



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72767 - FY19 Southwest Montana Marketing Plan

DOC Office of Tourism

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Contract Dates

[Contract Sent](#)
 [Contract Received](#)
 [Contract Executed](#)
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Comments
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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?

Southwest Montana is centrally located between Glacier and Yellowstone National Parks, making it the ideal travel route between the two destinations. We are rich in history and culture, outdoor recreational opportunities, natural geological attractions, birding and wildlife watching. Southwest Montana offers the best blue ribbon fishing statewide. Southwest Montana has 300 properties and 3828 rooms in the region. In addition we have 158 campgrounds.

Southwest Montana attracts an active mature/boomer audience with a focus on soft adventure. The region is a big draw for heritage and culture enthusiasts. We have a large nationally recognized

heritage corridor running from Butte to Anaconda. Another target audience is families that travel by car and are looking for affordable family vacation activities and lodging options. Our 2017 visitors were mostly repeat visitors with 82% of groups being repeat visitors to the state and 84% plan to return within two years. First time visitors made up 7% of our groups.

Strengths - historical opportunities including ghost towns, historic sites, location between the national parks, Lewis & Clark sites and museums; cultural opportunities -western heritage, live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets and more; natural resources -hot springs, radon health mines, rockhounding for gems, Lewis & Clark Caverns, fly-fishing ,rafting, blue ribbon rivers and streams, hiking, biking, outdoor trails, downhill skiing, and ski joring.

Opportunities - develop niche markets of bicycling, motorcycling, hiking, ghost towns and "ghosts, attract filming opportunities, and work with our outfitters and guides;" work with cvb's and cities and other organizations to gather photos and have them available as the need arises; continue education and collaboration on travel information, grants, and other options available to travel businesses in the area.

Challenges -transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors; potential enviromental situations such as fires, smoke, and flooding; a need for touring companies as many travelers prefer someone to take them to the attractions and take the guesswork out of their planning; lack of wayfinding signage throughout the region and within individual communities; shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season. Another challenge is expanding the education of opportunities and information to our constituents that are not connected to the regions and cvb's.

More spectacular unspoiled nature than anywhere else in the lower 48.

From the Madison River Valley to the Pioneer Mountains Scenic Byway and from Gates of the Mountains to Lewis & Clark Caverns, Southwest Montana offers an abundance of unspoiled nature. In addition, visitors can view a variety of wildlife while visiting Red Rocks Lake National Wildlife Refuge or the Scapegoat Wilderness Area (to name just a few).

Vibrant and charming small towns that serve as gateways to our natural wonders.

Southwest Montana provides a direct route between Glacier and Yellowstone National Parks and has many vibrant and charming small towns. Visitors can explore the fishing mecca of Ennis (also known for its great art scene) or take a trip to the Sweet Palace located in Philipsburg (noted as being one of the "Prettiest Painted Places in America"). From the sophistication of the capital city, Helena, to historic Butte, America, the region offers visitors a variety of options when it comes to small town charm.

Breathtaking experiences by day and relaxing hospitality at night.

Hiking, biking, skiing, fishing, rockhounding...from soft adventure activities such as scenic driving and wildlife viewing, to more extreme activities such as mountain biking and snow kiting, Southwest Montana offers a plethora of breathtaking experiences. And, with a wide range of lodging and dining options, the region also boasts a wealth of options when it comes to relaxing hospitality at night.

Describe your destination.

Inspiration - Southwest Montana's advertising, our website, public relations and social media efforts will focus on building the inspiration aspect and the desire to visit.

Orientation - Our call center and Regions & CVBs provide tools to help the visitor plan a route and encourage a longer stay. The region's travel guide and website will play the strongest role in assisting visitors with "orientation" and the tools needed to assist with trip planning. If the visitor is already in the state, our regional tear-off map is available as well.

Facilitation - Regions and CVBs, our call center, communities, tribes, businesses and organizations all work together to make visitors aware of the full array of experiences available to them, encouraging them to stop and experience all that Montana has to offer. The region's website and travel guide will play an integral part for "on the ground" facilitation. In addition, we have a Southwest Montana regional map that is dispersed throughout the region and its surrounding neighbors.

Optional: Include attachments here

a. Define your target markets (demographic, geographic and psychographic).

Primary—Both our primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 83% repeat visitors and only 7% new visitors; we consider advertising to the two National Parks a benefit to extend the traveler's stay in the state or to entice the traveler to the region on a repeat visit.

Active Mature — consists of older married couples or singles (ages 55-64), college educated, usually without children. They lead an active lifestyle and enjoy visiting historic sites, landmarks and museums as well as partaking in general sightseeing and wildlife watching. According to 2017 data from the ITRR, 40% of visitors to the region were between the ages of 55-64. And, another 39% of our visitors were between 65-74. The same data reveals that 45% of visitors to the region were made up of "couples" and 22% were individual travelers.

Heritage/Cultural Enthusiasts — This segment consists of individuals 35+ years of age, college educated, who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West. Data collected in 2017 from the ITRR indicates that 19% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also, 11% visited hot springs, and an additional 15% visited the areas ghost towns 16% visited Virginia/Nevada Cities. The Big Hole Battlefield had 8% visitation while Clark Canyon Reservoir and the Montana Historical Museum attracted 7% of the visitors.

Secondary—

Travel Influencer — We are still testing the waters with this market. The state has been bringing in travel writers that have social media with a large following in to entice more of the travelers that are using the social media channels. We are still assessing how this market works for us as it is expensive and hard to track the true effectiveness of it.

