



**2017-2018  
MARKETING PLAN**



# Introduction

This plan provides the roadmap to meeting Santa Maria Valley's marketing objectives through an authentic brand, relevant content and targeted placement.

As we head into our second year of implementing an integrated marketing communications plan, our goal is to smoothly shift the focus of our overall marketing approach from general brand awareness toward active engagement. Our objectives remain the same, our goals have evolved, and our strategy has been refined throughout the following plan.



# *Marketing Objectives*

- Increase overall awareness of Santa Maria Valley, including its assets, events and local flavor in an effort to attract visitors.
- Increase the number of targeted, unique website visitors to the new website, so that we may best influence their decision to visit the area.
- Continue our strategic and cohesive marketing and communications effort for Santa Maria Valley.

## **GOALS**

The following are goals to help measure the activities and effectiveness of our marketing efforts.

These goals are meant to be based on an annual performance average over the course of the 2017-2018 fiscal year.

- 12,000 website sessions/month
- Conversion rate clicks on hotel pages: 3%/month
- Raw # of visitors to hotel websites: 150/month
- Public Relations target goal: 4 articles/month, 48/year
- Digital display CTR: 0.1 percent click through rate (industry benchmark = .075-.09)
- Digital display impressions: \$8.50 to reach every 1,000 people reached using digital display

## **LONG-TERM GOALS**

- Grow web traffic and user sessions by 20-30% annually
- 250,000 users and 75% organic

# *Brand Foundation*

Santa Maria Valley provides visitors a true change of pace in an unpretentious atmosphere while discovering an approachable, unexpected wine experience, traditional Santa Maria Style barbecue and open space to explore rolling hillsides and coastal access points; all at a price that gives you more.

## **BRAND PILLARS**

- Genuine Heritage
- Unexpected Wine Experience
- Santa Maria Style Barbecue Culture
- Real Value
- The Ideal Home Base
- Naturally Unconstrained

## **BRAND PROMISE**

*We treat visitors like family.*

This promise is bold, simple and attainable. It can be as natural as a warm greeting or asking how someone's visit is going. This promise embodies the culture of Santa Maria Valley and the authentic hospitality its businesses and residents are known for.

# Target Audience

## APPROACH

With such an even age distribution amongst California travelers, we must become age agnostic in our targeting. We must communicate across three generations and therefore put a greater emphasis on aggregating people by their interests and beliefs and not rely solely on demographics.

## INTERESTS AND BELIEFS

The investments we make in media and content creation will be informed by the interests and beliefs of our target visitor. Those who love Santa Maria Valley share the following values.

- Outdoor
- Family
- Culinary
- Events/Entertainment
- Value

## MOTIVATORS

- Being outside
- A bottle of wine and a juicy steak
- Finding a place to be yourself
- Friendly, “real” people
- Value for time and money spent

## WHAT'S NOT APPEALING

- Dress codes
- Reservations
- Lines
- Facades
- Prestige or status

## GEOGRAPHIC

- 3-hour drive from Santa Maria Valley
- Cities that have a relatively straight shot to Santa Maria Valley with few other destination options along the way
- Santa Clarita, Palmdale, Lancaster, Santa Paula and Moorpark, CA

## DEMOGRAPHICS (FOR SPECIFIC MEDIA BUYS)

- Age: 25-54
- \$75,000-\$100,000 Annual household income
- Skew female and Hispanic when considering programming

# Santa Maria Valley Persona:

## LAID BACK RECREATIONAL WEEKENDER

### CASUAL

I'm most comfortable in jeans and in shoes I can wear all day. I'm not fussy about most things.

I like going at my own pace.

### GOOD TASTE

I know and appreciate delicious, classic, fresh food that's thoughtfully prepared but don't think I should have to spend a fortune on it. Family-style eating with my favorite people at the coziest hole-in-the-wall is the best but I also love stumbling across a cool taco truck. As long as the food is good, I wouldn't think twice if there are paper napkins at a restaurant. I wouldn't exactly call myself a foodie. I just like to eat.

### LOW IMPACT OUTDOORSY

I like to go for a nice bike ride or a walk. I like to roll the windows down. The fresh air always feels good and puts me in a good mood. I can easily get distracted by something in nature, especially a beautiful sunset. Hiking is fun as long as we're not gone all day. I've always wanted to drive a dune buggy. I like sitting on a patio and enjoying a glass of wine or a cold beer.



## AUTHENTIC

I enjoy real people. I appreciate real conversation, a genuine smile and people who are comfortable being themselves. I don't like the feeling that I am just another number. I don't want a cookie-cutter or cliché experience. I want to do things that enrich my life and make me happy.

## YOUTHFUL

I want to keep feeling young, even as I age. It's important to me that we continue to have fun with new and different experiences, creating memories I'll cherish for years.

## OUTGOING

I make friends wherever I go. I like to send my friends to places I've been and loved and will keep up with people I meet along the way on social media.

## ECONOMICAL

I am frugal and like to make our money work harder. I look for offers and discounts that stretch our dollars and our time together. I would rather spend less on a room and venture out to do more. Besides, all you do in the room is sleep, anyway.

