



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101306 - FY21 Southwest Montana Marketing Plan

DOC Office of Tourism

Grant Title:	FY21 Southwest Montana Marketing Plan		
Grant Number:	21-51-009		
Grant Status:	Underway		
Comments:			
Applicant Organization:	Southwest Montana		
Grantee Contact:	Sarah Bannon		
Award Year:	2020		
Program Area:	DOC Office of Tourism		
Amounts:			
Contract Dates:	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/15/2020 Proposal Date	07/01/2020 Project Start	06/30/2021 Project End
Grant Administrator:	Barb Sanem		
Contract Number	21-51-009		
Award Year	2020		
Contract Dates			

Contract Sent	Contract Received	Contract Executed	Contract Legal
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Project Dates 07/01/2020
06/30/2021

Project Start	Project End
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Comments
Amendment Comments

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, the cradle of Montana history, features copper barons, feisty outlaws, gold miners, Lewis and Clark explorers, hardworking cowboys, adventurous frontiersmen, and a Nez Perce Battlefield all set in the backdrop of wildlife-filled mountains, blue ribbon streams, 3.3 million acres of forest land, natural hot springs, a stalactite filled cavern, sapphire mines, 316 species of birds, and a dozen mining ghost towns and ghosts offering a lifetime of adventure.

Brand Vision: Enchant the visitor with adventures filled with scenic beauty, history, nature, excitement, indelible personalities and stimulate a desire to return.

Brand Statement: Dig Deeper

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. Our 2019 visitors were mostly repeat visitors with 78% of groups being repeat visitors to the state and 90% plan to return within two years. First time visitors made up 13% of our groups. **80% of our nonresident visitors travel alone are in a group of two.**

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 history, ghost towns and "ghosts, outdoor activities, attract filming opportunities, and work with our outfitters and guides;" work with CVBs, 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 environmental situations such as fires, smoke, flooding and viruses; 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 CVBs. In addition, the 2020 outbreak of COVID-19 may present unforeseen challenges to visitation in the coming year. We will continue to monitor the impacts of the outbreak and may need to make adjustments to this plan as necessary.

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, 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 78% repeat visitors and only 13% 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 2018 data from the Institute for Tourism and Recreation Research (ITRR), 36% of visitors to the region were between the ages of 65-74 and 35% were between the ages of 55-64 years old. And, another 35% of our visitors were between 55-64. The same data reveals that 52% of visitors to the region were made up of "couples" and 28% 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 2019 from the ITRR indicates that 20% of visitors to the region spent time at other state parks—of which we have 11 in Southwest Montana. Also, 23% visited hot springs, 13% visited Virginia/Nevada Cities, and an additional 9% visited the areas ghost towns. Lewis and Clark Caverns had 9% visitation, the Montana History Museum had 6% visitation, and The Big Hole Battlefield and Clark Canyon Reservoir attracted 5% 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 a large social media following 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 — In addition to Canadian visitors, particularly from Alberta, this secondary audience includes 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 and we do not participate in RMI programs, Southwest Montana is able to create regional itineraries for group travel and FITs. We will continue to monitor the potential of this secondary market, especially with the outbreak of COVID-19 and it impacts it will have to international travel in the next year.

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

Geographic Focus— Currently the region's top target audiences based on 2019 ITRR data are: Washington State 13%, Idaho 9%, Alberta, Canada 8%, Colorado 8%,

California 6%. According to the Arrivalist data, Washington, Idaho and Utah are our top nonresidential visitors.

Psychographic 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 2019

b. What are your emerging markets?

Emerging markets include outdoor recreation enthusiasts, "ghost enthusiasts," Calgary through a sport show, motor cyclers 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 latest Arrivalist information for Southwest Montana on the state Montana Office of Tourism and Business Development. Washington, Idaho, and Utah 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 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. We can accomplish this 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.
- Work with the regions, CVBs, TBIDs and MOTBD 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.
- 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 CVBs in the region.
- Expand on enticing our "ghost enthusiasts" to come to the region.
- Check out the motorcycle / social media tour potential in Southwest Montana.
- Continue to support our small communities and rural corridors through opportunities such as collaborative marketing projects or grant funding.
- 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. Look at creating opportunities and partnerships with members/local businesses to stretch the region's marketing budget.
- Work with the University of Montana and Rick Graetz on an affiliation that is content gathering including photos and stories of places in Southwest Montana.

