



Marketing
Communications Plan

2017



Catch your
breath



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Conejo Valley Tourism

Section 1

- 1.1 Mission Statement
- 1.2 Vision Statement
- 1.3 Guiding Principles
- 1.4 FY 2017 Business Goals
- 1.5 Conejo Valley Tourism Staff

1.1 | Mission Statement

Conejo Valley Tourism serves the region's economy and markets Conejo Valley as a prime vacation destination to travelers in California, the United States and worldwide. Conejo Valley Tourism increases awareness of the area's offerings, preserves its unique attributes and invests in Conejo Valley's growth and development.

1.2 | Vision Statement

To be recognized as a champion for the Conejo Valley community and a driving force behind this destination's growth, vibrancy and financial success.

1.3 | Guiding Principles

- **Be Inclusive:** Nurture long-lasting relationships with local and industry partners. Employ a collaborative partnership approach for all marketing initiatives. Encourage feedback.
- **Be Forward-Thinking:** Pursue sustainable tourism that provides meaningful visitation experiences while respecting Conejo Valley's natural and cultural heritage.
- **Be Diligent:** Honor promises and commitments. Guard and defend the Conejo Valley brand.
- **Be Accountable:** Be goal-oriented and results-driven. Provide tangible proof of performance for all Conejo Valley Tourism initiatives.

1.4 | FY 2017 Business Goals

Conejo Valley Tourism will focus on increasing occupancy rates and visitors' spending

1.5 | Conejo Valley Tourism Staff

Jill Lederer President/CEO, MBA, ACE

Greater Conejo Valley Chamber of Commerce

600 Hampshire Road, Suite 200
Westlake Village, CA 91361

Telephone: 805.370.0035
Email: jlederer@conejo.com



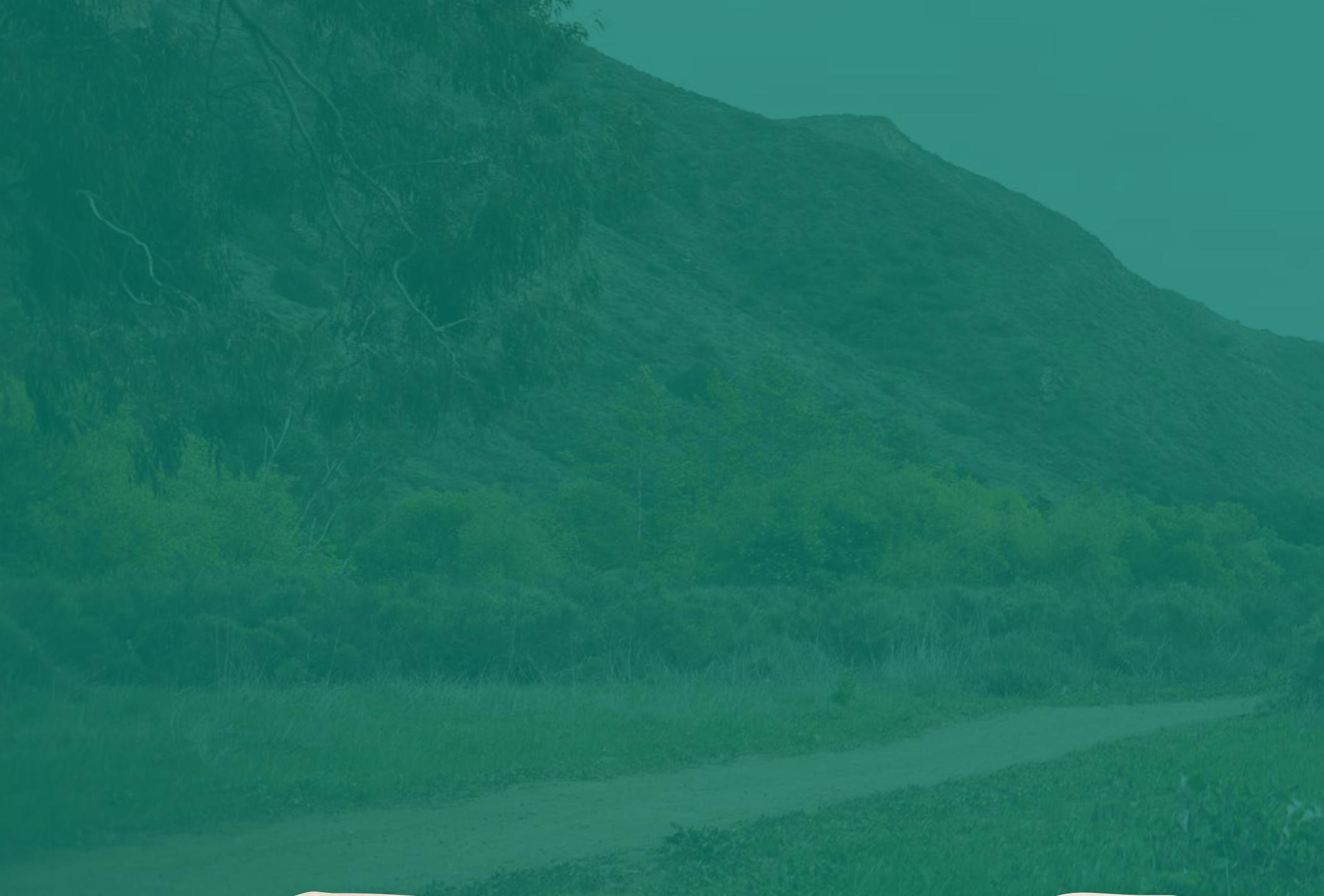
Adam Haverstock Director, Government and Economic Affairs

