STRENGTHS

Yellowstone Country’s core strengths include its vibrant sense of community, Yellowstone National Park and the Bozeman-Billings-Airport—along with countless cultural and recreational opportunities.

- Outdoor Recreation: The region's numerous public lands, parks, trails, and mountain views offer a myriad of opportunities for outdoor enthusiasts. Whether you prefer hiking, biking, or skiing, you'll find it all here.
- Culture and History: Home to diverse communities and rich history, the region is steeped in culture and history. From art museums to historic sites, there's something for everyone.
- Economic Development: The region's strong economic development strategy focuses on growing businesses, attracting new industries, and enhancing the quality of life for residents.
- Community & Brand Support: The region has a vibrant community that supports local businesses and organizations, fostering a sense of belonging and pride in the community.
- Housing: The region offers a variety of housing options, from rural to urban, to meet the needs of all residents.
- Transportation: The region is well-connected by road, rail, and air, providing easy access to destinations both near and far.

Yellowstone Country Differentiation: The “Beyond Yellowstone” experience that can be found throughout the YC region, the primary reason people come to Montana is to visit Yellowstone National Park; however, once you’re in the region, the park offers the opportunity to “get away from your gateway by heading north of the park.” Visiting the world’s no-tourism national park is a must for many people, but Yellowstone County’s purpose & mission is to broaden the experience to encompass what can be found in Montana’s south-central region bordering the park.
Describe your destination.

Direct marketing campaigns and each of the associated marketing touchpoints (website, social media platforms, travel planner and scenic map, etc.) are all highly integrated, providing the right information at the right time during the inspiration, consideration and facilitation phases of trip planning.

TARGET AUDIENCES

Marketing campaigns messaging and imagery are specifically designed to address the inspiration phase is targeted audience segments. This messaging inspires visitors and potential visitors to view themselves, see their destination, through the lens of Montana’s brand. Discovered, adventurous, genuine and captivating.

YC will leverage its heritage to embody the spirit of visitors.

EnjoyYellowstone
The Yellowstone you’ve never seen yet!

Local events throughout the region also provide ample opportunities for community. In partnership marketing, Yellowstone Country partners with a number of these events through our grant programs, consisting of marketing & promotion and support activities that help existing events to grow and new events to be implemented.

Email communication for targeted audiences provides specific opportunities at critical points throughout the year, allowing for relevant communication to reach the right people. In FY21, we plan to further refine our communication, with timely and relevant storytelling through email marketing. Our goal is to retain 21,732 subscribers who have opted to receive regular newsletters as a key opportunity for more in-depth communication. Through audience segmentation by self-identified interests, we are creating a database of engagements from a high potential audience, designed to build a deeper rapport with our community. Social media engagement will play a key role in supporting these efforts.

Social Media supports the inspiration and information phases, as we consistently engage audiences through a diverse portfolio of content (video, social media, email, blog, etc.) and PDG also facilitates a unique platform for tourism and travel related content. YC’s partnership with local museums, historical societies and others has helped to create a unique and immersive experience that also connects with the community.

We will continue to curate content that aligns with the story of the history of our culture, recreation, people and events and are seeing trends in engagement. Utilizing our Graduated Content (UGC) generated through the Graduated platform in stories, videos, posts, we can share a broad spectrum of images, activities, attractions, and events from the natural resource, giving followers an authentic feel for our area.

Working with our local CVB’s, Chambers of Commerce, and board members, we have conducted a content audit for our list of potential audiences for FY21. This will continue to track short form videos from OSD, board members, and employee to tell the story of the Yellowstone Country experience. The popularity of short form video is increasing, and the video gate adds engagement to both Instagram and Facebook stories.

Potential Social Media opportunities under consideration for FY21 include increased social video content, Instagram cinemagraphs, stories and video, Pinterest boards, and Facebook Live videos. Finally, we will continue to use our unique hashtags (BeyondYellowstone and BoldlyGoMT) to encourage organic discussions specific to the YC brand.

DESCRIPTION AND ENGAGEMENT

The Yellowstone Country website, social media, local and scenic road map are the primary resources for helping travelers with the consideration and facilitation phases, although all have functions during the inspiration phase as well. These innovative resources are designed to make the travel planning process easy and efficient as possible.

