

FY23-24

Proposed Marketing Contract Budget Allocation

May 10, 2023 | SLO TBID Board Meeting



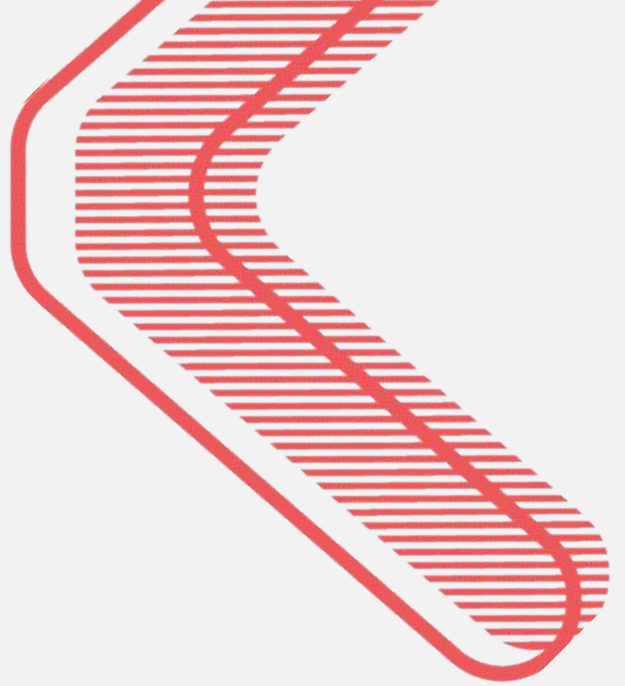
2022-2024 Initiatives

Making Good Progress	We Have Updates	Let's Discuss
<ul style="list-style-type: none">• Brand Campaign• Paid Media• Creative Services• Search Engine Optimization• Website Development & Maintenance• Strategic & Industry Partnerships• Events• Constituent Relations	<ul style="list-style-type: none">• Research & Development• Diversity, Equity & Inclusion• Email Strategy• Organic Social Media• Public Relations	<ul style="list-style-type: none">• Sustainability• Meetings, Business and Trade Travel• Content Strategy

2023-2024 Scope of Work

FY23-24 Retainer Services		Additional Opportunities
Making Good Progress	We Have Updates	Let's Discuss
<ul style="list-style-type: none">• Paid Media Campaign Management• Search Engine Optimization• Creative Services• Content Creation (Blogs)• Website Services• Account Strategy, Management & Meetings	<ul style="list-style-type: none">• Public Relations• Content Creation (e-Newsletters)	<ul style="list-style-type: none">• Meetings• Sustainability• LGBTQ+• Content Partnerships• Brand Research

FY23-24
Retainer Services



Performance Marketing

Paid Media

Ongoing paid media planning, buying, campaign management and optimization of the recommended \$425K Paid Media Budget.

- Quarterly media plan development
- Promotional media plan development
- Negotiations with trusted media partners
- Providing POVs on co-ops as they arise
- Campaign set up & QA
- Campaign optimizations and/or restructuring as needs arise
- **Includes the build out of a Sustainable SLO retargeting campaign**

SEO

To continue improving the visibility of VisitSLO.com, Noble will provide ongoing SEO recommendations with a focus on helping to grow organic traffic to the site.

- Quarterly SEO content plan development
- Proactive monitoring of top keywords
- Quarterly technical SEO audits
- Creation of page prompts and/or page optimizations for up to 2 pages per month
- Page title and meta description updates as needed

Reporting

To ensure visibility into the performance and impacts of our integrated digital strategies, Noble will continue to provide quarterly and monthly reports and presentations.

- Monthly activity reports
- Quarterly performance report presentation
- MidWeekend wrap up reports and presentations
- **GA4 performance dashboard creation**

Creative Services

Brand & MidWeekend Campaign Evolutions

Leveraging both brand research findings and performance insights, Noble will provide recommendations for how to evolve the messaging and imagery in order to create more personally relevant experiences for potential travelers.

