



Grant Details

108656 - FY22 Region/CVB Marketing Plan

113960 - FY22 Central Montana Marketing Plan

DOC Office of Tourism

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Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

1. Purpose

Central Montana's FY22 marketing plan will be used to guide our marketing strategy from July 1, 2021 – June 30, 2022.

The Central Montana board of directors has taken into consideration the past year's impact of COVID-19 on the region and on our individual tourism businesses. Some businesses have closed and don't feel they will reopen. Many businesses have shifted their focus, made changes to their operations and have become stronger with varied offerings. Needless to say, the tourism landscape has undergone changes.

In order to position Central Montana as a vacation destination, we will create awareness of the region to first time visitors by using a mixed media approach. We will use a much larger budget in digital and social media marketing than we have budgeted for print. Digital and social marketing will allow us to react quickly to changing travel issues, keeping in mind the speed with which we needed to adapt because of COVID-19. We will also strive to reach prior visitors to keep our region top-of-mind for repeat visits. Our ultimate goal is to bring visitors to Central Montana and have them spend time and dollars in the region.

Marketing will be developed based on Central Montana's past successes in promoting visitation to the region. We will strive to align our strategies with those executed by the Montana Office of Tourism Business Development. Central Montana's marketing decisions are based on research from Destination Analysts, Arrivalist (Eastern Montana Initiative), StackAdapt, VisaVue, the Institute for Tourism & Recreation Research, our website statistics and more. Our FY22 marketing will continue many of our successful projects completed in prior years and, based on funding, we will incorporate new projects.

2. Identity of the Area

Thirteen Montana counties comprise the Central Montana tourism region. We are mountains, rivers and plains. We have large and small communities. Our unique region offers a wide variety of landscapes, attractions, events and activities. Our storied rivers, island mountain ranges, short grass prairie and unique trails appeal to many. We fit well with the Montana brand offering:

- More spectacular, unspoiled nature than anywhere else in the lower 48
 - Central Montana has thousands of acres of public land (short grass prairie, river breaks, mountains, lakes and forests), in addition to thousands of acres of farm and ranch land
- Vibrant and charming small towns that serve as gateways to natural wonders
 - Central Montana is comprised primarily of small charming towns located in close proximity to our unspoiled nature
- Breathtaking experiences by day, relaxing hospitality at night.
 - Central Montana's breathtaking experiences are many – from viewing spectacular art to seeing the locations where those scenes originated. Our hospitality is as varied as sleeping in a beautifully restored historic hotel, to a river guide pitching a tent along a wild and scenic river, or a guest ranch wrangler leading guests on a trail. Experiences are varied with local musicians playing in a local brewery to a craft cocktail named for the nearby geography.

The Central Montana board defines the region's identity as follows:

Central Montana offers visitors a remarkable experience of Montana's history, culture, clear skies and clean water, wildlife, outdoor recreation and adventure. From wide-open spaces to mountain ranges and the Missouri River and its tributaries, culturally rich towns and cities in Central Montana brush with the old west and ancient peoples. Visitors can see the landscapes and absorb the sense of place that inspired renowned western artist Charlie Russell, and walk in the footsteps of Lewis & Clark, all within reach of comfort and hospitality.

Strengths and Challenges of the Central Montana Tourism Region

The strengths that distinguish Central Montana include -

Historical and cultural sites and interpretation - home of numerous Lewis & Clark and Native American attractions and memorials, Charlie Russell, old forts and fur trade history, and National Park Service's Bear Paw Battlefield and the following:

- Kings Hill Scenic Byway and Missouri Breaks Backcountry Byway
- Upper Missouri River Breaks National Monument and Wild & Scenic Missouri River

Varied outdoor adventure and recreation with many activities offering a feeling of open spaces, yet they are still close to our communities' amenities.

- Excellent variety of fish and wildlife
- Multiple access points to the Bob Marshall Wilderness Complex
- Viewable and accessible waterfalls in our mountain ranges and in Great Falls
- The iconic and sacred Sweetgrass Hills
- The Rocky Mountain Front – East slope of the Rockies
- Magnitude of birding opportunities detailed in a Central Montana birding brochure
- Spectacular geology and paleontology with 6 sites on the Montana Dinosaur Trail
- Our grand and diverse scenery that typifies the "Big Sky"
- Authentic Montana lifestyle - farms and ranches, guest ranches, Native American cultures, main-street Montana, friendly people
- Unique and fun organized trails - Pie a la Road, Brewery Trail and a Barn Quilt Trail
- Easily accessible open spaces for scenic touring and wildlife viewing
- Vast public recreation lands
- Our central location in the Glacier-to-Yellowstone National Parks corridor
- Close proximity to Canada with a 24-hour port of entry at Sweetgrass/Coutts
- Many of our tourism products are viewed as budget-friendly, both regionally and nationally
- A variety of public golf courses
- Craft breweries and a distillery using locally grown products
- Central location for statewide meetings and conventions
- Unique attractions such as Havre Beneath the Streets and the Charlie Russell Chew Choo
- Unique events such as Montana Bale Trail (What the Hay), Red Ants Pants Music Festival, Montana Chokecherry Festival, Whoop Up Days, numerous art shows & auctions
- Two Amtrak stops in the northern part of the region (Havre and Shelby)
- A large, central retail hub and international airport in Great Falls
- Our strong partnerships with chambers, Tourism BIDs and other promotional groups in the region
- A new event center with 1,000-person capacity opening Fall 2021 in downtown Great Falls

Challenges and critical issues facing the tourism region -

- While our vast public recreation lands are a strength, our public land managers do not have marketing and promotion budgets
- A need to develop more year-round visitor attractions and more activities in the shoulder seasons to enhance our vacation offerings
- Attractions and private businesses need longer business hours and longer seasons to accommodate visitors
- Lack of restaurants, lodging, attractions and gas stations in our small communities
- Shallow employee pool for businesses, particularly an issue after COVID-19 closures
- The need to continually educate front line personnel, not just those employed in lodging facilities, but in gas stations, grocery stores, retail businesses and restaurants
- The lack of a winter destination resort and, in some years, the lack of winter
- The need to effectively promote in Canada to reach our closest large population center, despite a fluctuating exchange rate and passport requirements. Border closures due to COVID-19 have negatively impacted the region.
- Transportation limitations such as no public bus service to some locations and the fluctuating cost of fuel
- Cost of airfare
- Small marketing budget combined with increasing media costs
- Percentage-limited administrative budget with a need to effectively carry out the budget and serve the widespread region
- The need to continue to strengthen our relationships and communications with the Native American tribes on our reservations and also our landless Little Shell tribe.

As travel restrictions related to COVID-19 change, Central Montana will continue media placement using a mix of print and digital advertising vehicles. A much larger budget will be devoted to digital which will allow the region to quickly react to changes related to safe travel guidelines.

Describe your destination.

The travel phases: Central Montana will Inspire, Orient and Facilitate our potential visitor as we guide them through the conversion funnel.

Our first goal is for potential visitors who see our ads to be inspired.

Potential visitors will need more information (orientation) about the area depicted in the photo that inspired them – the location, how do you get there, what activities can be done there and what amenities are available. Some Central Montana ads will direct viewers to click to our website home page, some marketing will direct them to a niche landing page, and all will offer the opportunity to receive our print travel planner with detailed information about the region and to sign up for our e-newsletter. In all scenarios, potential visitors will be able to learn about our vacation opportunities.

