



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Special Board Meeting Minutes
Cambria Pines Lodge
May 24, 2023

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 12:02 p.m.

Members Present

Greg Pacheco
George Marschall
Steve Kniffen
Jim Bahringer
Karen Cartwright

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Kylie Insco, Archer & Hound
Jill Jackson, CTB MA

2. Public Comment

No public comment was given.

3. Discussion & Action Items

3.1 Budget Review and Approval

Greg stated that the proposed 2023-24 budget was included in the packet. The projected income for 2024 is reduced 1.72% from what was projected for 2022-23. Jim asked about the Outreach budget and prior fundings. George confirmed the Event Committee amount spent for the current year. The Chamber Shuttle was not included. Greg agreed that the Event Committee budget should be increased to \$150,000 for 2023-2024. This would include possible Christmas Market Shuttle Funding if an application is received. The Capital Reserve amount will be decreased to \$50,000. Cheryl pointed out that the income projected for 2022-23 may be overstated, April income was down. Jill said that when the budget was created the last four months were projected to be the same as the prior fiscal year, some expenses may be overstated too. The budget for 2023-24 will be adjusted accordingly at year end.

Jim Bahringer moved, and Karen Cartwright seconded to approve the budget with stated adjustments: \$150,000 for Event Committee Budget Funds and \$50,000 to the Capital Reserve. Motion carried unanimously.

3.2 Marketing Recap and Plan Presentation

Jessica Blanchfield presented the 2022-2023 Marketing Recap (copy attached). She reviewed the social media and SEO numbers included, and explained which was paid traffic versus organic. Direct clicks include email blasts. Paid search is through a LFA imperative. Cross network is on Google. The display ads are through an LFA imperative too. They post on a daily basis on multiple platforms. Steve asked if an individual does that for Cambria. Jessica said yes, all day, 9-5 They have a dedicated social media manager. They will not invest additional money in TikTok. The

engagement is down and the audience tends to be under thirty. They will keep the page and use tags, but it is a beast to keep up the posting required. They will continue Facebook, Pinterest and Instagram. Those get the biggest engagement. App downloads were comparable to last year at 2,000. ARes bookings were down. This is the first year it did not pay for itself. It is a third-party website, so it cannot be verified through Meta. Karen said that it is a lot of work to put your property on ARes. Jessica said that if we discontinue it, there will be a lot of build out on the Cambria website, like we did with Ares years ago to represent all constituents. But this will not provide the additional tracking that Ares does. Money will need to be allotted for this in the budget. Cheryl pointed out that it would be a one-time investment rather than annually. Jessica was excited to share a song released named and about Cambria, by Victoria Blade and the Sharpshooters. Inspired by their visit here. Jessica said that they have reached out to them for a possible collaboration. She said that they recommend increasing social media spend through a co-op. They will use Local Hood, which is like a cross between content and Google, when people are searching a visual will pop up, it is nice to look at on your phone or mobile device. It allows you to get a little visual taste of whatever you are searching for. Search terms must be pretty tight to correlate. It is part of the CrowdRiff Universe. Content creators make these pieces, as well as other people will create pieces for Cambria and it rolls up to CBID, Visit SLO and Visit California. Anything with CrowdRiff tie rolls up. Greg asked how you find the content, Jessica explained that through Google searching you can. Cheryl said sometimes they deliver, sometimes they do not, it is all organic. Cheryl said she thinks that Google needs a better platform. Jessica said what is interesting is that Google is working on it, it is not paid it is all organic. Search terms must be locked in well. Cheryl agreed that Local Hood creates tremendous amount of engagement. Karen asked if the target market is shifting, and Jessica said that age is lowered to 30+ women. That is the primary demographic. Jessica shared that Cycle Central Coast numbers are about the same as last year. Social media is the highest numbers, above search; versus Visit Cambria. The rest of the numbers are very similar. They focus on Facebook and Instagram. They are moving more to Instagram and Strava. Strava is not a social platform, but there is a community on it to engage with and a Club. She said that they post virtual rides on Strava. They do not post as much during the off-season months. On Strava they can actually track how many people RSVP'd and how many actually ride their routes. The Pismo Beach Welcome Center has offered to carry a map of Cycle Central Coast cycle routes for free. E-blast numbers on Cycle Central Coast are always better than Visit Cambria. Forty-eight percent, which is way above average, the percentage that is engaged is much higher, although the overall audience is lower. We also do influencer marketing for Cycle Central Coast. She said that it is great content including from the Path less Pedaled. The added value for the year in donated time is over \$20,000. This includes TikTok investment, a major audit, and the member portal creation. Jim thanked Jessica.

Jessica presented the Marketing Committee plan (copy attached) for the next fiscal year ending June 30, 2024. She started with Meta, she said beyond Facebook and Instagram, it is a media powerhouse. There are a few different campaigns we are going to talk about. I want to talk through them, so you understand why we are running them and what the conversions are for. The first part is traffic, this is the top of the funnel, for general awareness. Basically, what we are trying to do is entice the people that are planning a trip, they are not ready to go this weekend, we are giving them ideas and reasons to come to Cambria. That is the whole point of awareness. Our geographic target market is Central Valley including Fresno, Bakersfield, some San Francisco; Sacramento, Orange County, Los Angeles, and Santa Barbara. We can split those out with different ad campaigns. She said, we will have a heavy emphasis on trending videos, user generated style content, ASMR. This is the top of the funnel, so we will use the highest quality videos, trying to elevate the brand instead of just social content videos. Insta Experiences is part of a video campaign, it is a website within Instagram. Jessica showed an example on screen. It is a mini website, you can track clicks. Within meta development there is a whole slew of tools that you can use and write code. We can Geofence residents versus tourists within a ten-mile radius. It also allows us to track and promote the app. Karen asked if it could be included on a visitor's confirmation letter and Jessica confirmed it could. This would be a retargeting ad, only received by those who had previously interacted with us.

Newsletter subscription and pop up will continue. This is exciting, through the Meta tool kit we can set up weather triggered ads. We can set up others, but weather is the one we are anticipating for this year. It is focused on midweek. Kylie reviewed target demographics and interests. She said that content will be varied, better technology will provide better quality video. TikTok will be sunsetted, but we will continue a page and a presence. That energy will be reallocated to Pinterest. In terms of travel, we are looking for what the newest latest exciting thing is and highlighting stories behind the activities and businesses in Cambria. We want to develop a connection so that they are more inclined to visit. Jessica confirmed that these would be video stories of different business owners and artists.

Jessica stated that she needed the board's input on a couple of immediate opportunities. First: advertising to "cord-cutters" through CTV which includes Youtube.com, Hulu, Roku, etc. She said that they can buy this first party now. It is more expensive than our digital ads, but it is still top of the funnel and we can follow and track them and see how long it takes for them to visit us; and we can remarket to them through Meta simultaneously. That is option A. Option B is a display ad that will also allow us to track them through their device and see if they physically come to Cambria. Cheryl explained that the display ads would be shown to you in an article you are reading or watching on your laptop. CTV would be a commercial while watching a streaming service on your TV. Cheryl said that if you did both you would have data for comparison. Karen stated she liked the idea and Greg agreed.

Jim Bahringer moved, and George Marschall seconded to approve Archer & Hound's 2023-2024 Marketing Plan as presented, including the additional spend for a summer campaign. Motion carried unanimously.

4. Future Agenda Items/New Business

Jim Bahringer moved, and Steve Kniffen seconded adding the American Legion Picnic in the Park Funding Application to the next agenda. Motion Carried 3 in favor: Karen Cartwright, Jim Bahringer, Steve Kniffen; 2 against: Greg Pacheco, George Marschall.

5. Adjournment

There being no further business, the meeting was adjourned at 2:25 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant



MARKETING PLAN

VISIT CAMBRIA

2023 – 2024 Fiscal Year

Presented by
Archer & Hound Advertising

Wednesday, May 24, 2023



AGENDA

01 2022-2023
ANNUAL MARKETING RECAP

02 2023-2024
MARKETING OVERVIEW

03 PAID MEDIA STRATEGY

04 CONTENT STRATEGY

05 RECAP



2022 – 2023 ANNUAL RECAP



Explore ▾

Itinerary

Visitors Guide

Events

Blog

Contact

Book Now

Welcome to *Cambria*



New Users
Visit Cambria

240 K

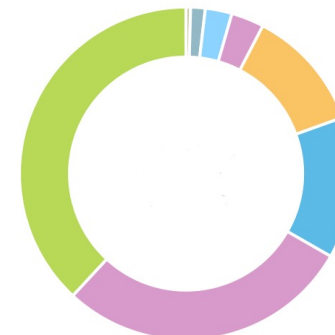
Views
Visit Cambria

851 K

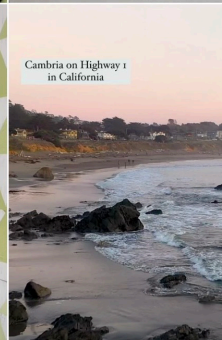
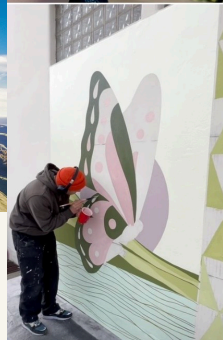
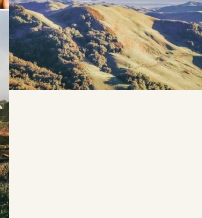
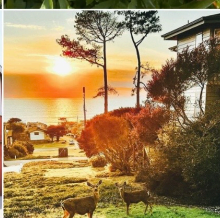
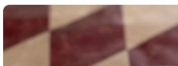
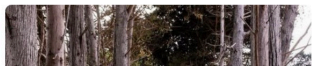
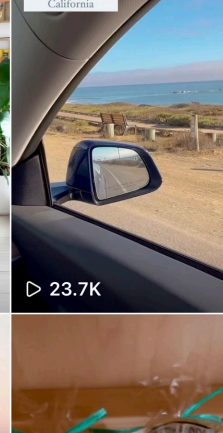
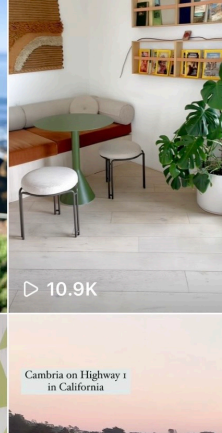
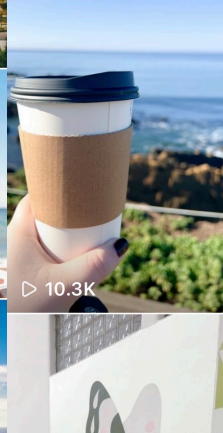
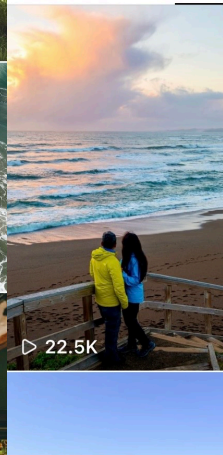
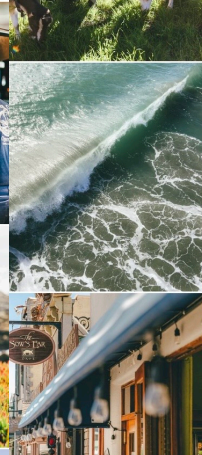
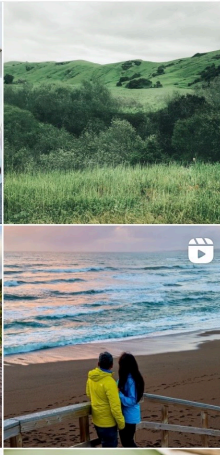
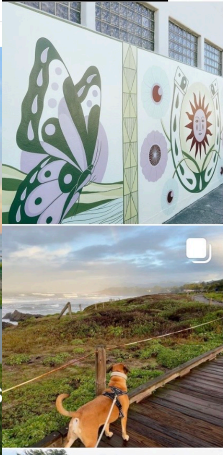
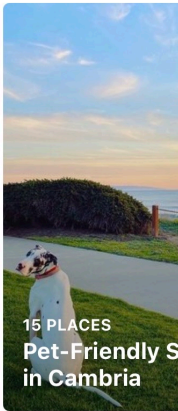
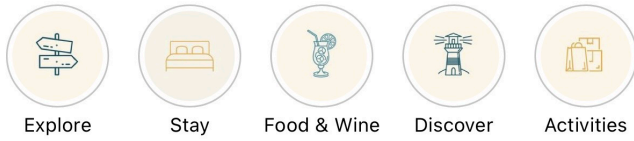
Average Engagement Time
Visit Cambria

00:00:45


Sessions by Source
Visit Cambria



Organic Search	110 K
Social	82,492
Direct	39,624
Paid Search	34,242
Cross-network	9,175
Referral	7,458
Unassigned	4,110
Mobile Push Notifications	1,261



VISIT CAMBRIA SOCIAL

 Facebook Organic Reach
Visit Cambria

2.14 M

 Instagram Impressions
Visit Cambria


2.26 M

 Pinterest Impressions
Visit Cambria

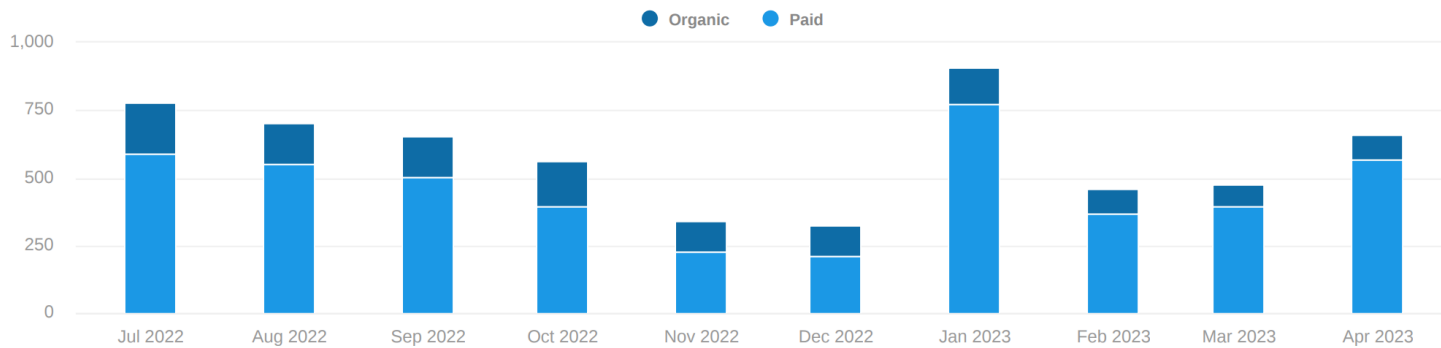
1.50 M


TikTok Video Views

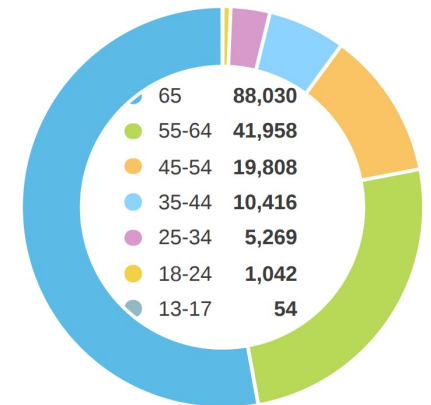
6,139


 Facebook Audience Growth
Visit Cambria

5,853

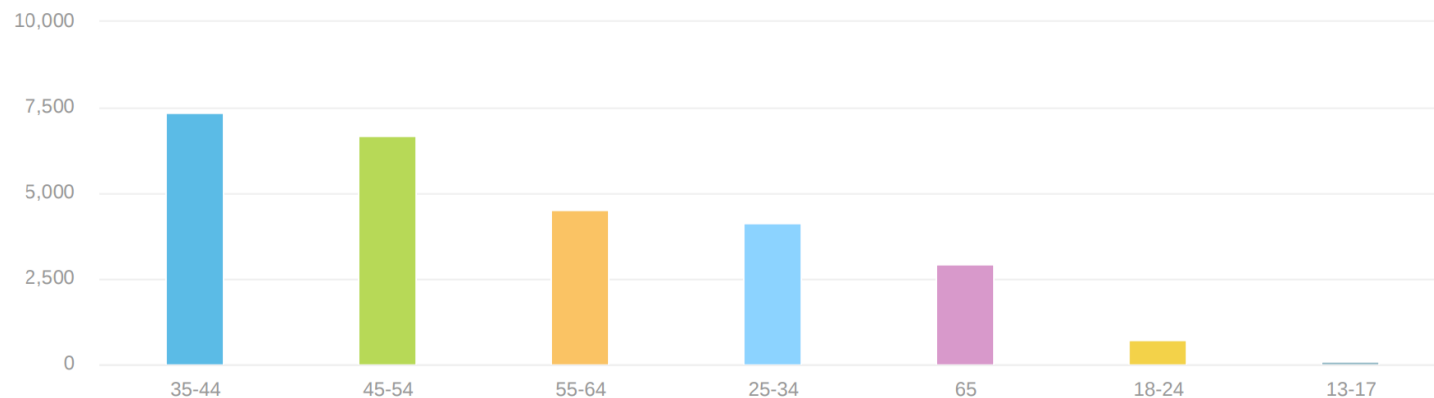


 Facebook Engagement by Age
Visit Cambria



 Instagram Followers by Age
Visit Cambria

26,423



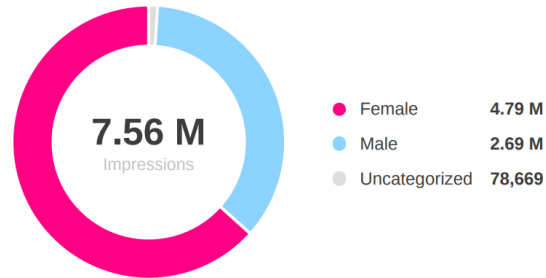
f Meta Ads Impressions
Visit Cambria

7.56 M

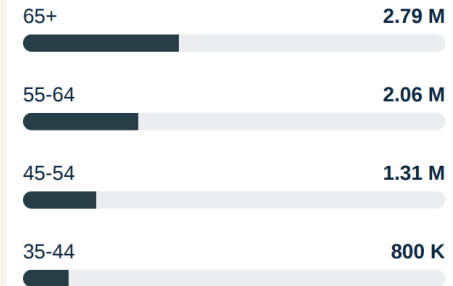
f Meta Ads CTR
Visit Cambria

4.12%

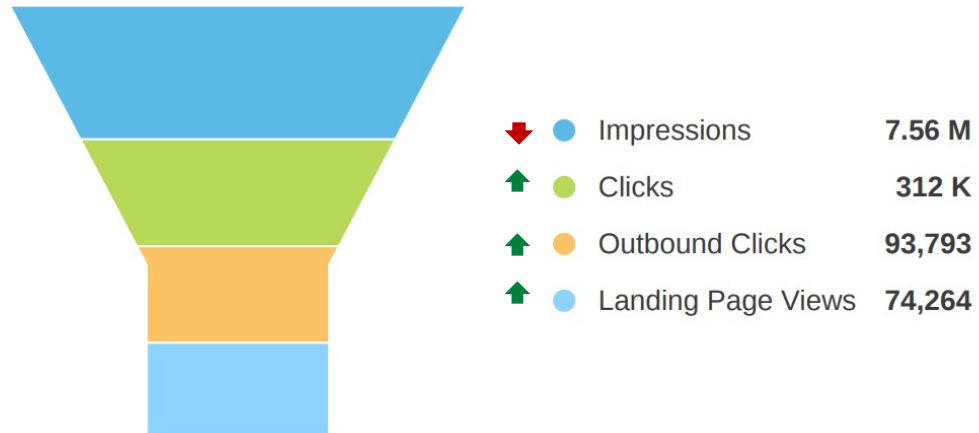
Total Gender Breakdown
Visit Cambria




Impressions
Visit Cambria




f Meta Ads Impressions and Clicks Funnel
Visit Cambria




Visit Cambria
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Make the most of your trip to Cambria—sign up for our newsletter and be the first to know about the best lodging deals, open spaces, and travel activities in town!



