



# Partner Education Session

SONOMA COUNTY  
• CALIFORNIA •  
LIFE OPENS UP®



# Agenda

- Partner opportunities within SCT's owned channel assets (Miles Partnership)
- Sonoma County app (Achilles Stravoravdis)
- Consumer marketing campaign overview (Fahlgren Mortine)
  - Extended Stay Promotion (Frank Filice)
  - Key Messaging/Story Ideas (Biggi Vaughan)
  - Deals/Offer and the Partner Portal (Todd O'Leary)
- Q&A



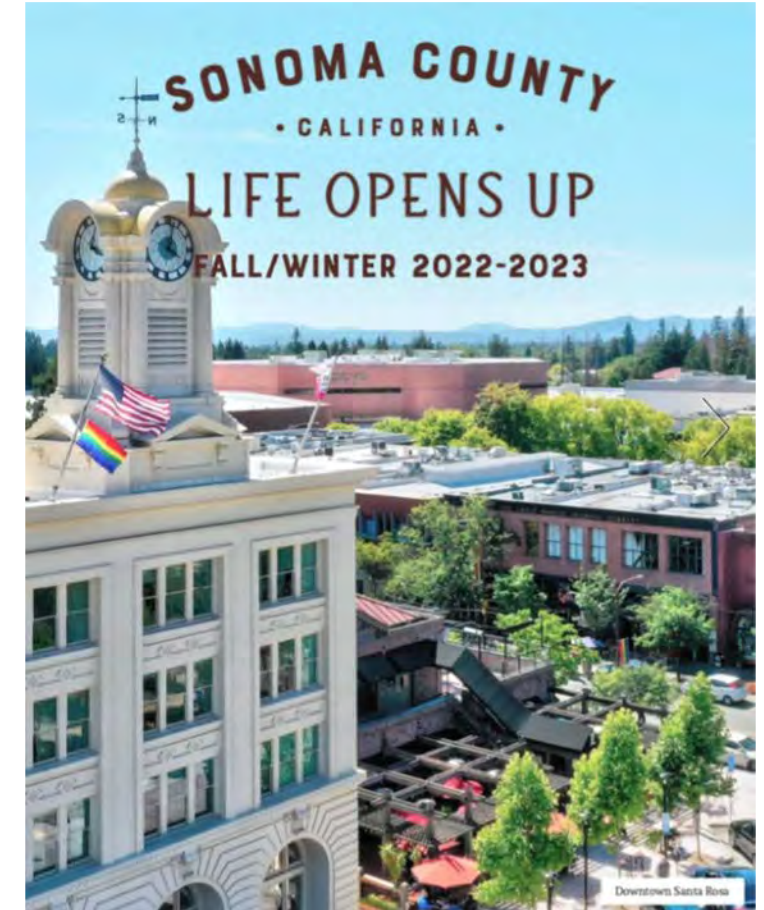
# What We'll Discuss

- Current Programs
- Case Study - Sonoma County Hotel Partner
- New Product Showcase
- FY22/23 Rates
- Q&A



# Seasonal Inspiration Guide

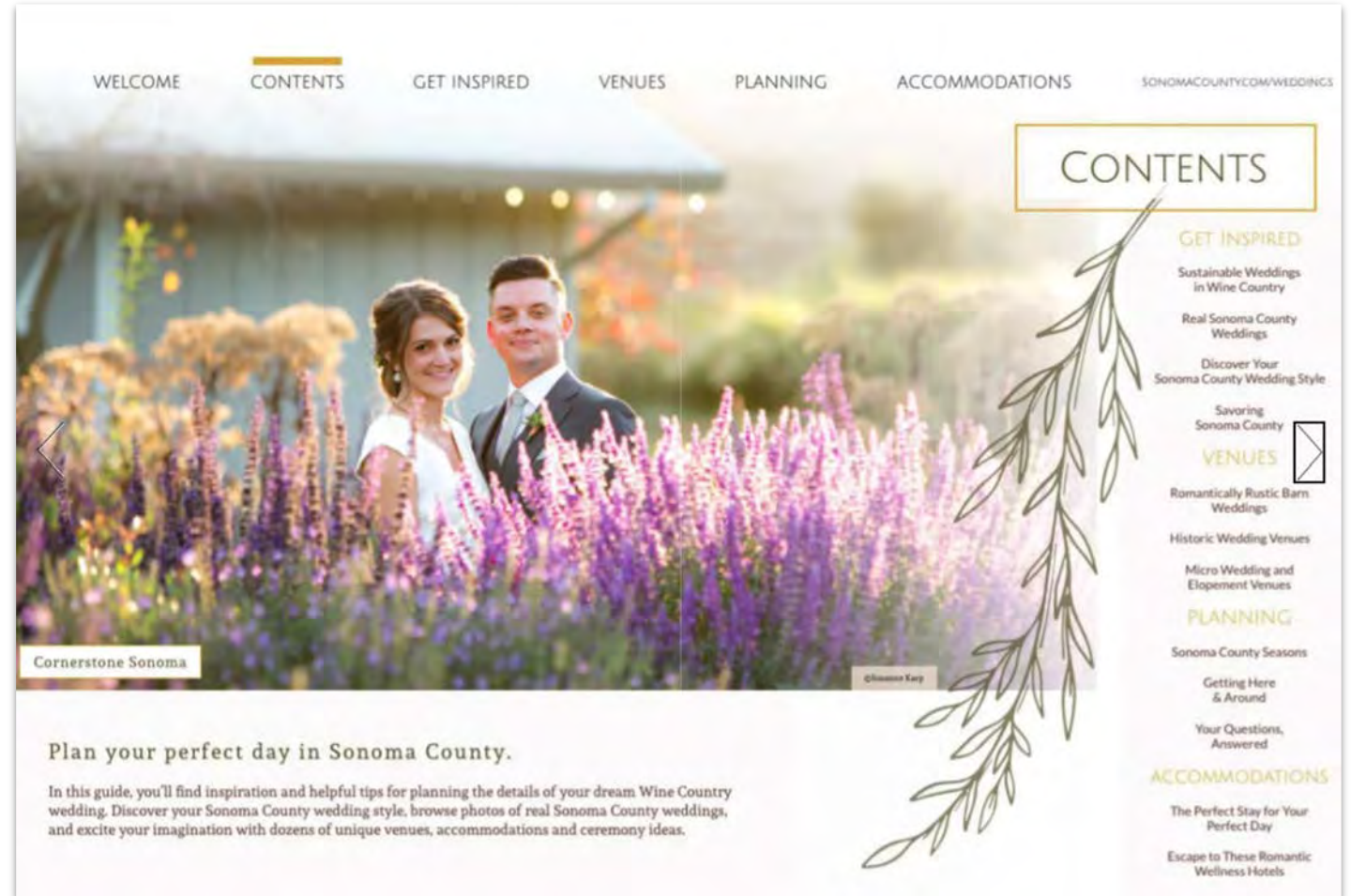
- 83,005 sessions
- 3,156,284 pageviews
- Over 38 pages/session
- Nearly 5 minutes spent within the guide
- Top Markets
  - California
  - Texas
  - Illinois
  - New York
  - Florida
- **Launches: March & September**





