

VISIT CARSON CITY FY2024-2027 MARKETING/PUBLIC RELATIONS PLAN

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01

INTRODUCTIONS

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OUR MANIFESTO



Our Manifesto

IGNITING CARSON CITY'S STORY

We light the way for people to reconnect with that voice inside them that says there is still adventure ahead of them. After all, a getaway to Carson City is not just a vacation; it's an expedition into the unexpected.

As the marketing team of Visit Carson City, we are the centerpoint of connection. It is our mission to ignite curiosity, fueled by data and analytics. Every decision we make is designed to captivate, inform and inspire. We know this team is capable of reimagining Carson City's storied past and writing its future.

Let our manifesto be the compass that steers us towards a year of inspiration, information, connection, and creativity.

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TARGET AUDIENCES

TARGET AUDIENCES

Primary Audiences

- Millennials
 - Families: driven by the activities for families
 - Friend Groups: driven by adventure and food/drinks
- Older Weekday Travelers
- Outdoor Enthusiasts
- History Buffs

Secondary (Niche) Audiences

- Business Travelers
- Capital Chasers
- Highway 50 Trekkers
- Railway Buffs

TARGET MARKETS

Primary Markets

- DMA Basis:
 - Sacramento-Stockton-Modesto
 - San Francisco-Oakland-San Jose
 - Las Vegas
 - Los Angeles

Secondary Markets

- Phoenix
- Portland
- Seattle-Tacoma

Tertiary Markets (Day Trippers)

- Lake Tahoe
- Reno

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POSITIONING

BRAND POSITIONING

Carson City is a relaxed, family-friendly destination that provides travelers with a place to call home as they explore the history and natural wonder of northern Nevada.

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STRATEGIC FRAMEWORK

STRATEGIC APPROACH

The marketing and public relations plan will provide the strategic vision for the Visit Carson City and KPS3 teams. Over the next four years (fiscal years 2024-2027) the plan will be our northstar. As we work to get heads in beds, attract people to see Carson City's many attractions, events, outdoor opportunities, inform people about the growing arts and culture scene, and support the sales program, our efforts will be driven by strategy and guided by our brand. With all facets of marketing working together, we are setting a new bar.



MARKETING AREAS OF FOCUS

Attractions

Events

Arts
+
Culture

Sales
Program

Outdoor

OVERARCHING MARKETING GOALS

Awareness

- Raise awareness about the various events and attractions Carson City has to offer.

Conversion

- Increase hotel visits in Carson City to a minimum of three night stay. The stretch goal is four nights.

SPECIFIC GOALS

Creative

- Build out Visit Carson City's brand with a focus on messaging.
- Refresh the Nostalgia campaign.
- Create our first pop-up campaign that raises awareness about Carson City to our target audiences.

Public Relations

- Earn \$750K in publicity value.

Digital Marketing + Paid Advertising

- Develop a strategic channel plan that maximizes Visit Carson City's advertising dollars.
- Refine and optimize Visit Carson City's digital advertising efforts.
- Utilize Datafy to make data-driven marketing decisions.

SPECIFIC GOALS

Organic Social Media

- Cultivate a deeper connection with audiences.
- Focus our efforts on the top performing social media platforms.
- Create unique content for each social media platform.
- Expand our followers to an out-of-market travel audience.

Influencers

- Partner with a minimum of 4 influencers with strong followings in our target markets.
- Collaborate with creators with a strong TikTok presence to create curated ads.

Email

- Improve open rate to 38% and Click Rate to 3.5%.
- Clean subscriber list to include only active subscribers.
- Create a multi-step automated email flow.

Website

- Ensure the website is maintained and secure.

