

# Cost-Effective Ways to Increase Reach and Website Traffic



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# Comparing Ads = Apples & Oranges

*Not all social media and digital advertising products are created equal. Each social media and digital advertising platform has strengths and weaknesses. Ultimately each platform delivers different cost per click, impressions, and engagement rates.*

*During this webinar, we will explore a variety of strategies and approaches including:*

- Average cost per click and engagement rates
- Platforms that deliver the highest quality traffic for various tourism business goals
- How to evaluate and prioritize digital advertising options when working within a budget that needs to deliver a positive return on investment

That  
to  
Track?

# Evaluating the Value of Online Advertising Options

1. Cost Per Click (CPC)
2. Cost Per Conversion (Sales or Leads)
3. Pages Per Session (# of pages people see)
4. Time on Site (time spent on your site)
5. On Platform Engagement
  - a. Any value for brand awareness, video views, or information gained by seeing ads or content on the native platforms if not click took place to your site

# Budgeting

## What's a Realistic Budget

# Budget Planning + Benchmarks

1. Most businesses spend between 3-30% of their total revenue on advertising and marketing.
2. Within advertising and marketing we see:
  - a. Staff time for content, email, etc
  - b. Fees paid to vendors or agencies for creative work, production, etc
  - c. Ad costs (radio, TV, digital, etc)
  - d. Print and mail marketing
  - e. Giveaways for contests and influencers
  - f. Etc, etc, etc...

## What's a Realistic Budget

# Budgeting Continued...

1. Digital advertising (social, video, display, 3rd party) typically make up 50-100% of most ad budgets
2. We recommend focusing on the channels and tactics that drive the highest quality traffic...

More on how to qualify traffic later in this presentation.

# What Does Ad Traffic Cost?

## What Does It Cost?

# Social Ads

1. **Facebook:**  
\$0.10-1.50 per click, often around \$0.50-1.00 in most cases
2. **LinkedIn**  
\$2-10 per lock, often around \$4-5
3. **Instagram**  
Similar to Facebook, often around \$1.00
4. **Pinterest**  
\$0.50-2.00 per click
5. **Social Ads General Feedback**  
Often lower time on site and pages per session vs other channels



## First Peak Visitor Center - North Carolina

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Stunning mountain views? Majestic mountain getaway? Come experience all this and more at the First Peak of the Blue Ridge in NC.



## First Peak Visitor Center - North Carolina

Stop by our Visitor Center or contact us for free assistance and visitor information for th...

565

9 Comments

## What Does It Cost?

# Google Ads: Text Ads in Search

1. **Google Text Ads (in search results):**  
\$0.30-3.00 per click, often \$0.75-1.50 for tourism-related keywords



asheville hotels



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## What Does It Cost?

# Digital Display and Banner Ads

1. **Google Ad Network and Other Banner Ads**  
\$0.25-0.75 per click
2. **Typically low value, low time on site, low pages per session, and low conversions**
3. **Ad format most frequently clicked by accident leading to higher bounce rate and lower engagement rates**



## TRAVEL

Animated HTML5 Banner Ad Templates

- ✓ Super fast & easy customization
- ✓ Created with Google Web Designer
- ✓ Pixel perfect across browsers
- ✓ Free Google web fonts used



160x600 - 300x600 - 728x90

300x250 - 468x60 - 180x150

## What Does It Cost?

# 3rd Party Ads + Native Listings: RomanticAsheville.com Example

1. **RomanticAsheville.com native listing ads:**  
\$0.05-0.50 per click in most cases
2. Sitewide average of \$0.30 per click in 2019
3. Some advertisers receive as many as 5,000 clicks per month
4. **Highly qualified traffic:** Users are looking within a specific business category (for example wedding venues) and have looked at the list, looked at the photos, and read the description before clicking the link.
5. **ExploreAsheville.com** offers similar offering with similar highly qualified traffic as well!

Filter by Region

- Any -



### The Omni Grove Park Inn, Asheville

One of the country's most celebrated resorts for its history, elegance, and southern charm. Ten U.S. Presidents and countless luminaries from the worlds of art, entertainment, sports, and politics have stayed at this one-of-a-kind hotel. This historic resort offers sweeping views of the Blue Ridge Mountains, innovative and locally... [read more](#)

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### Haywood Park Hotel, Asheville

Stay right in the heart of downtown Asheville at this historic, boutique hotel. Be pampered in elegantly-appointed, oversized suites. Enjoy champagne at check-in and immerse yourself in Southern hospitality. 48 spacious suites, from \$249, wireless Internet, complimentary valet and bell service, 43" HDTVs, Keurig® coffee makers... [read more](#)

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### The Terrace at Lake Junaluska

This lakeside hotel is the perfect place to relax in a rocking chair with views of [Lake Junaluska](#), at the foot of the Great Smoky Mountains. Enjoy lakefront rooms, a pool, paddleboard rentals, and a walking trail. 105 rooms, \$110-\$209 (double occupancy), king and double queen.

Complimentary WiFi, HD TVs, coffee... [read more](#)

[Go to their website.](#) [Save to Trip](#)



### Lodge on Lake Lure

This luxury inn combines southern elegance with rustic serenity at a beautiful lakeside retreat. Have fun on the lake with a pontoon boat, paddle

## Check this out!



### Top Foodie Favorites Asheville

Welcome to a food and drink lover's dream! If you are a foodie that loves culinary adventures with plenty of local flavors, the Asheville and surrounding mountain area is the place for you. We were... [read more](#)



### Rooftop & Hotel Wedding Venues, Downtown Asheville

Asheville is known for its eccentric and lively downtown. The diverse mix of culture, music, and art has dubbed Asheville "The Paris of the South," and what's more romantic than Paris? Having your... [read more](#)

# QUESTIONS?



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More people should know.”

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# Thank you!

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