

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: December 9, 2013  
RE: November 2013 Monthly Status Report

### By the Numbers

- October Numbers
  - Unique Web Visitors: up 17.3%
  - Tourism Tax (1%): \$685,333, up 1.8%
  - Tourism Tax (.5%): \$214,696, up 1.8%
  - Gaming Tax: \$312,844, down 1.5%
  - Hotel Occupancy: down 2.3%
  - Hotel Overnights (Demand): down 0.8%
  - Hotel Rates (ADR): up 1.2%

### Media & Industry Relations

- November Earned Media
  - Impressions: 7,132,110
  - Ad Value: \$191,042
  - Number of Clips: 15
- FY14 Totals
  - Impressions: 123,650,745
  - Ad Value: \$3,695,283
  - Number of Clips: 43

Press Releases posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web: Joan Jett and the Blackhearts to Perform on 'Mount Rushmore's American Pride' Float and South Dakota Businesses Recognized for Outstanding Customer Service. Fielded inquiries from media regarding the Macy's float talent. Posted two visitor industry releases to [MediaSD.com](http://MediaSD.com). Reviewed four releases for History.

Worked with KSFY to make arrangements for a reporter to follow our team while in New York City for Macy's street team effort; took Presidential mascots to Family Fun Day at Macy's; visited with people regarding South Dakota's travel opportunities; helped with filming for our "Monumental Love" social media outreach; and assisted in making arrangements for the Fox & Friends news segment where the mascots appeared on November 26.

Distributed Tourism's November e-FYI to 1,301 list members via Listrak.com and to 2,077 email addresses on Tourism's industry database on November 21. Topics included the Secretary's Message, 2014 Governor's Conference on Tourism on January 22-23, Rooster Rush Cacklin' Community Award, 2014 Interstate Information Center Publication Program, International Articles Bring Press for South Dakota, 2014 Pheasant Fest, 2015-2016 Group Tour Planning Guide, Trade Show Leads Available, American's Coolest Small Towns Poll, Media Coverage, National Accreditation for The Mammoth Site, Arts Council News, State Historical Society News, 2013-2014 Snowmobile Trails Map, Important Reminders, and U.S. Travel Association Updates.

Mailed registration flyers for the Governor's Conference on Tourism to the visitor industry. Finalized list of the dine-around participating restaurants for Wednesday night of the Conference – worked with the Pierre CVB. Assisted one speaker with a conference call with several industry leaders in preparation for presentation and another one with a pre-conference survey

by emailing the link to the survey to all 2014 Great Service Star designees. Working to finalize copy for the conference booklet and the website.

Attended Hot Springs Tourism Summit to discuss ways to attract more visitors to the city.  
Attended the monthly meeting of the Pierre CVB hospitality committee.

Social Media: Working on December content calendar for Facebook and Twitter. Completed the Monumental Love campaign that occurred while the Rushmore mascots were in New York City. Will likely release an additional video with this footage at a later date. South Dakota Facebook account has 77,134 fans. Travel South Dakota Twitter (@southdakota) account has a total of 5,764 tweets and 11,856 followers. During the Monumental Love campaign, we received 218% more engagement and 177% more followers on Twitter than the daily average. Tweets containing images received on average 176% more engagement, with our top five tweets all including an image. Our Pinterest follower growth has rebounded after last month and has seen a 117% increase in new followers with 1,467 Likes. Google+ has 172 followers and there are 726 YouTube subscribers. Blog posts included Main Street Square. Total Referrals from Social Media: 15,835. The YouTube channel videos had 15,083 views over the last 30 days. Linked the Tourism Google Plus page with the YouTube Channel to comply with Google's new comment system. Added two videos to the Vimeo page to use as an alternative linking site from YouTube. Sent links to Trade Sales team for their contacts. Took still photos of the Capitol Christmas set-up and added it to the Facebook page.

Sec. Jim Hagen's Twitter account has 759 followers.

#### International and Domestic Trade Sales

Fulfilled request for information to Big Daddy Tours, Michigan; Howard Park Senior Center, Indiana; Julia's Group, Michigan; Angela Spencer, AAA Florida, who is planning a fam trip in August; Case Dealer from Canada for routes and stops for their group tour bus from Nebraska to North Dakota to explore Case Dealerships. Contacted by Durgan Travel, Massachusetts, to assist with developing a 6-day Black Hills itinerary for a group coming in May 2014.