Freelance or travel-publication specific writers - with an assignment of preparing a vacation destination article for print, broadcast or Internet distribution.

International Visitors — Group and foreign independent travelers (FIT) predominately in markets serviced by RMI (UK, Germany, France, Italy, Norway, Sweden, Denmark, Finland and Australia) as well as Asia. The region considers international visitors as a secondary market because while there aren't enough funds to aggressively target these markets. Southwest Montana is able to create regional itineraries for group travel and FITs.

Film Production/Still Photography — Film production remains a secondary target market due to the budget that would be required to reach such a niche audience. However, when possible, the region works with the Montana Film Office to assist with production in the region. Consumer travelers are increasingly moved by "moving pictures" and therefore the region also focuses secondary marketing efforts on the film community.

Video Gamers- with the release of Far Cry 5 this market is new territory for us.

Geographic Focus— Currently the region's top target audiences) based on 2017 ITRR data are: Washington State 14%, Idaho 9%, Alberta, Canada 6%, , California, Colorado, and Oregon 5%; and Utah and Minnesota 4%. **Geographic Focus** - We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers. These are all part of the high potential visitors. ITRR 2017, Destination Analysts, Inc. Oct. 2016

b. What are your emerging markets?

Emerging markets include outdoor recreation enthusiasts, "ghosts", video gamers, wedding destinations, Calgary through a sport show, motorcyclers and agritourism.

Optional: Include attachments here.

c. What research supports your target marketing?

Much of our research came from the latest ITRR non-resident research and surveys and the last Destination Analysts, Inc. Report, October 2016. Boise-Salt Lake City, ID/UT were identified as some of the state's strongest markets. Southwest Montana puts their travel guides in Salt Lake City and Idaho Falls which are both along the I-15 highway. They also identified history as a niche market which aligns right with our marketing plans.

Southwest Montana Tourism Region strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day as well as to influence repeat visitation in the region. This task can be accomplished through the following goals:

- Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.
- Inform visitors traveling to and from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana.
- Create and maintain a consistent brand image of the region through all marketing efforts.
- Work with the regions, CVBs, TBIDs and MTOT to collaborate on funds and programs and projects as an option to increase the leverage of marketing dollars and exposure to our markets.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
- Market to regional and statewide areas during off-peak season.
- Continue to disseminate the travel guide, to address "inspiration, orientation, and facilitation."

- Continue distributing the birding brochure to birding enthusiasts.
- Continue distributing the regional map available for “facilitation” among visitors on the ground. Set up a motorcycle trail and map.
- Increase photography and have a means to access photos quickly and easily through a shared photo library system.
- Continue designing our events section for our website.
- Inspire the Canadian traveler by attending the Calgary Adventure Travel Show along with other CVB's in the region.
- Expand on enticing our "ghost" enthusiasts to come to the region.
- Add a motorcycle / social media tour in Southwest Montana.
- Continue with a new program where we partner with different small communities each year in Southwest Montana and we help them with marketing either their community or corridor.
- Determine how to work with the outfitters and guides to market this segment of our assets.
- Educate Southwest Montana Tourism Region members about the benefits of membership and recruit new members. Create opportunities and partnerships with members/local businesses to stretch the region's marketing budget.

a. In what types of co-ops with MTOT would you like to participate?

Southwest Montana will consider participation in MTOT's joint ventures depending on how they fit within our budget and target audience. Also, if either a site and/or publication wanted to do a more multi-media campaign we would be interested.

We would like to partner on the state's emerging history market as it has always been a strong market for us.

We would like to work with the state on promoting repeat visitors to our region.

Optional: Include attachment here.

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

We are interested in continuing to partner with Butte, Dillon, and Helena areas to get the most mileage out of our advertising funds.

We would like to continue working with our constituents on the Trip Advisor Program, the regional map, the influencer programs and some FAM tours that we like to coordinate together.

We will work with our CVB's and other attractions on the motorcycling tour project and map.

We would like to create a more functional event section on our website and hope to coordinate with Central Montana and any other Region / CVB's that would be interested.

We are participating in the Calgary Adventure and Travel Outdoor Show along with Butte and Helena.

We will consider doing the International Roundup show this year in some kind of capacity, potentially with the Montana Outfitters and Guides Association.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

Southwest Montana has participated in a number of co-ops with regional partners.

***Trip Advisor Advertising*— Southwest Montana sponsors nine communities on Trip Advisor. With these pages, Southwest Montana offers advertising to its members as well as providing regularly updated regional content. We are expanding the options this year that will have a greater visibility for the businesses in the region. We are also working with State Parks and Exploration Works on our Trip Advisor Program. Overall clickthrough rates were .35%.**

True West Magazine— We partnered with Southeast on this promotion as it was geared toward history and we share a great deal of this and we are also both on I-90.

Disaster Grants - we worked with the state and Glacier Country on marketing Lincoln, Ovando, and Seeley Lake on "Sled the Burn," a snowmobiling campaign after the smoke and fires affected these areas.

Crown of the Continent Map and the Greater Yellowstone GeoTourism Maps - We had several partners on these projects.

Lewis and Clark Trail - we had many regions and cvb's be a part of this as well as it being a multi-state project.

Far Cry 5 Hope County - we partnered with the state on creating a website and field guide on this.

Southwest Montana participated in one MTOT co-op in FY18 with the *Sojern*.

We work with several different partners on the Influencer / Fam tours.

