



Santa Maria
VALLEY

2018-2019
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 third year of implementing an integrated marketing communications plan, our goal is to deepen our interactions with our target audience, creating resonating content to encourage 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 website, so that we may best influence their decision to visit the area. This will be monitored by tracking visits to hotel pages and outbound clicks to hotel websites.
- Continue our strategic and cohesive marketing and communications effort for Santa Maria Valley.
- Maintain our creative messaging with the ideal home base and #SantaMariaStyle concepts.
- Expand and broaden our audience based on continuing digital analyses of our site's traffic.

KEY PERFORMANCE INDICATORS

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

These goals are based on an annual performance averages over the course of the 2018-2019 fiscal year.

KPS3 considered the following in the creation and revision of these goals:

- Cision publicity value July 2017 - June 2018
- Website performance November 2016 through November 2017
- Website performance July 2017 through June 2017
- Industry benchmarks: Google Benchmarking data provides data for web properties in the “Travel” industry vertical in the United States that average 100-499 daily sessions. Our average daily sessions in the 2017-18 Fiscal Year totaled 365.

	2017-18 Goals (12 mo. average)	Industry benchmark (12 mo. average) July 1 2017- June 30 2018	Performance (12 mo. average) July 1 2017- June 30 2018	2018-19 Goals (12 mo. average)	% increase
Sessions	11,350	6,807	11,112	14,150	27%
Organic Sessions	4,600	3,684	5,256	6,040	15%
Paid Sessions	3,800	3,091	3,270	4,905	50%
Social Sessions	500	465	381	570	50%
Email Sessions	N/A	503	427	535	25%
Referral Sessions	N/A	740	750	860	15%
Hotel Detail Unique Page Views	404	N/A	477	670	40%
Outbound Hotel Clicks	132	N/A	149	195	31%
Hotel Conversion Rate	5.76%	N/A	7%	7%	N/A
Avg. time on site	1:35	2:17	1:27	1:35	9%
Avg. Pages per session	2.23	2.9	2.16	2.23	3%
Bounce Rate	59.34%	52.17%	59.15%	52.17%	N/A
Public Relations (Total FY)	\$200K	N/A	\$900K	\$1MM	11%

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 have become age agnostic in our targeting. We must communicate across three generations and therefore put a greater emphasis on targeting 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 value the following aspects of tourism.

- Outdoors
- Family
- Culinary
- Events/Entertainment
- Value
- History and heritage

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

Geographically, we're targeting cities within a 3-hour drive from Santa Maria Valley that have a relatively straight shot to Santa Maria Valley with few other destination options along the way.

As the majority of our media spend in the 2018-19 fiscal year will be digital, we will be monitoring geographic behavior trends for each specific channel to customize a plan for specific audiences within each platform.

DEMOGRAPHICS (FOR SPECIFIC MEDIA BUYS)

- Age: 25-54
- \$75,000-\$100,000 Annual household income
- Skew female if/when considering specific programming

Santa Maria Valley's Core Customer

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.



SECONDARY AUDIENCES

The following secondary audiences will help to guide strategic media buy decisions with niche media outlets.

HISPANIC AUDIENCE

The Hispanic population density in California lends credit to a population segment Santa Maria Valley should be speaking to. The Los Angeles-Long Beach, CA, metropolitan area has the nation's largest Latino population—5.8 million—and alone accounts for about one-in-ten (11%) Latinos nationally (Pew Research). California has the largest Hispanic population in the nation, of which the average age is 28 (Pew Research).

“Hispanic Millennials more often than not are opting for accessible travel ideas that do not stray too far from home such as booking a cruise or even opting for something as traditional as the all American classic notion of taking a road trip.” (VRTC)

We understand that marketing Santa Maria Valley in Spanish language channels is not needed to reach this audience. We will look to reach fully assimilated Hispanics through radio programming. If radio is not an option, we will consider other general market platforms.

SOLO TRAVELER

Solo Travel Society Facebook group has over 225,000 followers, 63% are women. They conducted a 2017 reader survey. 65% of US women are taking vacations without their partners. When asked, “What do you like to do when you travel?” 82% said go off the beaten path. 82% responded enjoy food and drink. When asked, “In a typical year, what kind of trips do you take?” 66% responded one week, 63% responded weekend getaway. All three of these -- going off the beaten path, food and drink, and weekend getaways -- are the heart of Santa Maria Valley's brand, making solo travelers a natural fit for a niche audience.

