

THURSDAY, JUNE 27, 2019

Channel Islands Harbor: Marketing & Promotions

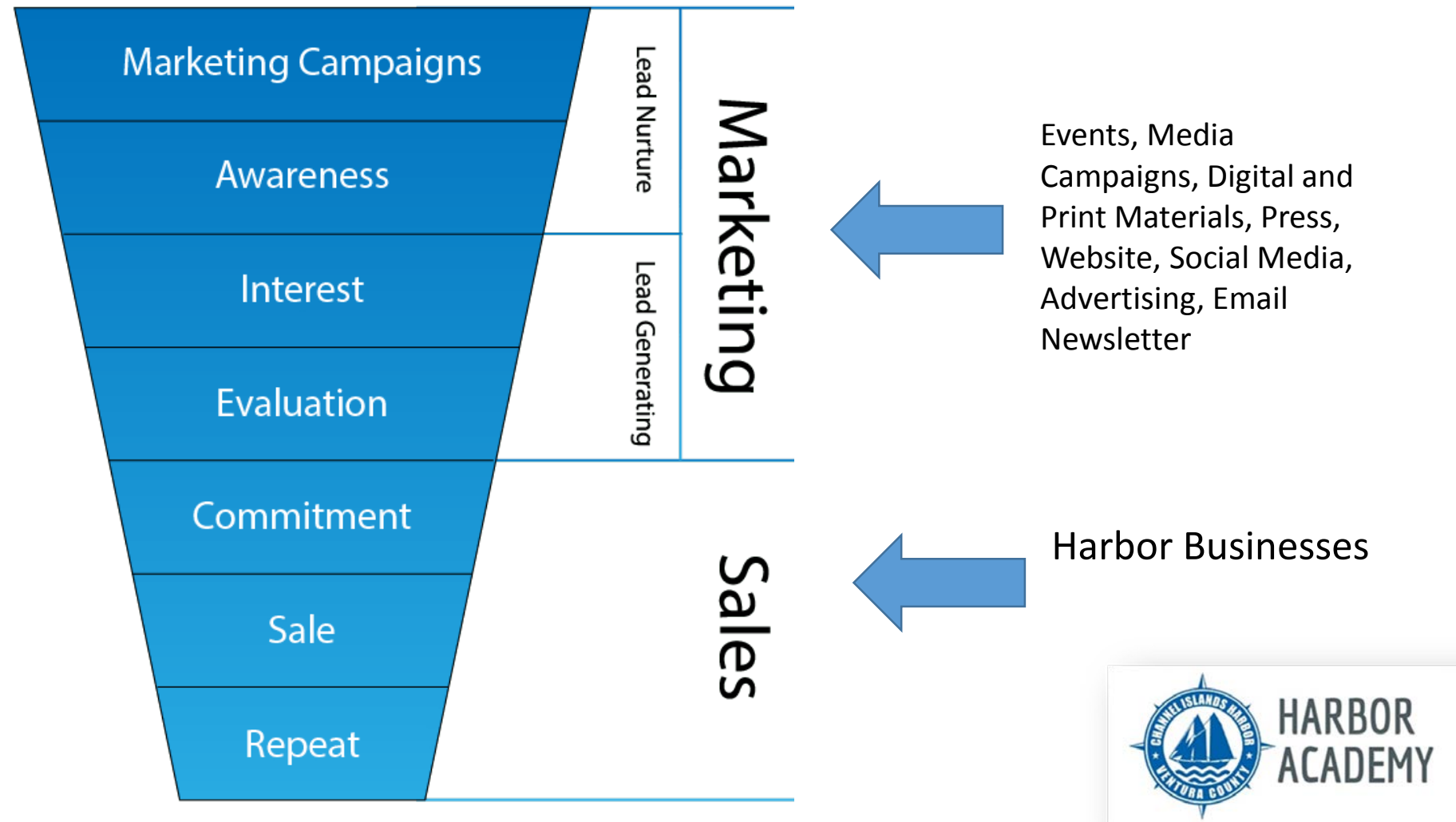


Harbor Marketing & Promotions: Presentation Outline

- Build Communications Infrastructure to Achieve Department Objectives
- Manage and Provide Oversight Of Annual Public Events
- Manage Media Campaigns to Promote Harbor Events, Programs, and Businesses
- Develop Print and Digital Materials
- Press and Public Inquiries
- Results – Website, Social Media, Email Marketing, Advertising
- Looking Forward



Harbor Marketing & Promotions



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- **Build Communications Infrastructure to Achieve Department Objectives**

- **Website**

- Objective: Maintain and enhance Harbor's website to **ensure access to information** and **raise awareness** about Harbor businesses, programs, events, and services in a cost effective manner

- **Social Media**

- Objective: Establish, maintain, and enhance the Harbor's brand via social media
 - Goals: **Increase brand awareness**, engage social media users, and drive traffic to tourism website in a cost effective manner

- **Advertising**

- Objective: Distribute information and materials via media in an effort to **raise awareness** (print, video, web, etc.)