FORM ON FACEBOOK

Get Your FREE Guide to Exploring Cambria

Sign up


Visit Cambria
 Sponsored · 🌐

Escape the hustle and bustle of everyday life and book your next stay in Cambria's peaceful open spaces!




Imagine waking up in this boutique hotel

visitcambriaca.arestravel.com


Treat Yourself to a Cambria Retreat

Book now


Visit Cambria
 Sponsored · 🌐

The Central Coast is known for its stunning views, whether it's through our scenic seaside towns or driving along the ocean on iconic Highway 1.

Begin and end your road trip in Cambria as you visit these six sights from your seat that are a must-see.



visitcambriaca.com

6 Sights to See From Your Seat on the Centr...

Learn more

👍❤️👤 6.2K 771 comments 485 shares

👍 Like 🗨️ Comment ➦ Share



ARCHER & HOUND

**VISIT
CAMBRIA**

1

APP DOWNLOADS

2022 – 2023: 1,926

Total Downloads: 11,572

2

ROOM NIGHTS BOOKED (BOOKING ENGINE)

Total Room Nights: 31

Total Revenue: \$9,683.65 ▼

3

TOTAL NEWSLETTER SUBSCRIPTIONS

New Subscribers: 7,348

- Organic: 3,202
- META Subscribers: 4,146

4

WEDDING REQUESTS

Requests: 51

Potential # of Guests: 3,513

5

MEDIA MENTIONS / PAID MEDIA VALUE

Media Mentions: 609

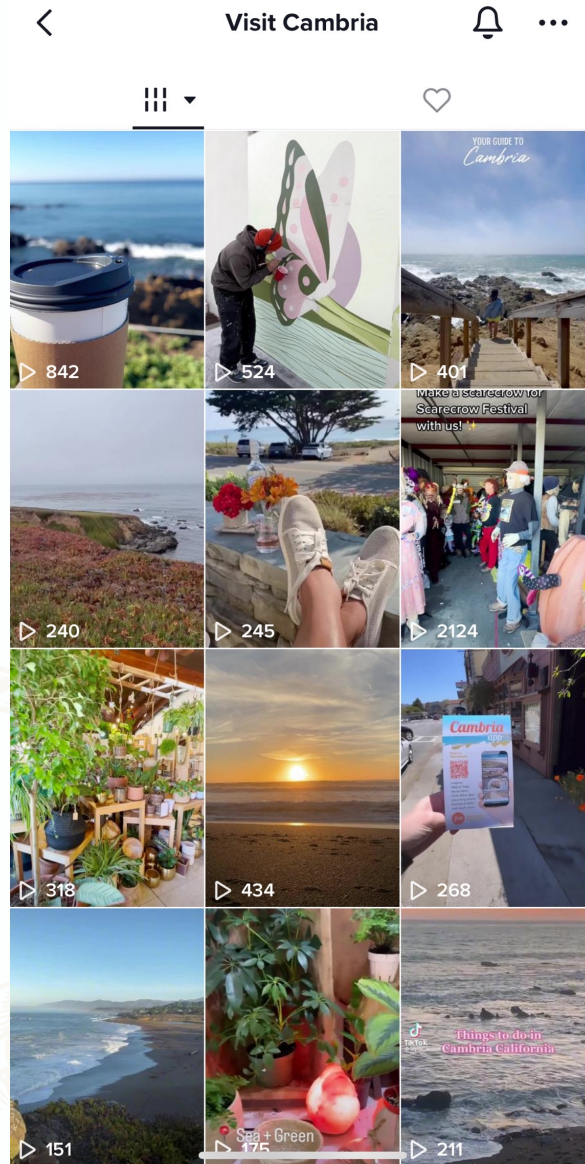
PMV: \$16,874,208 (Aug 2022 – Mar 2023)

TIKTOK

Seasonal

- Crowdsourced & custom content
- Additional reach beyond follower base (explore content i.e. travel)

VISIT
CAMBRIA



Top	Users	Videos	Sounds	LIVE	Hashtags
#	cambriacalifornia				1.2M views
#	visitcambria				25.0K views
#	visitcambriacalifornia				9371 views



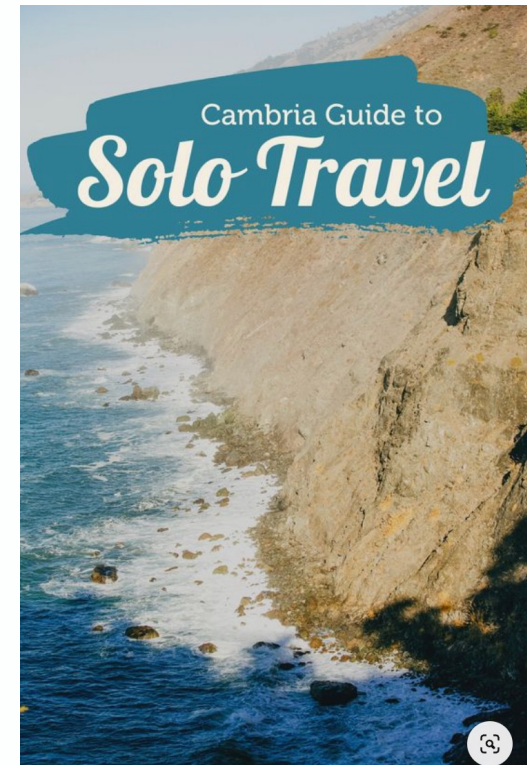
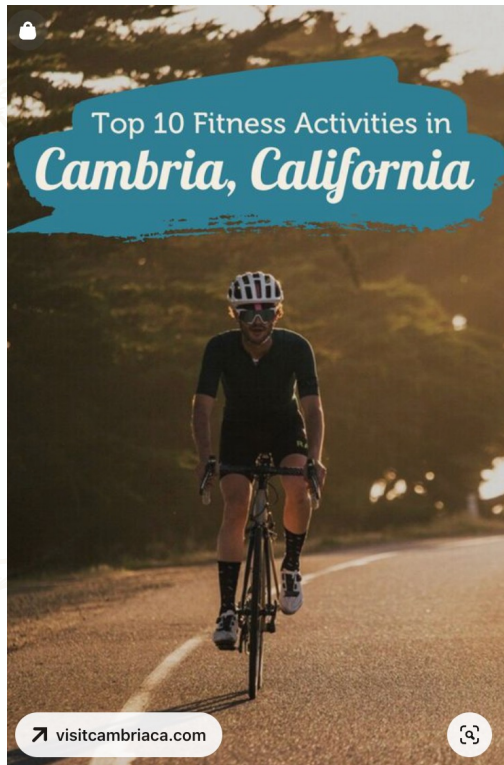
ARCHER & HOUND

PINTEREST

1.5 Million Impressions

- Wedding form click-through/leads
- Additional reach beyond follower base (search-based i.e. travel, beach, etc.)

VISIT
CAMBRIA



VISIT CAMBRIA

E-BLASTS

General: 12

Average Open Rate: 39.74% 

Booking: 12

Average Open Rate: 39.77% 





Summer is Sweeter in Cambria

Have you made room in your schedule for an unforgettable summer vacation? Immerse yourself in our charming village atmosphere and vibrant artistic community as you indulge in world-class dining experiences, explore the rugged coastline, or unwind with a leisurely stroll through delightful shops and galleries. Whether you're seeking adventure, relaxation, or a little bit of both, the Central Coast is your ideal destination. Rooms and rental properties are filling up fast—don't miss out on an opportunity to escape to the picturesque coastal paradise of Cambria, California.

Book your summer getaway today and create memories to last a lifetime!


[Book Your Stay!](#)

No images? [Click here](#)



Moments of *Adventure*

Adventurer's Weekend



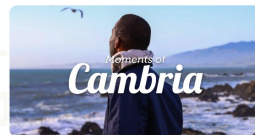
Vacationing on the Central Coast is an adventurer's dream! You can find miles of world-renowned cycling roads, paths, and trails for every level of athlete. We even have a dedicated resource for all things cycling and long-distance routes in [Cycle Central Coast](#). Clip-in and set out on your ride exploring the California coastline before winding down with the ultimate options for recovery in Cambria.

[Adventure in Cambria](#)

GOOGLE (LFA IMPERATIVE)

Search Engine Marketing (SEM) and Google Discovery Ads

VISIT
CAMBRIA



Let's Meet in the Moment

[Visit Site](#)



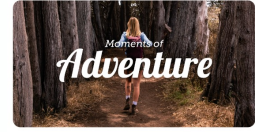
Exciting & Adventurous Activities

[Visit Site](#)



Delicious Dining & Drinks

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Natural Wonders & Outdoor Adventures

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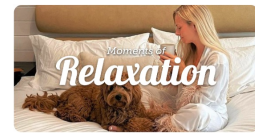
Romantic & Relaxing Escapes

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Stunning Scenic Vistas

[Visit Site](#)



Rest & Restoration

[Visit Site](#)

Ocean air without the crowds | Escape from it all in Cambria | Come, stay, and get away [Ad](#) www.visitcambriaca.com

Our beaches are open and uncrowded, perfect for your next getaway to the Coast. Stay by the ocean and explore everything that charming Cambria has to offer!

