

2018-2020



SLOTBID MARKETING PLAN





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NOTE

This plan lays the foundation for the next two years of success for SLOTBID. It is considered a living, breathing document and is expected to change based on changing market conditions, trends and technologies over the next two years. While the marketing plan is our roadmap for marketing programs, we recognize that several new properties will open in the City of San Luis Obispo before 2020, raising the level of accommodations and service currently provided. Our marketing approach will flex to reflect the increasing scale of properties and increasing number of rooms available.



INTRODUCTION

The following plan outlines our approach to deliver on SLOTBID's Strategic Clarity Plan (current) and may be modified to address the future Strategic Clarity Plan (2019). Following a successful and accomplished 2017-18, AMF Media Group & Matchfire are primed to capitalize on our discoveries about what works, what doesn't and what's next.

THE SLOTBID MISSION

The SLOTBID is a unified collective that builds awareness to grow a thriving tourism community, serving as the voice of San Luis Obispo.

VISION

San Luis Obispo is an unforgettable place where visitors engage in a unique lifestyle they aspire to, become emotionally attached, and return for renewal.

VALUE PROPOSITION

San Luis Obispo is an authentic and inviting California community where you can play, taste, explore, relax, and recharge.

BRAND INTENTIONS

- **Heart Side** - happy, pride of place, inspiring, relaxed, rejuvenating
- **Head Side** - experiential, beautiful, artisanal, healthy, authentic



Our unique assets and attractions that set us apart from neighboring DMOs:

- Welcoming, walkable downtown & creek walk with vibrant shopping district
- Historic Mission San Luis Obispo de Tolosa
- World-renowned Downtown SLO Farmers' Market
- The cultural, commercial and entertainment hub of California's scenic Central Coast
- A sleeper hit arts district showcasing both local and international talent on stage, on display and even in the buildings that house it all
- Nightlife
- Bubblegum Alley
- The most hiking and biking trails of any destination in the County, an outdoor enthusiast's paradise
- Home to Cal Poly, SLO has a youthful, creative and active vibe and boasts one of the highest rates of college educated residents in the state

SNAPSHOT OF 2017-18 PROGRESS

- Finished first-ever Market Research for SLO
- Deployed "Be Here" campaign
- 2017-19 Campaign Production
- Radio
- 360° Video & Custom VR Goggles
- Digital Ads
- Print Ads
- Photography
- Won "Best of Show" for "Be Here" campaign at American Advertising Federation Awards
- Deployed "SLO Welcomes" campaign
- Sold Out "Money for a Rainy Day" Promotion
- Partnered with Visit SLO CAL on Co-Op placements and Taste Washington booth
- Revamped Cal Poly Parent & NSTP Program Partnership – SLO Discovery Weekend
- New Tradeshow Booth with VR Experience
- Partnered with Horizon for a video in Times Square & Canada's PATH Video Network
- Began developing the first two-year Marketing Plan 2018-2020





TRENDS IN TOURISM

Health & Wellness Travel

- As a secondary motivator, the number of people seeking health and wellness travel experiences is increasing, with a growth of 20% in trips from 2013-2015 in the US alone. Guests most frequently want wellness to be an aspect of their trip, rather than the main attraction. They're seeking travel associated with the pursuit of maintaining or enhancing their personal wellbeing, which could include unplugging, yoga, outdoor activities, healthy dining, and spa visits. - Skift.com

Experiential Tourism

- “[Destinations] who prioritize the quality of the delivered experience and who center their marketing efforts around experiences unique to the destination will be the ones who thrive.” - 9 Travel Trends that will Drive the Industry Forward in 2018, Trekk Soft

Travel Spending Increasing

- Travel spending is expected to increase by 4.4% by 2021. - Visit California

Domestic Visitation Increasing

- Domestic visitation will expand 2.8% in 2018 after a weaker 2017. - Visit California

Leisure Travel Remains Strong

- Domestic leisure travel is expected to outperform the domestic business market each year through 2021. - Visit California



MARKETING OBJECTIVES

The following objectives are derived from the 2014-2019 SLOTBID Strategic Clarity Plan, and may or may not contain marketing initiatives. Progress to date is noted in the right hand column.

MARKETING OBJECTIVE	ITEM	PROGRESS
<p>DELIVER SMART GROWTH</p> <p>Ensure growth that doesn't simply bring more visitors, but truly focuses on bringing the visitors we desire most, as measured by: 25% growth of TOT over 5 years, growing average annual RevPAR for the city by 20% over 5 years, and 15% growth over 5 years in the occupancy average of the September-May shoulder months.</p>		<p>TOT growth over 3 years 21%</p> <p>RevPar growth over 4 years 23.5%</p> <p>Growth in occupancy average over 4 years 1.5%</p>
	<p>Develop an engaging and comprehensive marketing plan</p>	<p>AMF Media Group & Matchfire, in collaboration with the TBID board and marketing committee, develop this marketing plan annually, with a two-year marketing plan for 2018-2020, detailing strategy, research, and tactics to service as a roadmap for success</p>
	<p>Identify, map and prioritize our target audiences for marketing and PR</p>	<p>In 2018, the TBID completed a comprehensive research project to identify our target market by geographic, demographic, and psychographic traits.</p>
	<p>Develop the SLO identity for attracting corporate visitors</p>	<p>In 2017-18, PR efforts focused on attracting the Bleisure traveler (Business & Leisure), leveraging SLO as a vacation destination to extend corporate travel trips</p>
	<p>Research future tourism trends</p>	<p>The agencies keep an eye toward travel trends set on the state level by Visit California</p>



MARKETING OBJECTIVE

ITEM

PROGRESS

DEVELOP THE SLO BRAND

Enhance the perception of our brand as a destination, as measured by: the consistency of brand perceptions in visitor surveys, potential reach, and monthly average users of the website growing 10% year-over-year.

Website traffic growth over 4 years 240%

Clarify and strengthen the SLO/TBID/SLO City brand platform, including attributes, stories, messaging, and content

The 2018-2020 Marketing Plan details the TBID's brand platform, messaging, and content themes, used to drive storytelling through various tactics outlined herewithin

Identify assets and build a unique identity for the City of San Luis Obispo

The agencies work collaboratively with the TBID board to identify assets unique to San Luis Obispo, and capture libraries of videography and photography with a personalized look and feel. In addition, SLO is the only destination in SLO CAL using virtual reality and first person photography to set our identity apart.

BUILD MEANINGFUL PARTNERSHIPS

We are more efficient through partnerships, as measured by: value of partnership services received will be at least 1.25 times dollars spent, annual average of quarterly partner performance scores on internal surveys of at least 3.25 out of 4 points.

Website traffic growth over 4 years 240%

Maximize our strategic partnerships at the national, regional, state and local level

The agencies consider the use of our strategic partners' owned channels as an integral way to promote our brand to those partners' audience. Channels are part of the annual editorial calendar.



MARKETING OBJECTIVE	ITEM	PROGRESS
	Create a comprehensive Cal Poly/Cuesta partnership plan	To date, SLOTBID and Cal Poly have engaged in partnership events that drive demand for the SLO experience among Cal Poly parents, including SLO Discovery Weekends, SLO Days, and Mustang Family Weekend.
<p>CONTRIBUTE TO AN UNFORGETTABLE SLO EXPERIENCE</p> <p>Help the destination of SLO become a place where visitors return time and again, as measured by: a balanced calendar of events measured as pass/fail against established category expectations, and year-over-year growth in repeat visitor counts on visitor survey.</p>		
	Further develop our loyalty program	In 2016-17, the agencies launched the “I’m SLO Loyal” punch card program to encourage repeat stays in San Luis Obispo. With more focus on Cal Poly parents, the agencies helped launch the SLO Discovery Weekends campaign in 2017-18, and expect to revise the program in 2018-2020 to build on past successes.
	Create a packaged program for “How to do SLO”	The agencies have developed several persona-specific itineraries and will continue to focus on itinerary themes in 2018-2020.
	Develop a world class event	In partnership with the Tourism Manager, the agencies continue to explore new and existing world class events to bring to San Luis Obispo.



MARKETING OBJECTIVE

ITEM

PROGRESS

ENSURE ORGANIZATIONAL EXCELLENCE

The TBID will strive to consistently become stronger and more efficient, as measured by: an annual pass/fail check of board member liaison list completion, and referral rate for bookings.