FY2024 PRIORITIES

- Develop a fully integrated marketing and communications plan
- Conduct a social media audit and develop a comprehensive strategy
- Create an extended brand guideline
- Refresh the Nostalgia campaign
- Pop-up campaign (Cap to Tahoe)
- Establish and execute a paid digital advertising and SEO program
- Keep a steady PR drumbeat
- Maintain the website

FY2025 PRIORITIES

- Create a new pop-up campaign
- Create a new brand activation
- Develop a new press kit
- Ongoing marketing, PR, SEO, paid digital advertising, and social strategy
- Maintain the website

FY2026 PRIORITIES

- Development of the website redesign begins
- Conduct research and a visitor analysis
- Ongoing marketing, PR, SEO, paid digital advertising, and social strategy
- Maintain the current Visit Carson City website
- Begin working on the design and development of the new Visit Carson City website

FY2027 PRIORITIES

- Launch the new website
- Create a new pop-up campaign
- Create a new brand activation
- Develop a new press kit
- Ongoing marketing, PR, SEO, paid digital advertising, and social strategy
- Maintain the new Visit Carson City website

CREATIVE

CREATIVE

Our creative strategy for the next year is to build upon the foundations we have created through the brand and Nostalgia campaign.

More pointedly, we will get clear about the types of messages for each audience. Whether that be brand awareness, creative campaigns or something completely unexpected.

Our creative approach will also translate to this year's pop-up campaign as the team works hand-in-hand with account strategy, digital advertising, public relations and organic social media to inspire Carson City's outdoor enthusiasts to plan their trip. (But more on that later).

FINE TUNE THE BRAND

The Visit Carson City brand is the beginning of our visitors' experience. There are currently areas of the brand foundation that can be fine-tuned now that it has been off the ground for a couple of years.

Ultimately the goal is to develop consistency and clarity so the brand can act as the true road map for Visit Carson City both internally and externally.

BRAND PRIORITIES

Develop voice and tone

Build out messaging for key audiences

Hone in on brand vs. campaign communication strategy

Refine the visual identity but keep the foundation

A FRESH TAKE ON NOSTALGIA

In 2021, we developed a well-researched creative campaign built to last. It was made with our brand pillars in mind, and we know it resonates with our potential visitors. With the nostalgia concept intact we will begin to visually evolve and reimagine the message.

In the next year we will refresh the campaign assets to ensure it stays fresh, relevant and keeps Carson City top-of-mind for our potential and repeat visitors.

CAMPAIGN PRIORITIES

Refresh the messaging

Update the visual style

Develop assets for paid media

ONGOING CREATIVE CONTENT DEVELOPMENT

Throughout the year there will be ongoing creative content development. We will continue to seize opportunities and leverage partnerships that present themselves throughout the year.

ORGANIC SOCIAL MEDIA

SOCIAL MEDIA

Consistently high engagement rates and a solid cadence of posting is a great foundation for an effective organic social media strategy. This year, we want to continue to push our creative social content to surprise and delight our followers. We'll do this through intentional curation of content and strategically focusing on the platforms that are earning the highest results.

KPS3 and Visit Carson City worked collaboratively on the social media strategy. Visit Carson City to execute the social media strategy.

ENGAGEMENT RATES

Engagement = a like, comment, share, click or video view on a post.

Engagement rate = the average number of interactions your content has per follower.

Facebook

Industry: 0.19%
Carson: 5.5%

Instagram

Industry: 0.47%
Carson: 2.02%

TikTok

Industry: 5.23%
Carson: 3.02%

Twitter

Industry: 0.04%
Carson: 3.59%

Pinterest

Industry: 1%
Carson: 0%

CHANGES COMING IN 2024

Based on current metrics, industry standards and social search trends, the areas of focus for this year will include the following:

- Prioritizing Instagram, TikTok and Facebook over other platforms
- Tailoring content for each platform, based on active audiences
- Varying up the voice and personality for the priority platforms
- A higher ratio of visitor point-of-view visuals

KPS3 and Visit Carson City worked collaboratively on the social media strategy. Visit Carson City to execute the social media strategy.