Southwest Montana has partnered with the state parks, the Butte CVB and the Helena TBID to produce a tear-off map of the region. The map highlighted points of interest, state parks, and scenic routes for the traveler. We also had breakout maps of Butte and Helena on the opposite side along with their specific attractions.

We will partner with businesses and Helena and Butte on the Motorcycle touring project.

The region also supports different community projects through cooperative funds. These projects are evaluated on a first come, first served basis by the board until the funds are depleted.

Optional: Include attachments here.

Optional: Include attachments here. budget fy 18 19 Final pie charts2.xlsx

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Online/Digital Advertising	We will continue an online advertising campaign on various travel and lifestyle sites. Our campaign contains both prospecting and retargeting banner ads. Continue partnering with several of the towns, state parks, and small businesses. We are expanding this to actively include even more of our attractions and small	See research in attachments Our FY17 campaign had 6,595,426 digital impressions, 25,748 clicks creating an amazing average click-through rate of .39% Our prospecting display ads had a click-through rate of .29% and our retargeting display ads had click-through rate of	Our goal is to increase our click through rate by .10% We plan to measure success through the click-through-rates and traffic to our website. We wil also track bed tax dollars.	We do several different types of advertising and look for the best values to help cover our variety of attractions and niche markets. We work with MOTBD when it works for us. Online digital marketing is cost affective and we are able to target to our audiences. We have found that the mix of banners, print, advertorial all play into the success of our campaigns.	\$72,500.00	We met our objeptive, our strategy was successful and we will do again. We had 2,991,179 impressions, over 300,000 bonus impressions, 6096 clickes and a 20% CTR. This surpasses our .10% goal. Please see attachment for details.	SWMT CG 091819 presentation_TM (1).pdf

		tourism businesses.	.21%.		We work with our CVB's and other towns to showcase them on Trip Advisor.			
Consumer	Print Advertising	<p>We will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. In the past we advertised in <i>Go! Ranger National Park, National Park Maps for both Yellowstone and Glacier, Sunset Magazine, Outdoor Adventure, Truewest Magazine, Yellowstone Journal, Northwest Travel, Backpacker, Road Runner, and Destination Missoula Guide</i>. We will look at optoins to do joint marketing with MOTBD. We will look for outlets featuring historic travel, national park travel, ghost towns, ghosts, camping, and birding as well as specific information on Montana and/or Southwest Montana attractions. In FY17 our print advertisements totaled a distribution of 1,014,000. Readership was 2,364,000.</p>	<p>Over 55% of all consumers trust print marketing more that any other advertising method. About 70% of consumers find print advertising more personal. About 40% of consumers have made a purchase in the last 3 months due to a direct mail piece they received. Over 50% of Millennials pay attention to print ads. 56% of direct mail is read by recipients. "Interesting Print Advertising Statistics" David Dobbs</p> <p>More research is in the attachment.</p>	<p>We plan to measure success by doing at least three print add, by measuring the traffic through the call center, and by reporting the number of inquiries received. We also plan to review visitation to our website and the increase in bed tax dollars.</p>	<p>Our audience is a mix of demographics. We find that our older more mature audience is more inclined to look at print media. The printed material directs people to our website and to our travel guides. We hope to reach targeted audiences through travel and niche magazines.</p>	\$33,500.00	<p>Yes. We met our goal. We were successful and we will do print advertising again. Our largest reader service was a new one for us this year: Midwest Living. We won a special promotion at the Governor's Conference and had a chance to try it out. The circulation was 959,156. Our next highest circulation was Oh Ranger and Yellowstone Journal. Total Cirualtion was 2,114,156 for a total of \$38,880.</p> <p>Our bed tax dollars for fiscal year 18/19 increase by 7.2%. Please see attachment for more details. The print circulation is in the attachment to this report. The call center report is attached to the telemarketing report and the website report is attached to that category.</p>	SWMT Print.pdf
		In 2018 we did the Outdoor Adventure and Travel Show in	In 2018 the show had 13,900 consumers attend the event. 71% of	By				

