

Marketing Committee - Meeting Minutes 2024

2024 Marketing Intentions

- Create original content that inspires visitors to the waterfront
- Streamline our focus → **EVENTS** (our own events, as well as other larger events that members plan - like the local market, farmers market, etc)
- Support the events committee, make it easy for membership and community to find the info
- Provide periodic education to members on how to work with other local businesses to level up their marketing efforts. For example, affiliate, marketing, Insta sales, live sales, being part of groups and sharing to groups that are like-minded, etc...

2024 GOALS

- Make the waterfront look as sexy as possible
 - Clear, concise, specific marketing that doesn't get in to the weeds
 - Plan out Annual Event Marketing Calendar - with Sam + Shannon
 - Build a Non Event Marketing Calendar (NEW business, date nights, itineraries, reviews, owner profiles)
 - Give the website a refresh
 - Create a community calendar for all our members to use
 - Create effective digital and print advertising strategies that bring visitors to the waterfront
 - Create a database of 'Exploration/Adventure Content' - promote how to enjoy the waterfront, including eating, shopping, exploring in tandem with local Destination Marketing Organizations like Love Kitsap and KTC
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Feb 2, 2024 | 1:45p | Marketing + Event Chair Meeting

Attending: Sarah Johnson, Sam Smith, Shannon Marth

Today's Objective: High Level Planning of strategy and process

1. DEFINE EVENT CALENDAR

MAY

5-10 | Ladies Night Out

5-25+26 | Mosquito Fleet Days

JUNE

6-3 | Senior Week (thru 6-7)

6-7 | Senior Parade

6-15 | Night Market

JULY

7-13 | Night Market

7-28 | Mustangs

AUGUST

8-11 | Saints Car Cruise

8-17 | Night Market

SEPTEMBER

9-14 | Night Market

OCTOBER

10-12 | Sasquatch Festival

10-26 | Boo Bash

NOVEMBER

11-29 | Thankful Friday (Black Friday)

11-30 | Shop Local, Shop Small (Holidays)

DECEMBER

12-7 | Hometown Christmas Event

12-14 | Lighted Car Parade?

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2. Build a Marketing 'Package' for Events

LARGE EVENTS MARKETING PACKAGE

Includes Mosquito Fleet, Night Market, Sasquatch Festival, Christmas

- **EVENT TEXT** | Completed 10 weeks in advance
 - Included in each Marketing Package is a written description of the event, what will happen the day of, location + time. This will be used on both print and digital designs and shared on social platforms.
- **PRINT DESIGNS** | Completed 8 weeks in advance
 - 8.5x11 Flyer
 - Postcard Handout
 - Aboards (8-10 printed)
- **DIGITAL DESIGNS** | Completed 8 weeks in advance
 - Facebook Event Cover / Email Header
 - Square Design
- **WEBSITE DESIGN** | Completed 8 weeks in advance
 - Event Page
 - Event Form Fills?
- **DIGITAL ADS** | Mainly Boosting, no additional designs are required
 - Boosted Meta Post #1 | 6 weeks in advance, runs 2 weeks | Budget \$50
 - Boosted Meta Post #2 | 2 weeks in advance, runs 2 weeks | Budget \$50
 - FACEBOOK AD: \$200-250 budget
 - Peachjar | when applicable
 - Macaroni Kids | when applicable
 - Sound Publishing?
- **EMAIL MARKETING PLAN** | Completed within the timeframes listed below
 - 6 weeks prior | Event Announcement (+ Facebook Event goes live)
 - 3 weeks prior
 - 1 week prior
 - Day of / Day before
 - Day After | Gratitude + Celebration
- **SOCIAL MARKETING PLAN** | Completed within the timeframes listed below
 - 6 weeks prior | Facebook Event + Social Announcements
 - 5 weeks prior | Post #2
 - 4 weeks prior | Post #3
 - 3 weeks prior | Post #4
 - 2 weeks prior | Post #5
 - 1 week prior | Post #6 + #7
 - Day Of | Post #8
 - Day After | Gratitude + Celebration

IDEA: Let's rent a billboard in town for the summer + holiday event season

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SMALL EVENTS MARKETING PACKAGE