Foster utilization of referral services

Implement a plan to develop our next Strategic Plan

Develop new ways to connect and effectively communicate with our stakeholders

In 2017-18, the agencies launched a Member E-Newsletter, detailing TBID happenings on a quarterly basis for constituents.

Deliver relevant information and insights to our stakeholders

In 2017-18, the agencies launched a Member E-Newsletter, detailing TBID happenings on a quarterly basis for constituents.

Develop Strategies to make board membership attractive, sustainable and easier



RESEARCH

SLOTBID completed a comprehensive market research report in 2018, including 200 intercepts surveys in San Luis Obispo, Pismo Beach and Morro Bay; 800 online surveys targeted in drive markets to people who have visited SLO County; 200 Denver and 200 Seattle online surveys to assess awareness and intent to travel; and persona segmentation on more than 20,000 people who have expressed interest in visiting SLO by signing up for our email database.

The goal: determine if SLO City is losing visitors to neighboring destinations in SLO County; find out why people visit SLO City; determine what channels visitors are using to make travel decisions; and segment our visitors into personas to better understand where more opportunity exists within our target demographic.

From the research, we inferred that we are losing some heads in beds to neighboring DMOs who have a beach, and to Paso Robles for wine/culinary focused visitors. By shifting focus to differentiating the SLO experience, and focusing in on our target personas, we can increase share of visitors who are specifically interested in what San Luis Obispo has to offer.

In general, surveys showed a general lack of awareness of our destination, or lack of awareness of activities within our destination. Third, results showed a lack of consideration of SLO as a vacation destination.

Our 2018-2020 marketing plan addresses these and other findings by shifting our targeting, both geographically, demographically and psychographically, and incorporating a more focused message surrounding things to do in SLO.

DENVER/SEATTLE SPECIFIC

- Increase awareness of direct flights, ease of access
- Offer value/price trips and packages including lodging/flight deals
- Clearly define attractions and events that SLO has to offer

The City of San Luis Obispo Visitor...



TRAVEL AS
COUPLES



MEDIAN AGE 44.5

Age breakdown nearly even between
U-35, 35-54, 55+



**73% COLLEGE
GRADUATES**



**38% HAVE HHI OF
\$150K+ PER YEAR**



**MAJORITY TRAVEL
WITHOUT CHILDREN**

VISITOR PERSONAS

MONEY & BRAINS

The residents of Money & Brains seem to have it all—high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots with expensive cars in the driveway.

Why Money & Brains matter for SLO...

There are more Money & Brains residents in California than anywhere else in the United States, and they happen to live just a quick drive away in the Bay Area. They're familiar with SLO and make up the largest portion of our interest list to-date. They may have attended Cal Poly, and perhaps their kids did, too. But now that they're empty nesters, this group is ready to travel and has money to spend. They're likely to put SLO on the list for its cultural and culinary experiences, and it's just a short distance from home.

Affluent, empty nests

HHI \$105k, Age 55+, mostly without kids in household

Highest index in San Mateo, San Francisco, Santa Clara

Listens to news radio, jazz and classical

Reads New York Times, paper edition, and Wall Street Journal

Watches basketball

MOVERS & SHAKERS

Movers & Shakers are America's business class, a wealthy suburban world of dual income couples who are highly educated, typically between the ages of 45-64. Given its high percentage of executives and white collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business oriented websites.

Why Movers & Shakers matter for SLO...

This business class has the most disposable income of SLO's top 4 personas. They make up the second largest group in our interest database, and there's good reason: Movers & Shakers are just a hop, skip, and a jump away in Marin County. They're mostly empty nesters, but may have some older children in the house who aren't likely to travel with them. Highly educated, the Movers & Shakers are looking for new experiences, and SLO has everything to offer them.

Affluent, empty nests

HHI \$129k+, age 45-64, mostly without kids in household

Highest index in Marin County

Listens to news radio, CBS sports, adult alternative and talk/personality

Reads newspaper on iPad

Reads Wall Street Journal and New York Times





YOUNG DIGERATI

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trend apartments and codos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.

Why Young Digerati matter for SLO...

These affluent 40-somethings lead busy lives, and want a getaway that's quick, easy, and somewhat familiar. They'll likely have kids in tow when they make their way from the Bay Area, and will need kid-friendly suggestions for restaurants, breweries, wineries, and other things to do. They travel to explore together, prioritizing experiences the whole family can enjoy over kids-only attractions. They'll seek the outdoors, new and hip things to do, and photo-worthy moments with their loved ones.

Midlife success

HHI \$128k, 35-54, mostly with kids in household

Highest index in San Francisco and Santa Clara Counties

Listens to CBS radio

Watches football and basketball

Reads print edition New York Times and uses iPhone

UPPER CRUST

The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over \$100k per year, and many possess a post-graduate degree. They have an opulent standard of living—driving expensive cars and frequently eating out and traveling.

Why Upper Crust matter for SLO...

Upper Crust residents have seen and done it all: they want to go where the crowds don't go, and collect intimate moments, not Instagram photos. They'll be looking for a laid back but sophisticated experience, which is just what SLO has to offer. Culinary, wine (specifically chardonnay), shopping and culture will appeal to this class. And if they come with friends, a round of golf may also be on the agenda.

Affluent, empty nests

HHI \$113k, mostly without kids in household

Highest Index in Marin County

Listens to news radio, classical, jazz

Reads print edition of Wall Street Journal and New York Times

Watches Fox Business Network and Golf Channel

Reasons for Visiting...

Family Trip or Getaway Weekend

Relaxation, Weather, Restaurants, Scenery, Sightseeing, Outdoor Activities

Attractions: Downtown, Mission Plaza, Creek Walk, Bubblegum Alley, Cal Poly, Hiking Biking Trails

Proximity to the coast or visit new place

Cross Visits...

MORRO BAY

Intercept interviews in City of SLO indicated that visitors may stay in Morro Bay, although visit SLO

Of other destinations to visit, Morro Bay ranked highest, followed by Avila Beach and Pismo Beach

Words/Phrases Used to Describe SLO...

Beautiful
55%—Appears in Brand Intention

Relaxing
10%—Appears in Brand Intention

Friendly
8%

Fun

Peaceful

Serene

Online Survey: Beautiful, Picturesque, Relaxing, Fun, College Town, Quaint, Peaceful, Serene, Friendly





BRAND

The San Luis Obispo brand was re-established in 2014 after an in-depth process to uncover brand attributes with the SLOTBID board and marketing committee. It includes a logo, brand vision and brand value (Strategic Clarity Plan): San Luis Obispo is an authentic and inviting California community where you can play, taste, explore, relax, and recharge.

The logo reflects the spirit of the brand, with vivid yet natural colors that you'd expect to see in San Luis Obispo, and a hand-crafted typeface that feels artisanal and unique.

In 2017, we added a secondary logo that further reduces the SLO brand “log jam” and differentiates our geographic location from Visit SLO CAL's brand. Now, when marketing or PR messaging is in market alongside the Visit SLO CAL brand's marketing efforts, you'll see the SLOTBID logo with additional type along the bottom: “San Luis Obispo: At the Heart of SLO CAL.”

In parallel with the “Be here” campaign, the agencies intend to continue the use of the brand through 2020.

BRAND PILLARS & MESSAGING

General

- Nestled in between rolling hills, the tree lined downtown is filled with boutiques, coffee shops and creek side dining paired with a beautifully preserved Spanish mission, extensive public art and 300 days of sunshine.
- This university town has a youthful, creative and active vibe bolstered by extensive hiking and biking trails, a warm Mediterranean climate, innovative restaurant and brewery scene and engaging night life.
- San Luis Obispo remains true to its roots as the outdoors and arts focused destination with an easy-going lifestyle; a place where serenity rules and the atmosphere just allows you to just be. Be here.
- San Luis Obispo has kept a relatively low profile and remains true to its roots as the outdoors and arts focused destination with an easy going lifestyle that in-the-know visitors return to again and again.
- Simply called SLO or San Luis by locals, the city is the cultural, commercial and entertainment hub of California's scenic Central Coast. Halfway between Los Angeles and San Francisco on historic Highway 1, SLO enjoys year-round sun, a warm Mediterranean marine climate, a world-class wine region, thousands of acres of protected open space, and a charming downtown.
- Though the census currently reports nearly 50,000 residents, this two-college town has a much larger, more substantive feel.