Consumer	Travel/Trade Shows	<p>Calgary. The show is devoted to outdoor adventure and travel enthusiasts. We have several partners from Southwest Montana at the show and feel that we can make a great presence for the region.</p> <p>We will look at partnering with Southeast Montana on a history type travel show.</p>	<p>the people who attend obtain info about new travel destination. 96% of visitors to the show say they will come back to the show next year.</p> <p>Many of our tourism businesses say many snow birders from Canada make their way down the I-15 corridor right through the Southwest Montana region.</p>	<p>connecting with all people who are interested in information at our booth and by giving out at least two boxes of travel guides along with other information.</p>	<p>Our tourism partners in Helena and Butte are participating in this show. Our presence will add depth to those places as well as all of Southwest Montana and especially those along the I-15 border.</p>	\$5,975.00	<p>We met our goal, we were successful, and we will do again. We had 13,600 attendees come through the Calgary show in 2019. Butte and Southwest Montana combined our booth this year. We personally talked to everyone interested in getting information from us on Southwest Montana. We found that the biggest draw for our booth was the large map we had in the center. It was a great way to help the Canadian market track routes through Southwest Montana. We gave out lots of literature including over three boxes of travel guides and over 300 maps along with much more brochures. We talked to all people interested in more information on Southwest Montana.</p>	
Consumer	Social Media	<p>Social media and peer reviews are an integral part of the travel planning process. Southwest Montana manages Facebook, Twitter, Pinterest, Instagram YouTube and a blog. To maintain a fan base, we need to continue updating content on these social sites and interacting with our followers.</p>	<p>People spend an average of 2 hours and 15 minutes per day on social media networks. Facebook shows the most powerful social media ecommerce statistics, sending a massive 60% of all ecommerce referrals for last year. 100+ Internet Stats and Facts for 2018</p> <p>See additional research in the attachment.</p>	<p>We plan to measure success by increasing the number of fans and interactions on Facebook, Twitter, and Instagram by at least 5%.</p>	<p>Social media is a well-used travel-planning tool. Travelers rely on peer reviews from not only third-party websites (such as Trip Advisor) but directly from their social set on their individual networks.</p>	\$23,940.00	<p>We met our objective, we were successful and we will do again. Please see the attachment for great detail on all our social media and blog posts.</p> <p>Facebook</p> <p>Throughout 2019, we put emphasis on both engaging with our current Facebook audience and reaching a new audience. Facebook remains our largest presence across social media channels.</p> <ul style="list-style-type: none"> • Our Facebook following increased by a 9.2% and we have maintained a following of 59,121 fans. • Our audience remains skewed slightly toward women (54%) and 53% of our audience is over the age of 55 years. <p>Twitter</p> <p>In 2019, we maintain our presence on Twitter, finding that this platform is a great way to engage 1:1 with our followers. The Real America Twitter Chat did not continue in 2019. Our Twitter presence was used primarily to share upcoming events from across the region with our followers.</p> <ul style="list-style-type: none"> • Our audience continued to grow. In 2019 we saw a 5.9% growth with 3,120 followers. • Our Twitter audience is 61% women, 56% of our followers are college educated, and 59% are married. • Our followers come primarily from: Montana, California, Texas, Utah, Washington, and Colorado. • <p>Instagram</p> <ul style="list-style-type: none"> • We have used Instagram as our primary channel for audience engagement in 2019. Promoting Montana's Big Sky Country is most easily done through sharing jaw-dropping scenes that are so easy to find in Southwest Montana. User Generated content fuels our Instagram presence. <ul style="list-style-type: none"> ■ Our following has increased by 10.3% to 3,736 followers. ■ We found success in using user generated content in which we had been tagged. This content was reposted to reach a greater audience benefiting both the Southwest Montana profile and that of the engaged users. ■ Instagram stories are key to user engagement for up-to-date content with which users can interact. 	Pc social media .docx

Consumer	Photo/Video Library	<p>We will continue with our photo / video library. We need over 400 photos available to us at a moment's notice for our social media. This does not include our photography needs for advertising and the travel guide. We have now made the option for Butte and Helena CVB's to be a part of this Barberstock program.</p>	<p>When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. "42 Visual Content Marketing Statistics You Should Know in 2017" Written by Jesse Mawhinney</p> <p>See more research in the attachment.</p>	<p>By increasing the number of photos and video on the library.</p>	<p>People make decisions and take action quicker when prompted by images, rather than by reading a lot of text. As humans, it's in our nature to communicate visually. Images process quickly and people are drawn to them. "Social Media Examiner: Visual Social Media: How Images Improve Your Social Media Marketing"</p>	\$4,425.00	<p>We did meet our objective and we were successful and we will do again. We ended up having two categories for this and should have only had one. The funding for these photos went toward the travel guide. We added two videos and over 70 photos to our library.</p>	Photo Video Research.docx
Consumer	Photo/Video Library	<p>We will continue to acquire video and photos in order to provide new content on our website, YouTube, Facebook, and more and also for footage in our advertising campaigns. We are also acquiring and doing seasonal updating of video for our HD Monitors we have in 12 areas around the region.</p>	<p>100 million hours of video is viewed daily on Facebook. Almost 60% of US internet users selected Facebook to watch videos online in Dec. 2017 "61 Social Media Statistics to Bookmark for 2018" by Alex York on February 19, 2018. There are 1.5 billion logged-in Youtube monthly active users visiting the website at least once a month. More Than half of YouTube views come from mobile devices and the average mobile viewing session lasts more than 40 minutes. "21 Social Media Marketing Statistics You Need to Know in 2018"</p>	<p>Our success is measured by obtaining new video and photos for multipurpose uses including website, Facebook, YouTube, Twitter, and for our travel guide and advertising. We plan to get two new videos for multi use.</p>	<p>We need video to educate and engage the traveler of our region. Also, we use video in our advertising and social media. We are wanting to keep the information fresh and build our archive for repurposing.</p>	\$25,000.00	<p>We met our objective; we were successful; we will do again.</p> <p>Regional Videos: https://www.dropbox.com/sh/t93vq44ii2a3jas/AABww9imKerqzH5k6awcl1lka?dl=0</p> <p>Videos produced & photos</p> <p>Videos produced</p> <p>Using Southwest Montana's vast video library and some of the newly procured footage, we produced two overview videos that highlight the regional offerings. These videos have been used on the website, in our monthly newsletters, social media, and can be found on the Southwest Montana YouTube Channel.</p> <p>The first video, "Adventure in Southwest Montana" features much of the outdoor recreation available throughout the region.</p> <p>The second video, "Welcome to Southwest Montana" features a more holistic view of our communities in addition to recreational shots.</p> <p>Both of these videos have music which is accompanied by a voiced narration to provide viewers with a full picture of what Southwest Montana has to offer.</p> <p>Barberstock</p> <p>Barberstock is utilized as our photo management system, making our image assets easy to access for all partners. This platform is accessible via the web, and images are uploaded for use as they are obtained.</p>	pc video.docx
					<p>We have so many towns, attractions, and outdoor activities which make the travel guide one of the best ways to educate travelers</p>			