[Contact Us](#)

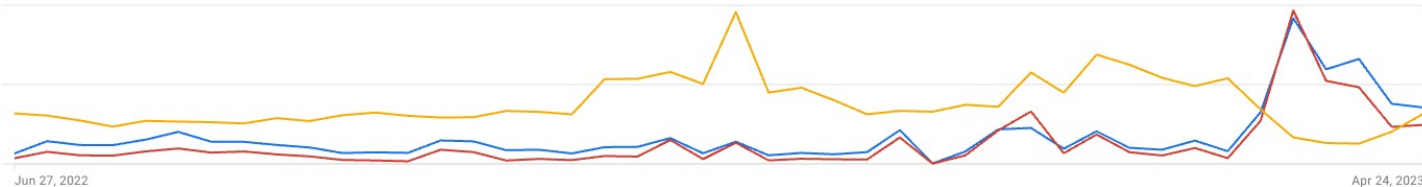
[Cambria Itinerary Ideas](#)

[Events](#)


[Beaches & Trails](#)

Ad	Impressions	Clicks	CTR
● Enabled	50,052	11,990	23.96%

Clicks 53K Impressions 1.48M Avg. CPC \$0.48 Cost \$25.3K




VISIT CAMBRIA GOOGLE ADS

 Impressions
Visit Cambria

1.48 M

 Google Ads Clicks
Visit Cambria

53,045

 CTR
Visit Cambria

3.58%

 Top 10 Keywords
Visit Cambria

KEYWORD	IMPRESSIONS	CLICKS	AVG CPC	CTR	CONVERSIONS	CONVERSION RATE
best things to do in cambria	25,968	6,469	\$0.67	24.91%	2,504.18	38.71%
cambria things to do	11,900	3,006	\$0.70	25.26%	1,128.03	37.53%
cambria attractions	6,053	1,395	\$0.69	23.05%	556.83	39.92%
cambria activities	2,996	777	\$0.67	25.93%	304.25	39.16%
california coast towns	2,145	275	\$0.65	12.82%	72.50	26.36%
wedding venues in cambria ca	1,006	221	\$1.09	21.97%	36.00	16.29%
cambria events	1,050	215	\$0.74	20.48%	66.58	30.97%
beach cities california	1,767	105	\$0.59	5.94%	36.00	34.29%
beach wedding venues in california	1,748	90	\$1.09	5.15%	17.00	18.89%
wedding anniversary trip ideas	1,050	80	\$1.10	7.62%	2.00	2.50%

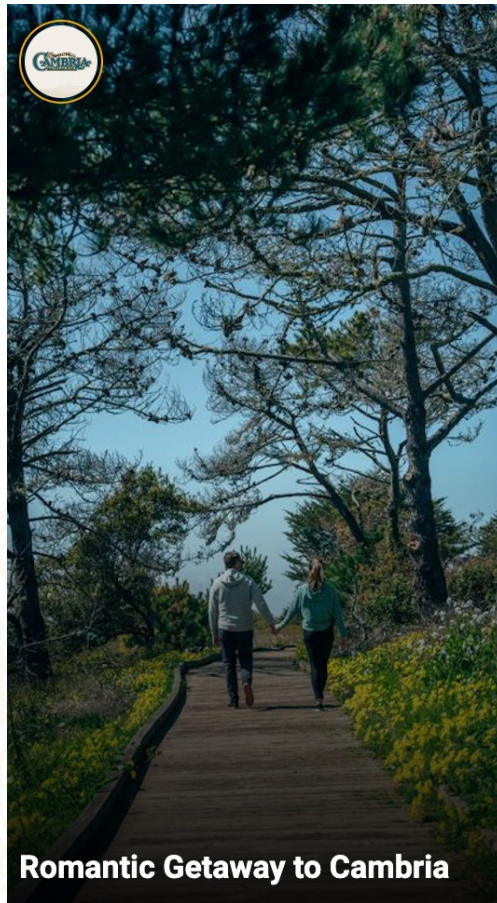


ARCHER & HOUND

LOCALHOOD

Content discovery via Google Search

VISIT CAMBRIA



Romantic Getaway to Cambria

Impressions

96 K

CTR

14.9%



7 Wineries to Visit in Cambria, California

Impressions

17.5 K

CTR

3.19%



5 Family-Friendly Experiences in Cambria, California

Impressions

10.5 K

CTR

6.14%



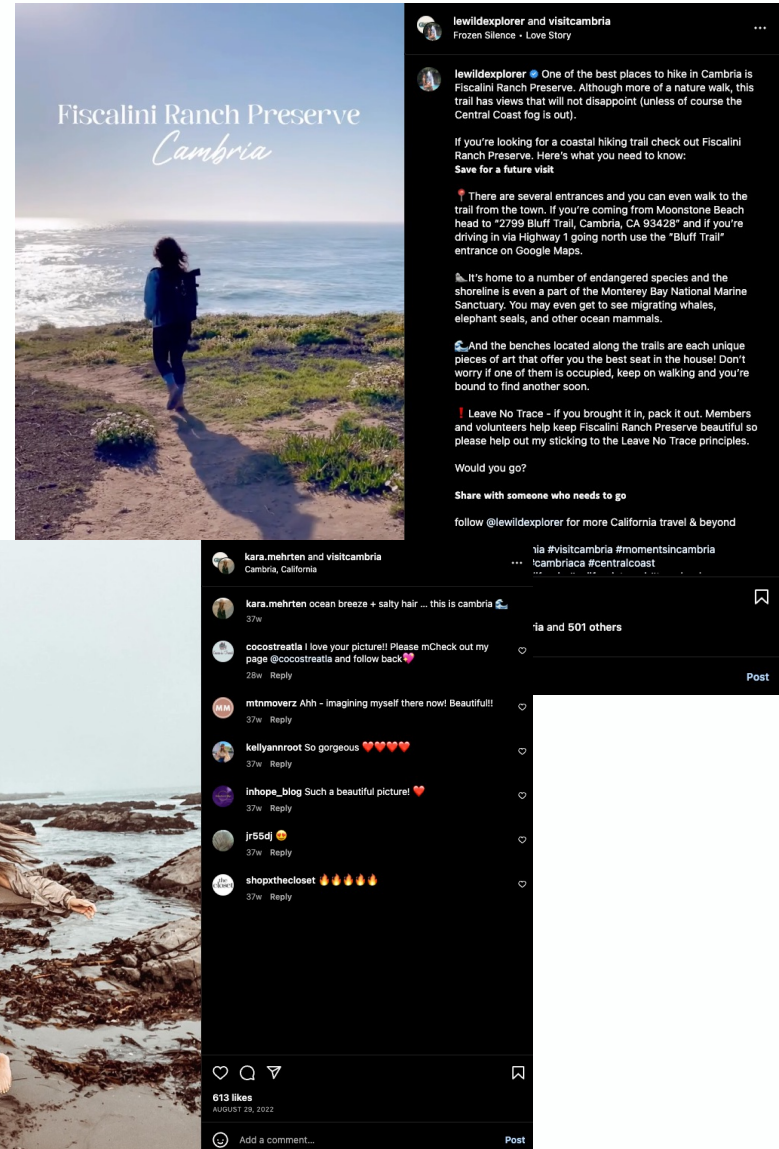
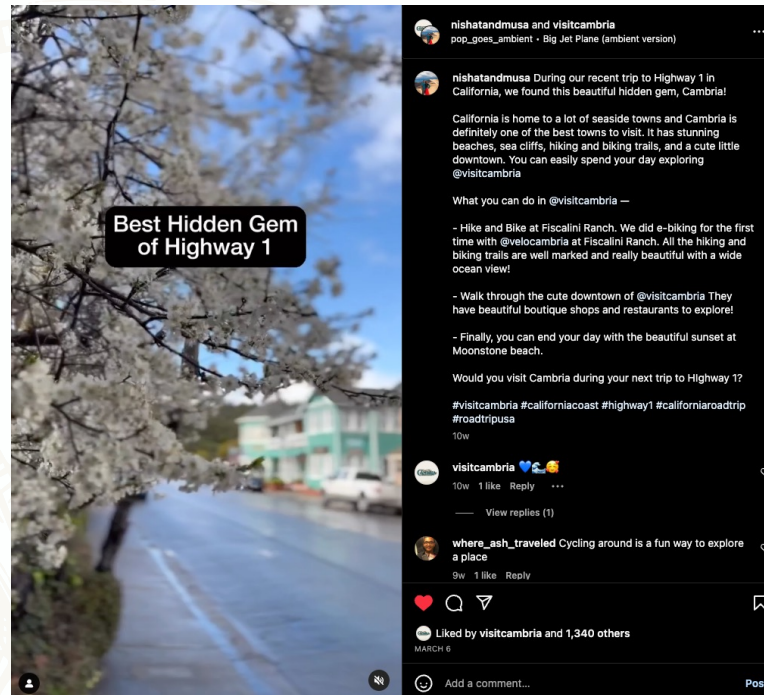
ARCHER & HOUND

INFLUENCER MARKETING

@nishatandmusa , @mellypoo , @kehra.mehrten , @lewildexplorer

Benefit: Content, Assets, and Increased Awareness

VISIT
CAMBRIA





Here, you'll find scenic routes, local events, and our favorite resources for cyclists in the area.

Plus, we have you covered with ways to plug in to our local cycling community and unplug during your stay on the Central Coast.



Must-See Stops on the Avila Beach Sea to Summit Route

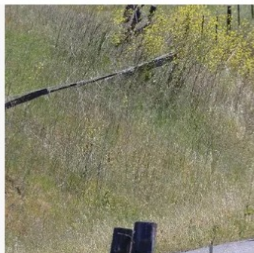
Discover must-see stops on the S Beach to San Luis Obispo, including scenic vistas.

[Continue Reading](#)

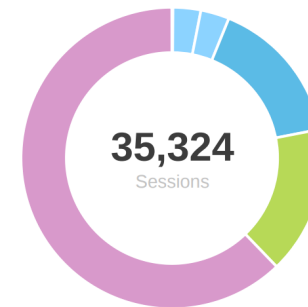
Upcoming Central Coast Cycling Events

When you Cycle Central Coast, you're in good company – in some cases, lots of company...like an event. Check out some of our upcoming shindigs.

[View Event List](#)



Sessions
Cycle Central Coast



Organic Social	21,301
Organic Search	5,433
Direct	5,405
Unassigned	1,054
Referral	1,022
Email	24
Mobile Push Notifications	11



California Central Coast Cycling Routes

Where's the fun in keeping these routes all to ourselves? Long and short rides, paved or gravel, gradual ascent or rolling hills, check out the Central Coast's best routes below.

Don't know which route to ride?
Check out our [route planning guide](#) to find the right one for you.

Choose Your Cycling Route

Filter By
Search

Starting Point

Distance

Terrain

Select

Select

Gravel Paved

73.1 Miles

Arthritis Foundation: Big Sur to Cambria

Big Sur Paved

This route is in collaboration with the Arthritis Foundation and is a segment of their yearly California Coast Classic Bike Tour.

View this route

99.8 Miles

Avila Beach Route

Cambria Paved

This century route is all about endurance, but features plenty of fun Avila Beach stops to keep things interesting.

View this route

33.9 Miles

Beach to Beach Route

Cambria Paved

This approximately 35-mile round-trip route goes from Cambria to Cayucos, a charming town on the Central Coast.