PERSONAS

Santa Maria Valley will leverage the use of Personas for our different platforms (newsletter, social, website) to ensure we are writing to the proper audiences within our content strategy. Our personas are extensions of Santa Maria Valley's core customer; a laid back recreational weekender, and our brand pillars: Genuine Heritage, Unexpected Wine Experience, Santa Maria Style Barbecue Culture, Real Value, The Ideal Homebase, and Naturally Unconstrained. They are:

- Barbecue aficionado
- Casual wine connoisseur
- Deal-seeker
- Recreator
- Traveler rooted in heritage

Media Strategy

MEDIA PLACEMENT | \$220,000 (42%)

Our 2018-19 media budget categories support the creation of new content and are how we plan to grow the number of organic visitors to the website and share more stories across multiple platforms, expanding our reach to new potential visitors. Smaller media buys in the digital space will allow us to target our personas and have a presence in niche markets. *Please see the media plan in the appendix.*

Digital & Web Strategy

ONGOING WEBSITE ENHANCEMENTS | \$15,000 (2.9%)

- By continuing to make website enhancements, the Santa Maria Valley site will continue to evolve over time and eliminate the need to do a complete overhaul of the site.
- As new imagery and creative are available, includes refreshing the website content to reflect the current marketing campaign, adding new landing pages as needed and evolving content as we learn more about user behavior and preferences.
 - » Meet the Wine Makers
 - » Plan Your Trip - Sample itineraries
 - » Recipes section (Take a piece of SMV home with you)
- Includes the implementation of an event widget to drive direct and referral traffic and includes the development of strategies around curating existing content to best serve our audiences based on analytic data.
- Refresh the “Spotlight” section of the website monthly.
- Create new profiles as needed (attractions, events, lodging).

REFERRAL STRATEGY

We will work to build relationships and ultimately links from the following local partner sites in the coming fiscal year. Leveraging our event widget and website content, we will pitch opportunities to connect website content from our site to theirs. We will also email our partners when they are mentioned in an article, blog or post so they have a greater level of awareness and have direct links to share the coverage we are providing.

Local Events & Attractions

- Santa Maria Discovery Museum
- Elks Rec
- Foxen Canyon Wine Trail
- PCPA
- Santa Barbara Vintners
- World of Pinot Noir
- West Coast Kustoms
- Central Coast Tourism
- Visit CA
- Susie Q Brand
- Santa Maria Airport
- City of Santa Maria
- Santa Maria Chamber

All Foxen Canyon Wine Trail Wineries

Lodging Properties Area Guides

- Radisson
- Holiday Inn & Suites
- Candelwood
- Fairfield Inn
- Best Western
- Santa Maria Inn

SEARCH ENGINE OPTIMIZATION (SEO) | \$30,000 (6%)

Our content strategy is fed and propelled by SEO. Understanding web queries will help uncover ideas for new content and as new content is created, we will work to optimize and integrate each piece on our website with the intention to make it easy for prospective visitors to find when they search online.

- Keyword research and planning based on 18-19 content calendar,
 - » Continue monitoring on-page optimization and search results of existing website content
 - » Create and optimize new website content based on keyword research and content calendar
- Continue to rank highly for search queries related to Santa Maria lodging, events, attractions, and general information
 - » Focus more heavily on increasing rankings for regional search queries (“Central California” / “Central California Coast”), while maintaining rankings for Santa Maria-specific queries
- 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.
- Continue to monitor and communicate impact of PR on search and website in monthly reports.

