



SCOPE OF WORK & PROJECT DESCRIPTION

Marketing and Advertising Services

Scope of Work

The scope of services shall include tasks described below, as well as additional elements or modifications, which are recommended by the consultant to promote Fort Bragg.

Plan, develop, execute and track results for Visit Fort Bragg's brand advertising program.

- **Marketing and Advertising Planning:** Develop recommendations for a marketing and ad plan that includes strategic direction, development and execution of the media plan as well as appropriate methods to measure the return on investment of the advertising and marketing program.
- **Media Buy:** Draft and execute the media plan including placement and optimization of placements including "add-ons" and other bonus placements through successful negotiation of the ad buys.

Advertising Objectives

Advertising should significantly increase awareness of the Fort Bragg brand to our target markets and drive increased traffic to the website to encourage and inspire visitors to Fort Bragg.

- Utilizing past research, further define appropriate target markets
- Drive increased traffic to the website to inspire visitation to Fort Bragg
- Encourage visitation year-round, but specifically in shoulder seasons
- Inspire people to extend their length of stay in Fort Bragg
- Collaborate with Visit Mendocino, North Coast Tourism Council, Visit California and others to maximize marketing opportunities including cooperative opportunities
- Determine efficient and effective media mix, recommending appropriate media
- Implementation of ROI programs to track progress and measure the effectiveness of the marketing program

Advertising Goals: Media Planning and Buying

- Leverage ad buys and increase exposure for Fort Bragg with publications featuring Fort Bragg
- Increase Fort Bragg's voice in travel pieces among its direct competitive destinations
- Strategic research based integrated marketing, media planning and buying recommendations
- Evaluate new media opportunities
- Monthly reporting, analysis and optimization recommendations including return on investment matrix

Competitive Benchmarking

- Define parameters for and provide reports on how Visit Fort Bragg compares to its competitors (such as Monterey, Santa Cruz etc.)

Meetings and Presentations to Key Stakeholders

- Provide in-person updates and monthly reports. Meetings are intended to serve as opportunities to receive updates on social media efforts, seek client feedback on ways to improve efforts and meet goals, and to engage with key stakeholders.
- Will be expected to work directly with the VFB Project Manager
- May be expected to meet with staff and attend stakeholder meetings.