigns, blog articles and landing pages.

COPYWRITING

We presented New Orleans as a vibrant destination, full of life, music and a perfect food and festival enthusiast's getaway. In this particular campaign, English was the chosen language used to connect and engage target audiences.

LAUNCH & DESIGN

We launched several offerings, social and on-site ads and promotional activities, boosting New Orleans' travel guide online presence and building destination awareness.



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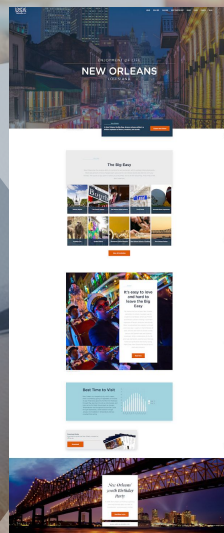
CONCEPTUAL CAMPAIGN MODEL



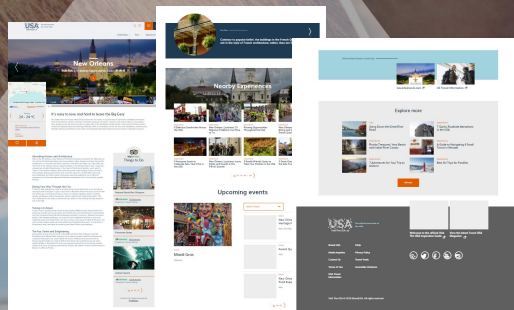
All channels used in the marketing campaign.

LANDING PAGE

The landing page serves as a funnel, driving visitors from a click on a link to the specific site.



The heart of the marketing campaign.

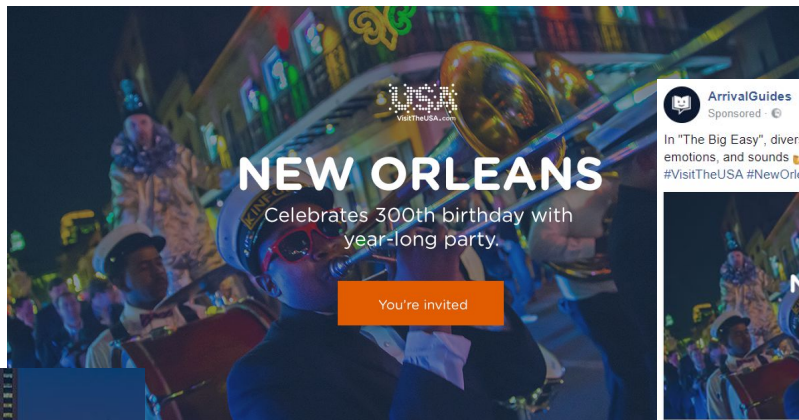
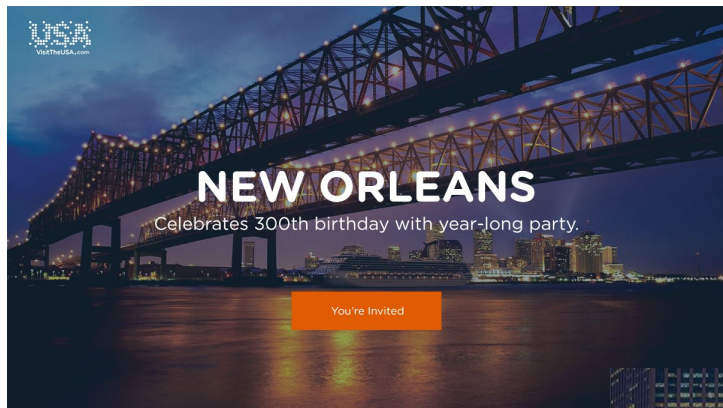


Targeted web pages on the client's site.



ArrivalGuides
MINIMUM INPUT. MAXIMUM IMPACT.

CREATIVE MATERIAL, Social Channels and AdWords



ArrivalGuides Sponsored

In "The Big Easy", diverse culture collide in a brilliant explosion of flavors, emotions, and sounds 🎉🎊 #VisitTheUSA #NewOrleans



