

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Consumer Marketing Online Marketing

Application Completed by Diane Medler

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

The KCVB will utilize highly targeted online sources to promote Kalispell by increasing visibility and name recognition as a travel destination. Online advertising is a cost efficient and highly trackable media to effectively leverage our marketing dollars.

KCVB has chosen to use TubeMogul during FY'12 which is an internet/video marketing tool that allows us to reach up to 99% of U.S. internet users. They partner with websites to specifically target a demographic and/or lifestyle using pre-roll or banner ads. By using their connections, we are able to pick and choose exactly where our ads will run. In addition to focusing advertising to a specific demographic, we are also able to geographically target a state or even a city. There is constant monitoring with weekly reporting available. That gives us the ability to alter our website choices mid-campaign in order to optimize the most productive site for our client.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

Refer to the portions of your marketing plan, which support this project.

This project supports our goals and purpose to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons for leisure and groups segments. Online marketing allows us to promote packages and events to a highly targeted audience, improving our tracking and reporting and generating a higher ROI. Generates opportunities to pool public and private marketing dollars for cooperative marketing and cross promotion.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
 - 1.4.d Use technology to enhance Montana visitor information and marketing efforts

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.e Plan and promote commemorations of historic events in Montana

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

5.1 Cultivate opportunities to leverage private/public funds to create tourism products

5.1.a Create vacation packages/itineraries for off-peak season niche markets

5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.

Goal 9: Increase funding to maintain sustainable tourism and recreation.

9.2 Foster opportunities to pool public and private marketing dollars

Detail pages attached Yes

Budget page attached Yes

FY'12 Consumer Marketing – Online Marketing

The KCVB plans to advertise in publications such as:

- Audubon.com
- Away.net
- Backpacker.com
- BudgetTravel.com
- CalgaryHerald.com
- Discovery.com
- Delta Sky
- Facebook.com
- Flickr.com
- Google.com
- LethbridgeHerald.com
- MSN.com
- NationalGeographic.com
- Northwest World Traveler
- Oregonian.com
- Outside.com
- Pandora.com
- Seattlepi.com
- SeattleMagazine.com
- SeattleWeekly.com
- Salon.com
- Smithsonian.com
- Sunset
- TravelandLeisure.com
- TravelChannel.com
- TripAdvisor.com
- Yahoo.com
- SmartMeetings.com
- Medical Meetings
- Sports Destination Management

**KCVB PROJECT BUDGET FY 12
CONSUMER MARKETING
ONLINE MARKETING**

	State Tourism Funds		Other Funds		Total
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MARKETING/ADVERTISING:

Placement	\$5,000	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$5,000			=	\$5,000

REGION/CVB	PROJECT TOTAL	\$5,000	+		=	\$0		\$5,000
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