



Southern Vermont Deerfield Valley Bi-Town Marketing Update & FY24 Budget

November 21, 2023

Fall Photoshoots

- Biking @ Horace Hill
- Hiking & Biking @ Crosstown Trails
- Scenic Chairlift Rides @ Mount Snow
- Outdoor Dining @ Valley Craft Ales



Fall Photoshoots



Google Ads

- \$30/day during peak ski season (mid-Dec through Feb 28)
- \$20/day for March & April
- Increased to \$40/day for May through October 15
- Back to \$20/day after October 15
- Leaf Peeping segment very strong this fall - from Sept 1 to Oct 15 we had 63k impressions and 5.3k clicks

Searches

Words



Clicks ▾

25.5K

Impressions ▾

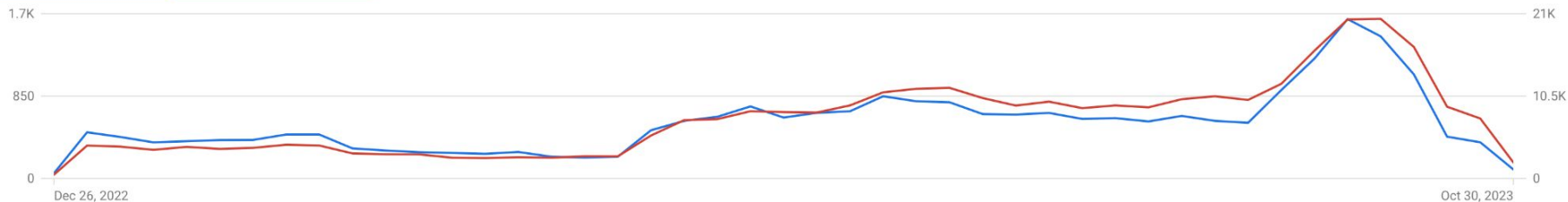
339K

CTR

7.52%

Cost

\$10K



Phase 4 Family Meta Ads



Facebook Feed



Instagram Feed



FB/IG Carousel



Phase 4 Young Adult Meta Ads



Facebook Feed



Instagram Feed



FB/IG Carousel

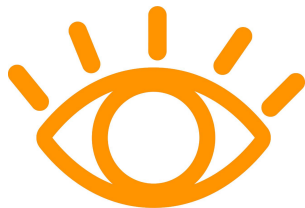


Phase 4 TikTok & Instagram Reels Ads



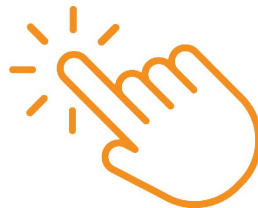
Media Ad Campaign Results - Phase 4

4,399,645



Impressions

9,584



Clicks

0.22 %



Click Through
Rate

\$1.58

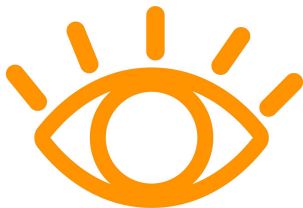


Cost Per
Click

Media Ad Campaign Results - Total

23,269,549

(August Projection - 23,190,256)



Impressions

54,949

(August Projection - 55,942)



Clicks

0.24 %



Click Through
Rate

\$1.41



Cost Per
Click

2023 Media Ad Campaign Total vs 2022

MEDIA AD BUDGETS

2022 Budget = \$70,000

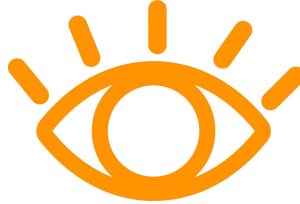
Note - Does not include additional \$16,500
spent from state grant