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- **Manage and Provide Oversight Of Annual Public Events**
 - Coordinate with Department Staff and Outside Agencies
 - Tall Ships Visit
 - Celebration of Whales Festival
 - Concerts by the Sea
 - Fireworks by the Sea
 - Parade of Lights
 - Farmers' Market
 - Car Shows
 - Fairy Tales in the Park



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- **Manage Media Campaigns to Promote and Build Awareness of Harbor Events, Programs, and Businesses**
 - Social Media (Facebook, Instagram, Twitter, Nextdoor)
 - Print Advertising
 - Website
 - Monthly Email Newsletter



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Ventura County's Only Parasailing Business Opens at Channel Islands Harbor

Ventura County residents and vacationers need to look no further than the Channel Islands Harbor to quench their parasailing thirst. Channel Islands Parasail just opened for business at Marine Emporium Landing at

Post Details



Channel Islands Harbor is 😊 feeling amazing at Channel Islands Parasail.

Published by Jed Chernabaeff [?] · November 15 at 9:24 AM · Oxnard · 🌐

Ventura County residents and vacationers need to look no further than the Harbor to quench their parasailing thirst. Channel Islands Parasail just opened for business at the Harbor, making it the only parasailing option between Ventura County and Lake Tahoe! 🥰



CHANNELISLANDSHARBOR.ORG

Ventura County's Only Parasailing Business Opens at Channel Islands Harbor - Channel Islands Harbor

✅ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 11,000 people.

7,748
People Reached

1,258
Engagements

Boost Post

👍❤️😂 Jozsef Kovacs, Terri Ochoa Rini and 204 others · 23 Comments · 109 Shares

👍 Like

💬 Comment

➦ Share



Performance for Your Post

7,748 People Reached

674 Reactions, Comments & Shares ⓘ

370 👍 Like	167 On Post	203 On Shares
42 ❤️ Love	23 On Post	19 On Shares
2 😂 Haha	0 On Post	2 On Shares
40 😲 Wow	19 On Post	21 On Shares
112 Comments	31 On Post	81 On Shares
110 Shares	109 On Post	1 On Shares

584 Post Clicks

1 Photo Views	108 Link Clicks ⓘ	475 Other Clicks ⓘ
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NEGATIVE FEEDBACK


4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on




**HARBOR
ACADEMY**

Harbor Marketing & Promotions


**Channel Islands Harbor** is 🥰 feeling delighted at Central Coast Electric Boats.

Published by Jed Chernabaeff [?] · June 20 at 10:31 AM · Oxnard · 🌐

There's a turquoise 1967 Volkswagen 19 window Kombi Van cruising around in the waters of the Channel Islands Harbor and people are taking notice. It's hard to miss. 🥰






CHANNELISLANDSHARBOR.ORG
H20 BUS Hits the Waters at Channel Islands Harbor - Channel Islands Harbor

 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 4,100 people.


4,291
People Reached


2,552
Engagements


Boost Post


 Dianne Cox, Isis Bolaños Rivera and 609 others

84 Comments 214 Shares

 Like

 Comment





 Share



Performance for Your Post

4,291 People Reached

1,941 Reactions, Comments & Shares ⓘ

1,169  Like	467 On Post	702 On Shares
189  Love	100 On Post	89 On Shares
27  Haha	8 On Post	19 On Shares
94  Wow	47 On Post	47 On Shares
239 Comments	103 On Post	136 On Shares
223 Shares	214 On Post	9 On Shares

611 Post Clicks

0 Photo Views	225 Link Clicks ⓘ	386 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



Harbor Marketing & Promotions



California's Boating & Fishing News


NEWS & DEPARTMENTS ▾ MARINAS ▾ CALENDAR PHOTOS ▾ PAST ISSUES



LESSONS FOR LIFE

40-KNOT SQUALL, 30 MILES FROM SHORE, MIDNIGHT

Mark Wheeler's man-overboard miracle



Duffy water taxi cruises Channel Islands Harbor designed as a VW Bus

Parimal M. Rohit June 27, 2019

Frank Laza of Central Coast Electric Boats re-designed a 1996 Duffy Cat 16 to replicate a 1960s classic.

