



GoNevadaCounty.com

Explore. Connect. Play.

Scope of Work

Enhanced Tourism Integrated
Marketing Committee

July 2019 – June 2020



Scope of Work

Website Content and Technical Support for GoNevadaCounty.com

- Keep the Trumba Calendar features updated, both in terms of functionality and appearance
- Provide 15 paid Editor Subscriptions (Chamber/Tourism/Venues)

Media Outreach & Inbound Marketing

- AdWords
- Targeted Digital Display Advertising
- Search Engine Marketing
- Audience Extension
- Face Book – Social Media Campaigns
- Press Room Portal Outreach

Magazine Advertising and Marketing

- Renew membership: Gold Country Visitors Association
- Visit California & Visit California Road Trips
- Nevada County Residents and Visitors Guide

New Photos for Press Room Portal

- Hire a local freelance photographer to capture updated shots of Nevada County locations and events

Go Nevada County App

- Embed GoNevadaCounty App on the GoNevadaCounty.com site. This app highlights Grass Valley, Nevada City, Penn Valley and South County businesses, lodging, points of interest, and events. It will continue to be updated.

Agritourism

- Sponsorship of Nevada County Grown “The Bounty of the County Food Festival” August 21, 2019 at the Nevada County Fairgrounds.

Travel & Tourism Writers Media Tour

- Provide a venue for meetings, hotel rooms, meals and a tour for travel and tourism writers.
Similar to the Gold Rush Rally FAM Tour held in May (a private tour for Gold Country FAM Travel and Tourism Writers) sponsored by Visit California/Gold Country Visitors and organized by members of the tourism marketing committee; the purpose of this media tour was celebrating 100 years of highway 49 and the Gold Country <https://visitgoldcountry.com/regions/nevada-county/>

Brief Overview

Website Content for GoNevadaCounty.com

The Trumba Calendar works well and allows tourism organizations to submit events into the system for publication and advertising. This funding will continue to pay for the editor accounts so that the tourism sectors can upload events to this system at no cost.

Enhanced AdWords campaign will continue to build an improved targeting of paid search results. Continue the advertising campaigns, including multiple ads, to target multiple keywords and key phrases appropriate for tourism and drive traffic to GoNevadaCounty.com.

The Targeted Digital Display Advertising will continue to showcase Nevada County as a destination with profiles on the arts, culture, recreation, historical sites and more, we will deliver the message only to those who are likely to visit Nevada County. All targeted messages will be delivered with a custom, unique audience profile built specifically for GoNevadaCounty.com.

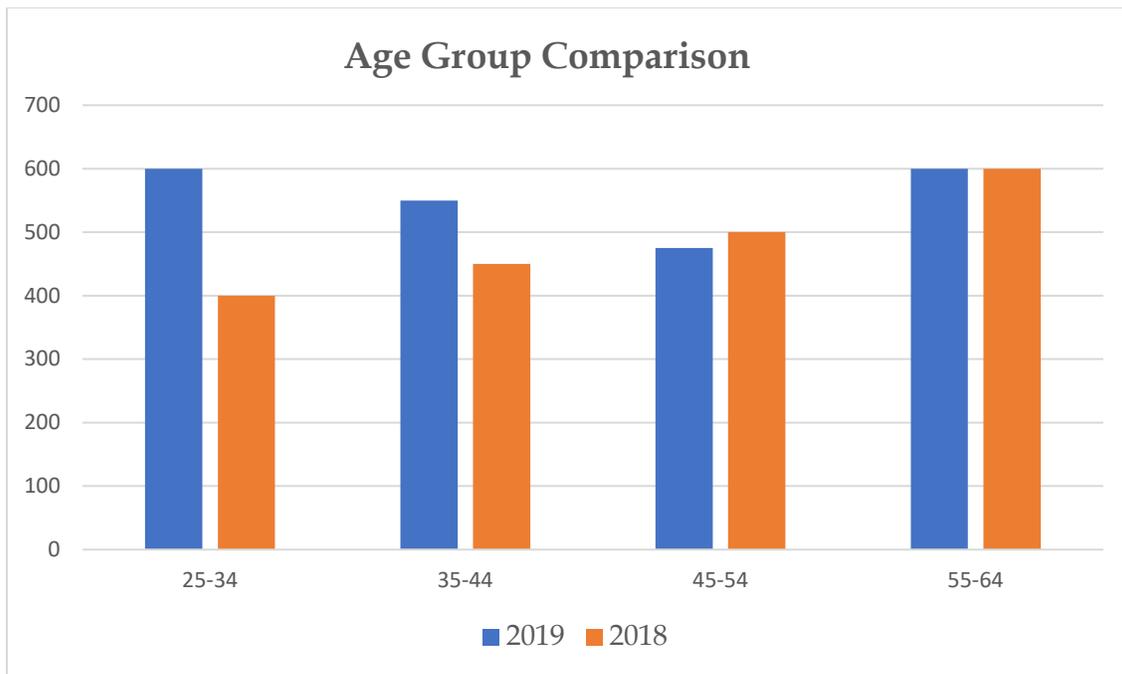
Search Marketing is the process of gaining traffic and visibility from search engines-buying traffic through paid search listings.

