



Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)

LFA Imperative: Assistance Programs

February 27, 2019

Overview

Unincorporated SLO County BID, as part of its 2019-2022 marketing strategy, identified the need to provide marketing bridge opportunities and assistance to LFAs as a means to:

- Increase collaboration and alignment with CBID marketing strategies
- Provide coat-tail marketing opportunities
- Reduce duplication of efforts and increase efficiencies
- Influence a regional direction
- Leverage the CBID's and affiliated LFAs' positions in the marketing funnel effectively
- Re-target potential visitors

The successful execution of such strategies has the potential to create a more aligned, resource-focused, and effective regional marketing strategy. The first step in this effort is to outline possible regional programs that can be hosted by the CBID and made available to its affiliated LFAs. These programs are designed to be opt-in programs that accomplish a wide range of outcomes and align LFAs in their approach to generating interest in their destinations both individually and as a region.

The following twelve potential CBID programs were reviewed with the All Agency LFA marketing partners and the LFA admins and the **items noted in black were the top picks**:

- Hashtag Co-Op
- Email Marketing Automation
- Look-Alike Program
- Retargeting
- **SEM Program**: we have tested and are expanding to 2 more LFAs (4 to date). Plan to expand to larger LFAs in Spring. Based on results, we will determine our 2019|2020 marketing plan approach.
- Geofencing Program
- Interactive Map Enhancements
- Mini Marketing Plans for LFAs
- **Exterior Lodging Property Photos**: scope project with 2-3 photographers based on current lodging constituent size of 500 and prioritize in the 2019|2020 plan to complete photos of all properties within the FY.
- Persona-Specific Content by LFA
- SLOCOG Tourism-Oriented Direction Signage: some interest so will explore options with SLOCOG
- **Google My Business DMO Partnership (with SLO Cal)**: SLO CAL confirming available co-op budget and program details. Present costs to CBID board and determine inclusion in CBID's 2019|2020 marketing plan.
- **CrowdRiff UGC platform (SLO CAL partnership)** Note - was added at the All Agency meeting: Present LFA interest by community, UGC test results and LFA program cost details to CBID board to confirm funding and participation.

Bonus: CBID funded the curation of additional video and photo assets for each LFA

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Suggested ideas for 2020 | 2021

- Influencer expansion (similar to what we worked up for SLO-CAL)
- Trip Advisor Connect - Facebook handshakes - IF in our own testing we see it does well
- Trip Advisor Multi-Click - the 3 Click-off points could be devoted solely to each LFA
- LAT Facebook Handshakes - IF in our own testing we see it does well
- Story Studio Expansion - like Avila is doing
- Audience segment buying - we'd have to discuss that further
- SEM expansion - bigger pieces of the pie
- Retargeting programs with matrixing of more specific LFA messages
- Expanded Email program - paid email which is in addition to targeting our own lists
- Trip Advisor overall - their new proposal had TONS of cool new stuff. but we haven't tried it yet so we wouldn't be able to come from a place of experience.