Marketing Your Business with Monterey County Convention & Visitors Bureau

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WORKSHOP GOALS
To share insights and resources on how to promote your business and brand

• Brand Identity
• Digital Marketing
• Social Media Techniques
• Email & Promotion
• Public Relations
• Building Relationships with Targeted Media
• Measuring Success
• Get Involved with MCCVB
BRAND IDENTITY & CRAFTING YOUR STORY

BRAND STATEMENT – YOUR WHY & PURPOSE

• Who are you?
• What do you do?
• Why does it matter?
• Be consistent.

HATECOPY IS A PRODUCT OF HAND-MADE OBJECTS, ART AND WEARABLES BY ARTIST MARIA QAMAR. THEIR PAINTED WORKS OF SOUTH ASIAN-FOCUSED POP ART HAVE GARNERED INTERNATIONAL ACCLAIM AND CAN BE FOUND ON HER PAGE @HATECOPY.
DIGITAL PRESENCE
GET IN FRONT OF YOUR AUDIENCE

Create an E-Commerce Website
Some options include Shopify, Squarespace, Wix & Etsy

SEO
Rank higher organically in search by conducting keyword research

Blogging
Use these keywords strategically and organically throughout your content. Create NEW, quality content that is localized, often.

Take a Cultural Road Trip through Monterey County

Posted on: Tuesday, January 11, 2022 6:00 AM by Leslie Chavez

Looking to explore arts and culture in Monterey County? Home to museums, galleries, performing arts venues, and so much more. Monterey County boasts a vibrant art scene that is not to be missed!
**Goal**
Rank higher for “Monterey Bay artists”

**Solution**
Conduct keyword research in Google Keyword Planner. Choose keywords with a high monthly search.
DIGITAL PRESENCE

SOCIAL MEDIA STRATEGY

You don’t have to do it all, but decide what you have time to manage, where you have the largest following, and can make the most impact.
SOCIAL MEDIA STRATEGY

ONCE YOU FIND THE SOCIAL MEDIA CHANNELS THAT WORK BEST FOR YOU, PROVIDE VALUE TO YOUR AUDIENCE

Connect your brand identity to your content and communicate your assets

- Educate
- Entertain
- Inspire
- Create a Conversation
- Connect
SOCIAL MEDIA BEST PRACTICES

CONTENT – PUT A PLAN INTO PLACE

The Perfect Post

- Use your brand voice
- Good quality image
- Plan content ahead
- Location tag
- Tagged people & products
- A few hashtags
- Optimal posting time
SOCIAL MEDIA BEST PRACTICES
PROMOTE YOUR BRAND & GET SALES

• Plan ahead and use a calendar to stay on-top of your social presence, align content with the launch of a new product

• Send an engaging message to a new follower, thank them!

• Send a promo code for a first-time discount

• Host a contest to get more eyes on your business & generate leads

• Ask your customers to be brand ambassadors
SOCIAL MEDIA BEST PRACTICES

ENGAGE IN CONVERSATION EFFECTIVELY

• Monitor and reply frequently
• Be clear and direct
• Offer value
• Be transparent
• Control the conversation
• Don’t engage with trolls
EMAIL & PROMOTION

MAINTAIN CURRENT CUSTOMERS AND RE-ENGAGE WITH YOUR AUDIENCE

- Catch their attention with the subject line
- Strike a chord, include emotion
- Feature top products
- Include a promotion with a CTA and sense of urgency
PUBLIC RELATIONS
FUNDAMENTALS

What Is Your News?

• Craft Press Release or Media Alert

• Ask: Who, What, Where, When & Why

• High Resolution Images

• Research Contacts: Usually News Room

• Timing?
BUILDING RELATIONSHIPS WITH MEDIA
PUBLIC RELATIONS IS ALL ABOUT RELATIONSHIPS

**DO**
- Respond within 24 hours
- Be a Resource
- Provide Interview Opportunities/Exclusives
- Assume Everything You Say Is On The Record

**DON'T**
- Cold Call/Hound Them
- Offer the Same Story to Everyone
- Assume the Media Will Write About You
- Lie
Use analytics & insights to measure how your strategy is performing and make changes from there.

See what works best for you!
GET INVOLVED WITH MCCVB
TELL US WHAT YOUR BUSINESS IS UP TO

Keep us informed
Share any deals, upcoming events, new products to promote. Remember, members can update their listings via the Extranet. You can also submit information via our content request forms.

Tag us
Use the hashtag #SeeMonterey or tag us @seemonterey for amplification.

Marketing Opportunities
MCCVB provides members with co-operative marketing opportunities throughout the year in various formats. Review the options below and learn how to get involved with each:

NEW - ONGOING CONTENT SUBMISSION
You can now submit content on an ongoing basis, any time you have news, updates or other ideas. Submissions are considered for inclusion in MCCVB's PR, digital and social media channels, including press releases, the SeeMonterey.com blog, the MeetInMonterey.com blog, e-newsletter, and/or social media. Submissions can be leisure or group focused.

- Submit Content Ideas
- Learn More

To update your member listing or special offers, please use the MCCVB Extranet. New or updated event listings can be submitted here.

SeeMonterey.com > Members > Marketing Opportunities
GET INVOLVED WITH MCCVB
PUBLIC RELATION OPPORTUNITIES

• Add us to your press list
  send your latest press releases and
  news/updates to media@seemonterey.com
  for inclusion in media pitches, press releases
  and industry updates.

• Participate in media hosting
  make sure you are signed up to receive
  media hosting requests and respond when
  interested to be considered.
QUESTIONS?