New Orleans - Enjoyment of Life

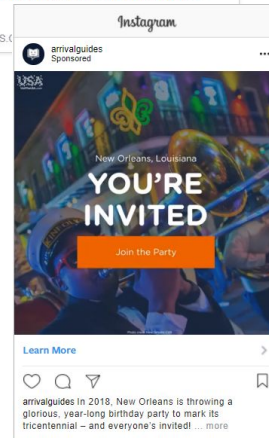
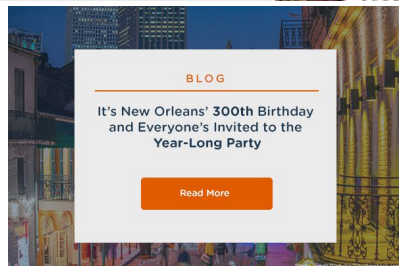
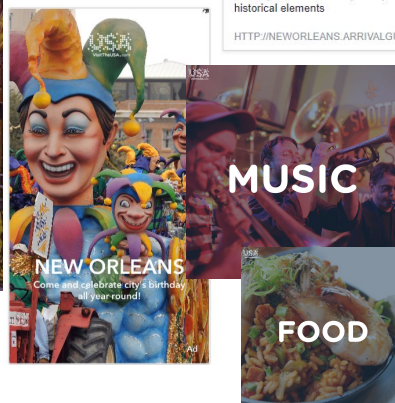
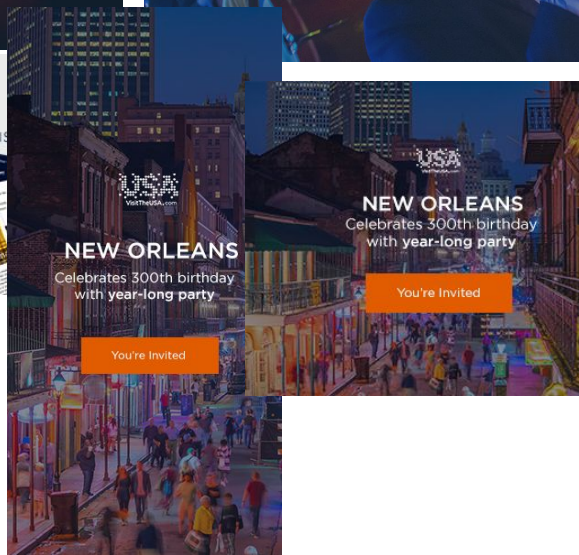
The city has the uncanny ability to combine fun and excitement with its endless historical elements

[HTTP://NEWORLEANS.ARRIVALGUIDES.COM](http://neworleans.arrivalguides.com)

Download Travel Guide

Download the guide to New Orleans, Louisiana for offline use

Download



CREATIVE MATERIAL, ArrivalGuides Editorial Channels

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VIEW NEW ORLEANS, LOUISIANA

ENJOYMENT OF LIFE

Explore a world of possibilities.

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ENJOYMENT OF LIFE

NEW ORLEANS

LOUISIANA

In "The Big Easy", diverse culture collide in a brilliant explosion of flavours, emotions, and sounds.

Explore the City

ArrivalGuides

USA

ENJOYMENT OF LIFE

NEW ORLEANS

LOUISIANA

In "The Big Easy", diverse culture collide in a brilliant explosion of flavours, emotions, and sounds. New Orleans has the uncanny ability to combine fun and excitement with its endless historical elements. Mardi Gras attracts millions of people each year, and the city's famed streets and districts will all your literary. The sounds of jazz seem to follow you everywhere, and so do the welcoming, wide smiles of the New Orleanians.

Explore New Orleans

ArrivalGuides

USA

Immerse yourself in Louisiana's musical, culinary and cultural heritage at one of more than 400 festivals celebrating everything from crawfish to cotton and Blues to barbecue. Don't miss the biggest festival of all, Mardi Gras, with its spectacle of parades, music and food events, held in nearly every community in the state.

View All Events

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It's New Orleans' 300th Birthday and Everyone's Invited to the Year-Long Party

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NEW ORLEANS

Download Guide

North America > United States > New Orleans, Louisiana

in partnership with USA

Plan your trip

Overview

View on map

Sections

The City

Events (6)

Dix & Saw (20)

Encounters (6)

Dining (16)

Cafes (16)

Bars & Nightlife (16)

Shopping (16)

Events (20+)

Essential information

Video (8)

NEW ORLEANS Celebrates 300th birthday with year-long party.

You're invited

New Orleans, Louisiana

I Love Culture Vibrant Cities

The guide was updated: 2018-01-15

Festivity carries in the air as much as the sounds of saxophones and trumpets in New Orleans. It is a constant celebration of the human spirit, from the over-lively Mardi Gras and Carnival to the breathtaking and historic tomb-shaped oak canopies and Spanish moss. It is a city going through a kind of rebirth after the destruction of Katrina, reconstructing whole neighbourhoods, but it has lost none of its charm, its spark, its magic, its people's inextinguishable joie-de-vivre, none of what makes it a unique city in the United States and in the world. Steeped in cultural references, first-time visitors will feel somehow familiar with this city, and never want to leave.

Read more >

Mardi Gras Carnival

Read more >

St. Louis Cathedral

Read more >

New Orleans Museum of Art (NOMA)

Read more >

MUSIC IS LIFE

Mix together Caribbean, French, Spanish and African cultures, and the result is the exciting city, home to jazz, Zydeco, R&B and soul music.

