

BTAC Marketing Committee Proposed Marketing Plan

The following tactics were brainstormed by the BTAC marketing committee between May-August 2016. They are listed below in the order in which the committee has voted to implement them. Some can be enacted right away while others require more time, partnerships and resources. This plan is a work in progress and will continue to evolve as it grows to complement the work of the greater BTAC's Master Plan efforts.

More detailed, in-depth descriptions of each tactic can be found [in this presentation.](#)

'NOW' Timing

Printed event calendar

- **Timing:** Now
- **Priority on scale of 1-5:** 5

Sharing event calendar with Southwest MT and other pubs

- **Timing:** now and ongoing as we find more publications (can Mary build list of media pubs before she goes?) (future idea: turn event calendar into placemat for area restaurants)
- **Priority on scale of 1-5:**5

Hang Canadian flags

- **Timing:** Now
- **Priority on scale of 1-5:**3

Main Street enhancement/ partnering with Main Street org

- **Timing:** short to midterm
- **Priority on scale of 1-5:**4

Facebook ads

- **Timing:** Short term and ongoing -- will enhance other tactics
- **Priority on scale of 1-5:**4

Partner with Montana Office of Tourism

- **Timing:** Short term -- go visit them and start dialogue
- **Priority on scale of 1-5:**5

Map/Brochure

- **Timing:** now
- **Priority on scale of 1-5:**4

Yelp/Google Maps class for business owners

- **Timing:** now
- **Priority on scale of 1-5:**4

Boulder Ambassador

- **Timing:** Now
- **Priority on scale of 1-5:**5

MID-TERM

Recreation & birding map promotion

- **Timing:** Short to midterm-- When recreation committee is ready
- **Priority on scale of 1-5:**4

I-15 signage/billboard

- **Timing:** Midterm
- Would be nice to be able to partner with Greg or go in with Hot Springs on their sign, to make it happen sooner. Make sure it looks official.
- Ask folks who own property along I-15 to let
- Maintenance is very important! Budget & plan for it.
- **Priority on scale of 1-5:**4.2

LONG-TERM

Capture National Park tourists

- **Timing:** Longterm (evaluate yearly, dependant on RV parks)
- **Priority on scale of 1-5:**5

Promote Boulder as a basecamp for awesome day trips to surrounding areas

- **Timing:** Longterm (evaluate yearly, dependant on RV parks)
- **Priority on scale of 1-5:**4

Host travel-oriented media for weekend getaway

- **Timing:** Long term

Sister City

- **Timing:** longterm
- **Priority on scale of 1-5:**3.75

Info Kiosk-- Main street location

- **Timing:** midterm (early spring 2017)
- **Priority on scale of 1-5:**4.5

Buy Local Campaign

- **Timing:** Wait until more businesses in town
- Next year at the earliest, maybe two
- **Priority on scale of 1-5:5**