MEASUREMENT | SOCIAL MEDIA

FY2024 Engagement Rate Goals			
Platform	FY2023 Benchmark	Industry Benchmark	FY2024 Goal
TikTok	3.02%	5.23%	4.5%
Instagram	2.02%	0.47%	3%
Facebook	5.5%	0.19%	Maintain 5.5%

FY2024 Amplification Rate Goals		
Platform	FY2023 Benchmark	FY2024 Goal
TikTok	6%	10%
Instagram	51%	Maintain 51%
Facebook	20%	30%

INFLUENCER RELATIONS

INFLUENCER RELATIONS

This year we will continue our partnership with Glocally to help us source quality content creators. The influencers we hire will align with our brand pillars. We will ensure that the content they create is authentic and their fun experiences in Carson City shine through.

- Prioritize creators with strong Instagram and TikTok followings from our target markets. A minimum of four influencers will be brought to market.
- Continue partnership with creator [@shelbssays](#) to create TikTok and Instagram content we can turn into ads on the platform.
- Curate suggested itineraries that fit the interests of each creator, which will provide the best experience in Carson City.

Note: Visit Carson City to strategize and execute influencer relations.

MEASUREMENT | INFLUENCER RELATIONS

- Continue to utilize Glocally's CreatorIQ software to generate detailed wrap up reports for each influencer brought to market.
- Our Goals and Metrics:
 - Engagement Rate 1.5% or higher
 - Impressions 400K across platforms
 - Target 200K + followers between all creators
 - Reach 140K people with all posts from creators

PUBLIC RELATIONS

PUBLIC RELATIONS

A solid public relations strategy delivers a working playbook; it is our guide to understanding the media outlets we're talking to, the influence we want to build, and ultimately the actions we want our audiences to take. We'll continue to develop and nurture relationships with journalists, educated the media about Carson City's rich history and cultural ties, and proactively shared stories of the city's past.

RELATIONSHIP BUILDING

Continue to forge relationships with local, regional, and national print, online, broadcast media, and cross-over influencer/bloggers for media exposure to increase awareness for Visit Carson City.

- Respond to relevant HARO (Help A Reporter Out) inquiries.
- Identify events surrounding key initiatives and of interest to the media throughout the year – especially with an eye toward the Arts & Culture Program, and future/new events and exhibits.
- Monitor media opportunities and newsjack travel trends when relevant.

PROACTIVE PITCHING

Proactively share stories of Carson City's family-friendly attractions, outdoor adventures, storied past and rich cultural ties to educate media about its variety of offerings to travelers.

- Develop clever and well-researched news angles and pitch emails.
- Create and/or distribute press releases, as needed, related to key events, new attractions (Cap to Tahoe), and news stories in Carson City.
- Schedule six to eight media calls to discuss story angles for Carson City with key media and follow-up each call by sending Road Trip Kits to those media identified as likely to write about and/or travel to Carson City for a FAM.
- Invite and secure relevant media from our target markets to participate in Familiarization (FAM) visits with a focus on our brand pillars.

FAMs

Invite and secure relevant media from our target markets to participate in Familiarization (FAM) visits with a focus on our brand pillars.

- Pitch brand pillars relevant to a reporter's/writer's beat based on research around what they cover (e.g., food, history, arts & culture, outdoors).
- Use a FAM evaluation form and process of evaluation to select journalists, writers, influencers, and bloggers who are a fit for Visit Carson City.

STRATEGIC COLLABORATIONS AND PARTNERSHIPS

Collaborate with Travel Nevada, Reno-Tahoe Territory and neighboring DMOs and partners on joint media relations efforts and integration with our Visit Carson City public relations and content priorities.

- Collaborate with industry partners on joint FAM opportunities, media missions, and distribution of content.
 - Coordinate and develop FAM itineraries and partner hotel, dining, and activities. Most of these FAMs will be self-guided.
- Attend Travel Nevada's New York Media Mission and Rural Roundup to leverage partnerships and additional public relations opportunities.
- Consider attending in-market media missions organized and hosted by Travel Nevada.

MEASUREMENT | PUBLIC RELATIONS

- Increase publicity value to \$750K
- Tier One (National outlets) Feature stories: 12
- Tier One (National outlets) Mentions: 24
- New this year - establish Media Scorecard Tracking
 - Media Scorecard will offer story delineation by media outlet tiers and feature vs. mention
 - Tier One - National and Key Target Markets
 - Tier Two - Regional
 - Tier Three - Niche

Note: Media will be monitored and tracked using Cision.