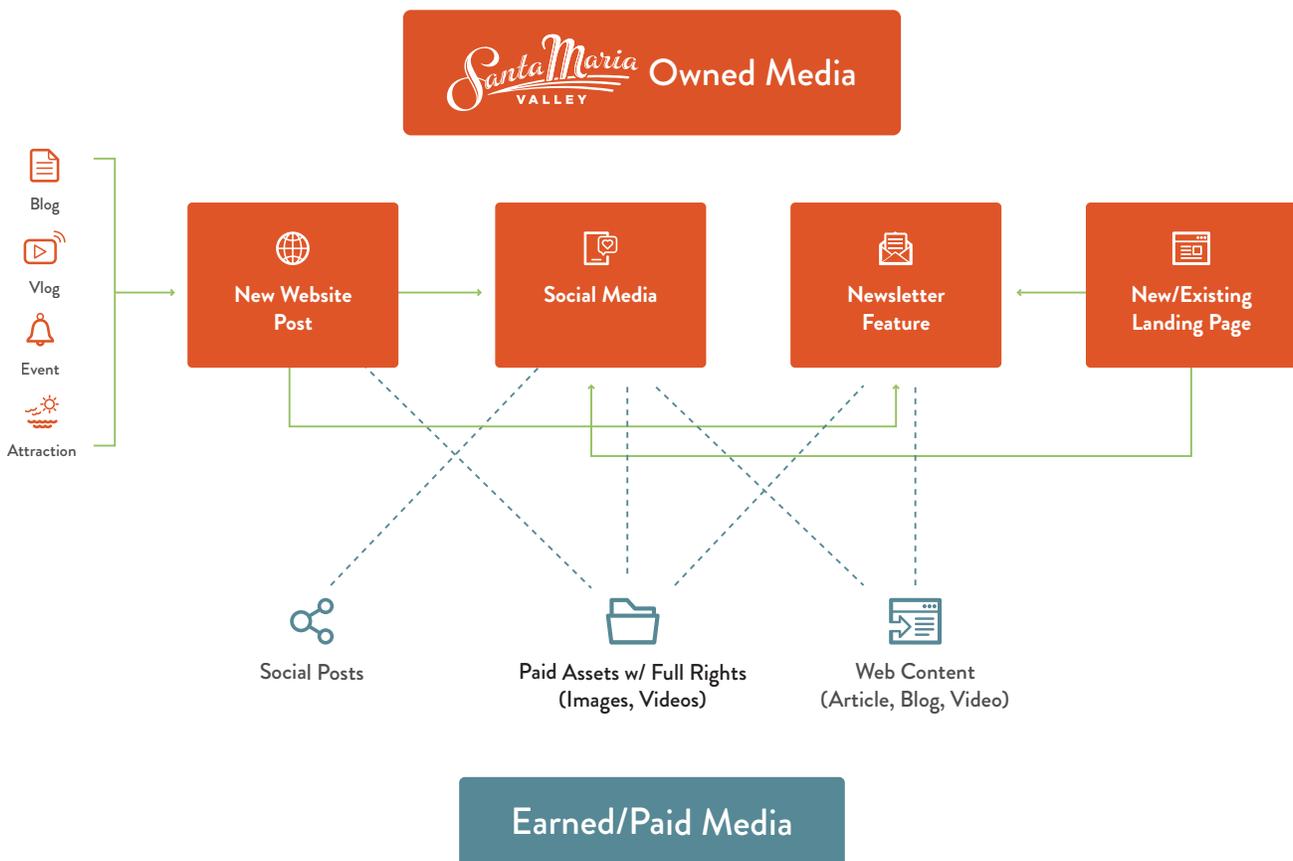


Content Strategy

CONTENT CURATION

Connecting with our visitors in a deeper way, on a personal level is how we will build long-term engagement. We will build engagement through storytelling - sharing why Santa Maria Valley is the perfect home base where you can eat, drink, and do more for less. Our hashtag, #SantaMariaStyle, allows us to showcase stories of our own and source those of others who are experiencing all the valley has to offer.

There are many ways a piece of content can be used and repurposed across multiple channels. The following chart demonstrates how our different assets feed our distribution model.



TYPES OF SANTA MARIA VALLEY CONTENT

	OWNED	EARNED	PAID
Target Media/Audience	<p>Our Followers</p> <ul style="list-style-type: none"> New subscribers Social followers Website visitors 	<p>PR Targeted Media</p> <ul style="list-style-type: none"> Key target publication list and pursue target media Regional travel print and online National travel print and online Southern California media outlets with emphasis on Los Angeles / santa clarita news outlets Northern California media outlets Travel, food and wine influencers and bloggers/vloggers Niche publications 	<p>Niche Markets</p> <ul style="list-style-type: none"> Cycling Mountain biking Bird watching Hiking Outdoor Food travelers Wine travelers Cultural heritage / historic preservation tourists Solo traveler Hispanic market Motorcycling Horseback riding
Includes	<p><i>Organic social content</i></p> <p><i>Newsletters</i></p> <p><i>Website content</i></p> <ul style="list-style-type: none"> Events Attractions Vlogs Blogs New landing pages 	<p>3rd party social posts, articles, features, media coverage, web content (blogs, vlogs)</p>	<p>Dedicated and featured 3rd party eNewsletters, sponsored social posts, sponsored web content (blogs, vlogs)</p>
How we will use	<ul style="list-style-type: none"> Post on owned channels Share with constituents 	<ul style="list-style-type: none"> Repost on social Link in eNewsletter List in media coverage archive 	<ul style="list-style-type: none"> Repost on social Link in eNewsletter
How the content is funded	<p>Photography Budget</p> <ul style="list-style-type: none"> Imagery Video Vlogs <p>Social Budget</p> <ul style="list-style-type: none"> Content scheduling and curation <p>PR Budget</p> <ul style="list-style-type: none"> Blogs eNewsletter <p>Newsletter-specific blogs and Website Enhancements</p> <ul style="list-style-type: none"> Landing pages 	<p>PR Budget</p>	<p>Native Media Budget</p>