OXNARD—The concept of a car navigating on water has been around for decades. Pres. Lyndon B. Johnson, for example, was known to own a car that doubled as a boat - he'd be driving on land one moment and then navigating the same vehicle as a vessel the next moment. James Bond once drove a high-end sports car into the water, only to have it convert into a submarine once submerged under water. A few boat-vehicle prototypes



AMERICA'S TIRE

★ ★ EVENTO DEL ★ ★

DIA de INDEPENDENCIA

15% 6/28 - 6/30

HAZ CLICK AQUI

del precio total en una Mastercard Prepaga® por correo



STERLING ASSOCIATES

Boat Loans & Refinancing

RATES STARTING AT 4.25%

JONI GEIS, BOAT LOAN SPECIALIST



DUFOR 460

Denison yachting



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Events

Published Events





↑↓ By: Event Date

Search Event

Create Event












Event	Budget Spent	Reach	Responses	Tickets Clicks
<div></div> <div>4th of July Children's Parade 3377 Harbor Blvd, Oxnard, CA 93035-4103, United States Thu Jul 4, 10:30am</div>	<div>Boost Event</div>	<div>1.9K</div>	<div>108</div>	No data
<div></div> <div>4th of July: 2019 Fireworks by the Sea Channel Islands Harbor Thu Jul 4, 9:00pm</div>	<div>Boost Event</div>	<div>66.5K</div>	<div>3.7K</div>	No data

Past Events

<div></div> <div>Disabled Veterans Sail Day 2019 Channel Islands Yacht Club Sun Jun 23, 8:00am</div>				
<div></div> <div>From Tree to the Sea: Wooden Boat Show & Classic Cars Channel Islands Maritime Museum Sun Jun 16, 12:00pm</div>	<div>Not boosted</div>	<div>36.9K</div>	<div>1.9K</div>	No data
<div></div> <div>Father's Day Car Show & Cornhole Tournament Marine Emporium Landing Sun Jun 16, 10:00am</div>	<div>Not boosted</div>	<div>52.8K</div>	<div>2K</div>	No data
<div></div> <div>Fairy Tales in the Park: Jack and the Beanstalk Marine Emporium Landing Sun Jun 2, 2:00pm</div>	<div>Not boosted</div>	<div>867</div>	<div>63</div>	No data

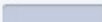


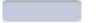


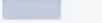


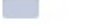





Harbor Marketing & Promotions

Event	Budget Spent	Reach	Responses	Tickets Clicks
 Magical! Channel Islands Maritime Museum Sun Apr 14, 12:00pm				
 Boater's Swap Meet Peninsula Yacht Marina Sat Mar 30, 8:00am	Not boosted	2.2K	84	No data
 22nd Annual Celebration of the Whales Festival 3542 Harbor Blvd, Oxnard, CA 93035-4179, United States Sun Mar 24, 10:00am	Not boosted	38.3K	2.8K	No data
 CIMM Speaker Series: "The Proving Ground: America's Civil War" Channel Islands Maritime Museum Wed Mar 20, 6:30pm				
 Harbor Academy - History & Finances of the Harbor 4100 Harbor Blvd, Oxnard, CA 93035-4310, United States Thu Feb 28, 6:00pm	Not boosted	1K	38	4
 Art Comes Alive! Channel Islands Maritime Museum Sat Feb 16, 12:00pm				
 Printmaking Workshop with Christina Altfeld Channel Islands Maritime Museum Sat Feb 9, 10:30am				
 Hawaiian Chieftain Visits Channel Islands Harbor Channel Islands Maritime Museum 6 Dates - Jan 30 - Feb 10	Not boosted	13.4K	775	No data
 Monsters of the Deep: Fact or Fiction? Channel Islands Maritime Museum 52 Dates - Jan 9 - Mar 18				
 Waterside New Year's Eve The Waterside Restaurant and Wine Bar Dec 31, 2018, 5:00 PM				
 53rd Annual Parade of Lights Channel Islands Harbor Dec 8, 2018, 7:00 PM	Not boosted	285.6K	17.1K	No data



Harbor Marketing & Promotions

Pages to Watch					
Compare the performance of your Page and posts with similar Pages on Facebook.					
Add Pages			Reactions, Comments & Shares <small>i</small>		
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week	
1  Ventura County Coast	41.3K 	▲0.4%	5	2.6K	
2  Visit Oxnard, California	31.7K 	▲0.1%	7	1.3K	
3  Ventura Harbor	23.6K 	▲0.1%	9	6.7K	
4  Channel Islands Sportfi...	15.1K 	▲0.1%	13	6.3K	
YOU 5  Channel Islands Harbor	5.8K 	▲3.7%	6	11K	
Keep up with the Pages you watch. Get More Likes					



Harbor Marketing & Promotions

- **Develop Print & Digital Materials**

- Quarterly Brochures
- Water Bill Insert As Needed
- Monthly Email Newsletters
- Media Releases
- Social Media
- Highway 101 Billboard
- Print Advertising
- Street Banners



CHANNEL ISLANDS HARBOR

SUMMER EVENTS

Fairy Tales in the Park
Harbor View Park
July 7, Aug. 4, Sept. 1
2 p.m. to 3 p.m.