View this route

73.1 Miles

Arthritis Foundation: Big Sur to Cambria

Big Sur Paved

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View this route

33.9 Miles

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Cambria Paved

This approximately 35-mile round-trip route goes from Cambria to Cayucos, a charming town on the Central Coast.

View this route

New Users
Cycle Central Coast

28,068

Views
Cycle Central Coast

58,599

Average Engagement Time
Cycle Central Coast

00:00:41

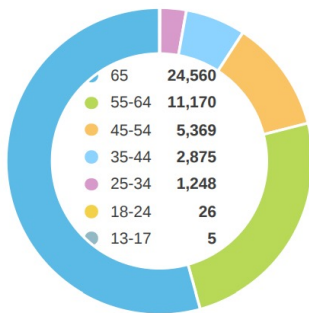
f Facebook Organic Reach
Cycle Central Coast

226 K

ig Instagram Impressions
Cycle Central Coast

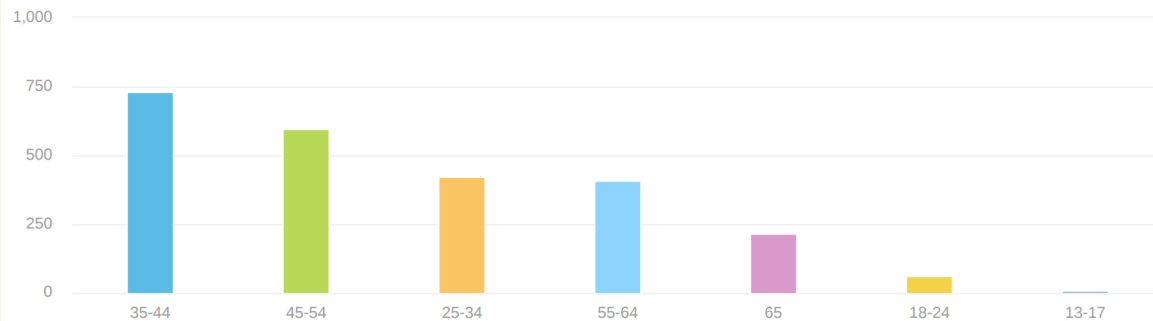
453 K

f Facebook Engagement by Age
Cycle Central Coast

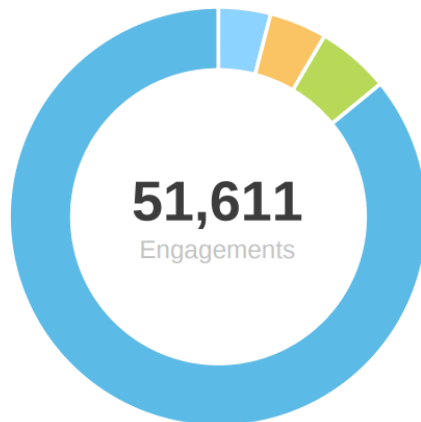


ig Instagram Followers by Age
Cycle Central Coast

2,442



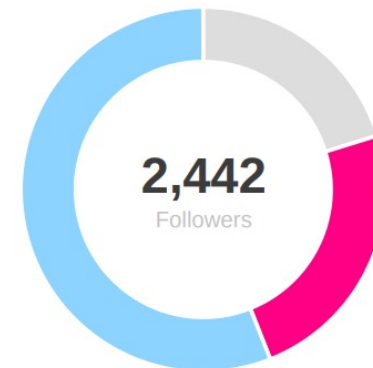
f Facebook Engagement Type
Cycle Central Coast



likes	44,344
other	2,896
shares	2,295
comments	2,076

51,611
Engagements

ig Instagram Followers by Gender
Cycle Central Coast



Male	1,367
Female	581
Unspecified	494

2,442
Followers

CYCLE CENTRAL COAST SOCIAL ADS

f Meta Ads Impressions
Cycle Central Coast

3.45 M

f Meta Ads CPC
Cycle Central Coast

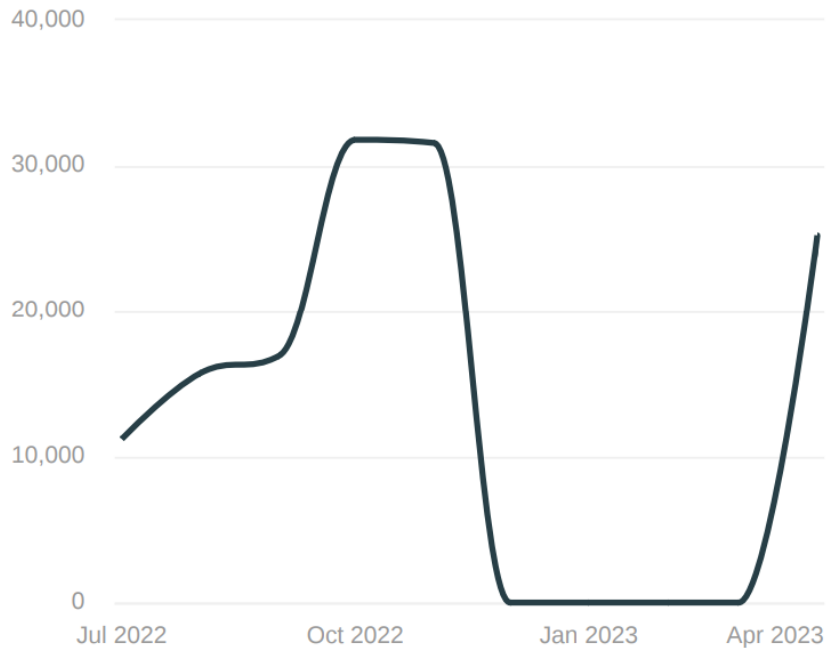
\$0.17

f Meta Ads Clicks
Cycle Central Coast

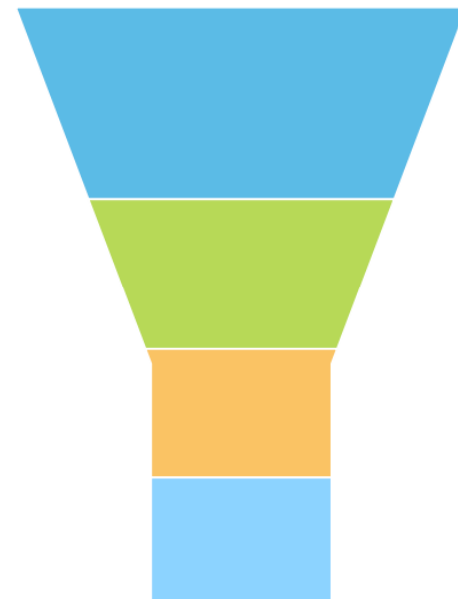
132 K

f Meta Ads Clicks
Cycle Central Coast

132 K



f Meta Ads Impressions and Clicks Funnel
Cycle Central Coast



- Impressions **3.45 M**
- Clicks **132 K**
- Outbound Clicks **24,258**
- Landing Page Views **17,246**



CYCLE CENTRAL COAST

①

IN-SEASON MONTHS

8 Total Months: July – November & April – June

②

STRAVA

New Club Members: 624

Virtual Ride/Event RSVPs: 258

③

TOTAL NEWSLETTER SUBSCRIPTIONS

New: 1,292

Organic: 86 | Paid Social Media: 1,206

④

CCC PARTNERS

San Simeon & Avila Beach + Pismo Welcome Center (added value)

Ad Revenue Contribution: \$20,000

⑤

PATH LESS PEDALED SPONSORSHIP

New Routes Created: 2

Sponsored YouTube Videos: 1

Total Views (to date): 72,325

E-BLASTS

General: 12

Average Open Rate: 48.21% 

Join us for an unforgettable cycling adventure on the Central Coast.

No Images? [Click here](#)



Discover the Best of Cycling on the Central Coast

As the weather starts to warm up and the days get longer, it can only mean one thing: it's the beginning of the cycling season.

Whether you're a seasoned pro or just starting out, there's something for everyone here. From challenging climbs to scenic coastal routes, you'll find yourself constantly pushing your limits and discovering new adventures along the way. So, hit the open road and come experience the thrill of cycling on the Central Coast. You won't be disappointed.

[Pick Your Next Route](#)

Learn more about cyclists' favorite destinations near Avila Beach: Oso Flaco Lake & Edna Valley

No Images? [Click here](#)



Your Cyclist's Guide to Oso Flaco Lake

The ride to Oso Flaco Lake, itself, is a thrilling cyclist's journey from Avila Beach. Learn how this unique combination of freshwater, sand dunes, and wildlife got its name, among other interesting facts and information you should know before cycling there.

