



**VISIT CARSON CITY
FY 2024 MARKETING/PUBLIC
RELATIONS PLAN**

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INTRODUCTIONS

The Team

VISIT CARSON CITY

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Executive Director

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Marketing & PR Manager

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Ryan Sullivan
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KPS3

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Creative Director

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Senior Designer

Jessie Sublette
Search and Digital
Media Manager

Brandon Barringer
Developer

Vin Gonzalez
Designer

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OUR MANIFESTO



Our Manifesto

IGNITING CARSON CITY'S STORY

We light the way for people to reconnect with that voice inside them that says there is still adventure ahead of them. After all, a getaway to Carson City is not just a vacation; it's an expedition into the unexpected.

As the marketing team of Visit Carson City, we are the centerpoint of connection. It is our mission to ignite curiosity, fueled by data and analytics. Every decision we make is designed to captivate, inform and inspire. We know this team is capable of reimagining Carson City's storied past and writing its future.

Let our manifesto be the compass that steers us towards a year of inspiration, information, connection, and creativity.

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TARGET AUDIENCES

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Primary Audiences

- **Millennials**
 - **Families: driven by the activities for families**
 - **Friend Groups: driven by adventure and food/drinks**
- **Older Weekday Travelers**
- **Outdoor Enthusiasts**
- **History Buffs**

Secondary (Niche) Audiences

- **Business Travelers**
- **Capital Chasers**
- **Highway 50 Trekkers**
- **Railway Buffs**

TARGET MARKETS

Primary Markets

- **DMA Basis:**
 - Sacramento-Stockton-Modesto
 - San Francisco-Oakland-San Jose
 - Las Vegas
 - Los Angeles

Secondary Markets

- Phoenix
- Portland
- Seattle-Tacoma

Tertiary Market (Day Trippers)

- Lake Tahoe
- Reno

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POSITIONING

BRAND POSITIONING

Carson City is a relaxed, family-friendly destination that provides travelers with a place to call home as they explore the history and natural wonder of northern Nevada.

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**STRATEGIC
FRAMEWORK**

STRATEGIC APPROACH

The fiscal year 2024 (FY 2024) Visit Carson City marketing plan will be one that is fully integrated and collaborative. As we work to get heads in beds, attract people to see Carson City's many attractions, events, outdoor opportunities, inform people about the growing arts and culture scene, and support the sales program, our efforts will be driven by strategy and guided by our brand. With all facets of marketing working together, this year we are setting a new bar.



MARKETING AREAS OF FOCUS



OVERARCHING MARKETING GOALS

Awareness

Raise awareness about the various events and attractions Carson City has to offer.

Conversion

Increase hotel visits in Carson City to a minimum of three night stay. The stretch goal is four nights.

SPECIFIC GOALS

Creative

- Build out Visit Carson City's brand with a focus on messaging.
- Refresh the Nostalgia campaign.
- Create our first pop-up campaign that raises awareness about Carson City to our target audiences.

Public Relations

- Earn \$750K in publicity value.

Digital Marketing + Paid Advertising

- Develop a strategic channel plan that maximizes Visit Carson City's advertising dollars.
- Refine and optimize Visit Carson City's digital advertising efforts.
- Utilize Datafy to make data-driven marketing decisions.

SPECIFIC GOALS

Organic Social Media

- Cultivate a deeper connection with audiences.
- Focus our efforts on the top performing social media platforms.
- Create unique content for each social media platform.
- Expand our followers to an out-of-market travel audience.

Influencers

- Partner with a minimum of 4 influencers with strong followings in our target markets.
- Collaborate with creators with a strong TikTok presence to create curated ads.

Email

- Improve open rate to 38% and Click Rate to 3.5%.
- Clean subscriber list to include only active subscribers.
- Create a multi-step automated email flow.

Website

- Ensure the website is maintained and secure.

