

Marketing Boulder

Marketing Plan Creation- July 19





Tonight's agenda:

- Introductions
 - Review committee objectives
 - Review branding
 - Marketing plan creation
 - Prioritize most important tactics
 - Decide timing of tactics (Now vs. later)
 - Resources needed, feasibility studies, etc.
 - Next Steps
 - Short term tactics
 - Marketing plan as part of strategic plan
 - View information hub site
-



Objectives:

Our committee aims to:

- **Focus on *increasing traffic and spending* in the Boulder area**
 - Work in tandem with similar efforts of the city, chamber, county and state. Avoid “re-inventing the wheel”
 - Support the efforts of the other committees working on Making Boulder’s Future Bright
 - Build a marketing plan to complement the greater “master plan” efforts

Objectives determined at 6/8/16 meeting

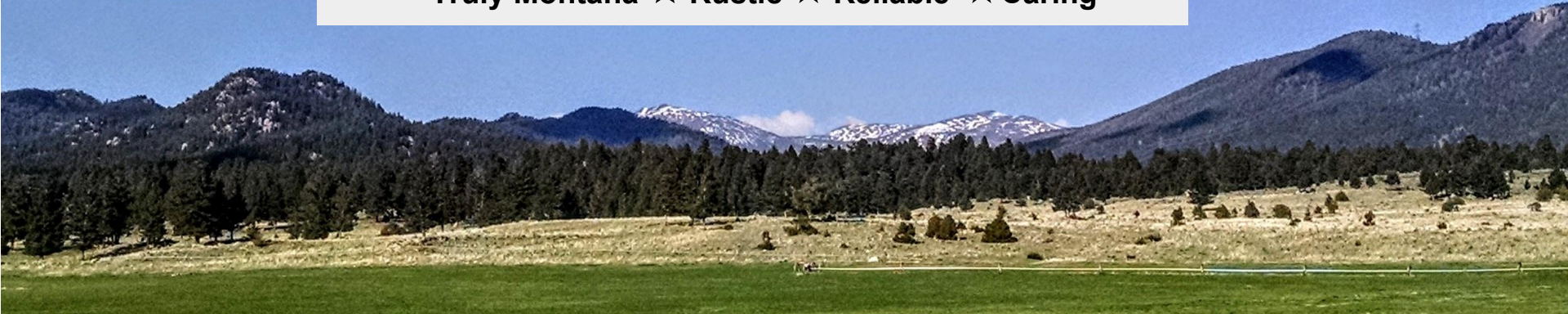
Branding

What is our story and how do we tell it with one voice?

Our 'touchstone' words:

- ★ Friendly
- ★ Nature/Recreation
- ★ Quiet
- ★ Historic
- ★ Western/Cowboy country
- ★ Centrally located

Truly Montana ★ Rustic ★ Reliable ★ Caring



Target Audiences

- 
- Existing Residents
 - Existing Visitors
 - Potential Visitors



Tactic ideas *(from 7/7 mtg)*

Existing residents:

- *“Buy local” campaign*

- *Ideas:*

- Put print outs in bags and with receipts thanking customer for shopping locally and reminding why it’s important (look at language Dillon used).
- Partner with Chamber of Commerce to create campaign with the local businesses
- Create a prize-oriented campaign where folks are entered to win every time they buy local
- Create messaging that addresses perception of local businesses’ reduced variety and higher costs than Helena or Butte

- *Challenges:*

- Have tried in the past with very limited success, how to overcome past challenges?
- Need widespread community support & buy in
- Need more businesses in town before we can do something like this?



Tactic ideas *(from 7/7 mtg)*

Existing visitors:

Create basic map/local biz overview brochure (with local biz hours, website URL, location)

- **Idea:** Maps to be distributed at events, at City Hall and at Health Mines, etc.
- **Challenge:** Who to fund printing costs? Who to manage map creation?