## LOYAL

I will come back to have the same amazing experience and love it when people remember me. I like the feeling of being treated like I'm family - that's the real VIP treatment.



# Media Strategy

## CONTENT CREATION

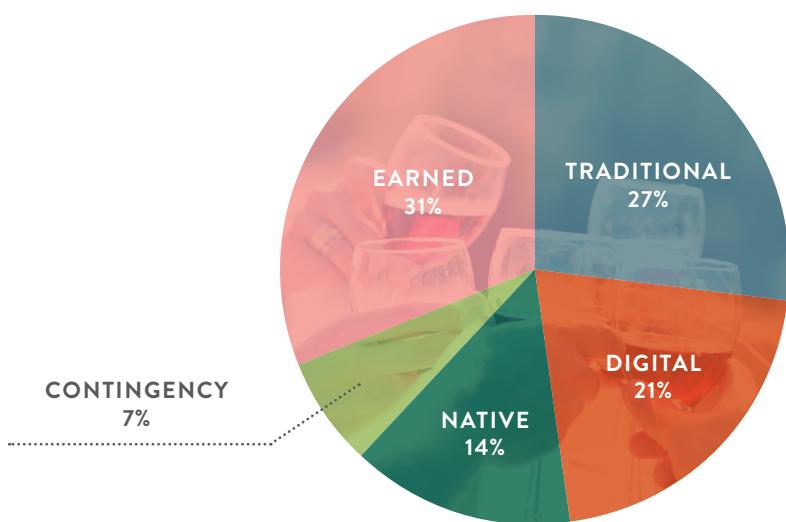
Connecting with our visitors in a deeper way, on a personal level is how we will build long-term engagement. Shifting from doing programs to driving strategy will require a meaningful transition from building awareness to building engagement through storytelling. The following media budget categories support the creation of new content and is how we plan to grow the number of organic visitors to the website and begin our new approach by sharing more stories.

## Media Objectives

1. Increase awareness and overnight visitation to Santa Maria Valley
2. Increase trip frequency to Santa Maria Valley
3. Position Santa Maria Valley against higher price destinations

## Media Breakdown

Traditional	27%
Digital	21%
Native	14%
Contingency	7%
Earned	31%



# **TOTAL PAID MEDIA: \$220,000**

## **DIGITAL: \$66,000 (21%)**

- Radio/outdoor/airport: \$33,000
  - Sponsor of local weather, getaway promo, timely events; driving awareness for weekend visitation.
  - Santa Barbara Airport LED video – arrival escalator.
- Print: \$54,120
  - California Visitor's Guide, CCTC Map, Travel Guide of CA, Yosemite Journal, Sunset Road Trip, Touring & Tasting, SLO Vintages.

## **DIGITAL: \$66,000 (21%)**

- Social Media: \$11,540
- AdWords: \$15,210
- Native Display, Video, Remarketing: \$12,250
- Trip Advisor: \$27,000
- E-Newsletters: TBD

