AGENDA
ADVERTISING AND PROMOTION COMMISSION

May 12, 2015   2:00 p.m.   Fayetteville Town Center

A special meeting of the Fayetteville A&P Commission will be held on Tuesday, May 12th at 2 PM in the Directors Room at the Fayetteville Town Center located at 15 West Mountain Street, Fayetteville, Arkansas.

I. Call to Order – Ching Mong

II. New Business:

1. Proposed Partnership with Bikes Blues & BBQ: An interactive marketing campaign to increase awareness of Bikes Blues & BBQ along with motorcycling in Northwest Arkansas.

Adjourn

BIKES BLUES & BBQ INTERACTIVE MARKETING PROPOSAL

April 16, 2015

PREPARED FOR:

Joe Giles, Brian Crowne and John McIntosh
Bikes Blues & BBQ
www.bikesbluesandbbq.org

Marla Johnson, Hallie Shoffner, Sarah Stashuk, Ben Brockman and Levett Kwong
Aristotle, Inc.
www.Aristotle.net

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GOALS & OBJECTIVES

Goals
1. To monetize online traffic and engagement and social traffic and engagement for additional sponsorship opportunities
2. To increase awareness of Bikes Blues and BBQ (BBB) and tell the story of the largest charitable and BEST motorcycle rally in the United States and the World
3. To increase merchandise sales and sponsorship opportunities

Objectives
1. Increase online traffic and engagement overall
2. Increase social traffic and engagement overall
3. Increase online traffic and engagement and social traffic and engagement throughout the year

Strategy
To develop and execute an interactive communications plan

Tactics
1. Conduct a usability audit (all metrics and recommendations to be reported to BBB and Sharp Hue) on BikesBluesandBBQ.org including:
   a. Page layout and design
   b. Search Engine Optimization technical report
   c. Site navigation audit
   d. Site speed report and optimization recommendations

2. Coordinate with BBB content creators to build a six-month content calendar based upon:
   a. Key website and social performance metrics
   b. Search engine optimization reports
   c. Keyword research
   d. Consumer/Google research and team input
   e. The incredible expertise of BBB coordinators, supporters and staff

   Please note the content calendar will encompass Web content, social content and email marketing content and coordinate not only the individual channels but also how they work as a whole.

3. Perform search engine optimizations (SEO) on BikesBluesandBBQ.org
   a. Use our powerful SEO tool to identify key on-page optimizations
   b. Compose optimizations on the top 6 pages of BikesBluesandBBQ.org
   c. Run monthly technical SEO reports and provide key recommendations on programming and code to Sharp Hue

4. Manage paid search/keyword buys in search engines to:
   a. Drive traffic to BikesBluesandBBQ.org overall
   b. Drive traffic to specific pages on the website (to be determined by content performance and sponsorship value)
   c. Increase awareness

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        d.   Target new and existing audiences

5.   Manage social promotions and paid advertising to:
        a.   Promote key content on social
        b.   Drive traffic to key pages of the website for additional engagement and sponsorship value

6.   Conduct trainings for BBB coordinators, staff and any additional stakeholders on:
        a.   Social media marketing
        b.   Content marketing (online/Web copywriting)
        c.   Email marketing

Timeline

Aristotle proposes an initial contract from May 1st – October 31st to encompass the five months leading up to the rally and the month after the rally (for a total of six months. After six months, we recommend an analysis and evaluation of the work performed and make adjustments to strategy for the next six months.

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INTERACTIVE MARKETING TACTICS

CONTENT MARKETING & CALENDAR

"Content marketing" is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action. Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that can be integrated into an overall marketing strategy. Strategic content planning and creation is also a great way to enhance search engine optimization, increasing user engagement and reducing bounce rate.

BBB and Aristotle will work together to coordinate a six-month content calendar that plans for content creation for the BBB homepage and interior pages of the website, social and email marketing.

This process includes bi-weekly content planning and strategy meetings (1.5 hours in length) meetings with BBB content creators to plan for six months of Web, social and email content.

SEARCH ENGINE OPTIMIZATION

Natural search performance is an instrumental driver of traffic to any website even as the rules for Google consistently change.
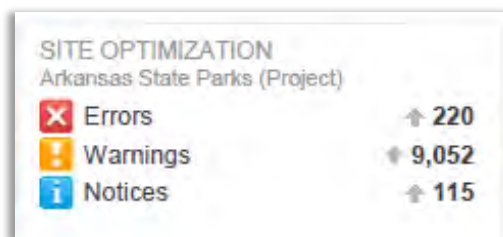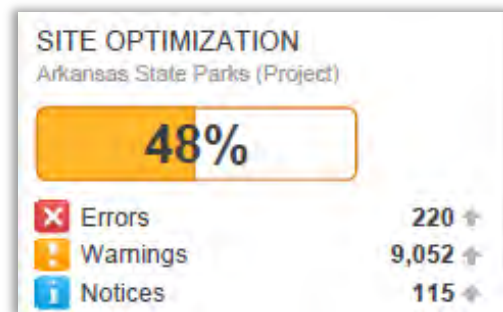
Aristotle recommends a SEO package that includes:

1. **Advanced SEO Tracking**
   a. 1 managed domain
   b. Up to 350 weekly keyword search queries in Google U.S.
   c. Up to 10 benchmark or competitor domains
   d. Google reporting integration
   e. Social reporting integration

2. **On-Page SEO Updates (3 pages per month)**

3. **Technical SEO Monitoring**
   Good SEO practices require a site to be updated frequently with new copy, posts and technical edits. Inevitably unavoidable and unforeseen errors can occur. Additionally, Internet platforms including search engines, websites and other software are continually evolving and upgrading. These external upgrades can also cause errors. To combat any errors that may occur, Aristotle will run technical SEO audits and provide recommendations to Sharp Hue for technical optimizations, such as:

URL OPTIMIZATION
Arkansas State Parks (Project)

2,053

excellent
good
fair
poor

SITE OPTIMIZATION
Arkansas State Parks (Project)

48%

✗ Errors	220	⬆
❗ Warnings	9,052	⬆
ℹ Notices	115	⬆

SITE OPTIMIZATION
Arkansas State Parks (Project)

✗ Errors	⬆	220
❗ Warnings	⬆	9,052
ℹ Notices	⬆	115

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- Duplicate or missing title tags (The title tag is one of the most important factors in search engine optimization. It is the "page heading" for each individual page and is usually displayed as the headline in search engine results.)
- 404 errors (These error states that the requested site cannot be found and are not included in search engines' indices. Since each inaccessible domain costs crawling potential this can mean that important pages will not be crawled by the search engines.)
- 4XX errors (These errors prevent the indexation of a document by search engines.
- 403 errors (These errors indicate that access to the requested URL is prohibited. This usually occurs when the user's authentication has failed.)
- Duplicate or missing meta description tags (A page's meta description is a descriptive text in search engine results. It describes a page's content in around 160 characters. Each page should have an individual meta description.)
- Many dynamic URL parameters (A high number of dynamic parameters in a URL can indicate that the parameters will be used for sorting. Search engines treat URLs with different parameters as separate URLs. If there is only a slight change in the content of the page, you will end up producing duplicate content.)
- Internal broken links (Internal links that do not link to accessible URLs influence the crawling behavior of search engines in a negative way.)
- Title too short or too long (Title tags are the "headlines" for each pages and is usually shown as a headline in search results. The page's content should be outlined in the title tag in a single sentence with a maximum of 70 characters.)
- Mixed redirects (A mixed redirection is the description of different one after the other occurring redirections.)
- 30X redirects (Search engines normally recommend the use of so-called permanent redirections. Other redirects may be used, but are not recommended because they do not transmit link strength.)
- Dead-end links (These are pages that are linked to internally, but that have no outgoing internal links or these links are marked as nofollow by using meta nofollow.)
- Long loading time (The longer a page's load time, the greater the chances that visitors will quickly leave the page again, and sooner or later the page will end up with worse rankings in search engine results.)
- 301 redirects (A permanent redirection signals to the visitor and search engines that an outdated URL was called and automatically redirects to the new (current) URL.)
- Noindex tags (This is an instruction to search engines to not include a page in search indices.)
- Canonicals (This signals to search engines that there is a page with similar content that should be preferred over the current one.)

