

Gunnison-Crested Butte Tourism Association

Paid Social Media Management Request for Proposal

This RFP is for paid social media management services for Gunnison-Crested Butte Tourism Association (GCBTA).

RFP Sent:

Responses Due:

Send any questions on the RFP to:

Daniel Kreykes
GCBTA Marketing Coordinator
kreykedj@gmail.com
703-853-3287

Send proposals to:

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GCBTA Marketing Coordinator
kreykedj@gmail.com

Budget: \$25,000-\$35,000

Timeline for Management: October 2016-March 2017

GCBTA Overview

The GCBTA's primary purpose is to implement an integrated marketing effort that promotes the Gunnison Valley as a year-round destination and enhances the visitor experience. Increasing total annual tourism/guest revenue is a primary goal of the Tourism Association, with an emphasis on overnight visitation.

In the near term, our goals for winter '16-'17 are to double reservations made through Gunnison-Crested Butte Reservations Year Over Year, increase Gunnison Getaway Reservations by 50% YOY, and to hit 70%+ load factor on non-stop Los Angeles and Chicago flights into the Gunnison-Crested Butte Regional Airport.

Our Audience

Our audience is primarily millennials in our flight markets of Chicago, Los Angeles, and Houston. We will also be targeting budget-conscious skiers/snowboarders in our drive markets that reach as far as the Four Corners states, Oklahoma, Texas, and Wyoming. While these people may be looking for a ski vacation in Colorado, we hope to influence them to choose the Gunnison Valley.

Our [branding study](#) provides a good base for understanding our valley's brand for both winter and summer. However, we suspect that our greatest successes in the fly markets of Los Angeles and Chicago can come if we look for people who more resemble the "in-state" winter audience described in the branding study. If you have questions about the methodology or findings of the study and/or how they relate to this project, please do not hesitate to reach out.

We are looking for the younger consumer for whom our remote location is a blessing, not a curse. We are building our campaign around those looking to ski the challenging terrain that Crested Butte has to offer as opposed to the "family-friendly" terrain. It doesn't matter if they can ski it well, we want people for whom "the extremes" are enticing, and the t-bars are at the top of the list.

In addition to this consumer base we want to ensure that we are still supporting our Gunnison Getaway campaign. Consumers of the Gunnison Getaway are primarily drive market budget-focused individuals. These might be individuals or couples with or without children for whom the price-point of our offer is the deciding factor. We expect to incorporate some similar extreme terrain messages, but we will also target families as well.

For our campaign this winter we have collaborated with Crested Butte Mountain Resort (CBMR) and the Rural Transit Authority (RTA) in order to push our marketing in the flight markets that need the most help, specifically Chicago and Los Angeles. Our campaigns for the winter should support the brand message of the valley, but also support our supplemental campaigns towards millennials.

- LAX-Los Angeles
- ORD-Chicago
- IAH-Houston
- Gunnison Getaway

Paid Social Media Objectives

Our social media's initial objective is to grow our brand presence in our flight markets (October-January)

- Build and refine target audiences to drive visitation with an emphasis on CBMR's Extreme Terrain.
- Push Crested Butte into the same space as other destinations like Alta, Taos, and Jackson Hole as being must-visit bucket list ski destinations for advanced/expert skiers.
- Showcase the communities that make this valley unique and the signature events that drive visitation.

Later in the season, the objective will be to promote bookings through Gunnison-Crested Butte Reservations (GCBR) (November-March)

- Use outdoor and ski/snowboard industry knowledge to precisely target the folks most likely to choose Crested Butte as their ski/snowboard destination this winter.
- Drive significant traffic to landing pages on our site showcasing our air and lodging packages available through GCBR.

A third objective is to train a staff member so they can manage paid social media effectively for Summer 2017. (Throughout the season)

- Have scheduled meetings each month to go over campaigns, insights, and the content calendar.
- Train the staff member on effective targeting and efficient budgeting.

We'd also like you to provide reports on the analytics from each campaign that you run. These reports should include all relevant metrics along with visual documentation of the ads that are run. They should be in a format that conveys the information in a manner which is easy to follow for members of our organization that are not involved directly with social media marketing.

Paid Social Media Requirements

Our paid social media contractor will need to deliver:

- Overall above average CTR's and Conversions for the season
- Increased website traffic as a result of social campaigns
- Active engagement with and from our social media base
- New followers to our social media accounts that are invested in our product

Gunnison-Crested Butte Tourism Association

- Effective geotargeting as well as knowledge of the brands that overlap with our targeted audience

Budget Details

As listed in the summary, our budget for this project is \$25,000-\$35,000. While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Details about your team
- At least two references
- Any key differentiators about your approach.
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & PROJECT TIMELINE DETAILS

RFP Sent: 09/30/2016

Responses Due: 10/10/2016

Winner Selected & Contacted: 10/17/2016

Project Kick-off : 10/24/2016

Thank you for your interest in managing our paid social media.