

# Marketing Your Business with Monterey County Convention & Visitors Bureau



Leslie Chavez, Marketing Manager  
Monterey County CVB



Rachel Dinbokowitz, Public Relations Manager  
Monterey County CVB

# 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



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.

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

# 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!

# DIGITAL PRESENCE

## SEO

<input type="text" value="monterey bay artists, local art, local artists"/>		<input type="text" value="United States"/>
Broaden your search: <input type="button" value="+ art"/> <input type="button" value="+ monterey bay"/> <input type="button" value="+ more"/>		
<input type="button" value="ADD FILTER"/> 231 keyword ideas available		
<input type="checkbox"/>	Keyword	↓ Avg. monthly searches
Keywords you provided		
<input type="checkbox"/>	local art	1K – 10K
Keyword ideas		
<input type="checkbox"/>	local artists near me	1K – 10K
<input type="checkbox"/>	local paintings	1K – 10K
<input type="checkbox"/>	local paintings near me	1K – 10K
<input type="checkbox"/>	local art for sale	100 – 1K

## 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**



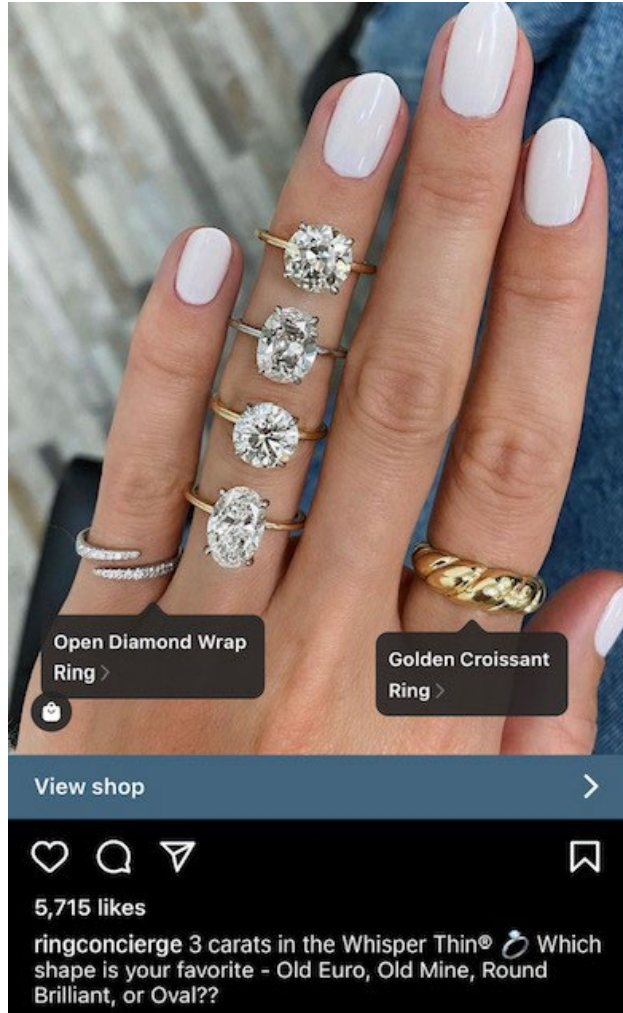
Connect your brand identity to your content and communicate your assets

- Educate
- Entertain
- Inspire
- Create a Conversation
- Connect



# SOCIAL MEDIA BEST PRACTICES

## CONTENT – PUT A PLAN INTO PLACE



### The Perfect Post

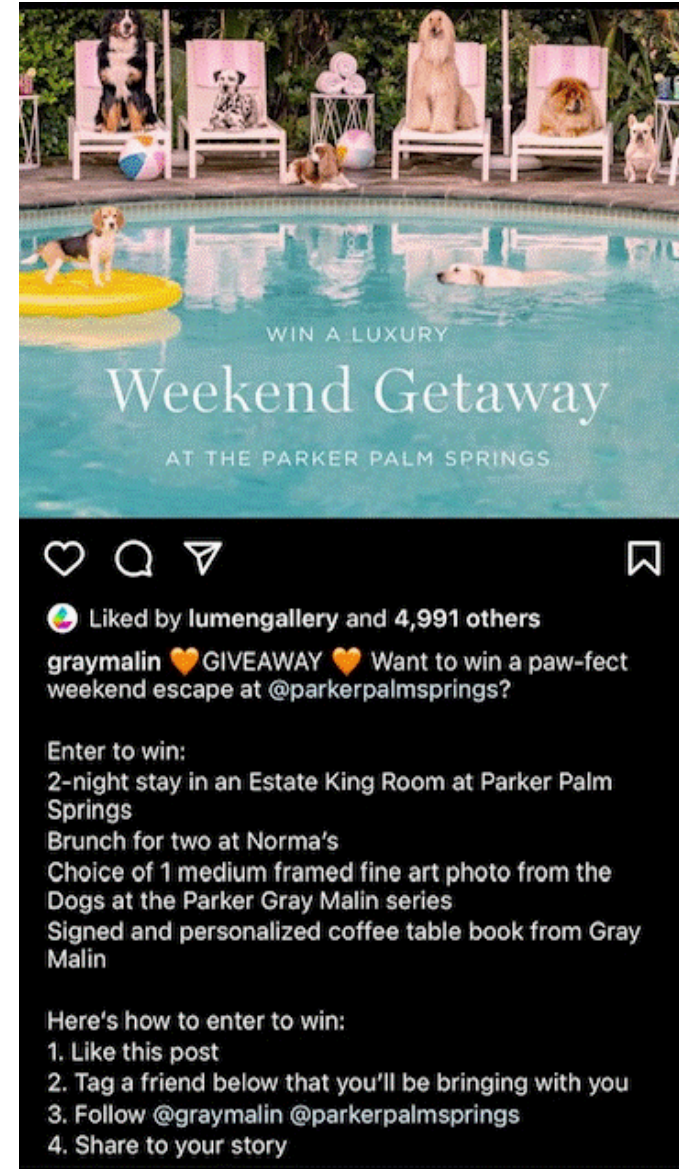
- Use your brand voice
- Good quality image
- Plan content ahead
- Location tag
- Tagged people & products
- A few hashtags
- Optimal posting time