4. **Monthly Update Reports**
    a. On-page SEO updates completed
    b. Technical SEO updates completed

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PAID SEARCH

Paid search is one of the most cost-effective forms of advertising and continues to see growth as search engine giants like Google and Bing further refine their search algorithms. It is a KEY part of a search engine marketing strategy

Additionally, we know from Google studies that paid search is an essential part of an overall marketing plan to move users to web conversion. The following graphic was compiled from Google's analysis of millions of consumer interactions through Google Analytics. The search giant distilled this data to show how different marketing channels affect online conversion decisions. For an organization in the travel industry like Bikes, Blues & BBQ, data shows that paid search is crucial to inspiring a customer who knows about BBB but has yet to take a desired action (visit the website, spend time engaging with content, sign up for enews, purchase merchandise).
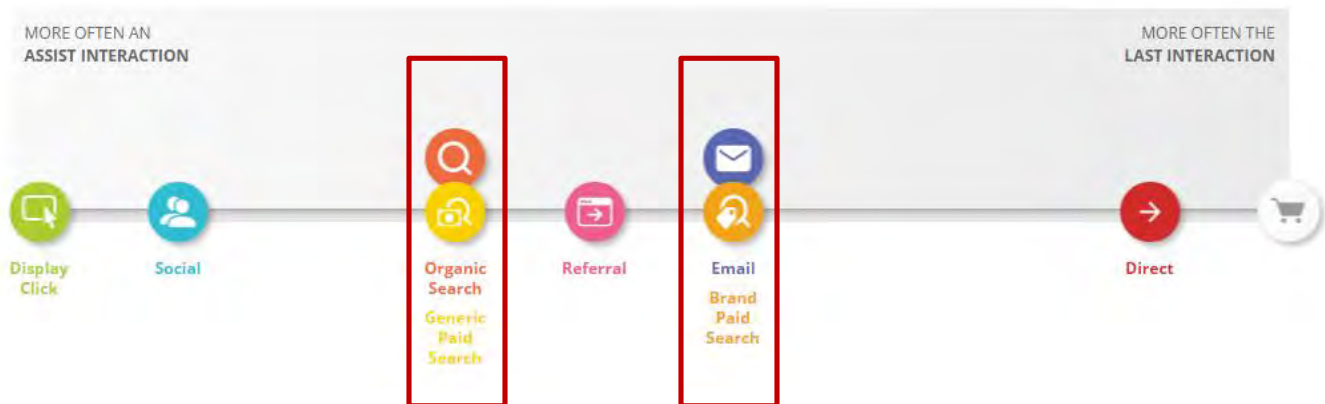
Aristotle and BBB have received an adgrant from Google for $10,000/Mo ($120,000/year). This is an incredible opportunity for BBB! This $10,000 will be used for media pass-through. BBB will only be charged Aristotle's media management fee. This fee is usually 15% of the pass-through costs; however, because BBB is a charitable organization, Aristotle will reduce our fee to 13.5% or $1,350/Mo.

SOCIAL MEDIA PROMOTIONS

Aristotle recommends limited social media paid advertising for smaller promotions in the months leading up to the rally to increase engagement. These promotions could be as simple as "Tell us your favorite motorcycle route in Arkansas and enter to win a free Bikes Blues and BBQ t-shirt!" These posts can be inexpensively promoted and scheduled via the content calendar.

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TRAINING

Aristotle recommends two 1.5 hour trainings:
1. Social media marketing
2. Email marketing

These trainings will include:
1. Overview of the channels and platforms
2. Goals and objectives for BBB
3. Tactics to reach goals and objectives
4. Best-practices

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BUDGET

This budget is for six-months.

Category	Amount
Usability Audit	$750
Content Marketing & Calendar	$7,000
Search Engine Optimization	$10,000
Paid Search	$60,000
Media Management Fee	$9,366
Social Media Promotional Advertising	$1,500
Training	$1,500
Total	**$90,116**
Total Covered by Google Adgrant	***$60,000***
Total Aristotle Budget	**$30,116**

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Congratulations!

We're pleased to inform you that Bikes Blues & Barbeque Inc. has been approved for Google Ad Grants. We're glad to have you as part of the program and we hope that your AdWords grant will help you find additional support for your nonprofit.

IMPORTANT: Please note that the AdWords system and interface is designed for our paying advertisers. You may find that some features or advertising opportunities may be restricted within your account. It's important to learn the key differences between a Google Ad Grants account and a regular AdWords account, and set your account settings accordingly.

Google Ad Grants accounts:

• have a daily budget set to USD 330 dollars total for ALL campaigns, which is equivalent to about USD 10,000 per month

• have a maximum cost-per-click (CPC) limit of USD 2.00

• only run keyword-targeted campaigns

• only run text ads

• only run ads on Google search result pages and not on the Google Network

• run ads for as long as your organization remains actively engaged with your AdWords account

• per Google Ad Grants guidelines, you are required to log in and manage your account at least once per month. Failure to log in for three consecutive months may result in your account being automatically cancelled or paused.

If any of your settings are not according to the Google Ad Grants guidelines, please make the adjustments to your account now.

Below are some very important steps you'll need to take, so please read this carefully.

1. Create your campaigns

Please note that although your account is now active, you still need to set up your campaigns in order to start running. When you're ready to start, please sign in to your account at www.adwords.google.com and create your first campaign. Learn how to create your campaign at:

https://support.google.com/nonprofits/answer/1689506?hl=en

Your ads should begin to run once you've created your campaign. If you want to preview how

your ad looks, use the Ad Preview Tool at www.google.com/AdPreview. Learn more at https://support.google.com/adwords/answer/1704363?hl=en.

2. Monitor your campaign performance

Once you've created your campaigns, it's very important that you enable the Quality Score column within your account and monitor this column on a daily basis for the first 2-4 weeks; this can take as little as 5 minutes a day if your account is performing well. Quality Score is a vital measure of your campaign's performance, and the first few weeks are when your account will earn its initial quality score. Here's how to enable the quality score column within your account: https://support.google.com/adwords/answer/2454010?hl=en.

In tandem with your Quality Score, you should monitor your clickthrough rate (CTR) which shows how often people who see your ad actually click it. Ideally, you should aim to have a CTR that is above 1% for each of your keywords; the higher the CTR, the better.

Here are some things you can do if a keyword has a CTR of less than 1%, meaning that it generates a lot of impressions but very few clicks:

- Pause or delete that keyword; poorly performing keywords can lower your Quality Score, which can prevent your account from being able to show ads at all.

- Move the keyword to its own ad group with an ad that relates more directly to that keyword. For example, the keyword "elementary school scholarships" might perform better in an ad group whose ad has "Elementary School Scholarships" as the headline in the ad text.

- Combine a singular keyword with other keywords to make it more specific. For example, change "scholarship" to "elementary school scholarship."

- Add more negative keywords to your account

- Search Google for the keyword to learn more about the other search and sponsored link results showing for that keyword. This can help give you ideas for rewriting and differentiating your ad.

As always, when making changes and additions to your AdWords account, we strongly encourage you to only include highly targeted and relevant keywords specific to your organization. The addition of irrelevant and general keywords can negatively impact account performance and may stop the delivery of your ads.

For help resources and guides, please visit https://support.google.com/nonprofits/.

We're glad to have you in the Google Ad Grants program.

Sincerely,

Google Ad Grants Team

Application Information:
Charity ID: 03-0426716
Organization: Bikes Blues & Barbeque Inc.