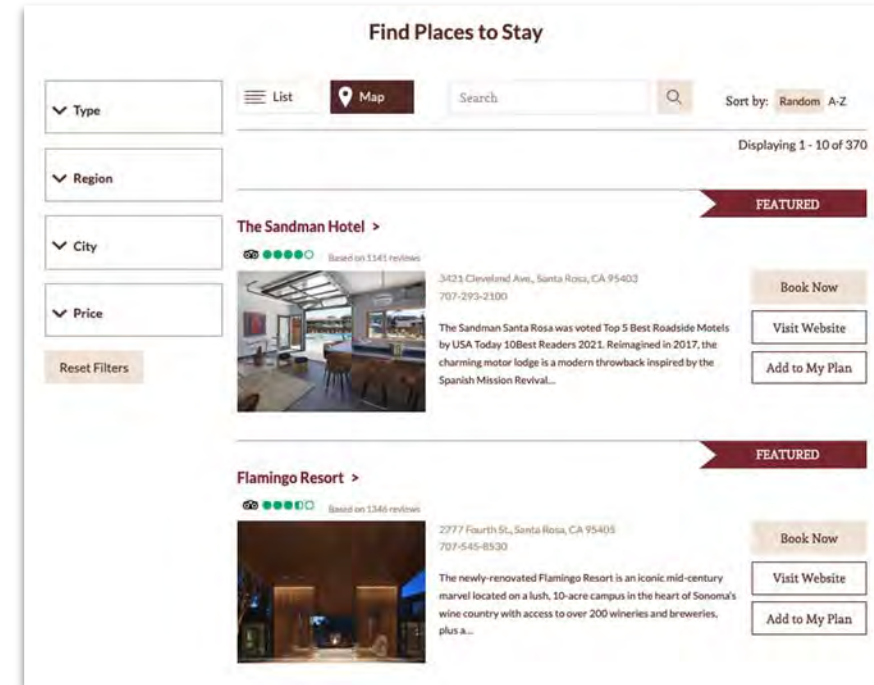
# Weddings eGuide

- Captive and valuable audience
- 1,050 sessions
- Over 8 minutes spent within the guide
- Top Markets
  - California
  - Texas
  - Illinois
  - New York
  - Florida
- **Launches: May**



# Website Program

- **Native Advertising**
  - 2,910,888 impressions
  - Nearly 27,000 partner referrals
  - On-site CTR of 2.47%
- **Featured Business Listings**
  - Guaranteed top position on business grids
  - Visible above all other businesses within your category
- **Launch: Year Round**



## LOOKING FOR A WEDDING VENUE?

Filter our list of venues by type, region and city to find your perfect venue.

[LEARN MORE](#)

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## THE INN AT THE TIDES

Stay Awhile ... where Wine Country Meets the Sonoma Coast!