Total 2023 Budget = \$77,500



10.7% Higher Media Ad
Budget than 2022

19,715,322



2022 Impressions

23,269,549



2023 Impressions
Pace

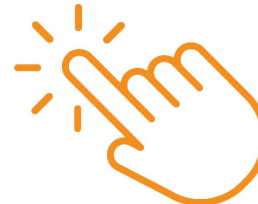
18.0%

47,704



2022 Clicks

54,949



2023 Clicks
Pace

15.2%



FY24 Budget Proposal



STAFFING

	FY23	FY24
Account	BUDGET	BUDGET
STAFFING	\$51,500	\$58,245
<i>Marketing Director</i>	\$51,500	\$53,045
<i>Content Creator</i>	\$0	\$5,200

- 3% COL Marketing Director increase
- Moved Content Creator from Photo category
 - More involved position, will be responsible for both collecting & posting content 7 times a week
 - Part Time contractor @ \$200/week
 - Cost to be split between Chamber and Bi-Town Marketing (\$10,400 total for 52 weeks)

PROFESSIONAL FEES

	FY23	FY24
Account	BUDGET	BUDGET
PROFESSIONAL FEES	\$24,538	\$43,688
<i>Brand Development</i>	\$0	\$5,000
<i>Campaign Creative</i>	\$10,000	\$13,000
<i>Website Redevelopment</i>	\$0	\$500
<i>Website Maintenance</i>	\$1,188	\$1,188
<i>Photography</i>	\$6,350	\$20,000
<i>Videography</i>	\$5,000	\$0
<i>Chamber Admin</i>	\$2,000	\$4,000

- Plan to create new campaign as the “Vermont How You Want” has been used for 4 years
- Increase to Campaign Creative to account for rising design costs
- Website Redevelopment - Implement email collection & import into Constant Contact
- Combining photo & video into one bucket. Plan to do large summer shoot (~\$15k) and a smaller fall shoot (~\$5k)
- Chamber Admin Increase due to larger workload as Bi-Town Marketing budget increases, as well as higher cost for bookkeeper & tax preparation than in past

DIGITAL ADVERTISING

	FY23	FY24
Account	BUDGET	BUDGET
DIGITAL ADVERTISING	\$86,824	\$106,430
<i>Media Buy</i>	\$70,000	\$88,000
<i>Organic Social</i>	\$1,000	\$1,000
<i>Influencers</i>	\$4,000	\$4,000
<i>SEO</i>	\$11,824	\$13,430

- FY23 Media Buy actual was \$77,500 as we reallocated leftover funds from other projects
- Increasing Media Buy to be in line with 5 Year Plan recommendation
- Increasing SEO to allow for higher spend during high demand fall season (based on FY23 results)

IT

	FY23	FY24
Account	BUDGET	BUDGET
IT	\$1,968	\$10,958
<i>AirDNA</i>	\$600	\$2,000
<i>Adobe Suite</i>	\$636	\$1,026
<i>Dropbox</i>	\$144	\$144
<i>Geofencing</i>	\$0	\$5,000
<i>Email Collection WP Add Ons</i>	\$0	\$600
<i>Webcam</i>	\$0	\$1,000
<i>Hootsuite</i>	\$588	\$1,188

- Biggest increase are in AirDNA & new Geofencing category
 - Currently exploring these to see feasibility
 - Would allow us to track people who physically enter or book an AirBNB/VRBO in our area who were shown an ad
 - Give us that next layer of data to help measure the effectiveness of marketing campaigns
- Email Add Ons would be the yearly cost of the earlier mentioned email collection on the website
- Webcam - Would like to explore placing one or two at strategic locations in the area for snowfall & foliage

PRINTING

	FY23	FY24
Account	BUDGET	BUDGET
PRINTING	\$4,500	\$1,500
<i>Stakeholder Materials</i>	\$2,000	\$1,000
<i>Guilford Welcome Center</i>	\$2,500	\$500

- Create similar program to the [visitvermont.com](https://www.visitvermont.com) initiative to engage businesses & employees
- Guilford Welcome Center covers the cost of rack card space from May through October as well as printing the rack cards

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TOTAL	\$169,330	\$220,821

TOTAL BUDGET

- We anticipate a carryover from FY23 of \$5,725 bringing total ask to \$215,096
- Total ask per town = \$107,548

Thank you for your support!