To facilitate the travel decision, visitors can read or click through to our information. Lodging, guides and outfitters, attraction information, dining, and scenic and historic routes are highlighted in our print travel planner and on our website. Our travel planner may be downloaded or viewed as a flip book. We also have niche brochures that can be mailed, obtained at local visitor centers, viewed on our website or printed from our website as a traveler is enroute. Some of these include a detailed Central Montana birding brochure, 10 Great Rides motorcycle routes with maps, Bicycle Trails, C. M. Russell Auto Tour, Kings Hill Scenic Byway brochure, and the partnership brochure for the Montana Dinosaur Trail. Once visitors are in Central Montana, we urge them to seek out local tips offered by staff and volunteers at visitor centers, attractions and local businesses.

Optional: Include attachments here

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

We will define geographic markets as follows: using research results from Destination Analysts, Arrivalist data pertaining to the eastern portion of the region, VisaVue (joint venture project), from information generated through the Interactive Data link on the website for Institute for Tourism & Recreation Research, and the inquiries Central Montana receives. Our primary geographic target markets include the following states and provinces: California, Washington, Idaho, Oregon, Colorado, Utah, Minnesota, North Dakota, Illinois, Wisconsin, Michigan, Florida, South Dakota, Arizona, Texas, Wyoming, Alberta and Saskatchewan.

We will target the following demographic markets: families, wildlife and bird watchers, anglers, adventure travelers, astrology viewers, bicyclers, motorcycle travelers, scenic drivers, cultural & heritage travelers, hunters, geo/eco tourists, winter recreationists, RVers and campers, golfers, education travelers, group tours, guest ranch visitors, snowbirds who travel through the region late fall and spring, dinosaur enthusiasts and train/rail enthusiasts.

The psychographic characteristics of Central Montana's target market include those who value local businesses and locally grown or produced items, enjoy our scenic landscapes and value access to public lands, waterways and open space.

b. What are your emerging markets?

Texas, Arizona and Illinois (especially Chicago) markets (arriving and spending money in the region) have grown based on recent research (VisaVue) and data obtained from hotels in the region. Central Montana has marketed consistently to the provinces of Alberta and Saskatchewan, Canada and we have seen interest grow from the nearby provinces of British Columbia and Manitoba. Once the US/Canada border opens, we will resume marketing to the provinces. While we usually feel there is great potential for visitors from international markets, we doubt that FY22 funds will be used for this based on safety measures due to COVID-19.

Optional: Include attachments here.

c. What research supports your target marketing?

We use the Interactive Data report builder option on the Institute for Tourism & Recreation Research along with several other niche ITRR reports to support our targeted marketing. Recent research done by Destination Analysts and Arrivalist have valuable data for the region, our CVBs and Tourism BIDs. Central Montana had three counties and Fort Belknap Indian Reservation included in MOTBD's Eastern Montana Initiative and we will use past data provided through that. Other reports used include: most current Nonresident Visitation and Expenditure Estimates, Expedia's Top Ten flights into Great Falls, Canadian Travelers in Montana: Traveler Profiles by

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Atchmnt
Consumer	Print Advertising	<p>While we have reduced our budget for print advertising, we will still place ads in publications aligned with our target audience. We will look to publications that have relevant editorial and content, especially featuring our outdoor strengths.</p> <p>We always look at past performance of print media the region has placed. Our agency of record analyzes opportunities for our budget and presents them to a committee. After that review, a proposed plan is submitted to the entire board of directors for approval or edits.</p>	<p>Destination Analysts Traveler Sentiment studies stating that people want to travel and they are looking for safe, outdoor experiences.</p> <p>Statista.com - Americans spend 15 minutes a day reading a magazine.</p> <p>According to the <i>State of the American Traveler</i>, an independent research report by Miles Partnership, print has seen declines but has consistently shown strength. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.</p>	<p>We track all responses to our print ads. Our quantifiable measurement is the overall cost per inquiry. While we realize CPI can vary greatly in different publications, our goal is to keep the overall CPI under \$7.50. We will measure this metric by the number of Travel Planner Requests we get for our Annual Travel planner.</p>	\$14,000.00	<p>Did we meet our objective? Yes.</p> <p>For our print advertising we will measure the Cost Per Inquiry(CPI) as \$7.50 or less. We will define an inquiry as a request for one of our travel planners. The print ads placed in <i>Midwest Living Magazine</i>, <i>Fly Fishing and The Yellowstone Journal</i> totaled \$21,327.50.</p> <p>With 16903 Travel Planners requested for FY22, the CPI comes in at \$1.26, exceeding our target of \$7.50 by a wide margin.</p> <p>Given this response and CPI, we will most likely continue to keep some form of Print Advertising in our FY23 Budget. However, given the tracking abilities with digital advertising, we will not be looking to increase this line item in our budget.</p>	FY22 CMT Print Advertising Print Ads.pdf
						<p>GEOGRAPHIC TARGETING</p> <ul style="list-style-type: none"> CA, WA, ID, OR, CO, UT, MN, ND, SD, WI, IL, AZ, TX, WY, MI, Alberta, Saskatchewan Montana (outside of Central Montana) <p>DEMOGRAPHIC TARGETING</p> <ul style="list-style-type: none"> Educated travelers Families Canadian travelers Travelers interested in outdoor recreation and adventure, fishing, motorcycling, mountain biking, guest ranches, and horseback riding <p>PAID SEARCH</p> <p>GOOGLE ADWORDS – Was this method successful? Yes it was. With a Cost Per Click(CPC)goal of \$3.00 or less, we were able to reach a CPC of \$0.94. Given the value of this method, we will continue to direct funds to this line item for FY23.</p> <ul style="list-style-type: none"> Impressions: 187,107 Click-throughs: 17,562 CTR: 9.39% (benchmark is 2.8% to 4.2%) CPC: \$0.94 Total Spend: \$16,449.99 <p>DIGITAL STREAMING</p> <p>YOUTUBE – Was this method successful? Yes it was. With a Video Completion Rate(VCR) goal of 45%, this method saw a VCR of 56.3%. Given the success in this method, we will continue to direct online marketing funds to this line item.</p> <ul style="list-style-type: none"> Impressions: 240,896 Click-throughs: 66 CTR: .03% CPC: \$121.56 Video completion rate @ 100%: 56.3% (benchmark is 60%) Total Spend: \$8,023 <p>DIGITAL STREAMING AUDIO</p> <p>This method was a success by achieving a 100% completion rate, which was 10% greater than its benchmark of 90%.</p> <ul style="list-style-type: none"> Impressions: 894,087 Audio completion rate: 100% (benchmark: 90%) Total Spend: \$18,000 <p>CTV/OTT PRE-ROLL - This method was successful. We exceeded two benchmarks for the Video completion categories. We will most likely continue to direct funds towards this method, however, we will make sure to compare this method cost, which was \$13,000.00, with other methods to ensure we maximize the effectiveness of our overall marketing plan and budget.</p> <p>THREE CITIES</p> <ul style="list-style-type: none"> Denver Minneapolis Seattle <ul style="list-style-type: none"> 227,463 spots Video completion rate: 97.3% (benchmark is 95%) Impressions: 392,064 Clicks: 615 Video completion rate @ 100%: 74.1% (benchmark is 60-65%) Total Spend: \$13,000 	