INTEGRATED CONTENT CALENDAR

JULY	AUGUST	SEPTEMBER
<p>Obon Festival</p> <p>Local: Bent Axels, Windmill Century Bike Ride</p> <p>Wine Lover: One Day in Santa Maria Valley</p>	<p>Ideal Home Base</p> <p>Local: North/South Run</p> <p>Roundup post (e.g. the newest places to get your grub on)</p> <p>Chardonnay Lovers Guide to Santa Maria Valley</p>	<p>Harvest Time</p> <p>Local: Cruizin' for Life Car Show and Cruise Los Alamos Old Days (end of Summer), Santa Barbara Vintners Celebration of Harvest</p> <p>Family: One Day in Santa Maria Valley</p>
OCTOBER	NOVEMBER	DECEMBER
<p>Santa Maria Beer Fest</p> <p>Local: Dia de Los Muertos</p> <p>Beer Lover: One Day in Santa Maria Valley</p>	<p>Pork & Pinot at Cambria Winery</p> <p>People Profile</p> <p>Local: Turkey Trot 5K, Taste of Nipomo, Guadalupe-Nipomo Dunes Center Trees of the Season</p> <p>Pinot Noir Lovers Guide to Santa Maria Valley</p>	<p>Foxen Canyon Christmas on the Trail</p> <p>SMV/Guadalupe Christmas Bird Count</p> <p>California Restaurant Month</p> <p>Christmas Orcutt Parade, Parade of Lights</p> <p>Dog Lover: One Day in Santa Maria Valley</p>
JANUARY	FEBRUARY	MARCH
<p>People Profile</p> <p>Photographer: One Day in Santa Maria Valley</p>	<p>Local: Santa Maria's Color Vibe 5K</p> <p>Syrah Lovers Guide to Santa Maria Valley</p>	<p>Start of Strawberry Season</p> <p>Kite Festival</p> <p>World of Pinot Noir</p> <p>Local: Knits of Columbus Car Show, Monster Truck Thunder – Santa Maria Fairpark</p> <p>SMV Locals Guide – Strawberry Stands</p>
APRIL	MAY	JUNE
<p>Amgen Tour/Cycling</p> <p>Santa Maria BBQ Festival Bews & Cues</p> <p>Santa Barbara County Vintners Festival</p> <p>Local: Strawberry Festival, Orchid Show, Kite Festival, Santa Barbara Wine Country Half Marathon</p> <p>Bicycle Enthusiast: One Day in Santa Maria Valley</p>	<p>Roundup Post</p> <p>Wine Trolley Begins</p> <p>Local: West Coast Kustoms Car Club Show</p> <p>Rosé Lovers Guide to Santa Maria Valley</p>	<p>Elks Rodeo & Parade</p> <p>Foxen Canyon Wine Trail Passport Event</p> <p>Craft Brews</p> <p>Local: Elks Car Show, Santa Maria Elks Lodge Car Truck & Motorcycle Show</p> <p>Santa Maria Valley Locals Guide – Farmers Markets</p>

PUBLIC RELATIONS | \$56,000 (11%)

- Content calendar - Write authentic blog content geared toward the leisure traveler to attract visitors to our website, encourage conversion, and assist with search engine optimization
- Top 6 “big win” publications:
 - » Sunset
 - » The LA Times
 - » The Travel Channel
 - » USA Today
 - » Westways
 - » Men’s Journal or GQ
- Continue to pursue familiarization trips
- Coordinate 10-15 visiting journalists
- Participate in key desk sides and media receptions in cities such as New York, San Francisco and Los Angeles, where typically more than 70 writers/reporters attend to specifically meet and get acquainted with California DMOs
- Continue to create blogs and pursue the new production of Vlogs
- Cultivate partnership and a mutually beneficial relationship with allied organizations such as Visit California (Visit CA), to increase share of voice on their websites, social media and print
- Research and pursue potential micro influencers who may be a good fit for covering Santa Maria Valley events
- Continue to monitor and communicate impact of PR on search and website in monthly reports

EXPAND SOCIAL MEDIA CONTENT | \$30,000 (6%)

