

VAC MEETING

August 3, 2015

Contract Recap

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YEAR IN REVIEW

Verdin began working with the VAC for marketing the town of Cayucos in November 2013. Below is an update of projects that have been completed:

- Research and development of Cayucos brand including stakeholder intake, online survey, brand architecture, logo, brand guidelines
- Complete marketing plan with set strategies and tactics for brand outreach, social media, website traffic, advertising and public relations activities
- Developed and launched VisitCayucosCA.com website
- All creative design for multiple media platforms
- Five 30 second video spots
- Four press releases pitched to out of area journalists
- Creation of all social media channels including Facebook, Twitter, YouTube, Google+ and Instagram with consistent implementation on Facebook, Twitter and Instagram.
- E-Newsletter and blog writing, sourcing and posting

YEAR IN STATS

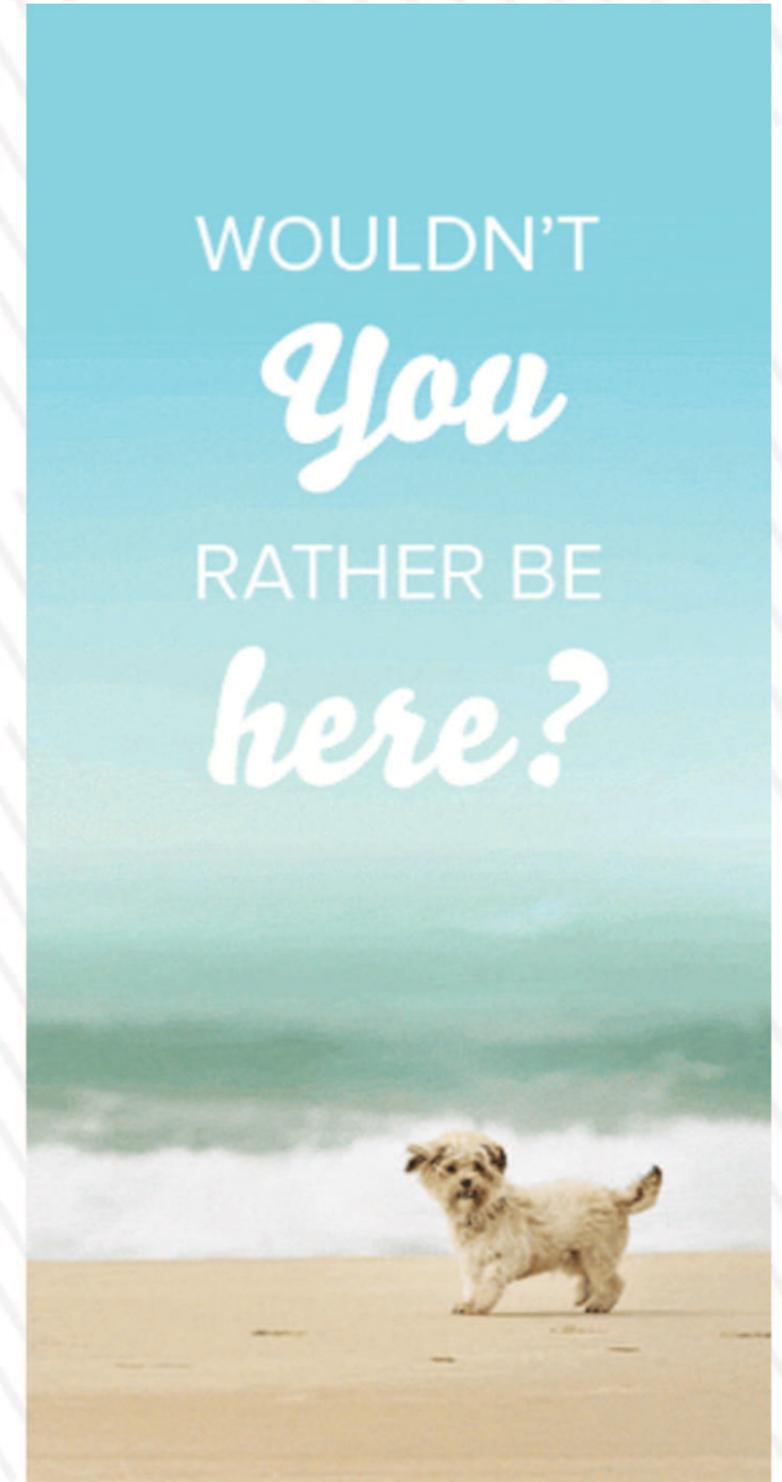
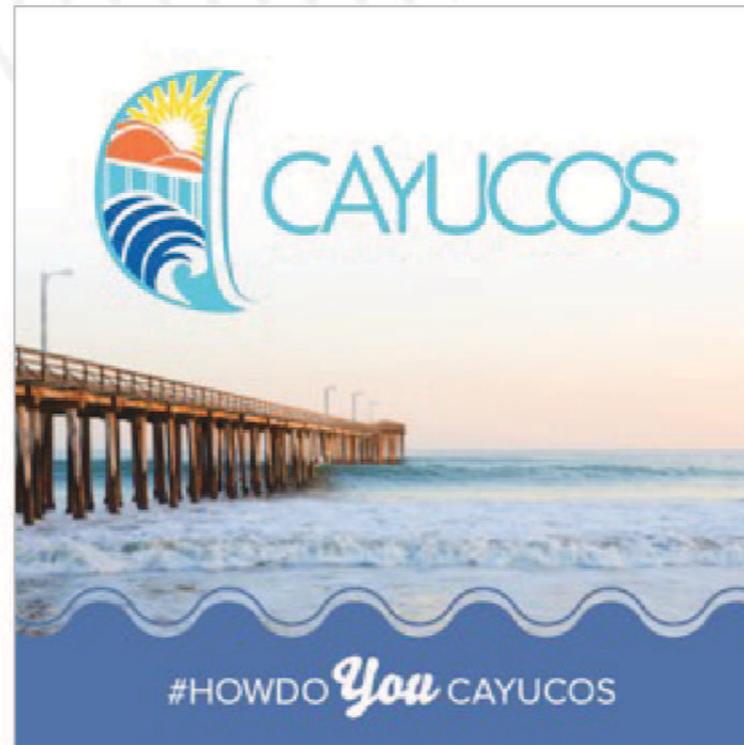
Below is an overview on stats that we track as measurements of success for all marketing activities:

- Advertising
 - Facebook - 15,613 clicks, 3.2% click-thru-rate
 - Pandora - 5,704 clicks, 0.8% click-thru-rate
 - TripAdvisor - 592 clicks, .26% average click-thru-rate
 - Charter Digital Banner - 452 clicks, .05% click-thru-rate
- Social Media
 - Facebook fans - 9,963
 - Twitter followers - 158
 - Instagram followers - 730
 - YouTube views - 730
- Total website traffic - 22,691

YEAR IN STATS

- E-Newsletter
 - Sent - 6
 - Average open rate - 37% (industry standard is 20%)
 - Subscribers - 1,917
- Blog
 - Total posted - 13
- Public Relations
 - Reads by Media - 1,688
 - Stories - 4
- Contest
 - Ultimate Cayucos Getaway Contest - Generated 1,112 entries and 636 subscribers
 - Cayucos Cash Contest - Generated 1,558 entries and 922 subscribers

CREATIVE



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VIDEOS



2015 - 2016 Draft Marketing Strategy

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GOALS

Verdin will focus on two main goals for the 2015 – 2016 marketing of Cayucos. All objectives and tactics will align with and support these goals.

- 1. Increase lodging occupancy in the off-season and mid-week.**
- 2. Increase Cayucos brand awareness.**

ADVERTISING

Objective:

To increase overall advertising visibility and impressions by 20%.

Tactical Overview:

Verdin will create two advertising campaigns (fall, spring) for the 2015-2016 fiscal year. Advertising campaigns will be designed to speak to our identified target audience and personas. Campaigns will be closely monitored for performance and adjustments will be made if necessary.

Campaign ideas include:

- Cayucos Fall Activities: Take advantage of outdoor experiences such as kayaking, surfing and stand up paddle boarding. Highlight upcoming concert series once confirmed.
- Events, Antiquing and the Stewardship Travel Program: Promote beautiful winter weather, no crowds and the peacefulness of Cayucos. Take advantage of winter events (like the Sea Glass Festival).
- Cayucos Spring Activities: Highlight activities in Cayucos such as whale watching, tide pool exploring, family spring break activities and deals.



SOCIAL MEDIA

Objectives:

To increase engagement within our social media outlets.

1. Facebook: Increase total fans and engagement by 30%
2. Instagram: Increase followers by 30%
3. YouTube: Increase video views on Cayucos channel by 25%
4. Twitter: Increase followers by 25%

Tactical Overview:

Social media creates a virtual conversation about the destination and helps to keep it top of mind and Verdin will continue to utilize these four social media outlets. Building a relationship between the Cayucos brand and the audience encourages visits to Cayucos and return visits. Verdin will continue to create monthly content calendars to build audience relationships, promote events, campaigns, and stays in Cayucos.

E-NEWSLETTER/BLOG

Objective:

To engage with audiences and increase traffic to visitcayucosca.com and increase subscribers by 25%.

Tactical Overview:

Similar to social media, the e-newsletter and the blog create user engagement and keep fresh, relevant Cayucos content in the minds of the audience. A monthly e-newsletter is a great way to engage with people you already know are interested in your content. The e-newsletter highlights upcoming events, hotel specials and any current contests. The blog will be posted twice per month to give travelers a deeper look into certain aspects of Cayucos and also to promote restaurants, hotels and events.

WEBSITE

Objective:

To increase traffic to visitcayucosca.com and increase SEO by 100%.

Tactical Overview:

The visitcayucosca.com website will continue to be a key piece of marketing for Cayucos. Verdin will maintain the content of the site continuing to update events, the blog, and hotel specials. We will continue to update any necessary technical issues and performance enhancements. SEO and Google Analytics will be constantly monitored and adjustments will be made where necessary.

\$70K BUDGET

Strategy/Meetings/Reporting	\$7,000
Website Maintenance	\$11,250
Social Media	\$13,500
Ad Design/Production	\$4,000
Media Planning/Reconciliation/Negotiation	\$2,250
Media Buys	<u>\$32,000</u>
TOTAL	\$70,000

\$90K BUDGET

Strategy/Meetings/Reporting	\$9,000
Website Maintenance	\$11,250
Social Media	\$15,450
E-Newsletter/Blog	\$5,300
Ad Design/Production	\$6,000
Media Planning/Reconciliation/Negotiation	\$3,000
Media Buys	<u>\$40,000</u>
TOTAL	\$90,000