

Marketing Committee Meeting

February 7, 2017

3:00 p.m. Conference Call

Attending:

Jo Diedrich/Chair – LeisureMedia360

Helen Morton – Delaware North at Shenandoah National Park

Kathy Moore – Moore Public Relations

Jaime Woolf – Capital Ale House

John Shaffer – Luray Caverns

Joe Herget – Frontier Culture Museum

Primary purpose of the meeting was to discuss current PR efforts and $1,500 that was allocated by EC/BOD at their January 19th meeting for digital marketing efforts.

BLOG POSTS

The blog functionality is a huge improvement and the site updates are working well. The **Favorite Running Events in the Shenandoah Valley** and **Romance in The Valley** posts are both live on our SVTA site (under What’s New) and **Affordable Escapes** is scheduled to publish on Feb 15 at 9 am. These are intended to increase our inbound marketing capacity.

Discussion followed regarding various digital marketing venues and which would be most successful.

Kathy given authority to use up to $200 for FB boosts. She is waiting on response from Donielle regarding setting up a “Business Manager” account. Kathy cannot do any boosts until this is completed. Helen to follow up with Donielle. As soon as Kathy is able, she will do some selected boosts beginning this month.

Committee agreed that Kathy should contact ad roll for a campaign beginning in March. $200-250 will be needed for creative and remaining for buy. Kathy has another client who is spending $1,000 a month and is getting 215,000 impressions per month with click-thrus at roughly .50%. John Shaffer suggested creating 3 ad versions (mountains / rivers / cities) to show diversity of valley.

Blue Ridge Outdoors is offering a Native Post promo at roughly $200. Unfortunately we won’t have enough budget for this unless Steve Everidge discovers that there is some remaining dollars from the VTC grant.

Kathy is also asking for images with full permission usage. Minimum size is 1M. Would like top 5 images that are not the same used by DMOs. She has provided a web link for downloading images. Request will be sent out to members via mysvta.org e-blast.

Would also appreciate any additional story ideas, themes, etc.

MISCELLANEOUS

John Shaffer forwarded the leads from ABA today. Helen will send out to all DMOs and then have Donielle save on mysvta.org. Will send out member email providing path to the webpage.

Kathy has a number of travel writers interested in visiting the valley this season. Two Huffington Post writers are coming this summer. One focused on hiking and the other on cities. Active Times editor wants to come in April. Pitching different themes to Washington Post.

There being no further discussion, the meeting adjourned.

Helen Morton

Recorder