

BOARD MEETING

Marketing & PR Update

May 11, 2020

CCCTA 05/11/20 Agenda Item #13C Marketing & PR Presentation





THE EVOLUTION OF OUR MARKETING EFFORTS SINCE COVID-19

THE CURRENT STATUS OF OUR MARKETING EFFORTS

- Since 3/15, all digital advertising, social media advertising and future print advertising was halted.
- Pivoted to an organic approach using Social Media and e-Newsletters

Phases of This Approach

Weeks 1-2:

- Purely informational, gathering all relevant information about COVID-19 to keep locals and visitors informed
- Messaging changed frequently and many webinars were attended and social outlets monitored to stay on top of visitor and local sentiment
- Logo was changed to “Visit Carson City...Later” with good response
- Blog about open restaurants with help from Chamber
- Newsletter sent out to stakeholders and newsletter subscribers



THE CURRENT STATUS OF OUR MARKETING EFFORTS

Weeks 3-4:

- The mood lightened a bit
- More messaging about “We hope to see you soon,” and “Be Safe”
- Social media engagement is decently strong but down significantly without any paid advertisement behind it
- Continuing to remind our fans about the beautiful scenery by continuing to post beautiful photos and video with tactful messaging
- Collaborating and following our local businesses/Chamber to help promote as much as possible.
 - Including “Great American Take-Out Tuesdays”
- Monitoring of traveler sentiment and local sentiment continues

THE CURRENT STATUS OF OUR MARKETING EFFORTS

Weeks 5-6:

- Began Instagram live videos with local businesses who are creatively marketing like Fat Amy's, which has around 100 views
- Education with webinars and Travel Nevada hosted discussions weekly
- Continued positive messaging and inspiring photos
- Outdoor recreation by residents (safely and socially distancing)
- Everything is still an organic approach until some light is shed on travel restrictions being lifted

MARCH/APRIL PR REPORT



MARCH

Carson Now, [Carson City honored as Top True Western Town by True West Magazine](#)
Nevada Business, [Carson City honored as Top True Western Town by True West Magazine](#)
This is Reno, [Carson City honored as Top True Western Town by True West Magazine](#)
KOLO 8, [Carson City's Silver Oak becoming a tourist attraction](#)
U.S. News & World Report, [Nevada Museum Tells of Forced Native American Assimilation](#)
Explore with Cassie, [Spring into the Sierra Nevada Mountain Culture in Carson Valley](#)
Forbes, [Embark On A Virtual Tour Of America's Reno-Tahoe Region](#)

APRIL

This is Reno, [Tour Nevada historic sites, explore hiking trails and see museum exhibits - all from your screen](#)
Nevada Appeal, [Stewart Indian School's Earl Dunn was area's first basketball star](#)
AFAR Online, [Overlooked American Stories Come to Life at These New Museums](#)
KOLO 8, [Continued Support for The Greenhouse Project](#)
SunCruiser, [The Loneliest Road in America](#)
MSN Travel, [24 Destinations You Can Visit \(Virtually\) Right Now](#)
KOLO 8, [Local Artwork Wearing Face Masks](#)
Matador Network, [Micronation of Molossia in Nevada](#)
Travel Awaits, [4 Ways To Experience Basque Culture In Northern Nevada](#)

This year to-date, we have received 3.6M reach with a UVPM of 651.9M; and a publicity value of \$517.1K.



Over 3,000 views

SENDING HOPE | VIDEO



Cyndi Travis I love this ❤️ I can't wait to visit ❤️ 1
Love · Reply · Message · 4w



Author
Visit Carson City We can't wait to meet you ... later! 😊
Thanks Cyndi. Stay happy and healthy.
Like · Reply · Commented on by Lydia Bruegge [?] · 4w 1



Cyndi Travis Visit Carson City thank you! I look forward to it
Like · Reply · Message · 4w 1

CRM/ NEWSLETTER



2 newsletters were delivered to both our Stakeholders and Subscribers

- One promoting the Hope Video and the Open Restaurant – Take Out Guide.
- The second for all April updates and the promotion of the virtual Kit Carson Trail