Consumer	Printed Material	<p>We will continue to produce the travel guide. It is distributed to individuals interested in traveling to and within the region. We also distribute our regional maps and birding brochures. We are adding a motorcycle route map this year. It will be inexpensive and will be hand delivered to motorcycle shops in Montana and Idaho. We will look at a potential camping print piece as it was strongly requested from the two travel shows we attended. Camping is also moving way up on the list of requested information from our call center.</p>	<p>85% of people decide on activities after they reach their destination. Aaron Nissen, Digital Marketing Strategist; Governor's Conference on Tourism and Recreation, Big Sky Resort 2018</p> <p>See additional research in the attachment.</p>	<p>By increasing the bed tax by at least 5% by the distribution of our printed material through Certified Folder, our call center and to all who request it. We will also continue to monitor overall requests from the call center and online website visits.</p>	<p>of all of these benefits. Our Philipsburg partners, who are up consistently in sales revenue, use travel guides as their main source for advertising.</p> <p>"Custom print magazines will make a resurgence as a premium content delivery channel due to decreased print competition and a desire by audiences to re-connect with tangible, high quality publications that offer deep content expertise that fills their needs, surprises and delights them." "All Business, Your Small Business Advantage" allbusiness.com</p> <p>Birding is increasing every year and we find that our brochures are in great demand for the serious birder. Our regional maps are partnered with Helena and Butte and we have made them foldable for our next print. They are gaining popularity.</p>	\$61,000.00	<p>Yes, we did meet our objective and we will do again. We will pretty much run out of travel guides by year end. We printed 165,000 guides and gave out over 25,254 through our call center. Because of the large volume of reader service, we now send a newsletter to the inquiries to see if they are interested in receiving a travel guide. We feel really good about getting a 30% response rate on this. The rest of the travel guides went out in Certified Folder racks around Montana, Coeur d'Alene, Spokane, Salt Lake City, and Idaho Falls. Our bed tax dollars increased by 7%. Please see attached report. Additional information is attached to our telemarketing evaluation and our website evaluation.</p>	<p>Travel guide Calendar Year 2019.pdf</p>
			<p>70% of individuals want to</p>				<p>We met our objective, our strategy was successful and we will do again.</p> <p>Monthly Newsletters</p> <p>Each month, unique e-newsletters were created and distributed to Southwest Montana's growing list of email subscribers. At the beginning of 2019 we did a thorough cleaning of our contact list to ensure that the contacts we reach out to are engaged in our content, and we are not "spamming" subscribers with unwanted content. While this resulted in a slimming of our list, we have seen positive results with lower unsubscribe rates. Each of the monthly newsletters are sent using Constant Contact.</p>	

Consumer	Electronic Adv - Newsletter, E-blast	Southwest Montana currently has 14,753 subscribers on its e-newsletter list. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities through the region.	learn about products through content rather than through traditional advertising. "Small Business Trends, Digital Advertising Jan. 24, 2017" Communication via email constantly grows. In 2017, the total number of emails sent and received amounted over 225.3 billion and it is expected to grow to 257.7 billion by the end of 2020. There are 3.7 billion email users; personalization and refreshing your client database is vital if you want to reach your customers effectively. Sales Manago Editor, January 8, 2018	We plan to measure success through the total number of subscribers on the list, the open rate of the e-newsletter of at least 20%.	The e-newsletter continues to be a successful program since it is affordable based on the open and click-through rates that are currently being generated. The region also sells advertising within the e-newsletter that helps offset the cost of the production.	\$11,493.00	<p>Newsletter quick stats</p> <ul style="list-style-type: none"> • Average Monthly Open Rate of 22.3% • Average Monthly Subscribers 14,938 • Average Click Through Rate remained at an average 8.9% <p>Monthly email themes</p> <ul style="list-style-type: none"> • Winter Paradise • The Mountains are Calling • Spring! • On the Road Again • Hook, Line, and Sinker • State Parks • Montana's Sweet Spot • Birds of a Feather • We're Dying to See You • Haunted History • Giving Thanks <p>Qualifying lead letter</p> <p>Over the course of 2019, Southwest Montana saw a huge influx of leads generated from the Reader Services ad placements. This is an incredible opportunity for the region to ensure that the high-quality and high-cost information (fulfillment of Travel Guides) is being delivered into the hands of only the most qualified leads. We use MailChimp for this process.</p> <p>The process</p> <ul style="list-style-type: none"> • After receiving the leads from Reader Services, the contacts are sent a welcome letter. • If they open the letter they are sent a Southwest MT Travel Guide and are added to our monthly email list. • If they do not open the letter, they receive a second email to further encourage engagement. <p>Number of sent lead letters: 8094</p> <p>Number of qualified leads: 2895</p>	pc newsletter.pdf
Consumer	Website/Internet Development/Updates	We constantly update content on our website in order to stay relevant. We will continue to add website updates, enhancements and new content. We will also continue with search engine optimization. We are currently partnering with Central Montana on an event program that will better showcase our events in the region.	As of January 1, 2018, there were 3,812,564,450 internet users spanning the globe. Please see more research in the attachment.	We plan to measure the success of our website through increased traffic to the site by at least 5% and by tracking the most popular/least popular pages.	Based on the supporting research/statistics, it is vital to the region to keep the website up-to-date in order to help potential visitors with the orientation and facilitation portion of their travel planning.	\$29,125.00	<p>We met our objective, we were successful and we will do again.</p> <p>As content was built-out and improved upon, we made a concerted effort to increase the number of internal links in hopes that this would prompt users to continue exploring the Southwest Montana website through related content. These links are most prevalent in the updated "winter activities" section of the website.</p> <p>Continued Growth:</p> <p>Website traffic, newsletter subscriptions, and our social media presence continued to grow throughout 2019. SouthwestMT.com traffic increased by over 6% while page views increased by 12% year-over-year. An emphasis on improving organic search traffic resulted in a 15% increase YTD.</p> <p>Most Popular Pages:</p> <ul style="list-style-type: none"> • Yellowstone to Glacier Itineraries • Calendar of Events • Ghost Towns • Crystal Park • Rockhounding • Order a Travel Planner <p>For extensive helpful information please see the attachment.</p>	PC website newsletter social video.pdf