Greater Conejo Valley Chamber of Commerce

600 Hampshire Road, Suite 200
Westlake Village, CA 91361

Telephone: 805.370.0035
Email: ahaverstock@conejo.com





Section 2

FY 2017 Strategy

2.1 Marketing Goals

2.1.1 Core Marketing Strategies

2.1.2 Target Audiences

2.1.3 Content Marketing

2.1.4 Partnerships & Promotions

2.1.5 Trade Shows

2.1.6 Email Marketing

2.1.7 Website Maintenance

2.1.8 Paid Media

2.1.9 Paid Media Flow Chart

2.2 Budget

2.1 | Marketing Goals

1. Continue to increase brand awareness with the target audiences.
2. Increase visitation and length of stay with a focus on shoulder season (January – March, September – November) and weekends.
3. Build up an opt-in email database of visitors, meeting planners, wedding planners and amateur sports organizers.

2.1.1 | Core Marketing Strategies

1. Utilize Conejo Valley's brand identity and "Catch Your Breath" positioning to build awareness of Conejo Valley as an ideal destination for leisure and group travel, meetings, weddings and amateur sports events.
2. Employ a fully integrated communications mix, including social media, public relations, partnerships/promotions, paid media and email marketing to maximize exposure, engagement and ROI.

2.1.2 | Target Audiences

Leisure Travelers:

Leisure Travelers include Millennials, Boomers and, more specifically, affluent couples, families and empty nesters. They are looking to relax and enjoy fresh air, open spaces and outdoor activities, particularly hiking and cycling. They see travel as a means to enrich their lives and to reconnect with what's important. They're looking for unique experiences, great dining and one-of-a-kind shops, and they have a soft spot in their heart for old Hollywood westerns. Demographically, the decision makers will skew female, with HHI of \$125,000+. Specific niches include foodies, cyclists, hikers and outdoor enthusiasts.

Wedding Planners/Brides-To-Be:

Conejo Valley is an ideal destination for weddings of all sizes and budgets, offering a variety of locations and resources that will resonate with this audience. Wedding planners and engaged couples alike are looking for accessibility, ease of transport between various venues (rehearsal, ceremony, reception, etc.) and are looking for one-of-a-kind dining and experiences to share with their guests. With engaged couples, decision makers will tend to skew female, however recent research shows a rise in male engagement and input during the wedding planning process.

Business/Meeting Planners/Groups:

This audience includes meeting, event, association, corporate, incentive travel and SMERF planners who have traditionally booked events in competitive destinations. They are looking for venues with the amenities and off-site opportunities that attract attendees, while at the same time being just far enough away from the distractions that attendees are allowed to focus on the event. With this audience a more recent trend is "bleisure", meaning that travelers will mix business and leisure travel together to extend their time in a destination.

Amateur Sports Coordinators:

Sports is one of the fastest growing industries in the U.S., and sports tourism is no exception. Amateur sports leagues are growing in popularity, and this audience has a propensity to travel for sporting games, events and tournaments. Conejo Valley is an ideal destination for amateur sports coordinators looking for destinations that offer venues that meet their teams' needs, as well as accommodations and other destination organizations (restaurants, attractions, etc.) that meet the needs of the players' and their families.



2.1.3 | Content Marketing

Strategic Overview:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content through various channels to attract and retain a clearly-defined audience—and, ultimately, to drive consumer action. Under the Content Marketing umbrella, we will be focusing on our social media and public relations efforts.

Social Media Objectives:

- Maintain and grow profiles across all existing social media channels.
- Create content that will attract and engage key audience segments.
- Curate and create daily posts that educate, entertain, inspire and inform.
- Continue to increase engagement with the Conejo Valley brand.
- Continue to position Conejo Valley Tourism as the tourism authority for the destination.
- Build a dynamic digital presence, leveraging Visit Conejo Valley social channels and partner organizations to drive traffic to Conejo.com.

Public Relations Objectives:

- Increase awareness of Conejo Valley as a leisure travel, group and meeting destination.
- Generate positive media coverage of Conejo Valley as an ideal destination for leisure travel, business meetings, weddings and amateur sports events.

Content Marketing: Tactics (by audience):

Leisure Audience:

Key Markets: San Francisco/Bay Area, Los Angeles and San Diego DMAs.

