

ONLINE MARKETING PLAN USER GUIDE

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Montana State Agencies**

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Once the Marketing Plan has been created using Funding Opportunities.
Click **'My Applications'** to access your marketing plan.

 **Welcome**

Main Menu

Click Help above to view instructions. Go to "My Profile" to reset password.

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Click the FY19 Marketing Plan (Project Title)

 **Applications**

Current Applications				Archived Applications		
The applications below are associated with recent Funding Opportunities and are in Editing, Submitted, or Correcting statuses. To view older applications, click on the Archived Applications link.						
ID	Status	Stage	Project Title	Funding Opportunities	Program Area	Deadline
28690	Submitted	Final Application	FY16 Plan	27194 - FY16 Region/CVB Marketing Plan	DOC Office of Tourism	Final Application Deadline not Applicable
69135	Editing	Final Application	FY19 Marketing Plan	68892 - FY19 Region/CVB Marketing Plan	DOC Office of Tourism	05/07/2018

 **Application**

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

Instructions

The required application forms appear below. Please note: Clicking "Mark as Complete" does not submit the application component or prevent further editing. The check mark beside the form is only an indicator that the form has been completed. All application components must be marked as complete in order to submit. To submit the application click the Submit button.

Application Forms [Application Details](#) | [Submit](#) | [Withdraw](#)

Form Name	Complete?	Last Edited
General Information	✓	03/21/2018
Reg/CVB-Marketing Plan Narrative		
Reg/CVB Market Segments		
Marketing Method Budget		
Miscellaneous Attachments		
Reg/CVB Required Documents		

MARKETING PLAN APPLICATION FORMS

There are four forms that will be used to complete your marketing plan.

1. **Marketing Plan Narrative** – answer the 5 questions asked in Section 6 of the Regulations
2. **Marketing Segments** – add your marketing segments and methods
3. **Budget** – post budgeted amounts for each marketing method
4. **Required documents** – attach the three required documents that must be sent with your marketing plan

The **General Information** form contains your contact information and is marked complete because this information was provided when you created your marketing plan. (the information can be edited by clicking 'General Information')

Click '**General Information**' then '**Edit**' to update information as necessary.

Application

Instructions

Fill out the form below and click "Save". Once completed and saved, click on the "Go to Application Forms" link to continue completing the rest of the application. Pick the appropriate Primary, Additional and Authorized Officials. If additional contacts or authorized officials have not been registered in the system, submit a registration request on the main fundingmt.org page. Once the registration has been approved, have the primary contact person add them to the organization.

Enter a BRIEF project title, you will have the opportunity to detail your project further in the application.

To save or edit this form, click "Save" or "Edit" in the upper right hand corner of the screen. Information entered into this form will be lost unless the "Save" icon is selected before moving on to the next form. If you wish to move back a screen, select the "Back" icon. Do not click on the main browser's back arrow. Doing so could cause the data you entered to be lost.

General Information

Primary Contact:* Ava Green ▾

Additional Grantee Contacts:

- Kim Birrell
- Ava Green
- Katie Grice
- Barb Sanem ▾

Select any additional contacts within your organization that will also manage this grant

Project Title:
(limited to 250 characters)* FY19 Marketing Plan

Organization:* Montana Office of Tourism (MTOT) ▾

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MARKETING PLAN NARRATIVE

Click on 'Reg/CVB Marketing Plan Narrative' then 'Edit'. Input your marketing plan narrative information. Complete each question and click 'Save' when finished.

These are rich text fields. Information can be cut and pasted into the fields.

Application Forms		Application Details Submit Withdraw	
Form Name	Complete?	Last Edited	
General Information	✓	03/04/2014	
Reg/CVB Marketing Plan Narrative			
Reg/CVB Market Segments		02/28/2014	
Marketing Method Budget			
Reg/CVB Required Documents			

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Application

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

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Path: p Words: 0

Optional: Include attachments here No file chosen

'Mark as Complete' when finished

Application

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

Community & Brand Support [Mark as Complete](#) [Go to Application Forms](#)

MARKETING PLAN SEGMENTS AND METHODS

Click on 'Reg/CVB Market Segments to input your Marketing Segments and Marketing Methods.

Application Forms		Application Details Submit Withdraw	
Form Name	Complete?	Last Edited	
General Information	✓	03/04/2014	
Reg/CVB Marketing Plan Narrative			
Reg/CVB Market Segments		02/28/2014	
Marketing Method Budget			
Reg/CVB Required Documents			

Click the 'Add' button to input Marketing Segment and Method information from the dropdown menus. If Marketing Plan has been copied use the 'Edit' button to make updates to copied information.

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Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

Instructions

Click "Add" to enter the Segment(s).

The Estimated budget for each method should equal the amount entered for each Marketing Method on the budget form.