Consumer	Joint Ventures	We will evaluate projects that we can partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. We will partner on the Greater Yellowstone Nat Geo Map and the Accommodations Guide. Also, we are hoping to do a joint venture on the newly identified state niche market of history.	In FY17, we did a joint venture on the Crown of the Continent Nat Geo Map. It has a 2,074,000 redership. The Greater Yellowstone Map distribution was complete so another printing is needed. This map is well distributed at our Lima Rest Stop.	We will strive to participate in at least three joint ventures. We will measure success through each individual project.	MTOT's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences.	\$10,000.00	We did meet our objective; we were successful and we will do again. We had six joint venture projects. We will consider doing all projects again with the exception of the TBEX Conference which will be out of the country and cost prohibitive for us. Please see the attached completion report.	PC Joint Venture.pdf
Consumer	Webpage Marketing/SEO/SEM	We like to do online marketing with Google Adwords to drive traffic to our website. This is just another way to bring exposure to our website.	In 2017, Google accounted for over 79% of all global desktop search traffic "15 SEO Statistics for 2018" See additional research in attachment.	By having greater then 5% increase in users and pageviews to our website.	We like to get our website exposed on the front page of searches. Google Adwords is a great way to help us get there for key word searches.	\$9,950.00	<p>We met our objective. We were successful and we will do again. More detail is available in the attachment.</p> <ul style="list-style-type: none"> We have seen good year-to-date growth across the board in terms of users. There has been a 20.32% increase in users, a 19.61% increase in number of sessions, and a 5.22% increase in pageviews. The bulk of our traffic continues to come from the United States (95%), while 2% comes from Canada and the remaining 3% from other countries. The traffic from the U.S. comes primarily from Montana, Utah, Washington, Texas, California, and Colorado. The percentage of visitors using mobile devices continues to grow, and mobile traffic has far surpassed desktop traffic to SouthwestMT.com. We tend to attract an older demographic that skews slightly female. <p>Sources of Traffic (Acquisition)</p> <ul style="list-style-type: none"> We have seen strong growth year-to-date in organic search traffic with a 6.32% increase over 2018. Our direct traffic has also increased by 15.36% over 2018. The referral traffic, especially the traffic from other sites (Office of Tourism, State Parks, etc.), is down considerably from 2018, -56.73%. 	pc seo.docx
Consumer	Opportunity Marketing	Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date.	Each project is individual and is substantiated by the information in the marketing plan and in other segments.	We will keep within the 10% of the total budget per the rules and regulations. We will measure success by producing four videos of the scenery and activities in the Ennis area. We will measure success with Townsend by producing a brand and	Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise. We are also planning on using \$8000 to partner with a community or corridor to help them get a base for marketing	\$12,000.00	<p>Yes we met our objective. Yes we were successfull. Yes, we will do again. Our opportunity budget was under 5% of the total budget.</p> <p>We did two community grants for our opportunity funds: Townsend Marketing Plan, Brand, and Logo; and four Ennis Videos</p> <p>Southwest Montana provides \$8000 toward the project and the community puts forth a \$1000. The projects were successful, we met our goals and we will do again. Please see attachments for further details.</p> <p>For more detail on Opportunity Funds please see the attachment below.</p> <p>For the Ennis Videos please click the link below:</p> <p>Ennis Videos: https://www.dropbox.com/sh/11eyudcex2ogo3h/AABCGJFFD21tJdXisQ7Uf-Aa?dl=0</p> <p>For the Townsend marketing plan, brand and logo please see the attachment</p>	PC Opportunity.docx