- Facebook // Instagram // Pinterest: Build followers and increase engagement across all platforms, boosting our overall social referrals to the website by 50% year-over-year
- Expand social media content with consistent regular posting daily
- Connect with and follow travel media and writers as well as key influencers to build followers and increase engagement across all platforms. Monitor social media conversations, questions and comments and engage with the audience
- Develop recurring themes on Instagram with unique hashtags, the management of social media contests, and the management of Instagram takeover events

PROMOTIONS | \$5,000 (1%)

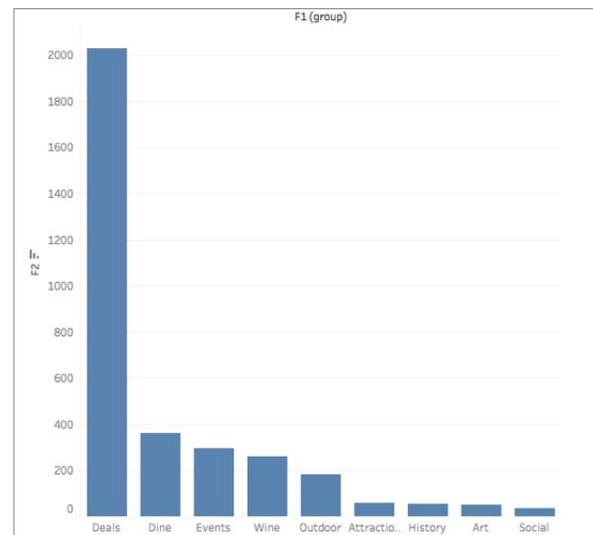
- Miscellaneous giveaway items and promotions with social media and newsletters.

MONTHLY NEWSLETTER EMAIL DISTRIBUTION | \$25,000 (5%)

KPS3 has reviewed all of the user data from our newsletter sends over the past two years.

Below are the key findings and how we plan to address them over the coming year. We will be shifting from a focus of acquisition to engagement and conversion, moving potential visitors through the funnel from intent to purchase.

- Based on our findings, the following segmentation should be created: the Deal Seekers (2,027), Wine (261), Dine/Barbecue (362), Get Outside (181), Current Events / Happening now (296)
- We will use segments to create special messaging around their particular interests and click behavior



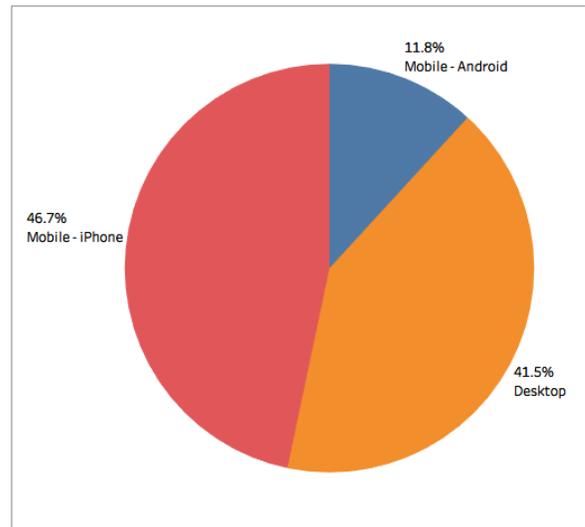
Clicks by Category

- Our existing subscriber base is our best audience as they are customers we already have. In the coming year we will dive further into their demographics to see how they align with our stated target audience
- Explore “nurture campaigns” for event promotions in particular to send a sequence of emails to nurture interested people toward planning a trip
- Although the contests section was skewed by our getaways, there is still a desire for deals and specials that are specific to hotels / attractions. We’ll look to our lodging properties, wineries and local eateries for new promotional opportunities.
- Test the effectiveness of small promotions
- Our unsubscribe process is too generic and easy. We need to attempt to gain some additional information from users who are unsubscribing and attempt to keep them
- Our signup process should ask users for affinity information and then confirm that choice throughout new programs
- We should send an initial email out to users talking about the Santa Maria Valley offering and asking them to join us on our social channels
- Shift from a focus of acquisition to engagement and conversion, moving potential visitors through the funnel from intent to purchase