Completed reviewing other states' Travel Professionals websites; may incorporate some ideas into TourSDakota.com.

Finished sending the 2013 press clippings to South Dakota suppliers.

Made 75 tour operator appointment requests for American Bus Association (ABA) Annual Marketplace, January 11-15, in Nashville. Working with Black Hills and Badlands on South Dakota sponsorship booth for ABA. Mailed National Tour Association (NTA) postcards to 900 tour operators on our database to arrive in time for appointment requests to begin. NTA Annual Travel Exchange will be held in Los Angeles, February 16-20.

Offered suggestions to *Leisure Group Travel* for South Dakota feature to accompany our four-page co-op ad in the November/December issue. Reviewed content and sent photos, topic ideas, and a video to be imbedded in the February edition of their e-newsletter, *InSite on Leisure Group Travel*.

Contacted by *Group Tour Magazine* for banner ad and video to be placed on their website as part of the added value received for placing Group Tour Co-op ad in their magazine. The banner ad will run on [grouptourmagazine.com](http://grouptourmagazine.com), January-June, on their home page and the video will run on the Video Gallery page, January-September.

Met with staff to review online forms and mailing lists for the 2015-2016 Group Tour Planning Guide (GTPG). Requested Indian Culture Tour itinerary from Arts to add to the next GTPG and online itineraries.

Drafted copy for Group Tour Co-op coupon to be mailed with the four-page Group Tour Co-op piece to all domestic and Canadian tour operators and travel agencies on our database. The coupon will allow the businesses to order additional South Dakota information.

Sent information for newsletter for the Go West Summit in February in Tacoma/Seattle; working on an ad for the program book; and asked about any other benefits available as a partner. Sent Summit information to South Dakota suppliers; Rapid City CVB, Crazy Horse Memorial, Lodge at Deadwood, and Deadwood Gulch Resorts also plan to attend.

Contacted Chambers of Commerce/CVBs/ and regional tourism offices asking for updates for the "What's New" page, including motorcycling, rodeos, ranches, scenic byways, and pow pows. Rocky Mountain International (RMI) will be adding information from the four partner states (South Dakota, North Dakota, Montana, and Idaho) to a flash drive for the international markets. Added leads from TTG, Australia, and New Zealand shows/trade missions to SDVisit.com and notified South Dakota suppliers in Tourism's database.

Sent requested information to Yumi Iemoto for future tours from Scenic Tours, Australia. Called South Dakota suppliers and sent emails regarding request from tour operator Evergreen Tours in Australia.

Sent images of Crazy Horse Memorial, Rapid City, and the Alex Johnson Hotel to Osamu for All Nippon Airways (ANA) flights out of Japan. The ANA group has decided to conduct two tours to South Dakota in 2014.

Mailed packet of information to Carlo Ferrari, Italy; he will be at a film festival in February, where he plans to distribute South Dakota promotional materials.

Helped Sonja Stimmer, *Spirit of the West*, to contact Richard Hullinger from 1880 Town with an interview. Provided information and images of the town for use in her publication.

Sent a follow-up email of a South Dakota fall slide show to 40 tour operators and overseas office staff, who attended RMI-MegaFam; they were from the United Kingdom, Germany, Italy, France, The Netherlands, Belgium, and Switzerland.

Prepared for and participated in the Benelux Mission, November 16-23, in Amsterdam, Leuven, and Brussels. In Amsterdam, we showcased the RMI video on the four states and each state conducted seven-minute individual meetings with 43 tour operators and journalists. In Leuven, we met with Aireka and discussed what's new and upcoming tours. In Brussels, we again showcased the slideshow and conducted one-on-one meetings with the tour operators and journalists with a total of 22 meetings.

Submitted and reviewed topics for the mid-year RMI meeting, December 2-4. Major discussions will include Idaho budget; addition of North Dakota to the group in FY14, and travel.

Registered for 2014 International Pow Wow in Chicago, April 5-9; will provide an estimated expense to our booth partners.

Press from International Journalists:

Benelux: Motoplus, a monthly magazine (circ. 25,000), carried an article "Westwaarts" (Westbound) on October 18, 2013, by Ineke Koene. Estimated ad value is \$15,525.

Italy: Sauro Scagliarini produced another article for Turisti Per Caso, on South Dakota bison and cowboys and the Black Hills; estimated ad value is \$45,000.

Germany: Stern.de (circ. 21,243,800); Blizzard crosses U.S. states; estimated ad value is \$600.