Culinary

- Every Thursday evening for the past 35 years, San Luis Obispo has converted the center of downtown into one of the largest farmers' markets in the west. From 6-9 p.m., locals and visitors walk the six-block market getting their weeks' worth of produce, eating a meal that was flame-kissed just moments earlier and enjoying some family-friendly entertainment all in one spot.
- Agricultural roots provide SLO with a decades-long head start on the farm-to-fork movement. Fresh seafood, locally raised beef, thousands of acres dedicated to agriculture allows local chefs to spend more time creating and less time thinking about the logistics of getting fresh product.

Beer/Wine

- One of Wine Enthusiast's top 10 wine getaways in 2018, San Luis Obispo is known for its elegant, often delicate Pinot Noirs, racy, vibrant Chardonnays and innovative chefs looking to create the perfect pairing.
- Known internationally as a wine region, San Luis Obispo has emerged onto the craft beer scene in recent years. Breweries are spread throughout downtown and industrial complexes as SLO-grown craft brewers continue to explore what can be created with simple application of barley, hops, yeast and water.
- Edna Valley, is California's coolest winegrowing region, located just 5 miles from the Pacific Ocean. This climate, combined with the calcareous and volcanic soils results in wines with intensity, concentration and fresh, balancing acidity, perfect for Chardonnay, Pinot Noir, and aromatic white wines.

Cal Poly

- Whether through hiking and exploring the outdoors, getting a taste of our amazing restaurants, wineries and breweries or walking around the downtown Cal Poly students, parents and supporters fall in love with the destination as much as the campus.
- Cal Poly students, parents and supporters are an integral part of the community and we hope you think of SLO not just as your students home away from home but as yours as well
- This is the place that your student will be spending the next few years as they learn by doing and build their lives. We hope you know that you are always welcome to come and visit and will always be welcomed not as a visitor but as part of the community.



Family

- Bring your family and discover for yourself why San Luis Obispo is known as a destination for the whole family, not just children, to have their most memorable vacation.
- In San Luis Obispo, the whole family – including four legged friends – are welcome and can seamlessly tag along for everything from winetasting to hiking, the best restaurants to outdoor concerts and everything in between.

Outdoor

- With more than 50 miles of trails traversing thousands of acres of protected open space, hikers, trail runners and mountain bikers can all find their perfect adventure just minutes from downtown.
- Named one of the happiest cities in the US by National Geographic and home to one of the 10 most innovative wellness companies of 2018, San Luis Obispo is outdoors and arts focused destination with an easy-going lifestyle; a place where serenity rules and the atmosphere encourages you to take a breath and be present.

Cultural

- A vibrant college town, SLO boasts one of the highest rates of college educated residents in the state. California Polytechnic State University and Cuesta College add not only a youthful, creative and active vibe but also provides cultural excitement in the form of numerous musical and performing arts groups and venues that regularly host major touring shows.
- Over the past few years, downtown San Luis Obispo has become a sleeper hit arts district showcasing both local and international talent. With an assortment of things to do to fuel your creative side, you can even find inspiration just walking down the street. The city has been investing in making the arts accessible to everyone for more than 25 years and now has more than 70 unique pieces of public art ranging from murals and mosaics, to utility box art, sculptures, and even a skate park, to show for it. If you are looking for a less athletic endeavor, the SLO Repertory Theatre, a nationally-recognized regional theatre, is located in the downtown district, alongside the SLO Museum of Art, galleries and live music venues, creating one of the most joyful and creative arts districts in the state.



CAMPAIGN

In 2017, the agencies embarked on a new tourism campaign for San Luis Obispo, called “Be here.” The campaign took a fresh approach to SLOTBID’s brand intention, by capitalizing on the tourism trend of the unplugged vacation: visitors are looking for a destination where they can connect with the people, the place, and themselves.

The campaign message is simple but has multiple meanings. It encourages visitors not only to physically “be here” in SLO, but also to be present in the moment and enjoy every minute of their time. This gives SLO a thoughtful voice, and conveys the relaxed, slowed-down feeling of visiting here.

We add in a word to the tagline for different campaign ads and materials, such as happy, free, open, adventurous, etc. to appeal to our target psychographics and to convey a wide range of feelings and activities that define the SLO experience.

The campaign uses integrated typography that interacts with the photo or video, adding to the first-person perspective. In addition, the campaign uses first-person photography to help the viewer easily imagine what it’s like in SLO, as if they were biking, hiking, or dining right alongside the person in the scene.

In 2017-18, the agencies developed a virtual reality video series that adds to this first-person experience and capitalizes on trends in video marketing.

CAMPAIGN ASSETS & THEMES

Campaign Extension

- In order to continue to extend the life of the current “Be here” campaign we will need new photography with a focus on first-person photography.
- Expand campaign with new “descriptor words” to bring new life to the campaign and remain relevant. Use research to guide final selection of “descriptor words.”
 - Beautiful, picturesque, relaxing, fun, university community, quaint, peaceful, serene, friendly
- Create new TV spot featuring first person viewpoint to bring a level of authenticity to the campaign.



Assets

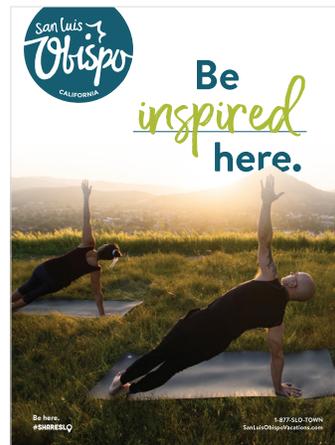
In 2018-19, the agencies will add assets to the campaign library, including additional first-person photography and a new first-person tourism video. The agencies will also source content from local photographers and videographers on a more consistent, and possibly ongoing contractual basis, to keep content fresh and feature different perspectives on unique SLO experiences.

- For photography and long form video, include a diverse mix of 35-65 year-old adults, mostly without children to reflect visitor makeup
- Develop 15 second social video that include children for our Digerati audience

Themes

Content themes will hone in on what SLO does best, including our unique assets that set us apart from neighboring SLO County destinations. Content will center around itineraries, things to do, activities, and events to address one of the reasons for not visiting - lack of awareness of things to do - discovered in research.

- Outdoor
- Wellness, including a walkable and bikeable destination
- Seasonal things to do, I.e. Top 5 Things to do in Summer
- Family-friendly destination (vs. Family oriented activities), for our Digerati persona
- Walking tours, mission history, and other content for “knowledge seekers,” for our Money & Brains, Movers & Shakers, and Upper Crust personas
- Exclusive experiences (rather than group tours) to appeal to older demographic
- SLO Crafted - focus on locally created, leveraging SLO CAL’s 2018-19 initiative





DIGITAL

With a strong digital infrastructure in place that is primed to take a user from destination consideration to hotel booking, we spent 2017-2018 expanding our audience and growing our reach. Our primary goal was to capture the attention of California travelers and engage them with relevant messaging that inspired them to ultimately book a multiple night stay at a San Luis Obispo property. With continued position rank tracking and maintenance, we have been able to maintain a very healthy digital score that users can easily find and navigate.

To amplify our brand, we built upon our rooted marketing automation program to segment users based on behavior and key demographics; specifically, personal interests that align with overarching program pillars. This granular segmentation strategy allowed us to deliver content that was hyper-relevant to the end-user. This approach led to above average email engagement metrics and increased activity on SanLuisObispoVacations.com.

Additionally, we activated on social channels in a way that showcased the authentic SLO experience by focusing on San Luis Obispo's unique attractions. Continuing to leverage user generated content proves to be a priceless asset that captures and shares the "real" SLO story.

As social media grows in popularity and platform usage, people rely on their social media to tell them what to do, what to eat and where to go. In June 2018, we launched a pilot influencer program that allowed locals to take over our Instagram channel for a day as they enjoyed their favorite SLO events and activities. Due to such success we will continue the program into the 2018 and beyond.

Moving into 2018-2019, our goal is to build upon these key learnings from 2017-2018 and research insights to better target new audiences with relevant content and reengage existing audiences with relevant content to create repeat visitors.