The website creates a seamless experience for visitors, providing on-trip itinerary builder to facilitate planning while simultaneously gathering information to help tailor future communications to visitor interests.

The call center provides personalized assistance to people interested in (or currently visiting) Yellowstone Country. It also provides the opportunity to gather data about visitors and prospective visitors, which informs future planning.

The travel guide provides in-depth information on the entire region, spanning seasons, activities and events.

The scenic road map helps guide people from Yellowstone National Park into the surrounding areas, offering many possibilities to explore the area.

In addition, Yellowstone Country participates in national scenic events in key markets, promoting a unique opportunity for orientation and facilitation. Targeted marketing campaigns in these markets, aligning with scenic events, encourage additional and continued communication. Branded promotional items provide an opportunity to keep key tours and promotions in front of key audience segments.

Finally, YC has the largest Visitor Information Centers throughout the region. VICS provide an opportunity for staff, who are universally local and knowledgeable, to engage visitors during all time phases, helping to create positive visitor experiences.

Optional: Include attachments here

Budget FY21: 12.80 % decrease to $20.00

a. Define your target markets (demographic, geographic and psychographic).

b. Identify your target markets (demographic, geographic and psychographic).

c. Identify key psychographic markets for Yellowstone Country:

- Families – Family travel
- Opinions - interested, but primarily influenced by desire to experience things for themselves
- Lifestyle - active, outdoor-recreation oriented, frequent travelers

Key Psychographic Markets for Yellowstone Country:

- Alberts, Canada
- California (*San Diego, *San Francisco, Orange County)
- Illinois (*Chicago)
- Oregon (*Portland)
- Utah (*Salt Lake City)
- Massachusetts (*Boston)
- New York (*New York)
- Tennessee (*Nashville targeted in FY 21-22, on hold for FY 21 due to COVID-19)

These markets were identified based on FY20 inquiries (including website inquiries, live chats and incoming calls) as well as VisaVue data.

b. Identify a core group of target audiences in FY 21 and have continued marketing to them in subsequent years, while also adding in new markets identified through evolutions of research data, campaign tracking, social media analysis, locations where there’s new/unknown service in MT & media outreach.

- Define your target markets (demographic, geographic and psychographic).

- In FY21, primary geographic markets include:
  - Pennsylvania (*Philadelphia)
  - California (*San Angeles, *San Diego, *San Francisco, Orange County)
  - Illinois (*Chicago)
  - Oregon (*Portland)
  - Utah (*Salt Lake City)
  - Massachusetts (*Boston)
  - New York (*New York)
  - Tennessee (*Nashville targeted in FY 21-22, on hold for FY 21 due to COVID-19)

- In FY22, secondary geographic markets include:
  - British Columbia, Canada
  - Alberta, Canada

These audiences were identified based on FY20 inquiries (including website inquiries, live chats and incoming calls) as well as VisaVue data.

- Identify COVID-19 related factors and trends that will influence the marketing strategies for FY 21.

- Key Demographics Markets for Yellowstone Country:
  - City dwellers (e.g., not rural, not retired) 
  - Higher household income over $60K
  - Married with children
  - These characteristics were identified based on Destination Analysis reporting.

- Key Psychographics Markets for Yellowstone Country:
  - Social Status – Ranks above upper class in terms of disposable income
  - Lifestyle – Active outdoor recreation oriented
  - Opinions – Interested, but primarily influenced by desire to experience things for themselves
  - Age, gender, race, marital status, household income and size, hobbies and activities
  - Stories: Certification, Customer service, Technology/innovation - using mobile devices in all stages of planning and travel
  - Families – Family travel

- One difference characteristics were identified based on Destination Analysis reporting.

- What are your emerging markets?

- SOUTH MARKETS

In-State Markets

Through our ongoing in-state media and direct mail “Impression” campaigns for Yellowstone, promoting the spring and fall of each season. Messaging will encourage locals to take advantage of Montana’s beauty and adventure, while encouraging the crowds of peak season. FY20 and FY21 included specific digital advertising campaigns for in-state travelers. Should budget allow, we will look at utilizing our continued in-state to travel awareness.