- Social Media Tactics
 - Daily posts with varied content:
 - Post 7 days/week across all three platforms (Facebook, Twitter, Instagram)
 - Post at varied times during the day
 - Engage with fans (when relevant)
 - Content creation by platform (Facebook, Twitter, Instagram)
 - Paid social engagement (boosting)
 - Paid social promotion (Facebook ads)
 - Cross-platform promotion
 - Integration of videos, audio, articles, reviews, blogs, etc.
 - Keyword targeting via relevant hashtags and tags
- Public Relations Tactics:
 - Media Relations:
 - Maintain up-to-date lists of quality media contacts for outlets that reach target leisure and niche audiences.
 - Monitor media outlets and social media via our industry-leading database to capture coverage and mentions of Conejo Valley and related key words.
 - Develop quarterly “What’s New” press releases for Visit California publications.
 - Develop calendar of press releases determined by newsworthy announcements and events.

- Conduct ongoing media outreach capitalizing on seasonal story angles, national observances, industry trends, etc.
- Monitor editorial calendars for relevant content focus and pitch the destination for inclusion.
- Engage with a variety of travel bloggers to generate and share content.
- Develop topics for an “expert tips” list and push out content via various channels.
- Propose and attend media receptions to network and build relationships with key writers and bloggers.
- Monitor “Help A Reporter Out” (HARO) alerts and pitch relevant content when appropriate.
- Provide insight into competitive destinations and potential issues that could harm Conejo Valley’s reputation.
- FAM Tours (group/individual):
 - Coordinate at least one FAM Tour
 - Ensure that all tours showcase various lodging properties, fine dining, wine and craft breweries, outdoor activities, attractions, shopping and other “things to do” while in town.
 - Vet individual media interested in visiting the destination and assist in tour coordination.
- Website/Blog:
 - Ensure website is regularly updated with the latest news and current information.
 - Develop annual blog calendar and post at least one blog per month.
 - Provide content as needed to web team for inclusion in eblasts.

Wedding Planners/Brides-To-Be:

Key Markets: Los Angeles and San Diego DMAs, and any couples or wedding planners interested in holding their wedding in Southern California.

- Social Media Tactics:
 - Content Creation/Engagement on LinkedIn
 - Daily posts and engagement, when relevant.
 - Paid social campaigns designed to target wedding planners.
- Public Relations Tactics
 - Media Relations
 - Maintain up-to-date lists of quality media contacts, focusing on publications and outlets specific to the wedding planning audience.
 - Conduct ongoing media outreach capitalizing on relevant story angles, industry trends, etc.
 - Monitor editorial calendars for relevant content focus and pitch the destination for inclusion.
 - Engage with a variety of niche publications and bloggers to generate and share content.
 - Develop topics for an “expert tips” list and push out content via various channels.
 - Monitor “Help A Reporter Out” (HARO) alerts and pitch relevant content when appropriate.
 - Website/Blog
 - Ensure website is regularly updated with the latest news and relevant wedding planning information.
 - Develop content (as needed) for web team for inclusion in eblasts.

Business/Meeting Planners/Groups:

Key Markets: San Francisco/Bay Area, Los Angeles and San Diego DMAs, as well as regions outside of California that are interested in booking meeting and group travel to Southern California.

- Social Media Tactics:
 - Content Creation/Engagement on LinkedIn
 - Build a B2B presence through thought leadership articles designed to drive audiences back to Conejo.com.
 - Daily engagement when relevant.
 - Paid social campaigns designed to target social influencers.
- Public Relations Tactics:
 - Media Relations
 - Maintain up-to-date lists of quality media contacts for niche outlets, focusing on publications, websites and other outlets to reach the meeting planner and group tour operator audiences.
 - Develop calendar of newsworthy press releases.
 - Conduct ongoing media outreach capitalizing on relevant story angles, industry trends, etc.
 - Monitor editorial calendars for relevant content focus and pitch the destination for inclusion.
 - Engage with a variety of niche bloggers to generate and share content.
 - Monitor “Help A Reporter Out” (HARO) alerts and pitch relevant content when appropriate.

- FAM Tours (group/individual):
 - Coordinate one Planner FAM Tour to directly target decision makers.
 - May include niche publication editors, as interested.
 - Develop one virtual tour video of accommodations for niche audiences for mass distribution via eblast with paid list.

Amateur Sports Coordinators:

Key Markets: San Francisco/Bay Area, Los Angeles and San Diego DMAs, as well as other regions within and outside of California that are interested in booking meeting and amateur sports events in Southern California.

- Social Media Tactics:
 - Content Creation/Engagement on LinkedIn
 - Build a B2B presence through thought leadership articles and content designed to drive audiences back to Conejo.com.
 - Daily engagement, when relevant.
- Public Relations Tactics:
 - Media Relations
 - Maintain up-to-date lists of quality media contacts for niche outlets, focusing on publications, websites and other outlets to reach the amateur sport planners audiences.
 - Develop calendar of newsworthy press releases.
 - Conduct ongoing media outreach capitalizing on relevant story angles, industry trends, etc.
 - Monitor editorial calendars for relevant content focus and pitch the destination for inclusion.
 - Engage with a variety of niche bloggers to generate and share content.