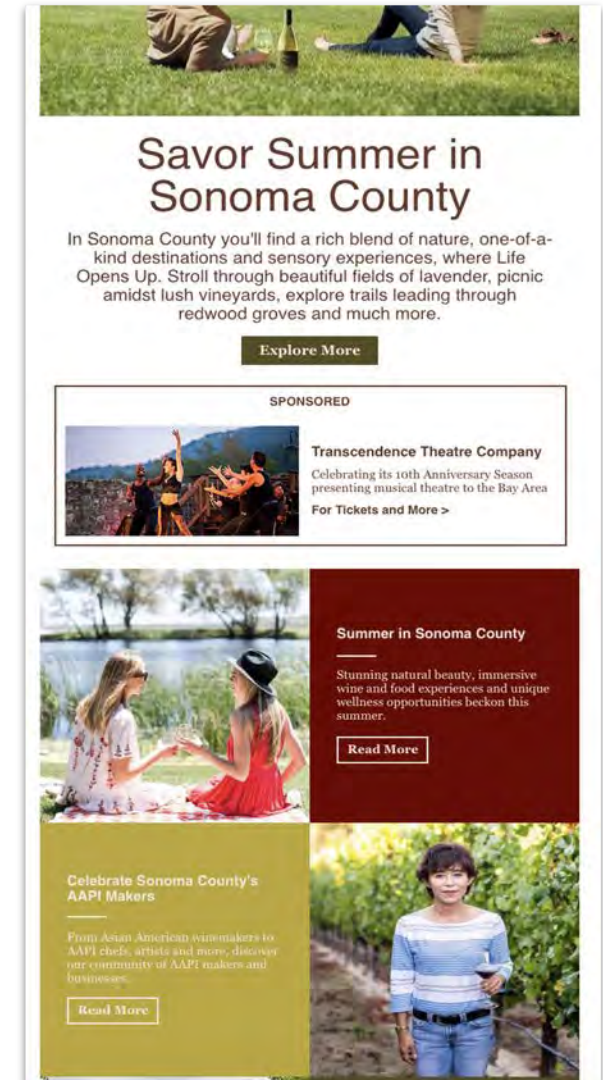
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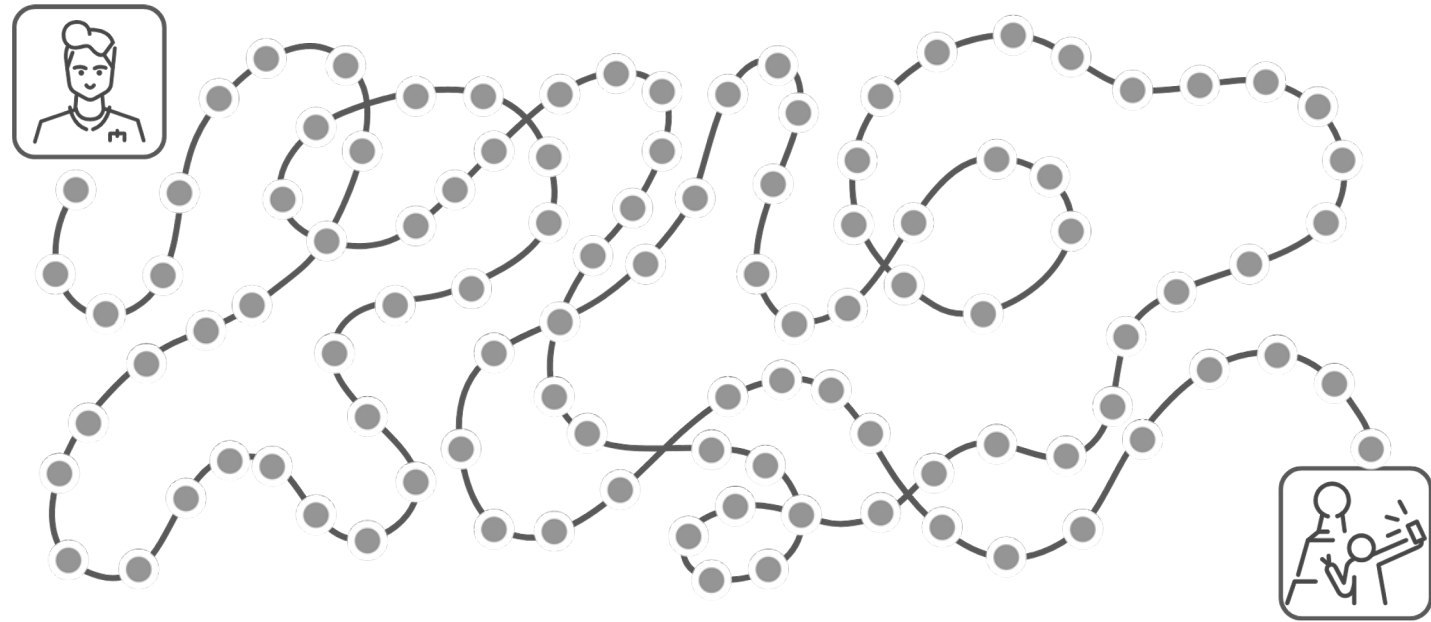
# Email Marketing

- 144K opt-in subscribers
- 46.8% open rate (2x industry standard)
- 1.8% Average CTR (1.5X industry standard)
- 6,671 clicks to partners delivered to date
- Opportunities:
  - **Dedicated (1 Partner)**
  - **Co-op (3 Partners)**
  - **Monthly**
    - Sponsored Content
    - More Ideas
    - Business Listing
- **Launch: Year Round**