- Creative refreshes for our “Live the SLO Life” campaign assets
- Creative refresh of the “MidWeekend” campaign assets
- **Creation of Sustainable SLO creative assets to support brand campaign retargeting tactics**

Annual Report & Sizzle Reel

In collaboration with the City and cross-agency teams, Noble Studios will develop the SLO TBID Annual Report and Sizzle Reel.

- Development of annual report content in collaboration with the City and cross-agency teams
- Design on the annual report based on existing template
- Development of a strategic brief and storyboard to guide the creation of the sizzle reel
- Sizzle reel video editing

Creative Services

Visually create, manage, and oversee the visual representation of all branded SLO TBID marketing assets for a cohesive and impactful look and feel across all touchpoints.

- Asset creation for co-ops and strategic partnerships such as SLO CAL, Cal Poly Athletics, CCTC and more
- Visitors Guide updates
- Ad hoc creative requests to support with the unique creative needs that will arise throughout the next year



Website Services

Website Maintenance & Services

- **Website Services** - Includes a set amount of time (75 hours) that allows the Noble Studios team to tackle a broad array of potential website services depending on your unique business needs. These services also ensure that we can continue to further enhance the new website experience.
- **Website Maintenance, Repair and Optimization (MRO)** - Includes a set amount of time (60 hours) allocated for our technical team to take a specialized and proactive approach to ensuring that the quality, performance and security of your site is maintained in accordance with evolving industry standards.



Content Creation

Blogs & e-Newsletters

Noble will continue to provide valuable, engaging, and authentic content to help further position Visit SLO as the go-to source for all things travel-related in San Luis Obispo. The goal of this content is to provide relevant and timely information on the website which is then leveraged across owned channels.

- Quarterly content planning in alignment with themes or priorities as identified within the 30/60/90 day plan
- Creation and implementation of up to 2 pieces of net new blog content per month
- Content development and build of one e-newsletter per month to the general newsletter subscription audience
- **Content development and build of up to 6 additional e-newsletters to continue to engage our segmented audiences with content relevant to their unique interests**



Account Management

Account Strategy, Management & Meetings

Account strategy and project management are integral components of the success of our partnership with the City.

- Account strategy and stewardship with development and implementation of the annual marketing plan
- Project management of timelines and deliverables
- Quarterly 30/60/90 Day Marketing Plan Review Meetings
- Weekly and ad/hoc status meetings with City Staff
- Attendance at TBID meetings and presentation prep
- In-market visits and workshops with the TBID and cross-agency teams
- Collaboration and presentations with third-party contractors or industry partners as necessary

Public Relations

Public Relations

DCI will be subcontracted under Noble for ongoing media relations, proactive pitching and outreach to secure coverage among SLO's Most Wanted Media List. These efforts are indebted to help build continued consumer awareness by amplifying the destination brand and reaching audiences locally, regionally and nationally.

- **DCI Immersion for new Senior Account Director, Siobhan Chretien**
- Update to the MWML and Key Messages
- PR strategy within the 30/60/90 Day Marketing Plan
- Proactive/Reactive Pitching
 - Up to 4x quarterly pitches and proactive outreach to secure 2-3 articles from MWML per quarter
 - Responding to media leads and reactive opportunities
- Experiential Media Event
 - Support coordinating an interactive media networking experience for editorial decision makers and content creators in NYC or another key market
- 5-6 Individual press trips and/or small group FAM
- Inclusion in DCI all-client pitch initiatives
- Monthly and quarterly media reports
- Monthly status calls with City Staff & Noble



Co-ops and Print Placements

Co-Ops & Print Placements

- Visit SLO CAL Visitors Guide
 - Full Page - \$3,650
- Visit California Visitors Guide
 - CCTC Placement - \$5,250
- CCTC
 - Regional Listing & Featured Map Photo Ad - \$2,350
- Visit SLO Destination Brochure
 - Certified Folders Distribution - \$5,500
- SLO Chamber
 - Chamber Visitors Guide - \$3,700