Brinke and Kranzle (blog) published a story on the travel blog about the Black Hills Powwow: [www.iwanowski.de/blog/2013-11-11/allgemein/usa-nordwestensouth-dakota-black-hills-powwow-in-rapid-city.html](http://www.iwanowski.de/blog/2013-11-11/allgemein/usa-nordwestensouth-dakota-black-hills-powwow-in-rapid-city.html).

Russia: Alexei Dmietriev, NA Nevskom, [www.nanevskom.ru/en/about/](http://www.nanevskom.ru/en/about/) (circ. 35,000) with estimated ad value at \$10,200 for two pages.

United Kingdom: Roly Smith, Manchester Evening News (circ. 236,952), United Kingdom, wild west adventure; estimated ad value is \$23,298.

My Telegraph blog (circ. 34,793) – Top 10 Tourism Attractions in the USA – Mount Rushmore with estimated ad value at \$1,494.

Huffington Post blog (circ. 197,964), top 5 iconic US Tourist spots, Stephen Baker, Mount Rushmore with estimated ad value at \$8,504.

Total value of international press for this report is \$104,621.

### Outdoors

Continued communications with outdoors entities for possible future advertising opportunities. Continued correspondence with hunting shows and writers to book trips to South Dakota.

Hosted John Pattillo again this month as he came back to do another pheasant hunting story and "fishing tips from the pros" article.

Continued planning for Pheasant Fest in February 2014 in Milwaukee; working with partners who will be joining us again in the South Dakota Pavilion for this trade show. We have 18 booths available and have 12 filled so far.

Began compiling a list of industry-related companies and journalist to meet with at SHOT Show 2014, Las Vegas, January 14-17.

In the early stages of working with MMGY on a fishing package give-away that will help promote our social media networks.

Made daily Twitter and Facebook posts for our SDOutdoors pages.

South Dakota Outdoors Facebook page has 1,291 fans. South Dakota Outdoors Twitter account has a total of 2,137 tweets and 3,614 followers, 195 are new followers this month.

### Film Office

Updated and approved three listings on FilmSD.com; posted two casting callings; and continued to work on updating the crew and service listings.

Nebraska, film which was filmed partially in South Dakota, has started to gain some press.

South Dakota Film Office Twitter account has a total of 301 tweets with 988 followers.

### Hospitality

Worked with staff to get press release written about the 2014 Great Service Star (GSS) designees and to get them posted to SDVisit.

Attended the Governor's Tourism Advisory Board meeting and presented information to the Board members on the 16 finalists for the annual George S. Mickelson Great Service Awards. Will send Board recommendations to the Governor for consideration.

### Information Centers

Held year-end party and sent Thank You notes to the people and organizations in Sioux Falls.

Updated Information Center content on SDvisit.

Organized listening sessions with staff to gather copy update suggestions for the Travel CDs. Transcribed the four CDs as scripts were missing and forwarded suggestions to L&S.

Organized historical items and possible issues for new Information Center Manager and reviewed duties.

Car count, October 1-October 31: In comparison to last October, people counts are up 10.0%, while car counts are up 11.2%.

Increased visitation at the Centers for the 2013 season: Foreign, 13.7%; Montana, 11.6%; Illinois, 9.0%; Tour buses, 9.0%; Wisconsin, 8.9%; Iowa, 8.5%; Missouri, 8.4%; Minnesota, 8.2%; Michigan, 5.4%; Nebraska, 4.7%; Colorado, 3.6%; Canada, 2.8%; and decreased visitation: North Dakota, 1.3%; Wyoming, 1.7%; and Kansas, 0.7%.

### Travel Shows

Continued to work on 2014 schedule; and so far, Molly Salcone, 2013 Spearfish Information Center Supervisor, and Dianne Hendricks Booth, 2013 Vivian Information Center Supervisor, will attend Des Moines Show in January. Geri Remmes, 2013 Vermillion Information Center Supervisor, and Betty West, 2013 Vermillion Information Center Travel Counselor, will attend the Kansas City Show in January. Will finalize travel show staffing and schedules.

### Photo/Video

Tourism photography: Falls Park Christmas Lights, Pierre Light Parade, Governor's Mansion, The District night club in Sioux Falls, snow geese, and corn harvest.

Economic Development photography: stock imagery for annual report at Innovation Campus, Brookings.