Concerts by the Sea
Every Saturday, July 6 - August 31
4 p.m. to 6 p.m.
Peninsula Park

Fireworks by the Sea
July 4
Daytime activities & fireworks show

Channel Islands Fine Arts Festival
July 13 & 14, 10 a.m. to 5 p.m.
Harbor Landing

5th Annual Chowderfest
Channel Islands Maritime Museum
August 4, 2 p.m. to 6 p.m.

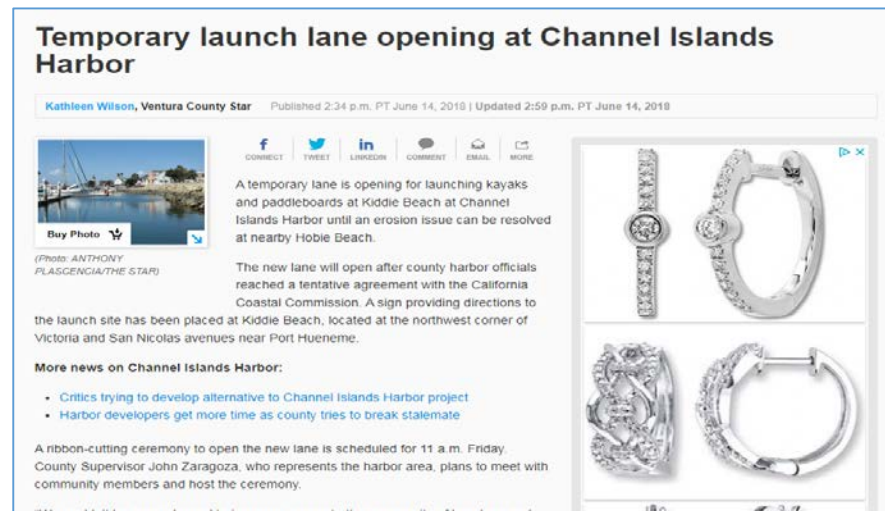
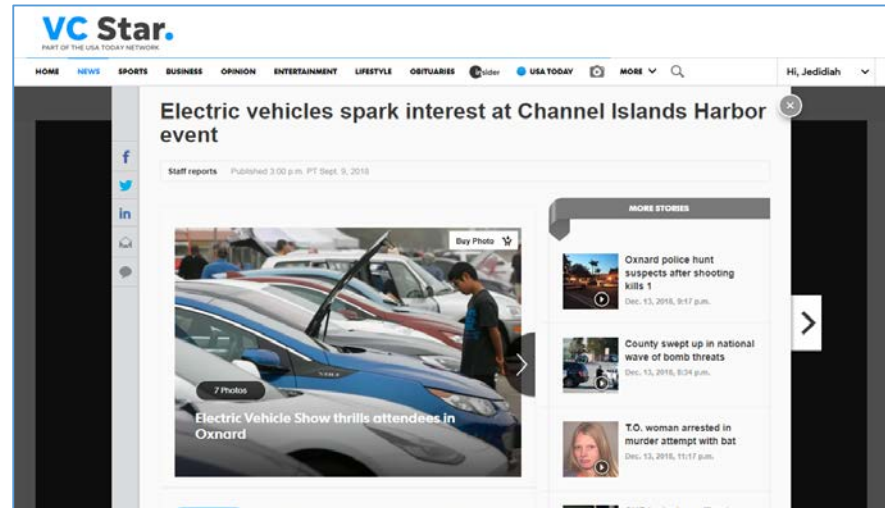
More information is available at:
ChannelIslandsHarbor.org



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- **Press and Public Inquiries**

- Field Calls from Media
- Monitor Social Media
 - Coordinate Response with Department Staff
- Monitor CI Harbor Visitors Email
 - Coordinate Response with Department Staff



Harbor Marketing & Promotions: Results – Website Revamp

- **Website**

- Revamped & Launched Harbor's Tourism Website in June 2018
- Implemented Content Marketing Plan in June 2018
 - Blog Posts, Email Newsletter, NextDoor, Social Media
- June 2017-December 2017 vs. June 2018-December 2018:
 - Overall, website visits up 52%
 - New users up 53%
 - Pageviews up 104%
 - Average time spent on website up 33%