Due to COVID-19, marketing to our in-state travelers will face on a higher priority than in previous years. Top industry research companies such as Destination Analysts, ANSI and the US Travel Association are pooling their data resources to allow the travel segment that is most likely to return first. In the weekly research summary the week of May 11, 2021 showed that research respondents indicated they would travel a driving trip (for 3 days or 3 nights) and travel distance of up to 700 miles. This presents a Montana market as being a key target market for us in the order of FY20, since travelers coming from other regions of MT to Yellowstone Country would be likely to travel within that distance parameter.

The focus of our marketing efforts is both in-state and regional out-of-state markets (NY, the Carolinas, UT, CO, WI, etc.) and will be to provide additional resources in cooperation with the hospitality component, there is a significant opportunity to push the message that we are not enhanced (i.e., relatively SAFE) please in response and experience what the region has to offer.

A subset of the in-state audience is visiting friends and family members, this group is less likely to engage in the fall, however some may visit the area during peak season. FY20 addressed the audience in the winter in the year prior with autumn photos. Spring budget data, FY21 would include continued promotion of this project with the possibility of added partners and resources.

History Markets

Johnson counties are often rural history towns, with a growing trend to learn about the world, it’s people, places, and cultures. History is not just to tell stories together, but with a guide along the way to help make connections, historical facts and stories have a greater emotional impact.

According to ITRR 2018 non-resident data, 17% of visitors to the region are visiting museums and 20% are visiting other historical sites. This represents a significant increase over previous years; this is an evolving outdoor marketing focus for us. FY20 addressed the audience in the winter of the year prior with autumn photos. Spring budget data, FY21 would include continued promotion of this project with the possibility of added partners and resources.

www.yellowstone.org/Yellowstone Country
Montana's three core elements...from an analysis of the data collected in this research (1) unique natural encounters without giving up modern comforts, (2) comfortable isolation that attracts free-spirited adventurers, (3) a place for entirely new experiences and a place for new ways of experiencing the familiar. 

The three core elements are less interested in outdoor experiences while traveling, less excited about Montana, have lower incomes and when reporting about their ideal trip to the state, appear to be less likely to be big spenders. 

Families travelers are a natural fit with Montana's travel product, including that available in the eastern portion of the state. Of all American destination types, international travelers have the most enthusiasm for U.S. National Parks, presenting Montana's great potential for attracting international visitors.

When asked which of seventeen tested destinations they were likely to visit in the next five years, over one-in-five (21.0%) respondents pointed to Montana, compared to none of the other tested destinations. This group represents approximately 14.7% of the overall population of the state's key target markets, and are more desirable than other travelers. Again, this is a large and lucrative niche segment.

The three core elements...from an analysis of the data collected in this research (1) unique natural encounters without giving up modern comforts, (2) comfortable isolation that attracts free-spirited adventurers, (3) a place for entirely new experiences and a place for new ways of experiencing the familiar. 

The three core elements are less interested in outdoor experiences while traveling, less excited about Montana, have lower incomes and when reporting about their ideal trip to the state, appear to be less likely to be big spenders. 

Families travelers are a natural fit with Montana's travel product, including that available in the eastern portion of the state. Of all American destination types, international travelers have the most enthusiasm for U.S. National Parks, presenting Montana's great potential for attracting international visitors.

When asked which of seventeen tested destinations they were likely to visit in the next five years, over one-in-five (21.0%) respondents pointed to Montana, compared to none of the other tested destinations. This group represents approximately 14.7% of the overall population of the state's key target markets, and are more desirable than other travelers. Again, this is a large and lucrative niche segment.

The three core elements are less interested in outdoor experiences while traveling, less excited about Montana, have lower incomes and when reporting about their ideal trip to the state, appear to be less likely to be big spenders. 

Families travelers are a natural fit with Montana's travel product, including that available in the eastern portion of the state. Of all American destination types, international travelers have the most enthusiasm for U.S. National Parks, presenting Montana's great potential for attracting international visitors.