FY2024 PRIORITIES

- Develop a fully integrated marketing and comms plan
- Conduct a social media audit and develop a comprehensive strategy
- Create an extended brand guideline
- Refresh the Nostalgia campaign
- Pop-up campaign (Cap to Tahoe)
- Establish and execute a paid digital advertising and SEO program
- Keep a steady PR drumbeat
- Maintain the website

CREATIVE

CREATIVE

Our creative strategy for the next year is to build upon the foundations we have created through the brand and Nostalgia campaign.

More pointedly, we will get clear about the types of messages for each audience. Whether that be brand awareness, creative campaigns or something completely unexpected.

Our creative approach will also translate to this year's pop-up campaign as the team works hand-in-hand with account strategy, digital advertising, public relations and organic social media to inspire Carson City's outdoor enthusiasts to plan their trip. (But more on that later).

FINE TUNE THE BRAND

The Visit Carson City brand is the beginning of our visitors' experience. There are currently areas of the brand foundation that can be fine-tuned now that it has been off the ground for a couple of years.

Ultimately the goal is to develop consistency and clarity so the brand can act as the true road map for Visit Carson City both internally and externally.

BRAND PRIORITIES

Develop voice and tone

Build out messaging for key audiences

Hone in on brand vs. campaign communication strategy

Refine the visual identity but keep the foundation

A FRESH TAKE ON NOSTALGIA

In 2021, we developed a well-researched creative campaign built to last. It was made with our brand pillars in mind, and we know it resonates with our potential visitors. With the nostalgia concept intact we will begin to visually evolve and reimagine the message.

In the next year we will refresh the campaign assets to ensure it stays fresh, relevant and keeps Carson City top-of-mind for our potential and repeat visitors.

Visit Carson City + KPS3

CAMPAIGN PRIORITIES

Refresh the messaging

Update the visual style

Develop assets for paid media

FY 2024

ONGOING CREATIVE CONTENT DEVELOPMENT

Throughout the year there will be ongoing creative content development. We will continue to seize opportunities and leverage partnerships that present themselves throughout the year.

ORGANIC SOCIAL MEDIA

SOCIAL MEDIA

Consistently high engagement rates and a solid cadence of posting is a great foundation for an effective organic social media strategy. This year, we want to continue to push our creative social content to surprise and delight our followers. We'll do this through intentional curation of content and strategically focusing on the platforms that are earning the highest results.

KPS3 and Visit Carson City worked collaboratively on the social media strategy. Visit Carson City to execute the social media strategy.

ENGAGEMENT RATES

Engagement = a like, comment, share, click or video view on a post.

Engagement rate = the average number of interactions your content has per follower.

Facebook Industry: 0.19% Carson: 5.5%	Instagram Industry: 0.47% Carson: 2.02%	TikTok Industry: 5.23% Carson: 3.02%
Twitter Industry: 0.04% Carson: 3.59%	Pinterest Industry: 1% Carson: 0%	

CHANGES COMING IN 2024

Based on current metrics, industry standards and social search trends, the areas of focus for this year will include the following:

- **Prioritizing Instagram, TikTok and Facebook over other platforms**
- **Tailoring content for each platform, based on active audiences**
- **Varying up the voice and personality for the priority platforms**
- **A higher ratio of visitor point-of-view visuals**

KPS3 and Visit Carson City worked collaboratively on the social media strategy. Visit Carson City to execute the social media strategy.

MEASUREMENT | SOCIAL MEDIA

FY2024 Engagement Rate Goals			
Platform	FY2023 Benchmark	Industry Benchmark	FY2024 Goal
TikTok	3.02%	5.23%	4.5%
Instagram	2.02%	0.47%	3%
Facebook	5.5%	0.19%	Maintain 5.5%

FY2024 Amplification Rate Goals		
Platform	FY2023 Benchmark	FY2024 Goal
TikTok	6%	10%
Instagram	51%	Maintain 51%
Facebook	20%	30%

INFLUENCER RELATIONS

INFLUENCER RELATIONS

This year we will continue our partnership with Glocally to help us source quality content creators. The influencers we hire will align with our brand pillars. We will ensure that the content they create is authentic and their fun experiences in Carson City shine through.