[Learn More](#)

**CYCLE
CENTRAL
COAST**



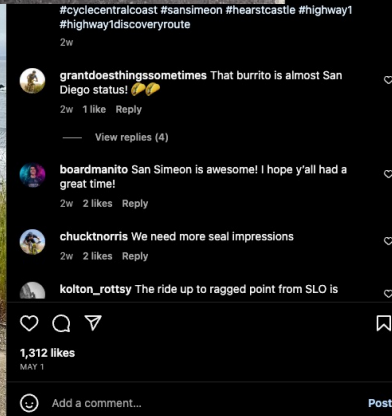
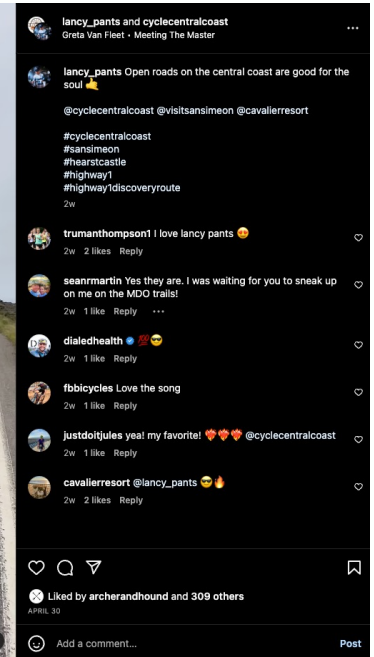
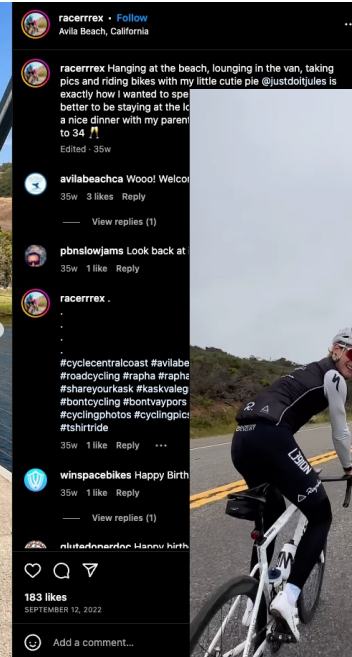
ARCHER & HOUND

INFLUENCER MARKETING

@lancypants , @racerrrex , @justdoitjules

Benefit: Content, Assets, Increased Awareness, and Revisits

CYCLE
CENTRAL
COAST





ARCHER & HOUND

2022 - 2023 ADDED VALUE

SOCIAL MEDIA

Influencer FAM

Pinterest & TikTok Management

WEBSITE UPDATES & APP UPDATES

Monarch Landing Page

Audited all businesses

Member Portal

2022 – 2023 ADDED VALUE

TOTAL HOURS: 136

\$20,400



2023–2024 MARKETING OVERVIEW

MARKETING INCLUSION OVERVIEW

1

MARKETING OUTREACH

Email marketing, social media organic, social media advertising, blog content & SEO, partner & influencer outreach, Search Engine Marketing, Google Discovery Ads (LFA Imperative)

2

CONTENT & CREATIVE

Curated annual road map, custom photography & videography, reels & videos, Guides & Instant Experiences, User Generated Content (UGC), partner content (CBID, etc.), influencer content, shared content

3

SUPPLEMENTARY BRANDS & FOCUS AREAS

Cycle Central Coast, weddings in Cambria

4

PARTNERSHIPS & CO-OPS

CBID PR efforts, CBID LFA Imperatives/co-ops, CCTC Membership,, Visit California content submissions, Visit SLO CAL content submissions, Cycle Central Coast partners

5

VISITOR EXPERIENCE TOOLS

Booking engine, travel app, Ride with GPS



03

PAID MEDIA STRATEGY



OUTREACH STRATEGY

BRAND TOUCHPOINTS

- Email Marketing
- Social Media Organic
 - Facebook
 - Instagram
 - Pinterest
 - TikTok (sunsetting)
 - Strava
- Earned Media – Social Media Influencers
- Earned Media – PR (visiting journalists and/or earned articles)
- Google Organic Search – Search Engine Optimization
- Localhood
- CrowdRiff (galleries, etc.)
- Google SEM & Discovery Ads (LFA Imperative)
- Meta Ads
- Pinterest Ads



META PAID MEDIA

TRAFFIC CAMPAIGN

Purpose: Awareness (top-of-funnel)

Focus: inciting interest and discovery for those who may not be planning a trip at the moment, but are likely to save ideas. The campaign would optimize for people to spend 30+ seconds time on site and direct traffic to blog posts/itineraries.

- Targeting people living in Fresno-Visalia DMA, San Francisco DMA, Sacramento DMA, Orange County, Los Angeles County, Santa Barbara County, and Bakersfield
- Interests in beach travel, art, history, farm-to-table restaurants, wine tasting, and food

Creative placements: Facebook and Instagram feed, stories, and Instagram Explore

Content: Heavy emphasis on trending videos. Immediate trends would include UGC-style content, ASMR, etc.



ARCHER & HOUND

META PAID MEDIA

VIDEO VIEW CAMPAIGN

Purpose: Awareness (top-of-funnel), supplementing Traffic Campaign

Focus: Utilizing high-quality videos and correlating content to push content to the target audience in an effort to ignite inspiration by visually showing activities relevant to the target audience (wine-tasting, romantic travel, etc.) via Instant Experiences.

Creative Placements: Instant Experience

An instant experience is a mini landing page that opens within the app (similar to an instant form). They are completely customizable and load quicker than an external website.

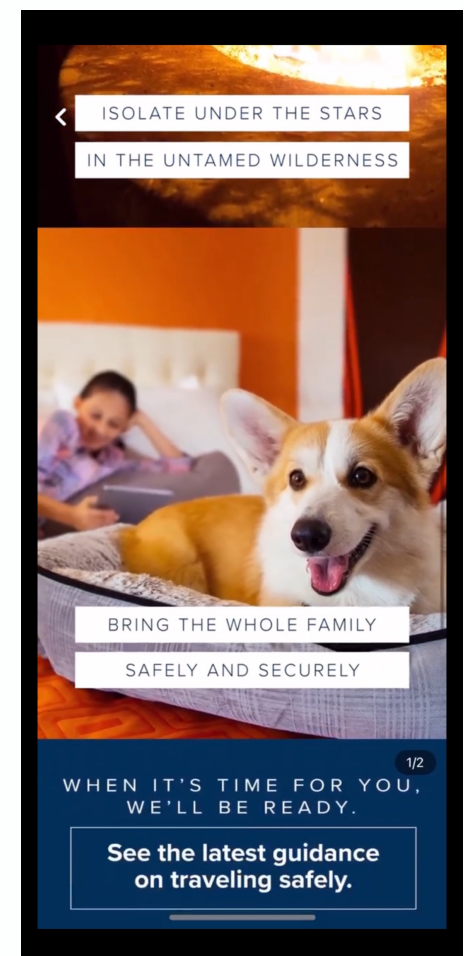
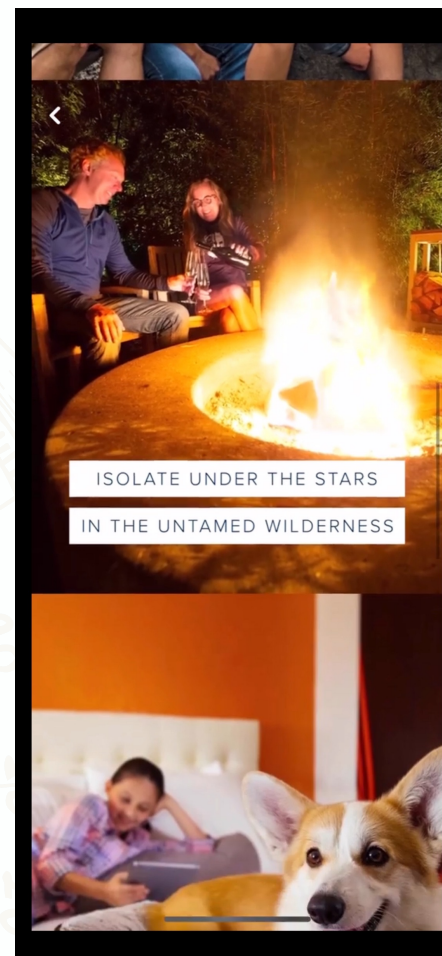
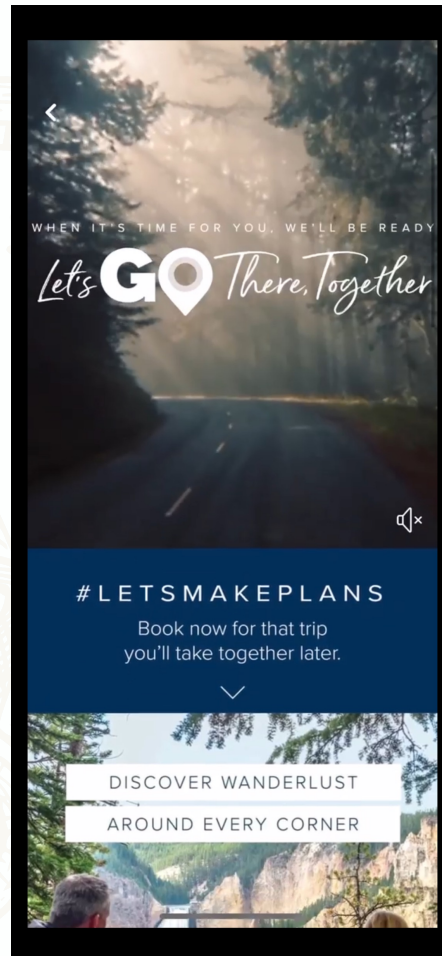
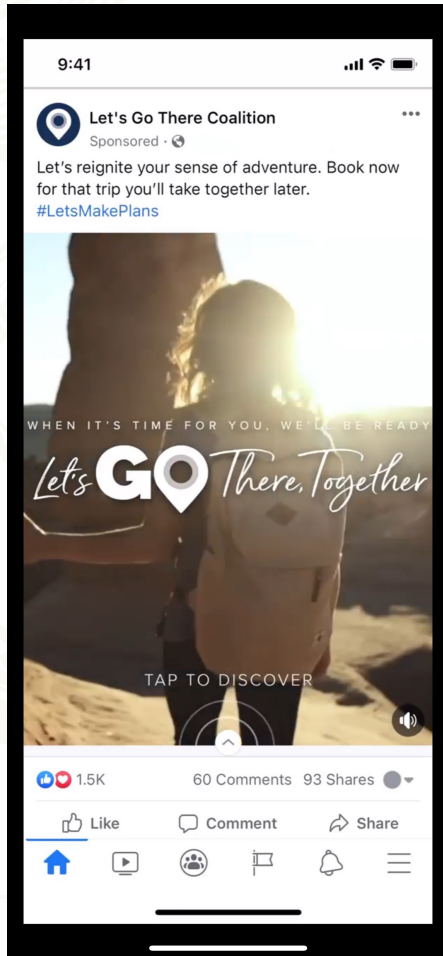
Content: Highly produced videos

Visit Cambria & Cycle Central Coast



ARCHER & HOUND

INSTANT EXPERIENCE





ARCHER & HOUND

INSTANT EXPERIENCE

**META
PAID MEDIA**





ARCHER & HOUND

META PAID MEDIA

APP INSTALL CAMPAIGN

Purpose: App Download Conversion

Focus: With new Meta Development tools available, this campaign can directly connect users to the correct app store to download the app (without having to click to a web page)

Target: Geo-fenced with a 10-mile radius—users that do not live in the area

Tracking: Installing app SDK within the ad-data tracking to track installation and in-app activities

Content: POV video (example: a person walking out of their hotel, opening the app, clicking on hiking trails in the app, then walking on the trail.)