WEBSITE AND FACEBOOK

VISITOR ANALYSIS AND RECOMMENDATIONS

Website Traffic Overview

During February, 2014, Mediavision2020 conducted an in-depth analysis of Bikes Blues & BBQ's website and Facebook traffic. The following pages detail the results and analysis of our findings. We found a high level of visitor loyalty and engagement from visitors throughout the United States, especially during the event month of September. The BBB visitor is a highly desirable consumer with disposable income and interests in a variety of categories ranging from technology to real estate and travel. The usability and multi-device responsiveness of the website ranks well above it's competitors in the industry.

The BBB Facebook page has over 131,000 current likes and is growing at a very impressive rate. One of the stand-out stats is the average 1,000,000 reach per day during the month of September. This high level of reach indicates a very engaged fan base.

Perhaps the most encouraging data of all is that the 2014 growth recorded on both the website and on Facebook have come from organic, non-paid traffic sources leaving tremendous opportunity to reach an even larger audience in 2015.

Website Traffic Overview - YTD

Date	Sessions	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	% New Sessions
2014 YTD	254,823	678,965	2.66	0:02:49	53.60%	66.03%
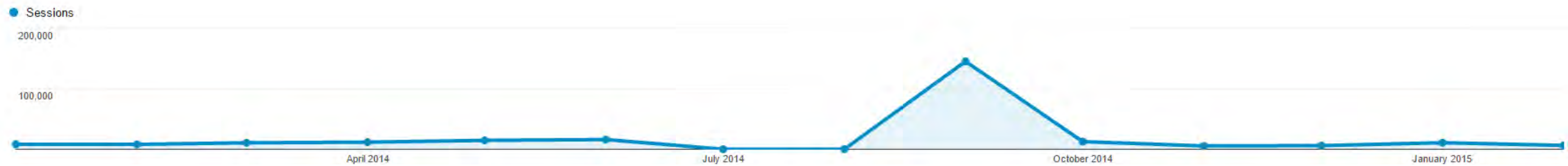
Notes:

- The largest spike in website traffic occurs on the week of September 20th, peaking on September 26th with a total number of 14,619 page views.

- Traffic slowly tapers off after this date, but continues to be higher than average through October 2nd.

- Bounce rates remain relatively consistent throughout the months.

- % of new sessions on the website continue to steadily increase, with a total of 71.11% new sessions in the month of February 2015.

(Analytics tracking was not present between the dates of July 1st to September 1st.)

Traffic Breakdown by Channel

Default Channel Grouping	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search	167,585	65.39%	109590	50.81%	2.79	0:03:01
Direct	50,544	65.69%	33203	62.86%	2.21	0:02:10
Social	19,608	65.78%	12899	54.65%	2.64	0:02:09
Referral	16,708	73.84%	12337	52.32%	2.79	0:03:37
(Other)	301	80.40%	242	61.79%	1.96	0:01:29
Email	77	57.14%	44	42.86%	2.97	0:04:13
	254,823	**66.05%**	**168315**	**53.60%**	**2.66**	**0:02:49**

Sessions

- Organic Search
- Direct
- Social
- Referral
- (Other)
- Email
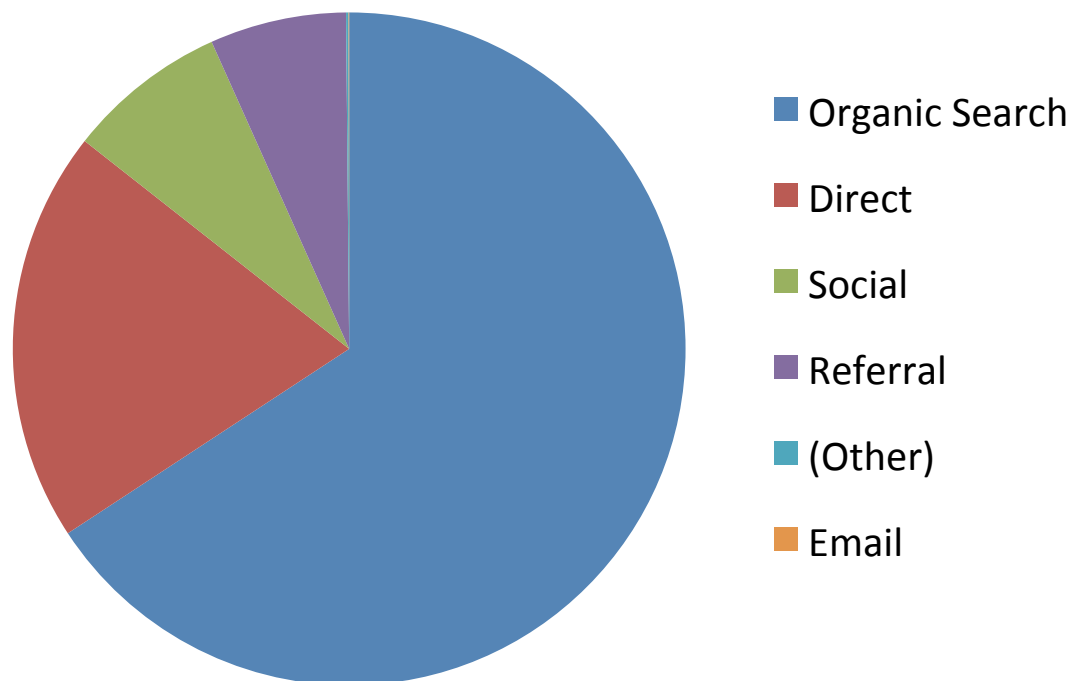
Notes:

- All data references the dates of January 2014 YTD.

- Organic was by far the biggest traffic acquisition channel, with a total of 167,585 sessions and the lowest bounce rates.

- Direct traffic showed the highest bounce rates amongst all traffic channels.

- % of New Sessions remained relatively steady across all channels, with referral showing the highest.

Organic Traffic Breakdown

Top 10 Keywords	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
bikes blues and bbq	6,166	61.26%	3,777	45.57%	3.05	0:03:40
bikes blues and bbq 2014	6,108	61.94%	3,783	46.46%	3.07	0:03:22
bikes blues and bbq 2015	709	60.37%	428	54.30%	2.68	0:03:03
bikes blues and bbq fayetteville ar	615	62.28%	383	52.20%	2.71	0:03:04
bikes blues bbq	593	62.06%	368	44.35%	3.22	0:03:29
bikes blues bbq 2014	529	62.19%	329	55.77%	2.69	0:02:57
bikers blues and bbq	428	64.49%	276	46.96%	3	0:03:17
blues bikes and bbq 2014	389	63.24%	246	41.39%	3.21	0:03:17
bbb fayetteville ar	382	51.05%	195	45.55%	3.28	0:04:00
	167,585	**65.39%**	**109,590**	**50.81%**	**2.79**	**0:03:01**

Sessions

Organic Traffic Keyword Rankings

Keyword	Google rank	URL in Google	Search locale
bbb fayetteville ar	1	http://www.bikesbluesandbbq.org/	United States (English)
bikers blues and bbq	1	http://www.bikesbluesandbbq.org/	United States (English)
bikes blues and bbq	1	http://www.bikesbluesandbbq.org/	United States (English)
bikes blues and bbq 2014	1	http://www.bikesbluesandbbq.org/	United States (English)
bikes blues and bbq 2015	1	http://www.bikesbluesandbbq.org/rally-info/dates-schedule/	United States (English)
bikes blues and bbq fayetteville ar	1	http://www.bikesbluesandbbq.org/	United States (English)
bikes blues bbq	1	http://www.bikesbluesandbbq.org/	United States (English)
bikes blues bbq 2014	1	http://www.bikesbluesandbbq.org/	United States (English)
blues bikes and bbq 2014	1	http://www.bikesbluesandbbq.org/	United States (English)

Notes:

- The table above highlights the Google rankings for top organic keywords.
- As seen above, all keywords driving traffic to the website are ranking at #1 for Google.
- Focusing on improving non-branded searches leading up to September would be another way to drive qualified organic traffic.
- Setting up a Webmasters Tools account is crucial in tracking, implementing, and improving overall organic traffic.