				marketing plan that they can use to market their town and surrounding area.	projects.			
Consumer	Billboards/Out-of-Home	We would like to keep this marketing segment open as we have discussed it in the past and see that it might be a viable option.	This will be determined when the project is considered.	By the increase in traffic.	We have found that billboards are the main source of turning traffic to several of our attractions including Tizer Gardens, Grant Kohrs Ranch, and an Antique Store.	\$1.00	We had this for a placeholder and did not do any projects in this segment.	
Marketing Support	Fulfillment/Telemarketing/Call Center	We use Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We use MARS Stout to connect with travelers through the call center. They will also help make up itineraries for travelers, leads that we get, and for our website.	According to 2016 ITRR 25% of people use the brochure information rack. 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS] 56% of B2B purchasers look to offline word-of-mouth as a source of information and advice, and this number jumps to 88% when online word-of-mouth sources are included. [BaseOne]	We will measure our success by tracking where all the inquiries come from and by tracking their interests, and by sending out travel guides to all qualified inquiries. This year we started a lead project where we send out a newsletter to our reader service. If the newsletter is opened then we send a travel guide.	The traveler is not as familiar with our region and doesn't know what specifically to ask for. With our travel guides out and available as much as possible and the call center influencing travelers, we are able to make it easier for them to obtain this information as they travel in the region or to encourage them to come back to Montana.	\$51,400.00	<p>We did meet our objective. Our strategy was successful and we will do again. We sent out 25,780 travel guides for 2019. Most of our inquiries came from Yellowstone Journal, Glacier Country Co-op, and large order requests from our partners for travel guides to give out to their visitors. The major interests were history and ghost towns, wildlife viewing, Lewis and Clark Trail Sites, and lodging. Anaconda, Butte, Virginia City, and Helena were the locations that received the most inquiries. The top inquiries came from California, Texas, Florida, Illinois, Wisconsin, Pennsylvania, Michigan, Ohio, Minnesota, and Washington. Please see the attached document for extensive detail.</p> <p>Qualifying lead letter</p> <p>Over the course of 2019, Southwest Montana saw a huge influx of leads generated from the Reader Services ad placements. This is an incredible opportunity for the region to ensure that the high-quality and high-cost information (fulfillment of Travel Guides) is being delivered into the hands of only the most qualified leads. We use MailChimp for this process.</p> <p>The process</p> <ul style="list-style-type: none"> After receiving the leads from Reader Services, the contacts are sent a welcome letter. If they open the letter they are sent a Southwest MT Travel Guide and are added to our monthly email list. If they do not open the letter, they receive a second email to further encourage engagement. <p>Number of sent lead letters: 8094</p> <p>Number of qualified leads: 2895</p>	pc telemarketing Jan to Nov 2019.xlsx
Marketing Support	TAC/Governor's Conference meetings	This money is used for attending TAC and Governor's Conference meetings and any marketing meetings we attend.	Through experience and past engagement for the TAC; the meetings are used for training, professional development and for efficient transfers of information. The information is used to further our understanding of best marketing practices and greater awareness of current trends and issues.	By attending 100% of the TAC meetings.	The meetings further our understanding of tourism trends, opportunities, and issues. We are able to obtain the opportunities and challenges that are affecting us and share ideas and experiences that can make us better ambassadors for tourism.	\$1,200.00	Yes, we met our objective and our method was successful. We will do it again.	

Marketing Support	Marketing Plan Development	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year.	<p>Statistics show that documenting your strategies gives you a 538 percent greater chance of being successful in your efforts. A report from Content Marketing Institute revealed that the majority of B2B marketers rely on content marketing strategies for their results —89 percent, to be exact.</p> <p>Clear Goals Improve Chances of Success</p> <p>Marketers who set goals have a 429 percent greater chance of reporting successful campaigns, and 81 percent achieve their goals. Setting clear goals is one of the most difficult tasks for marketers, but this work pays off.</p> <p>4 Facts You Must Know Before Creating Your 2018 Marketing Plan Authors: Anja Skrba</p>	We plan to measure success by getting approval from the TAC for this plan and by increasing the bed tax by at least 5%.	A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year.	\$1,000.00	Yes we met our objective and yes the strategy was successful and we will do again. Southwest Montana worked with the board to draw up our Marketing Plan. The plan was approved by the TAC. Our bed tax is up by 7% for the year so we feel that we are on the right track with our plan.	
Marketing Support	Administration	Administration includes personnel, rent, office supplies and basic needs to run an office.	<p>Administrative support makes it easier for a company to run smoothly without any issues whatsoever and it is important to the development of the brand that it is attached with. An administrative support provides business with an enhanced communication system so other departments can run smoothly.</p> <p>admin 0 Administrative service, Blog 5 Reasons Why Your Business Needs Administrative Support</p>	By staying within the 20% of the budget per the rules and regulations.	The director is responsible for the daily activities as well as the annual cycle of the business.	\$85,013.00	Yes, we met our objective and the strategy was successful and we plan to do it again.	
			<p>Benefits of creating partnership brand marketing programs include:</p> <ul style="list-style-type: none"> • Broadens the reach of a company's target audience • Increases marketing exposure • Extends its 	We will measure success by keeping under the 20% of				