When asked which of seventeen tested destinations they were likely to visit in the next five years, over one-in-five (21.0%) respondents pointed to Montana, compared to none of the other tested destinations. This group represents approximately 14.7% of the overall population of the state's key target markets, and are more desirable than other travelers. Again, this is a large and lucrative niche segment.
WebGrants - State of Montana

Marketing Segment, Method & Budget

Additionally, YC will continue to vet opportunities to partner with Montana State Parks to promote the four state parks. The state park visitor demographic profile to the YC visitor profile shows there is a strong similarity in these audiences.

Due to scales of economy, many of the seven regional CVBs wouldn't be able to participate in large-scale efforts without it. It is a primary goal to continue offering creative marketing partnerships with feasible costs to our regional CVBs.

Building partnerships with organizations and businesses throughout the region will also continue to be a major focus for YC. One opportunity would be to provide cost sharing for smaller communities to access data and conduct surveys through ITRR.

v  Montana Dinosaur Trial (brochures, website, marketing campaigns)

YC will continue to partner with MOTBD and other Regions/CVBs on an ongoing basis for:

YC would participate in Joint Ventures with MOTBD, the Regions & CVBs to promote Native American culture, history and visitation. The JVs could take the form of traditional advertising and/or partnering to host travel media & influencers.

GOALS

a. In what types of co-ops with MTOT would you like to participate?

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

Optional: Include attachment here.

For FY 21, we are considering these Joint Ventures with other Regions/CVBs:

will be to partner with other regions to promote common emerging and niche markets identified in this plan. In FY 21, YC will participate in a joint venture with On The Snow to promote our ski areas since one will not be offered again by MOTBD.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

Objectives for meeting this goal:

· Yellowstone Country provides staff funding for 10 VICs located throughout the region for the warm season Memorial Day – September. As a requirement of the funding, YC collects statistical information including where visitors are from, how many in the party, primary/secondary reasons for travel to the area, types of activities they participate in, and events they plan to attend. Information provided by our VIC's continues to be a strong resource for identifying new geographic, demographic and psychographic target markets and testing marketing strategy.

Trip Advisor, Network Programmatic banner and video, in-state digital and national print co-operatives have given the YC's been able to offer digital and print packages to in-region partners at a fraction of the cost of the overall placements.

YC offers co-op opportunities for regional CVBs and businesses. We work to provide a greater impact and opportunity for underfunded entities to advertise broadly. This year, we offered digital, social and print packages for several reasons:

- Board continues to offer co-op partnerships with feasible costs to our regional CVBs.

- Building partnerships with organizations and businesses throughout the region will also continue to be a major focus for Yellowstone Country. We expect to have many opportunities to continue marketing efforts to help leverage branding and budgets, within both the public and private sectors. One opportunity would be to provide cost sharing for smaller communities to access data and conduct surveys through ITRR.

Due to scales of economy, many of the seven regional CVBs wouldn't be able to participate in large-scale efforts without YC's partnership. Therefore, it is a primary goal to continue offering creative marketing partnerships with feasible costs to our regional CVBs.

Additionally, YC will continue to vet opportunities to partner with Montana State Parks to promote the four state parks in the region as well as on major sports and events. As part of the "biggest" experience. Campaigning the awesome sports and outdoor recreation opportunities to the YC visitor profile shows there is a strong similarity in these audiences.

YC would participate in Joint Ventures with MOTBD; the Regions & CVBs to promote Native American culture, history and visitation. The JVs could take the form of traditional advertising and/or partnering to host travel media & influencers.

To what extent were the projects a success?

Optional: Include attachment here.

Optional: Include attachment here.

Marketing Segment, Method & Budget

Marketing Segment

Marketing Method

Describe your method.

Provide supporting research/statistics.

How do you plan to measure success?

Provide a brief rationale for this method.

Estimated budget for method.

Marketing Evaluation

Audi Attachment


The strategy for digital (and all media planning) is the following:

1. Engaging imagery that shows the audience possible experiences: dining, recreation, arts & culture, etc.
   - drive traffic to the website, social media channels, etc.
   - determine who we are targeting & the desired outcome
   - keep a click through rate above 25%
   - increase total clicks by 5%
   - keep actual impressions 20% higher

2. Digital Advertising Enhances The Effectiveness Of Non-Digital Media Channels

We placed ads in the following outlets: Bird Watcher’s Digest, with an estimated circulation number of 25,000.

