

# VISIT MENDOCINO MAGIC IS REAL

## Action Plan Timeline

### July

- Finalize and prepare social media giveaway assets
- Initiate SEO enhancements on the VMC website
- Compile and evaluate the Influencer & Content Creator list with performance analytics
- Strengthen social media strategy with expanded collaborations, event coverage, and lodging promotions
- Refresh email marketing strategy with new themed campaigns aligned with press releases
- Create themed listicle-style press releases for the VMC website
- Begin development of curated website itineraries

### August

- **August 4:** Launch giveaway across social media and the VMC website
- Conduct outreach to Influencers & Content Creators to schedule Fall FAM tours
- Launch updated AI-powered chatbot on VMC website
- Finalize and publish themed itineraries to enhance the trip planning experience

### September

- Begin hosting Influencers & Content Creators for immersive FAM experiences
- Launch redesigned VMC homepage to improve user engagement and brand storytelling