Photo credit: New Orleans CBS

YOU'RE INVITED

In 2018, New Orleans is throwing a glorious, year-long birthday party to mark its Tricentennial.

Photo credit: New Orleans CBS

CAN'T-MISS MENU

Much of the Crescent City's appeal lies in its fantastic cuisine, adding spices and flare to the food.

Photo credit: New Orleans CBS

Download Travel Guide

Download the guide to New Orleans, Louisiana for offline use.

Download

Jazz Festival

Jazz Fest (April-May)
Performers from all across the country gather in New Orleans to play music essential to the melting of Louisiana art scene, from blues, Afro-Caribbean, zydeco, and, of course, jazz.

French Quarter

French Quarter Festival (April)
A celebration of New Orleans music running annually since its inauguration in 1983. Music genres represented include blues, jazz, zydeco and others.

Wine & Food

Wine & Food Experience (May)
Thousands of culinary experts and gourmands gather at various restaurants and venues across New Orleans to savor some of the state's finest cuisine and wine.

Satchmo

Satchmo SummerFest (August)
Festival aims to commemorate the legendary Louis Armstrong by putting on a splendid jazz festival that coincides with the great artist's birthday, August 4.

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CAMPAIGN OUTCOME - 3 main KPIs

IMPRESSIONS

Impressions is a KPI that is the main KPI in all digital marketing. This is the most important KPI to gain reach and build brand awareness. This campaign did perform over our expectations with **5.242.621** impressions.

The big difference between two weeks of running the campaign is the extra time we have spent with Google Adwords, researching and planning keywords and keyphrases and the extra investments in Google Affiliate on Display Ads.

ENGAGEMENT

Engagement is a KPI focusing on interaction. How many of those impressions that actually do something with the ads. Engagement is an umbrella for different KPIs as Click Through Rate (CTR), Swipe Rate and Action Rate based on media. New Orleans got an engagement rate of **7.38%**. All values over 1,0% are good, but we do see specific channels performing lower than expected, for example Facebook reaching only 0,16% in engagement rate. Instagram is our best performing channel with **24,33%**, quite impressive. In the next campaign we can be more aggressive and plan investments based on New Orleans campaign results.

COST PER IMPRESSION

This KPI is the best KPI, to measure ROI on one campaign. This is the best performing KPI in this campaign. The price on one impression, including the workload is **0,001** USD. During our 12 years within digital marketing industry, we have never seen such a high ROI on a campaign. Everything under 1,0 USD is considered as good, but this is world class marketing from an ROI perspective. The reason for this is the high quality workload in campaign creation and optimization meetings with the team. One other important KPI is Cost Per Click that is **0.15 USD**. Everything under 3,0 USD shall be considered as good.

CAMPAIGN OUTCOME - CHANNELS

SOCIAL MEDIA

The social media campaign resulted in increased reach, especially on Facebook, which was the best performing channel with **1.072.883** impressions during ten days of running. The channel with most engaged audience was Instagram where **24.33%** of the audience took action. On Instagram we have reached 120.333 impressions. The results show that the campaign attracted a younger audience (average age 25-34), dominated by men (71%). Social media channels have together gained **a million and a half** impressions. Splitting the campaign into different channels have proven to be a successful way engaging and attracting the audience.

GOOGLE ADWORDS

The best performing campaign was the Display Ads. The affiliate ended with **3.68 million** impressions and **1.45K** clicks. The interaction rate was **0,04%**. The average cost based on interactions is only **0,79 USD** which is cost effective. The text ads on AdWords were running only for a few hours, reaching 456 impressions in half a day of running. After reviewing the text ads, the team decided to transfer the remaining budget from the text ads to the display ads which has been seen as a right decision after reaching nearly 4 million impressions solely with Display Ads in Adwords.

EMAIL NEWSLETTER

We have sent three email newsletters to the targeted audience (English speaking countries and contacts from our database, approximately **53.500** email contacts). First email was promoting New Orleans as a vibrant US destination which resulted in **11.6%** open rate (0.4% clicks). Second email was created to promote different music events and activities in New Orleans which resulted in **12.1%** open rate (0.3% clicks). The last email was again focusing on destination itself and was opened by **14.5%** (0.4% clicks). Most recipients clicked on the buttons leading them to the landing page and to the New Orleans travel guide.

CAMPAIGN OUTCOME - CHANNELS

TRAVEL GUIDE

With the digital marketing campaign we have used landing page as a gathering point for all the traffic. One of the big numbers comes from increased downloads of the New Orleans guide which has grown to **905.88%** in comparison with numbers of downloads before the campaign started. To highlight the growth, the week before the campaign started New Orleans guide was downloaded 22-times while during the campaign the number increased to 197 downloads. In order to drive more visitors to the guide, we suggest next campaign focus on driving traffic directly to the guide, instead of using landing page as a medium.