For SanLuisObispoVacations.com, we will -

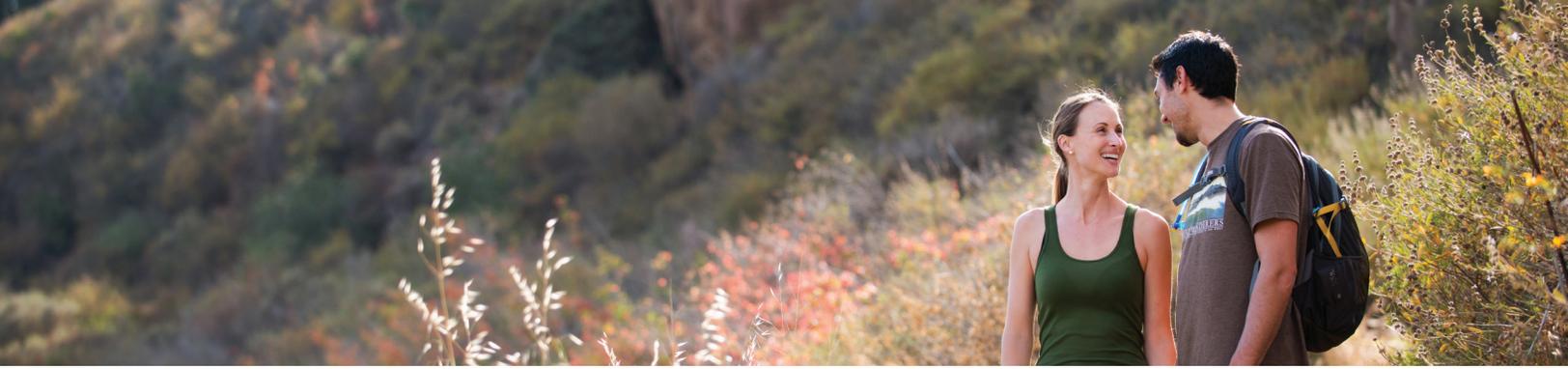
- Continue to refine overall look and feel of website to be aligned with overarching marketing efforts, with the incorporation of the “Be Here” campaign.
- Integrate a newly designed, robust, events calendar that enhances the site user experience and provides our audience with real-time event updates.
- Adjust content strategy to align with research findings in order maximize engagement and ensure we are meeting consumer’s needs. Adjustments will be made to be highly focused on differentiating the SLO experience with a specific focus on attractions solely found in San Luis Obispo.
- Continue creating weekly/monthly ShareSLO blog content and explore adding influencer content into the mix.

For SEO, we will -

- Maintain search rankings to ensure SanLuisObispoVacations.com is an authority for San Luis Obispo travel information.
- Continue to manage and refine keyword selection and distribution across site.
- Monitor Visit SLOCAL search rankings insight on key search terms for SanLuisObispoVacations.com.
- Monitor voice search trends and make adjustments to strategy to capture travelers using this method of search, which is crucial with the significant number of site visitors using mobile devices.

For email, we will -

- Continue to manage and clean database to ensure we have a captivated and engaged audience.
- Build upon the marketing automation efforts that have been established and have proven to be very successful.
 - Continue automated hotel abandonment follow up email, welcome series, SLOTBID event sponsored emails.
 - Add event-specific recurring email blast to capture last minute visitors and get them to convert (visit).
 - Add automations based on site behavior.
- Continue targeted bimonthly newsletters and quarterly TBID member newsletters.
- Expand and enhance email content while continuing to segment leads and deliver relevant content.
 - Incorporate new segments of list to align with target personas: Money & Brains, Movers & Shakers, Young Digerati, Cruisin to Retirement, Upper Crust
 - Leverage Preference Center information to create new email series - example: birthday offer emails.



For social media, we will -

- Create and deploy an influencer marketing strategy that shares real-time, authentic SLO experiences with social media audience.
 - Utilize Influencer management platform to maximize influencer program ROI.
- Shift content focus from Facebook to Instagram, Twitter, and new channels like Pinterest, as our Facebook content has seen a significant decrease in reach and engagement.
- Develop Pinterest strategy as web stats have shown it is a referring site to SanLuisObispoVacations.com.
 - Create ShareSLO Pinterest account.
 - Create boards with pins of inspirational SLO travel content - examples: Food, Wine, Beer, Hiking, Biking, Relaxing, Views, etc.
 - Links pins back to SanLuisObispoVacations.com content.
- Integrate SLO Happenings as part of the ShareSLO campaign making it an ongoing weekly inclusion in editorial calendars.



MEDIA STRATEGY

Our paid media strategy is based on past successes, current data and metrics, new trends in the media environment, and recently completed market research. In partnership with our digital vendor, we'll develop a living, breathing media plan that will:

- Adjust as needed based on performance
- Develop tiers of goals (conversions) and conversion values for each. Set goals for each piece of the media plan to better track success (ROI).
- Be based on research of media consumption habits, target key markets that are identified as prime targets with a high index of travelers (personas) that are positioned to travel to SLO
- Track in-market arrivals through geo-fencing technology
- Incorporate a healthy mix of programmatic digital media, influencer marketing, radio, print, and out of home
- Account for booking windows and occupancy trends
- Target geographically, demographically, and psychographically (in that order)
- Continue on-going SEM programs to capture primed audience, including visitors looking to stay in Morro Bay and Pismo Beach
- Explore opportunities for our TBID constituents to leverage our media placements

Targeting: HHI \$105k to \$130k; Marin, Santa Clara, San Francisco, San Mateo, Los Angeles; interested in wellness, outdoors, arts, culture and entertainment (including shopping), and culinary experiences.

MEDIA SPENDING BY MARKETS

Bay Area, including Marin, Santa Clara, San Francisco, San Mateo - 60%

Los Angeles Area- 30%

Seattle, reserved for specific promotion or compliment to brand activation- 10%



MEDIA CHANNELS

SEM

Metrics for search engine marketing continue to show strong results, with a 3.83% click thru rate in 2017-2018. This lower funnel, search environment tactic runs year round to keep SLOTBID's presence up in rankings for visitors are planning a vacation to the region.

Programmatic (Display, pre-roll video, Gmail, streaming TV)

Programmatic advertising applies to a range of automated tactics to achieve guaranteed impressions, including display ads, pre-roll videos, Gmail promotions, and streaming television. This approach allows us to be highly targeted, using sophisticated algorithms to narrow in on the audience most interested in SLO travel. While placements are automated, we will whitelist websites where we know our target audience consumes media, including New York Times, Washington Post, and sports websites including golf, football and basketball.

3rd Party Sponsorship (Expedia)

In recent research, Online Travel Agencies rose to the top of the list of ways SLO visitors book their lodging (36%), falling only second to direct bookings through the properties' website (39%). Specifically, Expedia was the overwhelming choice of platform, with 40% of people citing this 3rd party site as their preference for booking. A number of Expedia-owned websites also appeared on the list. TripAdvisor was third (13%), and for that reason we recommend switching paid platforms from TripAdvisor to Expedia.

Expedia sponsorship is more expensive than TripAdvisor, but can provide the following enhancements:

- Booking window information, leading to less waste in media spending and a more targeted buy
 - SLOTBID Marketing Committee would measure success through bookings and booking window increases
- Booking information, to measure YOY growth
- Hot List of properties, to ensure only SLOTBID members appear under the "San Luis Obispo" lodging search

In addition, Expedia provides a similar "Sponsorship Page" to TripAdvisor's, allowing us to build out our brand on Expedia.com for better user experience.



Social

Paid social spend continues to be in the top 3 drivers of website traffic to SanLuisObispoVacations.com. However, recent months have shown a decline in Facebook advertising efficacy. We'll shift our social spend to address this challenge, and to address new growth in channels Instagram and Pinterest.

Radio

SLOTBID's persona research shows that our target audiences are big consumers of radio, including news, classical, and jazz programming. We suggest a healthy mix of media would include radio placements, as budget allows, that can be measured using specific landing pages and promotion redemptions. Sponsorship placements and promotions will be considered over traditional radio commercial buys. Streaming radio, traditional radio, and satellite radio will be considered.

Print

Print placements will include year round Certified Folder placements in target geographic markets, as well as the occasional advertorial if opportunity and budget allows. Traditional print advertising is reserved for SLO CAL and Chamber Visitor Guides, as well as strategic partner publications such as the CCTC Map. In addition, using behavioral segmentation insights, we'll encourage public relations efforts in print media including New York Times, Washington Post, and AARP.