2.1.4 | Partnerships & Promotions

Partnerships

Conejo Valley Tourism has aligned itself with the following local, county, regional and state tourism partners to leverage their marketing dollars and expand the reach and exposure of the Conejo Valley Tourism brand:

Visit California (www.visitcalifornia.com)

- Collaborate with Visit California to reach national and international audiences through alignment with consumer, travel trade and content efforts.

Discover Los Angeles (www.discoverla.com)

- Collaborate with Discover Los Angeles on familiarization tours and press trips, as well as travel trade and press releases. Keep Conejo Valley page on www.discoverla.com updated with relevant content.

City of Thousand Oaks (www.toaks.org)

- Partner with the City of Thousand Oaks to coordinate opportunities, messaging and outreach to promote existing local businesses, attractions and events to encourage overnight stays.

City of Agoura Hills (www.ci.agoura-hills.ca.us)

- Partner with the City of Agoura Hills to coordinate opportunities, messaging and outreach to promote existing local businesses, attractions and events to encourage overnight stays.

Pepperdine University (www.pepperdine.edu)

- Work directly with the university's marketing department to collaborate on events, messaging and outreach to capture youth and intercollegiate sports audience, as well as develop new ways to enrich the student and parent experience within the Conejo Valley community.

Santa Monica Mountains National Recreation Area (www.nps.gov/samo)

- Partner with Santa Monica Mountains National Recreation Area to coordinate messaging and educate travelers on available park trails, resources and events.

Conejo Recreation & Parks District (www.crpdp.org)

- Partner with CRPD to coordinate opportunities, messaging and outreach to promote existing facilities and parks to youth sports leagues and leisure travelers. Additional opportunities exist with eco-tourism and volunteer tourism regarding business travelers and meeting planners.

Cal Lutheran University (www.callutheran.edu)

- Work directly with the university's marketing department to collaborate on events, messaging and outreach to capture youth and intercollegiate sports audience, as well as develop new ways to enrich the student and parent experience within the Conejo Valley community.

Promotions

The following is a list of major events that occur throughout the year in Conejo Valley, which we will be promoting via public relations and social media channels to encourage overnight visitation.

California Restaurant Month (January)

- Since California is the top destination in the U.S. for culinary travel, throughout the entire month of January, Visit California features hundreds of restaurants, chefs and dishes highlighting incredibly diverse epicurean experiences.
- www.visitcalifornia.com/california-restaurant-month

Dole Great Race of Agoura Hills (March)

- Named "The Best Half Marathon in the U.S." by active.com, the Dole Great Race of Agoura Hills is one of the largest running events in the Los Angeles area and boasts the #1 post-race party in SoCal. The 5k, 10k and half marathon races attract more than 6,000 runners to help raise funds for schools in Agoura Hills and Oak Park.
- www.greatrace.run

41st Annual Chili Cook-Off & Classic Car Show (April)

- Sponsored by the Rotary Clubs of Conejo Valley and Thousand Oaks, this all-day fundraiser event features music, food and beverages, as well as a Classic Car Show and more than 50 chili cooks competing in the Chili Cook-Off. The event also features a Miss Chili/Conejo Valley Pageant, with the winner going on to compete in the Miss Regional California Pageant.
- www.chili-cook-off.com

40th Annual Scandinavian Festival (April)

- “Scanfest” is one of the largest Nordic festivals in the western U.S., and is a two-day outdoor event that celebrates food, crafts, arts, traditions and current life of the Nordic countries of Denmark, Finland, Iceland, Norway, Sweden and Scandinavia.
- www.scandiavianfest.org

6th Annual Science Fest (May)

- This event welcomes people of all ages to become a citizen scientist and enjoy talks, hands-on demonstrations, nature walks, family activities, live animal displays and a chance to meet and chat with scientists in the Santa Monica Mountains National Recreation Area.
- www.nps.gov/samo/sciencefestival.htm

Cruisin’ The Conejo (May)

- For 30 years, Cruisin’ the Conejo has been Conejo Valley’s largest annual bicycling charity event offering five incredibly scenic routes. This event is presented by Conejo Valley Cyclists (CVC) and draws more than 1,000 riders, vendors, volunteers and nonprofit organizations from all over Southern California and the U.S.
- www.cruisintheconejo.org

Conejo Valley Days (May)

- Conejo Valley Days celebrates Conejo Valley’s rich heritage and volunteer spirit by entertaining about 26,000 people for four days each year, with activities such as carnival rides, live entertainment, local vendors, arts and crafts, games, food and even a parade. The event officially began in 1956 and, through its fundraising efforts, has helped to create local parks and organize community events.
- www.conejovalleydays.com

Tiny Porches Concerts (Summer)

- The City of Agoura Hills partnered with Tiny Porches Concerts to present a free, outdoor concert featuring regional and national indie-fold and bluegrass bands. The events are held at Peter Strauss Ranch in the Santa Monica Mountains National Recreation Area.
- www.tinyporchconcerts.com