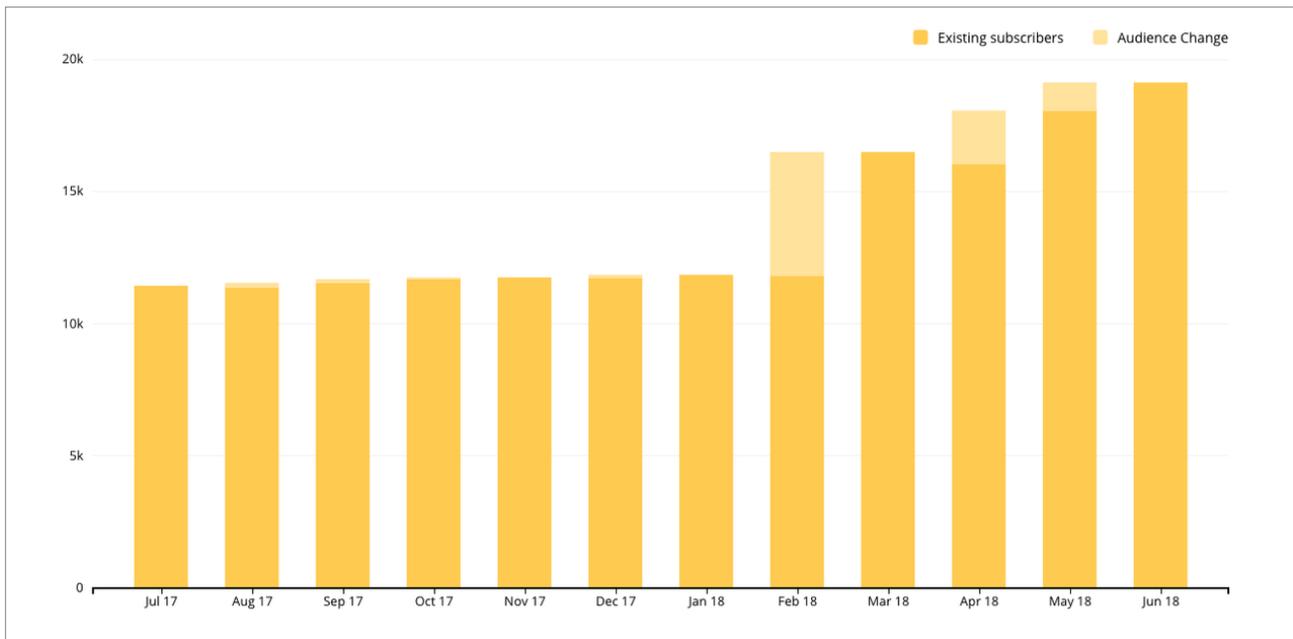
Content	
winetrolley	156
restaurant week	66
wine	66
pets	46
bbq	40
motorcycle	39
mexican	34
festival	25
old town market	22
beach	21
holiday	20
movie	20
museum	18
season pass	14
theatre	11
farm stand	10
railway	10
strawberry	10
facebook	9
hike	9
luggage	9
sports	8
art	6
outdoor	5
hotel	4
specials	3
ag	2
dine	2
farmers market	2
books	1
dineout	1
flights	1
golf	1
market	1
twitter	1
vandenberg	1

Clicks to newsletter content

- Photos are heavily clicked on and need to be well-chosen
- Begin A/B testing on subject line, time of day and format to optimize openings
- Identify additional 3rd party vendors such as Yosemite Journal that can help add new subscribers to our list
- Consider surveying our newsletter subscribers to capture additional intel about what they like to do and what they want to know about Santa Maria Valley



How subscribers consume the newsletter



Newsletter audience growth

RECOMMENDED NEWSLETTER PROGRAMS/STRATEGIES

KPS3 recommends using a third party platform (e.g. <https://customer.io>) to better tag users as they consume our content. This will allow us to create dynamic segments based on the content users are getting. Moving forward, all links will be tagged with a category of content and once a users shows an affinity (clicking on three or more links of one category) they will be moved into a new segment and be sent a series of emails specific to this content. Our recommended segments include: Deals, Wine, Dine/Barbecue, Outside, Events/Happening now. Each segment will also receive tangent content throughout the program to further identify the persona of the member in the group (for example, we might send a wine and dine style content to the dine/barbecue segment to attract more users into the wine segment).

The strategy of the campaign will be to send three additional emails once a user has an affinity match. The content of each will be very specific to that affinity and once completed, they will then get added to the segmented newsletter group. KPS3 will monitor these affinity groups and adapt the strategy as needed.