# Case Study: Sonoma County Hotel Partner

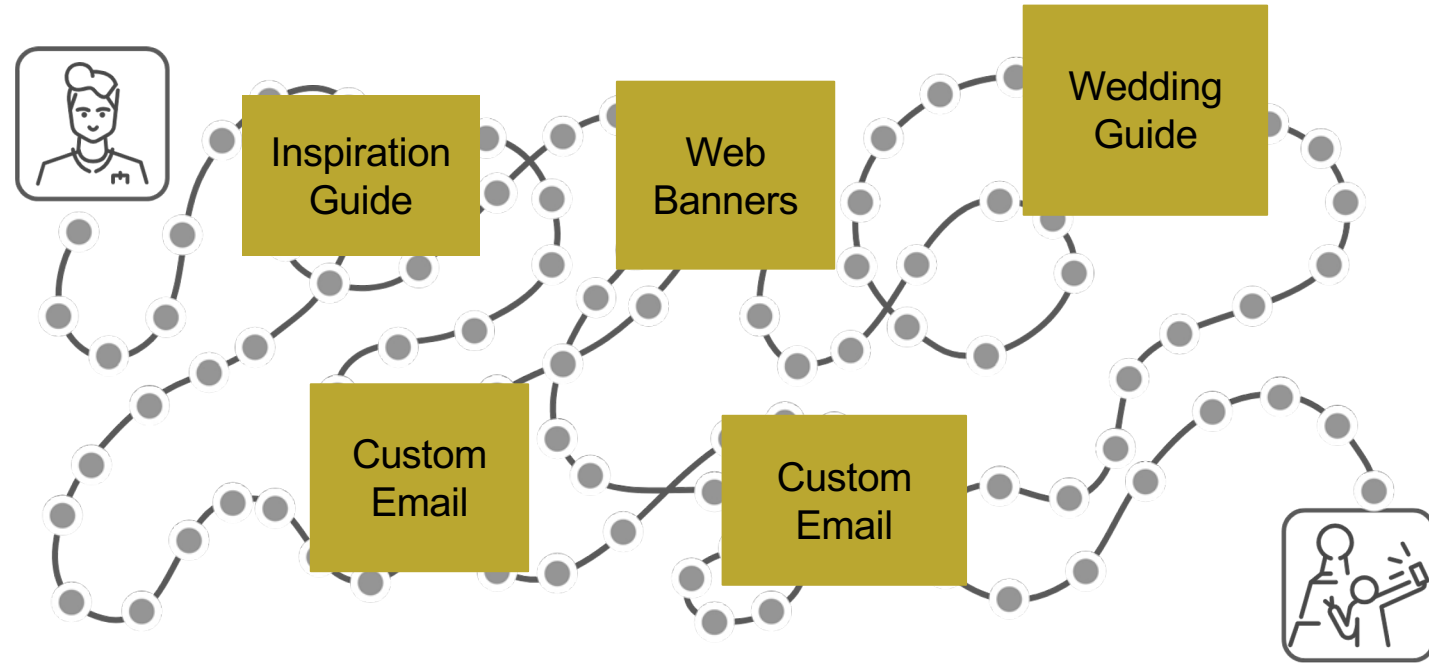
- Modern advertising requires your message to be seen across channels
- Multi-Channel Approach
  - Wedding Guide
  - Inspiration Guide (x2)
  - Web Banners
  - Custom Co-Op Emails (x2)
- Generated 5,761 clicks from Sonoma County travel intenders and an estimated 500,000 impressions
  - Total cost: \$10,662
  - CPC of \$0.54





# Case Study - Sonoma County Hotel Partner

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# New Video Programming

## Why Video? Why Now?

- Compelling information about your business that will be available to use on owned channel (YouTube, website), paid media, and public relations
- Consumers report 95% message retention when obtained through video
- More people are consuming more video post-pandemic
- Digital video to compete with TV consumption by 2023

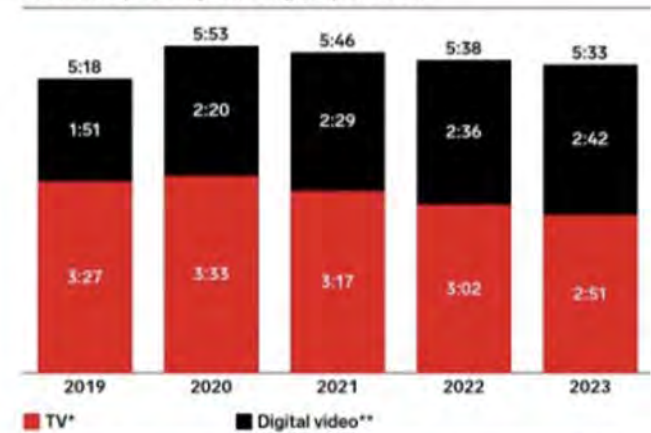
**Average Time Spent with Media in the US, by Media, 2019-2023**

hrs:mins per day among population

	2019	2020	2021	2022	2023
<b>Digital</b>	<b>6:49</b>	<b>7:50</b>	<b>7:59</b>	<b>8:09</b>	<b>8:20</b>
— Mobile (nonvoice)	3:45	4:16	4:23	4:29	4:35
— Audio	1:07	1:10	1:16	1:19	1:22
— Social networks	0:52	1:03	1:03	1:03	1:04
— Video*	0:42	0:49	0:51	0:53	0:55
— Other	1:05	1:15	1:13	1:14	1:14
— Desktop/laptop**	1:54	2:03	1:59	1:56	1:56
— Video*	0:23	0:26	0:26	0:25	0:25
— Audio	0:16	0:20	0:20	0:20	0:20
— Social networks	0:07	0:07	0:07	0:06	0:06
— Other	1:08	1:09	1:06	1:04	1:04
— Other connected devices	1:10	1:30	1:38	1:44	1:49

**TV\* vs. Digital Video\*\*: Average Time Spent in the US, 2019-2023**

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; \*includes live TV, DVR, and other prerecorded video such as TV programming downloaded locally from the internet; excludes digital; \*\*includes all video content viewed on desktop/laptop computers, mobile devices, and connected TVs, such as video streamed through over-the-top services; excludes video streamed through social networks

Source: eMarketer, April 2021

T11510

eMarketer | InsiderIntelligence.com



# New Video Opportunity About the Program

- Opportunity launches in January 2023 with two (2) shooting periods per year
  - Early Spring
  - Summer
- Deliverables
  - 1 set of 60s, 30s, 15s and 6s video
    - 2 exported versions: one with partner branding and one co-branded with SCT
  - Reusable B-Roll footage with full rights released for future use
- Co-Op packages being developed