Includes Ladies Night Out, Senior Week, Boo Bash

- **TOTAL MARKETING PACKAGE:** Due 10 weeks before event
- **EVENT TEXT** | Completed 10 weeks in advance
 - Included in each Marketing Package is a written description of the event, what will happen the day of, location + time. This will be used on both print and digital designs and shared on social platforms.
 - Sam: Provides a high-level description of the event (or delegate but Sam approves) + provides direction to Marketing on visual designs, stays connected to team lead, and provides necessary support. Creates the event checklist and provides support to the team lead when necessary.
 - Team Lead: Coordinate all meetings, recruit volunteers, delegate tasks, oversee checklist/vendors/city/business members participation.
 - **This happens 4 weeks before the 10 weeks of marketing? Build out a form? PDF to download?**
- **PRINT DESIGNS** | Completed 10 weeks in advance
 - 8.5x11 Flyer
 - Postcard Handout
- **DIGITAL DESIGNS** | Completed 10 weeks in advance
 - Facebook Event Cover / Email Header
 - Square Design
- **WEBSITE DESIGN** | Completed 8 weeks in advance
 - Event Page
 - Event Form Fills?
- **DIGITAL ADS** | Mainly Boosting, no additional designs are required
 - Boosted Post #1 | 6 weeks in advance, runs 2 weeks | Budget \$25
 - Boosted Post #2 | 2 weeks in advance, runs 2 weeks | Budget \$75
- **EMAIL MARKETING PLAN** | Completed within the timeframes listed below
 - 3 weeks prior | Event Announcement (+ Facebook Event goes live)
 - 1 week prior
 - Day After | Gratitude + Celebration
- **SOCIAL MARKETING PLAN** | Even smaller activations = Gingerbread, Scarecrow, Cup Art will post with bold schedule
 - **6 weeks prior** | Facebook Event + Social Announcements
 - 4 weeks prior | Post #2
 - **2 weeks prior** | Post #3
 - 1 week prior | Post #4
 - **Day Of** | Post #5
 - Day After | Gratitude + Celebration

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3 ADVERTISING

STRATEGY |

- 1) Maximize our local + state advertising campaigns
- 2) Look into new forms of advertising
 - a) McCormick Woods Quarterly Newsletter
 - b) Utilize Peachjar more
 - c) Send all event info to Macaroni Kids
 - d) Procure Rate Cards from Visit Seattle + WA State Tourism + 1889
 - e) Stop paying for the quilting newsletter
- 3) Request a monthly Marketing Report per Sound Publishing with suggestions for optimizations (reduce contracted amount?)
- 4) **Create an Annual Events Poster for stores (replace event specific posters that need to be switched out every few weeks. Large events should still have unique posters per event).**
- 5) Postcard incentive? A list of annual events on one side (POBSA reimburses for) that members can design one side (at their own expense) - split the cost for a design that they are interested in handing out to their customers and promote waterfront events at the same time.

4 BUDGET

WHAT ARE THE NEEDS?

- 1) **Logo Rebrand** - Sam will reach out to Melissa for multiple Custom Block Print Estimates (Carlisle Logo/Mosquito Fleet, Sasquatch Festival + Ladies Night Out). Eventually we'd like all the logos to match over time, beginning with the newest events.
 - 2) **Graphic Design** - we need to make space in the budget to pay for graphic needs. We'd like to pay Shannon \$500 per event, with the exception of Christmas, Christmas we should pay \$1000 to create the graphics needed for each Marketing Package listed above.
 - a) Melissa would design the icons
 - b) Shannon will create the flyers, postcards, digital graphics/ads, email blasts and boost ads
 - c) Volunteers from the Marketing Committee will schedule social posts
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Feb 16, 2024 | 9:00a | Marketing + Event Chair Meeting

Attending: Sarah Johnson, Sam Smith, Shannon Marth

Today's Objective: High Level Planning of advertising

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ADVERTISING IDEAS

- Facebook Ads
- Giveaways
- Port/Marina Boaters
- Cruise Ships
- Print Advertising
- Digital Advertising
- Local Advertising
- Billboard Advertising
- State Hwy Tourism Signs

FACEBOOK ADS

We currently don't utilize social media advertising. This is a way to reach targeted groups of people in specific areas that we want to reach. The biggest benefits are that we 1) aren't stuck in a contract, 2) we can watch the data come back in real time and adapt our plan as we go.