- **Prioritize creators with strong Instagram and TikTok followings from our target markets. A minimum of four influencers will be brought to market.**
- **Continue partnership with creator [@shelbssays](#) to create TikTok and Instagram content we can turn into ads on the platform.**
- **Curate suggested itineraries that fit the interests of each creator, which will provide the best experience in Carson City.**

Note: Visit Carson City to strategize and execute influencer relations.

MEASUREMENT | INFLUENCER RELATIONS

- **Continue to utilize Glocally's CreatorIQ software to generate detailed wrap up reports for each influencer brought to market.**
- **Our Goals and Metrics:**
 - **Engagement Rate 1.5% or higher**
 - **Impressions 400K across platforms**
 - **Target 200K + followers between all creators**
 - **Reach 140K people with all posts from creators**

PUBLIC RELATIONS

RELATIONSHIP BUILDING

Continue to forge relationships with local, regional, and national print, online, broadcast media, and cross-over influencer/bloggers for media exposure to increase awareness for Visit Carson City.

- **Respond to relevant HARO (Help A Reporter Out) inquiries.**
- **Identify events surrounding key initiatives and of interest to the media throughout the year – especially with an eye toward the Arts & Culture Program, and future/new events and exhibits.**
- **Monitor media opportunities and newsjack travel trends when relevant.**

PROACTIVE PITCHING

Proactively share stories of Carson City's family-friendly attractions, outdoor adventures, storied past and rich cultural ties to educate media about its variety of offerings to travelers.

- **Develop clever and well-researched news angles and pitch emails.**
- **Create and/or distribute press releases, as needed, related to key events, new attractions (Cap to Tahoe), and news stories in Carson City.**
- **Schedule six to eight media calls to discuss story angles for Carson City with key media and follow-up each call by sending Road Trip Kits to those media identified as likely to write about and/or travel to Carson City for a FAM.**
- **Invite and secure relevant media from our target markets to participate in Familiarization (FAM) visits with a focus on our brand pillars.**

STRATEGIC COLLABORATIONS AND PARTNERSHIPS

Collaborate with Travel Nevada, Reno-Tahoe Territory and neighboring DMOs and partners on joint media relations efforts and integration with our Visit Carson City public relations and content priorities.

- **Collaborate with industry partners on joint FAM opportunities, media missions, and distribution of content.**
 - **Coordinate and develop FAM itineraries and partner hotel, dining, and activities. Most of these FAMs will be self-guided.**
- **Attend Travel Nevada's New York Media Mission and Rural Roundup to leverage partnerships and additional public relations opportunities.**
- **Consider attending in-market media missions organized and hosted by Travel Nevada.**

MEASUREMENT | PUBLIC RELATIONS

- **Increase publicity value to \$750K**
- **Tier One (National outlets) Feature stories: 12**
- **Tier One (National outlets) Mentions: 24**
- **New this year - establish Media Scorecard Tracking**
 - **Media Scorecard will offer story delineation by media outlet tiers and feature vs. mention**
 - **Tier One - National and Key Target Markets**
 - **Tier Two - Regional**
 - **Tier Three - Niche**

Note: Media will be monitored and tracked using Cision.

CONTENT CREATION

CONTENT CREATION

Connecting with our visitors on a deeper and more personal level is how we will build long-term engagement. We believe in authentic, curated content based on the key values of a brand. As content creators, we put our journalism hats on and approach content that relates to and engages our audiences.

DATA DRIVEN CONTENT

The content calendar will be informed by keyword search volume and will help us identify content gaps that our targets are looking for when searching for their next getaway. Our content team works closely with our search team to ensure that what we're writing is captivating to the right audience and showcases topics that have potential for search volume.

Content will primarily focus on the main attraction categories—and brand pillars—that are also reflected on the homepage of the website:

- **Historical**
- **Outdoor**
- **Arts & Culture**
- **Family Friendly**

SEARCH ENGINE OPTIMIZATION

SEO

Another new element to marketing efforts includes search engine optimization. Our SEO efforts will be vital to increasing visibility, attracting targeted traffic, staying competitive, building credibility, and achieving long-term online success in a highly competitive space.