Out of Home

In 2018-2020, the agencies will explore out of home advertising opportunities as part of the upper funnel media mix, including in geographic target markets where there are high indexes of personas positioned to travel to San Luis Obispo, and high traffic such as airports (research points to the San Jose region as being saturated with our top two target personas) and sports venues (research shows our target audience is highly interested in sporting events). While expensive, these placements make a splash, add another dimension of advertising to our plan, and cut through the often cluttered digital realm. They can be measured by landing page traffic, and web visits by location, and can also be measured as we do public relations & circulation - with approximate footfall and impressions.

Influencer Marketing

Influencer marketing is a paid opportunity to leverage social media influencers' unique audiences, in alignment with our own, to share real-time, authentic experiences. Create and deploy an influencer marketing strategy that shares real-time, authentic SLO experiences. For this reason, we consider it paid media and will dedicate a portion of the budget to retain influencers in target markets where our traditional and digital advertising spend isn't as high, such as the Los Angeles area and Seattle.

SLO CAL Co-Op

SLO CAL Co-Ops range from advertising to research. For this reason, we've set aside funds in the event an opportunity to align our brand with SLO CAL's arises.



MEDIA FLIGHTS

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	SUMMER
SEM									
PROGRAMMATIC									THROUGH MAY
SOCIAL MEDIA									THROUGH MAY
EXPEDIA						THROUGH FEBRUARY 15			
RADIO									
PRINT CERTIFIED FOLDER/ VISITOR GUIDES/ ADVERTORIALS									
INFLUENCER MARKETING									
SLO CAL CO-OP	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD



METRICS GOALS

The following goals will be measured against metrics set in 2017-18.

Social

- **Instagram: +15% overall**
 - Total Engagement: 166,300
 - Total #ShareSLO: 40,000
- **Facebook: +5% overall**
 - Total Engagement: 43,760
 - Total Reach: 6,420,500
- **Twitter: +20% overall**
 - Total Engagement: 1,500
 - Total #ShareSLO: 4,640
- **Pinterest: +100% overall**
 - Total Impressions
 - Total Repins
- **Influencer Program (per influencer engagement)**
 - 20% increase in brand awareness: 18,000
 - 30% increase in follower growth: 60
 - 30% increase in total click thrus to website: 20
 - 50% increase in per story views: 2,250
 - 50% increase in overall post engagement
 - Goal #1: 100 comments
 - Goal #2: 1,700 likes
 - Goal #3: 12,500 total post reach
- **Website**
 - 20% increase in total sessions: 415,000
 - 20% increase in total page views: 56,300
 - 20% increase in total users: 27,280
 - 5% increase in total organic traffic: 120,000
 - 30% increase in referral traffic from Pinterest: 3,000
- **Lead Generation on Website**
 - 10% increase in new leads: 2,125
- **Email**
 - 5% increase in total open rate: 35% open rate
 - 10% increase in total click thru rate: 14% click thru rate
- **Paid Digital**
 - eCPA reduction of 25% or greater over 2017
 - Lift itinerary registrations +10%
 - Lift newsletter page signups +10%
 - Lift page traffic (Find a Hotel) +15%
 - Track offline activity via consumers who arrive in-market
 - Report by creative performance



SEASONAL PROMOTIONS

To address seasonal dips in occupancy, we'll continue to develop promotions that put heads in beds when they're needed most. The successful "Money for a Rainy Day" \$100 cash promotion has developed a loyal following over the past three years and will be the promotion of choice for this same period (January - March 2019). In addition, we'll use other dedicated promotions funds to attract fall and winter stays and set aside funds for special opportunities to attract specific audiences out of market, including Denver and Seattle, tapping into those consumers who noted in surveys that they'd be more likely to visit SLO if they were offered a promotion or package deal to do so. Additional promotion ideas are below.

PROMOTIONS

- Continue successful Rainy Day promotion to boost shoulder season travel
- Develop a new promotion to increase brand & flight awareness in Seattle
- Offer package deal or promotion (research notes this is important to decision to travel to SLO)
- Flash Sale - identify slow weekends and activation parameters for \$100 promotion flash sale
- "Let Us Be Your Guestroom" local promotion to target holiday travel
- Rewards promotion for referrals from locals, leveraging local families and friends to promote the destination, as research points to these referrals as being a top source of travel information for visitors



BRAND ACTIVATIONS, TRADESHOWS & EVENTS

In 2018-20, the agencies plan to gradually shift our approach to in-person activations, including tradeshows, events, and other brand activations, based on market research results. This means we'll layer this tactic over places where we know our target personas will be and where we may already be advertising; in addition, we'll also use activations to gain traction in geographic markets where we may otherwise be scaling back on advertising spend. This approach keeps our presence up and creates a more personal experience for people who are already brand aware.

Activations may no longer be the standard tradeshows we've attended in years past, but rather more creative mashups with brands, hobbies, and locations where we know our personas exist in high indexes. We'll avoid locations where brand awareness is low, maximizing our face-to-face interactions with people who are already in the consideration phase of their visitor journey.

BRAND ACTIVATIONS

Activate SLOTBID in target market events (geo and demo) keeping San Luis Obispo the primary focus of the event or activation. Event or activation should offer a unique SLO experience that exemplifies the destination and our target personas. Some ideas include:

- Activation at a yoga retreat, food focus event, cooking demos, wine or brewery takeover, tech company takeover
- Consider "road show" delivering SLO-themed gifts or kits to target areas
- Photo-worthy popups in target drive markets
- Bubblegum Alley Seattle popup or partnership
- Influencer Meetups in other drive markets such as Los Angeles to keep presence up where advertising may be scaling back
- Artist collaborations
- Part with Cal Poly on brand activations in feeder markets, such as the use of our VR videos on the road



TRADESHOWS

- Based on past tradeshow results & new target markets, determine the most cost-effective tradeshows to attend again:
 - Focus on 55+, in Bay Area and Los Angeles Area
- Focus on tradeshows that aren't crowded with competing tourism organizations
- Look into opportunities to partner at tradeshows with our strategic partners

EVENTS

In 2017-18, we continued a successful approach to event funding, where SLOTBID sponsorship dollars were primarily funneled on:

- Event promotions, directly measurable and conceived by the agencies, that mandate hotel stays in San Luis Obispo in order to redeem
- Promotions that tracked out-of-town guests specifically
- Out-of-area media buys, placed by the agencies, with creative developed to drive action to book

This approach allowed us to more accurately measure the events' impact on hotel stays, and more directly control SLOTBID's brand placement.

In 2018-20, we recommend the following for the SLOTBID events sponsorship program:

- Utilize sponsorship dollars for media buy and asset development
- Target media to new target market, when appropriate
- Consider event approval and approach through the lense of new target market
- Fewer events, better quality
- Something new, different
- Consider sponsoring and partnering a Seattle event if cost allows
- Seek out established events that move, and attract it to SLO
- Enhance support of venues and events who are already drawing visitors to San Luis Obispo, mid-week



STRATEGIC PARTNERSHIPS

SLOTBID's strategic partnerships allow the marketing agencies to build relations with the organizations below, elevating the destination and giving SLOTBID new platforms and audiences to build brand awareness and amplify our message.

In 2018-2020, the agencies plan to play a support role in tourism manager discussions with our strategic partners about go-forward plans and mutually beneficial relationships, evaluation, and identification of shared goals. These discussions will put SLOTBID's partnerships back on track to meet goals outlined in the Strategic Clarity Plan.

