

**RATON LODGER'S TAX 2017-2018
REQUEST FOR FUNDS**

Name of Organization: Northwest NM Educational Foundation

Address of Organization: PO Box 1712 130 Park Ave

Contact Person and Telephone Number: Guff Peterson (575) 245-9000

Note: Funds will be expended between the period of July 1, 2017 and June 30, 2018

Is the purpose of the funding to promote an activity that brings in out-of-town guests? YES

Please describe your proposal:

- Purpose Digital marketing services for Explore Raton . com.

- Please provide details for use of funds. Examples include use of funds for print, radio, television, or billboard ads; printing and distribution of promotional brochures, etc.
 - Update and expand explore.raton . com.
 - Utilize Google AdWords to promote explore.raton .
 - Grow Explore Raton Facebook and Instagram accounts

- Dollar amount requested/Budget
(Please specify amount requested for the item(s) listed above.)
\$ 2,000/mo for balance of 2017-18 FY

- Other financial resources used in accordance to this purpose
The Center's office, internet service and labor.

Typed or printed name: Guff Peterson

Signature: 

Date: 11-7-17

ExploreRaton.com & Google Adwords Project

PROGRESS UPDATE

7/1/17 – 10/31/2017




Overview of Accomplishments

Revamped and published the new ExploreRaton.com website

Created 17 Ad Campaigns promoting Raton - a total of over \$35k in advertising dollars

- A total of 584,375 individuals saw an advertisement about Raton
- Google ads prompted over 25,000 people to visit the ExploreRaton website

Facilitated the city's partnership with Jackrabbit & enabled the ability for visitors to book local hotel rooms from the ExploreRaton website.



Google Campaign Overview

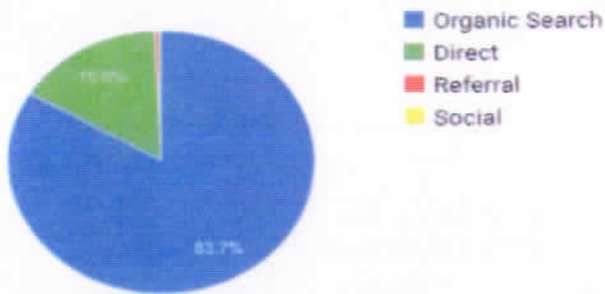
Campaign	Clicks	Impr.	CTR	Cost
4th of July/Balloon Rally - National	6,984	129,264	5.40%	\$10,009.77
4th of July/Balloon Rally - Regional	895	22,695	3.94%	\$1,326.38
Aquatic Center - Regional	11	409	2.69%	\$17.39
Colorado Hotels	9	996	0.69%	\$11.34
DAD	913	45,431	2.01%	\$1,539.00
Family Travel- National	72	5,564	1.29%	\$127.61
Gate City Music Festival - National	1,932	50,407	3.83%	\$2,753.19
Gate City Music Festival - Regional	295	9,902	2.98%	\$479.97
MOM	109	5,042	2.16%	\$183.84
New Mexico Hotel Ads	1	104	0.96%	\$1.99
Outdoor Recreation	89	2,704	3.29%	\$155.62
Raton Rodeo	67	1,507	4.45%	\$91.09
Run to Raton	970	19,162	5.06%	\$1,668.15
Shuler Theater Campaign	639	21,709	2.94%	\$981.91
Small Town Affordable Living	11,256	230,369	4.89%	\$14,433.82
Sustainability	840	38,581	2.18%	\$1,401.74
Texas Hotel	0	18	0.00%	\$0.00
Total: Campaigns	25,084	584,375	4.29%	\$35,186.09
Total: Account	25,084	584,375	4.29%	\$35,186.09
Total: Search	25,084	584,375	4.29%	\$35,186.09

Examples of Advertisements

Campaign	Advertisement	Clicks/Impro vs	CTR	Keyword Examples
International Santa Fe Balloon Rally	<p>Family Friendly Balloon Rally Big Balloons and Small Crowds exploreraton.sustainraton.org/hotairballoons Get up close and personal with some big hot air balloons. Free fun for everyone!</p>	<p>Impr. : 7440 Clicks: 578</p>	7.76%	4 th of July, Hot Air Balloon Festival, Albuquerque Balloon Festival
Gate City Music Festival	<p>Gate City Music Festival Labor Day Weekend exploreraton.sustainraton.org/GateCity/SuzyB... Enjoy 2 Days of Music, Food and Dancing Under the Stars Saturday Night!</p>	<p>Impr.: 30,187 Clicks: 1,314</p>	4.35%	Labor Day Event, Music Festivals, Country Music, Live Concerts, NM Events
Hotel Ads: Colorado Event Focused	<p>Budget Friendly Hotels Just 20 Minutes from Trinidad exploreraton.sustainraton.org/Lodging Hotels, Motels & RV Parks to fit any budget just a short drive from Trinidad CO</p>	<p>Impr.: 996 Clicks: 9</p>	.70%	Artocade, Trinidadio Bluesfest, Trinidad CO Hotels
Hotel Ads: General	<p>Raton, NM Hotel Deals Book Direct and Save exploreraton.sustainraton.org/Hotels Best prices and flexible policies. Don't get stuck buying from the travel sites</p>	<p>Impr.: 66 Clicks: 1</p>	1.52%	Raton NM Hotel, Hotels on - 25, Budget Friendly Hotels, Raton Motels

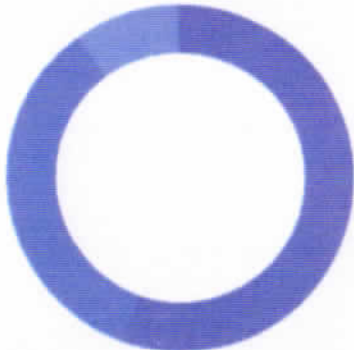
General Website Statistics

Top Channels



Organic Search = AdWords Search Clicks
Direct = Entering the website into the browser directly
Referral = Clicked on a link that directs to ExploreRaton
Social = From Social Media

Sessions by device



Device	Percentage
Desktop	55.7%
Mobile	34.3%
Tablet	10%

Average Page Visits:
202 Visitors Per Day
6201 Visitors Per Month

Ongoing Efforts

Continually create more content-rich pages for ExploreRaton.com that highlight what Raton has to offer.

- Priority of content will be driven by advertising trends and community needs
- Constant updating is necessary to ensure up-to-date information

Work to change out current images with more local pictures

Continue promoting the ExploreRaton brand through social media efforts

Integrate JackRabbit into the ExploreRaton FaceBook Page and begin advertising with FaceBook/Instagram

Devise a more Localized Strategy to increase "Book Direct" advertisement visibility

Continue to partner with organizations to promote their event and other efforts that market Raton

- ExploreRaton website links to the Chamber's Week in Raton online publication
 - MainStreet's ExploreRaton App can be accessed through ExploreRaton website links
- (Full business directory, coupons, specials, etc.)