

Bi-Town Marketing Committee Meeting

July 13, 2016

Mike Chase, Gretchen Havreduk, Thad Quimby, Brendan McGrail, Sharon Cunningham

Gretchen made a motion for the Chamber to invoice for ½ of year two funding. Mike seconded

The committee agreed that we should be reaching out to VDTM for matching marketing dollars for the ad buy.

Ad words-\$2901.84 Budget is \$7500.00

Thad reported that we need to make sure that we are using the right keywords and might want to adjust our Geo targeting to include NYC.

There was a recommendation to pause the ad words campaign in June & November to save money. We are currently spending a lot on “Vermont Hotels”

Mike proposed perhaps using a different company for ad words campaign. Mount Snow currently uses Les Reeves who get paid a set fee, as opposed to Centro which gets paid per click.

Thad will work on getting a quote.

Display Campaign-Opus is ready and Thad is selecting images to swap in for the minor refresh.

Mike suggested that we get a quote from Data Xu for actual digital ad placement buy. They optimize based on performance within 24-48 hours. Should launch campaign in early August.

Possible turn on the Inntopeia booking widget on www.visitvermont.com. In order to be fair would have to be inclusive of all regardless of Chamber affiliation. Chamber board will have to review this proposal.

Economic Dashboard-Initial feedback is that the dashboard is very easy to use. The committee wants to reiterate that this dashboard is more about understanding what’s happening in our entire valley and less about individual businesses. More about the greater good of the valley. This will allow us to optimize our marketing based on how all businesses are performing. Marketing based on actual data which can then be adjusted in real time.

Analytics- track organic position

Submit selected photos to OPUS