CONTENT CREATION

CONTENT CREATION

Connecting with our visitors on a deeper and more personal level is how we will build long-term engagement. We believe in authentic, curated content based on the key values of a brand. As content creators, we put our journalism hats on and approach content that relates to and engages our audiences.

SEARCH ENGINE OPTIMIZATION

SEO

Another new element to marketing efforts includes search engine optimization. Our SEO efforts will be vital to increasing visibility, attracting targeted traffic, staying competitive, building credibility, and achieving long-term online success in a highly competitive space.

Search algorithms and SEO best practices can change and so we'll be staying up-to-date with the latest trends and techniques.

The full SEO plan will be developed mid-year FY2024 and will be updated each year.

WEBSITE

WEBSITE

The current Visit Carson City website can—and will—continue to be the central hub for Carson City events and information. In FY2024, we will focus our efforts on optimizing the website for better search engine rankings and increased conversion rates.

Website Tactics

- Build a new landing page for the pop-up campaign.
- Migration of the site to a new hosting provider and server.
- Regular maintenance to ensure that the site and server are continually kept up to date.
- Identify and modify certain design elements within the remaining budget.

NEW WEBSITE FY2026-FY2027

In 2019, we launched the Visit Carson City website. By FY2027, it will be time for a new website that meets the demands of visitors and has the most current website best practices implemented. Since website projects take time to design and develop, we will begin working on the new website in FY2026 and will launched it in FY2027.

Website Tactics

- Responsive Design - A seamless experience across all devices.
- Personalization - Tailored experiences for every visitor.
- Prioritizing quick load times, intuitive navigation, and user engagement.
- SEO Optimization- Improved visibility on search engines.

MEASUREMENT | WEBSITE

- Increase total website sessions by 10% year-over-year
- Achieve tourism industry standard of 2.4% conversion rate

EMAIL

EMAIL

We will continue to utilize paid social ads to build an engaged newsletter audience and deliver relevant, timely e-newsletters one to two times per month. Our emails will utilize compelling subject lines, strategic automation, and consistency in delivery and design.

Note: Visit Carson City to strategize and execute.

MEASUREMENT | EMAIL

- Decrease percentage of subscribers who are not engaging with emails (FY2023 was at 62%).
- Improve open rate to 38% and Click Rate to 3.5%.
- Create a multi-step automated email flow.
- Conduct A/B tests on different email segments (subject lines, content, CTA buttons) and measure which variations perform better.

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**POP-UP
CAMPAIGN**

POP-UP CAMPAIGN

Campaigns are still a big deal to the travel world—they just might look a little different in FY2024 and beyond. The beauty of having an existing campaign that sticks and a brand that is gaining momentum is being able to riff off it. KPS3 will help create a “pop-up campaign” that is creative, integrates with public relations and social media, and keeps Carson City top of mind.

The pop-up campaign will support the Visit Carson City brand. While these aren’t typically meant for large-scale traditional media, they are perfect for public relations, social media, and paid digital media—all of which are driven by data. Simply put? It’s the kind of campaign that writes headlines.

POP-UP CAMPAIGN

Pop-up campaigns will include the following:

- Creative concept
- Media event
- Website landing page
- Small-batch paid media run
- Social media integration
- Partnership collaborations to leverage media exposure
- Key constituent outreach

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MEDIA PLAN

DIGITAL MEDIA PLAN

DIGITAL MEDIA STRATEGY

As we continue to grow, we're tightening the screws and honing in our approach to our paid digital media strategy. It is the most targeted and trackable medium at our disposal and also allows us to be the most nimble and deliberate with our spending. It gives us the ability to shift dollars from one channel, campaign, or audience to another based on performance within seconds.

Our digital media approach for this year is about spending our dollars on the channels, people, and ads that will generate the most awareness and lodging referrals.

