

2020 WoodstockVT Marketing Budget
Presented by the Marketing Working Group for WoodstockVT.com

Summary

The Marketing Working Group for WoodstockVT.com consists of members of the Woodstock Chamber of Commerce, the Economic Development Commission, and Woodstock community residents.

The purpose of this budget is to support an increase of relevant traffic to our website in order to enhance awareness of Woodstock, Vermont and our surrounding communities. The general focus will be to target residents, potential residents, and visitors to our region. More specifically, residents looking for community resources, families, couples, and individuals relocating, and visitors searching for a Vermont vacation or a place to shop, eat, and explore for the day.

The marketing budget submitted uses funds for three primary objectives. First, the website coordinator will maintain and enhance the community website, WoodstockVT.com, generating content that existing community members have come to rely on—event listings, community leader profiles, and more, some of which content has been re-posted on state-wide websites—as well as the social media pages that help expand the website’s range to visitors and prospective visitors. Funds will be used for the coordinator’s salary and for web maintenance and basic enhancements for the existing website. Second, funds will be used to purchase advertising on search engines and social media, as well as to acquire influencers and relevant content, in order to increase the traffic to existing website and social media platforms. And third, a new strategy: based on commentary from state-level strategy meetings, the marketing working group will purchase, outfit, and staff an “Ask Me Why I Moved Here” tent to be mounted at such events as the Covered Bridges Half Marathon, Bookstock, and more.

The committee wanted to make sure funds were used responsibly by applying a highly cost effective and efficient means of marketing initiatives. The budget line items are built for flexibility so the committee can adjust at any time. With \$300k in annual spend from the 1% option tax as set by the EDC, this budget of \$80k represents 26.7% of the total 2020 spend which fits within the marketing portion of the EDC guidelines.

EDC Marketing Budget for 2020

WoodstockVT Annual Marketing Budget 2020

Line Item	Cost	Notes
Aquiring Influencers and related strategies	\$ 10,000.00	Marketing expense to aquire influencers and aquire content
SEO Maintenance	\$ 5,000.00	These three items are the digital marketing drivers to grow traffic
Social Media Ads	\$ 5,000.00	to WoodstockVT.com. Goal for Search Engine Optimization (SEO)
SEM	\$ 10,000.00	and Search Engine Marketing (SEM) is to place Woodstock, VT in
DM Management	\$ 6,000.00	first page positions on Google and Bing for greater visibility. These
Digital Marketing	\$ 36,000.00	initiatives will have to be manage by a third party.
Website Enhancements	\$ 5,000.00	Provide enhancement to the website as needed
Website Maintenance	\$ 6,000.00	Provided by web developer to make sure site continues to run
Total Website	\$ 11,000.00	
Events Marketing	\$ 5,000.00	Purchase tent and other material for campaign "Ask me why I
Other Marketing Expenses	\$ 5,000.00	moved here." To be displayed at events such as; CBHM, Bookstock, Wassail, Taste of Woodstock, etc.
Coordinator Staffing	\$ 28,000.00	Coordinator's Salary - 20 hours a week
Total Staffing	\$ 28,000.00	
Annual Marketing Budget 2020	\$ 80,000.00	