OakHeart Country Music Festival (June)

- The OakHeart Country Music Festival is presented by the Rotary Club of Westlake Village and brings together more than 4,500 country fans of all ages from Southern California and beyond. The event takes place over three days and includes two stages, more than 10 artists, a full bar, huge dance floor, food trucks, games, local vendors, line dancing, raffles and giveaways, and many other special performances.
- www.oakheartcmf.com

Kingsmen Shakespeare Festival (June-August)

- Throughout the summer, the Kingsmen Shakespeare Company conducts several performances at Cal Lutheran University. Attendees can enjoy the concession stand and bar, as well as pre-show chats with members of the company.
- www.kingsmenshakespeare.org

Thousand Oaks Brew Fest (August)

- This event is put on by the Kiwanis Club of Thousand Oaks and features BBQ and brats to be enjoyed with fine craft beer and local brews.
- www.tobrewfest.com

Reyes Adobe Days (October)

- Reyes Adobe Days is a festival of free family fun that attracts approximately 13,000 people annually. This weekend-long event includes Fiesta at the Adobe.
- www.reyesadobedays.org

7th Annual Moorpark Beer Festival (October)

- The Moorpark Beer Festival features the best local breweries from Ventura County and beyond, great local live music, as well as an incredible array of local food vendors.
- www.moorparkbeerfestival.com

2.1.5 | Trade Shows

Trade shows and conferences are a great way to reach several of our target audiences. The following trade shows will be attended during 2017 to draw in regional travelers from Conejo Valley Tourism's three target markets.

Bride World Expo:

- When/Where:
 - January 7, 2017 (Costa Mesa, CA)
 - January 21-22, 2017 (Los Angeles, CA)
 - February 19, 2017 (Anaheim, CA)
- What it is: The Bride World Expo is the largest gathering of wedding exhibits, new planning ideas and fashion where brides-to-be can audition entertainers, enjoy a bridal fashion show and discover the best wedding locations and values at one event.
- Who attends: This show draws newly engaged couples, representing more than 100,000 weddings per year.
- Benefits of attending: Exhibitors are given a booth space that allows for one table, space for signage and access to purchase Bride World Expo's email list to be able to send eblasts to attendees prior to/ after attending the expo. Exhibitors will also receive one enhanced listing for six months on www.brideworld.com and one basic listing in BrideWorld's Expo program.
- www.brideworld.com

SF/Bay Area Travel & Adventure Show:

- When/Where:
 - February 11-12, 2017 (Santa Clara, CA)
- What it is: The Travel & Adventure Show series has established itself as the premier consumer marketing platform in the travel industry. The focus is to connect quality travelers with the top travel providers in the world.
- Who attends: More than 19,000 pre-qualified travelers who are already in the travel-buying process attend the Bay Area Show. Of those who attend, 54% are female and 46% are male, with an average HHI of \$115k. Their average annual travel spend is around \$5,300, and 89% of attendees will take 3-9 domestic trips in the next 12 months, and 72% of attendees take regional getaways multiple times a year.
- Benefits of attending: This is an incredible opportunity to meet with interested travelers during their dreaming/planning phases of travel. Exhibitors are given a booth space, as well as five exhibitor badges and information listed on the event website, social media posts and PR efforts.
- www.travelshows.com/shows/san-francisco-bay-area

Los Angeles Travel & Adventure Show

- When/Where:
 - February 18-19, 2017 (Los Angeles, CA)
- What it is: The Travel & Adventure Show series has established itself as the premier consumer marketing platform in the travel industry. The focus is to connect quality travelers with the top travel providers in the world.
- Who attends: More than 33,000 pre-qualified travelers who are already in the travel-buying process attend the Los Angeles Show. Of those who attend, 54% are female and 46% are male, with an average HHI of \$115k. Their average annual travel spend is around \$5,300, and 89%

of attendees will take 3-9 domestic trips in the next 12 months, and 72% of attendees take regional getaways multiple times a year.

- Benefits of attending: This is an incredible opportunity to meet with interested travelers during their dreaming/planning phases of travel. Exhibitors are given a booth space, as well as five exhibitor badges and information listed on the event website, social media posts and PR efforts.
- www.travelshows.com/shows/los-angeles

Go West Summit

- When/Where:
 - February 20-23, 2017 (Reno, NV)
- What it is: Go West Summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada.
- Who attends: Western US DMO's/Suppliers and Tour Operators looking to book business in the western U.S.
- Benefits of attending: This tradeshow is a great opportunity to meet with domestic and international buyers interested in Western United States destinations. It's smaller than IPW and more personal.
- www.gowestsummit.com

National Tour Association Travel Exchange (NTA)

- When/Where:
 - February 26-March 2, 2017 (St. Louis, MO)
- What it is: NTA is an appointment-based trade show traditionally focused on domestic travel partners, but has recently expanded to include some international travel partners, like China and Brazil.

