

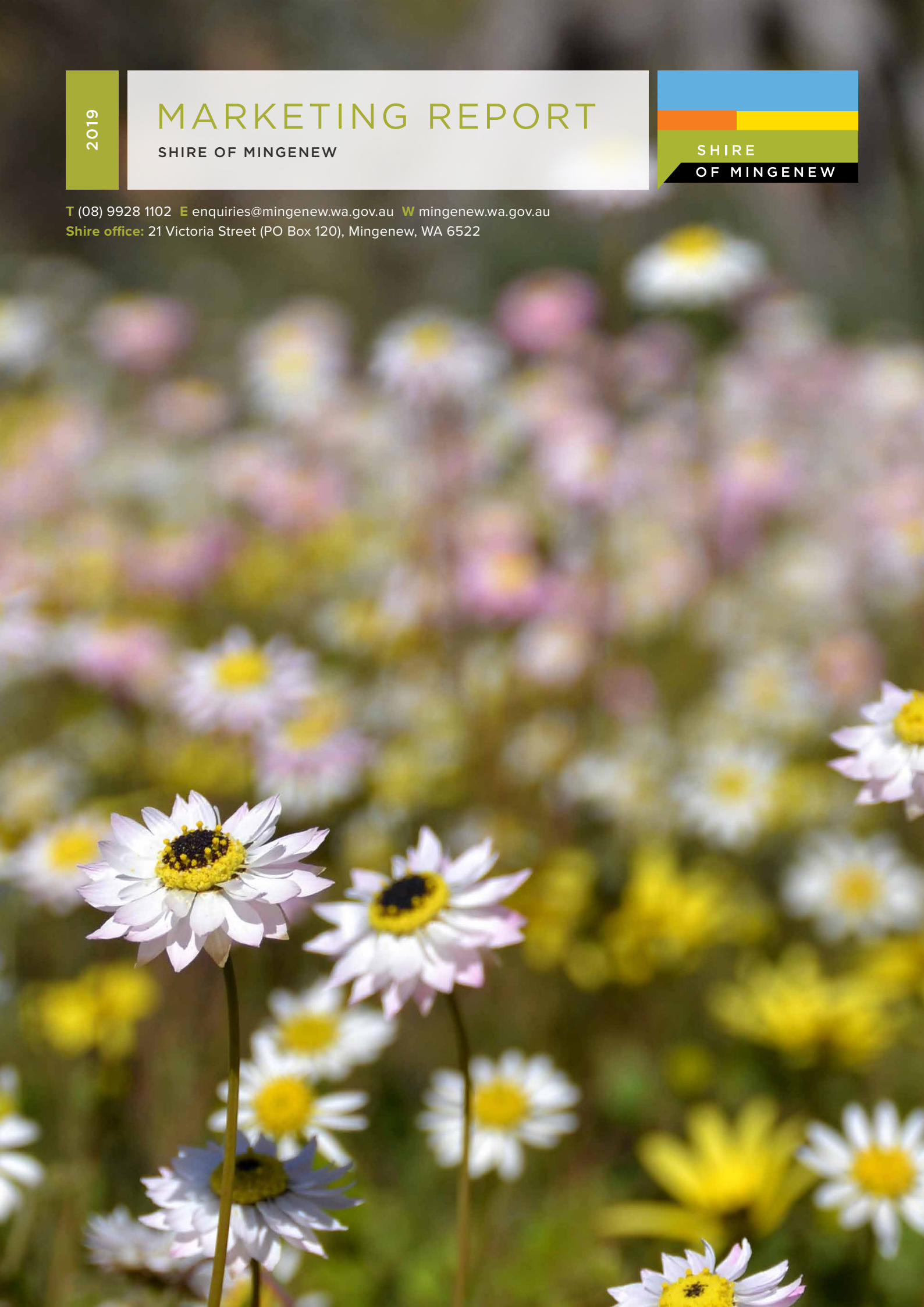
2019

# MARKETING REPORT

SHIRE OF MINGENEW

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OF MINGENEW

T (08) 9928 1102 E [enquiries@mingenew.wa.gov.au](mailto:enquiries@mingenew.wa.gov.au) W [mingenew.wa.gov.au](http://mingenew.wa.gov.au)  
Shire office: 21 Victoria Street (PO Box 120), Mingenew, WA 6522



# 2019 Shire of Mingenew Marketing Report

During July–December 2019, the following campaigns were delivered:

- Mingenew Expo
- Wildflower Season
  - » Campaign name
  - » Campaign device
  - » TVC (also used on online platforms)
  - » Billboard
  - » Landing page
  - » Display ads
  - » Event on website
  - » Banner image on website

Compared to 2018, in 2019 we experienced the following changes to our website traffic:

- 18% increase in both new users and users on the shire website with an average 15% return visitors over both years.
- The main channel where web users came from was organic searches (searching for relevant keywords).
  - » Saw an 18% increase in users and new users.
  - » The bounce rate increased by 12%, however for those staying on the site they spent 17% longer browsing.
- The second highest channel that users are visiting from is the social media platforms.
  - » This saw a 28% increase in visitors coming from social media platforms and the amount of time spent on the site increased by 64%.
  - » The third highest channel that users are visiting from is direct, meaning people knowing the brand and typing the brand name into their search.
  - » This saw a 3% increase in users and new users and saw a 100% increase in the time people spend on the site.
- 2019 was the first year that Display Ads were used to help complement the Wildflower Season Campaign which brought 1,300+ users to the website.