Consumer	Online/Digital Advertising	<p>Central Montana's online marketing will consist of a diverse placement of digital media including banner ads, video pre-roll, HTML e-news blasts, Google AdWords, native content, streaming video on OTT and CTV, and social. This mix targets core platforms that are integral to sustained digital placement.</p> <p>In FY22 the above marketing platforms will target families and educated travelers that are interested in outdoor recreation and adventure, fishing, motorcycling, mountain biking, guest ranches and</p>	<p>Destination Analysts Traveler Sentiment studies stating that people want to travel and they are looking for safe, outdoor experiences.</p> <p>www.TrendHunter.com Consumer Insights show that the COVID-19 pandemic has driven even more vacation planners to online research.</p> <p>www.nsignt.com Executing Your Digital Journey (using a mix of digital).</p> <p>A recent study by Deloitte found that Americans collectively check their smart phones nearly 8 billion times per day.</p> <p>An industry survey conducted by MarketForce (worldwide leader in customer intelligence solutions showed that 78% of respondents said posts by companies they follow on social media impact their purchase decisions.</p> <p>A report by Social Media Today.com/news/the-state-of-video-marketing states that 90% of consumers claim a video will help them make a purchasing decision.</p>	<p>On banner ads we will track click-throughs to our website and will consider them successful if the click-through-rate is .24% or greater. For HTML e-news blasts we will track open rates will consider them successful if we achieve a click-through-rate of 2.0% or better. For video we will track number of views with a measurement benchmark of 45% view-through rate. On social digital marketing we will track engagement with an overall success measurement of 1.2% engagement. Google AdWords will be evaluated by the cost per click and our</p>	<p>PREMIUM PUBLISHER WEBSITES</p> <p>WIDE OPEN MEDIA – Our target CTR was set at .24%, which this banner ad did not perform. However, it did perform a CTR on the high end of the benchmark. Overall, we consider this a success and will evaluate the value of this method for future fiscal years.</p> <ul style="list-style-type: none"> • Impressions: 625,000 • Clicks: 840 • CTR: .13%(benchmark is .08% to .15%) • CPC: \$7.44 • Total Spend: \$6,250 <p>ALL ABOUT BIRDS – This method has not been a success. With a target CTR of .24%, we consider the actual CTR of .08% to be on the lowside of the benchmark only a third of the target CTR. We will most likely not consider this Marketing method for next year's budget.</p> <ul style="list-style-type: none"> • Impressions: 144,469 • Clicks: 121 • CTR: .084% (benchmark is .08% to .15%) • CPC: \$10.33 • Total Spend: \$1,250.00 <p>RIDER – This marketing method is not considered a success in terms of the CTR which came in at .037% which is much lower than our target CTR of .24%. For this reason, we will not likely pursue this marketing method again for future digital marketing.</p> <ul style="list-style-type: none"> • Impressions: 86,000 • Clicks: 32 • CTR: .037% (benchmark is .08% to .15%) • CPC: \$27.53 • Total Spend: \$881.00 <p>E-NEWSLETTERS</p> <p>TRUE WEST MAGAZINE – This method came in just under the target CTR metric of 2.0% or greater at 1.66%. Given CPC being relatively low, along with the idea that True West Magazine is a parallel brand in comparison to Central Montana's rustic and western identity. For this reason, we may continue this method next year.</p> <ul style="list-style-type: none"> • One deployment • Recipients: 52,723 • Open rate: 30.7% • Clicks: 268 • Click rate: 1.66% • CPC: \$4.18 • Total spend: \$1,119.00 <p>AAA VIA MAGAZINE – MOUNTAIN WEST – With a CTR of 1.2% this method is unsuccessful compared to our target CTR of 2.0% or better. For that reason, we most likely won't pursue this method for next year's plan and budget.</p> <ul style="list-style-type: none"> • One deployment • Recipients: 36,153 • Open rate: 48.5% • Clicks: 215 • Click rate: 1.2% • CPC: \$5.57 • Total Spend: \$500.00 <p>NORTHWEST TRAVEL & LIFE MAGAZINE – This method is considered successful with a 5.76% CTR which easily exceeded our target CTR of 2.0%.</p> <ul style="list-style-type: none"> • One deployment • Recipients: 15,000 • Open rate: 27.1% • Clicks: 234 • Click rate: 5.76% • CPC: \$6.41 • Total Spend: \$1,500.00 <p>RIDER MAGAZINE - With a CTR of .057% this method is unsuccessful compared to our target CTR of 2.0% or better. For that reason, we most likely won't pursue this method for next year's plan and budget.</p> <ul style="list-style-type: none"> • Six deployments – April through June • Recipients: 289,175 • Open rate: 62.6% • Clicks: 103 • Click rate: .057% • CPC: \$14.56 • Total Spend: \$1,500.00 <p>OUTBOUND COLLECTIVE - This method is considered successful with a 2.42% CTR which exceeded our target CTR of 2.0%. Therefore we may consider using this method in the future.</p> <ul style="list-style-type: none"> • One deployment • Recipients: 254,840 • Open rate: 46.7% • Clicks: 2,885 • Click rate: 2.42% • CPC: \$1.73 • Total Spend: \$5,000.00 <p>NATIONAL PARK TRIPS – YELLOWSTONE JOURNAL - This method is considered successful with</p>	<p>\$97,000.00</p> <p>FY22 YearEnd Report - Wendt Agency.pdf</p>
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horseback riding.

measurement of success will be a cost no higher than \$3.00 per click.

a 2.55% CTR which exceeded our target CTR of 2.0%. Therefore we may consider using this method in the future.

- Deployment 1/20/22
- Recipients: 82,070
- Unique opens: 15,201
- Open rate: 18.5%
- Clicks: 2,095
- Click rate (click from unique opens): 13.78%
- CTR: 2.55%
- CPC: \$4.17
- Total Spend: \$8,744.00

PROGRAMMATIC DIGITAL DISPLAY/BANNERS

This method was considered a success. With a CTR that came in a .25%, which is just above the target CTR of .24%, we also noted that the number of impressions and the CPC were strong statistically. Therefore we may continue this market method moving forward.

- Impressions: 1,104,093
- Click-throughs: 2,730
- CTR: .25% (benchmark is .08% - .15%)
- CPC: \$2.07
- Total Spend: \$5,653.00

DIGITAL VIDEO PRE-ROLL

With a Video Completion rate of 82.80%, this measurement was easily higher than our benchmark of 45% VTR. However, we may evaluate the cost benefit for further continuation of this method.

- Impressions: 807,041
- Video completion rate @ 100%: 82.80% (benchmark is .65% - .70%)
- Total Spend: \$16,590.00

NATIVE CONTENT

ARTICLE – This method wasn't quite successful with a CTR of 0.22%. Along with that metric, it performed with a high CPC of \$6.44, making it questionable as to whether we will continue this method in future budgets and campaigns.

- Impressions: 434,791
- Video views @100%: 162
- Clicks: 971
- CTR: 0.22%
- CPC: \$6.44
- Total Spend: \$6,250.00

DISPLAY – This method exceeded our CTR target metric of 0.24%. With 0.27% being the actual metric, we also noted that the CPC was on the high end at \$4.23. This method may be considered for future marketing efforts, but not for certain.

- Impressions: 543,479
- Clicks: 1,477
- CTR: 0.27%
- CPC: \$4.23
- Total Spend: \$6,250.00

SOCIAL MIRRORING

This marketing method had a very strong CTR of 0.73% compared to a benchmark of .40% - .48%. However, the CPC was on the high side, which may prevent us from using this method in the future.

- Impressions: 427,677
- Clicks: 3,119
- CTR: 0.73% (benchmark .40% - .48%)
- CPC: \$13.65
- Total Spend: \$8,00.00

SOCIAL MEDIA

This method was very successful. With a CTR of 2.45%, it performed much higher than our benchmark of 2.4%. In addition, it had an overall engagement of 5.29% vs. the target metric of 1.2% engagement.