Fulfilled requests for photos with loans to *South Dakota Magazine*, Southeast South Dakota Tourism Association, Yankton; Ramkota Hotel, Natural Resources Conservation Service, South Dakota Rural Electric Association, Historical Society Press, Pierre; Outdoor Forum, Aberdeen; South Dakota Public Broadcasting, Vermillion; Glacial Lakes & Prairies Tourism Association, Watertown; Caliber Creative, Lawrence & Schiller, Sioux Falls; Black Hills Central Reservations, Deadwood; Best Western Black Hills Lodge, Spearfish; Hot Springs Chamber of Commerce; Bank Travel Management Magazine, Kentucky; Eagle Creek, Minnesota; and AAA, Oklahoma.

Continued editing and inputting of photos into Tourism's Digital photo database; current total is 17,302.

Tourism's hit list: Holiday Train, Hill City; and Storybook Island Christmas, Rapid City.

GOED photography hit list: Annual Report needs.

Video Projects: Edited several Tourism videos for Fleet and Travel staff to use at a national conference; had dubs made for distribution.

Copied and edited a video on the Keystone Wye from the State Archives; made DVD copies for their files.

Archived and transcoded last summer's video into the editing system.

Video Dubs and Loans: Loaned Buffalo Roundup footage to the "Let's Make a Deal" game show for a prize package. Loaned stock footage and buffalo footage to the cooking show "Grilled" which will premiere on the Travel Channel in early 2014. Loaned stock footage to Root Sports to use as background footage in Black Hills State University sports' programming they are producing.

Video Projects: Work on pheasant and pheasant hunting setups; attend and work at the Pheasant Summit in Huron; work on winter shoot ideas and setups, including snowmobiling and skiing; work with staff to determine video ideas for the new website; and work on winter editing projects for the social media sites.

#### Travel Market Advertising/Marketing

Posted opening on Marketing Team; currently there are 11 applicants for the position.

Met with L&S on Peak 2014 suggestions; reviewed Meredith Inspiration Guide; approved Deadwood winter co-op ads and new banners for Holiday and general Tourism message. Worked with Hot Springs and their campaign co-op partnership. Will continue adding events to the Calendar of Events on TravelSD.com. Worked through the submitted 2014 events and selected the ones to be in the next South Dakota Vacation Guide.

Reviewed presentations from L&S for mockups of the Giant Step co-op: one will feature Mount Rushmore in profile on the cover and the two inside spreads will be a family at Badlands National Park with a panoramic of the Badlands and the other will be a family jumping into Sylvan Lake and a panoramic of Sylvan Lake. The other mockup is being revised, but Mount Rushmore will remain as a panoramic. Giant Step will be in the following magazines: *Better Homes & Gardens*, *Midwest Living*, *Rachel Ray*, *Good Housekeeping*, *Woman's Day*, *Country Living*, and *Oprah*. Circulation numbers will be 4.8 million and the number of impressions will be 29.8 million. Each partner has two spots and roughly the same number of impressions; finalized



which insert version would be in each magazine. Sent partner copy to L&S; waiting for partner proofs, which will be forwarded for each to review/approve.

Drafted new guidelines for campaign co-ops, including communications plan, contact person at Tourism, and initial reports and presentations guidelines. Working on finalizing each partner's Peak 2014 media schedule and creative direction. Sent each partner's schedule for feedback; once we hear from them, the calendars will be presented to the Tourism team for approval.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 58 vacation packages were listed.

Continued to monitor the entries for a prize package from travelsd.com/family and provided team updates on a regular basis. As of this report, 5,590 entries have been received. Provided MMGY with list of those who wanted to receive Tourism's Travelsmart email. Collected Holiday Sweepstakes performance on Google Analytics and made suggested improvements to banner strategy due to amount of bounces from banner traffic to sweepstakes page.

Redesign tasks for TravelSD include: Sitemap – provided main navigation titles and sub-pages (still need to provide additional pages that fall under each section of site); Creative – finalized direction – colors, fonts and graphic treatment; Fan Faves section direction; Niche categories for our travel interests under Trip Ideas navigation; Categories and sub-categories for business listings; and Business listing maintenance and process expectations – pre-launch and post-launch. Recommended using Google Search for the new site.

E-newsletters – Travelsmart, VRM, Travel Professionals: Worked with MMGY and Tourism staff on the emails for November, including the second eTarget, third-party email with holiday-related messaging that included the sweepstakes; it was deployed by eTarget on November 12.