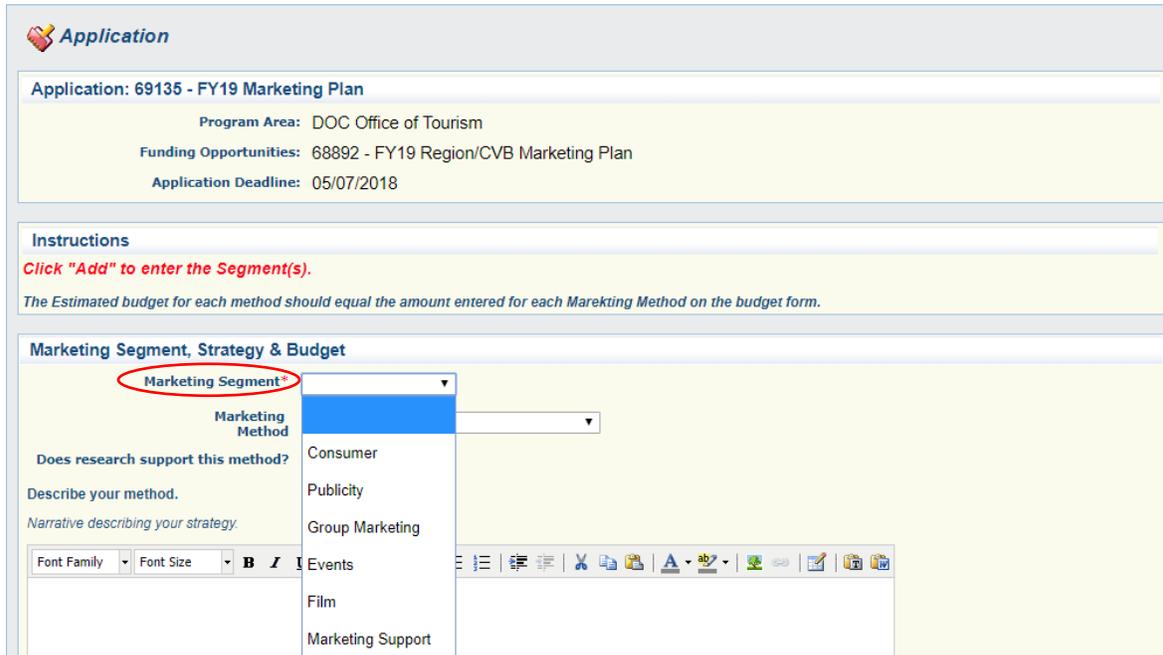
Marketing Segment, Strategy & Budget [Mark as Complete](#) | [Go to Application Forms](#)

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts	Meets Regs	Eval Comments
Consumer	Online/Digital Advertising	Yes						\$0.00				
								\$0.00				

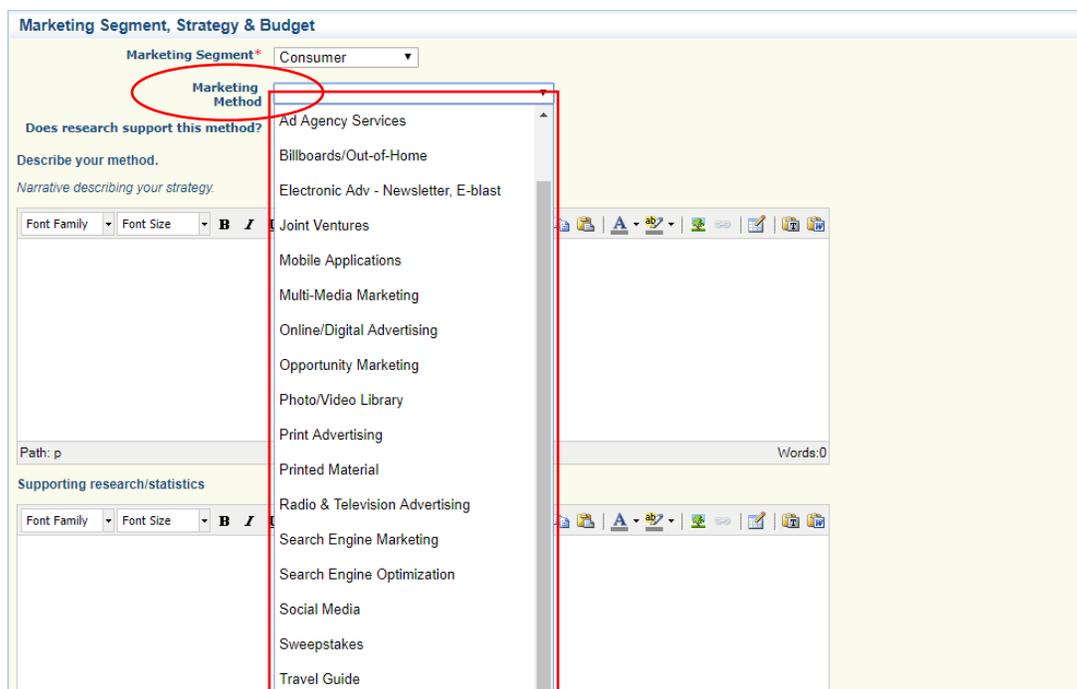
Last Edited By: Ava Green, 04/02/2018

The Marketing Segments examples are listed in a dropdown menu. Use the segments that are applicable to your marketing strategy.