## **NATIVE CONTENT: \$44,000 (14%)**

## **CONTINGENCY: \$22,880 (7%)**

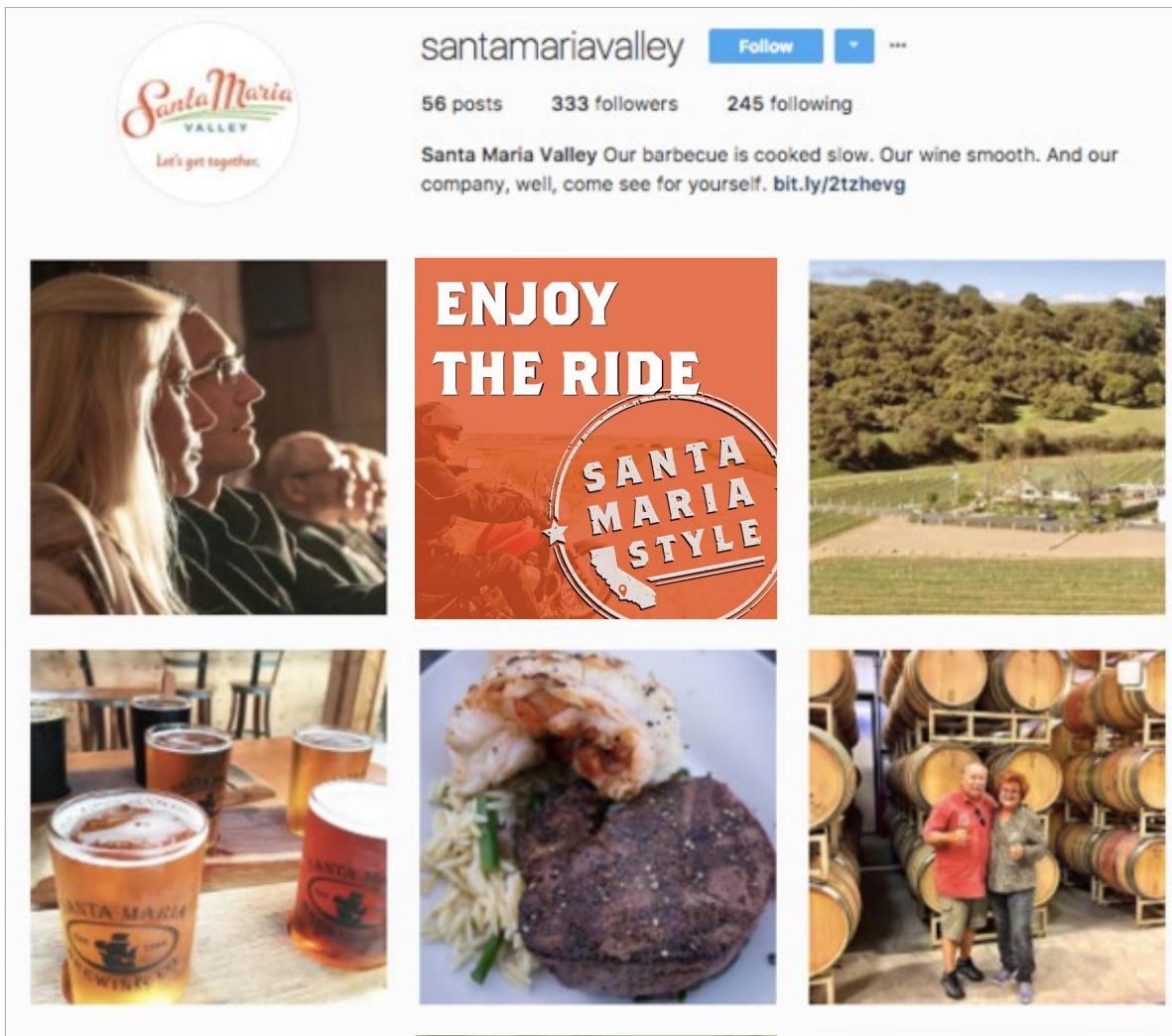
# TOTAL EARNED MEDIA: \$97,000 (31%)

## ORGANIC SOCIAL: \$45,000

- Ongoing management includes daily posting, engagement, content creation, and monitoring on Facebook and Instagram and testing of Pinterest, Twitter and YouTube.

## PUBLIC RELATIONS AND CONTENT CREATION: \$52,000

- Includes continued research and refinement of our targeted media list and continued development of strategic media and community relationships. Writing press releases, bylined columns and pitching to strategic publications and online media, interview coordination, and media coaching. KPS3 will be the primary contact for FAM visits, initiating the vetting process and then transitioning the party over to Santa Maria Valley for trip coordination. Includes four media-focused trips to Santa Maria Valley.



# media campaign summary

MEDIA - FY 2017-2018	JULY	AUG	SEPT	OCT	NOV	DEC	JAN 2018	FEB	MAR	APR	MAY	JUNE	TOTAL
<b>PRINT</b>													
CA Visitor Guide (Co-op) - Sunset													\$45,310
Sunset Road Trip (CCTC Co-op)													\$17,000
Sunset Travel Chronicles CCTC (Co-op)													\$2,930
CCTC Map (Co-op)													\$9,500
Yosemite Journal (Co-op)													\$1,000
Touring & Tasting													\$5,495
SLO Vintages Magazine													\$3,790
The Travel Guide to California													\$5,595
<b>DIGITAL</b>													
Facebook													\$10,000
Adwords													\$11,540
Native Display/Video/Remarketing													\$15,210
Native													\$12,250
Trip Advisor													\$44,000
E-Newsletters													\$27,000
<b>OUT-OF-HOME/RADIO</b>													
Santa Barbara Airport - Arrival Escalator													\$3,600
Outdoor Boards													\$12,700
Radio													\$16,700
SUBTOTAL:													\$188,310
CONTINGENCY:													\$31,690
<b>TOTAL:</b>													<b>\$220,000</b>

\* This plan reflects budget allocation in cost and percent of budget. Details (i.e. run dates, exact costs, special sections, programming, etc.) TBD on budget and flight approvals. Above are estimates only. Costs may vary depending on season, lead time to negotiate and/or availability.

# *Social Media Strategy*

## **SOCIAL MEDIA GOALS**

### **ENGAGEMENT/RELATIONSHIP BUILDING**

- Leverage social media as an engagement method to reach the SMV target market online.
- Identify and engage with key influencers.
- Connect with and follow travel media and writers.
- Build followers and increase engagement across all platforms.