Creative Development

PHOTOGRAPHY + VIDEO | \$36,000 (7%)

- Includes video, photography and event photography to bolster our asset library
- Continue creating assets to support the Ideal Home Base strategy, reflecting the next iteration of the #SantaMariaStyle campaign
- Pursue additional photography / videography coverage considering current inventory
- Production of shareable assets so we can create content and material lodging properties can leverage
- Collaborate with Santa Maria Valley Chamber contractor, William Fernandez who will be attending local events to capture additional photography as needed

CREATIVE | \$20,000 (4%)

Continue focusing on the Ideal Home Base, refreshing #SantaMariaStyle digital and print assets, and web content with support from:

- Wine and barbecue
- Naturally unconstrained: Cycling, hiking, outdoor activities
- Heritage: Dunes and rodeo

“THE BIG IDEA” | PENDING BUDGET

Regional marketing tactic that goes viral (e.g., Swirl ‘Til You Spill Santa Maria Style).

Management

PATH TO PURCHASE



ASSET MANAGEMENT

The following is a list of developed marketing assets with how they fit in to the path to purchase.

Asset Name	Detail	Used for
2016 Fall photoshoot	Barbecue, wine, dunes, car, food	Social media, website, pr, advertising
2017 June photoshoot	U-pick blueberries, rodeo, friday market	Social media, website, pr
2017 Fall photoshoot	Cycling, hiking, beer, dune buggy	Social media, website, pr, advertising
2016-17 Videos	:30 // Two :15 spots	Youtube, advertising, website
2017-18 Videos	Set of 3 :15 commercials	Youtube, advertising, website
Brews & cues fest photography	Event photography	Social media, website, pr
Strawberry festival photography	Event photography	Social media, website, pr
Sizzle videos (2017, 2018)	Digital video	Awareness – events / trade shows
Visitor guide	Print	In-market visit, promotional events
Brochure	Print	In-market visit, promotional events
Website	SantaMariaValley.com	Events, attractions, blog, hotel contacts
Facebook	Facebook.Com/visitsantamaria	Awareness, consideration
Instagram	Instagram.Com/santamariavalley	Awareness, consideration
Pinterest	Pinterest.Com/santamariavalley	Awareness, consideration
Twitter	Twitter.Com/visitsmv	Awareness, consideration
Youtube	Santa maria valley youtube	Awareness, consideration
Trip advisor	Tripadvisor.Com/tourism-g33051-santa_maria_california-vacations.Html	Awareness, consideration
Monthly newsletter	Mail chimp	Awareness
Reporting	Monthly summary reports created by kps3 based on google analytics	Reporting on the consideration
Interactive website map	SantaMariaValley.com	Consideration
Social media training	TMD constituents	Purchase

REPORTING + ROI TRACKING | \$15,000 (3%)

The production of a monthly marketing summary report based on key metrics and KPIs, as well as general statistics such as overall traffic, demographics, search engine traffic, and traffic by region. Includes misc. ad hoc requests for analytics or performance summaries.

- Fine tune reporting based on marketing goals
- Reduce to 4-page monthly summary

ACCOUNT MANAGEMENT | \$30,000 (6%)

Includes non-project specific campaign management, strategic planning, goals-related research, status meetings, campaign optimization, budget and timeline tracking spread over the course of the fiscal year. Assumes travel expenses for 6 trips (an increase of 2 over prior year) for meetings per fiscal year. Travel time will not be billed.

MEDIA MANAGEMENT | \$25,000 (5%)