Systemic plan for response to Covid-19

1. Put a hold on some of the projects for FY 20.
2. Start an in-state promotion.
3. Reduce initial budget for FY21.
4. When state opens to out of state visitors resume a scaled-down marketing plan based on budget.

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

Southwest Montana will consider participation in MOTBD'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 will continue our affiliation with Rick Graetz from the University of Montana to expand upon our photos and stories of places in Southwest Montana.

We would like to continue working with our constituents on the regional map and the influencer / FAM programs.

We are interested in participating in cooperative marketing project with Glacier Country, Yellowstone Country, and potentially Central Montana.

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

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

Southwest Montana has participated in several co-ops with regional partners.

Trip Advisor Advertising— Southwest Montana partners with the state on Trip Advisor. With these pages, Southwest Montana provides regularly updated regional content. Overall performance showed a clickthrough rate of .35% for FY19.

Sojern – This collaboration with the state was successful and helped boost inspiration for Southwest Montana. The campaign’s overall performance included 1,851,430 impressions with a clickthrough rate of .10%.

True West Magazine — We partnered with Southeast Montana and Missouri River Country on this promotion as it was geared toward history and we share a great deal of this among us all.

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 CVBs be a part of this as well as it being a multi-state project.

Southwest Montana participated in one MTOT co-op in FY19 with the Sojern.

We worked 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.

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. Pie Chart Marketing Methods.pdf

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	Photo/Video Library	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 located in 12 areas around the region. We are partnering with the University of Montana for getting photos and stories of the region.	<p>According to YouTube's statistics, they have 2 billion unique monthly users, over 1 billion hours of video are watched daily on YouTube in over 100 countries in 80 languages. Their average user spends 11:50 minutes on the site and visits 6.7 pages per session, indicating an engaged user base. YouTube is also the world's second-largest search engine, and second most visited site, after its parent company Google. Research Video marketing.pd</p> <p>Video ads have an average click-through rate (CTR) of 1.84%, the highest click-through rate of all digital ad formats. https://www.invespcro.com/blog/online-video-advertising Of people coming to Southwest Montana 7% used Facebook, 5% used online video, 16% use the Visitmt website, and 7% used another travel website, all use extensive amounts of video.</p>	Our success is measured by obtaining new video and photos for multipurpose uses including website. We want to obtain at least three new videos and have more material for all our UltraHD video monitors in the region. We would like to add 15 more high quality photos to our library. Facebook, YouTube, Twitter, and for our travel guide and advertising. The expected drop in funding will reduce the number of videos.	We need video and photos to educate and engage the travelers 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.	\$15,000.00		
			See research in attachments. The success of our previous online campaigns offer promising supporting research and statistics. Our FY19 consumer placements—which included TripAdvisor,		We do several different types of advertising and look for the best value to help cover our			