ADDING TO OUR TOOLBOX

- New in FY2024 is our subscription to Datafy, which provides us with audience data that will help us make informed data-driven decisions. It gives us deeper insight into the behaviors and interests of our visitors.
- In FY2024, we'll be shifting our keyword strategy to focus on non-branded terms and to align with our potential visitors' interests and intent while also leveraging our proximity to Lake Tahoe to capture audiences looking into the area.
- In-depth monthly reports for increased visibility and performance in a more agile environment.

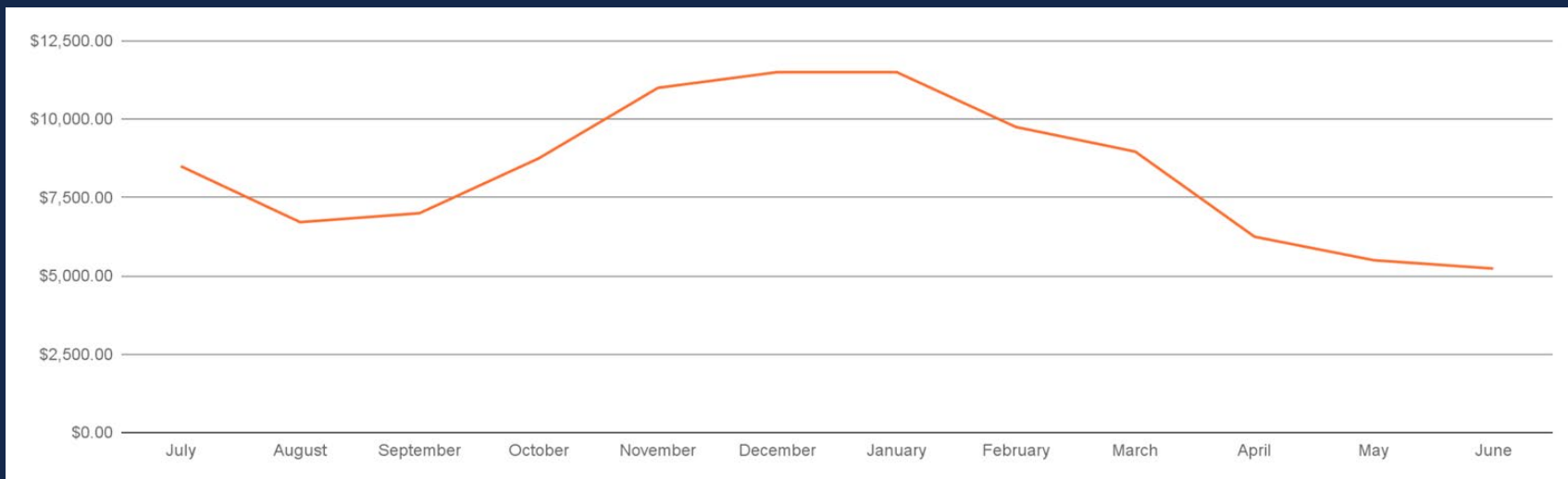
CHANNELS & BUDGETS

Channel	FY2024 Budget**
Meta (Facebook & Instagram)	\$32,985
TikTok (Whitelist Influencer Content)	\$3,000
SEM (Google Paid Search)	\$46,300
Google Performance Max + YouTube	\$15,215
YouTube	\$3,665*
Datafy (Video & Remarketing Display)	\$50,000
Total:	\$151,165.00

* YouTube will be paused in September 2023, one month prior to Datafy ads going live.

** Each year we will build out a new budget that meets the needs of our strategy.

FY2024 FLIGHTED SPEND



PAID SOCIAL MEDIA APPROACH

Our paid social media campaigns will increase awareness of, and engagement with, Carson City and its offerings in an effort to increase visitation and hotel stays. We will leverage Meta and TikTok to reach potential visitors and inspire them to plan a trip to Carson City.

As we refresh all digital ad assets and gather more data from Datafy, we will update our Paid Social Media Plan that leans into our brand pillars and targets audience(s) who remain most engaged (and visit Carson City the most).