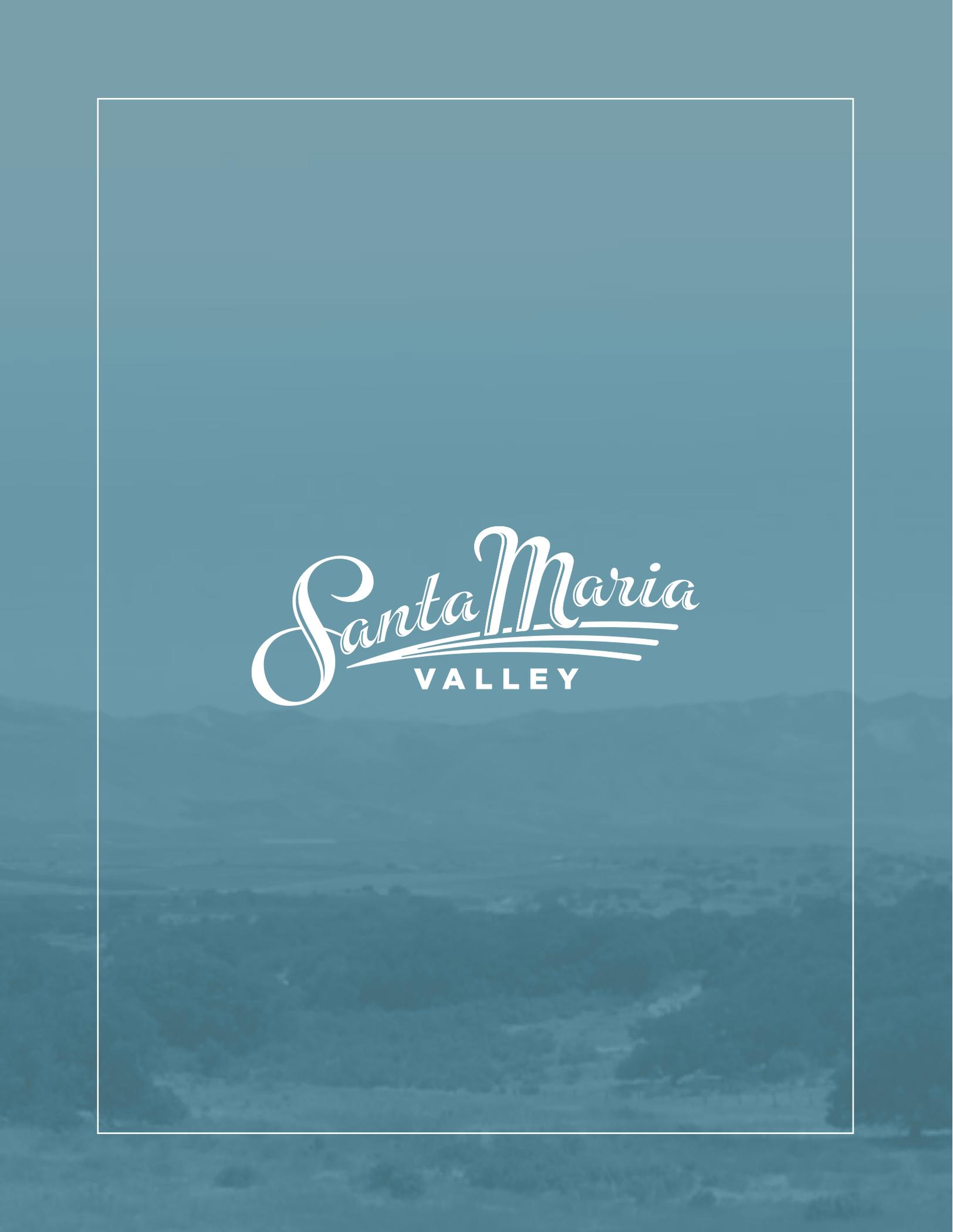
Includes all media strategy, planning, negotiation, media promotion development, and digital tracking. Also includes coordination with media representatives and trafficking of final media files.

MARKETING CONTINGENCY | \$8,000 (2%)

Added category to accommodate for miscellaneous requests such as city council reports, sizzle videos, and additional misc. creative requests.

TRAINING | BUDGET TBD

Creating the asset of knowledge and building awareness and effectiveness on social media, digital media, SEO, etc.



Santa Maria
VALLEY

**Santa Maria Valley
2018 - 2019 Media Flowchart**

MEDIA		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL
PRINT	Touring & Tasting (paid in 17-18 FY - not to renew print)													\$0
	SLO Vintages			\$2,150						\$2,150				\$4,300
	Local print opportunities (e.g. Bakersfield Life)													\$6,000
	Yosemite Journal (paid in 17-18 FY - will renew in 18-19)							\$10,000						\$10,000
	CO-OP Sunset Roadtrip												\$2,930	\$2,930
	CO-OP CCTC Map												\$1,325	\$1,325
	PRINT TOTAL													
DIGITAL	AdWords													\$30,000
	Social Media (Facebook, IG, Pinterest)													\$40,000
	Video Remarketing													\$20,000
	eNewsletter Display (e.g. Sunset)			\$2,000	\$2,000	\$2,000			\$2,000	\$2,000				\$10,000
	DIGITAL TOAL													\$100,000
NATIVE	Dedicated / Featured eNewsletters (e.g. Outdoor Project)													\$30,000
	Native content (blog, social, video)													\$30,000
	NATIVE TOTAL													\$60,000
MISC	TBD Contingency													\$22,945
	Secondary Audience: Fully Assimilated Hispanic													\$5,000
	Secondary Audience: Solo Traveler													\$5,000
	RODEO - Wrangler Network												\$2,500	\$2,500
	TOTAL													\$220,000

NOTES:

- 6% Misc/Other
- 10% Contingency
- 11% Print
- 27% Native
- 46% Digital