Consumer	Online/Digital Advertising	<p>We will continue an online advertising campaign on strategic travel and lifestyle websites that appeal to our prospective visitors. Our campaign will contain both prospecting and retargeting banner ads. We will 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 tourism businesses. We have put some of the funding normally in this category in the multi media and the joint venture categories.</p>	<p>Yellowstone Journal, and True West Magazine to name a few—yielded 2,991,179 digital impressions with an average click-through rate (CTR) of .20%. Our FY18 campaign was significantly larger and had 7,986,564 digital impressions with an average CTR of .22%.</p> <p>Average conversion rates for Google Ads for travel and tourism is 3.95% on the search network and .39% on the display network. Google searches are trending more and more local.</p> <ul style="list-style-type: none"> • 46% of all searches on Google are seeking local information. • 72% of consumers, who search for local businesses, end up visiting stores within five miles. • 92% of searchers will pick businesses on the first page of local search results. <p>In 2019, 7% of people who travel to Southwest Montana used Social Media; a strong receiver of our digital advertising.</p>	<p>We plan to measure success by monitoring click-through rates and traffic to our website. We will strive to keep our average of .22% CTR. We will also track bed tax dollars.</p>	<p>variety of attractions and niche markets. We work with MOTBD when it works for us. Online digital marketing is trackable, cost effective, and we are able to target specific audiences. We have found that a mix of banners, print, and advertorial all play into the success of our campaigns. We work with our CVB's and other towns to showcase them on Trip Advisor. We will relook at the actual viability of the banner ad placements and might make some adjustments as needed.</p>	\$2,000.00		
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 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. In FY19 our print advertisements had a circulation of 2,359,156.</p> <p>In FY20, we took advantage of a number of sports buys including a full-page ad in the 2020 Superbowl Program. In FY21, we will look at options to participate in joint marketing with MOTBD and regional and CVB partners. 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.</p> <p>With the expected reduced income this category will be reduced. Some of the investments in this category are now more appropriately moved to multi-media.</p>	<p>82% of internet users trust print advertising when making a purchasing decision (WebStrategies). In a study from PrintisBig.com, researchers found that consumers feel print is 43% less annoying than the internet and 59% more engaging than online articles. In addition, the study found that 96% of news reading is still in print. The global print industry is worth \$765 billion more than the online advertising industry (WBF). Offline marketing results in 67% of all online searches in the US, with 39% of the searches result in sales (B2CPrint). Combining print with online and TV advertising delivers a 15% increase in brand awareness (OnTheBayMagazine). Magazines and newspapers have the highest ROI at 125% compared to other mediums (AMA). Over 55% of all consumers trust print marketing more than 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>We plan to measure success through the call center and the number of inquiries received on some placements. We also plan to review visitation to our website and the increase in bed tax dollars. Not all ads placed have reader service nor are calls or requests a goal of all our placements. Some ads are for inspiration and some are for facilitation. We plan on using our goal of an increase of 4% in bed tax for the year as a measurable goal.</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. Supporting research shows that 56% of customers perceived print marketing as the most trustworthy amongst other avenues of marketing (143 Print Marketing Statistics That Will Surprise You Brandon Stapper November 10, 2018).</p>	\$3,250.00		
Consumer	Electronic Adv - Newsletter, E-blast	<p>Southwest Montana currently has 16,274 active subscribers on its e-newsletter list. We had an average Click Through Rate of 8.7% in 2019. We maintained an average open rate of 22.5% which is well above the industry average of 13%. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities through the region</p>	<p>70% of individuals want to learn about products through content rather than through traditional advertising. "Small Business Trends, Digital Advertising Jan. 24, 2017"</p> <p>Average Monthly Open Rate of 22.5%</p> <p>Monthly Subscribers 16,274</p> <p>Average Click Through Rate of 8.7%</p> <p>Communication via email constantly grows. In 2019, over 293.6 billion emails were sent per day. There are 3.7 billion email users, personalization and refreshing your client database is vital</p>	<p>We plan to measure success through the total number of subscribers on the list, the open rate of the e-newsletter, the click-through rate to the southwestmt.com website and the share rate among current subscribers. Our goal is to increase the number of subscribers by 8% for the year.</p>	<p>Each month, unique e-newsletters were created and distributed to Southwest Montana's growing list of email subscribers and maintained high engagement throughout the year. Each newsletter features images of the region, a welcome message, excerpts from our blog posts, community highlights, video of the region and upcoming events.</p>	\$8,000.00		