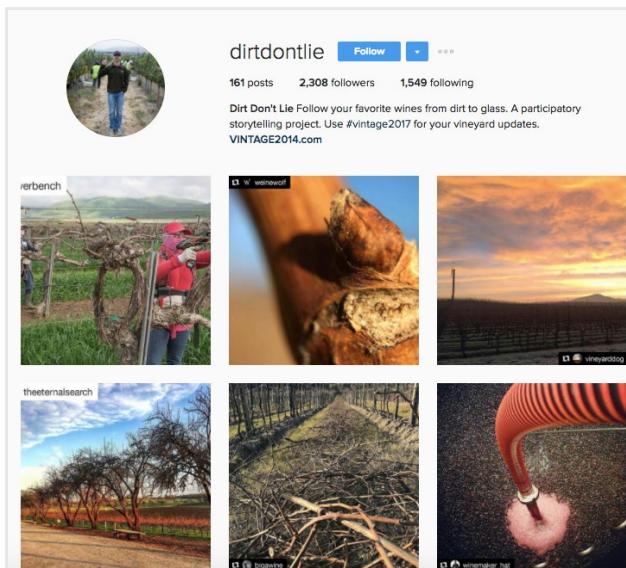
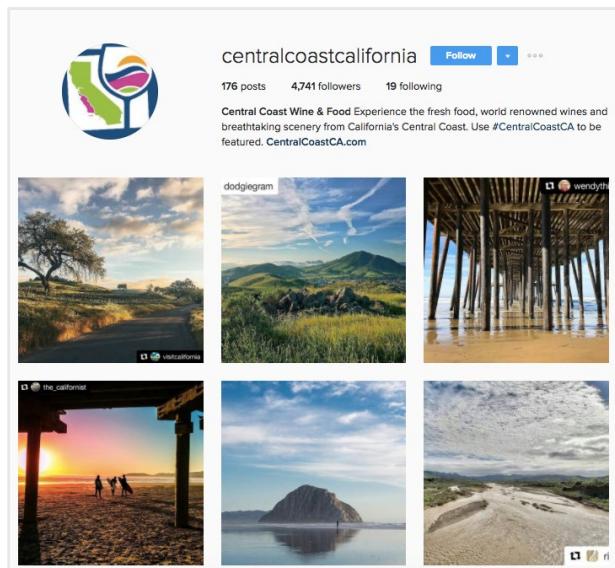
### **MARKETING/BRANDING**

- Increase overall awareness of Santa Maria Valley as a tourism destination.
- Drive users to SantaMariaValley.com.
- Promote the Getaway Sweepstakes.
- Increase visits to lodging pages of the website.
- Promote the Santa Maria Valley wine country / American Viticultural Area.
- Draw connection between Santa Maria-style barbecue and Santa Maria Valley.
- Extend the distribution of relevant content with a consistent message across multiple channels.

The ultimate goal of increasing our efforts and social media budget is for our social media platforms to be the top referral source to the Santa Maria Valley website.

# STAGE 1: LISTEN AND PLAN | JULY, 2017

Our first month will be all about listening and developing our social approach. We will make any required changes and updates to our platforms. We will also begin to track down our key influencers and make connections with other like-brands and like-media. Here are some examples of people and profiles Santa Maria Valley should be engaging with.





**anthonygalaz** Probably my best tri tip yet. My phone doesn't take the best pics but this one was a beaut. Now to have some with eggs and biscuits & gravy this morning. #tritip #DiaDelosBBQ #californiabbq #westcoastbbq #kingsford #santamariastylebbq #susieq #weber #beef #grillyouknowittrue #grillienelson #bbq

**santamariavalley** Like a local! 🤘



**santamariavalley** Well dune.  
#santamariastyle #santamariavalley #guadalupedunes



**vicioussmoke** You. Are my enemy. I will find you. I will destroy you. You. Will be forgotten. #TriTip #CalibBQ #santamariastyle

**santamariavalley** He has no idea what he's missing.

During Stage 1, we will also be developing our standards, honing in on our voice for each platform, and testing the waters to see what our followers react well to. This stage is critical to ensure that come Stage 2, we are a well-oiled, engaging brand that has people talking.

## STAGE 2: ENGAGE AND GROW | AUGUST, 2017 AND ONGOING

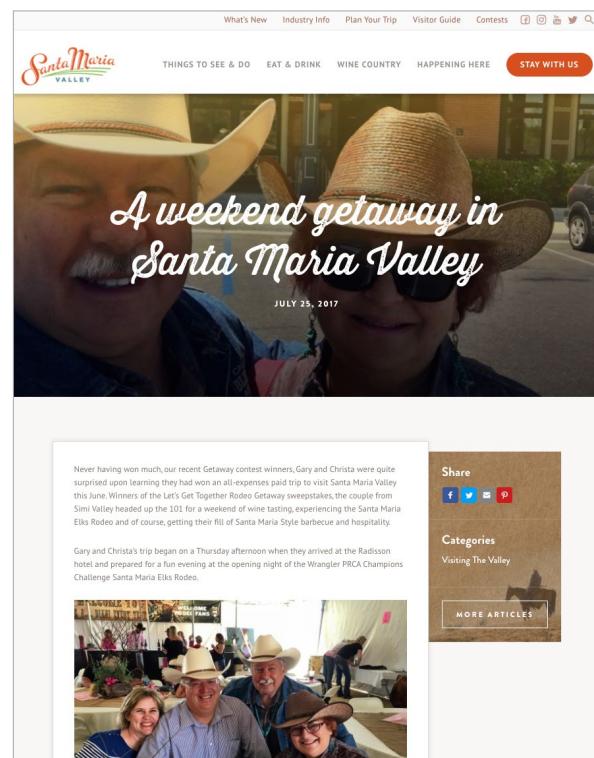
"User engagement with brands on Instagram is currently 10 times higher than on Facebook and 54 times higher than on Twitter" (*Digital Trip*, Jan 2017).