* We only purchased print and online ads with unlimited timeliness so we can see these assets in all publications arriving at all locations.

Digital Media

- FY21 SEM campaign registered a $1.66 CPC. The digital-only placements in FY21 registered a $3.25 cost per click.

- YC increased website visits from social media to 47,793, up from 42,800 in FY20, but short of our goal of a 25% increase. Our FY21 increase was 12%.

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%

- Cost Per 1,000 Impressions (CPM)
  - Estimated Cost Per 1,000 Impressions: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Cost Per Click (CPC)
  - Estimated Cost Per Click: 18.94 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 6.7-10.6 CPC

- Cost Per Thousand (CPM)
  - Estimated Cost Per Thousand: 54.83 (based on YC’s $3.25 cost per click)
  - Digital-only placements: 10.7-16.0 CPM

- Click Through Rate (CTR)
  - Estimated Click Through Rate: 23%
  - Digital-only placements: 20%
<table>
<thead>
<tr>
<th>Consumer</th>
<th>Electronic</th>
<th>Joint Ventures</th>
</tr>
</thead>
</table>

Direct marketing campaigns will be the highest targeted and complete. Email marketing of all YC market activities by providing the right marketing message, rich marketing material, and we can include phone calls. We can identify direct impact and measure marketing campaigns. Here are the October 2021 statistics for BZN. Passenger traffic for October 2021 was up 50.1% from the record level set in October 2019. Nationally, October 2021 was up 1.6% from October 2020. The FY20 final website total was 575,441 unique visitors. An increase of 10.5 percent put a goal for Yellowstone Country at 635,863 unique visitors.

### Key Performance Indicators

<table>
<thead>
<tr>
<th>JIY</th>
<th>FY21 Phases</th>
<th>FY20 Phases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase unique visitors by 10%</td>
<td>75,000</td>
<td>68,000</td>
</tr>
<tr>
<td>2. Increase SEO Originated Traffic by 10%</td>
<td>20,000</td>
<td>18,000</td>
</tr>
<tr>
<td>3. Increase clicks by 3%</td>
<td>21,000</td>
<td>20,000</td>
</tr>
<tr>
<td>4. Clicks</td>
<td>300,000</td>
<td>275,000</td>
</tr>
<tr>
<td>5. Bounces at less than 0.5%</td>
<td>10,000</td>
<td>11,000</td>
</tr>
<tr>
<td>6. Increase Return visitors by 5%</td>
<td>7,000</td>
<td>6,000</td>
</tr>
</tbody>
</table>

#### Total Revenue Passengers

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Revenue Passengers (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>1,657,407</td>
</tr>
<tr>
<td>2019</td>
<td>1,573,860</td>
</tr>
</tbody>
</table>

The FY2021 SEM campaign registred 35,496 clicks to the YC website.

The FY2021 SEM campaign registred 35,496 clicks to the YC website.

### Conclusion

In conclusion, we were successful in achieving our goals set for FY21. We met our objective of increasing air service and/or awareness of flights to Bozeman Yellowstone International Airport. As with all YC marketing, the Joint Venture projects YC participates in will be specific to promoting outdoor experiences in the Yellowstone Country and Gallatin Canyon. The people on our email list will have a higher chance of converting into actual visitors to the region. Our focus will be on multiple devices and we can include TV, radio, and display advertising. The FY2021 SEM campaign registryed 35,496 clicks to the YC website.
The objective for use of this budget is to use the allocation for the small amount budget as effectively as possible. We will leverage this funds for the management of the Visitor Centers. The strategy is to break down the available leads from various communication outlets, either ‘best buy’ sales, ‘best value’ sales or larger, and prioritize costs based on a ‘need’ versus ‘wants’ basis.

The budget supports the research of VIC’s targeted marketing in both traditional and non-traditional venues, shipping, postage, and the call centers (emails, phone, and website signing up). Additionally, the research continues to be a viable use of marketing dollars to ensure our programs continue to exist.