- Impressions: 2,014,916
- Reach: 750,453 individuals
- Clicks: 21,768
- CPC: \$4.45
- CTR: 2.45%
- Landing page views: 8,122
- Total Spend: \$9,747.00

LIKES CAMPAIGN

This method for increasing the number of likes for our Facebook page was larger than the benchmark of 1.2% engagement. With an engagement of .19% it is very likely that we would use this marketing method again.

- Total new likes: 3,428
- Impressions 481,125
- Cost-per-like: \$1.02
- Reach: 174,272
- Total Spend: \$3,500.00

CANADIAN

PROGRAMMATIC DIGITAL DISPLAY/BANNERS

This method was not as successful as hoped. With a CTR of .09% it did not meet the target benchmark of .24%. Along with the high CPC, we most likely won't

							<p>continue this method for future campaigns.</p> <ul style="list-style-type: none"> • Impressions: 1,408,992 • Click-throughs: 1,307 • CTR: .09% (benchmark is .10 - .15%) • CPC: \$9.95 • Total Spend: \$13,000.00 <p>E-BLAST</p> <p>This marketing method was successful with a CTR of 2.56%, vs the target CTR of 2.0%. Therefore, we may consider this method in future marketing.</p> <ul style="list-style-type: none"> • Wave Direct • One deployment on 1/12/22 • Recipients: 14,693 • Total opens: 3,179 • Open rate: 21.64% • Clicks: 376 • CTR: 2.56% • Total Spend: \$2,500.00 <p>SOCIAL MEDIA</p> <p>This social media campaign had a 5.5% engagement which exceeds the target engagement rate of 1.2%. Therefore, this method was successful and will likely be used again.</p> <ul style="list-style-type: none"> • Impressions: 1,135,832 • Clicks: 9,574 • CPC: \$47 • CTR: 2.56% • Reach: 174,055 individuals • Landing page views: 5,461 • Total Spend: \$4,500.00 <p>CAMPAIGN SUMMARY</p> <ul style="list-style-type: none"> • TOTAL DIGITAL <ul style="list-style-type: none"> ◦ Impressions/Spots: 8,267,813 ◦ Clicks: 35,016 • TOTAL SOCIAL <ul style="list-style-type: none"> ◦ Impressions: 3,631,873 ◦ Clicks: 31,342 ◦ Likes: 3,428 • GRAND TOTAL <ul style="list-style-type: none"> ◦ Impressions/Spots/Readership: 14,574,986 ◦ Clicks: 66,358 	
Consumer	Website/Internet Development/Updates	<p>With this budget we maintain our website CentralMontana.com and also produce videos with the same contracted agency chosen by an RFP.</p> <p>We have a blog on our website that will be updated monthly or more frequently, particularly featuring outdoor experiences in Central Montana. The calendar of events will be kept current. We will update changes in offerings along our scenic drives, historic trails, brewery page, pie trail page, and a other activity pages. Any Instagram photos hashtagged #CentralMontanaSkies appear on our home page whenever tagged which adds new images almost daily.</p> <p>Our home page will be updated seasonally with new images and a video clip as our header image. This past fiscal year a Covid landing was developed and updated. New video footage will be gathered and edited. Videos created will be added to CentralMontana.com and our YouTube channel as they are completed.</p>	<p>Destination Analysts Traveler Sentiment studies stating that people want to travel and they are looking for safe, outdoor experiences.</p> <p>For video, Techblog https://techblog.comsoc.org/2017/06/10/cisco-increased-use-of-web-video-to-be-82-of-all-internet-traffic-by-2021/ states that over 80% of all traffic will consist of video by 2021.</p> <p>Social Media Today research https://www.socialmediatoday.com/news/the-state-of-video-marketing-in-2018infographic/518339 notes that 90% of consumers claim a video will help them make a purchasing decision.</p>	<p>We will track number of visitors to our website and measure success by having an increase of 3% over FY21 visitors to the site.</p>	\$25,000.00	<p>This method was not successful for our Centralmontana.com website. However, we must note that our social media, which typically drives the majority of our website visitors and traffic, had a lot of inconsistencies due to turnover within the CMT organization.</p> <p>The Centralmontana.com website covers all there is to do and see in Centralmontana. From places to stay, events, trip ideas, increasing our newsletter contact list, or photo and video content that captures the region's beauty and so much more, it is a vital piece to our online marketing campaigns.</p> <p>We had a target metric of a 3% increase in traffic from FY21 to FY22. The actual metrics came in at 191,763 visitors in FY21 to 150,817 visitors in FY22 resulting in a 21.4% decrease. Again, we would like to note the internal turnover and changes that the CMT organization went through, which led to much less activity on our social media channels. To illustrate the point, our social media traffic was 47,519 visitors in FY21 vs 1,371 visitors in FY22.</p> <p>If we remove the social traffic to the total number of visitors, the metrics come in at 149,446 visitors in FY21 vs 144,244 visitors in FY22, which is a 3.6% increase between FY21 visitors and FY22 visitors.</p> <p>The other positive review is that our organic traffic is up 22.82% (61,518 in FY21 vs 75,556 in FY22).</p> <p>When we factor all of these measurements together, along with the critical aspect that a website is to any organization's success, we will continue to maintain and update the Centralmontana.com website in our future marketing plans and budgets.</p>	FY22 Screenshot CMT Website.png	
		<p>Central Montana has partnered with other private sector businesses and bed tax funded entities to attend travel and sportsman shows in our target markets. As</p>						

