

MARKETING OPPORTUNITIES

November 1, 2020 > December 31, 2021

October 9, 2020

Assets

Website:

- **Dynamic Structure For Ongoing Content** - Storytelling brings people “closer” to Fort Bragg
- **Intuitive Trip Planning Function** - Multiple ways to see and book
- **Effective Local Commerce Platform** - Improved value for local businesses
- **Compelling Event Support** - Standalone section for event and individual event pages
- **Analytics** - Google analytics, along with social and email metrics for tracking and refining
- **Refined Creative Execution:**
 - More fully displays wide range of activities, etc.
 - Better reflects visitors’ affinity for Fort Bragg
 - Expanded but still cohesive brand identity - aesthetic and voice

Social Media:

- **Large Following** - approaching 20,000 on Instagram, 70,000 on Facebook
- **Engaged Following** - consistent, passionate and positive contributions

Email:

- **Fast Growing Subscribers** - approaching 800, mostly prospective visitors, from approximately 200 primarily local merchants

Opportunities

Website:

- Continue storytelling and leverage through social and email
- Maintain and expand business and activity listings

Events:

- Build on Restaurant Week model to build campaigns around other events
- Leverage email and social following to drive attendance and participation

Social & Email:

- Grow followers/subscribers through promotions, cross-promotions with businesses and daily social engagement
- Grow site traffic through promotions and content-driven storytelling
- Drive traffic directly to business through partnerships and promotions

Promotions:

- Invite and incent people to visit and patronize local businesses and activities
 - Events - Create campaigns for each event
 - Seasonal - Drive winter and shoulder season visits
 - Bundles - Create experiential packages with savings for hotel, meals and activities

Reporting:

- Monthly analytics can be passed to VFB Committee and merchants

Timing

- **Immediate Content Creation** - New photography and stories
- **Off Season Promotions** - Driving visitation/commerce during winter
 - Holiday Gifting (Nov. > Dec.) - Online merchants and reservations
 - Fort Bragg In The Winter (Jan. > Feb.) - Drive off season visitors
 - Restaurant Week & Whale Fest (Mar. > Apr.)

Funding

- **\$10,000 / mo.**
 - Ongoing content development
 - Ongoing social + increased daily engagement
 - Monthly analytics reporting
 - Monthly Email
 - Bi-monthly Enewsletter
 - Bi-monthly promotions
 - Event support