Increase businesses' presence online & in advertising

- **Idea:** Offer class for business owners on establishing presence on Yelp, Google Maps, Trip Advisor and in local advertising. Perhaps Dick Krott from Tlizer could host a FB advertising one?
- **Challenge:** Have tried similar class in past and no one came -- we'd need to reach out to biz owners in advance to see if this is of interest and if they would come before we hire someone to teach the class. Find a date that works for many and have them committed to coming.



Tactic ideas *(from 7/7 mtg)*

Existing visitors *(continued)*:

Create a “Boulder Ambassador” program to encourage event visitors to see (and spend more) in Boulder

- **Idea:** At Rodeo/Art & Music Fest, etc, have volunteer ‘Boulder Ambassadors’ welcome guests and provide information to them on local attractions and businesses. Ideally would have map/brochure complete to give out at this time too. Ambassadors could roam the event or have a welcome table, or both.
- **Challenge:** Enough volunteers for this?



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Use kiosks in high traffic areas to encourage visitors driving through to stay and play in Boulder.

- **Idea:** Create weatherproof kiosks for the rest stop and near City Hall or Heritage Center with a large sign saying “Welcome! Visitor Information Here.” Include the general welcome map/brochure as well as any individual businesses’ brochures/info (promote bike shelter, recreation trails and any other amenities in area).
- **Challenge:** Funding

Entice drivers on I-15 to stop in Boulder through increased I-15 signage

- **Idea:** A billboard would promote the town as a whole. We could also work with Greg at the River to increase the DOT signage advertising services/businesses.
- **Challenge:** Funding.



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Attract drive-thru Canadians to local businesses

- **Idea:** Hang Canadian flags to welcome them
- **Challenge:** Business owners responsibility or something we could help with? Could flags be hung in a public area?
- **Idea:** Create Sister City partnership
- **Challenge:** Need someone to lead logistics of this

Create maps of recreation areas & birding maps to entice outdoor enthusiasts

- **Idea:** Create print and online maps for outdoor recreating (motorized and non-motorized) and birding enthusiasts.
 - **Challenge:** Need to partner with Recreation committee to avoid overlap in work.
-



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Attract new visitors to our town's events with a printed event calendar

- **Idea:** Create printed event calendar with overview of events, distribute to nearby Montana towns
- **Challenge:** Need to partner with Recreation committee to avoid overlap in work.

Harness media publications to attract new visitors to our events

- **Idea:** Send our events calendar to Southwest MT catalog to be included in their publication and outreach efforts
- **Challenge:** Who do we send this to and when is the deadline?
- **Idea:** Send event calendar to other area publications to be included in their event calendars
- **Challenge:** Need someone to lead logistics of this



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Capture tourists on their way to National Parks by selling Boulder as the perfect midway stop

- **Idea:** Create PR & marketing campaign enticing National Park visitors to stay in Boulder during their travels. Sell Boulder as the perfect midway stop full of history and the quintessential Montana experience.
- **Challenge:** Enough RV parking currently in existence? Need to promote existing RV parking (work with fairground on this)

Promote Boulder as a basecamp/jumping off point for other day trips

- **Idea:** Create materials positioning Boulder as the ideal location to do day trips to surrounding attractions (in Helena & Butte, ghost towns, Lewis & Clark caverns, hot springs, etc.)
- **Challenge:** Do we need more infrastructure?



Other:

- Host travel-oriented media for “weekend getaway” Boulder experience
 - Main Street signage
 - Work with “Main Street” program to apply for grant for this or other projects.
 - Targeted Facebook Ads in junction with Chamber of Commerce or other entities
 - Partnering with bloggers & influencers
 - Partner with Montana Office of Tourism
-



Next Steps

- Based on today's work, put ideas into a “living” strategic marketing plan. Create budget and timeline.
Review as committee
 - Split up tactics we can do now vs. tactics for the future
- Branding next steps: Review
- Set next meeting date