The results of the Wildflower Season Campaign were as follows:

## Facebook

- 2,986 clicks to the site.
- 69,734 people reached.
- 8,931 total engagements (e.g. clicks, comments, likes, shares).
- 4.73% Click Rate which is well above the 1% average. Down from 5.79% last year, however, still ahead of the 3.72% in 2017.
- 53,456 3-sec video views.

- 15,207 10-sec video views.
- The video views were also high with an average of 19% of the video watched (industry average is 8%) – this was the same view rate as last year.
- Relevancy Score 8/10 which is extremely high for an ad. The average is 3.5/10 so this ad is highly engaging and well-targeted.

## Display Ads

- 583,533 views of the ad.
- 1,105 clicks.
- 0.19% CTR which is 4x industry average of 0.05%.
- Highest clicks are coming from people with an interest in Flowers, Luxury Camping, Outdoor Activities and Adventure Vacations.
- The highest age group is 55+ but 35–44 also showing great CPC.
- This is most appealing to high income (top 10%) and low income (lower 50%) with the best results.
- Top placements have been weather websites, Ticketek, Gumtree, regional news websites, kids in Perth sites, eBay, PerthNow, WeekendNotes, footy tips, 6PR radio and The Guardian.

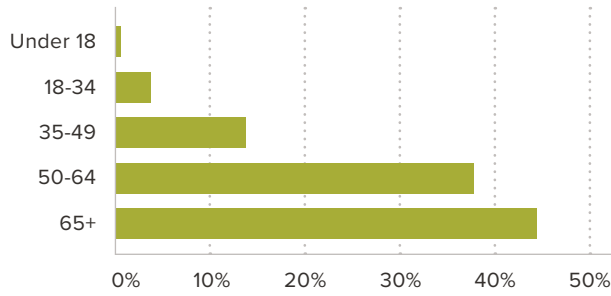
## Television

(For 2 month advertising period)

Station	Cumulative Reach	Ave. Frequency
GWN7	268,947	9.4
WIN	209,723	6.2
NINE	215,949	4.4

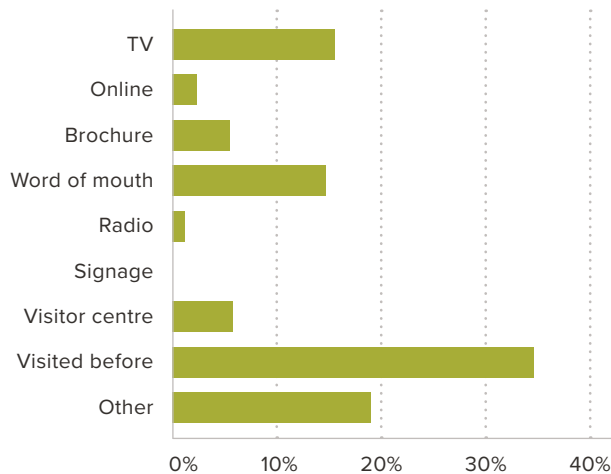
The Shire of Mingenew is interested in measuring the impact of its ongoing marketing campaign. We have collated some of the results as well as visitor feedback on the 2019 campaign on the next page.

### What is your age bracket?



Answer choices	Responses	
Under 18	0.78%	1
18-34	3.88%	5
35-49	13.95%	18
50-64	37.21%	48
65+	44.19%	57
<b>Total</b>		<b>129</b>

### How did you hear about Mingenew?



Answer choices	Responses	
TV commercial	15.38%	20
Online advertisement	3.08%	4
Brochure	5.38%	7
Word of mouth/from a friend	14.62%	19
Radio	1.54%	2
Billboard/signage	0.00%	0
Visitor information centre	6.15%	8
Have visited before	34.62%	45
Other (please specify)	19.23%	25
<b>Total</b>		<b>130</b>

### Based on your visit, how would you rate Mingenew?



Answer choices	Responses	
1 star	0.00%	0
2 stars	0.00%	0
3 stars	13.39%	17
4 stars	36.22%	46
5 stars	50.39%	64
<b>Total</b>		<b>127</b>
<b>Weighted average</b>		<b>4.37 stars</b>

We'd love your feedback.  
Why did you give that rating?

service drive friendly clean  
 locals wildflowers area community  
 visit welcoming great place  
 good helpful tidy town  
 info centre facilities information  
 always well fantastic  
 informative caravan park great  
 visitor centre information centre  
 pretty town seeing nice  
 country town coalseam coffee looks  
 love bakery wonderful beautiful  
 place people see wildflowers  
 friendly people food lovely