



VISIT CARMEL
TRACKING MARKETING RESULTS WORKSHOP

Sunset Center – Chapman Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

December 4, 2020
2:00 – 4:00 pm

CALL TO ORDER Amy Herzog

PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) Amy Herzog

2:05 pm	Workshop Introduction	Amy Herzog
2:15 p.m.	Paid Media Introduction	Madden Media
	PPC Best Practices & Performance	Madden Media
	Google Analytics Performance Insights	Madden Media
	2020 Performance Goals	Madden Media
3:00 p.m.	Earned and Owned Media Introduction	The Abbi Agency
	Social Media Tracking	The Abbi Agency
	Influencer Tracking	The Abbi Agency
	Public Relations Tracking	The Abbi Agency
3:45 p.m.	Workshop Wrap Up	

ADJOURNMENT Amy Herzog

The Board of Directors for Visit Carmel, Inc. generally meets 2nd Thursday of the month. NEXT SCHEDULED MEETING: January 9, 2020 at Sunset Center. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com.

NOTICE TO PUBLIC. *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Herzog at (831) 238-1849 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.