SLO WINE

- Determine travel opportunities with SLO Wine or SLO wineries in target markets
- Consider SLO Wine as quarterly promotion partner
- Update SLOWine.com banner ads to reflect SLOTBID sponsored events and promotions
- Provide monthly e-newsletter and social content to SLO Wine
- Promote SLO Wine events on SLOTBID channels
- Attend SLO Wine member meetings to provide seasonal information about promotions and other brand integration opportunities



VISIT SLO CAL

- Continue to leverage Visit SLO CAL for advantageous media co-op opportunities
- Utilize Visit SLO CAL for potential asset development & research supplements
- Partner on influencer strategies and vetting
- Coordinate content calendars to manage overlap and maximize promotional periods (i.e. restaurant month)
- Continue efforts to break the SLO brand “log jam” by coordinating messaging and advertising when overlap will exist, with “At the Heart of SLO CAL” tagline
- Provide ongoing content updates as needed for SLO CAL’s SLOTBID web listing and other SLO mentions
- Monitor search rankings for SanLuisObispoVacations.com and SLOCAL.com to determine keyword needs, backlinks to SanLuisObispoVacations.com from SLOCAL.com, and maximize user experience and ease of information access

CAL POLY PARENT PROGRAM & NEW STUDENTS & TRANSITIONS PROGRAM

- Revisit program with key Cal Poly stakeholders to evaluate SLO Discovery Weekend campaign and other deliverables and determine next steps to ensure partnership is mutually beneficial
- Keep summer and grad weekend on the radar, as it seems to be slowing and may need media shift
- Consider brand activation during move-in or WOW, such as ShareSLO giant letters, to familiarize new audience with the #ShareSLO hashtag
- Integrate Downtown SLO more fully into campus tours, “Come see your future home” for parents and prospective students
- Encourage all programs, including Admissions, to use Stay in SLO messaging



CAL POLY ATHLETICS

- Develop all PA reads to customize message for in-market and out-of-market audiences (ShareSLO for in-market, SanLuisObispoVacations.com or SanLuisObispo360.com for out-of-market)
- Design event signage as needed per agreement
- Provide ongoing content for Cal Poly Athletics newsletters
- Coordinate 2 social media campaigns and/or giveaways for Cal Poly Athletics social media fan base
- Coordinate presenting sponsor games for SLOTBID member engagement events or partnership promotions (i.e. SLO Discovery Weekend)
- Use sporting event tickets for planned giveaways, hosted media and other partnerships
- Fulfill additional deliverables as outlined in SLOTBID's contract, including advertisements for programs and content as needed

SLO CHAMBER

- Fulfill all seasonal promotions requiring in-person pickup through the visitor center
- Coordinate SLOTBID sponsored event coverage with event organizers by utilizing SLO Chamber's public relations contract to enhance and compliment marketing efforts
- Align foreknowledge of media mentions & stories with advertising strategy to target new, niche media markets
- Leverage Cision subscription to better vet influencers as part of marketing strategy
- Utilize ongoing staff-collected visitor data to compliment market research

ADDENDUM A

MARKETING COMMITTEE 2017-18 AND 2018-2020 PLAN FEEDBACK

The following analysis of strengths, opportunities, and other considerations is a result of marketing committee feedback on the 2017-18 plan and planning for the 2018-20 plan. The details were used to help inform the 2018-20 Marketing Plan.

Strengths in 2017-2018

- Brand, including ShareSLO
- Be Here campaign
- Content - video, blogs
- Social media presence
- Email marketing
- Agility
- On trend and innovative
- Drive markets remain strong

Opportunities for 2018-2020

- New fly markets are now rooted but need more familiarity with SLO
- Market research to apply to marketing initiatives - who's visiting (visitor retention); who do we want to visit (new visitor acquisition)
- Merge of SLO Happenings into ShareSLO
- Opening of Hwy 1 north of San Simeon in July 2018
- Opening of new SLO lodging properties
- Leveraging local influence for referrals
- New tradeshow
- Influencer marketing
- New social media channels
- New itineraries
- New downtown businesses
- Inclusion of more diversity

Other Considerations

- Create laser focus, specific goal
- Events strategy, and events in general, need improvement, and need to answer "what's in it for us"
- Hotels aging inventory
- Stagnant engagement among hoteliers & TBID
- Lack of beach - how do we leverage beaches without giving away hotel rooms?
- Promote "Out of the Box" SLO activities
- Some brand confusion still exists
- Some awareness issues still exist
- Cal Poly strategic partnership needs a rework
- Cal Poly news impacts occupancy
- We needn't be "everything to everyone"
- National narrative, and how it trickles down to SLO
- Experiential Travel competition between homestays and traditional properties
- New properties coming online in Pismo, Paso and other competing destinations
- Local perceptions of tourism and growth could be negative

ADDENDUM B

CONTENT CALENDAR

QUARTER 1

	JULY	AUGUST	SEPTEMBER
SEASONAL CONTENT/THEMES	Summer		Wine Month
EVENTS & TRADESHOWS	Festival Mozaic Renaissance Festival Pride in SLO Cal Poly SLO Days Shakespeare Festival (July 12-August 4)	Cal Poly SLO Days Concerts in the Plaza Visit CA: Hwy Event Shakespeare Festival (July 12-August 4)	Concerts in the Plaza Labor Day (September 3) SLO Ultra (September 1) Brews & Bites (September 1) Cal Poly WOW Week (September 16-23) Boots & Brews (September 29)
WEBSITE			Update Nightlife Page Update Performing Arts Page Update Galleries Page Update Cal Poly Page
SHARESLO BLOG			Top Things to do in SLO this Fall How to do SLO: Wine Country Getaway
SOCIAL MEDIA THEMES/CAMPAIGNS			SLO Wine Giveaway CA Wine Month
VIDEO			
EMAIL		SLO Happenings	September/October Newsletter Quarterly Member Newsletter (Chantal) SLO Happenings
PROMOTIONS	CP Parent Newsletter: Book your fall stay	CP Parent Newsletter: Book your fall stay	MINDBODY BOLD Getaway Giveaway CP Parent Newsletter: Holiday events
PAID MEDIA	SEM Certified Folder	SEM Certified Folder	SEM Certified Folder Influencer Marketing
PR			
VSLOC MONTHLY PROMOTIONS	Historic Markers, Buildings and Monuments Month	SLO County Family Travel Tips	CA Wine Month
CCTC	Banner ads	Banner ads	Banner ads
VISIT CALIFORNIA PROMOTIONS			CA Wine Month
KEYWORD TOPICS			
TOP KEYWORDS			

ADDENDUM B

CONTENT CALENDAR

QUARTER 2

	OCTOBER	NOVEMBER	DECEMBER
SEASONAL CONTENT/THEMES	Harvest	Holidays in SLO	Holidays in SLO
EVENTS & TRADESHOWS	Central Coast Railroad Festival (October 5-7) City to Sea (October 14) Mustang Family Weekend (October 19-21) Festival Mozaic WinterMezzo (October 26-28) SLO Gran Fondo (October 28-29) Pumpkins on Parade at Farmers (October 25) Munchkin March (TBD)	Harvest on the Coast (November 2-4) Sustainable Ag Expo (November 12-14) Central Coast Craft Fair (November 23-24) Santa's House in Mission Plaza	Downtown Holiday Parade (TBD) Reindeer Run (TBD) Cal Poly Commencement (Dec 15) Santa's House in Mission Plaza Holiday in the Plaza
WEBSITE	Update Spas & Salons Page Update Downtown Page Update Airport Page	Update Avila Valley Barn Update Bubblegum Alley Update Hearst Castle Page	Update Museums Page Update Mission Page Update Trolley Page
SHARESLO BLOG	How to do SLO: Nightlife SLO Welcomes: Shannon Len	Top Things to do in SLO this Winter How to do SLO: Family Getaway	Top Things to do in SLO this Fall How to do SLO: Wine Country Getaway
SOCIAL MEDIA THEMES/CAMPAIGNS			SLO Wine Giveaway CA Wine Month
VIDEO	Guys Weekend	Family Getaway	
EMAIL	SLO Happenings	November/December Newsletter SLO Happenings	Quarterly Member Newsletter SLO Happenings
PROMOTIONS	Cal Poly Homecoming Weekend Getaway Giveaway LA Magazine The Food Event Getaway Giveaway (name TBD) CP Parent Newsletter: Holiday events		CP Parent Newsletter: Restaurant Month
PAID MEDIA	SEM Programmatic Social Media Certified Folder Influencer Marketing	SEM Programmatic Social Media Expedia Radio Certified Folder Influencer Marketing	SEM Programmatic Social Media Expedia Radio Certified Folder Influencer Marketing
PR			
VSLOC MONTHLY PROMOTIONS	Culinary Harvest Month	Golf and Stay Month	Holidays
CCTC	Banner ads	Banner ads	Banner ads
VISIT CALIFORNIA PROMOTIONS			CA Wine Month
KEYWORD TOPICS			
TOP KEYWORDS			