# 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

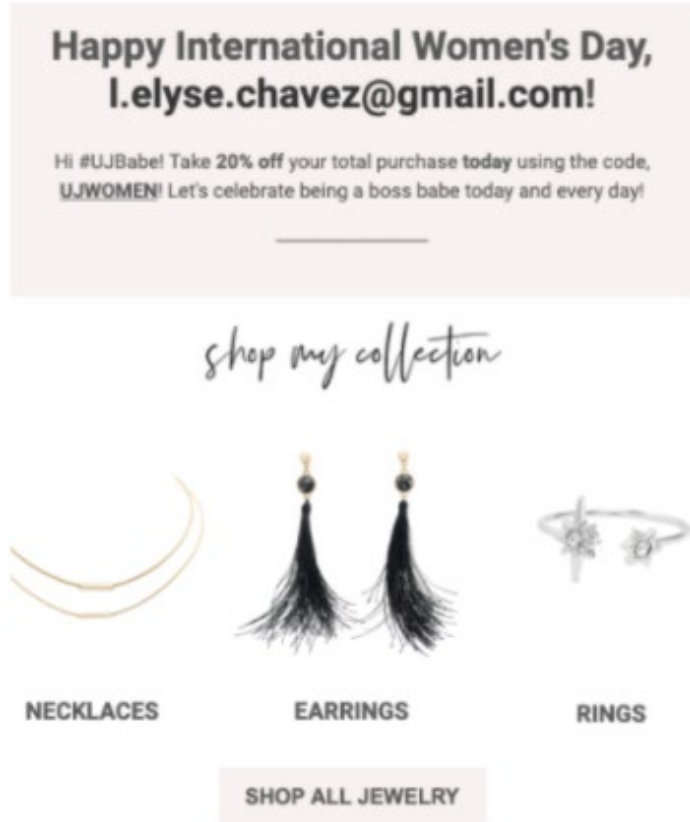
## ENGAGE IN CONVERSATION EFFECTIVELY



- 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

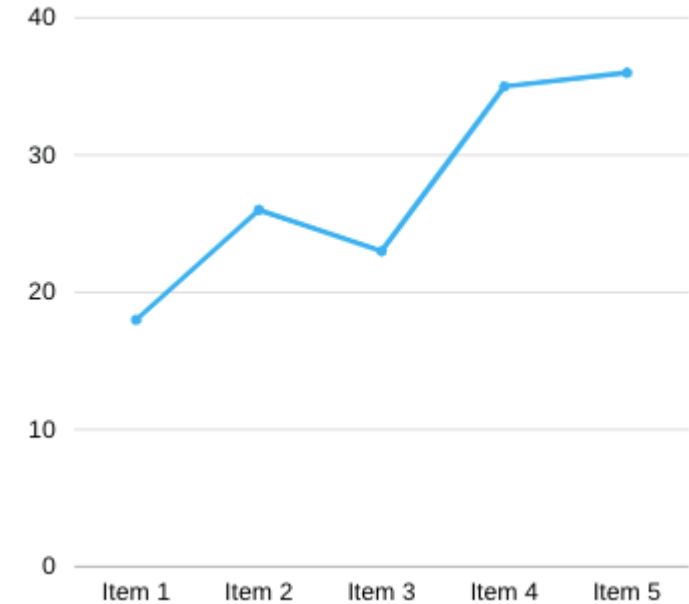
Lie

# MEASURE SUCCESS

## ALWAYS BE TESTING

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](mailto: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?



# THANK YOU!

## Email Us

marketing@seemonterey.com  
media@seemonterey.com  
leslie@seemonterey.com  
rachel@seemonterey.com