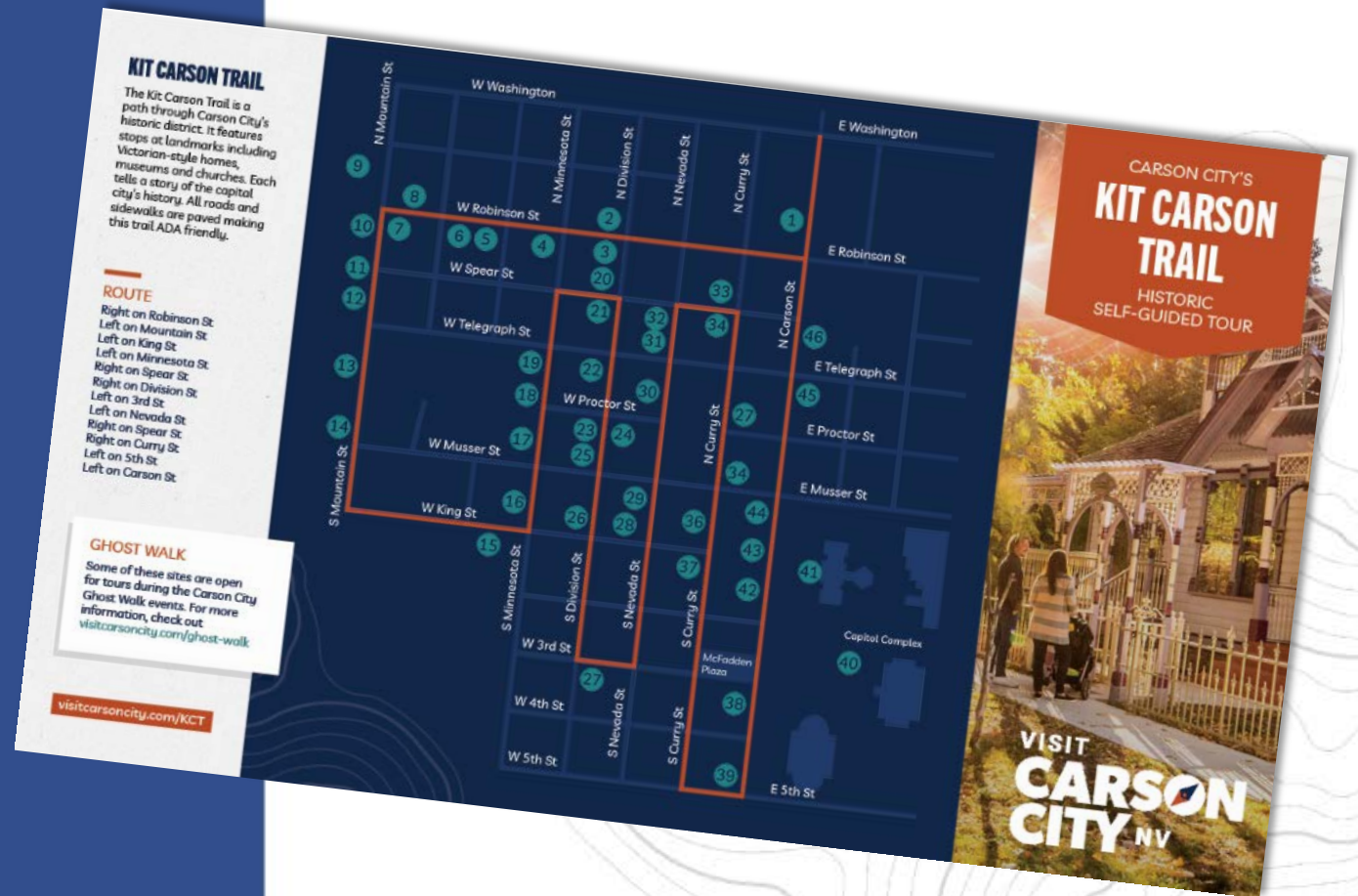
A decorative background on the left side of the slide featuring a topographic map with wavy contour lines in a light gray color.

UPDATED VISITOR MATERIALS

NEW KIT CARSON TRAIL MAP

- The virtual tour and the new Kit Carson Trail Brochure is now downloadable at

- <https://visitcarsoncity.com/attractions/kit-carson-trail/>





VISIT
CARSON
CITY **NV...** *LATER*

THANK YOU