CHANNELS

We will continue to put our media budget into the channels we know are—and have been—successful.

Meta (Facebook and Instagram)	TikTok
Interest-Based & Location Targeting, Remarketing	Supplemental Influencer Advertising

META | FACEBOOK/INSTAGRAM

Our primary strategy with Meta will be to use location and interest-based targeting to reach potential visitors. This approach will leverage Meta's paid advertising and will be two-fold:

- Refresh the Nostalgia campaign and introducing a new remarketing campaign
- Continue advertising monthly events to local travelers

These campaigns will use multiple creative types (such as images, reels and horizontal video) while remaining consistent in our messaging and leaning into our brand pillars to keep users engaged.

META | FACEBOOK/INSTAGRAM

Campaign	Audience	FY2024 Budget
Nostalgia Campaign	Travelers + Web Visitor Remarketing	\$16,495
Remarketing - Newsletter Subscribers & Visitor Guide	Web Visitors, Newsletter Subscribers Lookalike	\$9,895
Monthly Event Carousels	Locals	\$6,595
Total:		\$32,985

Note: Each year we will build out a new budget that meets the needs of our strategy.

TRAVELERS

Meta: Facebook & Instagram

Estimated size: 7M

- Age
 - 25-64
- Locations
 - Sacramento
 - San Francisco
 - San Jose
 - Las Vegas
 - Los Angeles
- Interests
 - Travel magazines
 - Budget travel
 - Adventure travel
- Behavior
 - Frequent traveler

NEWSLETTER/ VISITORS GUIDE SUBSCRIBERS LOOKALIKE

Meta: Facebook & Instagram

Estimated size: Not available

- Age
 - 25-65+
- Locations - DMA Targeting
 - Sac-Stockton-Modesto
 - San Francisco-Oakland-San Jose
 - Las Vegas
 - Los Angeles
- Audience Targeting
 - Website visitors (excluding the newsletter signup page and Visitor Guide downloads)
 - Lookalike audience of active newsletter subscribers

LOCALS

Meta: Facebook & Instagram

Estimated size: 2.5M

- Age
 - 25-64
- Locations
 - Reno
 - Fallon
 - Sacramento
 - Las Vegas
 - South Lake Tahoe

TIKTOK

Our primary strategy with TikTok will be to supplement influencer advertising content. Because of our limited media budget, we will focus on the content that we know will perform well, which is [@Shelbssays](#)' content. The approach will be based on the content we receive from Shelby and how we can use it to support our marketing strategy.

The target audience will also be a mixture of our target audience (location targeting with travel interest) and the audience/type of content of the influencer.

FY2024 Total:	\$3,000
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Note: Each year we will build out a new budget that meets the needs of our strategy.

PAID SOCIAL KPIs

- Impressions
- Ad engagements
 - Shares
 - Saves
 - Reactions
 - Comments
- Clicks
 - Click-through-rate
 - Cost-per-click
- Website visits & engagements
 - Engagement rate
 - Lodging referrals
 - Newsletter signups
 - Visitors guide requests/downloads

A+C EVENT ADVERTISING

As part of the Arts & Culture media plan, we will be promoting Carson City's large events such as Music & Murals Festival and Mark Twain Days by leveraging image and video campaigns on Meta (Facebook & Instagram). These campaigns will increase awareness of, and engagement with, these events in an effort to drive visitation and hotel stays in Carson City.

A+C EVENT CAMPAIGNS

Campaign	Audience	Budget**
Murals & Music Festival	Cultural Travelers	\$2,500
Mark Twain Days	Mark Twain Lovers & Steampunk	\$9,000
Total:		\$11,500*

**Total for digital media buy. Does not include print. These are proposed campaigns, subject to change.*

***Each year we will build out a new budget that meets the needs of our strategy.*

MARK TWAIN LOVERS & STEAMPUNK*

Meta: Facebook & Instagram

Estimated size: 245K

- Age
 - 25-64
- Locations (DMAs)
 - Sacramento-Modesto-Stockton
 - Las Vegas
 - Fresno
 - San Francisco-San Jose-Oakland
 - Los Angeles
- Interests
 - Mark Twain
 - Steampunk*
 - Steampunk fashion*
 - Steampunk Magazine*