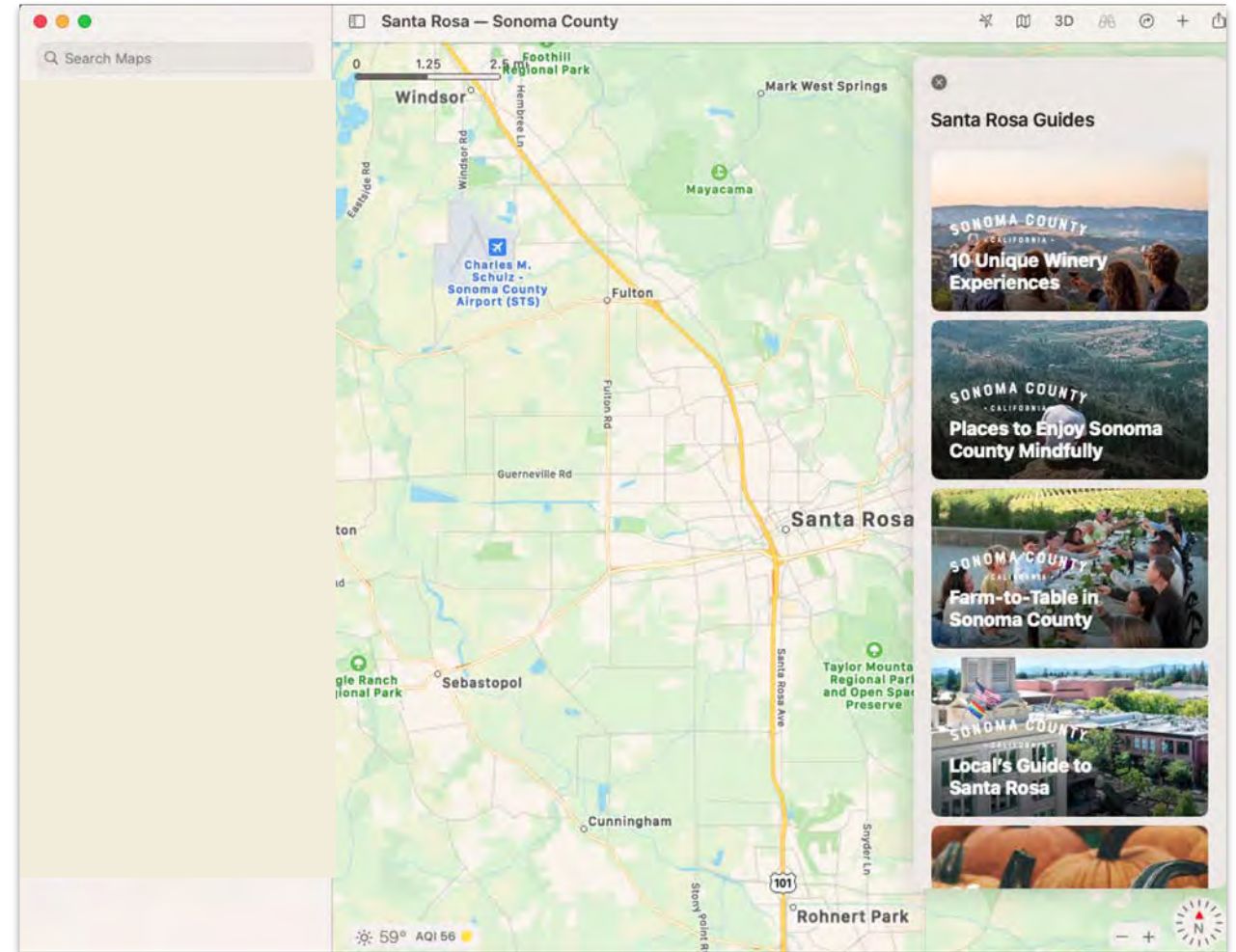


[A Day at the Tropicana Field in St. Pete, Florida](#)



# Apple Guide

- Opportunity launches in March 2023
- Through Miles approved publisher status with Apple, gain access to distribute partner messaging through Apple Maps
- Partners can participate in bi-annual Apple Guides within Apple Maps
  - March - August
  - September - February
- Co-Branded intro slide with dedicated partner information within the guide



# FY 22/23 Programs

- Launch Dates
  - Web & Email: Year-Round
  - Spring/Summer IG (digital): March 2023
    - Sales Close: February 8, 2023
  - Map (printed): April 2023
    - Sales Close: January 27, 2023
  - Wedding Guide (digital): May 1, 2023
    - Sales Close: April 11, 2023
  - Fall/Winter IG (digital): September 2023
    - Sales Close: August 1, 2023
  - **NEW!** Video Program: January 2023
    - Sales Close: TBD
  - **NEW!** Apple Guides: March 2023
    - Sales Close: February 2023





# FY 22/23 Rates

## PROGRAM PRICING - DIGITAL PRODUCTS

DELIVERY	CPM	
Run-of-site	\$16 PER THOUSAND IMPRESSIONS (\$800 minimum)	
Targeted	\$16 PER THOUSAND IMPRESSIONS (\$900 minimum)	
MEETINGS	Rate	Partner(s)
Limited participation sponsorship program		
10 Partners Annually	\$1000	Each
TARGETING TO ALL MEETING FOCUSED CONTENT WITH RETARGETING ACROSS THE LEISURE SITE		
FEATURED BUSINESS LISTING	Rate	Partner(s)
Unlimited participation program	\$1000	Each/Yr.