Consumer	Travel/Trade Shows	<p>consumer show promoters return to host their annual events, we will evaluate the markets and our budget to see if we will attend any in FY22.</p> <p>Getting our message out to potential visitors who aren't familiar with Central Montana has been successful at past attended shows. Most visitors we interact with at consumer shows aren't as familiar with Central Montana like they are with areas bordering national parks.</p> <p>We have an existing travel show booth and would use our annual travel planner as the primary handout. Other niche brochures and Montana maps would also be distributed.</p>	<p>ITRR's report on Repeat Visitors. We can easily lure repeat visitors to explore lesser traveled areas like Central Montana. One on one contact with them at consumer shows is a way to focus on our region.</p> <p>Outsellinc.com Return to Events - shows that people are ready to attend larger events if safety protocols are in place.</p> <p>Outsell Inc. https://www.outsellinc.com/product/digital-transformation-in-the-exhibition-industry/ research notes the No.1 ranked factor for allocating spending to trade and travel shows is "Maximizing pre-qualification of prospects" (2013 through 2016). Exhibition (trade shows) are the third highest form of lead generation with close to \$9billion spent in 2016.</p> <p>ITRR's report on visitors to national parks realizing that many from the Midwest may consider visiting Central Montana, especially if they are driving to Glacier Natl Park.</p>	We will measure the success of consumer shows by giving out 100% of the literature we ship to the show.	\$3,000.00	Central Montana did not partake in any Travel/Trade Shows due. In September of 2021, CMT hired a new Executive Director. Given the amount of onboarding required, this marketing method was not considered a priority for FY22, and these funds were rolled over into the FY23 budget.	
Consumer	Ad Agency Services	<p>Our contracted Ad Agency, secured from an RFP process, will research options for advertising and placing our media. They will track our media with the various vendors and do creative design for our ads. They work with a committee to select geographic targets, ad themes and types of media placement.</p>	<p>https://whatagraph.com/blog/articles/this-is-what-clients-actually-want-from-their-ad-agencies</p> <p>The above blog covers the standard things clients want from an Ad Agency (media strategy, creative design) but also consumer insights, quantifiable results, and "more with less budget".</p> <p>The measurement of our agency placed media is the statistical measurement we use to determine if this project is successful.</p>	We will measure this method by the successful completion of ad design and media placement. We use an agency to research and then formulate media placement recommendations. Once the final media placement plan is approved the agency does design.	\$14,000.00	<p>We met our objective. All media buys were completed timely to secure the placement we requested, and all design was completed in time for delivery to the vendor. This marketing strategy and method were successful.</p> <p>Central Montana will budget for Ad Agency services in future budgets.</p>	FY22 AdAgencywebgrantsreport.pdf
Consumer	Printed Material	<p>A Central Montana travel planner was not produced in FY21. Our supply had not been exhausted due to limited travelers in the region because of COVID-19. We felt it would not be fair to our advertisers to not receive full distribution benefit of the 2020 planner and we also did not want to have to recycle the remaining supply.</p> <p>In FY22 a new planner will be designed and printed. Ads will be sold to support the print run and distribution will be paid on specific Certified Folder routes.</p> <p>We will stay with a magazine style publication, 8 3/8" x 10 7/8", using large-format images and a 2-page Montana map as the centerfold. We will determine quantity based on what the ad sales and budget (combined) will support.</p> <p>We usually have the piece off a press and ready to mail by early January of the fiscal year (approx January 10, 2022).</p>	<p>ITRR's report of Traveler Characteristics shows that people do pick up travel information enroute to Central Montana, and while in the region.</p> <p>ResearchGate cites the following study supporting print publications https://www.researchgate.net/publication/257881050_Is_An_Advertisement_Worth_The_Paper_It's_Printed_on_The_Impact_of_Premium_Print_Advertising_On_Consumer_Perceptions Results show that tested advertisements employing premium-print technologies convey a greater sense of uniqueness and prestige than conventional advertising, boost consumer attitudes toward an advertisement as well as toward the brand and enjoy higher ratings on measures of willingness to buy, positive word of mouth and consumer willingness to pay a premium price.</p>	By the end of FY22 our measurable goal is to have 30% of the travel planner print run distributed. The remainder of the print run would need to last until January 2023.	\$52,000.00	<p>Print Advertising for FY22 was a unique fiscal year in the sense that no funds were committed in FY21 to Print Advertising due to the Covid-19 Pandemic. Regardless, this marketing method did prove to be successful. Ad sales in the Central Montana Travel Planner and were formidable in supporting the total cost of production. Many ads were renewed ads from previous years, which demonstrates the support of many organizations throughout the Central Montana Region.</p> <p>We printed 75,000 copies of the 2022 planner and it was delivered on January 21st, 2022. Distribution was consistent throughout the year, and we met our goal of distributing 30% of the print run before the end of FY22. Certified Folder Display distributed 57,000 planners. We had 16,905 inquiries for a travel planner to be mailed to them. At the end of FY22, we had a surplus of approximately 8,000 copies. This has been factored into our 2023 planner order size, and we will still distribute the remaining copies of the 2022 planner as the vast majority of all information is relevant and up to date.</p> <p>Given the value of a printed travel planner in remote areas within our region that often don't have cell service or other means of accessing information, we will continue to use this marketing method.</p>	2022-Central-Montana-Travel-Planner.pdf
						<p>MT Winter Fair</p> <p>Our measurement of success will be the number of visitors and page views on the CentralMontana.com website.</p> <p>At a cost of \$750.00, we did meet our objective without spending more than 20% of Annual Budget. The primary goal was to raise awareness and grow</p>	

Consumer	Cooperative Marketing	<p>Central Montana budgets for cooperative marketing to assist our regional non-profit partners with tourism promotion.</p> <p>A project application is submitted, reviewed by a Central Montana committee, then presented at a board meeting for final determination of funding.</p> <p>Central Montana can pay up to 50% of the nonprofit partner's project cost.</p>	<p>MT Winter Fair</p> <p>The MT Winter Fair was not held in 2021 due to the COVID Pandemic. Given that this event has shown steady growth since it's inception, we felt it would be a great way to direct funds that would increase awareness and grow attendance.</p> <p>Lewistown TBID</p> <p>Hoteliers and the local Visitor's Center continue to report interest from Yellowstone Park visitors traveling to our area, both for extended stays when planning a Montana vacation and for spur-of-the-moment overnight trips from those already visiting the park.</p> <p>Choteau County</p> <p>According to Certified Folder Display Service, 7 out of 10 visitors make decisions during their vacations from information obtained from a brochure.</p>	<p>MT Winter Fair</p> <p>Our measurement of success will be the number of visitors and page views on the CentralMonana.com website. We are looking for a 50% Growth within those parameters.</p> <p>Lewistown TBID</p> <p>Our measurement for success will be a 3% web traffic increase between the FY21 and FY22.</p> <p>Choteau County</p> <p>Our measurement of success will be a 100% distribution rate.</p>	\$5,000.00	<p>attendance by driving traffic to our website. Specifically, we wanted to monitor the metrics of website traffic along with the number of pageviews.</p> <p>With 24,988 Visitors and 17,500 Page Views, we can report that there was a 270% increase over the 2020 Montana Winter Fair. We have used 2020 as our comparative year due to the fact that the Fair was not held in 2021 due to the Covid 19 pandemic.</p> <p>Overall, we are happy to report that the 2022 attendance was a record attendance for the Montana Winter Fair. We will use this marketing method moving forward.</p> <p>Lewistown TBID community marketing with Yellowstone Journal</p> <p>The Yellowstone Journal provides several print and digital marketing components to help drive visitation to the Lewistown and Central Montana communities. This is tracked through the analytics from the EnjoyLewistown.com website and the Yellowstone Journal digital statistics provided by Yellowstone Journal.</p> <p>At a cost of \$2,500.00, we gladly say that we met our objective. Lewistown's website traffic in 2022 remained steady throughout the year ending with an increase of 3.21% over 2021. A portion of the traffic increase can be attributed to the Yellowstone Journal advertising with links from the YJ posts to EnjoyLewistown.com website articles found in several areas of the EnjoyLewistown.com Google analytics. In addition, at a cost of \$2500, this did not exceed 20% of our annual budget.</p> <p>Our components included the following:</p> <ul style="list-style-type: none"> • Print <ul style="list-style-type: none"> ◦ Full-page ad in Yellowstone Journal ◦ Inclusion in the Yellowstone Park Road Trip itinerary • Digital <ul style="list-style-type: none"> ◦ Online presence on Yellowstone Park website (https://www.yellowstonepark.com/road-trips/lewis-town-montana) ◦ 1 Facebook post (49,143 reach and 355 post clicks) ◦ 2 E-news blasts (Reaching 85,000+ subscribers, generating 352 clicks) <p>Hoteliers and the local Visitor's Center continue to report interest from Yellowstone Park visitors traveling to our area, both for extended stays when planning a Montana vacation and for spur-of-the-moment overnight trips from those already visiting the park. The local Charlie Russell Chew Choo also reports an increase in interest from Yellowstone Park visitors.</p> <p>In summary, the Yellowstone Journal continues to offer an important outreach tool by allowing Lewistown to reach both Yellowstone Park visitors and those who may be planning a vacation in Montana. Lewistown is able to showcase the unique experiences, events, and road trips we have to offer.</p> <p>Choteau County</p> <p>In order to best distribute the Visitor Guide's, the Chamber partners with Certified Folder Display to ensure targeted distribution throughout Montana including the Yellowstone area, the Butte/1-151-90 corridor, Glacier Missoula (including the airport) and the Helena/Great Falls areas. The cost of this service from 6/1/22-5/31/23 is \$860.18. As a rural town dependent on tourism, financial help with distribution would help stretch our limited resources. The 2020 and 2021 tourism seasons were greatly affected by the Covid pandemic and we look forward to purposely attracting visitor's to our central Montana location in 2022. Your grant money of 50% of the total bill (\$430) will allow the Chamber to redirect some of its distribution dollars to support the businesses that tourists and residents rely upon in our area.</p> <p>With a distribution rate of 100%, we consider this method to be successful in placing the Choteau Visitor's Guide at key locations throughout Montana.</p>	FY22 CMT Co-op Combined.pdf
Consumer	Opportunity Marketing	<p>Central Montana's Opportunity Marketing budget is for those projects that come up during FY22 that we weren't aware of at the time of writing this marketing plan. Project details and strategy will be determined once the project is approved by Central Montana's board.</p>	<p>Supporting research will be determined once the project is finalized.</p>	<p>Success measurements will be determined when the project is finalized.</p>	\$2,000.00	<p>Central MT did not participate in any Opportunity Marketing projects for FY22.</p>	
						<p>Lewis & Clark Promotion</p> <p>We will measure this method's success based on a 3% increase in Unique Impressions for the 8 pages with Central Montana content.</p>	