Choose one applicable **Marketing Segment** from the dropdown menu.



Once you choose a Marketing Segment a dropdown menu of applicable **Marketing Method** examples appears.



Follow the above steps for each Marketing Segment and Marketing Method you are using.

The **Marketing Method Evaluation** information will be completed once the marketing segment or method is finished. Leave it blank for now.

Marketing Method Evaluation

Did you meet your objective - was your marketing strategy and method successful? Yes/No Explain

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‘Mark as Complete’ when finished

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

Instructions

Click "Add" to enter the Segment(s).

The Estimated budget for each method should equal the amount entered for each Marketing Method on the budget form.

Marketing Segment, Strategy & Budget [Mark as Complete](#) | [Go to Application Forms](#)

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atatchmnts	Meets Regs	Eval Comments
Consumer	Online/Digital Advertising	Yes						\$0.00				
								\$0.00				

Last Edited By: Ava Green, 04/02/2018

MARKETING METHOD BUDGET

Click on **Marketing Method Budget** form to input your annual budget. Include the budgeted amount for each Marketing Segment and Method.

Instructions		
<p>The required application forms appear below. Please note: Clicking "Mark as Complete" does not submit the application component or prevent further editing. The check mark beside the form is only an indicator that the form has been completed. All application components must be marked as complete in order to submit. To submit the application click the Submit button.</p>		
Application Forms		Application Details Submit Withdraw
Form Name	Complete?	Last Edited
General Information	✓	03/21/2018
Reg/CVB-Marketing Plan Narrative		
Reg/CVB Market Segments		04/02/2018
Marketing Method Budget		
Miscellaneous Attachments		
Reg/CVB Required Documents		

Click the **'Add'** button and use the dropdown menus to input budget information for each Marketing Segment and Method used. If your budget was copied from a previous marketing plan, use the **'Edit'** button to adjust budgeted amounts for each marketing method. Any line items showing a budget of \$0.00 should be deleted.

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Application

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism
Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan
Application Deadline: 05/07/2018

Instructions

Click "Add" to enter the Marketing Method Budget amount(s).

Marketing Method Budget		Mark as Complete Go to Application Forms
Marketing Segment	Marketing Method	
		\$0.00
		\$0.00

Last Edited By:

Choose the applicable Marketing Segment & Method then post the **Budgeted Amount**.

This **Budgeted Amount** will be adjusted as needed when budgeted line item amounts change.

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Application

Application: 15255 - FY15 Plan

Program Area: DOC Office of Tourism
Funding Opportunity: 15254 - FY15 Region/CVB Marketing Plan
Proposal Deadline: Accepted on a Continual Basis

Instructions

Click "Add" to enter the Marketing Method Budget amount(s).

Marketing Method Budget

Marketing Segment
Marketing Method
Budgeted Amount \$0.00
Actual Expended \$0.00

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'Mark as Complete' when finished

Application

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism
Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan
Application Deadline: 05/07/2018

Instructions

Click "Add" to enter the Marketing Method Budget amount(s).

Marketing Method Budget

[Mark as Complete](#) [Go to Application Forms](#)

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
		\$0.00	\$0.00

Last Edited By:

REG/CVB REQUIRED DOCUMENTS

This is a link to the three documents that are required to be included with your marketing plan. They include the Applicant’s Certificate of Compliance, Application for Lodging Tax Revenue and the Pledge of Understanding.

Instructions		
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Reg/CVB-Marketing Plan Narrative		
Reg/CVB Market Segments		04/02/2018
Marketing Method Budget		
Miscellaneous Attachments		
Reg/CVB Required Documents		

Download and complete the forms, then scan them and include as attachment.

Instructions	
<p>Download and Complete the Required Documents to be submitted with your Marketing Plan.</p> <p>Click here to start download.</p> <p>Click "Add" to attach your completed documents.</p>	
Reg/CVB Required Documents	Mark as Complete Go to Application Forms

‘Mark as Complete’ when finished

MISCELLANEOUS ATTACHMENTS

There is a form called **‘Miscellaneous Attachments’** for adding additional information to the marketing plan. This component must also be **‘Mark(ed) as Complete’** prior to submitting plan for review.

Application: 69135 - FY19 Marketing Plan				
<p>Program Area: DOC Office of Tourism</p> <p>Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan</p> <p>Application Deadline: 05/07/2018</p>				
Miscellaneous Attachments		Mark as Complete Go to Application Forms		
Description	File Name	File Size	Date Uploaded	Delete?
Last Edited By:				

SUBMIT MARKETING PLAN FOR REVIEW & APPROVAL

Each Application Form must be **marked as complete** before the marketing plan can be submitted for review and approval by the council.

 **Application**

Application: 69135 - FY19 Marketing Plan

Program Area: DOC Office of Tourism

Funding Opportunities: 68892 - FY19 Region/CVB Marketing Plan

Application Deadline: 05/07/2018

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Reg/CVB Market Segments		04/02/2018	
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Miscellaneous Attachments			
Reg/CVB Required Documents			

Once all forms are marked as complete, submit your marketing plan by hitting the **'Submit'** button on the Applications Forms page.

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