## PROGRAM PRICING - MULTI-CHANNEL PRODUCTS

ITEM	INVESTMENT <i>(Costs reflect participation in one seasonal guide)</i>
<b>DIGITAL INSPIRATION GUIDE*</b>	
IFC - Full	\$3,675
Page 1 - Full	\$3,675
Page 2 - Full	\$3,150
Page 3 - Full	\$3,150
Back Cover - Full	\$4,200
Half Page	\$1,800
Quarter Page	\$1,100
<b>MAP</b>	
Full Panel	\$4,200
Half Panel	\$2,225
<b>DIGITAL WEDDING GUIDE</b>	
Full Page + Website Retargeting	\$2,100
Quarter Page	\$775
Add-on Website Retargeting*	\$525
<b>EMAIL</b>	
Dedicated Email	\$4,200
Co-Op Email (3 Partner Minimum)	\$1,575
Sponsored Content Unit	\$1,250
More Ideas Unit	\$1,050
Featured Partner Unit	\$1,050

# Partner Q&A

## INTEGRATED MARKETING OPPORTUNITIES



*Tracy has been working in travel and tourism for 18 years. Traveling the globe is her passion and some of her favorite places to visit are those with amazing cities, coastlines, and sunsets. She enjoys exploring new destinations with her family and expanding her culinary experiences. Born and raised in California, Tracy loves and embraces everything the Golden State has to offer.*



**FOR MORE INFORMATION CONTACT:**  
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<https://www.sonomacounty.com/partners>



# The Sonoma County App

## Visitor Benefits:

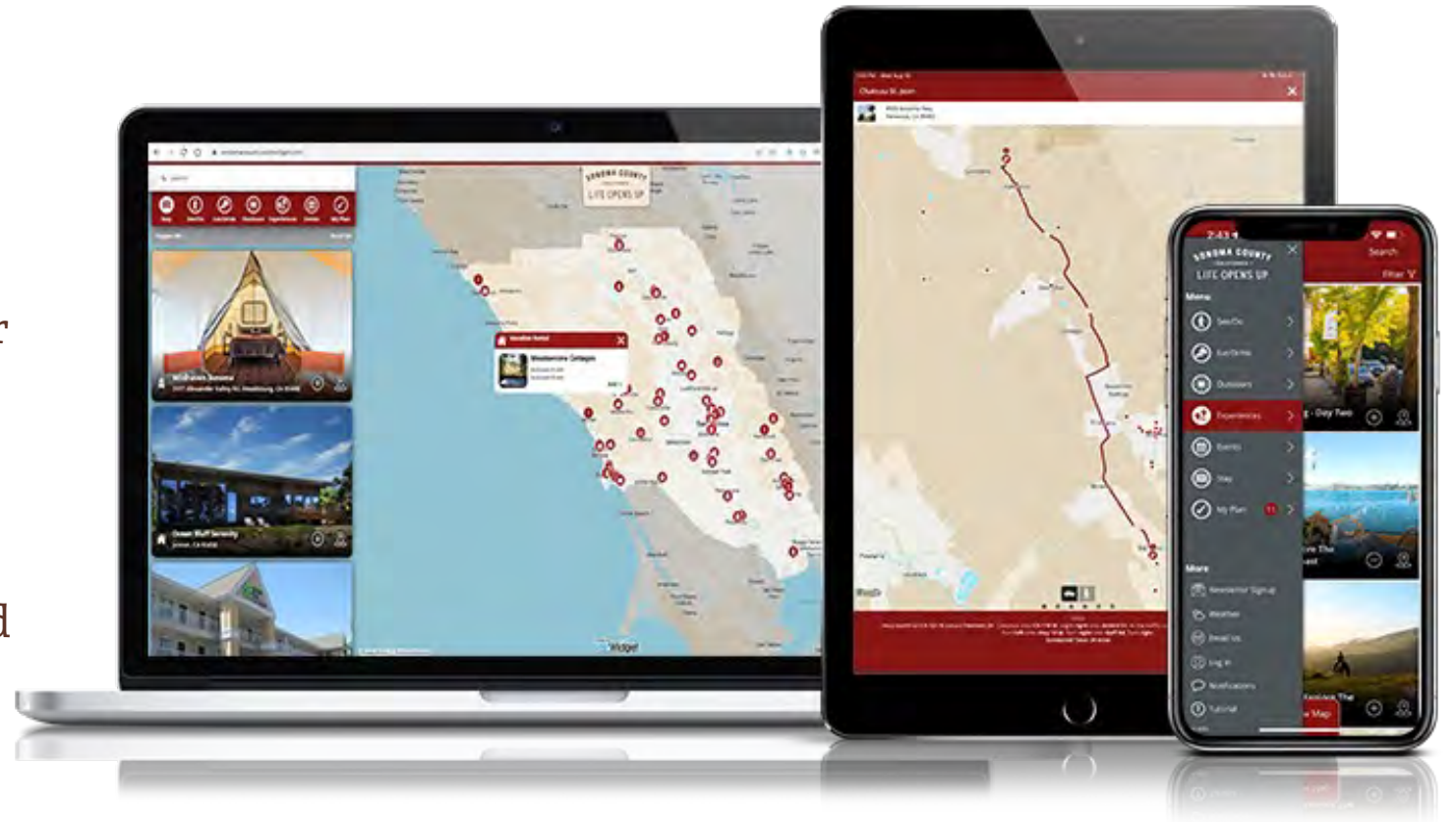
- Discover thousands of unique businesses, events & experiences.
- Quickly search any business by location, interest or activity.
- Carefully curated experiences designed to help you transform wellbeing into actually being well. Travel with intention.
- Participate in Sonoma County goals and challenges to unlock status badges and rewards.



# The Sonoma County App

## Partner Benefits:

- Visitors have visibility over your business across both iOS and Android on any smartphone device and on any modern browser.
- Visitors can quickly and easily call, visit or map to your business, anytime or from anywhere.
- Visitors can share your business on social, text, email or within the app to friends and family.
- Leverage first party data to track trends, spending habits and interests, powering retargeting drip email campaigns.



