

Approval Requested

Final

Preliminary

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 12 CONSUMER ADVERTISING—Social Media Management

Application Completed by: Robin Hoover 10-31-11

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 1st 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.

We will continue our effective Facebook and Twitter presence by utilizing a combination of pay per click (PPC) and social media website campaigns to meet our specific goals of targeted messaging to specific market niche groups on the internet.

Objectives

- **Generate at least 7 original Facebook posts per week.**
- **Tweet at least 14 original Tweets per week.**
- **Secure 10 unique 3rd party blog posts.**
- **Increase Facebook “Likes” by 5 percent.**
- **Establish a baseline for Twitter mentions over first three months of execution.**
- **Respond to all questions posed by members of the Yellowstone Country social media community**

Yellowstone Country will implement and execute a social media plan over a period of 8 months. The first two months will involve minimal maintenance to the Facebook and Twitter pages (1 post per week, Facebook. 2-3 Tweets).

Remaining time during these two months will be spent developing a strategic tactical six month plan. This plan will include in-depth research of partners, competing organizations and the overall tourism industry. Current properties will be audited. Thought will be given to the overall tone and direction of the social media properties as well as recommendations of additional mediums to explore.

The strategic plan will also include, but is not limited to, an editorial calendar for content, tactics to increase fans and interaction, suggestions for promotions/contests, blogger outreach tactics as well as contingency plans in the case of emergencies such as fires, avalanches, etc.

Once the plan is in place and approved, Yellowstone Country will be responsible for developing original content, maintaining the pages, responding to inquiries and connecting with bloggers.

In addition, Yellowstone Country will execute a Facebook contest/promotion utilizing a third party vendor such as Strutta to help increase overall “Likes” and encourage further engagement for existing “Likes.”

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

Detail pages attached Yes No

Budget page must be attached for approval.

FY 12 Consumer Advertising-Social media Management

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
Strategic Planning			
-Account Management \$2500	\$2,500.00		\$2,500
Social Media Management (6 months)			
-Account Management \$3,000		\$15,000.00	
-Content Management \$12,000			\$15,000
Promotions			
-Account Management \$1000			\$6,500
-Design and Development	\$6,500.00		

\$2,500
 -Creative Direction \$500
 -3rd party costs for Facebook
 contest \$2500

TOTAL	\$0	+	\$0	=	\$24,000
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MARKETING/ADVERTISING:

\$0 + \$0 = \$0

TOTAL	\$0		\$0		\$0
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TRAVEL:

Personal Car \$0 + \$0 = \$0
 Commercial Transportation \$0 + \$0 = \$0
 Meals \$0 + \$0 = \$0
 Lodging \$0 + \$0 = \$0
 Vehicle Rental \$0 + \$0 = \$0

TOTAL	\$0		\$0		\$0
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OTHER:

+ \$0 =
 + \$0 =
 + \$0 =
 + \$0 =
 + \$0 =
 \$0 + \$0 =

TOTAL					
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REGION/CVB	PROJECT	\$0.00	+	\$0	=	\$24,000
TOTAL						