Consumer	Webpage Marketing/SEO/SEM	<p>When it comes to driving traffic to our site, we use a combination of paid and organic advertising, and we plan to continue this moving forward. Because of the overwhelming amount of search traffic on platforms like Google, we see the incredible value of search advertising. In addition, it is imperative that we improve our organic reach by making continuous and incremental updates to the site in order to improve our organic ranking. We will also use paid social marketing on platforms like Facebook and Instagram to reach new and existing followers. With improved ranking (both paid and organic) we will be able to reach a larger audience and drive traffic to SouthwestMT.com</p>	<p>As of February 2020, 92.07% of people use Google as a search engine. Bing is 2.44% and Yahoo is 1.62%. These numbers shift slightly when narrowed to the U.S. with 88.24% using Google, 6.43% Bing, and 3.61% on Yahoo. There are over 79,000 searches on Google every second, making it an incredibly important platform to consider for both paid and organic search traffic. A SmartInsights Study found the following click through rates: first result 36.4%, second result 12.5%, and third result 9.5%, decreasing rapidly from there. If you're not at the top of Google search results, you are missing out significant potential traffic.</p>	<p>We are continuously monitoring our Google Analytics acquisition report and plan to see an increase of 4% of clicks on the Adwords and traffic to our website.</p>	<p>The more searches for which we can get our content to appear at the top of the results, the more likely users are to click through to our site content. Both Google Adwords and on site optimization are great ways to help us get there for keyword searches.</p>	\$6,000.00		
Consumer	Website/Internet Development/Updates	<p>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.</p> <p>IF we can secure the fundes for 2020-2021, we will continue with the complete redesign of SouthwestMT.com. The redesign will hold the user experience at the forefront and include enhanced features as well as an improved look and feel. This redesign may include things such as user personalization, improved navigation, blog integration throughout the site, enhanced mapping capabilities, and localization of key pages for our international audience.</p>	<p>There are 4.54 billion Internet users in the world according to 2019 statistics. This is compared to 34.1 billion Internet users in 2018 and about 3.7 billion Internet users in late 2017.</p>	<p>We plan to measure success by increasing the traffic to our website by 2%.</p>	<p>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.</p> <p>We look forward to providing users with a high-quality experience as they search for and find relevant travel information for the Southwest Montana region. Making these functionality enhancements will allow us to get better and more relevant content in front of the correct audience, thus increasing the likelihood that they spend time exploring our region.</p>	\$25,000.00		
Consumer	Social Media	<p>Social media and peer reviews are an integral part of the travel planning process. Southwest Montana manages Facebook, Twitter, Instagram, YouTube and a blog. To maintain a follower base, we need to continue updating content on these social sites and interacting and engaging with our followers.</p>	<p>People spend an average of 144 minutes per day on social media networks. Around 3.8 billion people use social media, that's over half of the world's population! Facebook shows the most powerful social media with 69% of US adults using this platform. The popularity of this platform is falling with Gen Z, but it remains an important channel to communicating with our target demographic.</p>	<p>Our goal is to have an increase in fan base by 4%. We plan to measure success through the increased number of fans and interactions on Facebook, Twitter, and Instagram.</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 own social networks.</p>	\$13,000.00		
		<p>By attending the Canadian Travel and</p>			<p>We know from past experience the participants at the show are devoted to outdoor adventure and they are great travel enthusiasts. Many are interested in the Lewis and Clark</p>			