The second stage is all about consistent activity on all channels with an emphasis on Facebook and Instagram. We will manage daily postings, comments, and build a strong and sustainable following. Some standard items we will pursue and explore on Facebook and Instagram include:

- Monitoring social media conversations, questions and comments, and engaging with the audience.
- Following key influencers within the Santa Maria Valley brand pillars. Demonstrating an interest in their content and sharing as appropriate.
- Re-gramming/sharing content from other related organizations' pages.
- Creating and using more video to drive engagement in everyday posts. We know online travel videos are influential in early stages of planning. 66% of leisure travelers watch travel-related videos when thinking about taking a trip (*Google Travel Study*).
- Using Facebook Canvas for mobile ad campaigns to promote the Getaway – taking users through a day in the Valley using still photos and videos.
- Continue using and increase opportunities to use Facebook carousel when appropriate.
- Creating and fostering an environment within our social channels that makes it easy and appealing for visitors to share their content with us.



- Developing recurring theme days to establish a routine for content and give followers something to expect and look forward to.  
Example: Tri-tip Tuesdays #smvtritiptuesday
- Continue promoting Facebook and Instagram posts to Twitter to maintain that channel of communication, though Twitter will not be a primary area of focus for our social growth efforts.
- Creating separate blog posts on SantaMariaValley.com for weekly and monthly newsletters to promote on Facebook in order to drive traffic to the Santa Maria Valley website/blog rather than Mail Chimp.  
(Those interested in subscribing can do so through a link provided in the blog post.)
- Instagram takeovers: Inviting a local, well-known, well-followed photographer, foodie, blogger or celebrity to “host” the Santa Maria Valley Instagram account for a day. Example: Asking local cowboy celebrity, Luke Branquinho of Los Alamos, (32.4k Instagram followers) to takeover the Santa Maria Valley Instagram account. (Sample pay structure: \$7/CPM = \$210 per post.)
- We will continue promoting our public relations wins on both Facebook and Instagram as articles and mentions are created/posted. Noteworthy PR efforts will continue to be documented on the Santa Maria Valley blog and shared to Facebook.



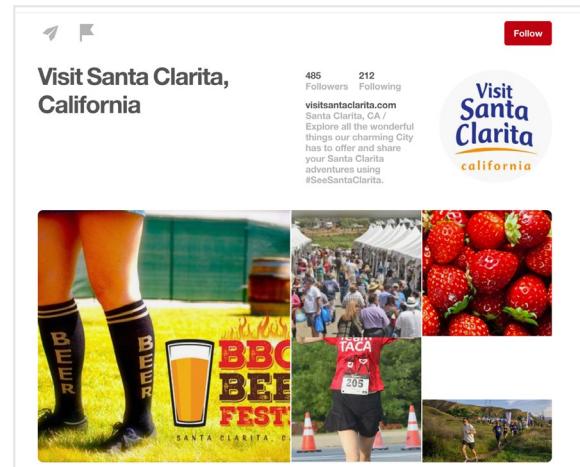
## STAGE 3: EXPAND AND EXPLORE | SEPTEMBER, 2017 AND ONGOING

This last phase is where we begin to try new tactics, venture into new waters and see what sticks.

Right now, we see some interesting opportunities for Santa Maria Valley on the Pinterest platform and would like to explore this channel first.

### PINTEREST

Many people use Pinterest to plan trips. The following travel themes saw significant year-over-year increases in pins: Budget travel (+12%) and American roadtrips (+28%) ([Source](#)). Seasonal bucket lists were one of the [Top 10 Pinterest travel trends for 2017](#) saying, “Pinterest has noticed more and more people keeping track of their summer vacations and weekend getaways with destination-specific to-do lists” (Example: [Visit Santa Clarita](#)). We would like to take three months to build a profile for Santa Maria Valley on KPS3’s dime to test Pinterest’s effectiveness for Santa Maria Valley and reevaluate in November. Then, we would provide our recommendation and a proposed budget for promoted pins if we feel like it’s a channel worth pursuing.



### TWITTER

The Twitter platform has a solid initial following of 1,080 users and could have more of an impact if this user base saw more growth and engagement. As we work to expand our online presence, we can dive into the Santa Maria Valley audience and begin to post and retweet relatable content, follow like-brands and key influencers on this channel.

### YOUTUBE

With YouTube becoming one of the larger online search engines, it’s a platform we know is important to have a good presence on. “Video plays a big role in the dreaming stage. In any given month, over 100 million of YouTube’s unique visitors are travelers” ([Think with Google](#)). However, with the recent news that [major brands are pulling their ads](#) from YouTube after discovering their brands were running on videos with unsavory content, our recommendation is to maintain and monitor our efforts in this space as we explore and evaluate its effectiveness for Santa Maria Valley.