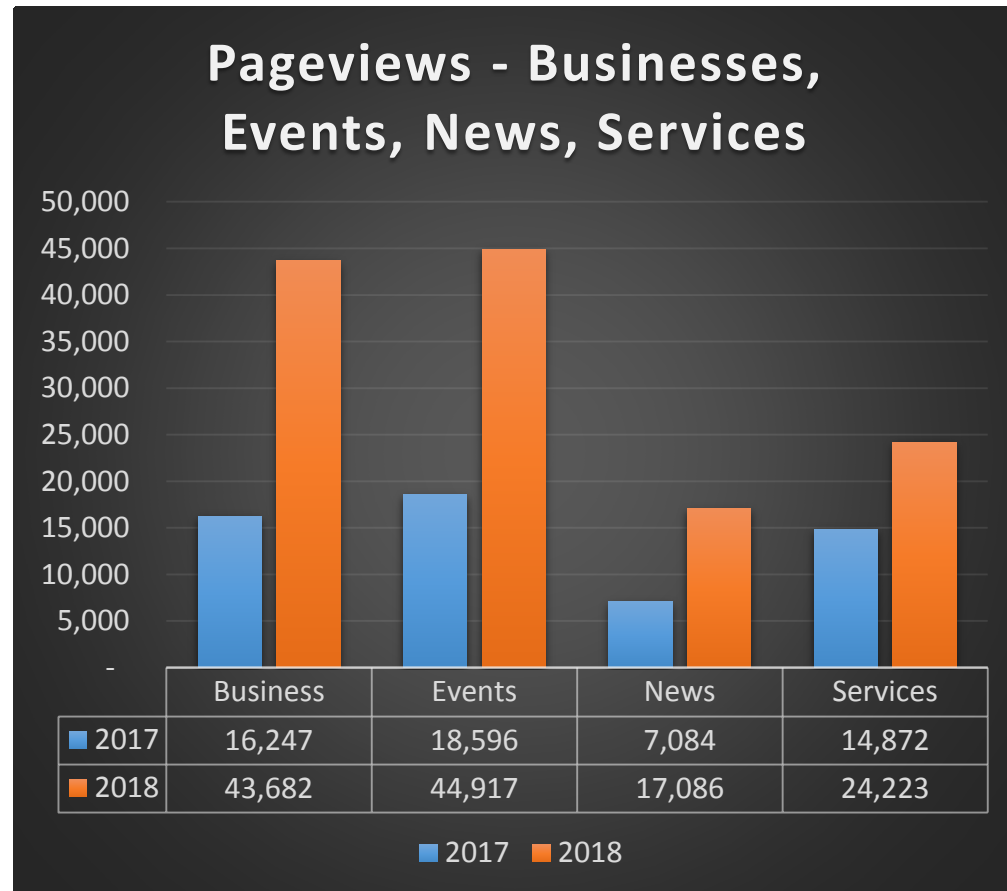
Harbor Marketing & Promotions: Results – Website Revamp

- **Website**

- January 2018-May 2018 vs. January 2019-May 2019:
 - Overall, website visits up 82%
 - New users up 77%
 - Pageviews up 120%
 - Average time spent on website up 25%