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Referral Traffic Breakdown

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
lightningcustoms.com	1,995	68.87%	1374	40.20%	3.48	0:03:52
nwahomepage.com	1,902	52.68%	1002	73.55%	1.86	0:08:19
cyclefish.com	1,146	70.68%	810	33.94%	3.36	0:03:40
5newsonline.com	611	70.54%	431	63.01%	2.28	0:02:41
motorcyclemonster.com	559	65.12%	364	32.56%	4.36	0:05:27
r.search.yahoo.com	487	71.25%	347	37.17%	3.62	0:04:03
motorcycleevents.com	472	90.04%	425	65.89%	2.1	0:01:12
search.tb.ask.com	375	70.13%	263	32.80%	4.08	0:05:43
nwacouncil.org	372	93.01%	346	70.16%	1.79	0:01:17
buffalochip.com	302	94.04%	284	72.52%	1.94	0:00:56
	16,708	**73.84%**	**12337**	**52.32%**	**2.79**	**0:03:37**

Notes:

- Lightningcustoms.com, cyclefish.com, and nwahomepage.com account for top 3 referral traffic to the website.

- Lightningcustoms.com, cyclefish.com, and motorcyclemonster.com showed the best user engagement, with the lowest bounce rates out of all of the top 10 referral sites.

- We also noticed a strong presence of local websites bringing in a large amount of referral traffic.

Social Traffic Breakdown

Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
Facebook	18,479	66.62%	12,310	54.40%	2.65	0:02:08
Blogger	866	43.65%	378	57.74%	2.51	0:02:34
Twitter	88	71.59%	63	62.50%	1.83	0:01:12
Meetup	40	80.00%	32	55.00%	2.45	0:01:42
reddit	33	84.85%	28	81.82%	1.24	0:00:16
Pinterest	22	77.27%	17	72.73%	1.82	0:00:30
Yuku	21	95.24%	20	42.86%	2.57	0:00:53
AmericanTowns	13	69.23%	9	69.23%	2	0:03:09
Wikitravel	9	88.89%	8	66.67%	1.56	0:00:34
WordPress	6	83.33%	5	33.33%	2.17	0:00:33
	19,608	**65.78%**	**12,899**	**54.65%**	**2.64**	**0:02:09**

Notes:

- Facebook drove the largest amount of social traffic to the site, accounting for a total of 18,479 sessions since Jan 2014.

- A notable social channel that is missing is Google Plus. Creating content and sharing on Google Plus is important in both organic search rankings and overall social presence.
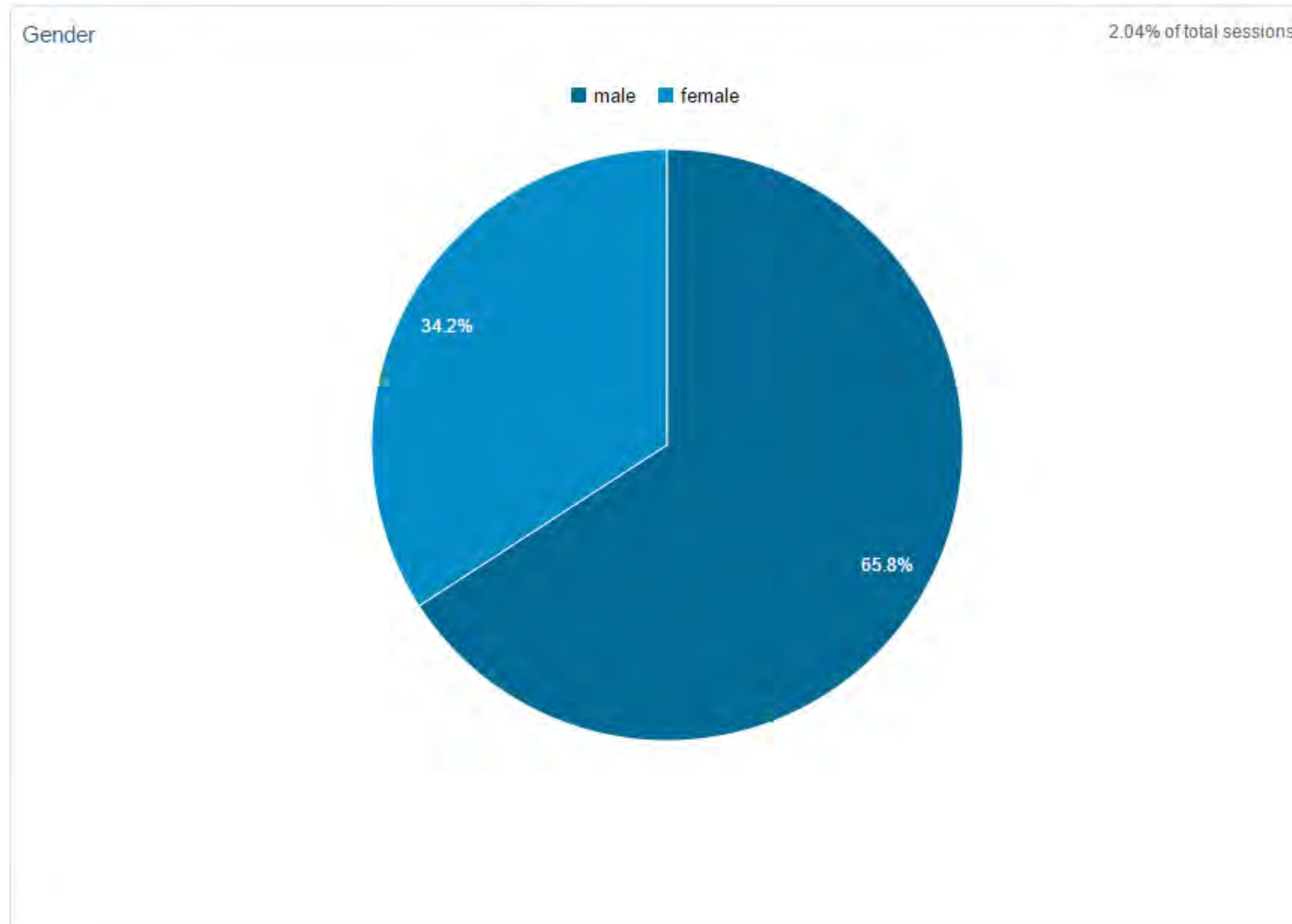
Website Demographics - Age
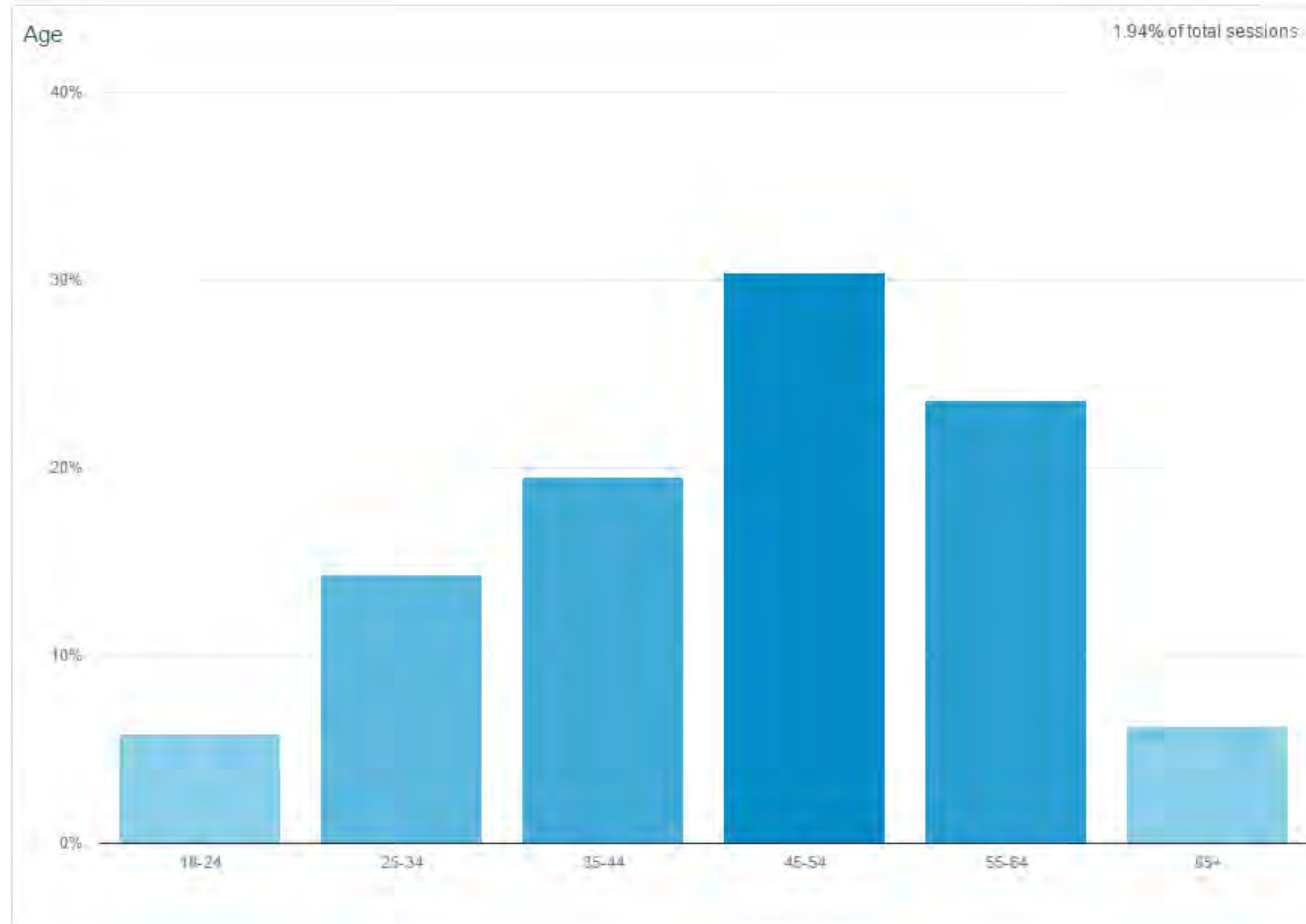
Website Demographics - Gender

