

FY2019 Marketing

Marketing Segment	Marketing Method	Method	Rationale	Measure Success	Estimated Budget
*\$32,000 =Combined Marketing					
Consumer	Online/Digital Advertising	As a primary component of the FY19 marketing plan, the Helena TBID will develop an online marketing campaign to introduce Helena to the target markets and as a method of educating and producing click-throughs to the Helena website from potential visitors. Specific media vehicles and timing will be determined.	The digital campaign will be designed to fit within our geographic and demographic targets with tactics that have shown past success and any co-op opportunities through MOTBD or third parties.	Effectiveness of this project will be measure by tracking inquiries, impressions, clicks, and click-through rates generated, and by calculating the cost per thousand and the cost per click and per inquiry.	\$32,000
Consumer	Print Advertising	The Helena TBID will develop a consumer marketing campaign as a method of building awareness of Helena's outdoor recreation opportunities, arts and culture, historical attractions, special events, and convenient location between the parks with our target audiences.	This campaign will inspire travelers to plan a trip to Helena through high- quality images and attention-grabbing copy. It will meet the needs of travelers by educating them about all Helena offers, as well as connecting them to the website or travel planner, which both contain trip suggestions and tools to help with their vacation planning. The campaign will be designed to fit within our geographic and demomgraphic targets.	Effectiveness of this project will be measured by tracking inquiries generated and by calculating the cost per inquiry. The Helena TBID will also be monitoring usage statistics from the website Helenamt.com. The objective is to increase inquiries and increase the number of user sessions to Visit Helena website.	\$4,000
Consumer	Social Media	We will target audiences to show the unique Montana experience found in Helena alongside images of the city's assets: art, outdoor recreation, and downtown, and access to nature. We will use Facebook and Instagram to connect with visitors planning trips to Montana. Develop content about the Helena that utilizes photography of the city, and the surrounding landscape. Develop additional posts that feature local businesses, recreational amenities, and events.		Success will be measured by impressions, website traffic, engagement with content and social sharing.	\$32,000
Consumer	Photo/Video Library	Opportunities arise throughout the year when specific photography/videography needs to be purchased to create niche marketing campaigns and fulfill request from publications, writers and for online media.	High-quality images and video that captures the activities, attractions and spirit of Helena make Helena's marketing efforts more powerful by showing what there is to experience in Montana's	This projects success will be determined by tracking the amount of use of the photographs and video for public relations, marketing, website and social media efforts by the Helena TBID.	\$32,000
Marketing Support	Website Updates				\$4,000
Marketing Support	Opportunity Marketing	The Helena TBID would like to assign a project and budget for opportunities that may occur during the FY19/20 marketing year. When project opportunities arise details of the project will be submitted to the TBID Board.	Opportunity projects will allow the HelenaTBID to be prepared if/when opportunities arise.	Metrics for success will be determined when an opportunity project is submitted to the TBID Board.	\$32,000
Marketing Support	Marketing Plan Development	Work to develop a robust, focused marketing plan.		Success will be measured by increasing inquiries and increasing overnight stays among those already traveling to Montana.	\$32,000