

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Online Public Relations Campaign

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop an online public relations campaign designed to specifically get coverage and content on other websites through three releases distributed via online newswires. These releases will be distributed August, 2010; April, 2011 and June, 2011.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY11 by 5% over FY10.
- 4) Increase the number of web visits and page views on our website in FY11 by at least 5%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 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.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

4.1.b: Develop artisan/craftsmen trails statewide to highlight history and culture.

Detail pages attached: Yes

Missouri River Country Online PR Campaign: Bountiful Harvest Celebrations (Aug. 2010), Performing Arts and Evenings Out in Missouri River Country (April 2011), and Cemetery Walk/Ghosts (June 2011).

The Online PR Campaigns for FY11 will be sent to an on-line news release distribution service to ensure maximum distribution throughout the country. Using this service allows us to customize each press release with tags and keywords. We also have the ability to select which markets we want to focus on and can customize the market selection for each individual news release. In addition, each topic will be sent to corresponding websites, forums and blogs. This year's topics are event-focused and will be a great addition to event calendars and topic-specific sites that promote these type of events. For example, we would pick online news sites with calendar of events for Bountiful Harvest Celebrations or arts-based blogs for Evenings Out in Missouri River Country.

Budget: Attached

**MISSOURI RIVER COUNTRY
ONLINE PUBLIC
RELATIONS
CAMPAIGN**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$375	+	\$0	=	\$375
Copywriting	\$900	+	\$0	=	\$900
Online Newswire Distribution	\$1,125	+	\$0	=	\$1,125
TOTAL	\$2,400		\$0		\$2,400
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MISSOURI RIVER COUNTRY PROJECT TOTAL	\$2,400	+	\$0		\$2,400