Total Anticipated Costs: \$20,450

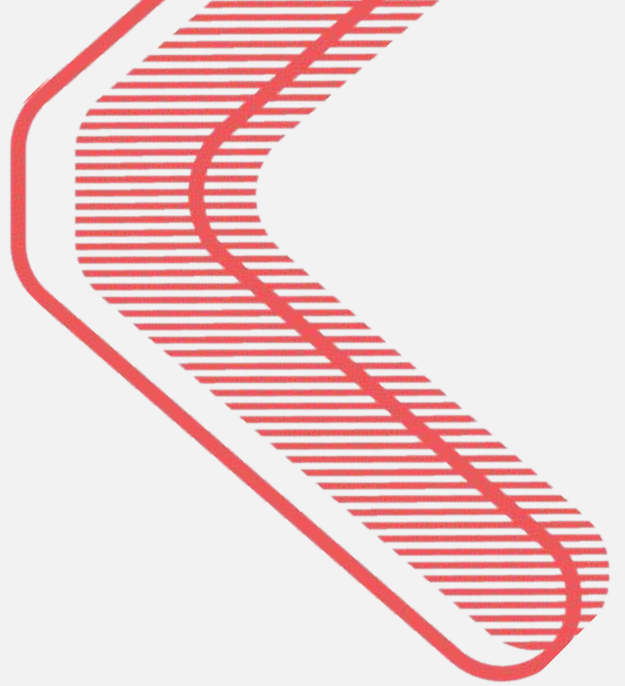
Recommended Budget Allocation: Up to \$25k for Co-op Print Placements
(to account for any rate increases unknown at this time)

Scope	Budget
Performance Marketing (Paid, SEO & Reporting)	\$157,000
Creative Production	\$105,000
Content Creation	\$58,000
Website Maintenance	\$27,000
Account Strategy, Management & Meetings	\$115,000
Public Relations (DCI)	\$49,000
Total Agency Fees	\$511,000

Other Costs	
Paid Media	\$425,000
Journalist/FAM Travel Fees	\$16,000
Print Ads / Co-ops	\$25,000
Technology Fees	\$19,000
Contingency	\$4,000
Total Costs	Up to \$489,000

Total Base Contract: \$1,000,000
(11% increase YoY)

FY23-24 Opportunities





Brand Research

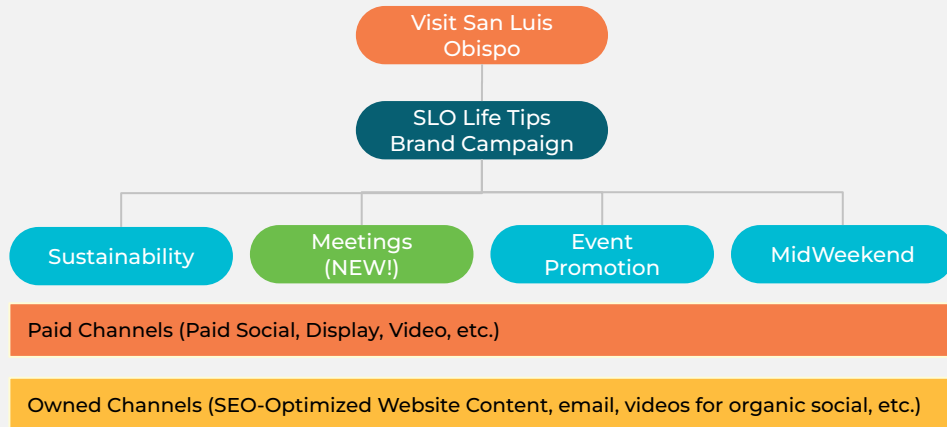
Brand Sentiment Research

In order to track progress towards brand awareness and sentiment, among locals as well as prospective visitors from feeder markets, Noble Studios would partner with Wiser Insights to deploy a brand sentiment survey this fall. The insights will help us gain an objective, statistically reliable and trackable measure of point-in-time sentiment toward SLO as a branded destination and could be leveraged during the RFP process.