## CONTESTS

We will create a new and unique hashtag for Santa Maria Valley and encourage followers to use it for a chance to win and/or be featured on our social media channels. Example: Show us your best Santa Maria-style barbecue using #bestsantamariastylebbq and be entered to win a \$100 Visa gift card. With a supply of smaller-value giveaways, contests can be ongoing (with an occasional larger-item prize) to generate excitement and create that sense of consistency for followers. Smaller giveaway items could range from \$15-\$50 and include things like a [bbq set/cooler bag](#), [grill & chill kit](#), a [wine tote](#), or a Santa Maria Valley [cutting board](#). Giveaway items could also be sponsored by a local small business, for more of a collaborative contest. Entrants would need to follow both the artist/small business in addition to Santa Maria to enter to win, then Santa Maria Valley would get the added exposure on the artist's/small business' Instagram page as they promote, as well.

## WATCH FOR A POTENTIAL “INSTAGRAM WALL” TO REPRESENT SANTA MARIA VALLEY

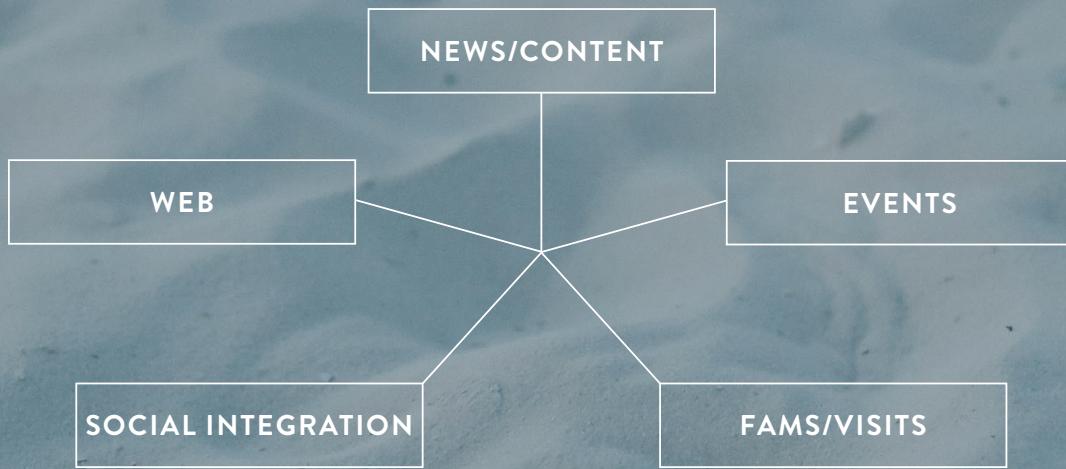
This wall would need to be in a walkable area that gets a lot of foot traffic, close to food/drink/gathering places. Over time, the “Instagram wall” could become a destination for visitors to look for to experience and to document their trip on social media. While we will watch for social media content trends – where people are posting most frequently – those insights can eventually help to designate a barbecue-themed mural wall as a backdrop to showcase, “Santa Maria-style”. (Examples from other cities include: [Austin](#), [LA](#), [Palm Springs](#)) We could also potentially partner with the [Teen Arts Mentorship Program](#). This could turn into a larger event where artists in the community submit their ideas and a selection committee chooses a winner for the backdrop.



# *PR & Content Strategy*

- Maintain lists of experts/spokespeople who are willing and able to provide a timely response that represents the values of Santa Maria Valley and its partners.
- Manage media inquiries and responses.
- Continue established system of media tracking/metrics measuring media relations success on industry page of the website.
- Proactively seek opportunities and leverage events to gain more exposure with the media by developing and promoting broad interest and niche interest topics.
- Write and distribute newsworthy press releases to continue the dialogue with our target audiences and the press.
- Pitch and write press releases for events. This requires that we understand our role with partners for specific events (primary vs. support PR role).
- Arrange for visits and FAM tours to enable media to experience Santa Maria Valley first hand.
- Manage incoming FAM requests with internal ranking tier system to evaluate.
- Leverage the media relations vehicle to create more awareness of Santa Maria Valley.
- Drive interest in the area of PR and improve Santa Maria Valley's media presence on the web and social media.
- Support social media efforts and contribute content for our digital and partner vehicles.
- Strengthen partnerships with allied organizations such as Visit California and neighboring Central Valley organizations by sharing content, information and co-op PR opportunities as they become available.
- Monitor reporter and blogger opportunities and outreach when there is a good fit.
- Promote the overall marketing message used in our advertising strategy through to ensure consistency across all platforms.

# *5-Pronged Approach to the PR Program*



## TARGET MEDIA

Our approach is to primarily target the leisure travel audience, continuously reinforcing our unique experiences, Santa Maria Style barbecue, decadent food experiences, wine country and authentic hospitality at a value.