Harbor Marketing & Promotions: Results – Website Revamp

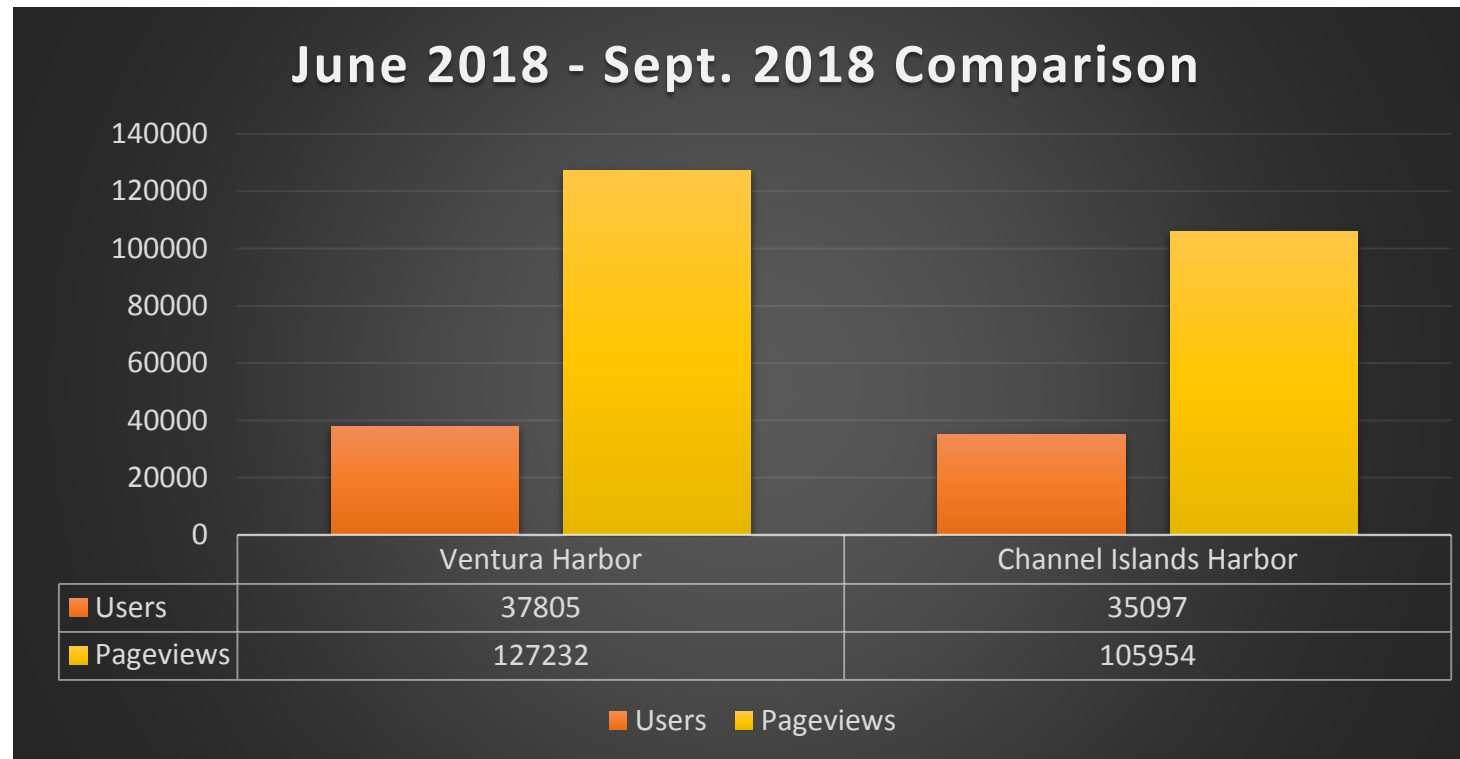


Topic	Percent Increase (June 18-Dec. 18)
Businesses	168%
Events	141.54%
News	141.54%
Services	62.88%
Overall Increase to Categories	128.72%



Harbor Marketing & Promotions: Results – Website Revamp

- **Ventura Harbor Village v. Channel Islands Harbor**



Harbor Marketing & Public Relations: Results – Website Revamp

- **Recognition!**



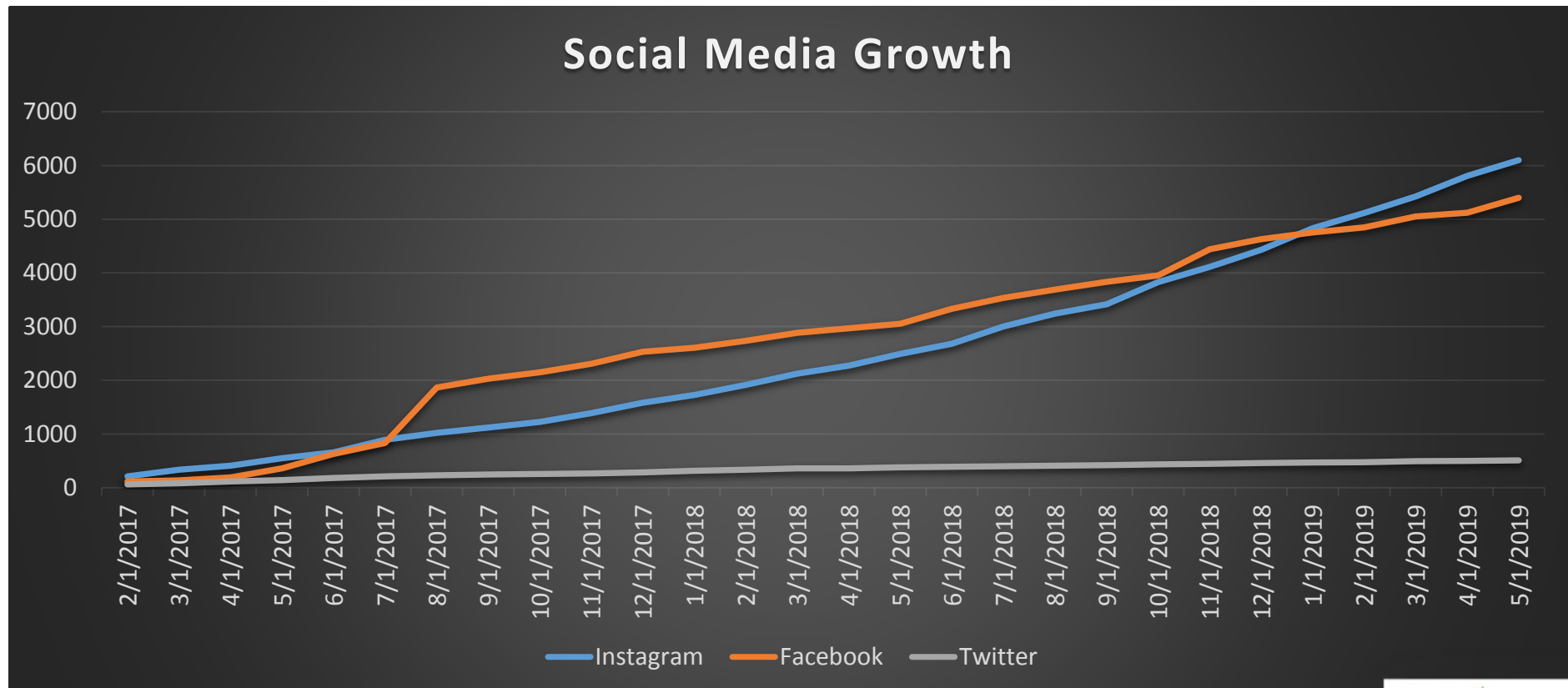
Harbor Marketing & Promotions: Results – Social Media

