

# Marketing Boulder

*Tactic brainstorm - July 7*





## Tonight's agenda:

- Introductions
  - Review committee objectives
  - Review branding work done at 6/23 meeting
  - Marketing tactic brainstorm
    - Existing Residents
    - Existing Visitors
    - Potential visitors
  - Determine next steps & meeting time
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## 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
    - Include both “grassroots” & more resource-heavy tactics

*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/Good location

Truly Montana ★ Rustic ★ Reliable ★ Caring

# Branding

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

**If Boulder were a car it would be...**

*“Flatbed...extended cab truck...SUV...pickup truck...”*

*“Dinged up...old...dents...well-loved...banged-up...high mileage”*

*“4-wheel drive...practical...utilitarian...reliable”*

*“In the back: Camping gear...gun rack...dog...room for kids”*

**Truly Montana ★Rustic ★Reliable ★Caring**

# Branding

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

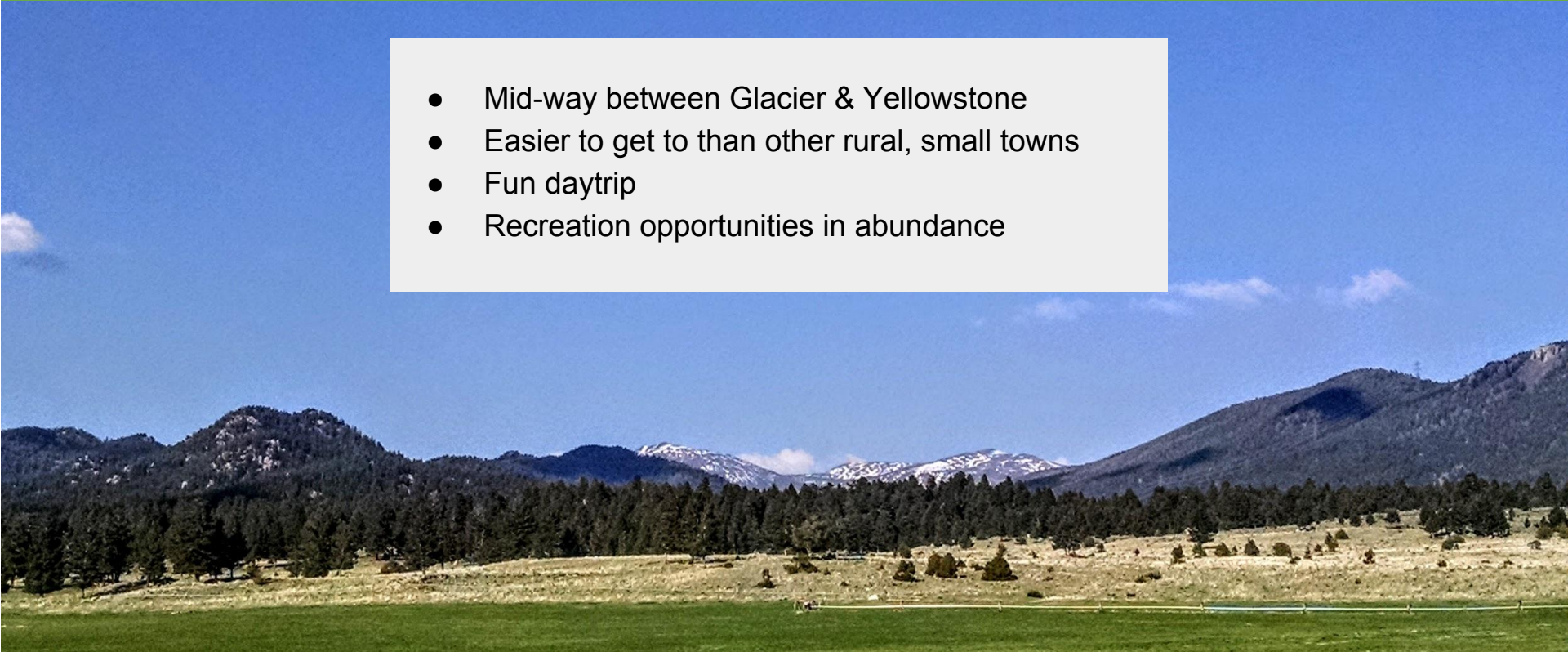
Ideas for the “look & feel” of our campaigns:

- Colors:
  - Blue & green or
  - Purple & yellow
  - Bright & vibrant
- Font--Big & bold words, rounded (*see Jan A.'s prototypes*)

# Key messages

*Themes we will return to again & again regardless of audience*

- Mid-way between Glacier & Yellowstone
- Easier to get to than other rural, small towns
- Fun daytrip
- Recreation opportunities in abundance







# Target Audiences

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- Existing Residents
  - Existing Visitors
  - Potential Visitors



# Target Audiences

## **Existing residents:**

*Who are they?*

- Seniors
- Young family (can we get info on grade school pop.?)
- Shop frequently in Butte & Helena

*Ideas to reach them (from 6/23 mtg):*

- 'Buy Local' campaign & initiatives -- we have experience trying this ... how do we learn from that and possibly build on it?
  - Other ideas?
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# Target Audiences

## **Existing visitors:**

*Who are they?*

- Mine visitors: Seniors, sometimes Amish, from other places: Midwest (Iowa, PA), Canada
- Hot Spring visitors: Many come for retreats
- People who come for events (Weddings @ fairgrounds, car show, art & music fest, rodeo, etc)
- Hunters during hunting season

*Ideas to reach them (from 6/23 mtg):*

- Talk to mine owners to learn more about them and their needs
  - Create marketing strategies to get mine visitors to come to town more to eat & shop
  - Try to entice one-time event attendees to come back and spend more time & money here
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# Target Audiences

## **Potential visitors:**

*Who are they?*

- Canadians driving through (snowbirds -- heavy traffic in spring & fall)
- Helena & Butte folks who don't know about us, or never stop by
- People driving between Yellowstone & Glacier
- RTV'ers, campers, hikers, mountain bikers, birders
- Hunters (and their wives!!)



# Target Audiences

## Potential visitors:

*Ideas to reach them (from 6/23 mtg):*

- **Canadians:** Sister City in Alberta
- **Recreators:** Promote our recreational opportunities
- **Drive-thru's:** Promote our ideal “midway” location between Yellowstone & Glacier --or as an ideal stopover on greater road trip
  - Increased road & town signage
- **Neighbor towns:** Promote day trip to Boulder theme
  - Distribute event calendar to nearby towns
- **Hunters:** Create a package for hunter's spouses to pamper themselves while husband is out--hot springs, massage, shopping, restaurants, etc.



## Other ideas to increase awareness:

- Host travel-oriented media for “weekend getaway” Boulder experience
  - Main Street signage?
  - Targeted Facebook Ads in junction with Chamber of Commerce or other entities
  - Partnering with bloggers & influencers
  - ???
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## Next Steps

- Put ideas into a strategic marketing plan. Create budget and timeline. Review as committee
  - Include both “grassroots” & more resource-heavy tactics
- Branding next steps
- Grants to support town branding and marketing?
  - Montana’s Office of Tourism
  - Rural Development
  - Big Sky Trust Fund
- Partner with Montana Office of Tourism?
  - PR efforts
  - Advertising “Joint Venture Marketing Program”
  - Events
- ???