We will target:

- Regional Travel Print and Online
- National Travel Print and Online
- Local and Surrounding Area News Outlets
  - TV, Radio, Newspaper, Online
  - Collaboration with Mooncatcher for any local media
- Fresno News Outlets
- Bakersfield News Outlets
- Los Angeles/Santa Clarita News Outlets
- Northern California Media Outlets
- Southern California Media Outlets
- Travel Bloggers
- Business Travelers and “Bleisure” Media
- Hispanic Media
- Asian American Media
- Niche Publications and News Outlets
  - Coastal
  - Food & Wine
  - Barbecue Enthusiasts
  - Nature and Birding
  - Cycling
  - Motorcycle/Car Enthusiasts
  - California History
  - Movie Buffs
  - Theater/Arts
  - Golfing
  - Wellness
  - Families

## SAMPLE NEWS ANGLES:

### A place for wine snobs minus the snobbery.

Pinot Noir, Syrah and Chardonnay are among the varietals that excel in the Santa Maria Valley. The long growing season allows for complex flavors to develop. Named as one of the Travel Channel's Top 10 destinations for wine snobs in 2016, the region's warm, welcoming and casual environment strikes down any sense of snobbery.

### When you eat our renowned barbecue, it's okay to talk with your mouth full.

The signature cuts for Santa Maria Style Barbecue are top block sirloin and the triangular-shaped bottom sirloin known as "tri-tip", a cut that originated in Santa Maria Valley. The 150-year-old Santa Maria Style recipe is as simple as it is casual and steeped in local tradition.

### Knock one off your Peterson's list. Or a hundred.

The Santa Maria Valley is located in the heart of the Pacific Flyway, the path that migrating birds follow along the Pacific coastline of the United States and Mexico. The Santa Maria Valley Christmas Bird Count regularly ranks among the top 100 birding places in the United States.

### More for less.

Why spend more when you can spend less? Welcome to true, unpretentious, authentic Santa Maria Valley. A wide variety of affordable and convenient lodging options makes it easy to access beautiful beaches by day and indulge in iconic barbecue by night – with enough left over to do it again tomorrow.

### The ideal home base.

With 13 beaches and 34 tasting rooms within 30 miles, it's the perfect home base where you're treated like family. Explore all you can do in and around the valley #SantaMariaStyle.

### Round the hillsides and ride seaside through every season.

With temperate year-round weather, you can cycle through Santa Maria Valley taking in beautiful vistas at every turn.

### **Berry, berry goodness.**

More than 10 strawberry varieties are grown in the valley that fill roadside stands and are a staple at Downtown Fridays A Farmers Market that runs March through September.

### **Fill up before you flip out.**

Relax and unplug. Fill up on life. Immerse yourself in our food, our wine and our way of life. Our agenda isn't hidden – it's nonexistent. We prefer sunset strolls over relentless rush hours, and tri-tip over tapas. Pick berries barefoot and sip your Cab in weathered jeans.

### **Genuine heritage.**

The beginnings of Santa Maria Valley's development date back to the adventurous era of Spanish land grants and ranchos. Before then, the sprawling terrain was solely home to the sagebrush, deer, bears, rabbits and Chumash Indians who made their homes along the coastal sand dunes to escape the valley's pollen, dust and wind.

### **The first place of enlightenment.**

The town of Guadalupe is home to the oldest Buddhist temple in California.

(Japanese and Asian American audiences)

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## **A NOTE ABOUT MONITORING AND REPORTING**

KPS3 uses a combination of Cision media monitoring software and Google Alerts to monitor media. We will also manage a media log excel file as well as a complete listing on the Industry page of the website of all the media activity for Santa Maria Valley tourism efforts. Cision tracks a large database of media outlets, but there are still some that are not trackable. Therefore, KPS3 will track ad equivalency for the outlets and stories that are picked up in Cision only. Ongoing results will be communicated in the monthly marketing summary reports.

# *Month-by-Month Breakdown*

Each month, we'll be proactively pitching based on topical information, travel editorial calendars, and research of what journalists and bloggers are covering. Press releases will be written and distributed for events the month prior. The monthly Santa Maria Valley Fresh Take newsletter will be distributed on the first Thursday of every month.

## **SEPTEMBER 2017**

### **HAPPENING IN SANTA MARIA VALLEY:**

- Cruizin' for Life Car Show and Cruise
- Los Alamos Old Days (end of Summer)
- Harvest time for many wineries

### **CONTENT PLATFORMS:**

- Car Show
- Los Alamos Old Days
- Harvest (info, photos, video)
- Attraction highlights

## **OCTOBER 2017**

### **HAPPENING IN SANTA MARIA VALLEY:**

- Santa Maria Beer Fest
- Dia De Los Muertos

### **CONTENT PLATFORMS:**

- Dia De Los Muertos
- Arts Festival
- Monarch butterflies
- Santa Maria Style barbecue
- Attraction highlights

## NOVEMBER 2017

### HAPPENING IN SANTA MARIA VALLEY:

- Pork & Pinot event at Cambria Estate Winery
- Turkey Trot 5K
- Guadalupe-Nipomo Dunes Center Trees of the Season