Geographical Data

Region	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
Arkansas	57,738	65.29%	37,698	49.35%	2.81
Oklahoma	44,796	61.62%	27,602	54.99%	2.52
Missouri	28,537	61.70%	17,607	51.87%	2.81
Texas	25,244	65.67%	16,577	54.62%	2.64
Kansas	18,748	63.15%	11,840	51.56%	2.84
Tennessee	8,157	63.86%	5,209	57.50%	2.3
Illinois	8,000	65.65%	5,252	53.49%	2.72
California	5,336	74.49%	3,975	60.44%	2.52
Georgia	4,631	66.68%	3,088	60.81%	2.19
Wisconsin	4,348	63.32%	2,753	54.23%	2.74
Minnesota	3,809	63.88%	2,433	53.32%	2.65
Louisiana	3,251	70.53%	2,293	50.26%	2.92
Florida	3,152	76.24%	2,403	60.66%	2.26
Iowa	3,085	66.22%	2,043	45.93%	3.2
Nebraska	3,063	65.43%	2,004	47.67%	3.11
North Carolina	2,233	73.49%	1,641	58.80%	2.45
Colorado	2,091	68.87%	1,440	53.75%	2.83
Kentucky	2,024	76.19%	1,542	62.70%	2.13
New York	1,881	75.49%	1,420	61.67%	2.3
Ohio	1,732	74.13%	1,284	50.92%	3
	249,257	**65.56%**	**163,425**	**53.26%**	**2.68**

Notes:

- Arkansas drove the most traffic with a total of 57,738 sessions, followed closely by Oklahoma.

- Missouri, Texas, and Kansas also drove a substantial amount of traffic. Bounce rates were relatively even across all states with the exception of California, Georgia, and Florida.

- Focusing on acquiring users from states with stronger user engagement metrics could be beneficial

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Traffic Breakdown by Device

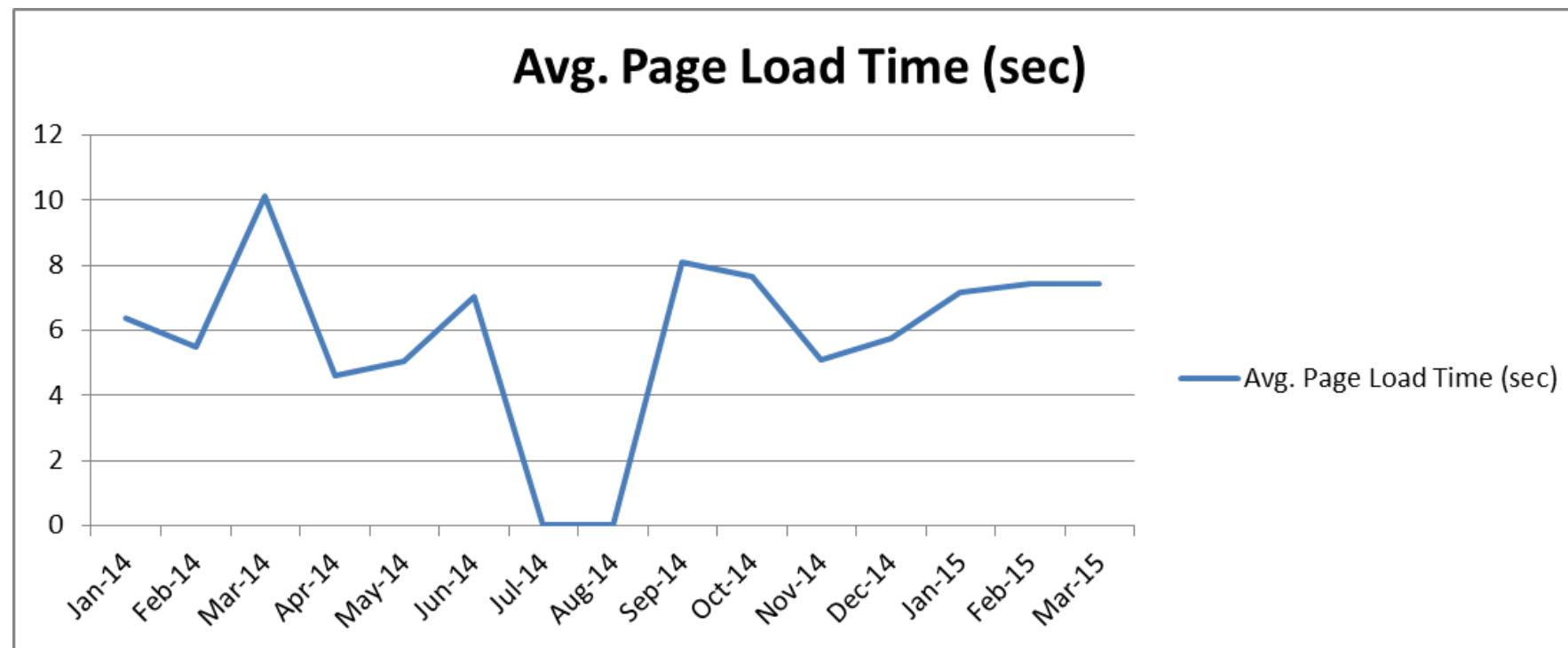| Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
mobile	121,034	61.62%	74,583	63.92%	2	0:01:44
desktop	106,984	72.23%	77,271	42.89%	3.33	0:03:51
tablet	26,805	61.41%	16,461	49.80%	3	0:03:32
	254,823	**66.05%**	**168,315**	**53.60%**	**2.66**	**0:02:49**

Notes:

- Mobile accounts for the highest amount of traffic to the website, with a total of 121,034 sessions.