Audience Extension is an application of behavioral targeting. Audience extension allows advertisers to target a premium site audience, other sites that belong to the same ad network.

Face Book – Social Media Campaigns are a coordinated marketing effort that is designed to reinforce information. These campaigns are strategically focused, have measurable outcomes, and are ultimately aimed at influencing social media users to feel or act in certain way.

GoNevadaCounty.com Audience Dashboard

	April 2019	April 2018
Users/Visitors	6,792	4,340
Average Session	.52 Minutes	.53 Minutes
Total Visits	7,646	4,850
Total Pageviews	11,124	7,685



Press Room Portal Outreach is now live. <http://gonevadacounty.com/press-portal/>. The portal was designed to assist media organizations in obtaining materials they may need for story ideas, arts, culture, outdoor adventures, day trips, history – all things Nevada County.

Magazine Advertising and Marketing will continue and consist of the Gold Country Visitors Association, Visit California, Visit California Road Trips, along with other local media. These magazines serve subscribers interested in unique attractions and activities. They create a master template that can serve as a framework for all materials and advertising. This approach ensures a consistent, cohesive look among the various materials and helps to save on production costs. There will be a media distribution list that reflects the emphasis on encouraging weekend trips from visitors. It will create the opportunity to participate in collaborative marketing and trade/travel show opportunities with the Gold Country Visitor Association partners.

Measurement and Reporting

Nevada County Economic Resource Council will closely monitor the program goals, budget and effectiveness. There are a number of ways to measure results based on what works best including:

- Determine behavioral outcome by comparing the results of pre-and post-campaigns to measure differences in perceptions
- Monitor TOT increases
- Evaluate occupancy rates at lodging properties.
- Evaluate key message delivery and brand positioning in media stories.

**Tourism Integrated Marketing Committee
Budget 2019-2020**

				Budget	Vendor/Subcontractor				
Web Content & Technical Support					Trumba Corporation				
	Trumba Publisher Account			\$ 1,200.00					
	Trumba Calendar Paid Editor Accounts			\$ 5,400.00					
Media Outreach & Inbound Marketing					The Union				
	AdWords			\$ 12,000.00					
	Targeted Digital Display Advertising			\$ 12,000.00					
	Search Engine Marketing			\$ 6,000.00					
	Audience Extension			\$ 6,000.00					
	FaceBook - Social Media Campaigns			\$ 6,000.00					
	Press Room Portal Outreach			\$ 6,000.00					
Magazine Advertising									
	Gold Country Visitors Association			\$ 5,000.00	Gold Country California: https://visitgoldcountry.com/				
	Visit California & Visit California Road Trips			\$ 500.00	California Travel and Tourism Commission				
	Nevada County Residents and Visitors Guide			\$ 500.00	The Union				
New Photos for Press Room Portal				\$ 1,000.00	Local Photographer				
GoNevadaCounty App				\$ 500.00	Kyle Conrad				
Agritourism					Nevada County Grown				
	Sponsorship "The Bounty of the County"			\$ 5,000.00					
Travel & Tourism Writers Media Tour				\$ 1,500.00	Gold Country Visitors Association				
Miscellaneous Items				\$ 1,400.00					
Total				\$ 70,000.00					