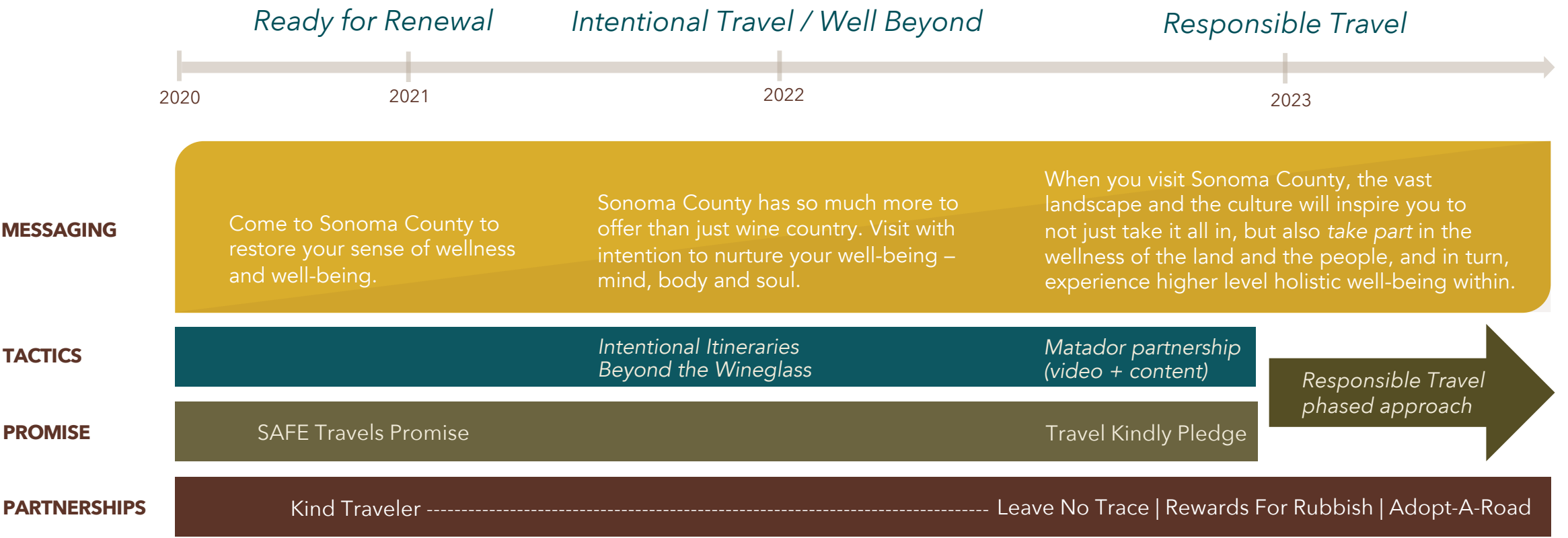


# New Consumer Marketing Campaign





# Messaging History & Evolution



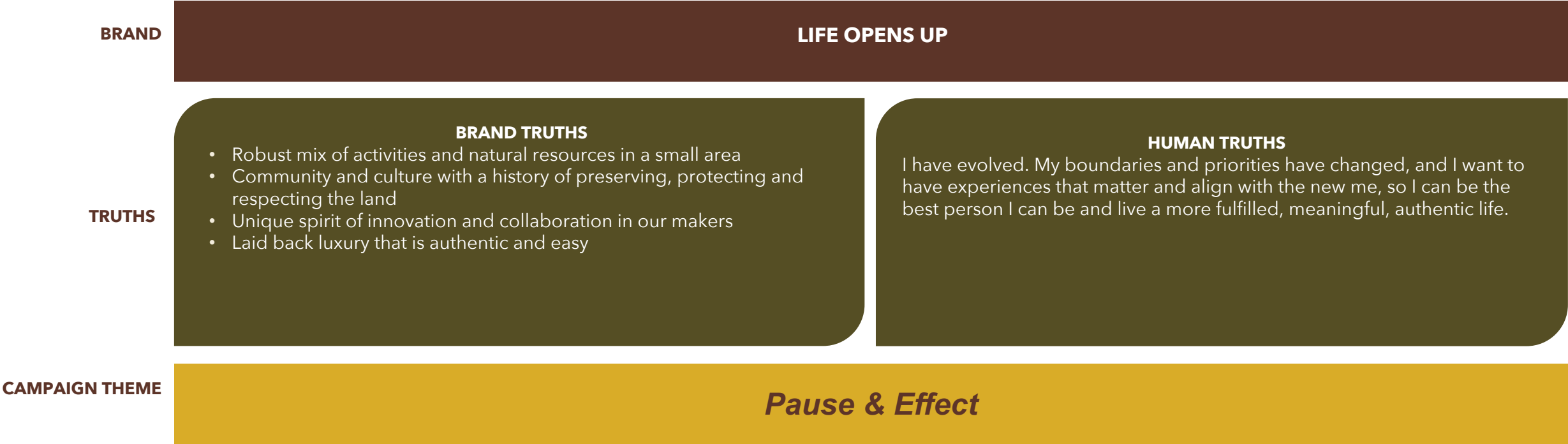


# Phased Approach



# Campaign Strategy

**KEY INSIGHT: TRAVEL THAT MAKES YOU A BETTER HUMAN**  
SUPPORTING INSIGHT: TRAVELERS ARE SEEKING BALANCE





# Pause & Effect



## THE IDEA:

There is power in pause—in taking the time to reflect, connect and find the joy in even the smallest of details. Sonoma County inspires us to embrace the pause and carry these impactful moments of mindfulness forward in how we choose to play.

## WHY IT WORKS:

☆ A timeless haven for makers, chefs, artists and dreamers, pausing with purpose is in our DNA. It moves us, it sustains us, and shows in the way we treat our food and drink, our land, and our people—with appreciation and pause. We create experiences meant to be savored and empower our visitors to play in a way that celebrates the majesty of our surroundings, honors our people and the beauty of our past, and preserves and protects this special place for generations to come.