		<p>Lewis & Clark:</p> <p>With more travelers turning to digital for assistance, marketers can connect with customers when they first express intent through online inspiration or research. Travel companies can segment their audiences, combine first- and third-party data, and use machine learning to connect with customers.</p> <p>Tasting Tourism:</p> <p>With the use of online video production constantly on the rise, we plan to develop videos that feature the Breweries and Distilleries within the Central MT Region.</p> <p>Crown of the Continent:</p> <p>Crown of the Continent Brochure Reprint - Central Montana will partner with the MT Office of Tourism, Glacier Country Tourism, Southwest Montana, Travel Alberta, Alberta SW Regional Economic Alliance and</p>	<p>Lewis & Clark statewide promotion:</p> <p>Printed Brochures produced and distributed: Travel and Tourism Research Association https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf</p> <p>53% of US travelers report using a printed resource in planning their travel in the previous 12 months.</p> <p>Digital Display Ads -Google https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020 Phocuswright https://www.phocuswright.com/Free-Travel-Research</p> <p>Tasting Tourism:</p> <p>A study by Visit Anaheim found that "tasting tourism" has increased as "seven in ten Americans have traveled to a destination specifically to sample the alcohol in the region." The 'Drink It In' video series was published on May 3, 2022. Since publication, we have been monitoring analytics. With increased privacy restrictions, it is difficult to obtain geography statistics for website users and video viewers. However, using estimations by Facebook it appears that an average of 55% of video viewers on Central and Southwest Montana's Facebook accounts are non-residents. On YouTube, this number is closer to 12.12% of viewers.</p> <p>Crown of the Continent brochure reprint: Printed Brochures produced and distributed: Travel and Tourism Research Association https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf</p>	<p>Lewis & Clark Promotion:</p> <p>We will measure this method's success based on a 3% increase in Unique Impressions for the 8 pages with Central Montana content</p> <p>Tasting Tourism Grant:</p> <p>The metrics used to track the progress of this project include website traffic, video views, and shares by participating businesses and local chambers.</p> <p>Crown of the continent:</p> <p>We will quantify a</p>	<p>The 2022 program will include:</p> <ol style="list-style-type: none"> Digital ads running on top consumer websites targeting frequent travelers who are seeking family vacations and recreation who live in Minneapolis, Chicago, Denver and Seattle. The digital ads will be hot-linked to the Central Montana auto tour page. Internet updates will add more hotlink access to Central Montana's auto tour page, refreshed SEO, photo, text and video content. The Lewis & Clark Trail Rocky Mountain and Pacific Northwest regional brochures promoting Central Montana will be reprinted and distributed to en route visitors across 10 states from Missouri to Oregon. In Montana the brochures will be distributed at visitor attractions and campgrounds. <p>We have included the proposal given to CMT for this tourism partnership. It shows all relevant print and production costs.</p> <p>FY21 statistics show that visitor traffic for the 8 pages with Central Montana content was 11,815 vs FY22 visitor traffic of 7,698, which is a 34% decrease.</p> <p>We distributed all brochures given to our office. However, given the decrease in this traffic, we don't consider this method to be successful. We will take a closer look at the FY23 proposal to determine why the traffic was down from FY21 and how this publication and website will see an increase in traffic for FY23.</p> <p>Tasting Tourism Grant</p> <p>Our goal is to bring awareness to the wide variety of breweries and distilleries operating in Montana and capitalize on the propensity to visit a region simply because there is a craft beverage business in the area.</p> <p>The 'Drink It In' video series was published on May 3, 2022. Since publication, we have been monitoring analytics. With increased privacy restrictions, it is difficult to obtain geography statistics for website users and video viewers. However, using estimations by Facebook it appears that an average of 55% of video viewers on Central and Southwest Montana's Facebook accounts are non-residents. On YouTube, this number is closer to 12.12% of viewers. While the completed videos have only been published for a month, participating businesses and communities are utilizing the 'Drink It In' series to promote their communities as Montana travel destinations. We're confident as the videos gain exposure, they will drive increased visitation and expenditures in our local communities.</p> <p>The metrics used to track the progress of this project include website traffic, video views, and shares by participating businesses and local chambers. The milestones from the project included completion of interviews, wrap up of filming, production of 10 videos, publication of the videos and video promotion. It is important to note that these videos were published only one month ago, and we expect these metrics to significantly improve over the coming year as we promote the project.</p> <p>Key Metrics since publishing May 3, 2022:</p> <ul style="list-style-type: none"> Website Traffic: 653 pageviews Video Views: 6,948 video views <p>Project Milestones:</p> <ul style="list-style-type: none"> Interviews finalized: October 28, 2021 Filming Completed: October 28, 2021 First Video - Lewis & Clark Produced: December 7, 2021 5 Central Montana Videos Produced: February 8, 2022 Creation of Project Identity 'Drink It In': March 1, 2022 4 Southwest Montana Videos Produced April 29, 2022 Video Series Published: May 3, 2022 Press Release Sent Out: May 4, 2022 Promotion of Series: Ongoing <p>For complete details for this Joint Venture, please see the attached file.</p> <p>Given the overwhelmingly positive response from the individual businesses and communities, Central Montana has budgeted additional funds in both FY22 and FY23 to continue the project and expand the number of breweries and distilleries represented by 'Drink It In.'</p> <p>Crown of the Continent</p> <p>Was this method successful? Yes, given our method measurement was to have 100% FY22 Map Guide Stats:</p> <ul style="list-style-type: none"> Map Guides printed - 50,000 Map Guides distributed: 63,530 <p>*Distribution numbers were up compared to FY21 likely due to the change in strict COVID restrictions, international border crossings, and businesses reopening.</p>	<p>FY22 Joint Ventures Document.pdf</p>
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Kootenay Rockies Tourism to reprint and distribute this impressive piece.

Sojern Joint Venture:

Sojern is a digital programmatic partner with direct access to first party, real-time travel data from 100+ large travel companies. Their campaign utilize real-time and historical travel data to reach high-value target audiences.

Visa View Research

The nature of this Joint Venture is to provide Central Montana valuable statistics and insights based on Visa Card activity. This information, in turn, gives Central Montana a significant ability to target our next Fiscal Year's Marketing Plan and Budget.

53% of US travelers report using a printed resource in planning their travel in the previous 12 months; 896 million trips were taken in the last 12 months by this group of US travelers; 400 million leisure trips were taken by this group of US travelers in the past year – spending an estimated \$161 billion.