Data Sharing:
- We met our objective in that we used only 9% of our overall budget, remaining well under the allowable 20%.
- Yes, the strategy is successful, and we plan to continue using this method again.


case study:
- Example: In 2020 Cooke City VIC had a defective door counter (not discovered until well into the season), so their total visitation was an estimate. A new tracker was installed at the eligible locations. Yellowstone Country saw a significant return/recovery for numbers of visitors to the funded regional VICs for this funding period (Memorial Day-September).
- Cooke City 18,079/10,799 (-)
- Red Lodge 4538/7406 (+)
- Livingston 2225/2950 (+)
- Stillwater 206/208 (+)
- West Yellowstone 55,469/133,542 (+)
- Cooke City 254,975
- November 86,592 132,348 125.5% 47.5%
- December 160,383 201,150 125.5% 47.5%
- Cooke City 70,339 126,911 117.7% 22.2%
- Total 254,975 641,473 154.3% 56.5%

- We used the method. We did not use the method.
- The strategy was successful. The strategy was not successful.

- Cooke City, Red Lodge, Livingston, Stillwater, West Yellowstone.
- Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective.

- We used the method. We did not use the method.
- The strategy was successful. The strategy was not successful.

- Cooke City, Red Lodge, Livingston, Stillwater, West Yellowstone.
- Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective.

- We used the method. We did not use the method.
- The strategy was successful. The strategy was not successful.

- Cooke City, Red Lodge, Livingston, Stillwater, West Yellowstone.
- Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective.

- We used the method. We did not use the method.
- The strategy was successful. The strategy was not successful.

- Cooke City, Red Lodge, Livingston, Stillwater, West Yellowstone.
- Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective. Yes, we met our objective.
**Marketing Support**

Aundrea James

- **Financial & Marketing Support**
  - Increase in revenue from social media marketing efforts.
  - Enhanced brand awareness through social media campaigns.
  - Increased engagement with the target audience.

**Promotional Items**

Five bits of wisdom for tradeshow and/or event promotional items/giveaway:

1. **Sunglasses**
   - Marketable items that are easily remembered by attendees.
   - Helps attendees remember your brand.
2. **Cable Organizers**
   - Useful for tech-savvy attendees.
   - Promotes brand recall.
3. **Notebooks**
   - Practical and useful items.
   - Intricate designs that make them memorable.
4. **Tote Bags**
   - Large canvas bags that are often used for carrying belongings.
   - Effective for brand visibility.
5. **Sweatshirts**
   - Winter is the perfect time to give away sweatshirts.
   - Encourages repeat use.

**Social Media**

Social media also supports our local marketing and creative marketing efforts, in addition to promoting local social media platforms and ensuring that our social media efforts are engaging and consistent. In FY20, our focus was to build engagement through rich content, including blogs, social media, and email marketing campaigns. In FY21, we will continue to build on our social media efforts, focusing on increasing engagement, expanding our reach, and better targeting our audience.

**Earned Media**

- **TV, Radio, and Print**
  - Increase in earned media from social media campaigns.
  - Enhanced visibility and credibility.

**Social Media**

- **Facebook**
  - Increase in Facebook followers.
  - Increase in engagement on Facebook posts.
- **Instagram**
  - Increase in Instagram followers.
  - Increase in engagement on Instagram posts.
- **Twitter**
  - Increase in Twitter followers.
  - Increase in engagement on Twitter posts.

**Paid Media**

- **Facebook**
  - Increase in Facebook ad clicks.
  - Increase in Facebook ad engagement.
- **Google Ads**
  - Increase in AdWords clicks.
  - Increase in AdWords conversions.

**Analytics**

For our paid social media placements, our main goal is to increase social media engagement and build brand awareness. In FY21, we will measure our success through the following key performance indicators:

1. **Clicks**
2. **Engaged Sessions**
3. **Social Media Searches**

**Social Media Engagement**

- **Facebook**
  - Increase in Facebook likes.
  - Increase in Facebook shares.
- **Twitter**
  - Increase in Twitter retweets.
  - Increase in Twitter mentions.
- **Instagram**
  - Increase in Instagram likes.
  - Increase in Instagram comments.

**Social Media Advertising**

- **Facebook**
  - Increase in Facebook ad spend.
  - Increase in Facebook ad impressions.
- **Google Ads**
  - Increase in AdWords ad spend.
  - Increase in AdWords ad impressions.