FB AD PLAN FOR 2024: \$200-300 for major event ads + \$100 for generic tourism marketing

GIVEAWAYS

We'd like to do more engaging promotions like we did at Christmas. Let's do a combination of gift card giveaways, product/baskets and also for event promotion - new t-shirt/sweatshirt/tote/hat designed for an event would be fun!

- Could we re-structure the monthly raffles so that those items are added to annual giveaways, we'd be asking less of our membership but adding more value to the items they are giving.

GIVEAWAY PLAN FOR 2024: 2 gift card giveaways (Christmas + Night Market), 2 basket giveaways (Ladies Night + Boo Bash) and a product unveiling for Mosquito Fleet and Sasquatch Festival.

PORT/MARINA BOATERS

Let's meet with the Port as soon as possible to discuss ideas for connecting with boaters. Sam mentioned we used to put up posters that said 'Welcome Chris Craft Boaters' etc and there were various ways of thanking and celebrating boating groups that came to town. This doesn't happen anymore. Did we used to do that? Should we? What else would the port suggest or encourage for building connections and engagement ?

PORT PLAN FOR 2024: Get a meeting on the calendar

CRUISE LINE ADVERTISING

- Give them Port Orchard Waterfront maps?
- Move these ideas to the 2025 advertising plan

CRUISE LINE PLAN FOR 2024: N/A, re-visit for 2025

PRINT ADVERTISING

- NO: Sound Publishing
Click rate is not good, usually around 0.1% but once it popped up to 2%. \$660/per month til Sept | We can cancel before the contract ends but are obligated for 60 days after we cancel | This could save approx \$3500 to cancel early and use in other forms of marketing
- NO: SW Washington Guide | 2023 | 1/2 page | \$650 | 30,000 printed copies in SW WA

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- NO: Scenic WA | Mount Baker Package | \$1495 | 1/2 page (small booklet) - research digital only options
 - **Deadline: Feb 28**
- NEXT: Visit Seattle | 2 Guides per year | 100,000print copies | \$3500 ish for 2x 1/12" or \$6200 for 1/6"x2
 - Summer/Fall Deadline: March 27
- NEXT: WA State Visitors Guide | Combined Readership 1.2mil | 225,000print | 1/12 page | \$2258
 - **Deadline: Feb 23**
- HOLD: 1889 Magazine (Check out their 'EVENTS' free listing site - no one in port orchard is using this, these are great months to get in front of our statewide audience as the weather warms up and people are making summer plans.
 - Apr/May Edition is 'Islands and the Sound' **Deadline: March 8th**
 - June/July Edition is 'The Outdoors'
 - Aug/Sept Edition is 'Culture + Attractions'
- HOLD: Seattle magazine?
- HOLD: Seattle Met?
- YES! McCormick Woods | \$150 | 1/2 page | 4x max per year | [Jenna Lightbody / HOA Community Solutions](#) / jenna.lightbody@hoacommunitysolutions.com
 - **Deadline: March 13th**
 - **Port Orchard Waterfront x2**
 - **Mosquito Fleet Days**
 - **2 Night Market**
 - **Christmas**

PRINT PLAN FOR 2024: 1) Discuss canceling Sound Publishing with Monika and save \$3500 for alternate advertising ideas. 2) Respond back to Scenic + SW Washing regarding decisions. 3) Connect with McCormick for advertising plans

ADDITIONAL ADVERTISING IDEAS

Billboard Advertising | Outfront Advertising

- Call
- Use during the holiday season!

Evening Magazine?

State Hwy signs? Historic Port Orchard Waterfront w/design

- Ask Christine

Also...FAMS are coming with the KTC...

Insta Accounts to tag: @experience_wa, scenic wa, wa state tourism, visit Seattle, 1889,

1889 events link: <https://1889mag.com/events/>

ADDITIONAL PLAN FOR 2024: 1) Call Outfront advertising for rates and availability. 2) Ask Christine for highway sign info.

DUE NEXT:

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- Create tourism FB ad for Feb-March
- Request a meeting with the team at Port Marina
- Discuss Sound Publishing with Monika
- Respond to Scenic WA, SW Wa + Almanac emails
- Connect with McCormick , send contract and request for payment to Ludy
- Call Outfront Advertising
- Ask Christine about State Hwy signs
- Add events to calendar
- Map out LNO + Mosquito Fleet
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