Reviewed 1,290 responses to Travelsmart sent by MMGY on November 8 to the main segment and on November 15 to a different segment. Of those, 26 address updates, unsubscribes and/or information requests were forwarded to appropriate staff. Reviewed 24 responses to the Events email sent by MMGY on November 22; forwarded one response for handling. Reviewed 58 responses to the hunting email #3 sent by MMGY on November 13; forwarded six responses to appropriate staff. Reviewed five responses to Vacation Guide and other automated emails; forwarded one for handling. Reviewed 40 automatic responses to the November eFYI; forwarded 23 responses for corrections.

Industry Site - SDVisit.com: For Tourism Conference, completed content additions and uploads to the website and worked with Bureau of Information & Telecommunications and MMGY to launch the site on November 5. Will continue to make various updates and additions (sponsors, exhibitors, session descriptions, etc.), as needed.

Will post the 2014 Industry Calendar in early to mid-December.

Posted PDFs of the lead lists from the Australian/New Zealand Expos and TTG Incontri (Italy) to the Tour Operator and International Leads List page.

#### Fulfillment

Fulfilled 11 bulk shipments/requests: 180 of the 2013-2014 Vacation Guides, 1,450 highway maps, and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 4,335 domestic requests. Fulfilled 154 international requests via MSI Worldwide Mail Service and 1,363 Canadian

requests were emailed to MSI for fulfillment. Fulfilled 19 special packet requests via regular mail. Reviewed 1,671 emails from the Online Request Form.

#### Research

Followed up with MMGY to get status on stakeholder interviews and reviewed first draft of Focus Group report for the Brand Assessment Study.

Followed up with research company on what information they need from Tourism to complete the 2014 Economic Impact Study.

#### Tribal Tourism

Visited with Marla Bull Bear, Wicoti Tiwahe Youth Camp-Rosebud Sioux Tribe, and Kiri Close, Lakota Ways, in Wall about complimentary exhibitor booths at the January Tourism Conference. They both accepted and will be attending and exhibiting. Replied to an email from Elias Mendoza, Sisseton Wahpeton Oyate, concerning questions about the Conference. Letters will be sent from Secretary Hagen to all tribal chairs/presidents, inviting them or a representative from their tribe to the Conference.

#### Board on Geographic Names

Reviewed and edited several items, including press releases, public notices, and proposed legislation.

#### Governor's Tourism Advisory Board

The Board and staff met in Lead in Executive Session to review annual award nominations for the Ben Black Elk Award and the A.H. Pankow Award as well as applications for the George S. Mickelson Great Service Awards. Recommendations on the awards will be forwarded to the Governor for his consideration.

The Matching Dollar Challenge program was discussed and each Board member was given the 38 applications to review at home and be ready to discuss during a conference call in mid-December.

The next meeting will be January 21 in Pierre at the Ramkota, the day prior to the start of the Governor's Conference on Tourism, January 22-23.

#### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Have sent the Group Tour Co-op ad to all publications. Sent the ad to printing vendor for 4,800 copies that will be mailed to tour operators on Tourism's database in December along with the Group Tour Co-op coupon by which tour companies can order additional information about South Dakota from our office.

Have received three printer quotes for the Native American Guide; however, due to a change in date for distribution of the guide, the print job will likely wait until late April when new quotes will be obtained.

For the Governor's Office: Most of the South Dakota WINS Annual Report is completed; however, still waiting for copy for a few sections.

For Governor & First Lady: Have delayed printing the ABC Book for Linda Daugaard First Lady's South Dakota ABC Hardcover Book due to printing costs. Designed a spring version of the holiday photo book, files have been sent to the printer.



A. McCloud:

For Tourism: Designed the AAA ad; sent to staff for them to forward to their contact.

Gathered and laid out new photos for the Interstate Information Center panels and held a meeting to review them. Photos for each Rest Area will be the basis for copy for each panel. Working on inserting photos into the final layouts.

Working on inserting the new copy and changing the look/layout of the Vacation Guide; will route when this process is ready.

For Governor's Invitational Pheasant Hunt: Designed the thank you cards that were sent with the Hunt team photos.

Other: Working on designing a new logo for a National State Budget Officers meeting that is going to be held in the Black Hills in 2014. Sent two options for the logos; waiting to hear from them.

T. Meise:

For Tourism: Designing the Tourism Conference program booklet; will send to printer in mid-December with delivery in early January. A Conference notepad will also be part of the registration materials.