- **Social Media (Feb. 2017 – May 31, 2019)**

- Facebook: 5,399 followers, 15 million reached, 120,000 people engaged, 11,000 referrals to website
- Instagram: 5,102 followers, 1 million reached, 100,000 people engaged, 600 referrals to website
- Twitter: 511 followers, 250,000 reached, 5,000 people engaged, 350 referrals to website



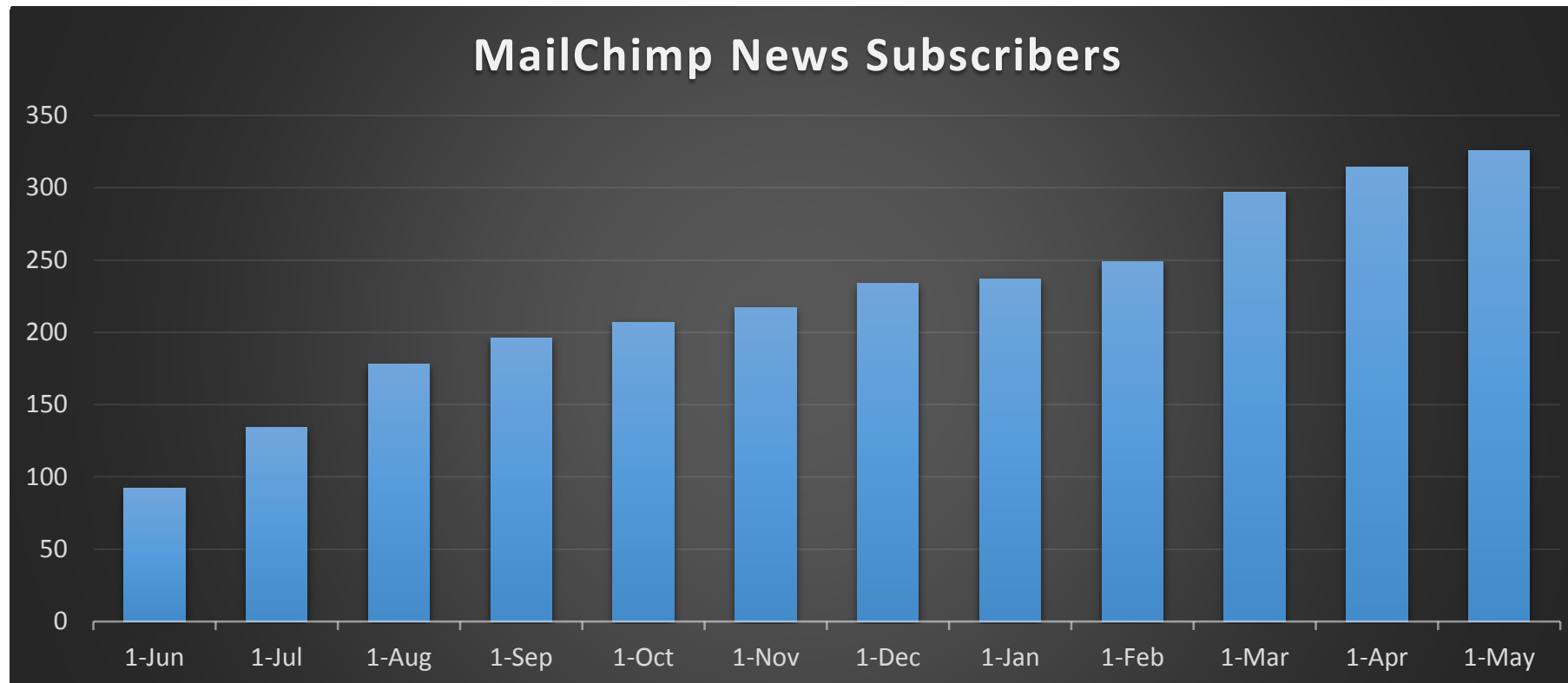
Harbor Marketing & Promotions: Results – Social Media



