

TRAVEL



OREGON



DIGITAL MARKETING SUPPORT PROGRAM  
COMMISSION MEETING

3.14.2022



# DIGITAL MARKETING BOOST PROGRAM

A Marketing Assessment & Assistance Program for Tourism Businesses

- **Build awareness** of businesses' current, unique digital ecosystems and their impact.
- **Highlight potential opportunities** for improving a business' digital marketing, and provide actionable, prioritized, and individualized recommendations.
- **Educate, train and empower** businesses in modern digital marketing fundamentals.
- **Assist with implementation** of priority recommended improvements.
- **Prioritize access** for small and underserved companies lacking resources for marketing modernization and enhancement projects.

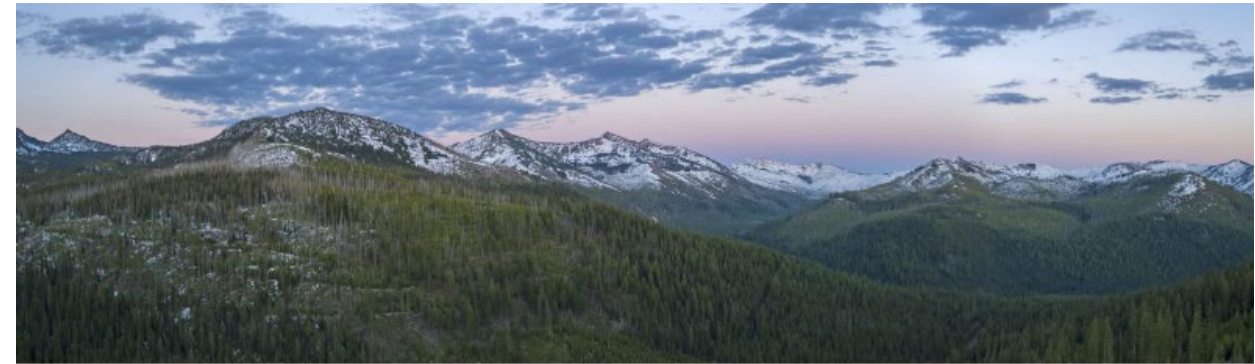
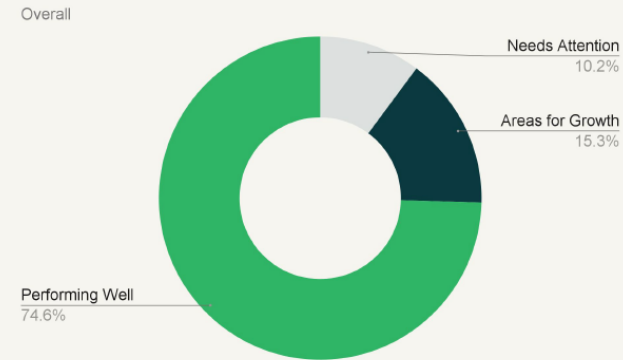


Michael Hanson

# PROGRAM DELIVERABLES FOR BUSINESSES

1. **Assessment:** Comprehensive review of the business' digital marketing "footprint" by a marketing consultant.
2. **Findings & Recommendations Report:** A snapshot of current digital marketing ecosystem, recommended areas for improvement, implementation suggestions, direct "next step" support offerings, and resources.
3. **1:1 Consultation:** One hour with a marketing consultant to review assessment findings and recommendations.
4. **Implementation Support:** Direct assistance from a consultant to make progress on top areas for improvement.

## Overall Snapshot



## Travel Oregon Support Offer

As part of the Digital Marketing Boost Program, we are offering some implementation support services to your business.

We'd like to offer a mix of the following free services to be completed by a contracted marketing professional, depending on your need:

- E-news setup: Mailchimp
- Paid media strategy: Google and Facebook ads
- SEO Strategy

# DIGITAL MARKETING BOOST PROGRAM

## PILOT PROJECTS

- 62 participating businesses
- 87% found program very or extremely valuable
- 90% were very or extremely likely to recommend to another business

### Key Learnings

- Timing of program roll out is key to level of business engagement
- Implementation support is invaluable for businesses without marketing staff

*“I am so excited about the digital audit that we received. Not only were we able to make immediate improvements...We have been experiencing increased web traffic and [have] never been busier.”*

*“I am thrilled that we had the opportunity to work with a marketing specialist. The feedback was excellent, and all of the changes suggested were doable. It pushed us to up our game and now we have a website designer and someone to help us market regularly.”*

*“After feeling as though we were fighting a wildfire with a garden hose during COVID-19, it was wonderful to provide [businesses] with the opportunity to have their digital presence reviewed and find ways to improve and succeed in the future.”*



# ONE PROGRAM MANY WINS

## Destination Development

- Business engagement & assistance
- Enhanced visitor experience

## Global Sales

- Steps to Success educational workshop
- New product to sell

## Global Marketing

- Responsible visitation
- Stronger Google Business Profiles





# DIGITAL MARKETING BOOST PROGRAM TOOLKIT

1. Program handbook
2. Supporting templates and documents

## Future Applications

- Toolkit will be made available to industry partners for local implementation.
- Travel Oregon will continue to offer program to businesses engaging in Travel Oregon programs – exact future application still TBD.





A wide-angle photograph of an outdoor dining patio. The patio is paved with light-colored stones and is surrounded by lush green trees and foliage. String lights with warm white bulbs are strung across the patio, creating a cozy atmosphere. Several groups of people are seated at small tables, some with umbrellas. A man in a green shirt and a woman in a blue shirt are walking through the patio. The word "QUESTIONS?" is overlaid in large white letters in the center of the image.

**QUESTIONS?**