Search algorithms and SEO best practices can change and so we'll be staying up-to-date with the latest trends and techniques.

The full SEO plan will be developed mid-year.

WEBSITE

WEBSITE

The current Visit Carson City website can—and will—continue to be the central hub for Carson City events and information. This year, we will focus our efforts on optimizing the website for better search engine rankings and increased conversion rates.

Website Tactics

- **Build a new landing page for the pop-up campaign.**
- **Migration of the site to a new hosting provider and server.**
- **Regular maintenance to ensure that the site and server are continually kept up to date.**
- **Identify and modify certain design elements within the remaining budget.**

MEASUREMENT | WEBSITE

- **Increase total website sessions by 10% year-over-year**
- **Achieve tourism industry standard of 2.4% conversion rate**

EMAIL

EMAIL

This year we will further segment our potential and past visitors. Each segment will receive targeted emails that align with their interests.

Additionally, we will continue to utilize paid social ads to build an engaged newsletter audience and deliver relevant, timely e-newsletters one to two times per month. Our emails will utilize compelling subject lines, strategic automation, and consistency in delivery and design.

- **Ensure that all subscribers are appropriately placed in the relevant segments.**
- **Conduct A/B tests on different email elements (subject lines, content, CTA buttons) and measure which variations perform better.**
- **Monitor the percentage of subscribers who opt-out of the email list to gauge content relevancy and engagement.**

Note: Visit Carson City to strategize and execute.

MEASUREMENT | EMAIL

- **Decrease percentage of subscribers who are not engaging with emails (currently at 62%).**
- **Improve open rate to 38% and Click Rate to 3.5%.**
- **Create a multi-step automated email flow.**
- **Conduct A/B tests on different email segments (subject lines, content, CTA buttons) and measure which variations perform better.**

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**POP-UP
CAMPAIGN**

POP-UP CAMPAIGN

Campaigns are still a big deal to the travel world—they just might look a little different in FY 2024 and beyond. The beauty of having an existing campaign that sticks and a brand that is gaining momentum is being able to riff off it. KPS3 will help create a “pop-up campaign” that is creative, integrates with public relations and social media, and keeps Carson City top of mind.

The pop-up campaign will support the Visit Carson City brand. While these aren’t typically meant for large-scale traditional media, they are perfect for public relations, social media, and paid digital media—all of which are driven by data. Simply put? It’s the kind of campaign that writes headlines.

POP-UP CAMPAIGN

Pop-up campaigns will include the following:

- **Creative concept**
- **Media event**
- **Website landing page**
- **Small-batch paid media run**
- **Social media integration**
- **Partnership collaborations to leverage media exposure**
- **Key constituent outreach**

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MEDIA PLAN

DIGITAL MEDIA PLAN

DIGITAL MEDIA STRATEGY

As our DMO continues to grow, we're tightening the screws and honing in our approach to our paid digital media strategy. It is the most targeted and trackable medium at our disposal and also allows us to be the most nimble and deliberate with our spending. It gives us the ability to shift dollars from one channel, campaign, or audience to another based on performance within seconds.

Our digital media approach for this year is about spending our dollars on the channels, people, and ads that will generate the most awareness and lodging referrals.

