

Marketing & Promotions

The first quarter of 2019 was busy for the Travel Medford marketing team. The organization's new brand was launched on May 1, 2019, which included a refreshed website – www.travelmedford.org – new social media profiles, a new visitor brochure, story map, bucket list, new letterhead and business cards, signage and fun swag!

Travel Medford has relied heavily on digital advertising and sponsored content during the beginning of spring. Advertising has been placed on Travel Oregon, Via and Sunset, as well as strategically planned blogs on its website which have been threaded through Facebook and Instagram. Print ads are running in Travel Oregon and Travel Southern Oregon visitor guides, as well as Sunset and Bend Magazine. Additionally, it continues to focus on Google Advertising, which has proven to be cost-effective and successful.

During April, Travel Medford held a spring wine weekend contest through social media, the website and Bend Magazine and eNews platforms. It was successful, as the team collected over 1,100 entries and awarded a fabulous wine weekend!

For the first time, Travel Medford introduced a photography contest through its website to help capture the iconic natural assets in Southern Oregon. Contestants uploaded images onto the Travel Medford site and photos were voted on. The winner received \$250!

The website and digital analytics continue to provide valuable insight as to what people are searching for in the Rogue Valley: The outdoors, national and state parks, wine, beer and culinary. This information helps the Travel Medford team make educated media buys and strategic creative positioning with advertising and content.

Finally, the marketing team is working on a strategic marketing plan to present to the Tourism Council and City of Medford by July 1, 2019.

For more information about Travel Medford and upcoming events, visit TravelMedford.org/events.