ADDENDUM B

CONTENT CALENDAR

QUARTER 3

	JANUARY	FEBRUARY	MARCH
SEASONAL CONTENT/THEMES	Restaurant Month	Valentine's Day Romance	Spring
EVENTS & TRADESHOWS	Restaurant Month (Jan 1-31)	Festival Mozaic WinterMezzo (February 22-24) SLO Craft Beet Fest (TBD)	SLO Film Fest (March 12-17) Love SLO (TBD)
WEBSITE	Update Point San Luis Page Update Botanical Garden Page Update Beer Tasting Page	Update Tours Page Update Walking Tours Page	Update Biking Page Update Golfing Page Update Zipline Page
SHARESLO BLOG	How to do SLO: Must see attractions	How to do SLO: Babymoon in SLO	SLO Welcomes Top Things to do in SLO this Spring How to do SLO: Wildflower Sightings
SOCIAL MEDIA THEMES/CAMPAIGNS			
VIDEO		Boomers Weekend	TBD
EMAIL	January/February Newsletter SLO Happenings	SLO Happenings	March/April Newsletter Quarterly Member Newsletter SLO Happenings
PROMOTIONS	Money for a Rainy Day CP Parent Newsletter: Rainy Day Promotion	Money for a Rainy Day CP Parent Newsletter: Things to do this Spring	Money for a Rainy Day CP parent newsletter: Plan your graduation trip
PAID MEDIA	SEM Programmatic Social Media Expedia Certified Folder Influencer Marketing	SEM Programmatic Social Media Expedia (thru Feb 15) Radio Certified Folder Influencer Marketing	SEM Programmatic Social Media Certified Folder Influencer Marketing
PR			
VSLOC MONTHLY PROMOTIONS	Restaurant Month	Month of Love	Film & Arts Month
CCTC	Banner ads	Banner ads	Banner ads
VISIT CALIFORNIA PROMOTIONS			
KEYWORD TOPICS			
TOP KEYWORDS			

ADDENDUM B

CONTENT CALENDAR

QUARTER 4

	APRIL	MAY	JUNE
SEASONAL CONTENT/THEMES	Spring Pet Friendly Travel	Bike Month National Travel & Tourism Month	Summer
EVENTS & TRADESHOWS	Cal Poly Open House (April 11-13) SLO Marathon (TBD)	Bike Month (May 1-31) American Craft Beer Week (TBD) California Festival of Beer (TBD) Greek Festival (TBD) National Travel & Tourism Week (May 5-11) Mother's Day (May 12)	Roll Out the Barrels (TBD) Cal Poly Graduation (June 15-16) Fathers Day (June 16)
WEBSITE	Update Farmers Market Page Update Zoo Page	Update Surfing Page Update Kayak Page Update Beaches Page	Update Music Page Update Movie Theaters Page
SHARESLO BLOG	Bike Month		SLO Welcomes Top Things to do in SLO this Summer
SOCIAL MEDIA THEMES/CAMPAIGNS			
VIDEO	Girls Weekend		TBD
EMAIL	SLO Happenings	May/June Newsletter SLO Happenings	Quarterly Member Newsletter SLO Happenings
PROMOTIONS			
PAID MEDIA	SEM Programmatic Social Media Certified Folder	SEM Programmatic Social Media Certified Folder	SEM Certified Folder
PR			
VSLOC MONTHLY PROMOTIONS	Pet-Friendly Month	Bike Month National Travel & Tourism Month	SLO County Great Outdoors Month
CCTC	Banner ads	Banner ads	Banner ads
VISIT CALIFORNIA PROMOTIONS			
KEYWORD TOPICS			
TOP KEYWORDS			

2019–2020

SLOTBID MARKETING PLAN

Year 2 Extension





Accomplishments

Year One

HIGHLIGHTS

- Reframed strategy and messaging.
- Refined digital and social plan.
- Adapted approach to travel sites.
- Designed and implemented creative campaign with "Be Here" messaging.

Key Takeaways

INSIGHTS

- Continued development of "Be Here" campaign
- Lead with a video approach
- Reallocate media investment to maximize brand activations and fall promotions
- Refine content strategy to engage target personas
- Refine digital plan and GEO targeting areas based on success of 2018/2019 campaigns

Opportunities

OPPORTUNITIES

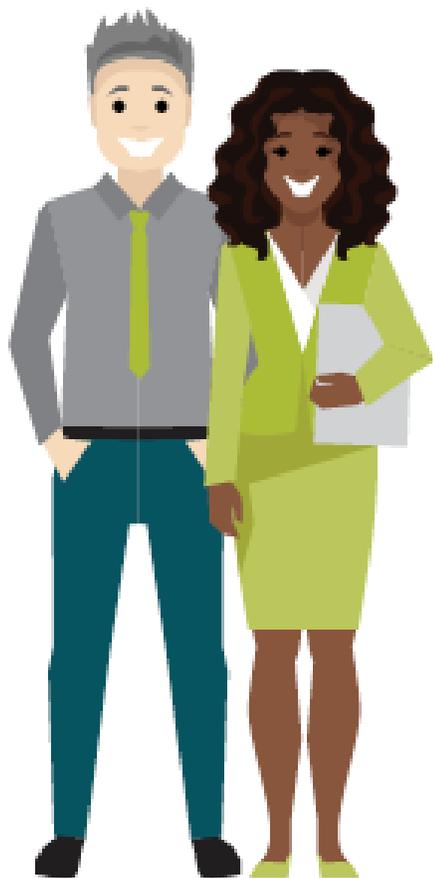
- Deeper integration of "Be Here" messaging across owned & paid channels
- Increased inventory coming online
- Deeper insight into target personas' digital behavior
- Launch of VisitSLO.com
- Fall brand activation
- Integrate "voice" activation
- Maximize partnerships

Personas

THE SAN LUIS OBISPO VISITOR

Travel as couples, median age 44.5, are college graduates, travel without children, listen to the radio and read newspaper/magazines either digitally or in print. Has a combined HH Income ranging from \$93,000 - \$130,000.

- **Money & Shakers** (*have it all – money & degrees, 45-64*)
- **Digerati** (*tech-savvy, live in urban fringe, 35-54*)
- **Upper Crust** (*wealthy, 65+*)
- **Ready for Retirement** (*budget conscious, 55+*)



MONEY & SHAKERS

Ages 45-64 (Baby Boomers & Silent Generation)

Combined HH Income of \$105,000-\$130,000

Urbanicity: Suburban and Urban

Household Technology: Average to Above Average

Employment Levels: Management & Professional

Married without children, few children or children in college or new grandparents. Divorced, remarried, second families.

Brand Pillars: Cal Poly, Culinary, Cultural

DIGERATI

Ages 35–54 (Generation X, Generation Y, Xennials, Millennials)

Combined HH Income of \$128,498

Urbanicity: Urban

Household Technology: Trend Setters (Grew up with Technology)

Employment Levels: Management & Professional (Tech Jobs)

Married with no kids, married with one or two kids, divorced, single parent, sharing custody, blended families.

Brand Pillars: Cal Poly, Culinary, Beer/Wine, Outdoor, Cultural



UPPER CRUST

Ages 65+ (Baby Boomers & Silent Generation)

Combined HH Income of \$113,000

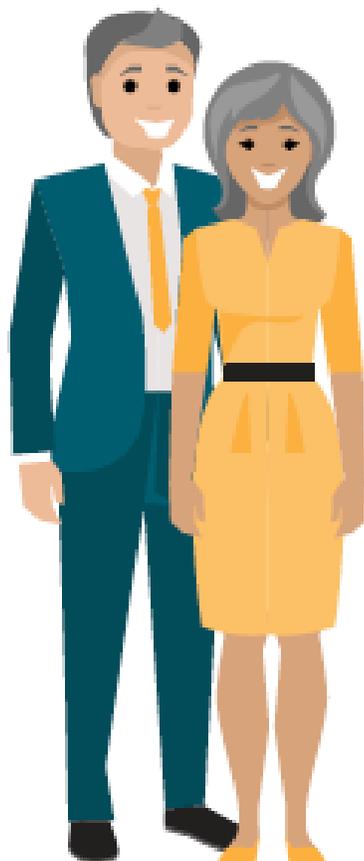
Urbanicity: Suburban

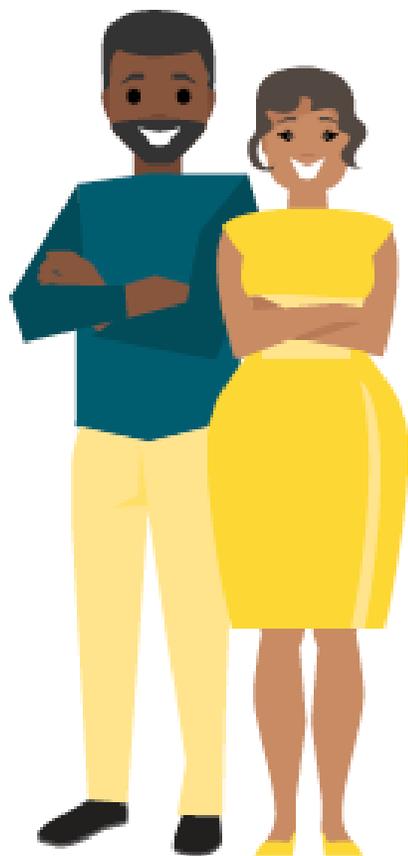
Household Technology: Above Average

Employment Levels: Mix

Married or divorced, second or third marriages, Empty nester couples. Blended families with grown kids. Grandparents.