### CONTENT PLATFORMS:

- Wine Tasting Day
- Attraction highlights

## DECEMBER 2017

### HAPPENING IN SANTA MARIA VALLEY:

- Christmas Orcutt Parade

### CONTENT PLATFORMS:

- Christmas in Santa Maria Valley
- Orcutt Christmas Parade
- Attraction highlights

## JANUARY 2018

### HAPPENING IN SANTA MARIA VALLEY:

- PCPA Theater performances
- Great American Melodrama performances

### CONTENT PLATFORMS:

- Visiting wineries off season
- Romantic weekend – prep for Valentine's Day (hotel packages)
- Attraction highlights

## FEBRUARY 2018

### HAPPENING IN SANTA MARIA VALLEY:

- Philharmonic performances
- Guided Nature Walks at Los Flores Ranch
- Santa Maria's Color Vibe 5K

### CONTENT PLATFORMS:

- Drink Wine Day
- Strawberry Day
- Winery profile
- Attraction highlights

## MARCH 2018

### HAPPENING IN SANTA MARIA VALLEY:

- Knights of Columbus Car Show
- Start of Strawberry Season
- Monster Truck Thunder – Santa Maria Fairpark

### CONTENT PLATFORMS:

- California Strawberry Day
- Winery profile
- Attraction highlights

## APRIL 2018

### HAPPENING IN SANTA MARIA VALLEY:

- Strawberry Festival
- Orchid Show
- Kite Festival
- Santa Maria BBQ Festival Brews & Cues
- Santa Barbara County Vintners Festival

### CONTENT PLATFORMS:

- Strawberries – recipes, artwork, history
- Strawberry Festival
- Attraction highlights

## MAY 2018

### HAPPENING IN SANTA MARIA VALLEY:

- West Coast Kustoms Car Club Show
- Wine Trolley begins service Memorial Day

### CONTENT PLATFORMS:

- Wine Day
- Car Show
- Mother's Day specials
- Attraction highlights

## JUNE 2018

### HAPPENING IN SANTA MARIA VALLEY:

- Elks Rodeo and Parade
- Elks Car Show
- Foxen Canyon Wine Trail Passport Event

### CONTENT PLATFORMS:

- Elks Rodeo
- Elks Car Show
- Strawberry Shortcake Day
- Strawberry Rhubarb Pie Day
- Eat Your Vegetables Day
- Fresh Veggies Day
- Attraction highlights

# Creative Development

## PHOTOGRAPHY + VIDEO | \$36,000

Includes the planning and execution of a three-day photo / video shoot for high-quality photography and videography for use on the website and in advertising. \$8,000 will be dedicated to a local “stringer” for special events and ad-hoc needs.

## CREATIVE | \$30,000

- Includes development of four new creative concepts with one round of modifications to a selected pathway.
- Update to core messaging to incorporate the Naturally Unconstrained brand pillar.
- Creation of general stock ads to leverage throughout the year as needed by the Chamber of Commerce.
- Once the creative concept is finalized (and photography/video has been completed), we will produce the necessary ads for the campaign, based on the final media buy.
  - Video (website, digital ads)
  - Radio
  - Print
  - Outdoor (billboard)
  - Digital Ads (various sizes and animation)



# Campaign Management

## REPORTING + ROI TRACKING | \$24,000

Larger, comprehensive reports to be distributed once a quarter: July, November, March, and July in sync with KPS3 trips to Santa Maria Valley for the advisory committee meetings. A 2-3 page summary will be provided in the off-months.

## WEB CONTENT & SEO | \$30,000

- Keyword and competitor research and planning, on-page optimization, internal and outbound linking strategy development.
- Grow the new website's search rankings in Google for searchers seeking lodging, events, attractions, promotions and general information about Santa Maria.
- Track web visitor behavior from all sources via Google Analytics, as well as any outbound link clicks, such as clicks to a hotel, restaurant or external event website.
- Create a strategy for YouTube similar to AdWords activity, with keywords such as, "California red wines."

## WEBSITE UPDATES | \$5,000

- Build out "Ideal home base" landing page supported by Naturally Unconstrained and Value brand pillars. This landing page can be the destination for new keyword searches, and will test to see what people are actively looking for.
- Ensure new brand pillars are visually represented in overall messaging.
- Website to be updated to reflect new creative.
- Create new profiles as needed (attractions, lodging).

- Establish new landing pages as niche campaigns are developed.
- Monthly refresh to the “Spotlight” section.
- Other updates, as needed.

## **MONTHLY NEWSLETTER EMAIL DISTRIBUTION | \$5,000**

Includes ongoing management of one monthly email template to be used for visitor communication.

KPS3 will assist with email database management and segmentation, email strategy and content planning. Content will continue to be provided by Santa Maria and copyedited by KPS3, configured, tested and sent.

## **PROMOTIONS | \$10,000**

Continue running three Getaway sweepstakes. Modify trip value to \$2,000. Evolve to explore other niche markets once entrants are saturated with current efforts. KPS3 will reserve \$2,000 for management and \$2,000 for special radio promotions.

Santa Maria  
VALLEY

