



Proposed Marketing Strategy Outline

In collaboration with

El Dorado County Visitors Authority

Need: A clearly defined competitive marketing strategy along with a systematic approach to direct, implement and measure the City of Placerville's comprehensive marketing programs. Above all, the new plan will effectively **integrate all of the tourism assets and businesses** in order to encourage cross promotion of the overall region and increase travel spending that positively impacts tourism generated jobs and Transient Occupancy Taxes for the City of Placerville.

Overall Strategic Goals & Objectives

- Increase brand awareness and customer loyalty
- Year-round tourism promotion efforts for the City's unique history, recreation, attractions & Agri-tourism
- To promote and facilitate local partnerships
- Align efforts with EDC Visitors Authority, Gold Country Visitors Association, Visit California experience pillars
- Leverage investment with that of the El Dorado County Visitors Authority
- To encourage increased visitation and length of stay
- To develop and sustain programs for participation by the smallest stakeholders
- Develop a system for measuring marketing programs
- To strengthen community support of tourism through education and communication of city-wide tourism efforts and its potential positive impact on enhancing social and financial capital for Placerville's residents and businesses

Target Market

Primary target markets are defined within a 3 – 4 hour driving time radius ranging from Reno to the east and the San Francisco Bay Area to the west, south to include Yosemite area, and north to Downieville.



Proposed Marketing Strategy Outline

In collaboration with

El Dorado County Visitors Authority

Suggested Scope of Work

- **Develop Marketing Strategy around 3 distinct business districts**
- **Develop and Manage Database including Media Contact list**
- **Email marketing monthly**
- **Social Media** – Facebook, twitter, Instagram - Create Paid social media campaign to boost Facebook fan base, direct people to website for a specific event / promotion / offer, increase conversions on website, reach people near your business and target competitors' fans, organic special event support through Visitors Authority social channels, include creative elements, tracking results and complete recap at the end of each campaign
- **Create Timely Content - Blog development**
- **Online Ads**
- **Media Outreach**
- **Facilitate media visits when appropriate**
- **Develop owned digital Assets – Video / Photo**
- **Provide Placerville Visitor Information out of market and in market**
- **Provide ongoing fulfillment of visitor information requests**
- **Staff Visitor Information Center** - Provide a comprehensive collection of local, regional & state visitor resources
- **Implement Tiered Measurement System** – Program measurements include website analytics, email opens, and banner ad click-throughs. Destination Level measurements to include occupancy rate and Average Daily Rate. Implement visitor/customer profile study.
- **Deliverables** – City will be provided written monthly updates on the marketing plan, outlining programs completed and marketing materials completed and distributed.

Terms of Agreement:

Length of Agreement – One year from date of signed contract

Estimated Cost for Project: \$50,000