- **Who attends:** NTA lists its membership as including 1500 buyers (tour operators who purchase packaged travel), 600 destinations and 1500 sellers (operators who sell packaged tour products).
- **Benefits of attending:** NTA tends to attract more of the secondary and tertiary destinations, but top bureaus like Visit California, Travel Oregon, Texas Tourism and others also attend. An appointment based show, it's a great way to meet tour operators targeting group and leisure tourists.
- www.ntaonline.com/convention

Visit California Outlook Forum

- **When/Where:**
 - February 27-March 1, 2017 (Santa Barbara, CA)
- **What it is:** Visit California's Outlook Forum is California's premier annual travel marketing conference. Global industry experts gather to discuss the latest marketing research, strategies and tactics.
- **Who attends:** California travel and tourism industry partners and suppliers.
- **Benefits of attending:** Insight into current visitation trends in California, as well as the marketing direction that Visit California is taking. Networking opportunities with CA DMOs as well as breakout educational sessions make this an extremely popular event—one that sells out nearly every year.
- www.industry.visitcalifornia.com/Travel-Industry/Upcoming-Industry-Events

San Diego Travel & Adventure Show

- **When/Where:**
 - March 4-5, 2017 (San Diego, CA)
- **What it is:** After 12 years and 61 shows, the Travel & Adventure Show series has established itself as the premier consumer marketing platform in the travel industry. Since 2004, these shows have helped more than 1.1 million travelers find, plan and book their dream vacation. The focus is to connect quality travelers with the top travel providers in the world.
- **Who attends:** More than 16,000 pre-qualified travelers who are already in the travel-buying process attend the San Diego Show. Of those who attend, 55% are female and 45% are male, with an average HHI of \$100k. Their average annual travel spend is around \$5,000, and 88% of attendees will take 3-9 domestic trips in the next 12 months, and 74% of attendees take regional getaways multiple times a year.
- **Benefits of attending:** This is an incredible opportunity to meet with interested travelers during their dreaming/planning phases of travel. Exhibitors are given a booth space, as well as five exhibitor badges and information listed on the event website, social media posts, and PR efforts.
- www.travelshows.com/shows/san-diego

National Association of Sports Commissions (NASC)

- **When/Where:**
 - March 27-30, 2017 (Sacramento, CA)
- **What it is:** The National Association of Sports Commissions (NASC) Sports Event Symposium is the annual meeting of the only non-profit 501(c)3 association for the sport tourism industry in the U.S. Hundreds of sport tourism professionals and industry partners gather to exchange

- resources, strategies, solutions and more. The symposium features dozens of education sessions, countless networking opportunities and business development appointments in the NASC Sports Marketplace, all to help our members produce measurable ROI for their organization, elevate their sports events and improve their destination's quality of life.
- **Who attends:** Sports commissions, DMOs, parks & recreation departments, chambers of commerce, national governing bodies, multi-sports organizations and vendors to the sports tourism industry.
- **Benefits of attending:** This marketplace is set up as a reverse trade show, where event owners and vendors are exhibitors and the destinations are attendees. A survey of past destination attendees shows that 90% reported landing at least 1-2 new events as a result of attending this conference.
- www.sportscommissions.org

IMEX America (Incentive Travel)

- **When/Where:**
 - October 10-12, 2017 (Las Vegas, NV)
- **What it is:** A global exhibition for the M.I.C.E. (Meetings, Incentives, Corporate & Events) market held annually in Las Vegas, NV.
- **Who attends:** More than 3,000 hosted buyers from 54 countries and more than 2,900 exhibitors from 150+ countries.
- **Benefits of attending:** IMEX boasts the largest hosted buyer program in the industry for the MICE market. Appointments to meet are scheduled online by buyers only, which should lead to quality leads for attendees.
- www.imexamerica.com

2.1.6 | Email Marketing

Email Marketing Strategy:

Increase awareness of Conejo Valley as an ideal destination for leisure travel, group and meeting planners and amateur sports coordinators.

Email Marketing Tactics:

- External lists to reach specific travel interest groups:
 - A targeted email process identifies qualified prospects that are highly receptive to the email content. Segmentation of email lists will meet demographic and specific interests' criteria. The list would be targeted to enter a contest by taking a survey, to opt-in to receive emails, thus bringing them closer to the goal of booking their stay.
 - Targeted lists would include:
 - Hiking/biking/outdoor enthusiasts
 - Golf enthusiasts
- External list to reach business travelers and meeting/event planners:
 - Keep meeting/event planners informed about new hotels/meeting spaces, restaurants, attractions or other important venues.
 - Provide information on the latest services, promotions and offers to meeting planners.
 - Share helpful tools like maps, RFP links, contact information, calendar of events highlights from recent successful events.
 - Remind of potential meet-ups at conferences/events that meeting planners might attend.

- Targeted list would include:
 - Conference/event lists
 - Meeting and corporate planners and associations



2.1.7 | Website Maintenance

Website Maintenance Strategy:

Perform monthly SEO audits involving identifying website's on-page technical aspects that could improve the search performance and user experience. Also, update overall website design and manage page updates as needed.