Brand Pillars: Cultural, Culinary, Beer/Wine





READY FOR RETIREMENT

Ages 55+ (Baby Boomers & Silent Generation, Generation X soon)

Combined HH Income of \$93,000 (Budget Conscious)

Urbanicity: Suburban

Household Technology: Average

Employment Levels: Management & Professional

Married without children, divorced—blended families, second families, children out of home, new grandparents.

Brand Pillars: Family, Outdoor, Beer/Wine



AMF
MEDIA GROUP

Matchfire

Web

OBJECTIVES

- Align website creative and content to amplify the "Be Here" campaign
- Enhance user experience

DELIVERABLES

- VisitSLO.com launch
- Incorporate new site functionality and content display types
- Refine user flows
- Develop "Be Here" blogs and itineraries



AMF
MEDIA GROUP

Matchfire

Email

OBJECTIVES

- Amplify the "Be Here" campaign message
- Activate past subscribers
- Nurture Cal Poly email database

DELIVERABLES

- Launch re-engagement campaign
- Segment users based on interests and behaviors
- Update email template creative



AMF
MEDIA GROUP

Matchfire

SEO

OBJECTIVES

- Maintain search rankings to ensure the website is an authority

DELIVERABLES

- Refine SEO strategy to support the new domain, VisitSLO.com
- Research voice search and implement entry level changes to our SEO strategy
- Develop content based on key search terms
- Monitor search rankings



Social

OBJECTIVES

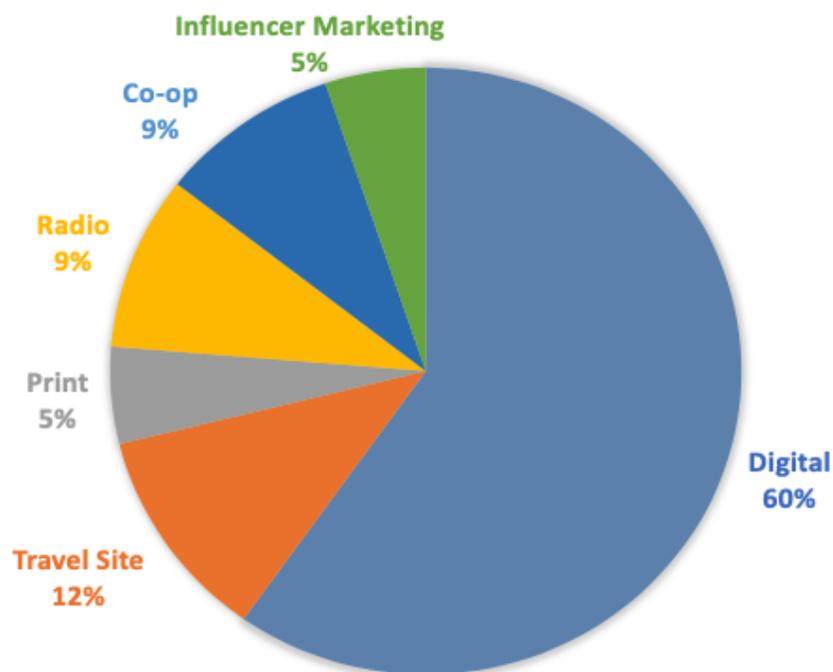
- Amplify the "Be Here" campaign message
- Continue to curate real-time, authentic San Luis Obispo experiences
- Refine Pinterest strategy to utilize platform for inspirational vacation planning
- Grow audience in target markets

DELIVERABLES

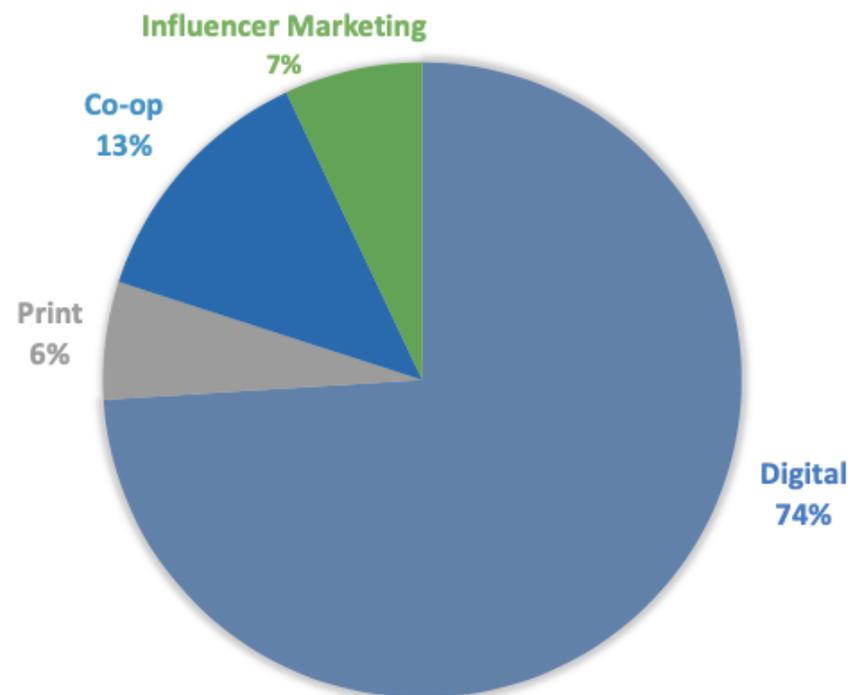
- Create "Be Here" themed social content
- Activate an influencer campaign
- Leverage Instagram video, Instagram live and Instagram stories

Paid Media Budget Allocations

LAST YEAR



UPCOMING YEAR



Paid Media

OBJECTIVES

- Video focus (move away from Static ads)
- Target Seattle/West Coast fly zone for Fall Activation
- Geofence tradeshows
- Realign Social spend on (IG and FB) Channels

DELIVERABLES/CREATIVE

- Create a "generic" Visit SLO video
- New "Be Here" Ads for Print
- New "Be Here" Radio ads for Cal Poly Partnership
- New "Be Here" video ads for Native & Social (IG & FB)

Promotions

OBJECTIVES

- Fall – Harvest Promotion
- Focus to new inventory and level of service available
- Winter – continue Rainy Day promotion

DELIVERABLES/CREATIVE

- Focused messaging to: Be Pampered, Present, Catered, Pleased, Nurtured, Guided, Encouraged, Soothed, Fulfilled, Rejuvenated & Reunited
- Explore opportunities for properties to utilize co-op



Events & Partnerships

OBJECTIVES

- Streamline Selection Process
- Leverage audiences of partners and events
- Add a Fall event to the line-up

DELIVERABLES

- New structure with events taking on responsibilities of coordinating best marketing efforts for dollars they are awarded.
- Make sure "Be Here" messaging is a part of the Partnership communication.

Timeline/ Calendar

	Q1 SEP	Q2 OCT	Q2 NOV	Q2 DEC	Q3 JAN	Q3 FEB	Q3 MAR	Q4 APR	Q4 SUMMER
WEBSITE	Active								
EMAIL	Active								
SEO	Active								
SOCIAL	Active	THROUGH MAY							
PAID MEDIA	Active	THROUGH MAY							
PROMOTIONS		Active	Active		Active	Active	Active		

QUESTIONS?