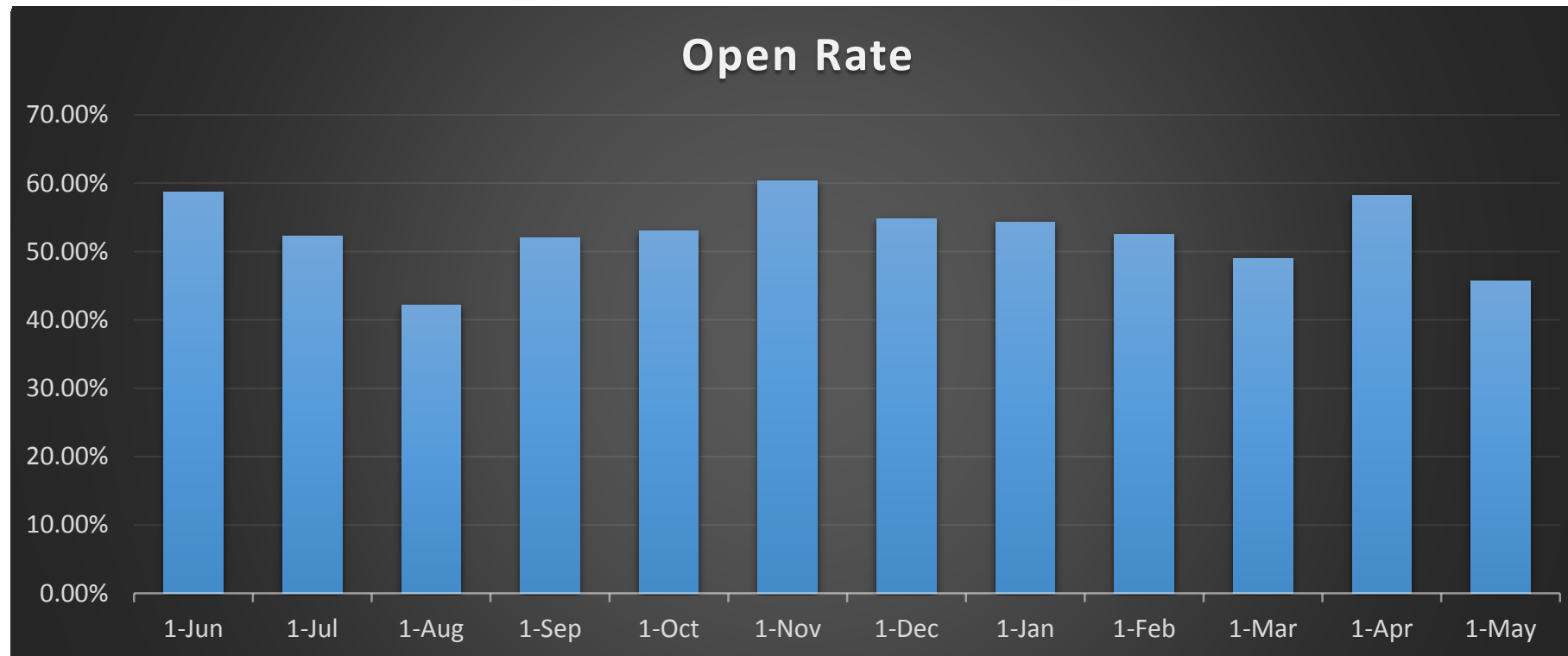
Harbor Marketing & Promotions: Results – Email Marketing



Harbor Marketing & Promotions: Results – Email Marketing



Harbor Marketing & Promotions: Results – Email Marketing



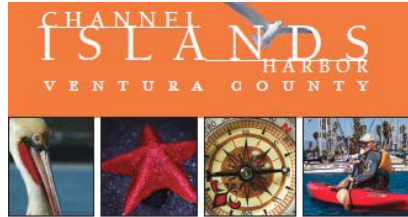
Harbor Marketing & Promotions: Results - Advertising

- **Advertising**

- Updated photo library
- Updated collateral materials
 - Water Bill
 - Quarterly Brochure
 - Highway 101 Billboard
- 20 print ads annually: 1 million impressions
- 6 billboard ads annually: 10 million impressions
- Frequently published in 4 daily newspapers and 12 online publications



Harbor Marketing & Public Relations: Results - Advertising



Directory
& Calendar of events
APRIL/MAY/JUNE 2018

Boating
Island Excursions
Sportfishing
Shopping
Special Events
Waterside Dining
Yacht Clubs
Maritime Museum
Farmers' Market
And More



Harbor Marketing & Promotions: Looking Forward

- **Continue to Raise Awareness**

- Social Media
- Explore partnerships to host additional events
- Partner with businesses for continued promotion
- Enhance website with more information about businesses, news, programs, and services



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Questions or Suggestions?

