



City of Placerville 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 to 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.

Suggested Implementation opportunities

Develop Marketing Strategy.....\$5,000

Develop and Manage Database including Media Contact list.....\$750

Email blast marketing quarterly/monthly (10,000).....suggested annual investment \$1,400 - \$4,200

TripAdvisor – Pages sponsored – Placerville, El Dorado Hills, Camino, Fair Play & Somerset
Banner Ads, Events, Deals with targeted ads to US IP’s researching travel on the San Francisco, Stockton, Modesto, Sacramento and Lake Tahoe Destination content pages of TripAdvisor
Suggested annual investment \$6,000 - \$8,000

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, reach more of your fans with messages, sell on Facebook, increase conversions on website, reach people near your business and target competitors’ fans, 30 day contest with paid advertising to promote contest, organic special event support through Visitors Authority social channels, include creative elements, tracking results and complete recap at the end of each campaign..... Suggested annual investment \$5,000 – \$10,000

Bay Area News Group- participation in quarterly campaigns sponsored by the EDCVA “just a mile off Highway 50, World Goldpanning, etc. BANG print products include: The San Jose Mercury News, San Mateo County Times, Fremont Argus, Hayward Daily Review, The Oakland Tribune, West County

Times, East County Times, Contra Costa Times, San Ramon Valley Times and The Tri Valley Times.
BANG online 24/7 websites include: mercurynews.com, contracostatimes.com & insidebayarea.com.
The reach is over 1.8 million readers with an above average household income buying power.
However paired with their online audience, you can connect with over 10 million consumers
monthly.....Suggested Annual Investment \$4,000 - \$6,000

Develop Editorial Calendar - that takes in consideration the EDVA calendar, GCVA and Visit CA content
calendars as well as Placerville attractions and business stakeholders.....\$1,000

Blog development.....\$2,000

Online Advertisement -Google Adwords.....\$1,000

Blogger Outreach.....\$1,500

Annual Investment Range \$27,500 - \$39,450