For travel shows, will design a 3.5x2.5 handout that reflects the cover of the 2014 Vacation Guide; plan to have the handouts finished by the end of December.

For GOED: Received the copy and photos for the Annual Report; working on layout. The reports will be delivered in late February.

Other: Designed/presented artwork for the state welcome signs; waiting for further direction.

For Christmas at the Capitol: Designed the signage for the front doors of the Capitol, the community tree signs, the non-profit tree signs, and all other miscellaneous signs for Christmas at the Capitol. Designed and delivered the Lighting Ceremony programs, the Story Time flyers, and the Children's ornaments.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: November Inquiry email, November Travelsmart, November Events email, Travel Meredith.com promotional banners and splash page, banners for Peak (Rushmore faces game), eTarget copy and creative (Family Sweepstakes), pheasant hunting email, Giant Step copy, AAA ads, Places of Interest copy updates for Vacation Guide, Custer State Park Co-op – ad for Midwest Living, which drops January 1; and Deadwood Co-op – winter TV spot.

For Tourism and/or GOED (Project Review/Proofing): Governor's Hunt thank you cards; Tourism Conference – notepad, copy for program book, conference email copy; Christmas card for the First Family; Christmas Photo Book for Governor and First Lady; Vacation Guide – campground updates; Lanyard insert copy for New York City street team, Group Tour Co-op Coupon, Go West Summit ad, and November eFYI.

Routed various project or ad requests to appropriate designer.

Responded to Tourism fan mail by sending hand-written note and SD promotional items.

In Progress/Upcoming Projects: Tourism's and Co-op Ad Marketing Campaigns, Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Vacation Guide update, Arts Council Annual Report, GOED Annual Report, Tourism Annual Report, Tourism Conference, Info Center Panel design/copy updates, SD Welcome Signs design update), Tourism Conference planning – décor and Made in South Dakota exhibits. Assist Trade Sales team with projects – Tech Tours update and Escort Notes update.

Thad Friedeman, Creative Strategies Manager:

For Tourism: For Tourism Conference, working with two companies for gala staging and researching décor.

For the 2014 Giant Step, L&S mockups are about 75% finished. Working on some revisions to the third layout. They're working on finalizing the map and partner placements.

Logo/Photo/Map requests: Provided a vector-based state seal file to Bureau of Information & Telecommunications.



**South Dakota Department of Tourism  
Social Media Report  
2013 Executive Summary**

<b>Social Reach</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total/Avg.</b>
Facebook Impressions	2,805,944	2,355,267	2,172,719	3,398,988	2,654,062	13,386,980
Twitter Impressions	3,324,043	3,505,090	3,080,524	3,304,534	3,516,135	16,730,326
Social Keyword Mentions	7,703	4,452	5,163	6,359	5,308	28,985

<b>Channel Insights</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total</b>
Facebook Fans	58,121	58,423	62,593	70,000	75,000	75,000
Twitter Followers	10,923	11,178	11,399	11,584	11,790	11,790
Pinterest Followers	1,110	1,269	1,356	1,391	1,467	1,467
Google+ Followers	98	114	131	148	172	172
YouTube Views	960,913	984,379	1,009,257	1,028,257	1,046,999	1,046,999

<b>Website Analytics</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total/Avg.</b>
Social Media Referrals	7,264	1,794	2,680	2,470	1,627	15,835
Social Media Leads Generated	59	66	39	38	28	230

<b>Percentage of Goal Completed</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total</b>
New Facebook Fans (30,000)	31%	22%	183%	312%	234%	85%
New Twitter Followers (5,000)	66%	60%	53%	42%	47%	75%
25% Increase in Web Referrals	366%	90%	135%	124%	82%	66%
New Pinterest Followers (900)	141%	212%	116%	47%	101%	77%
New Google+ Followers (200)	53%	94%	512%	100%	141%	86%

<b>Facebook Advertising</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total/Avg.</b>
Impressions	N/A	N/A	895,587	1,487,833	990,965	3,374,385
Clicks	N/A	N/A	8,299	10,237	7,222	25,758
Page Likes	N/A	N/A	5,900	6,816	5,176	17,892
Clickthrough Rate	N/A	N/A	0.927%	0.688%	0.770%	0.927%
Average Cost Per Click	N/A	N/A	\$ 0.31	\$ 0.34	\$ 0.44	\$ 0.36
Average Cost Per Fan	N/A	N/A	\$ 0.43	\$ 0.52	\$ 0.65	\$ 0.53