- Desktops had the highest number of new sessions in addition to the strongest performance metrics of all devices.

- Tablet sessions accounted for only 11% of total website traffic, although engagement metrics were very strong.

Site Speed Overview

Page	Avg. Page Load Time (sec)	Pageviews	Bounce Rate	% Exit
/	11.29	165,674	41.82%	38.29%
/rally-info/event-schedule/	6.64	100,114	64.44%	47.87%
/mobile/	10	40,410	75.85%	69.70%
/rally-info/dates-schedule/	8.76	39,735	49.72%	43.50%
/bikes-blues-bbq/blues/	7.8	29,556	68.61%	43.99%
/rally-info/maps-directions/	7.14	28,141	62.81%	39.82%
/rally-info/lodging/	6.37	27,085	63.66%	43.39%
/rally-info/photo-gallery/	6.85	25,614	62.42%	42.35%
/shop/	4.84	19,002	36.03%	12.77%
/vendors/	7.49	14,114	57.63%	30.59%
	7.44	678,965	53.60%	37.53%

Avg. Page Load Time (sec)

Top 10 Landing Page Analysis

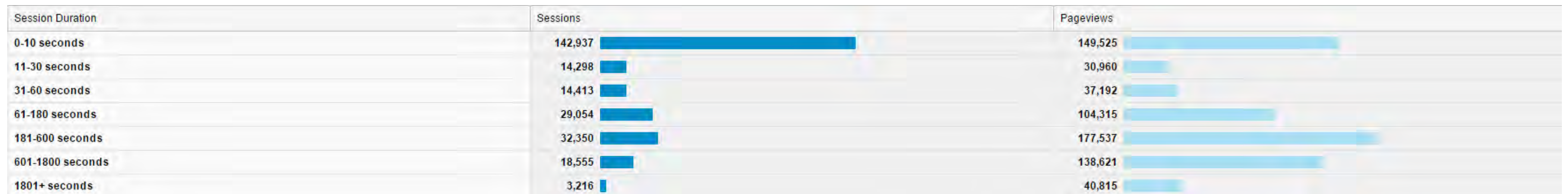| Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
/rally-info/event-schedule/	39,869	60.99%	24,316	64.44%	2.19	0:02:41
/mobile/	29,257	67.74%	19,819	75.85%	1.54	0:01:08
/rally-info/dates-schedule/	25,310	73.29%	18,549	49.72%	2.87	0:02:56
/bikes-blues-bbq/blues/	6,605	51.26%	3,386	68.61%	2.03	0:02:19
/rally-info/photo-gallery/	5,936	56.20%	3,336	62.42%	2	0:02:09
/rally-info/lodging/	5,047	52.01%	2,625	63.66%	2.1	0:03:13
/rally-info/maps-directions/	4,878	42.33%	2,065	62.81%	2.23	0:02:56
/rally-info/live-announcements/	2,554	44.09%	1,126	70.99%	1.98	0:07:03
/shop/category/2014-merchandise/	2,145	61.07%	1,310	35.29%	4.07	0:02:07
/about/event-history/	1,918	62.62%	1,201	75.13%	1.6	0:01:10

Notes:

- The rally event schedule registered the highest number of total sessions followed closely by the dates/schedule page.
- The /mobile/ landing page seen above is actually the mobile website itself (users get re-directed when browsing on a mobile device).
- Bounce rates are relatively consistent with the exception of the live announcements and event history pages.
- Analyzing high volume pages and optimizing content on these pages can help further improve user engagement metrics and organic rankings.

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User Engagement Metrics

User Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
New Visitor	168,315	100.00%	168,315	51.87%	2.71	0:02:46
Returning Visitor	86,508	0.00%	0	56.96%	2.57	0:02:55
	254,823	66.05%	168,315	53.60%	2.66	0:02:49

| Session Duration	Sessions		Pageviews	
0-10 seconds	142,937		149,525	
11-30 seconds	14,298		30,960	
31-60 seconds	14,413		37,192	
61-180 seconds	29,054		104,315	
181-600 seconds	32,350		177,537	
601-1800 seconds	18,555		138,621	
1801+ seconds	3,216		40,815	

Notes:

- New users make up 66% of all current website visits. Returning visitors account for the remaining 33%.
- Engagement metrics for new visitors remains better than returning visitors, except for average session duration.
- The chart above highlights total session durations and their associated page views.
- Targeting these returning visitors via re-marketing could prove effective leading up to the event in September.
- Also, through the data we can identify where users are dropping off the website and optimize the conversion funnel, highlighted in the next slide.

September Event Data - 2014

Sessions
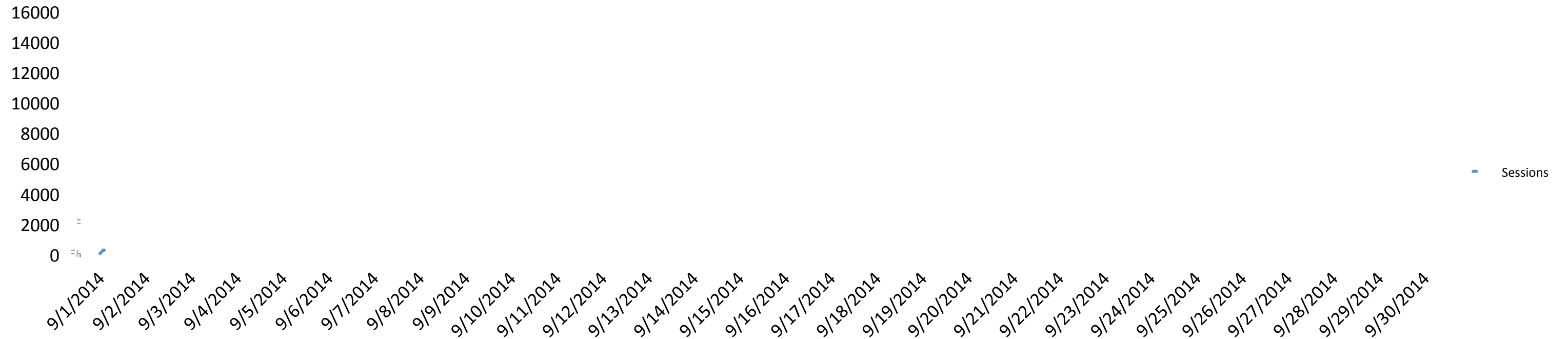
Notes:

- A steady increase in visits starting at the beginning of September. (Analytics shows 0 visitors on September 1st, but that can be attributed to no tracking during that day).

- A sharp increase in visits occurs starting on September 20th, as user engagement during this time also increases.

- Peak website visits occurs on September 26th, followed by a steady drop heading towards the end of the month.

- Fixing any 404 website errors and optimizing page load speed times during these weeks is critical in making sure no traffic is lost.

Facebook Insights – Like Pages

Total Page Likes as of Today: 131,821

Total Page Likes

BENCHMARK
Compare your average performance over time.

Total Page Likes

Total Page Likes
131,821
Feb 19, 2015
Click or drag to select

Notes:
- A steady increase in likes over the months starting from 2014. A total of 131,821 page likes as of February 19th 2015.
- Overall page likes continue to increase exponentially.
- Almost all fan page likes are organic. There were no unnatural increases in likes that are usually associated with bots.