ADDING TO OUR TOOLBOX

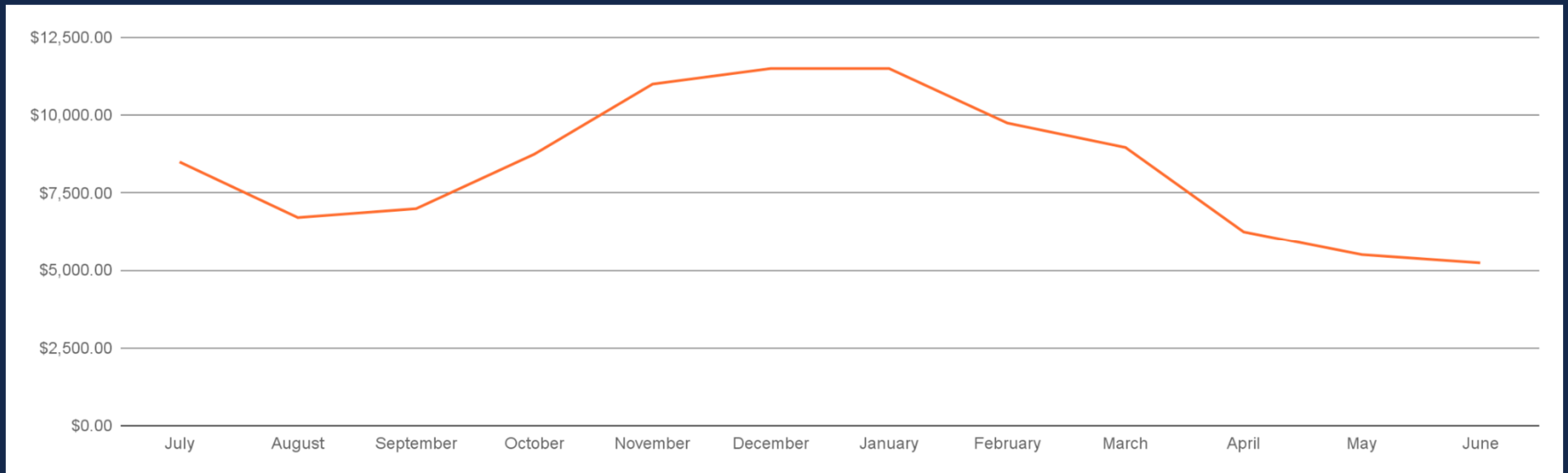
- **New this year is our subscription to Datafy, which provides us with audience data that will help us make informed data-driven decisions. It gives us deeper insight into the behaviors and interests of our visitors.**
- **Shifting our keyword strategy to focus on non-branded terms and to align with our potential visitors' interests and intent while also leveraging our proximity to Lake Tahoe to capture audiences looking into the area.**
- **In-depth monthly reports for increased visibility and performance in a more agile environment.**

CHANNELS & BUDGETS

Channel	Budget
Meta (Facebook & Instagram)	\$32,985
TikTok (Whitelist Influencer Content)	\$3,000
SEM (Google Paid Search)	\$46,300
Google Performance Max + YouTube	\$15,215
YouTube	\$3,665*
Datafy (Video & Remarketing Display)	\$50,000
Total:	\$151,165.00

**YouTube will be paused in September, one month prior to Datafy ads going live.*

FLIGHTED SPEND



PAID SOCIAL MEDIA APPROACH

Our paid social media campaigns will increase awareness of, and engagement with, Carson City and its offerings in an effort to increase visitation and hotel stays. We will leverage Meta and TikTok to reach potential visitors and inspire them to plan a trip to Carson City.

As we refresh all digital ad assets and gather more data from Datafy, we will update our Paid Social Media Plan that leans into our brand pillars and targets audience(s) who remain most engaged (and visit Carson City the most).

CHANNELS

We will continue to put our media budget into the channels we know are—and have been—successful.

Meta (Facebook and Instagram)	TikTok
Interest-Based & Location Targeting, Remarketing	Supplemental Influencer Advertising

META | FACEBOOK/INSTAGRAM

Our primary strategy with Meta will be to use location and interest-based targeting to reach potential visitors. This approach will leverage Meta’s paid advertising and will be two-fold:

- **Refresh the Nostalgia campaign and introducing a new remarketing campaign**
- **Continue advertising monthly events to local travelers**

These campaigns will use multiple creative types (such as images, reels and horizontal video) while remaining consistent in our messaging and leaning into our brand pillars to keep users engaged.

TIKTOK

Our primary strategy with TikTok will be to supplement influencer advertising content. Because of our limited media budget, we will focus on the content that we know will perform well, which is [@Shelbssays](#)' content. The approach will be based on the content we receive from Shelby and how we can use it to support our marketing strategy.

The target audience will also be a mixture of our target audience (location targeting with travel interest) and the audience/type of content of the influencer.