Marketing Support	Cooperative Marketing	Southwest Montana offers cooperative marketing to qualifying nonprofit organizations in the region. The funds are used to help stretch the marketing dollar of these entities.	<p>marketing budget</p> <ul style="list-style-type: none"> • Broadens the scope and purpose of marketing strategy, allowing a company to market in a variety of new ways • Saves money • Help in gaining new customers in new market segments <p>How Strategic Partnership Brand Marketing Can Boost Business Posted on July 15, 2011 by Leeanne Lowe</p>	<p>funds in this category per the rules and regulations.</p> <p>We will be working with different communities and projects and the goal of each project will be to complete it as specified and by the increase in bed tax for that county.</p>	<p>When our cities and attractions can market their businesses it helps to bring in tourists. This is a benefit to the whole state.</p>	\$10,000.00	<p>Yes we met our objective. Yes we were successful. Yes we will do again. we used 7% of our funds for this category.</p> <p>We did complete six different cooperative marketing grants. Not all communities had an increase in bed tax dollars but we still felt that all were worthy projects. Please see the attachment for more details.</p>	PC Cooperative Marketing.docx
Marketing Support	Outreach	Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.	<p>How to build lasting connections through meaningful communication</p> <p>Developing successful relationships is critical to our success in both our personal and professional lives. <i>The Power of Understanding People</i> shows you how to establish and develop extremely effective relationships by providing you with techniques to better identify and understand the intrinsic needs of others. As a result, you will achieve better team dynamics, increased sales and client satisfaction, higher levels of employee engagement and performance, and even more satisfying marriages and friendships. The Power of Understanding People: The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance Dave Mitchell</p> <p>Voices of Montana Tourism serves as a united voice for</p>	<p>By the amount of exposure Voices of Tourism is able to generate.</p>	<p>Voices of Tourism provides data and information to the public on Montana tourism. It would be difficult for each of us to do this individually with our time constraints.</p>	\$1,500.00	<p>We did meet our objective and our marketing strategy and method were successful. We will do again. Voices of Montana Tourism serves as a united voice for stakeholders to educate the immense value a sustainably grown tourism industry provides for all Montanans.</p> <p>In FY19 VOT met this mission by providing:</p> <p>31 community presentation to nearly 1,500 people</p> <p>Communities including SWMT – Helena (X3), Phillipsburg, Butte (X2), Anaconda, Deer Lodge, Ennis and Wisdom</p> <p>Voices also uses digital media as an outreach tool. Monthly emails go to over 450 recipients, Facebook has 1,486 followers and Twitter page has 2,574 followers at the end of FY19</p>	

			<p>stakeholders to educate the immense value a sustainably grown tourism industry provides for all Montanans.</p> <p>In FY18 we met this mission by providing: 23 community presentation to over 1,000 people</p> <p>5 communities included SWMT – Helena, Fairmont Hot Springs, Anaconda, Three Forks and Dillon</p> <p>Voices also uses digital media as an outreach tool. Monthly emails go to 492 recipients, Facebook has 1,421 followers and Twitter page has 2,530 followers at the end of FY18</p>					
Publicity	Press Promotions/Media Outreach	<p>In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana also solicits targeted editors, journalists and social media influencers to write about the region. We also respond to reactive press requests through our press room website, direct calls to our PR agency and through MTOT. Southwest Montana plans to work with MTOT and others as requested for press trip assistance in our region.</p>	<p>Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. [MarketShare] Over 90% of marketers who employ an influencer marketing strategy in social media believe it is successful. " 2018 Cyber Security Stats & Facts"</p> <p>See additional research and statistics in the attachment.</p>	<p>We plan to measure success through getting at least one influencer and obtaining at least 15 photos of unlimited use for Southwest Montana.</p>	<p>Earned media represents one of our best efforts to create "word of mouth" advertising. Editorial articles prepared by third parties hold more authentic representation of the region than straight advertising. These articles help supplement our minimal advertising budget.</p>	\$18,000.00	<p>We did meet our objective, were successful, and will do again.</p> <p>Social media influencer: Garret Smith 85 images</p> <p>Sample Posts</p> <p>"Boulder Farmer's Market every Thursday 9-2 makes summer a community gathering. In addition to the locally grown vegetables and fruits can be picked up fresh from the farm, local schools make custom arts and crafts and delicious snacks to support furthering their education on programs like the 21st Century Program."</p> <p>"After exploring the trails, history, and wonderful Boulder Montana community events, swing into the Windsor Bar for a famous steak topped off with a game of pool and a locally crafted beer."</p> <p>Deliverables</p> <ul style="list-style-type: none"> • 185 images • A social media takeover – Facebook and Instagram. <p>In 2019, Southwest Montana hosted Garret Smith, a Montana based photographer. As he traveled through the Boulder Area, he shared his travels through images and social posts.</p>	Public Relations Research.docx
						\$467,022.00		

Marketing Method Evaluation Attachments

- Attachment 1** FY19SWMTBudgetVsActual.pdf
- Attachment 2** Southwest Montana Budget to Actual FY19 Pie Charts.pdf
- Attachment 3** pie chart Partnerships.pdf
- Attachment 4** PC website newsletter social video.pdf
- Attachment 5**
- Attachment 6**
- Attachment 7**
- Attachment 8**
- Attachment 9**
- Attachment 10**

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Online/Digital Advertising	\$37,500.00	\$0.00
Consumer	Print Advertising	\$50,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$37,125.00	\$0.00
Consumer	Social Media	\$23,940.00	\$0.00
Consumer	Photo/Video Library	\$25,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$11,493.00	\$0.00
Consumer	Printed Material	\$68,000.00	\$0.00
Consumer	Travel/Trade Shows	\$5,975.00	\$0.00
Consumer	Joint Ventures	\$25,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$1.00	\$0.00
Consumer	Photo/Video Library	\$4,425.00	\$0.00
Consumer	Opportunity Marketing	\$19,952.00	\$0.00
Consumer	Webpage Marketing/SEO/SEM	\$9,950.00	\$0.00
		\$318,861.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$71,400.00	\$0.00
Marketing Support	Marketing Plan Development	\$1,000.00	\$0.00
Marketing Support	Administration	\$80,013.00	\$0.00
Marketing Support	Cooperative Marketing	\$14,748.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,200.00	\$0.00
Marketing Support	Outreach	\$2,000.00	\$0.00
		\$171,361.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$5,000.00	\$0.00
		\$5,000.00	\$0.00
		\$495,222.00	\$0.00

Miscellaneous Attachments

Description

File Name

File Size

Reg/CVB Required Documents

Description

File Name

File Size

Signed Documents

Required documents FY16 (3)signed.doc

57 KB