# Campaign Execution

- **Key campaign messaging**
- **Paid media planning and execution**
- **Brand partnerships**
- **Events & activations**





# Extended Stay Promotion

**Goals:** Increase length of stay, and midweek business

**Duration:** November 2022 - April 2023

Create your own terms and conditions, blackout dates, etc.

Direct link to your preferred booking site

SCT Marketing Support:

- Landing Page
- Social Media
- Paid Advertising
- Consumer eNewsletter
- Public Relations



## EXTENDED STAY PROMOTION



# Public Relations Opportunities

A close-up photograph of a man and a woman in a social setting, likely a restaurant or bar. The man, on the left, is seen in profile, holding a glass of white wine. The woman, on the right, is wearing a wide-brimmed hat and a white sweater, smiling warmly at the man. They are clinking their glasses in a toast. The background is softly blurred, showing hints of an outdoor or semi-outdoor environment with wooden structures.

- Campaign Key Messages
- Story Ideas
- What's New



Provide incentives to lure visitors to your business

Partner with other businesses to create packages

How SCT markets these:

- Special offers page on website
- Public Relations
- Consumer eNewsletter



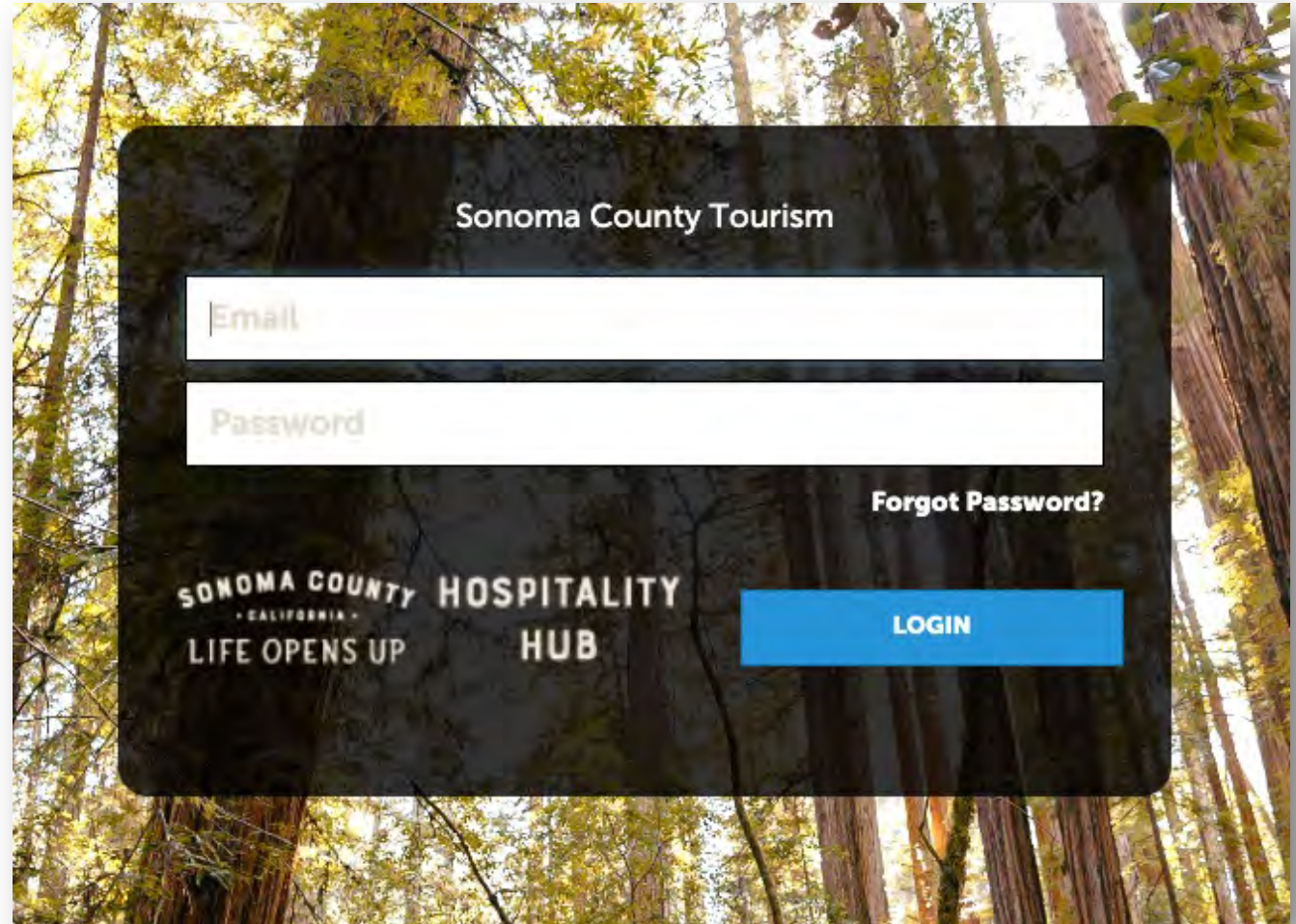
# Hospitality Hub

**[sonomacounty.com/partners/portal](https://sonomacounty.com/partners/portal)**

## Login or Create an Account

- Review your current information:
- Address
- Phone
- Email
- Hours
- Contacts
- Imagery

Contact Emma Schmitz if you need assistance:  
[eschmitz@sonomacounty.com](mailto:eschmitz@sonomacounty.com)





A group of diverse people are gathered around a long wooden table outdoors, enjoying a meal at sunset. The table is set with plates of food, glasses of wine, and a white tablecloth. In the foreground, a man in a grey sweater is seated on the left, while a woman in a denim jacket is seated on the right, both smiling. Other people are visible in the background, including a man standing and another woman seated. The background features a vineyard and mountains under a warm, golden sky.

# Questions & Answers