

2019 Helena Tourism Digital Marketing

<p>Campaign 1</p> <p>Park to Park</p> <p>Budget</p> <p>5,000</p>	<p>Utah, Texas, California, Washington, Colorado, Illinois, Oregon, Florida, Virginia, New York, Minnesota, Idaho, Georgia, Arizona</p> <p>Jan 1 to Apr 15</p>	<p>½ of budget for search campaigns. The keywords are virtually endless, with over 1000 options. A sample of what will be used includes: directions to Yellowstone, drive to Yellowstone, directions to glacier, driving to Yellowstone, driving to Glacier, Yellowstone to Glacier, glacier to Yellowstone, Montana national parks NOTE: very specific irrelevant words such as "Going to the Sun Road" or "Old Faithful Geysers" will not be used.</p> <p>NOTE: Display ads will have a minimum of 6 variations and will be directly related to keywords and/or landing page on helenamt.com</p>
<p>I will not be reactivating any old campaigns as they are two years old. New campaigns will be launched, monitored and reported on.</p> <p>1/2 of budget for display campaigns targeted the same top locations that are seen on helenamt.com, but these ads will be served via display ads on travel related sites to include: tripadvisor.com</p>		
<p>Campaign 2</p> <p>Southwest MT</p> <p>Budget</p> <p>2,000</p>	<p>Texas, California, Illinois, Utah, Washington, Minnesota, Colorado, Idaho, Alberta</p> <p>Feb 1 to May 31</p>	<p>Butte America, Butte History, Butte Montana Vacation, C.M. Russell Museum, Gold Rush History, gold rush miners, visit Bozeman, Bozeman history, Great Falls History, Great Falls Vacation, History Landmarks Great Falls, landmarks in Montana, Lewis & Clark history, Montana history, Montana landmarks, southwest Montana, Virginia City, visit great falls</p>

<p>Campaign 3</p> <p>Canada</p> <p>Budget</p> <p>2,000</p>	<p>Alberta and British Columbia</p>	<p>Campaign will target Canadians searching for outdoor experiences. Mountain biking related searches will direct to bikehelena.com. Hiking and other outdoor searches will direct to helenamt.com</p>
<p>Campaign 4</p> <p>Meetings</p> <p>Budget</p> <p>2,000</p>	<p>United States, Alberta, Canada</p> <p>Feb 1 until budget spent-can set daily budgets to extend for amount needed (i.e. dates of shows)</p>	<p>Specialty targeting these searches. American Bus Association, National Tour Association, Smart Meetings. Successfulmeetings.com, destination meeting, Montana meeting, meeting venues in Montana. Note: Because of so many different organizations using "ABA" or "NTA" do not target these keywords because people will be searching for unrelated topics.</p>

<p>Campaign 5</p> <p>Remarketing helenamt.com</p> <p>Budget</p> <p>3,000</p>	<p>Targeting previous visitors to site.</p> <p>Jan to budget end</p>	<p>Display ads to be served to previous website visitors.</p>	
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<p>Campaign 6</p> <p>Remarketing bikehelen.com</p> <p>Budget</p> <p>2,000</p>	<p>Targeting previous visitors to site.</p> <p>Jan to budget end</p>	<p>Display ads to be served to previous website visitors.</p>	
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Blog Web

Updates

2 Blog articles monthly. HTA ED to approve topic and then content.

Coordination of website updates and changes.