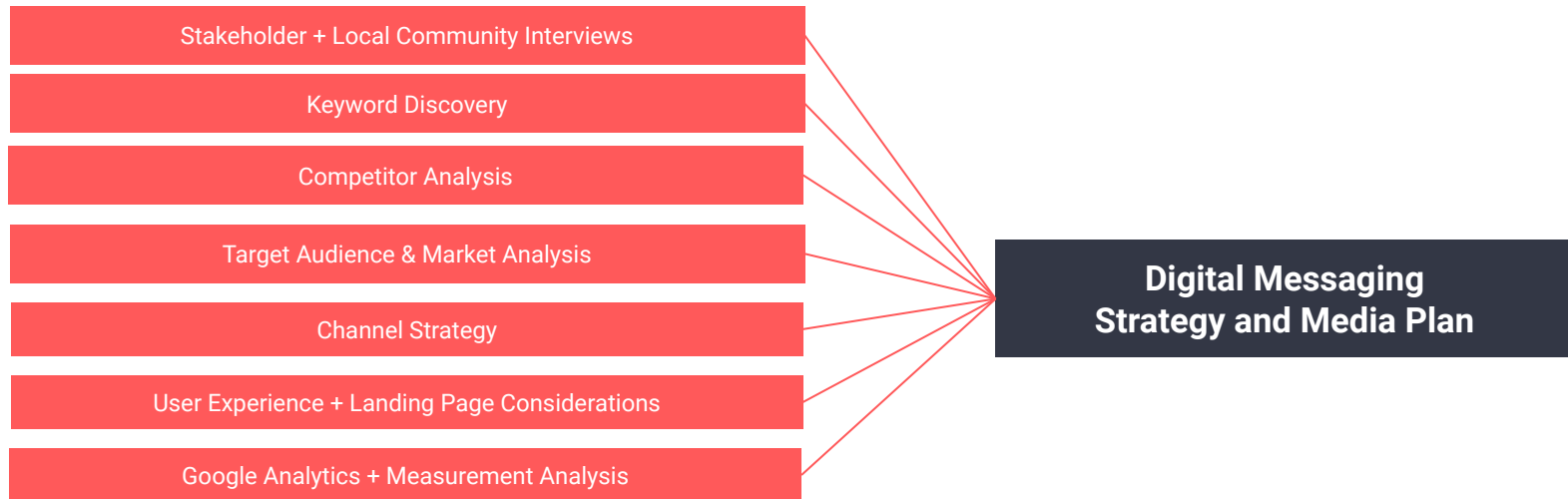
\$35,000 Noble Services

Meetings Strategy

To help position SLO as a meetings destination, Noble Studios is ready to support with the messaging, content and digital strategy to keep SLO top of mind for meeting planners through paid and owned media tactics.



Discovery Inputs and Outcome



Core Components of a Meetings Strategy

When we think about a robust meetings marketing program, there are key areas “spokes” that work together with an ultimate goal of connecting with a meeting planner to drive visitation to the destination.



Meetings | Owned Channel Strategy

Discovery, Strategy & Planning

- Target Audience/Market Analysis
- Competitor Audit
- Stakeholder Collaboration/Interviews
- Discovery Presentation

Creative Strategy

- Creative Concepting / Visual Direction for Video/Photo Production

Content Creation

- Development and implementation of up to 4 SEO-Optimized Pieces of Content for VisitSLO.com
- Creative services to support with the development of a sales kit and/or sales materials

Photo/Video Production

- Coordination of a photo/video shoot in-market
- Noble will source & subcontract video production team
- One video plus color-corrected images

Account/Project Management:

- Collaboration and meetings with Strategy Consultant and City Staff
- Management of project timeline & deliverables

\$150,000 Noble Services



Meetings Strategy Consultant

- Collaboration with City Staff, hoteliers and cross-agency teams to help guide and establish the overarching Meetings Strategy for the destination

\$\$\$ Consultant Fee



Meetings | Paid Channel Strategy

Discovery, Strategy & Planning

- Channel Strategy
- Media Plan Development

Content Creation

- Development and implementation of a paid landing page focused on driving traffic directly to property websites (partner referrals)
- Creation of campaign assets to fulfill media plan

Paid Media Management & Reporting

- Campaign and tracking set-up
- Management & optimization of a 3 month paid media campaign
- Campaign performance reports

\$25,000 Noble Services

Does not include media budget (est. \$30K+)

Sustainability Strategy

To help raise awareness of Sustainable SLO and our Keys for Trees program, we need to take our sustainability tactics to the next level by helping to develop a content and digital strategy that helps tell the story to potential travelers and locals alike.