Net Likes

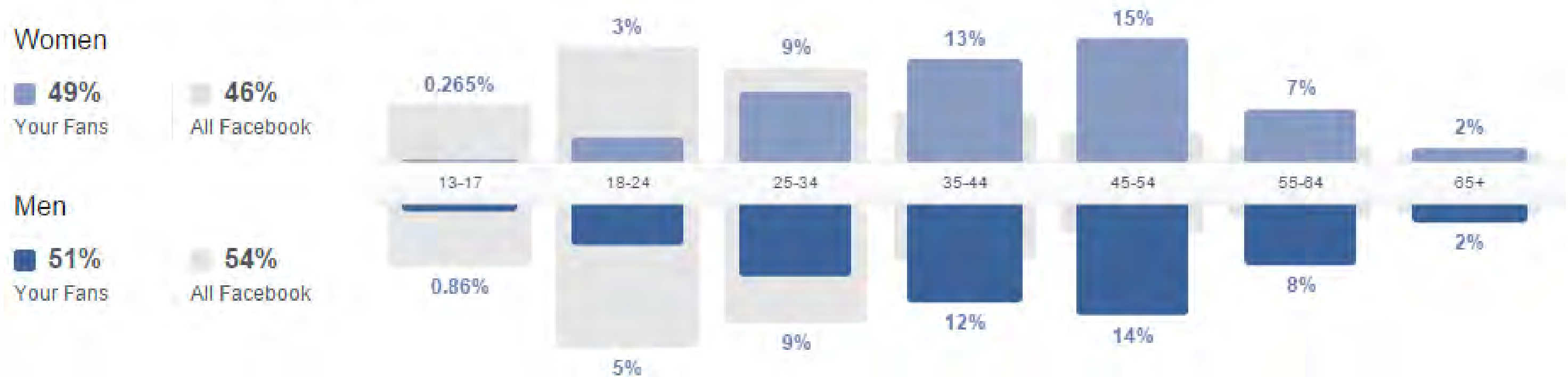Net likes shows the number of new likes minus the number of unlikes.
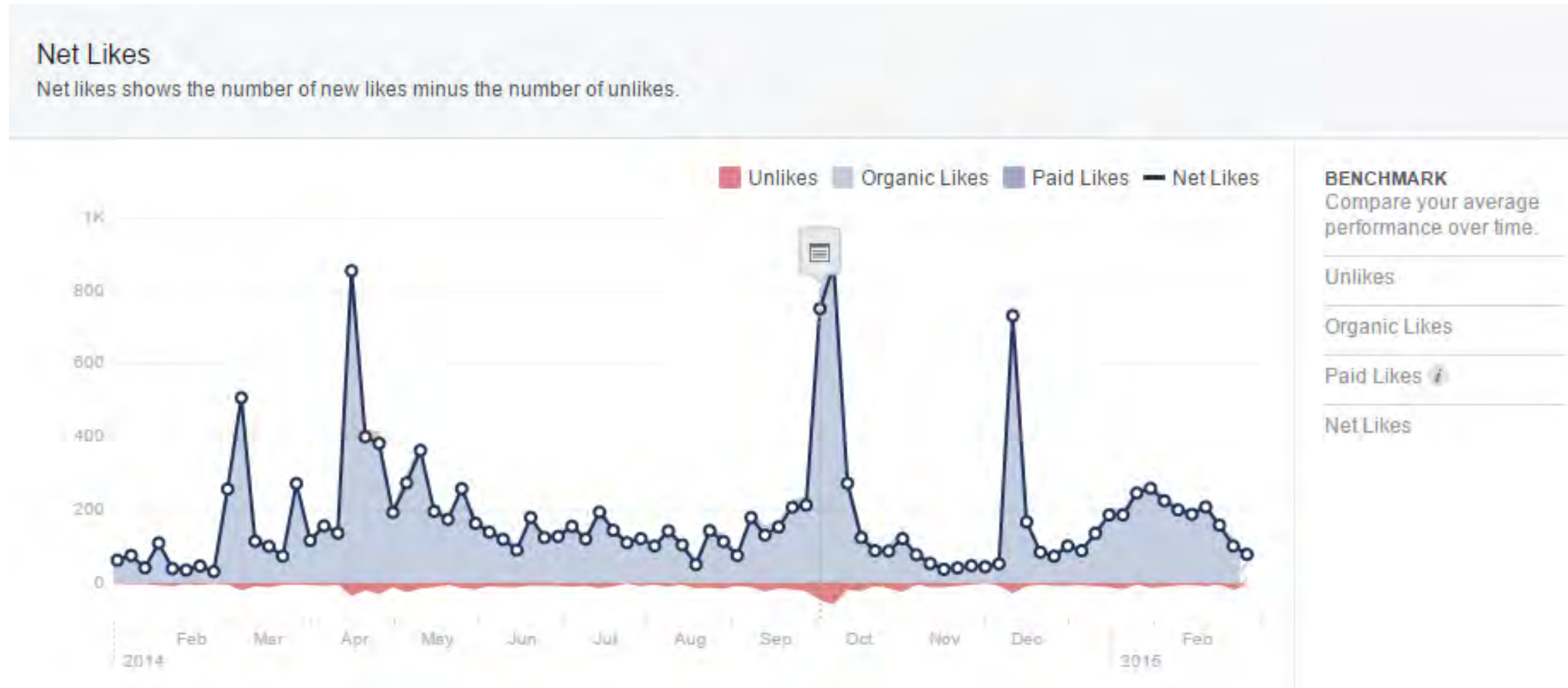
Notes:
- Largest number of page likes in one day occurred on April 6th 2014, with a total of 1,095 page likes.
- We also see a large number of page likes occur during the months of September and December
- A very positive sign is that there are very few page un-likes. This signifies an organic user following.
- YoY, page likes for 2015 so far are outpacing those of 2014

Facebook Insights – Like Pages

The people who like your Page

Women
- 49% Your Fans
- 46% All Facebook

Men
- 51% Your Fans
- 54% All Facebook

Women:
- 13-17: 0.265%
- 18-24: 3%
- 25-34: 9%
- 35-44: 13%
- 45-54: 15%
- 55-64: 7%
- 65+: 2%

Men:
- 13-17: 0.86%
- 18-24: 5%
- 25-34: 9%
- 35-44: 12%
- 45-54: 14%
- 55-64: 8%
- 65+: 2%

Notes:
- A fairly split user gender demographic base on Facebook, with 49% of fans being women and 51% being men.
- We see very similar user age data in relation to that seen in Google Analytics, with Facebook insights showing the majority of users between the ages of 45-54, followed closely by 34-44.
- Overall, there are less users in the 55-64 age range than seen on the actual website traffic. This could be due to less overall Facebook users in the 55-64 age group.

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Facebook Insights – Like Pages

Country	Your Fans
United States of America	110,576
Canada	1,937
India	1,835
Brazil	1,797
Australia	1,512
Thailand	1,236
United Kingdom	879
Philippines	749
Mexico	746
Pakistan	662

City	Your Fans
Fayetteville, AR	5,809
Springdale, AR	2,557
Rogers, AR	2,394
Tulsa, OK	1,831
Bentonville, AR	1,723
Fort Smith, AR	1,289
Springfield, MO	1,261
Kansas City, MO	1,049
Oklahoma City, OK	990
Little Rock, AR	910

Language	Your Fans
English (US)	117,610
English (UK)	4,314
Portuguese (Brazil)	1,792
Spanish	1,507
Thai	1,138
French (France)	640
Spanish (Spain)	512
Italian	459
German	321
Arabic	303

Notes:
- Country Data: Not surprisingly, the majority of fan page likes come from the US. There are an decent amount of likes coming from Canada, India, Brazil, Australia, and Thailand.
- City Data: The city data mirrors much of the geographic data seen in Google Analytics. The majority of US fan likes come from the Arkansas and Missouri regions.
- Language Data: The majority of fan likes are English speakers, with a total of 117,610 English speaking page fans.

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Opportunities

- Setup Google Webmaster Tools. This allows for uploading sitemaps, configuring organic site-links, tracking links to the website, organic traffic, and numerous other important tools.

- Target non-branded organic keywords in on-page optimizations, web content, and link building efforts. ie. other events like music events, BBQ Contest, etc…

- Google+ setup. Currently there is a Google+ page, but it is not being actively managed or updated with fresh content. Managing and tagging authorship on your site through Google+ is a great way to increase organic rankings.

- YouTube Optimization: Optimizing YouTube videos on your site to add ranking.

- Mobile user interface - responsive and very user-friendly. Consider moving some sponsorship elements above the fold.

