



VISIT MENDOCINO COUNTY

2018/19 Marketing Plan

Draft Outline

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Executive Summary

Strategic Plan

Summary of progress on the plan and reports from staff on from each initiative for which they hold responsibility

Action Plans

1. Marketing & Advertising

- TheorySF Scope of Work for 2018/19
- Brand and website launch -- monitoring and tweaking
- Low season outreach to boost occupancy
- Sacramento and greater Bay Area outreach
- Festivals -- digital campaigns to raise awareness and increase occupancy
- Research to assess brand awareness following website launch/brand campaign
- Report on monthly basis to Board of Directors

2. Public Relations

- The “hook ‘em and cook ‘em” approach to PR!
- Media FAM visits
- Press releases
- Media missions
- Trade shows
- Site visits during PR quarterly meetings in county
- Work with Visit California on group FAM visits; submit content for VCA newsletters; attend VCA events
- Report on monthly basis to Board of Directors
- Specific goals and KPIs will be supplied

3. Website & Social Media

- Closely monitor site performance and metrics and update as necessary
- Monitor SEO and CRO as necessary
- Send monthly reports to lodging properties; conduct follow-up
- Create new content designed to appeal to target audiences
- Train staff to use the website to add events, business listings, etc.
- Use Facebook ads to increase engagement and sharing
- Launch FB/social media “How to Mendocino” video campaign; track results and boost for higher engagement
- Curate Juicer (Instagram) content on VMC website
- Report on monthly basis to Board of Directors

4. Sales

- Set goals and KPIs
- Staff consumer trade shows
- Continue development of regional partnerships
- Provide FAM tours for tour operators
- Work with North Coast Tourism Council
- Attend industry events that focus on group sales
- Obtain hotel contracts between tour operators and local hotels
- Research and implement opportunities for small and medium-sized meetings e.g., Google at Camp Navarro and other high-end opportunities
- Record sales and tour operator FAM visits in Filemaker database
- Report on monthly basis to Board of Directors

5. Visitor Services

- Create new Visitor Guide with updated format/branding
- Continue to distribute North and South Coast tear-off maps
- Third gateway sign on Highway 128

- Distribute festival guides and other festival collateral
- Update annual calendar of events
- Participate in in-county mixers, festivals and events -- who? assign priorities
- Report on monthly basis to Board of Directors

6. Festivals & Events

- Work with signature event holders to increase attendance and out of county visitation to festivals
- Develop protocols for event holders to track festival visitors that will show ROI
- Develop relationships with ongoing festivals in the county and work to establish partnerships and cross-promotion
- Record festivals and participation in internal database; update and add contacts /businesses as necessary
- Recruit new events and participants
- Encourage event holders to “think outside the box” about their events
- Work with “Visit” organizations, Chambers, Destination Hopland to revamp existing events and create new ones that will attract overnight visitation
- Research effective survey questions to elicit responses; revise surveys to extract relevant information such as room nights; spending increase/decrease; etc.
- Research festivals in other counties/cities/states for ideas about how to improve MC’s festivals
- Report on monthly basis to Board of Directors

7. Partner Relations

- Continue Hotel Adoption Program visits to properties and updates to internal database; the database info can be used for group sales; meeting opportunities
- Reinstate monthly Executive Director report for partners and post on the MendocinoTourism.org website
- Submit quarterly columns to local media regarding tourism and its benefits to the community
- Complete design on partner brochure to help business owners and community members better understand the mission of VMC
- Attend Chambers of Commerce meetings, city promotional meetings, and events to gain and share ideas, and show community support

- Hold series of “summits” along with partners such as West Company to keep stakeholders informed of economic development opportunities; website development; industry trends; VMC updates

Operations & Admin

- Train all staff on website usage and best practices for stakeholder and consumer communications; database usage; office procedures
- Review and continue to enhance operational strategies such as telephone systems, conference calls and locations, file sharing, database development, back-up systems
- Attend key travel industry conferences to provide access to industry trends and successful examples of best practices, furthering internal knowledge and benefiting the VMC program of work
- Maintain accreditation from the Destination Marketing Accreditation Program, offered by Destination Marketing Association International
- Create and distribute quarterly reports
- Create annual Marketing Plan
- Create Annual Report
- Assign staff to work with BID Advisory Board on annual BID report
- Keep the MendocinoTourism.org website updated with Board and committee agendas, packets, minutes
- Attend Board and BID Advisory Board meetings
- Attend County Board of Supervisors’ meetings as warranted

Budget

Staffing; Board and Committees

Appendices

1. Strategic Plan

2. Glossary