



Marketing & Member Relations Highlights

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Marketing Key Performance Indicators

- There are many exciting projects and initiatives that the marketing and member relations team will be kicking off, some of which we are already starting to implement. We are looking across all of our marketing vehicles, channels and programs and devising new strategic plans to be as efficient and impactful as possible to improve communications with our community and of course drive revenue for the association.



Email Marketing

- Email Marketing Performance continues to be strong with an average 40% Open rate (industry average at 22%). Click-Through-Rate (CTR) is a little below industry average however emails didn't historically provide links. Labor day weekend CTR delivered a 7% CTR.



Online Advertising

- Online Advertising CTR went from .11% to .54%, which is a 490% increase from month to month (122 clicks to 618 clicks). This could be from more focused programming from media vendor as well as timely content.



Website Google Analytics

- Page views were up 26.5% from July. The most visited pages in August were Homepage, Golf, Book a Tee Time, Lodge and Beach Club. This reflects a lot of golf interest in August.



Improving Communications

- In an effort to improve communications and enhance the brand, the marketing team introduced a new format for the TD News to hit the following goals:
 - Revamp format to make easier to read and find information
 - Update current look and feel to increase readership
 - Organize into sections for ease of accessing information
 - Get greater use out of unique content created for magazine by amplifying through additional marketing Redistributed by Truckee Chamber, and sent to Visit CA last week
 - Continue to elevate the Tahoe Donner Brand



General Feedback

- General feedback has been positive. Some comments:
 - “WOW!!!!!!!!!!!!!! This is GREAT! Loved how the clubs each have a headline so there was no "hide and seek" looking for each one. The TD News looks clean and crisp! Great job! I also like the idea of so much feedback that is also included in the TD News!”
 - “Wow. Magazine looks awesome! I know how much work that was!”



Marketing Survey

- We will be sending out a general marketing survey the first week of October. This will run for approximately 3 weeks and is intended to create baseline effective metrics and hone in on how members want to be communicated to.