

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Internet Advertising and Website Updates Creative

Application Completed by: Carol Lindseth

Creative
Approval Requested
___X___ Final
____ Preliminary

Need for the Project:

Our website was redesigned in FY10 and we are continuing to update by adding more information, photos, maps and videos as our budget allows. We will also continue to optimize the search engine terms by monitoring key words and tracking results. We would like to add additional information and links to our site to accommodate our Canadian visitors, as we direct our online marketing campaigns to our website. We have recently purchased several new domain names to use in advertising campaigns have a partnership with MTOT and Russell Country to do a TripAdvisor project that will be bring more traffic and click through to our website to increase counts to Great Falls and better disseminate information to our visitors and those requesting to be on our email list. We will continue to drive traffic to our site by our web based advertising, the Great Falls brochure, other print advertising, search engine optimization and links through other web sites. The ability to track inquiries and results makes internet marketing an excellent choice for targeting specific markets and fits well with our current goals.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY12 by 2%

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY12 by 10%.

Portions of Marketing Plan supporting this project:

FY12 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

| PROJECT COSTS | STATE TOURISM FUNDS | OTHER FUNDS | TOTAL |
|---------------|------------------------|----------------|--------|
| Creative | \$3500 | | \$3500 |