Consumer	Travel/Trade Shows	Adventure Show we plan to entice the Canadian traveler to come to Southwest Montana. We will have a large display of the Southwest Montana regional map and we plan to give out travel guides, regional maps, birding brochures and other literature.	In 2019, the Calgary Travel Show had 13,600 people attend. Most everyone who came to our booth picked up literature and almost all looked at our large map display. In 2019, Canadian Travelers represented the 4 th largest group to Southwest Montana at 7%. ITRR Interactive Report	Since the 2020 Calgary Travel Show was cancelled, our lofty for 2021 plan will be to maintain the Canadian Travel at 7%.	Caverns, scenic drives, and traveling to Yellowstone Park. We have our Helena and Butte partners from Southwest Montana at the show and feel that we can make a great presence for the region. Our presence will add depth to those places as well as all of Southwest Montana and especially those along the I-15 border.	\$500.00		
Consumer	Printed Material	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 will look at a potential motorcycle adventure map.	<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>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>Southwest Montana puts their travel guides all over Montana, and also in Idaho, Washington, and Utah. According to Arrivalists, Montana, Idaho, Washington, and Utah are our top states by arrivals. Arrivalists 2019</p> <p>In 2019, 12% of Southwest Montana visitors used the brochure information racks and 9% of visitors used regional Montana travel guides. ITRR</p>	Because of the Covide-19, we feel that success in this category would be to match our collections with the 2019 numbers. in bed tax and by having a 99% distribution of our travel guide. We will also continue to monitor data from the ITRR, overall requests from the call center and online website visits.	<p>Provide a brief rationale for this method:</p> <p>Southwest Montana has many towns, attractions, and outdoor activities which make the travel guide one of the best ways to educate travelers of all these benefits in the region. Brochures, maps and travel guides are the #1 in-market influence. (Bentley University) 70% of tourist pick up brochures in-market. Bentley University)</p> <p>Birding is increasing every year and we find that our brochures are in great demand for the serious birder. Our supplies are running low and we will look at doing a reprint. Our regional maps have been partnered with Helena and Butte and we have made them foldable for our next print. They are gaining popularity and are easy to handle.</p>	\$67,800.00		
Consumer	Joint Ventures	We will evaluate projects that we can partner with MTOTBD, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. Depending on funding and demand, we will consider partnering on the Greater Yellowstone and the Crown of the Continent Nat Geo Maps, National Park Lewis and Clark Brochure and website, Sojern, and the Accommodations	Our Sojern click through rates for FY 2020 so far are at .14% and our Trip Advisor rates are at .11% FY20. We did a joint venture on the Crown of the Continent Nat Geo Map that has a print of 100,000 maps. The requests for these have increased every year and since 2008 over one million have been given out. For the National Parks Lewis and Clark brochures and website project, our requests for Lewis and Clark information is now the third most	We will measure online advertising through click-through rates and our print advertising through the call center and the number of inquiries received. We will also review visitation to our website and the increase in bed tax	MTOTBD's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences. Our other joint ventures are ways	\$5,000.00		

		<p>Guide. If an opportunity presents itself to partner with Glacier and Yellowstone regional partners, we are interested in participating. Also, we are hoping to do a joint venture with the state niche market of history. Much of this depends on the available funds.</p>	<p>requested information at our call center. The Greater Yellowstone Map is well distributed at our Lima Rest Stop.</p>	<p>dollars to Southwest Montana. Our goal is to increase bed tax by 4% over the 2020 bed tax collections.</p>	<p>to support travel to the outdoor recreation and partnerships in a few different arenas.</p>			
Consumer	Opportunity Marketing	<p>Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date. We also work with a rural community to help them with a marketing project which we will do if more funds become available.</p>	<p>The research that we have already done for other segments will apply toward this.</p>	<p>Will be determined at the time of the projects. We will look at increases to our website and click through rates where they apply.</p>	<p>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. If funds are available, we will plan on partnering with a community or corridor to help them get a base for marketing projects.</p>	\$2,001.00		
Consumer	Billboards/Out-of-Home	<p>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.</p>	<p>Billboard advertising statistics noted that 38% of drivers stop at an establishment that they saw advertised on a billboard at some point during their ride home, but even more staggering is that 24% stopped at the establishment immediately. The Global Billboard Advertising Statistics and Dynamics</p>	<p>Depending on the project we will look for increase in traffic and responses by word of mouth.</p>	<p>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. Tizer Gardens questions and records everyone, every day, and every year that comes to their attraction. Year after year the number one advertising that brings people to Tizer is billboards. Verbal research done with the Prison Museums and the local antique store said the same thing.</p>	\$1.00		
Consumer	Multi-Media Marketing	<p>This segment will include funds for multimedia projects that have both a print and digital component, such as a print advertisement with an additional digital banner and/or leads. Examples of this will include an advertisement in both the print and online versions of <i>Yellowstone Journal</i> or <i>True West</i>. We may add additional projects as the opportunity arises and if additional funds become available.</p>	<p>Online research tells us that taking advantage of a multimedia advertisement opportunity can be more cost effective and allows us to reach out to different audience demographics. Younger generations can be reached on digital platforms, while some of our older target demographics might prefer a more traditional medium. Print advertising alone can range from \$500 to \$20,000, but we get more for our investment if a lower-cost digital component is also included. A digital component also allows us to more easily monitor and track campaign success. https://www.advertisemint.com/top-6-benefits-of-digital-advertising/ https://smallbusiness.chron.com/advantages-disadvantages-advertising-internet-4029.html</p>	<p>We plan to track engagement such as impressions and CTR for digital components as well as circulation for the print portions of these opportunities. We also hope to see an increase in traffic on website pages that are linked to these campaigns.</p>	<p>From a work-flow perspective, utilizing this method will allow us to take advantage of advertising opportunities that include both a print and digital component without needing to break down print and digital costs separately. In addition, we feel it is always advantageous to participate in advertising opportunities that include a digital component because it is easier to track engagement with impressions and click-through rates. This also allows us to serve a similar message to two potentially different audiences, some of which may prefer a more traditional</p>	\$10,000.00		