**Note: These will only be applied if steampunk events are happening.*

EVENT ADVERTISING KPIs

- Impressions
- Ad engagements
 - Shares, saves, reactions, comments
- Clicks
 - Click-through-rate
 - Cost-per-click
- Website visits and engagements
 - Engagement rate
 - Event referrals
 - Lodging referrals
 - Visitors guide requests/downloads

SEARCH ADVERTISING

The primary purpose of our search campaigns is to advertise to people who are actively searching for places to vacation to, but aren't quite sure where to go. It tends to be the best channel at driving high-quality engagements at a low cost because the audiences are highly intentful. Through these campaigns, we are able to get Carson City in front of people who are in the midst of planning their next vacation.

PAID SEARCH CAMPAIGNS

Campaign	Budget
Vacations & Getaways	\$13,890
Local Getaways	\$11,575
Lodging	\$11,575
Outdoor Recreation	\$9,260
Total:	\$46,300

Note: Each year we will build out a new budget that meets the needs of our strategy.

VACATIONS & GETAWAYS

Topic & Keyword Targeting

Topics

- Weekend Getaways
- Family Trips
- Trips to Lake Tahoe
- Historical Getaways

Locations

- Sac-Stockton-Modesto DMA
- Las Vegas DMA
- SF-Oakland-San Jose DMA
- Los Angeles DMA

LOCAL GETAWAYS

Topic & Keyword Targeting

Topics

- Weekend getaways from Sacramento
- Short trips from San Francisco
- Getaways from Los Angeles

Locations

- Sac-Stockton-Modesto DMA
- SF-Oakland-San Jose DMA
- Los Angeles DMA

LODGING

Topic & Keyword Targeting

Topics

- Places to stay in Carson City
- Places to stay in Tahoe

Locations

- Sac-Stockton-Modesto DMA
- Las Vegas DMA
- SF-Oakland-San Jose DMA
- Los Angeles DMA

OUTDOOR RECREATION

Topic & Keyword Targeting

Topics

- Hiking
- Biking
- Outdoor Trips
- Ski/Snow Trips

Locations

- Sac-Stockton-Modesto DMA
- Las Vegas DMA
- SF-Oakland-San Jose DMA
- Los Angeles DMA

PERFORMANCE MAX

We'll be using Performance Max for our Google Search campaigns. By using Performance Max, we can drive and optimize performance in real-time and get Carson City in front of trip planners.

The primary purpose of Performance Max campaigns is to complement keyword-based search campaigns to help find more converting customers across all of Google's channels. It accesses all Google Ads inventories, like Display, Video, Search, and partner sites.

Total:	\$15,215
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Note: Each year we will build out a new budget that meets the needs of our strategy.

PAID SEARCH & PERFORMANCE MAX KPIs

- Impression share
- Clicks
 - Click-through-rate
 - Cost-per-click
- Website visits and engagements
 - Engagement rate
 - Lodging referrals
 - Newsletter signups

DATAFY

Datafy's full-service advertising solution allows us to not only advertise to a relevant, data-driven audience, but it also helps us understand who is actually visiting from our targeted audience so we can make informed decisions and maximize our marketing efforts across all channels and campaigns.

Our approach on Datafy will be two fold: Online video advertising and remarketing display.

DATAFY CAMPAIGNS

Campaign	Budget
Online Video	\$40,000
Remarketing Display	\$10,000
Total:	\$50,000

Note: Each year we will build out a new budget that meets the needs of our strategy.

DATAFY KPIs

Online Video

- Video views
 - View rate
 - Cost-per-view
 - View completion rate

Remarketing Display

- Impressions & reach
- Clicks
 - Click-through-rate
 - Cost-per-click
- Website visits

TRADITIONAL MEDIA PLAN

TRADITIONAL & MISC MEDIA

Digital marketing will continue to be where we focus the most effort and budget, but we will continue to partner with strategic print publications that fit our target markets best and offer value-add options beyond just an ad. Additionally, we will continue to seek out OTA co-op opportunities and other projects that help propel our messaging to the best audiences. Keeping flexibility in the budget to take opportunities that arise throughout the year.