LANDING PAGE

The approach of the landingpage where to present the three different themes, music, food and events. To address a clear call to action (CTA), we focused on New Orleans guide and its sections. The best theme where the do&see theme with **26%** of all clicks. We can also see a great amount of clicks on "download the guide" with **12.45%** of all clicks. Based on the heatmap we see the visitors were most interested in header menu (home page, do&see section, culture and best time to visit), do&see activities (leading them to the New Orleans guide) and downloading the guide.

ARRIVALGUIDES CHANNELS

ArrivalGuides PDF ad is one of the most cost-effective channels for reach. This medium gives you the opportunity to target specific audience with the right information. We have place a full-page ad into New Orleans own guide for two weeks and the ad was viewed **187** times with click rate **1.07%**.

With the on-site banner placed on top of each section of the New Orleans online travel guide, the destination had the opportunity to gain even more visits to the campaign's landing page. The banner gained **1318** impressions and **1.97%** clicks.

CAMPAIGN OUTCOME

facebook Ad Performance

Impressions	Reach	Clicks	CTR
1,072,883	620,892	1,711	0.16%

CTR indicates Click-through-rate



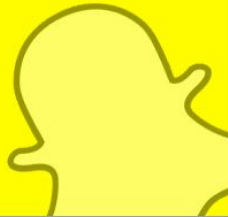
AdWords Ad Performance

Impressions	Avg. position	Clicks	CTR
3,772,651	1	1,499	0.04%

CTR indicates Click-through-rate

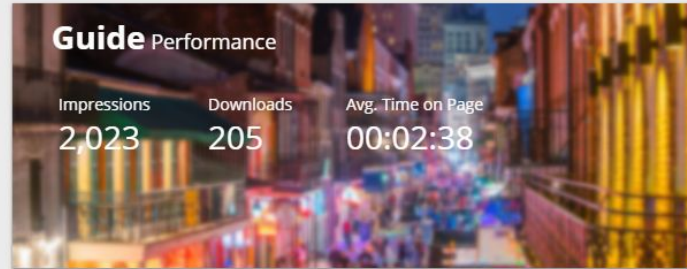
snapchat Ad Performance

Impressions	Swipes	Swipe Rate
228,600	2,400	1.05%



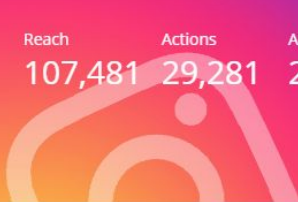
Guide Performance

Impressions	Downloads	Avg. Time on Page
2,023	205	00:02:38



instagram Ad Performance

Impressions	Reach	Actions	Action Rate
120,337	107,481	29,281	24.33%



Email Campaign Performance

Impressions	Clicks	CTR
20,563	623	3.03%

CTR indicates Click-through-rate

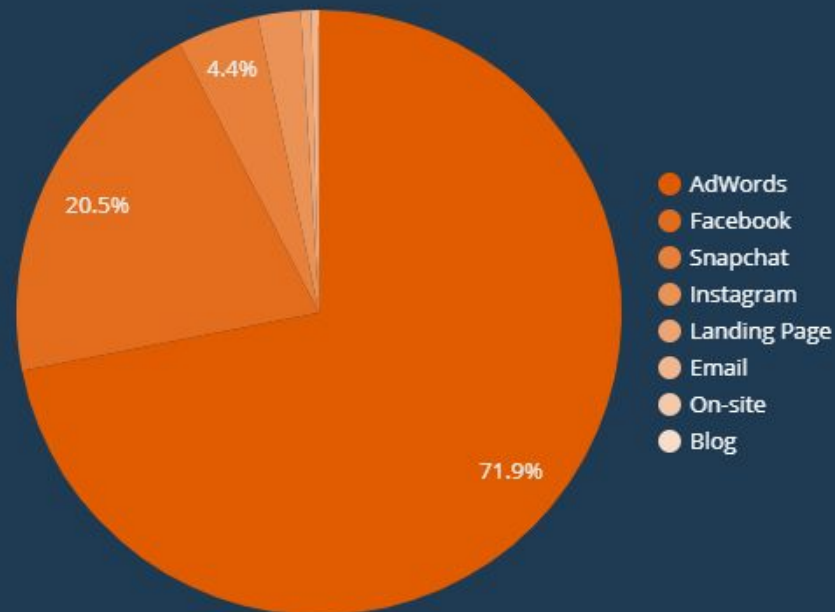


Impressions
5,242,621

Cost per Impression
\$0.0011

Against normal campaign fee

Impressions



Engagement