Visit Cambria Only



ARCHER & HOUND

META PAID MEDIA

LODGING RETARGETING CAMPAIGN

Purpose: Booking Engine Conversion

Focus: Retargeting audiences who have interacted with the Visit Cambria website (:30 or more), instant experience, and video view thruplays.

Additional Info: Meta just announced (date TBD) domain verification restrictions will be lifted, allowing for better-optimized ads for our booking ads (aRes is a third-party booking site that can not be verified)

Organic Booking Engine: Add native “book now” ads within all blog and itinerary content

Visit Cambria Only



ARCHER & HOUND

**META
PAID MEDIA**

NEWSLETTER SUBSCRIPTION CAMPAIGN

Purpose: Newsletter Subscription Conversion

Content: UGC-style ads showing POV creative of lodging properties, shops, eateries, and activities in Cambria

Organic Newsletter Subscription: Continue running the website pop-up that offers an exclusive itinerary when users sign up. Add a pop-up on Cycle Central Coast website.

FORM ON FACEBOOK

**Get Your FREE Guide to
Exploring Cambria**

Sign up

Visit Cambria & Cycle Central Coast



ARCHER & HOUND

**META
PAID MEDIA**

SEASONAL WEATHER-TRIGGERED ADS

Target: Central Valley – Fresno DMA, Bakersfield DMA

Focus: Using trigger data that is linked to the weather, ads will run in the Central Valley Monday – Friday when temperatures are above 98 degrees in the Valley and below 80 degrees in Cambria.

Content: “Beat the Heat” creative, showing weather comparisons

Additional Info: Run ads June – September

App Subscription: Nominal app subscription to integrate into Meta for set triggers

Visit Cambria Only



ARCHER & HOUND

**META
PAID MEDIA**

EVENT PROMOTION CAMPAIGN

Target: Remarketing All Interactive Users

Content: Monthly highlighted route—CCC General & CCC Partners

Additional Info: In-season only

Cycle Central Coast Only



PINTEREST PAID MEDIA

TRAFFIC CAMPAIGN

Purpose: Awareness (top-of-funnel)

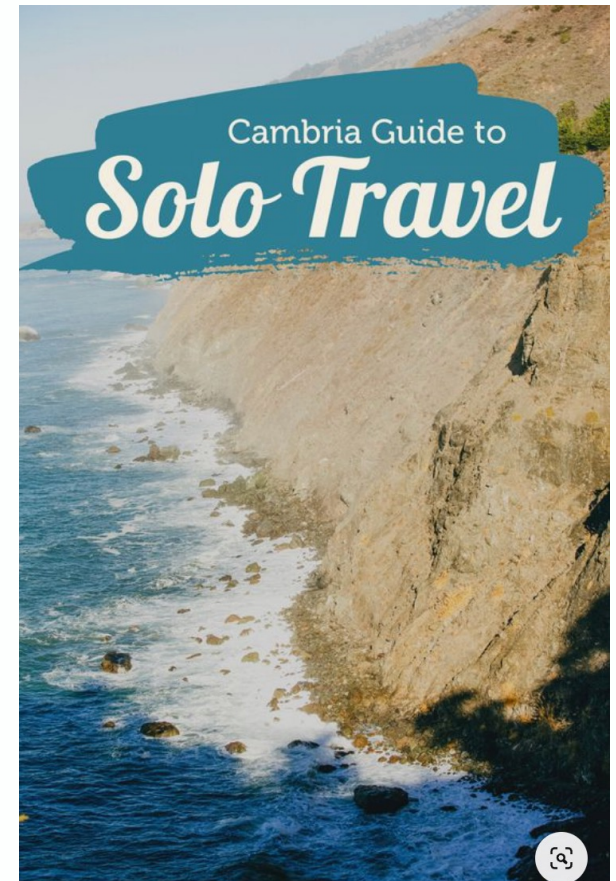
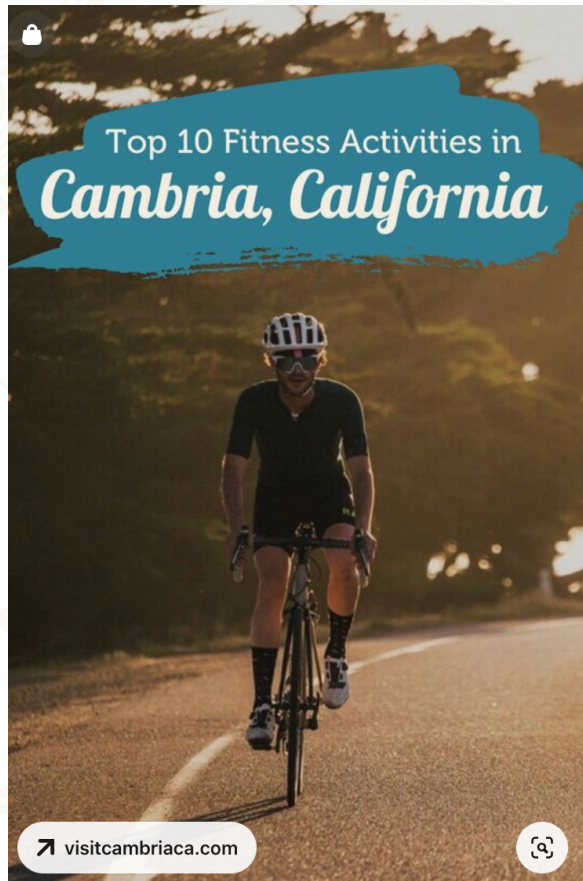
Focus: Inciting interest and discovery for those who may not be planning a trip at the moment but are likely to save ideas.

Content: Itinerary and planning-focused content. Repurposing some Meta creative for efficiency.



ARCHER & HOUND

Pinterest Ads





ARCHER & HOUND

PINTEREST PAID MEDIA

WEDDING CAMPAIGN

Purpose: Clicks to the wedding web page/form submissions

Focus: Newly engaged couples are notorious for looking through Pinterest to plan their upcoming wedding. Creating a brand touch point in the highest proposal months can have an impact on the overall Cambria wedding inquiries. Some of the most popular months to get engaged are December through April, and will therefore be a prime timeframe to launch this campaign.

Additional Info: Run ads January – June only

Visit Cambria Only



CONTENT STRATEGY

TARGET AUDIENCES

PRIMARY

DEMOGRAPHY

Location

Drive Markets

Age

30+

Gender

♀ ♂+

Language

English

- Audience Details
 - Women, 30+
 - Drive Market (California Residents)
 - Fresno
 - Bakersfield
 - Los Angeles
 - Orange County
 - Sacramento
 - Santa Barbara
- Travel Party
 - Couples
 - Friend/Groups
 - Solo Travelers
 - Families
 - Weddings

AUDIENCE INTERESTS

DEMOGRAPHY

Location

Drive Markets

Age

30+

Gender

♀ ♂ +

Language

English

- **Nature & Outdoor**
 - Beach & Ocean
 - Hiking & Trails
 - Cycling & Biking
 - Surfing
 - Wildlife
 - Natural Wonders
- **Dining**
 - Food Experiences
 - Unique Meals
 - Farm-to-Table
 - Local Favorites
- **Wine**
 - Tours & Tastings
 - Events
 - Vineyards
- **Arts, Culture & History**
 - Shopping
 - Galleries
 - Antiques
 - Museums & Historic Sites
 - Live Music
 - Interactive Art Experiences
 - Murals

AUDIENCE SEGMENTATION

by Levels of Sophistication & Activity During Travel



COMMUNICATION FORMATS

FORMATS

VISUAL

INTERACTIVE

WRITTEN

USER-GENERATED & MEDIA-
GENERATED

CONTENT TYPE

- Static Visuals
 - Photo
 - Graphic
 - Carousel
- Motion Visuals
 - Gif
 - Slideshow
 - Animated
 - Video Clip (:15 - :30)
- Interactive
 - Event Invitation
 - App Download
 - Newsletter Sign-Up
 - Map
 - Booking
 - Instant Experience
- Written
 - Blog
 - Itinerary
 - Guide
 - Landing Page
- User-Generated
 - Written Mention
 - Visual Mention
 - Share/Comment
- Media-Generated
 - Visual
 - Article
 - Blog
 - Podcast

DISTRIBUTION

ITINERARIES

BLOGS

VIDEOS

EMAIL MARKETING

SOCIAL CONTENT

PR/MEDIA/INFLUENCERS

DIGITAL ADVERTISING

CONTENT UPDATES

- **Higher Volume of Videos**
 - Instagram Posts & Reels
 - Instant Experiences
 - Facebook
 - Pinterest
 - Digital Ads (higher quality)
- **Social Media**
 - Sunsetting TikTok
 - Growing Pinterest
 - Photo Pins (all content)
 - Video Pins (Localhoods, Itinerary)
 - Rich Pins (blogs, itineraries, new content)
- **Cambria Stories**
 - Business Owner Interviews
 - Special Moments
 - Local Series
- **Blogs**
 - SEO Focus
 - Native "Book Now" calls to action
- **Newsletter Pop-Up**
 - Encourage sign-ups
 - Offer downloadable content

CONTENT UPDATES



Free Guide

Make your moment in Cambria count. Enter your information below to unlock our exclusive itinerary highlighting the best of what our coastal community has to offer.