SEO Tactics:

- Identify keyword and key phrase strategy
- Identifying link opportunities including competition research
- Fix on page technical SEO problems (example 404 errors/search engine crawl errors)
- Optimize SERP snippets for better organic CTR
- Provide monthly insightful and actionable SEO reports



2.1.8 | Paid Media

Paid Media Objectives

- Leverage digital platform and utilize appropriate targeting channels to maximize message exposure and awareness among key audience segments.
- Effectively engage consumers and position Conejo Valley as an attractive travel and tourism destination.
- Drive click-through traffic to designated partner landing pages on Conejo.com to increase reservations.

Paid Media Strategy

- Establish attainable media objectives, designed to measure campaign performance.
- Implement and execute effective and efficient media buying strategies designed to target identified audiences.
- Employ consumer acquisition strategy with layered geo-targeted and behavioral display campaign, designed to sustain engagement and secure lodging reservations.
- Employ creative management platform ad network to engage audiences using dynamic and interactive targeting solutions.

Paid Media Tactics (by Audience):

Leisure Audience:

- External lists to reach specific travel interest groups:

Target Markets: San Francisco/Bay Area, Los Angeles and San Diego DMAs.

- Tactics:

- Digital Display Advertising:

- Ad network–cross-device approach: target desktop, tablet and mobile devices utilizing ad network partner, Spongecell.
- Integrate dynamic/interactive targeting solutions: target users with specific creative to personalize experience through video and rich media.
- Travel-interest behavioral targeting: target consumers based on their online behavioral interests in travel.
- Contextual-based targeting: target consumers based on internet keyword content, relevance to Conejo Valley travel.

- Site Retargeting:

- Once a consumer visits Conejo.com, retargeting will allow us to continue serving our digital banner ads to the consumer.

- Native Advertising:

- Target users through “sponsored” content and drive qualified consumers to site. Partner with native-specific platform such as StackAdapt.

- Direct-To-Publisher:

- Engage with specific partners, such as Discover Los Angeles, to target their audience with Conejo Valley-specific creative.

- Search Engine Marketing (SEM):

- Geo-layered targeting: focus search efforts with geographical parameters
- Relevant key-term search campaign: develop a combination of key terms that consumers will use to search.
- Measure conversions: measure all traffic to conversion points on the “Stay” page.

Wedding Planners/Brides-To-Be:

Target Markets: Los Angeles and San Diego DMAs, and any couples or wedding planners interested in Southern California as their wedding destination.

- Tactics:

- Digital Display Advertising:

- Ad network–cross-device approach: target desktop, tablet and mobile devices utilizing ad network partner, Spongecell.
- Integrate dynamic/interactive targeting solutions: target users with specific creative to personalize experience through video and rich media.
- Travel-interest behavioral targeting: target consumers based on their online behavioral interests in travel.
- Contextual-based targeting: target consumers based on internet keyword content, relevance to Conejo Valley travel.

- Site Retargeting:

- Once a consumer visits Conejo.com, retargeting will allow us to continue serving digital banner ads to the consumer.

- Native Advertising:
 - Target users through “sponsored” content and drive qualified consumers to site. Partner with native-specific platform such as Stack Adapt.
- Search Engine Marketing (SEM):
 - Geo-layered targeting: focus search efforts with geographical parameters.
 - Relevant key-term search campaign: develop a combination of key terms that consumers will use to search.
 - Measure conversions: measure all traffic to conversion points on the “Weddings” page.

Business/Meeting Planners/Groups:

Target Markets: Los Angeles and San Diego DMAs, and any couples or wedding planners who are interested in Southern California as their event destination.

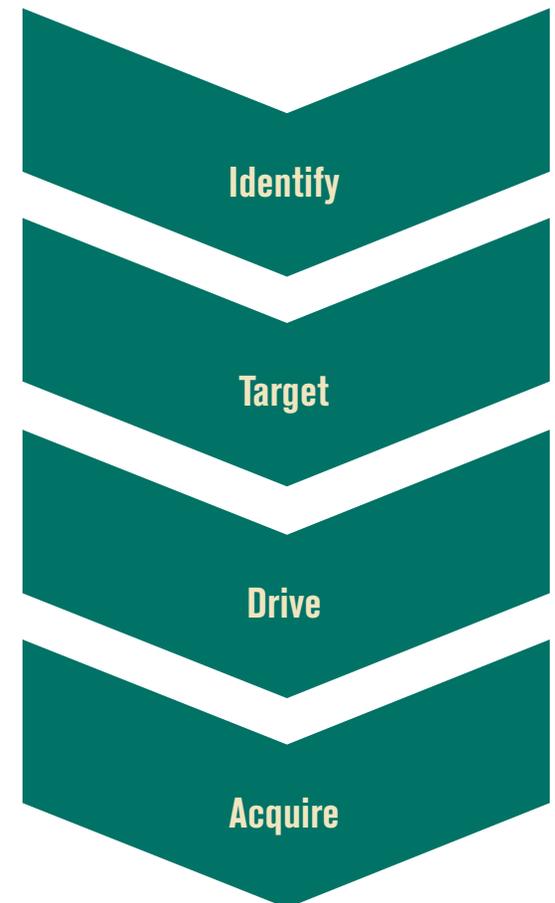
- Tactics:
 - Site Retargeting:
 - Once a consumer visits Conejo.com, retargeting will allow us to continue serving digital banner ads to the consumer.
 - Native Advertising:
 - Target users through “sponsored” content and drive qualified consumers to site. Partner with native-specific platform such as Stack Adapt.
 - Direct-To-Publisher:
 - Engage with specific partners, such as Discover Los Angeles, to target their audience with Conejo Valley-specific creative.