Sustainability Owned Channel Strategy

Creative Strategy

- Script Development / Visual Direction for Photo/Video Production

Content Creation

- Development and implementation of up to 2 SEO-optimized pieces of content
- Creative services to support with collateral (ex. signage for trees planted)

Photo/Video Production

- Coordination of a photo/video shoot in-market
- Noble will source & subcontract video production team
- Up to 3 videos plus color-corrected images

Account/Project Management:

- Collaboration and meetings with City Staff and cross-agency teams
- Management of project timeline & deliverables

\$145,000 Noble Services

LGBTQ+

To help further showcase SLO's commitment to inclusivity and diversity, there is an opportunity to ensure that we are showing the LGBTQ+ experience authentically across our owned channels. Noble Studios would love the opportunity to partner with SLO to capture new video and photo assets and to develop net new content to be featured across the brand new VisitSLO.com.



Content & Creative Strategies to Connect With Our Interest & Intent Based Audiences



LGBTQ+ Content Strategy

Creative Strategy

- Creative Concepting / Visual Direction for Photo/Video Production

Content Creation

- Development and implementation of up to 2x SEO-optimized pieces of content

Photo/Video Production

- Coordination of a photo/video shoot in-market
- Noble will source & subcontract video production team
- Up to 1 video plus color-corrected images

Account/Project Management:

- Collaboration and meetings with City Staff, GALA, and cross-agency teams
- Management of project timeline & deliverables

\$90,000 Noble Services



Content Partnerships

Content Partnerships

In place of content creators, Noble would do outreach to full-service content studios such as Matador Network which works with some of the world's biggest brands and many destinations such as Visit California.

- Negotiations with trusted content partners
- Collaboration and coordination of content production
- Exact content partnership details would be provided following negotiations for TBID review

\$12K Noble Service + Minimum Media Commitment of \$50K

FY23-24 Opportunities

Budget Summary

Brand Research

Scope	Budget
Brand Sentiment Research	\$35,000
Total Budget	\$35,000

Meetings

Scope	Budget
Meetings (Owned Content Strategy)	\$150,000
Meetings Strategy Consultant	\$TBD
Meetings (Paid Strategy)	\$25,000
Meetings Paid Media Budget	\$30,000+
Total Budget	\$205,000+

Sustainability

Scope	Budget
Sustainability (Owned Content Strategy)	\$145,000
Total Budget	\$145,000

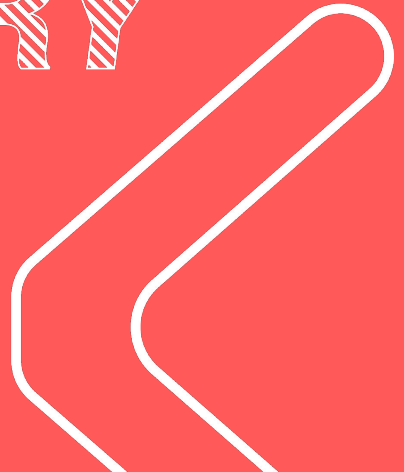
LGBTQ+

Scope	Budget
LGBTQ+ (Owned Content Strategy)	\$90,000
Total Budget	\$90,000

Content Partnerships

Scope	Budget
Content Partnership Media & Creative Services	\$12,000
Content Partnerships Paid Media Budget	\$50,000
Total Budget	\$62,000

LET'S
BE
BETTER
EVERY
DAY



noble
studios™