					medium as opposed to web.			
Consumer	Ad Agency Services	We will continue to utilize the services and expertise of Windfall Inc., our current agency of record. We plan to collaborate with them on marketing strategy, print materials, media buys, and other projects they may recommend that are in line with our marketing goals. These funds will be set aside to pay for hourly agency services, which are billed separately from the hard costs of the physical projects such as print materials or media buys.	Online sources show that hiring a creative agency can save our organization time and money on things like payroll taxes, software tools and employee benefits. The average salary for a marketing manager, for example, can be upwards of \$120,000 a year (https://46mile.com/5-reasons-why-you-should-hire-an-advertising-agency/). Using a creative agency gives us access to specialized knowledge and resources, as well as up-to-date information on the latest advertising channels—something that is constantly changing and can be difficult to keep up with in-house (https://www.hortongroup.com/blog/benefits-hiring-advertising-agency).	We will ask for in-depth reporting on their hours worked so we can monitor project success and the effectiveness of this partnership. We will also monitor the success of projects the agency has completed for us through media plans, impressions, click-through rates and print circulation.	Collaborating with a team of experts with a strong background in destination marketing will increase the number of creative minds working on our team and therefore our ability to promote our destination. In addition, using the services of an ad agency saves us money on payroll and frees up time that we would otherwise be spending on creating and running advertising campaigns. Finally, the agency has more advertising connections and buying power than us as an individual organization, giving us a greater return on our investment for media buys.	\$23,000.00		
Film	Photo/Video Library	Get small clips of the of the towns in Southwest Montana for use for filming and photo projects for MTOBD to use for submission to film projects. Make an inventory of props and astisans that might be of interest to the film industry.	When a movie or television show shoots on location, it brings jobs, revenue, and related infrastructure development, providing an immediate boost to the local economy. "Our industry pays out 49 bukkuib oer yteat to more than 280,000 businesse, small towns across the country-and the industry itself is comprised of more than 93,000 businesses, 87 percent of which employ fewer tahan 10 people. As much as \$250,000 can be injected into the local economies per day when a film shoots onlocation. In some cases popular films and television shows can also boost tourism." Driving Economic Growth / Motion Picture Association (motionpictures.org)	Capture four videos of towns to have available for MOTBD to use for potential film and photo projects. This will be an ongoing project for 2-3 years.	When film production companies contact the MOTBD Film Office, they need information immediately. Our plan is to have a database of Southwest Montana towns, locations, props and artisans available to them that they have our resources at their fingertips.	\$15,000.00		
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 but for now we will hold up on this unless we receive more funds than palnned. We use Corporate Cost Control to connect with travelers through the call center. They have also helped make up itineraries for travelers, send out guides for leads that we get, and from inquiries from our website.	Over 50% of US Travelers consult printed materials while making decisions. "Your Printed Visitor Guide can be a Marketing Machine: by Camille Leonard, posted June 6, 2017. 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 completing 100% of all requests and 100% reporting of calls, emails, reader service, and mail or faxed requests within three days of end of month. We will track the number of travel guides that are given out and the total interests in attractions and activities that are requested. We will also strive for a 4% increase of bed tax collections over FY 2020 to our region.	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.	\$66,754.00		
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.	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.	By attending 100% of the TAC meetings.	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	\$1,000.00		