**SEO**

- **Keywords**
  - Increase in keyword rankings.
  - Increase in organic traffic.
- **Content**
  - Increase in原创 content.
  - Increase in content engagement.

**Email Marketing**

**Webinars/Email Campaigns**

- **Email Open Rates**
  - Increase in email open rates.
  - Increase in email click-through rates.
- **Email Conversion Rates**
  - Increase in email conversion rates.
  - Increase in email un-subscription rates.

**Email List Growth**

**Email List Quality**

**Email List Segmentation**

**Email List Campaigns**

- **Email List Test A/B**
  - Increase in email list test A/B.
  - Increase in email list test B.
- **Email List Test C/D**
  - Increase in email list test C.
  - Increase in email list test D.

**Email List Storage**

- **Email List Size**
  - Increase in email list size.
  - Increase in email list quality.
- **Email List Segmentation**
  - Increase in email list segmentation.
  - Increase in email list engagement.

**Email List Campaigns**

- **Email List Test A/B**
  - Increase in email list test A/B.
  - Increase in email list test B.
- **Email List Test C/D**
  - Increase in email list test C.
  - Increase in email list test D.

**Email List Storage**

- **Email List Size**
  - Increase in email list size.
  - Increase in email list quality.
- **Email List Segmentation**
  - Increase in email list segmentation.
  - Increase in email list engagement.

**Email List Campaigns**

- **Email List Test A/B**
  - Increase in email list test A/B.
  - Increase in email list test B.
- **Email List Test C/D**
  - Increase in email list test C.
  - Increase in email list test D.

**Email List Storage**

- **Email List Size**
  - Increase in email list size.
  - Increase in email list quality.
- **Email List Segmentation**
  - Increase in email list segmentation.
  - Increase in email list engagement.
Marketing Method Evaluation Attachments

Attachment 1
FY 21 YC B2A FINAL 12-21.xlsx

Attachment 2

Attachment 3

Attachment 4

Attachment 5

Attachment 6

Attachment 7

Attachment 8

Attachment 9

Attachment 10

Marketing Method Budget

Marketing Segment | Marketing Method | Bed tax funded budget | Non bed tax funded budget (optional)
--- | --- | --- | ---
Consumer | Print Advertising | $84,410.00 | $0.00
Consumer | Marketing Support Opportunity Marketing | $1,000.00 | $0.00
Consumer | Marketing Support Administration | $212,000.00 | $0.00
Consumer | Joint Ventures | $420,538.00 | $0.00
Consumer | Electronic Adv - Newsletter, E-blast | $24,000.00 | $0.00
Consumer | Webpage Marketing/SEO/SEM | $55,000.00 | $0.00
Consumer | Photo/Video Library | $80,000.00 | $0.00
Consumer | Online/Digital Advertising | $480,000.00 | $0.00
Marketing Support | Crisis Management | $197.00 | $0.00
Research | Consumer Print Advertising | $68,000.00 | $0.00
Publicity | Crisis Management | $1,960,197.00 | $20,000.00
Publicity | Research Survey/Data Collection | $20,000.00 | $0.00
Publicity | Publicity Press Trips | $25,000.00 | $0.00
Publicity | Publicity Press Promotions/Media Outreach | $25,000.00 | $0.00
Publicity | Publicity Social Media | $75,000.00 | $0.00
Publicity | Marketing Support Cultural Tourism | $50,000.00 | $0.00
Publicity | Marketing Support VIC Funding/Staffing/Signage | $120,000.00 | $0.00
Publicity | Marketing Support Crisis Management | $1,815,735.00 | $0.00

Miscellaneous Attachments

Description | File Name | File Size
--- | --- | ---
FY 21 BUDGET CHARTS - SEGNENTS POP.pdf | FY 21 BUDGET CHARTS - SEGNENTS POP.pdf | 127 KB
FY 21 BUDGET CHARTS - SEGNENTS POP.pdf | FY 21 BUDGET CHARTS - SEGNENTS POP.pdf | 127 KB

Reg/CVB Required Documents

Description | File Name | File Size
--- | --- | ---
Required Signed Documents | FY 21 signed docs.docx | 84 KB