- Adventure Sports Journal
- Pride Journeys
- Golfing Nevada Magazine
- North Lake Tahoe Visitors Guide
- Expedia, Priceline, and Travel Spike Co-Op opportunities with Travel Nevada
- Tahoe Blue Event Center Advertising
- Reno-Tahoe Airport Advertising

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REPORTING

REPORTING

Measuring and reporting on our results is mission critical to tracking the success of our marketing efforts. Throughout the year, we will be analyzing and reporting on the following:

- Digital advertising
- Public relations
- Organic social media
- SEO

We will analyze the information from all platforms to develop insights. Ultimately, we want to know what's working, what isn't, and why. From this information, we will identify ways to improve our results.

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FY2024 BUDGET

Division/Project	Amount
Account Strategy	\$12,500
Brand, Creative, & Pop-up Campaigns	\$75,000
Content Creation	\$50,000
Digital Media Management	\$34,000
Reporting	\$19,000
SEO	\$22,000
Web Dev	\$15,000
Public Relations	\$50,000
Social Media	\$7,500
YEAR 1 TOTAL	\$285,000

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ROLES & RESPONSIBILITIES

Marketing + Communications Element	Responsible Party	Collaborative Partner	New Service from KPS3
Marketing & Public Relations Plan	KPS3	VCC	Yes
Brand refresh	KPS3	VCC	Yes
Creative, & Pop-up Campaigns	KPS3	VCC	No
Content Creation	KPS3	VCC	No
Digital Media Management	KPS3	VCC	Yes
SEO	KPS3	VCC	Yes
Reporting Digital Marketing SEO PR Social Media	KPS3 KPS3 KPS3 VCC	VCC VCC VCC	Yes Yes No No

Marketing + Communications Element	Responsible Party	Collaborative Partner	New Service from KPS3
Website Content Management	VCC		N/A
Website Maintenance	KPS3	VCC	No
Social Media Strategy	KPS3	VCC	Yes
Social Media Management	VCC		N/A
Influencer Relations	VCC		N/A

Marketing + Communications Element	Responsible Party	Collaborative Partner	New Service from KPS3
Public Relations	KPS3	VCC	No
Facilitate Media Interviews	VCC		N/A
Itineraries	VCC		N/A
Email/Newsletter Marketing	VCC		N/A
Traditional Media Ad Management	VCC		N/A
Mark Twain Days	VCC		N/A
New Website Design & Development	KPS3	VCC	No - the current website launched in 2019

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LET'S DO THIS

CONCLUSION

We got the dream team and now we have a comprehensive, integrated marketing and public relations plan, which will act as our north star throughout the year. Now that the strategies and tactics are set, the next step in the process is to begin working the plan so we can accomplishing our goals.

Throughout the year we will report on our paid digital advertising, SEO, public relations and social media results. We'll take the information we gain from our analysis, and we will refine and optimize our efforts were necessary so we can be the most effective.

It is going to be a great four years for Visit Carson City!



THANK YOU!

GLOSSARY

- FY
 - Fiscal Year
- KPS3
 - Marketing Agency of Record for Visit Carson City
- DMA
 - Designated Marketing Area
- FAM (Familiarization)
 - A trip designed for traditional media, social media influencers and bloggers to learn about a destination
- SEO
 - Search Engine Optimization
- KPI
 - Key Performance Indicator
- Engagement
 - A like, comment, share, click or video view on a post
- Engagement rate
 - The average number of interactions your content has per follower
- Impression
 - When a user sees an advertisement, social post, newsletter email
- Clicks
 - Count of clicks from a social media post, newsletter email, or digital ad to the Visit Carson City website
- CTR (click-through-rate)
 - A percentage for the number of clicks to impressions on newsletter emails and/or digital ads. The formula is clicks divided by impressions