

**Approval Requested**

  X   Final

\_\_\_\_\_ Preliminary

**Organization Name: YELLOWSTONE COUNTRY**

**Project Name: FY 11 CONSUMER ADVERTISING—Internet Advertising**

**Application Completed by: Robin Hoover 3-11**

The mission of Yellowstone Country Montana, Inc, (YC or YCMI) is to market and promote the region as a preferred vacation destination for visitors and residents. Yellowstone Country promotes the region as “America’s 1<sup>st</sup> Playground,” a nature- based vacation destination for active travelers and residents wishing to experience our natural scenic beauty and the recreational opportunities which abound in the greater Yellowstone National Park region.

This Internet Advertising campaign promotes awareness of seasonal activities in Yellowstone Country and Yellowstone National Park.

Engaged consumers will be driven to the Yellowstone Country website and a series of landing pages specific to the activity. These landing pages, and additional “feature” pages, will contain relevant information about the targeted activity, locations, and business links. New winter video content specific to these activities will be edited and linked from these pages. (Additional edited versions could be used in the web advertising component.)

Advertising copy will further support the Yellowstone Country brand proposition, “America’s 1<sup>st</sup> Playground,” by promoting “America’s Nordic Playground” and “America’s Snowmobile Playground.”

We will continue our effective SEM (search engine marketing) campaigns by utilizing a combination of PPC and social media website campaigns to meet our specific goals of targeted messaging to specific market niche groups on the internet.

Monthly campaigns will mix:

- Specific activity interests highlighted on the [www.yellowstonecountry.net](http://www.yellowstonecountry.net) website (e.g., downhill skiing, cross country skiing, biking, hiking, fishing, etc.)
- Appropriate user profiles (e.g., destination travelers, geo-travelers, sports enthusiasts, etc.).
- Integration of key words specific to Yellowstone and Montana.
- Time-sensitive Yellowstone Country events and activities (e.g., “Cycle Only” days during early April in Yellowstone; bountiful snow depths leading to late season/spring alpine and cross country skiing, etc.)
- Emerging vertical markets
- Limited to programs that charge only for CPC (click through link)
- Linking to [www.yellowstonecountry.net](http://www.yellowstonecountry.net) or Yellowstone Country’s Facebook page

Internet advertising media will include the following:

- Facebook
- Google
- Yelp.com

## Objectives

- Promote the winter Yellowstone Country region through the use of targeted Internet Advertising
- Measure results from these campaigns including: impressions, CTR (click thru rate), and CPC (cost per click) and attain above average performance based on industry standards.
- Maintain a positive increase in the average number of page views on The Yellowstone Country website, [www.yellowstonecountry.net](http://www.yellowstonecountry.net) , with an increase of 10% over previous year.
- Continue SEM campaigns to improve searchability & recognition on search engines.
- Use these SEM campaigns to develop, maintain, and grow social media websites and tools including Facebook (Yellowstone Country), Twitter, and others as appropriate. Increase to 1500 Facebook fans and 500 Twitter followers.

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

The following goals within the marketing plan support this project

- Identify and prioritize key marketing opportunities.
- Continue branding the region as “America’s 1st Playground” in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

- **How does this project support the Strategic Plan?**

Yellowstone Country believes that this marketing program has the potential to support all aspects of the strategic plan, although it addresses these specific points:

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.  
Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns  
Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- **Goal 5:** Support appropriate tourism business growth, including new tourism products and services for target customer markets

## REQUIRED SPECS FOR PROJECTS

### INTERNET ADVERTISING

<b>On-line Advertising Medium</b>	<b>Placement:</b>	
<b>Facebook</b>	A series of monthly CPC campaigns targeted to identified markets, activities, and events specific to that month or the travel planning cycle of future months.	\$45,000.00
<b>Google</b>	A series of monthly PPC campaigns targeted to significant key words (activity specific, Yellowstone, and Montana)	\$12,000.00
<b>Yelp.com</b>	A series of monthly PPC campaigns targeted to significant key words (activity specific, Yellowstone, and Montana)	\$6,000.00
<b>TOTAL:</b>		<b>\$63,000.00</b>

**INTERNET ADVERTISING  
campaign**

	State Tourism Funds	Other Funds	Total
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**PROFESSIONALSERVICES:**

Creative and placement of internet advertising programs	\$9450.00		\$9450.00
<b>TOTAL</b>	<b>\$9450.00</b>	<b>\$0</b>	<b>\$9450.00</b>

**MARKETING/ADVERTISING:**

Internet Advertising	\$63,000.00	+		\$0	=	\$63,000.00
<b>TOTAL</b>	<b>\$63,000.00</b>			<b>\$0</b>	<b>=</b>	<b>\$63,000.00</b>

**TRAVEL:**

Personal Car	\$0	+		\$0	=	\$0
Commercial Transportation	\$0	+		\$0	=	\$0
Meals	\$0	+		\$0	=	\$0
Lodging	\$0	+		\$0	=	\$0
Vehicle Rental	\$0	+		\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>			<b>\$0</b>	<b>=</b>	<b>\$0</b>

**OTHER:**

		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
	\$0	+		\$0	=	
<b>TOTAL</b>				<b>\$0</b>	<b>=</b>	

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<b>REGION/CVB</b>	<b>PROJECT</b>		
<b>TOTAL</b>		<b>\$72,450.00</b>	<b>+</b>
			<b>\$0</b>
			<b>\$72,450.00</b>