

WEBGRANTS MARKETING METHOD EVALUATION STEPS

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Welcome

Main Menu

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

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Click the Marketing Plan ('Grant Title') you want to access

Grant Number	Status	Year	Grant Title	Program Area	Organization	Grantee	Program Officer	Funding Opportunity
18-51-027	Underway	2017	FY18 Whitefish CVB Marketing Plan	DOC Office of Tourism	Whitefish Convention and Visitors Bureau, Inc.	Dylan Boyle	Barb Sanem	55917 - FY18 Region/CVB Marketing Plan
17-51-024	Underway	2016	FY17 Whitefish CVB Marketing Plan	DOC Office of Tourism	Whitefish Convention and Visitors Bureau, Inc.	Dylan Boyle	Barb Sanem	41744 - FY17 Region/CVB Marketing Plan
16-52-025	Underway	2015	FY16 Whitefish CVB Marketing Plan	DOC Office of Tourism	Whitefish Convention and Visitors Bureau, Inc.	Dylan Boyle	Barb Sanem	27194 - FY16 Region/CVB Marketing Plan
15-52-021	Underway	2014	FY15 Whitefish CVB Marketing Plan	DOC Office of Tourism	Whitefish Convention and Visitors Bureau, Inc.	Dylan Boyle	Barb Sanem	15254 - FY15 Region/CVB Marketing Plan

Click 'Reg/CVB Market Segments'

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Application

Application: 57401 - FY18 Region/CVB Marketing Plan

Program Area: DOC Office of Tourism
Funding Opportunity: 55917 - FY18 Region/CVB Marketing Plan
Application Deadline: 06/30/2017
Requested Total: \$2,365.00

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	✓	03/21/2017	
Reg/CVB Marketing Plan Narrative		03/21/2017	
Reg/CVB Market Segments		03/21/2017	
Marketing Method Budget		03/21/2017	
Miscellaneous Attachments		03/21/2017	
Reg/CVB Required Documents		03/21/2017	

Click 'Correcting Version'

Marketing Segment, Strategy & Budget [Correcting Version](#) | [Return to Components](#)

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Plan to measure success?	Provide a brief rationale.	Estimated budget for each method.	Marketing Method Evaluation	Are you using private funds to support this method? If so, please explain	Non bed tax funds?	Add'l Atchmnts

Click the **highlighted Marketing Segment name** associated with each Marketing Method.

Evaluation information is required for each Marketing Method in the Marketing Plan

Cancelled Marketing Methods can be marked as 'Cancelled' in the evaluation section.

Consumer – Online/Digital Advertising is being used as an example

Marketing Segment	Marketing Method
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Consumer Online/Digital Advertising	Consumer Print Advertising
Group Marketing Fam Trips	Marketing Support Ad Agency Services

The screen to input the evaluation information comes up

Marketing Segment, Strategy & Budget

Marketing Segment*

Marketing Method

Click **'Save'** once evaluation information is completed



*This step is sometimes overlooked. Take the extra time to be sure the **'Save'** button is clicked*

Click **'Submit Component'** when all Marketing Segment Method evaluation information is completed.



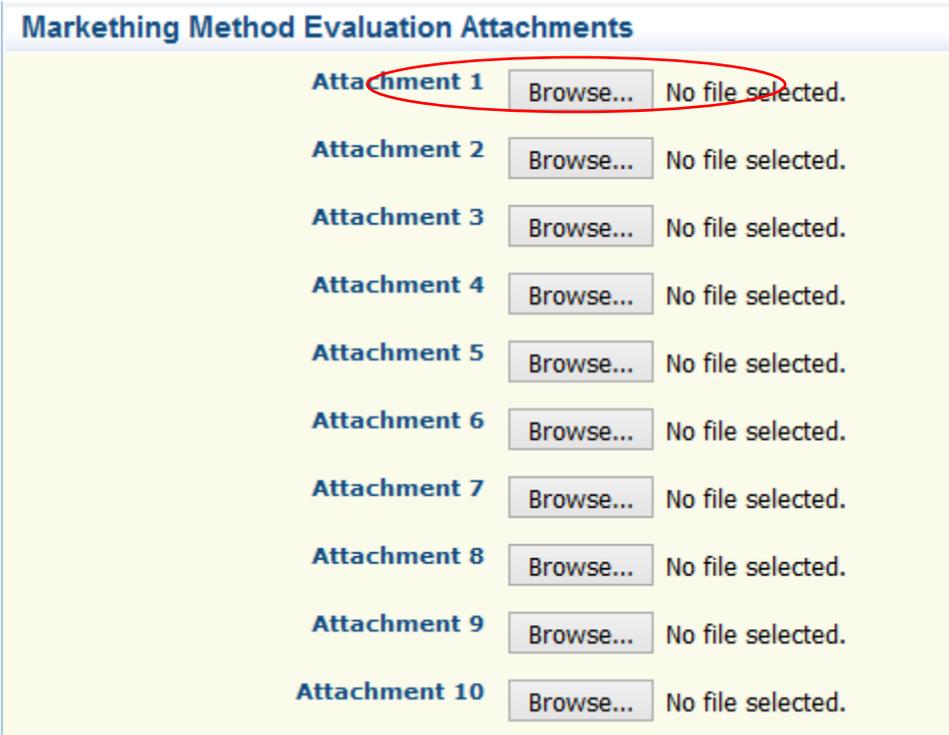
*Steps to include Additional attachments

While in the Reg/CVB Marketing Component

- Click 'Edit'



- Scroll to the bottom of the screen



- Click 'Browse' and attach file.
- Click 'Save' once files are attached