Sojern Joint Venture:

Sojern is a top programmatic media partner for Brand MT and has flexible and cost-efficient pricing for JV program

Visa View Research:

For any marketing organization to be successful, they must have accurate data that can determine and produce highly targeted audiences.

measurement for success as a 100% distribution of all Map Guides Printed

Sojern Joint Venture:

We will use a CTR of 0.16% or greater as a quantifiable measurement.

Visa View Research:

Did this method contribute to an effective marketing plan.?

Demographics: We're not provided this information from our distributors, as a significant quantity annually is distributed to visitor information centers in Montana, Idaho, and across British Columbia and Alberta. COTC Geotourism receives individual map orders through our website. Domestic requests are distributed by Montana and the Canadian and International requests are distributed by Kootenay Rockies Tourism. AlbertaSW Regional Alliance and Kootenay Rockies Tourism help us distribute Canada and International bulk order requests.

Map Guide Sponsors Recognized:

- Alberta Parks & Environment
- Alberta SouthWest Regional Alliance
- Central Montana Regional Tourism
- Bob Marshall Wilderness Foundation
- Glacier Country Regional Tourism
- Kalispell Convention and Visitor Bureau
- Kootenay Rockies Tourism
- Montana Office of Tourism and Business Development
- Southwest Montana Regional Tourism
- Tourism Fernie; and Whitefish Convention and Visitors Bureau

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Click Here to View Dashboard

Audience Targeting

- Educated Travelers: defined as adults 25-54 with a HHI of >\$75K and a college education or above
- Affluent Families: defined as adults 25-54 with a HHI of >\$75K and presence of children aged 0-17 in the household

Geotargeting (either)

- National: USA ex. MT plus AB, BC, SK
- Drive Markets: ND, SD, MN, CO, WY, ID, UT, WA, OR, NE

Display Banners (see attached document for content creative.)

- CPM: \$5
- Sizes: 160x600, 300x250, 300x600, 728x90,300x50,320x50
- Type: Static, HTML5, GIF
- Max Size: 200K
- Animation: up to :15
- Tracking: via Sizmek

Native Display

- CPM: \$6
- Sizes: 1200x627, Square
- Type: completed spreadsheet with images
- Max Size: 200K
- Animation: n/a
- Tracking: via Sizmek

Pre-roll Video

- CPM: \$14
- Sizes: :15, :30
- Type: mp4, wmv, mpg
- Max Size: 1 GB
- Animation: :15, :30
- Tracking: via Sizmek

Results from May 1st, 2022 – June 30th, 2022 show

- Delivered over 685k impressions in the month of June.
- 2K Clicks achieved at a 0.19% CTR overall.
- The campaign was delivered in full including additional makegood impressions that were secured.

The metric we are measuring for success is an overall Click Through Rate (CTR) 0.16% or higher. As of June 30th, 2022, we have achieved an overall CTR of 0.19%. Therefore, we consider this Joint Venture marketing method successful and will consider continuing this marketing method.

Visa View Research

The nature of this Joint Venture is to provide Central Montana valuable statistics and insights based on Visa Card activity. This information, in turn, gives Central Montana a significant ability to target our next Fiscal Year's Marketing Plan and Budget.

This Joint Venture is considered a success based on the information it has been able to provide. We will most likely continue to use this method for future marketing and budget planning purposes.

Consumer	Photo/Video Library	<p>needs inspiring photos for every project we do. Each year we budget funding to purchase images for unlimited use from photographers. The photographers are typically not professional full time photographers, instead they are usually locals who are out in our beautiful landscapes and taking photos for their own pleasure.</p> <p>We increased our photographer fee in FY21 to \$60 (\$10 increase over prior year) but it is still a bargain for Central Montana. With 13 large and diverse counties to cover, we could not represent the region nearly as well if we didn't have these photos.</p> <p>We contact photographers submitted by Central Montana board members, give them project details, and submission deadlines. Once the submissions have all been downloaded and labeled with the photographer's name, a committee reviews them and decides which to purchase. Photographers are sent a contract and upon receipt of a signed contract, payment is sent to them.</p>	<p>Social Media Today research https://www.socialmediatoday.com/news/7-tips-for-using-visual-content-marketing/548660/</p> <p>Our brain only needs 1/10th of a second to process an image. Reading 200-250 words takes an average of 60 seconds. People remember visual information six times more than the information they have read or heard. The click-through-rate (CTR) of a website is about 47% higher in sites containing strong images.</p>	Our measurement of success for this project is to purchase a minimum of 50 photos.	\$5,000.00	<p>Our measurement of success was to acquire a minimum of 50 photos. Therefore, even though photo submission wasn't quite as active as it has been in the past, we were able to purchase 50 photos that capture the beauty and essence of Central Montana while including multiple topics and perspectives.</p> <p>This content will be used in our social media campaigns, website, newsletters and other marketing efforts internally handled by the CMT organization.</p> <p>This method was successful and Central MT will continue to practice this method in the future.</p>	
Marketing Support	Administration	<p>Central Montana's Administration budget is \$65,000 or 20% of our gross projected revenue for FY22.</p> <p>At this time, we are in the process of changing from an independent contractor selected by an RFP process to serve as executive director, to an employee. The region's board realizes the different expenses they will have (payroll taxes, some benefits, office rent, higher CGL insurance) relating to hiring an employee but the RFP search for an independent contractor has not been successful.</p> <p>The Administration budget will cover employee payroll and taxes, rent, insurance, travel for the executive director not associated with marketing projects, equipment for the office, office supplies, 990 tax preparation, Constant Contact fee, Dropbox fee, phone and internet. These costs are basic necessities to conduct the business of Central Montana.</p>	In order to adhere to the governing rules and regulations established by the Tourism Advisory Council, Central Montana will hire an executive director to carry out the business of the region.	<p>Success will be measured by having all of the required reports submitted to the Montana Office of Tourism/Business Development on time.</p> <p>Not to exceed 20% of our new annual revenue per Rules & Procedures.</p>	\$65,000.00	<p>Administrative funds were used to compensate the contracted executive director, to pay for required insurance for the board of directors (commercial general liability and directors & officers insurance), 990 tax preparation, Constant Contact e-newsletter annual fee, Dropbox annual fee, miscellaneous travel for the executive director not covered by projects and office postage.</p> <p>Central Montana hired a new Executive Director on August 1st, 2022. His salary and compensation all fall within the administration evaluation parameters.</p> <p>We met our objective and strategy of meeting deadlines for reports sent to the MT Office of Tourism on time. Central Montana also met our objective of not exceeding the 20% maximum costs.</p> <p>Central Montana will budget for administrative expenses in future years.</p>	Central Montana Annual Report for Marketing Personell.pdf
		Specific duties for marketing projects will be carried out by office staff. Duties will include writing posts for Central Montana's					