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Core Strengths

- 4,830 daily website user sessions during event month

- 237,826 user sessions in 2014

- All website traffic currently Organic

- Facebook: 131,821 FB Likes

- Facebook: Average 1,000,000 FB reach per day during event month

- Top national SEO rankings in 'motorcycle/bike rally' related key phrases

- Clearly defined audience on the website and on Facebook

Core Strengths Cont.

2015 Data – What we know about our site visitors

Affinity Category (reach)		34.61% of total sessions
5.40%	Movie Lovers	
4.66%	TV Lovers	
4.30%	Technophiles	
3.75%	Home Decor Enthusiasts	
3.63%	News Junkies & Avid Readers	
3.58%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	
3.52%	Cooking Enthusiasts/Aspiring Chefs	
3.32%	Travel Buffs	
3.13%	Auto Enthusiasts/Motorcycle Enthusiasts	
3.10%	Shoppers/Shopaholics	

In-Market Segment		29.51% of total sessions
4.06%	Travel/Hotels & Accommodations	
3.51%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
3.32%	Real Estate/Residential Properties/Residential Properties (For Sale)	
3.27%	Real Estate/Residential Properties	
3.20%	Employment	
2.79%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.49%	Home & Garden/Home Improvement	
2.44%	Autos & Vehicles/Auto Parts & Accessories	
2.06%	Apparel & Accessories	
2.03%	Home & Garden/Home Furnishings	

Fayetteville A&P

FUNDING REQUEST GUIDELINES AND
FORMAT
INTRODUCTION
The primary goal of the A & P Commission is to effectively manage public dollars to increase tourism and economic impact for the City of Fayetteville. The Commission is the body that determines the use of the Advertising and Promotion fund.
Requests for support and/or funding for annual events and for amounts larger than $2,000 should be submitted to the Executive Director on October 1(for the following year) or April 1. Requests are reviewed by the Commission only twice each year for budgeting purposes. The October requests are for the following year, the April requests are for the current year. An event/festival/project will only be funded once a year. If an event/festival/project receives or does not receive funding in October (for following year), the organization cannot request funding for the same event in April. When considering request for support, the impact on the City of Fayetteville should include one or more of the following:
 Attraction of visitors and/or overnight guests Economic impact (local spending) Potential for repeat business and return visitors Improvement of the city's hospitality and overall public image It is the responsibility of the requestor to show how request for funding meets the criteria of uses for A & P funds (see Funding criteria below) A & P funds should be used as seed money and should not be considered for long term funding of special events, tourist-oriented facilities or festivals. New festivals and special events are encouraged to apply for funding. Commission support of an annual event will under no circumstances obligate the Commission to continued support for the event in subsequent years.
Organizations should not assume nor budget Commission support annually. The Commission will sunset funding after three years. After receiving money for three years, events will be moved to an "Exceptions List" if the Commissioners so choose. Requests from entities on this list will be discussed separately by the Commission.
It is not the intent of the Commission to fund requests that
Could be funded by the requesting organization. Organizational bankruptcies or event deficits will not be covered by A & P funds. The
Commission will not "bail out" events that incur losses. It is the sole responsibility of the requesting organization to properly plan their event and manage funds in a manner that demonstrates both fiscal accountability and management responsibility.
Fayetteville A&P Commission
PO Box 4157
Fayetteville,
Arkansas 72702

FUNDING REQUEST FORMAT
Requests should be typewritten and be no longer than 4 pages (one side only).
One copy of the funding request should be submitted along with one copy of
the annual budget.
1. Name of organization/event, tax status and tax identification number.
    Bikes, blues and bbq inc. tax id 03-0426716
2. Contact person with complete address, phone number and e-mail address
     Neal Crawford 300 n. college ave suite 311 Fayetteville, AR 72701
3. Purpose of event and proposed use of funds generated by organization/event
    Motorcycle rally benefiting local charities
4. Period of operation or event date
     September
23-26 2015
5. Location or event site Dickson Street, Baum stadium, washing county
fairgrounds, natural stadium
6. Brief background of organization and history of event
    Bbbq began 15 years ago and has grown to the 3rd largest motorcycle rally
in the nation
7. Expected visitor draw (radius/mileage)
Prior year visitor count (radius/mileage) and how derived. Host hotel(s) and
number of rooms reserved.
 100,000 visitors per day x 4 days= estimated
 400,000. Regional and International draw
8. Image: Is this organization or event identifiable with an attractive and
unique feature of our area?
    Yes.
We are a charitable motorcycle event that is family friendly
9. Marketing
Plan: Advertising, public relations, sales and whether in-kind donation
Or purchased. $25k

10. Marketing plan budgets: advertising, public relations, sales; include
prior year budget and expenditures (All funding sources)

11. Funding request: State specific amount requested and what funds will be
used for $30,000 to fund our internet marketing program. See attached
12. Describe how this request meets the criteria of uses of A & P funds
       This funding is used to market our event as well as Fayetteville as a
ride destination.
13. Will your project/event influence visitors from outside of Fayetteville
to visit our community? Yes__x__ No_____. If yes, what is your estimate of
 Number of visitors to Fayetteville ___400,000_____
 Number of visitors to Washington
County ___400,000_____
 Number of visitors outside a 100 mile radius of
Fayetteville _____60-70%_____

14. Describe the potential economic impact to a) your organization; b) local
tourism related businesses, including restaurants and lodging; c) the
community in general.
What methods do you plan to use to track the overall economic impact to each?
   2013 university of
Arkansas economic impact study 15. Please describe your efforts to include
environmentally acceptable and sustainable practices in your event. We have
a recycling team that constantly combs the event.

16. Describe how event will be altered if A & P funding is not secured.
        Without funding, we would loose the opportunity to utilize the google grant
17. The Commission encourages a 1 to 1 match for funding. Please indicate how the Commission dollars will be matched. (This may include money, in-kind donations, staff, labor, etc.). Google grant is $10,000 per month for the life of the non profit

18. Provide full financial disclosure of all revenues and expenses of the special event. Full financial disclosure of the requesting organization's regular annual budget will be made available upon request.
    See attached

Requests should be submitted to: Kym Hughes, Executive Director
Fayetteville
Advertising and Promotion Commission
P. O. Box 4157
Fayetteville, AR
72702-4157
Phone: (479) 521-5776; E-Mail:
mailto:khughes@experiencefayetteville.com
Fayetteville A & P logo must be used on all printing and advertising materials related to your event when A & P funding is used.

EVENT FOLLOW-UP REQUIREMENTS
The organization receiving Commission funding or promotion support will provide, within 30 days after the end of the event a financial report, a survey/evaluation of the event with recommendations for improvements and expansions for future events and a disclosure of other funding sources who participated by underwriting the event. All materials will be subject to the Freedom of Information
Act.

FUNDING CRITERIA
All HMR funds shall be used:
1) for advertising and promoting the city and its environs

2) for construction, reconstruction, equipment, improvement, maintenance, repair and operation of a convention center

3) for the operation of tourism promotion facilities in the city
HMR
funds can be used for:

1) for funding the arts

2) For operation of tourist-oriented facilities (theme parks and family Entertainment facilities)

3) For construction, reconstruction, repair, maintenance, improvement, equipping and operation of public recreation facilities and for the payment of bonds Taxes shall not be used for:

1) General capital improvements within the city

2) Cost associated with general operation of the city

3) General subsidy of any civic group or chamber of commerce
The A & P Commission may:

1) Engage such personnel and agencies necessary to conduct its business

2) Contract with any group to provide actual services that are connected with tourism events or conventions.

8200 · Marketing & Advertising

8201 · **Magazine/Periodical Ads**	15,000.00
8203 · **Banners and Signs**	5,000.00
8204 · **Website Services**	4,000.00
8205 · **Printing**	600.00
8206 · **Marketing & Advertising-Other**	4,900.00
8200 · **Marketing & Advertising - Other**	200.00
Total 8200 · Marketing & Advertising	29,700.00