First Name

Last Name

Zip Code

Email

Sign Up

COMMUNICATION CHANNELS

OWNED CHANNELS

- Website
 - Individual URLs
 - Booking Engine
 - Blogs
 - Itineraries
 - Ride w/GPS (CCC)
- Email Marketing
 - General
 - Promotional
- Text/Notifications
 - App
- Social Media

SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
 - Link tree
 - Stories/Highlights
 - Reels
 - Guides
 - Instant Experiences
- Pinterest
- TikTok
- Strava (CCC)



RECAP



INCLUSIONS

VISIT CAMBRIA

- Email Marketing (twice per month)
- Blogs & SEO (monthly)
- Curated Itineraries (monthly)
- Social Media Organic Content
- Social Media Advertising
- Curated Content
- User-Generated Content
- Visitor App & Push Notifications
- Booking Engine
- Partner Promotions (VCA, CCTC, Visit SLO)
- SEM (CBID/Co-Op)
- Discovery Ads (CBID/Co-Op)
- Media & Influencer Promotions

INCLUSIONS

CYCLE CENTRAL COAST

- Email Marketing
- Blogs & SEO
- Strava Events
- Strava Website Integration
- Social Media Organic Content
- Social Media Advertising
- User-Generated Content
- Partner Promotions (VCA, CCTC, Visit SLO)
- Marketing Partnerships (Avila & SS/RP)
- Pismo Welcome Center
- Media & Influencer Promotions
- Eroica event

CONTINGENCY & CO-OP

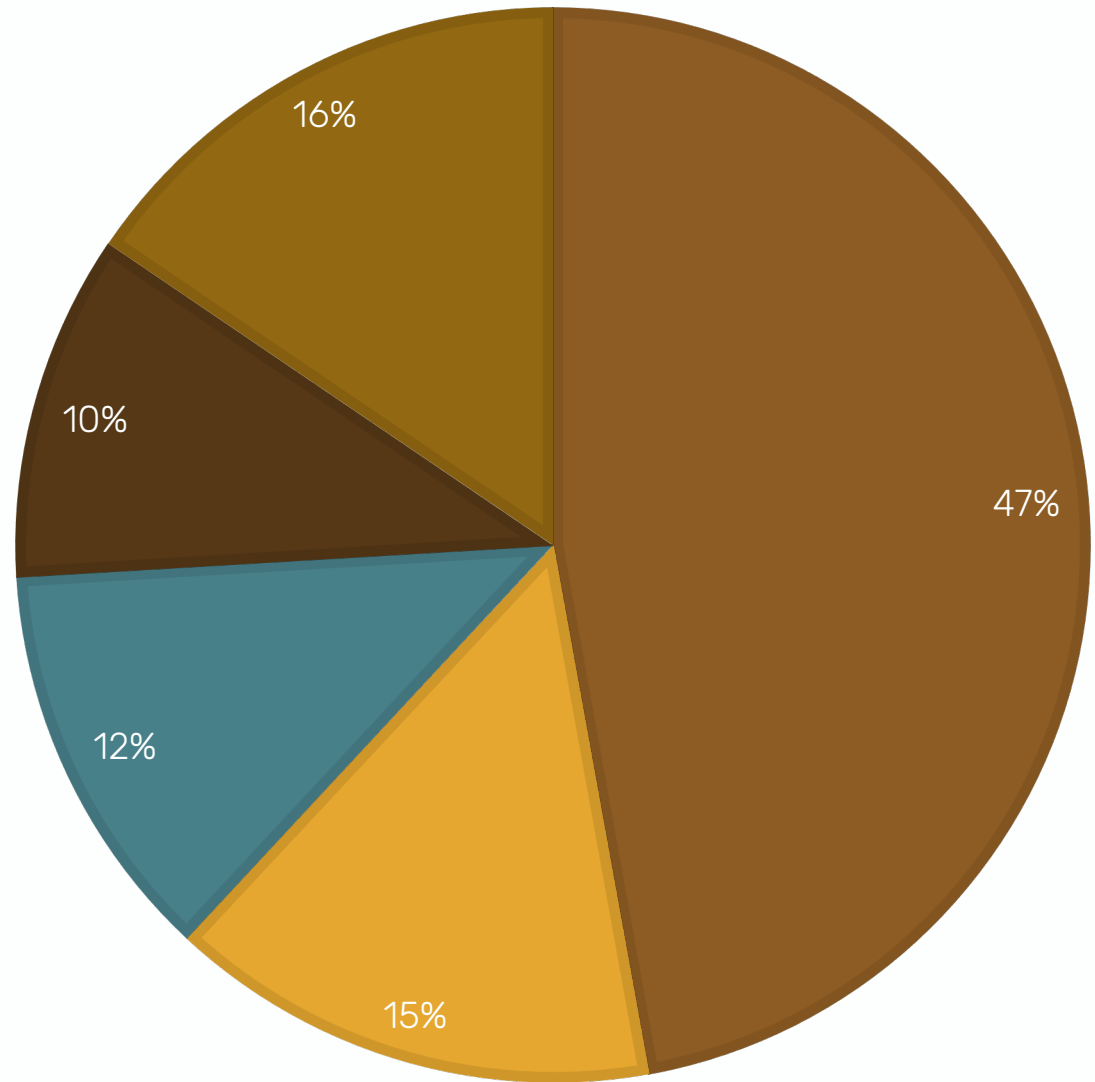
VISIT CAMBRIA & CYCLE CENTRAL COAST

- Contingency (\$28,400)
- Co-op w/CBID (\$22,000)



BUDGET BREAKOUT

Digital Media	\$188,596
Content Curation	\$59,100
Co-Op/Partnerships/Influencers	\$48,500
Management & Reporting	\$41,680
Hard Costs/Subscriptions	\$62,070



Total Budget: \$399,946





2023 - 2024 Marketing Plan (APPROVED)

Visit Cambria & Cycle Central Coast

		JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	TOTAL		
Digital Media																
Visit Cambria																
E-Blast - Development (Visit Cambria General)		\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$5,400	\$188,596	
E-Blast - Development (Visit Cambria Book Your Stay)		\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$5,400		
Social Media Management (Visit Cambria) (FB/IG/PIN/Tik)		\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$43,200		
Meta - Traffic Campaign		\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$20,160		
Meta - Video View Campaign		\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000		
Meta - App Campaign		\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$440	\$4,840		
Meta- Lodging Retargeting		\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800		
Meta- Newsletter Campaign		\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800		
Meta - Seasonal Weather Trigger Campaign (Media + Subscription)												\$1,630	\$1,630	\$3,260		
Pinterest - Traffic Campaign		\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800		
Pinterest - Wedding Campaign								\$1,325	\$1,325	\$1,325	\$1,325	\$1,325	\$1,325	\$7,950		
Cycle Central Coast																
E-Blast - Development		\$450	\$450	\$450	\$450	\$450				\$450	\$450	\$450	\$450	\$4,050		
Social Media Management (FB/IG/Strava)		\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$700	\$700	\$700	\$2,700	\$2,700	\$2,700	\$2,700	\$26,400		
Strava Event Creation 1/Mo.		\$375	\$375	\$375	\$375	\$375					\$375	\$375	\$375	\$3,000		
Meta - Traffic Campaign		\$1,855	\$1,855	\$1,855	\$1,855	\$1,855					\$1,855	\$1,855	\$1,855	\$14,840		
Meta - Video View Campaign		\$500	\$500	\$500	\$500	\$500					\$500	\$500	\$500	\$4,000		
Meta - Newsletter Campaign		\$800	\$800	\$800	\$800	\$800					\$800	\$800	\$800	\$6,400		
Meta - Event Campaign		\$412	\$412	\$412	\$412	\$412					\$412	\$412	\$412	\$3,296		
Strava and Ride W/GPS Ambassadorship		\$500	\$500	\$500	\$500	\$500					\$500	\$500	\$500	\$4,000		
Content/Creative																
Visit Cambria																
Blog Development & SEO		\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$10,200	\$59,100	
Itinerary Development		\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$6,600		
Ad Production/Creative Development (Visit Cambria)			\$2,250		\$2,250		\$2,250		\$2,250		\$2,250		\$2,250	\$13,500		
Video & Photo Asset Gathering			\$1,500		\$1,500		\$1,500		\$1,500		\$1,500		\$1,500	\$9,000		
General/Ongoing Website & App Edits (Visit Cambria & CCC)		\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200		
Cycle Central Coast																
Blogs Development & SEO		\$450	\$450	\$450	\$450	\$450					\$450	\$450	\$450	\$3,600		
Ad Production/Creative Development (Cycle Central Coast)			\$2,250		\$2,250						\$2,250		\$2,250	\$9,000		
Co-Op/Partnerships/Influencers																
Visit Cambria																
Influencers/Visiting Journalists - Lodging/Expenses			\$1,000		\$1,000		\$1,000		\$1,000			\$1,000		\$5,000	\$48,500	
Influencer Outreach & Management			\$500		\$500		\$500		\$500			\$500		\$2,500		
Partnership Projects (Hwy 1 / Visit SLO/CCCTC/Visit CA)		\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000		
Hwy 1 Co-Op (Google)		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$22,000		
Cycle Central Coast																
Visiting Influencers - Lodging/Expenses		\$750	\$750	\$750	\$750	\$750			\$750	\$750	\$750	\$750	\$750	\$7,500		
Spartan Event & Eroica Event				\$2,500										\$2,500		
Account Management/Reports																
Account Management, Media Management, Meetings		\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$41,680	

Billed													\$0	
Monthly Reports (1 time annual planning + annual recap report)													\$5,680	
Billed													\$0	
Hard costs/Subscriptions														
Website Hosting (Visit Cambria)													\$3,120	\$62,070
Billed													\$0	
Website Hosting (Cycle Central Coast)													\$240	
Billed													\$0	
Accessibility Annual Subscription for Websites (Visit Cambria & CCC)													\$1,000	
Billed													\$0	
Media Monitoring													\$5,700	
Billed													\$0	
E-Blast - Subscription (up to 50,000)													\$4,224	
Billed													\$0	
CCTC Membership, Website SSL, Domain Renewals													\$620	
Billed													\$0	
Booking Engine													\$10,000	
Billed													\$0	
App Annual Subscription													\$8,166	
Billed													\$0	
Misc. Renewals													\$400	
Billed													\$0	
Contingency													\$28,400	
Billed													\$0	
TOTAL													\$399,946	TOTAL BUDGET
Billed													\$0	TOTAL BILLED

*CCCTC Membership: \$425. CTB D Domain Renewal (2) \$40 (welcometocambroa & visitcambriaca), CCC Domain Renewal \$200, CCC SSL \$75)
 CCC Linktree \$60 (March) / CTB Linktree \$60 (August)
 September email domain: \$145.28
 May: Accessibility App Subscription Renewal (2 websites @ \$50 ea.)
 March Membership: \$29.99 for Zapier integration w/Blend Fest
 Chamber Print Ad: \$450