Marketing Support	Marketing/Publicity Personnel	<p>blog, developing itineraries for FAM trips, recruiting media for the trips and conducting the trips, doing follow up with media to evaluate the effectiveness of the trip, writing content for a variety of media placement, writing content for the website, writing a marketing plan, writing an e-newsletter, taking and securing photos for the region to use, and attending and reporting on consumer show attendance. The marketing person will also proofreview content written by the contracted ad agency and search images to submit to the agency for marketing.</p> <p>Hours charged to this project will be logged on a time chart with a general recap of the duties performed.</p>	<p>Taking photos for use in all of Central Montana's marketing efforts - a stunning image is worth a thousand words. Destination Marketing Association International.</p> <p>Content placed, such as a paid e-newsletter to an opt-in subscriber base, has higher engagement - Social MediaToday.</p> <p>Earned media gained from hosting media personnel is viewed as more valid than a paid ad - Social Media Today.</p>	<p>We will create a job description for the marketing personnel position and review performance against the duties outlined in the job description.</p>	<p>\$25,000.00</p>	<p>For our Marketing/Publicity Personnel activities in FY22, the following duties were performed:</p> <ul style="list-style-type: none"> • Social Media Content • Newsletters • Blogs • Travel Planner Ad Sales • Travel Planner Production • Oversees Video Production Projects • Marketing Plan and Budget Development <p>Attached is a report that details the number of hours worked and the date ranges they were worked within.</p> <p>We consider this method successful as it allows to compensate work done within a marketing effort capacity, which in turn allows us to stay within the 20% Admin Fund max limit in respect to our overall annual budget for that fiscal year.</p>	<p>Central Montana Annual Report for Marketing Personnel.pdf</p>
Marketing Support	TAC/Governor's Conference meetings	<p>Central Montana's executive director will attend the Tourism Advisory Council meetings and the Governor's Conference on Tourism. Attendance by the primary region contact is required at TAC meetings. Bed tax regulations are discussed at meetings and statewide marketing updates are presented, all valuable to the operations of Central Montana.</p> <p>The Governor's Conference on Tourism allows the executive director to gain professional development, learn about opportunities for partnership marketing and connect with other tourism providers. All of these can be critical to the success of the region.</p>	<p>Indeed.com cites supports for this at https://www.indeed.com/career-advice/career-development/learning-and-development Portions of this report are below:</p> <p>Learning and development can occur anywhere, but when you're trying to improve your skills in the workplace, it's important to know how continuous development impacts you. There are several ways that learning and skill development can be achieved on both the employee side of the business and the employer side. Some training programs are formal and include structured education, others are not.</p> <p>Ongoing learning and development refer to both formal and informal education that allows you to expand your skillset to adapt to an ever-changing environment.</p> <p>You can learn through informal or formal learning and development methods, although most employees and workplaces will engage in both forms.</p> <p>Informal learning is probably the most common form of learning because it does not require any sort of curriculum or structure. Informal learning is ideal for more experienced employees who want to hone their skills, learn by doing or learn from their colleagues by working alongside them.</p> <p>Informal training is typically not institutionalized or evaluated.</p> <p>Rather, it often happens so naturally that you may not even know of it. For example, you could chat with a colleague over lunch about their favorite way to use a piece of software, learn how to complete a particular task by asking a peer how they do it or read a newspaper article on a work-relevant topic. Although this is not formally offered or even noticed by your management, it still counts as learning and development.</p>	<p>Success will be measured by the executive director giving a report to the Central Montana board of directors on each Tourism Advisory Council meeting and the Governor's Conference on Tourism.</p> <p>Attendance is required per the Rules and Regulations</p>	<p>\$2,000.00</p>	<p>We consider this method measurement to be successful. Attendance to all related meetings was accomplished by either the new Executive Director hired in September 2021 and the Interim Director for the last fiscal quarter for FY22. Reports were given to the board after each meeting was attended as well.</p>	
Marketing Support	Fulfillment/Telemarketing/Call Center	<p>This strategy will set aside a budget to cover postage for our mailings to those who request more information about Central Montana. It will also cover the costs associated with our toll-free phone number and costs to print envelopes for our travel planner mailings.</p> <p>Our postage costs are primarily for standard (formerly "bulk") mailings although we do accommodate requests from international visitors and they are mailed first class.</p> <p>The volume of calls to our toll-free phone number continues to decline but it is a published number and we will continue to keep it active.</p>	<p>We don't have research statistics for this project. It is a support project.</p>	<p>Our quantifiable measurement will be to have all inquiries responded to in two weeks' time from receiving the inquiry. In peak times we typically do one large mailing a week. However, in slower marketing times it can take two weeks to reach the quantity required for a bulk mailing.</p>	<p>\$6,000.00</p>	<p>Central Montana was able to follow up with inquiries within the dedicated timeline of two weeks. There was some variation at times due to transitions within the organization. We mailed out approximately 2,950 through PrintingCenterUSA for FY22. We consider this Marketing method a success. Given the time it takes to mail requests for Travel Planners, we have to continue using a fulfillment center as there wouldn't be enough time to handle the other responsibilities the Executive Director has for CMT.</p>	
		<p>Our strategy is to contact different media contributors and influencers in an effort to gain earned media</p>		<p>Social media posts will be measured by the reach and engagement. A print</p>			

Publicity	Fam Trips	<p>and publicity for Central Montana.</p> <p>The budget for this marketing method covers costs to host the media. In past years we have partnered on some earned media efforts with adjoining tourism regions, the Montana Office of Tourism and in-region CVBs in an effort to get the best use of our budget.</p> <p>When potential visitors to Central Montana see publicity generated by someone else, it carries great credibility.</p>	<p>The ABBI Agency - Increase of Influencers From Niche Travel Markets 2020</p> <p>https://theabbiagency.com/blog/digital/destination-marketing-trends-in-2020?utm_campaign=Newsletter%20Subscribers&utm_medium=email&_hsmi=124073266&_hsenc=p2ANqtz-_0C1Px-7XaDy94hmFD2_8NEyauFGIFD1OJYfucB7Cwwa7vu-5A5EHD8AwzcQxB4IEFgHWinoYfJGmJZmJC9ECzt3w&utm_content=124073266&utm_source=hs_email</p> <p>Ogilvy https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/</p> <p>The survey reveals that earned media is still, by leaps and bounds, the most powerful resource for influencing purchasing decisions and business outcomes. According to the study, traditional media outlets are still the most trusted sources of news, followed by influencer driven news. Almost half of respondents (47%) consider earned media the most influential medium of all.</p>	<p>article will be measured by the number of pages or columns compared to the equivalent of purchasing that same amount of space for an ad.</p> <p>We want to see each media person hosted generate a minimum of one story/article. If they are an influencer, we will establish a minimum number of posts in their contract and evaluate that by counting the number of posts done.</p>	\$6,000.00	<p>Due to the transitional nature for Central Montana Tourism Region as an organization, we did not host any influencers for Familiarization Trips in FY22. These funds were rolled over and reallocated into the FY23 Budget.</p>
					\$325,000.00	

Marketing Method Evaluation Attachments

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Print Advertising	\$23,000.00
Consumer	Online/Digital Advertising	\$175,768.00
Consumer	Ad Agency Services	\$15,000.00
Consumer	Website/Internet Development/Updates	\$60,000.00
Consumer	Travel/Trade Shows	\$3,000.00
Consumer	Joint Ventures	\$17,800.00
Consumer	Printed Material	\$68,000.00
		\$362,568.00
Marketing Support	Opportunity Marketing	\$6,800.00
Marketing Support	Cooperative Marketing	\$10,000.00
Marketing Support	Administration	\$80,400.00
Marketing Support	Marketing/Publicity Personnel	\$50,000.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$7,000.00
		\$156,200.00
Publicity	Photo/Video Library	\$24,000.00
Publicity	Fam Trips	\$8,000.00
		\$32,000.00
		\$550,768.00

Miscellaneous Attachments

Description	File Name	File Size
Budget to Actual	CentralMontanaB2A.xlsx	13 KB
FY22 Budget Overview	FY22 BUDGET OVERVIEW.xlsx	212 KB
FY22 Marketing Segment Detail pie chart	FY22 PIE CHART Marketing Segment Detail.xlsx	212 KB

Reg/CVB Required Documents

Description	File Name	File Size
Required documents for Central Montana's FY22 Marketing Plan	Central Montana Required documents FY22.pdf	184 KB