					best marketing practices and greater awareness of current trends and issues.				
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 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 4% over 2020.	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.	\$800.00			
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. 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.	\$62,000.00			
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>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 marketing budget • 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>	We will measure success by keeping under the 20% of funds in this category per the rules and regulations.	When our cities and attractions can market their businesses, it helps to bring in tourists. This is a benefit to the whole state.	\$6,000.00			
Marketing Support	Outreach	Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.	<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. <i>The Power of Understanding People: The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance</i> Dave Mitchell</p>	By the amount of exposure Voices of Tourism is able to generate.	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.	\$1,500.00			
Marketing Support	Marketing/Publicity Personnel	Southwest Montana may use funds outside of administration to apply toward marketing and or publicity.	The success of our previous online campaigns offer promising supporting research and statistics. Our FY19 consumer placements—which included yielded 2,991,179 digital impressions with an average click-through rate (CTR) of .20%.	We plan to measure success by the click through rates where applicable and by traffic to our website.	We will at times do a publicity push such as we are right now with out "Dig the Distance. Dig the View" campaign. We coordinate social media and website information to coincide with the message we are sending out to our potential visitors.	\$1.00			Job Description Publicity Marketing Personnel.docx
		In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana also	It might be hard to believe, but 92% of		Earned media				

Publicity	Press Promotions/Media Outreach	solicits targeted editors, journalists and social media influencers to write about the region. We also respond to reactive press requests website, social media, direct calls to our PR agency and through MTOTB. Southwest Montana plans to work with MTOT and others as requested for press trip assistance in our region.	consumers trust influencers more than they would an advertisement or a celebrity endorsement. The use of influencer content is a good way around the issue of ad blocking software, too. 10 Stats That Will Make You Rethink Digital PR 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"	We plan to measure success by having at least one publicity report done of Southwest Montana.	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.	\$2,000.00		
						\$335,607.00		

Marketing Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- 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	Social Media	\$21,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$41,659.00	\$0.00
Consumer	Print Advertising	\$13,250.00	\$0.00
Consumer	Multi-Media Marketing	\$20,263.00	\$0.00
Consumer	Online/Digital Advertising	\$8,000.00	\$0.00
Consumer	Ad Agency Services	\$29,125.00	\$0.00
Consumer	Photo/Video Library	\$20,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$10,000.00	\$0.00
Consumer	Printed Material	\$92,390.00	\$0.00
Consumer	Travel/Trade Shows	\$3,500.00	\$0.00
Consumer	Joint Ventures	\$25,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$15,001.00	\$0.00
Consumer	Search Engine Marketing	\$10,000.00	\$0.00
Consumer	Opportunity Marketing	\$3,001.00	\$0.00
		\$312,189.00	\$0.00
Film	Photo/Video Library	\$15,000.00	\$0.00
		\$15,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$81,794.00	\$0.00
Marketing Support	Marketing Plan Development	\$2,000.00	\$0.00
Marketing Support	Administration	\$67,679.00	\$0.00
Marketing Support	Cooperative Marketing	\$12,000.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$1.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
		\$164,474.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$2,000.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$8,000.00	\$0.00

		\$10,000.00	\$0.00
		\$501,663.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
FY21 Pie Chart by Segment	Pie Chart Marketing Methods.xlsx	17 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY21 Require Documents	Required documents FY21 SWMT Signed Digitally by MP.doc	64 KB