- Search Engine Marketing (SEM):
 - Geo-layered targeting: focus search efforts with geographical parameters.
 - Relevant key-term search campaign: develop a combination of key terms that consumers will use to search.
 - Measure conversions: measure all traffic to conversion points on the “Meet” page.

Amateur Sports Coordinators:

Target Markets: San Francisco/Bay Area, Los Angeles and San Diego DMAs, as well as other regions within and outside of California that are interested in booking meeting and amateur sports events in Southern California.

- Tactics:
 - Site Retargeting:
 - Once a consumer visits Conejo.com, retargeting will allow us to continue serving our digital banner ads to the consumer.
 - Direct-To-Publisher:
 - Engage with specific partners, such as Sports Destination Management online and other amateur sports planning websites/publications, to target their audience with Conejo Valley-specific creative.
 - Search Engine Marketing (SEM):
 - Geo-layered targeting: focus search efforts with geographical parameters.
 - Relevant key-term search campaign: develop a combination of key terms that consumers will use to search.
 - Measure conversions: measure all traffic to conversion points on “Sports” page.



2.1.9 | Paid Media Flow Chart

	JANUARY					FEBRUARY					MARCH				APRIL				MAY				
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	
SF, LA, SD DMAs																							
DIGITAL/MOBILE																							
Leisure Traveler Segment																							
Ad Network-Cross-Device																							
Google Adwords (SEM)																							
Native Platform Cross-Device																							
Discover LA Display																							
Wedding Planning Segment																							
Google AdWords SEM																							
Native Platform Cross-Device																							
Meeting/Event Planning Segment																							
Google AdWords SEM																							
Sports Planning Segment																							
Google AdWords SEM																							
Sports Destination Management																							

20																													
JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER					
5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
					</																								

2.2 | Budget

2017 Budget	
Media Plan, Annual Report	
Media Plan (design time to be covered by creative production budget)	\$2,500.00
Annual Report (design time to be covered by creative production budget)	\$2,500.00
TOTAL	\$5,000.00
Monthly Account Management	
Account Planning & Management (\$4500/month)	\$54,000.00
Content Marketing & Strategy (\$6,500/month)	\$78,000.00
Digital Marketing & Strategy (\$4,000/month)	\$48,000.00
TOTAL	\$180,000.00
FAM Tours/Media Tradeshows	
FAM Tour #1 (coordination & hard costs)	\$12,000.00
FAM Tour #2 (coordination & hard costs)	\$12,000.00
Participation at Visit California Media Tradeshows (LA, SF)	\$10,000.00
On Site Social Media	\$15,000.00
TOTAL	\$49,000.00
Creative Production	
Creative time for all design projects (to be estimated separately)	\$50,000.00
TOTAL	\$50,000.00
Website Optimization	
Website Projects/Updates (To be estimated separately)	\$7,350.00
Monthly SEO (\$850/month)	\$7,650.00
TOTAL	\$15,000.00
Paid Media	
Opportunistic Media	\$15,000.00
TOTAL	\$15,000.00

2017 Budget (Continued)	
E-marketing	
Targeted eblast (niche leisure audience) x3 (design)	\$4,500.00
Targeted eblast (niche leisure audience) x3 (hard cost list purchase)	\$12,000.00
TOTAL	\$3,000.00
Leisure Traveler Audience Segment	
Ad Network-Cross-Device	\$73,684.21
Google Adwords (SEM)	\$37,789.47
Native Platform Cross-Device	\$25,263.16
Discover LA Display	\$15,789.47
Wedding Planning Audience Segment	
Google Adwords (SEM)	\$14,736.84
Native Platform Cross-Device	\$18,947.37
Event Planning Segment	
Google Adwords (SEM)	\$12,631.58
Amateur Sports Audience Segment	
Google Adwords (SEM)	\$12,631.58
Sports Destination Management	\$10,526.32
TOTAL	\$222,000.00
TOTAL AUGUSTINE BILLING	
	\$521,000.00
TOTAL SPEND 2017	
	\$552,000.00



600 Hampshire Road, Suite 200
Thousand Oaks, CA 91361
P. 805.370.0035 | Conejo.com