Total:	\$3,000
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SEARCH ADVERTISING

The primary purpose of our search campaigns is to advertise to people who are actively searching for places to vacation to, but aren't quite sure where to go. It tends to be the best channel at driving high-quality engagements at a low cost because the audiences are highly intentful. Through these campaigns, we are able to get Carson City in front of people who are in the midst of planning their next vacation.

PAID SEARCH CAMPAIGNS

Campaign	Budget
Vacations & Getaways	\$13,890
Local Getaways	\$11,575
Lodging	\$11,575
Outdoor Recreation	\$9,260
Total:	\$46,300

PERFORMANCE MAX

We'll be using Performance Max for our Google Search campaigns. By using Performance Max, we can drive and optimize performance in real-time and get Carson City in front of trip planners.

The primary purpose of Performance Max campaigns is to complement keyword-based search campaigns to help find more converting customers across all of Google's channels. It accesses all Google Ads inventories, like Display, Video, Search, and partner sites.

Total:	\$15,215
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PAID SEARCH & PERFORMANCE MAX KPIs

- **Impression share**
- **Clicks**
 - **Click-through-rate**
 - **Cost-per-click**
- **Website visits and engagements**
 - **Engagement rate**
 - **Lodging referrals**
 - **Newsletter signups**

DATAFY

Datafy's full-service advertising solution allows us to not only advertise to a relevant, data-driven audience, but it also helps us understand who is actually visiting from our targeted audience so we can make informed decisions and maximize our marketing efforts across all channels and campaigns.

Our approach on Datafy will be two fold: Online video advertising and remarketing display.

DATAFY CAMPAIGNS

Campaign	Budget
Online Video	\$40,000
Remarketing Display	\$10,000
Total:	\$50,000

DATAFY KPIs

Online Video

- **Video views**
 - **View rate**
 - **Cost-per-view**
 - **View completion rate**

Remarketing Display

- **Impressions & reach**
- **Clicks**
 - **Click-through-rate**
 - **Cost-per-click**
- **Website visits**

TRADITIONAL MEDIA PLAN

Visit Carson City + KPS3

FY 2024

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TRADITIONAL & MISC MEDIA

Digital marketing will continue to be where we focus the most effort and budget, but we will continue to partner with strategic print publications that fit our target markets best and offer value-add options beyond just an ad. Additionally, we will continue to seek out OTA co-op opportunities and other projects that help propel our messaging to the best audiences. Keeping flexibility in the budget to take opportunities that arise throughout the year.

- Adventure Sports Journal
- Pride Journeys
- Golfing Nevada Magazine
- North Lake Tahoe Visitors Guide
- Expedia, Priceline, and Travel Spike Co-Op opportunities with Travel Nevada
- Tahoe Blue Event Center Advertising
- Reno-Tahoe Airport Advertising

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REPORTING

REPORTING

Measuring and reporting on our results is mission critical to tracking the success of our marketing efforts. Throughout the year, we will be analyzing and reporting on the following:

- **Digital advertising**
- **Public relations**
- **Organic social media**
- **SEO**

We will analyze the information from all platforms to develop insights. Ultimately, we want to know what's working, what isn't, and why. From this information, we will identify ways to improve our results.

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FY 2024 BUDGET

FY 2024 Budget

Division/Project	Amount
Account Strategy	\$12,500
Brand, Creative, & Pop-up Campaigns	\$75,000
Content Creation	\$50,000
Digital Media Management	\$34,000
Reporting	\$19,000
SEO	\$22,000
Web Dev	\$15,000
Public Relations	\$50,000
Social Media	\$7,500
YEAR 1 TOTAL	\$285,000

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LET'S DO THIS

CONCLUSION

We got the dream team and now we have a comprehensive, integrated marketing plan, which will act as our north star throughout the year. Now that the strategies and tactics are set, the next step in the process is to begin working the plan so we can accomplishing our goals.

Throughout the year we will report on our paid digital advertising, SEO, public relations and social media results. We'll take the information we gain from our analysis, and we will refine and optimize our efforts were necessary so we can be the most effective.

It is going to be a great year for Visit Carson City!



THANK YOU!