

HOW THE CVB CAN BOOST YOUR BUSINESS

Every Step of the Way



“Marion County’s CVB is an incredible resource for local businesses. In addition to amazing kindness on the part of all of their friendly staff, they do promotional miracles for getting local business names in the limelight and drawing customers from local and traveling markets. We feel blessed to have such a professional and competent team helping us every step of the way!”

– Tom Maltby, Partner
Mountain Dragon Mazery - Fine Honey Wines

“Pricketts Fort has increased visitation 25% over last year and 55% since 2012 when I became director.”

–Greg Bray, Executive Director
Pricketts Fort State Park



Visibility

We help introduce our area and your business to new audiences, and not just by blasting it out there. We plan advertising to reach a range of audiences, and with strategic planning to target people based on their interests.

TOP ADS

1. Guest Quest
2. WV State Travel Guide
3. WV E-Newsletter
4. Civil War Traveler
5. Explore History



Every ad we place is part of a deliberate audience mix, deepening our branding in surrounding areas as well as expanding our reach to broader audiences. We stay up-to-date on tourism research to make sure our messaging is memorable and effective.

Tip: If your business is of interest to visitors, it's listed on our site. Visit www.marioncvb.com to make sure your listing is correct and up to date.



12,100 Marion County Visitors Guides mailed to WV Welcome Centers

By reaching out to travelers, we turn ‘just passing through’ into ‘stopping in and spending money.’ Our colorful guide grabs attention, and its magazine style engages readers. We organize the guide and create visual aids to lead people to stops they will be most interested in, so they can find what they want quickly on-the-go.

Tip: Go to GoToWV.com and make sure your business is listed there for visitors. If it's not there, please go to GoToWV.com/partners to add your listing.

Great marketing goes beyond ‘ads’ and meets people where they are. We create videos, blogs and other content to inspire travelers. That gets shared across social media, which brings exciting information about our area into people’s social spaces—where they are more likely to trust and care about it.



74% of visitors to marioncvb.com were new visitors.

This is how we know it’s working. Not only are we reaching new audiences, we’re piquing their interest and bringing them into the next step: **planning.**



Planning

When people are planning their vacation, they come to us. We know they're already interested in the area. The only question is— are they interested in YOUR business?

Here's how we boost your business by directing visitors who are already planning their trips right to you:



10,483 Marion County Visitors Guides mailed from visitor requests

By positioning ourselves as the local experts, we are the main touchpoint for visitors every step of their trip planning. Visitors just starting the process come right to us to get the scoop about what to see and do.

ADVERTISING CO-OPS:

Each year, we offer various advertising co-ops to tour local tourism-related businesses, saving them 50% - 75% off regular advertising rates in various media outlets. This co-op program has been very popular with many of our local businesses and attractions who could not otherwise afford this type of marketing. We welcome our partner's ideas of new media they want us to offer for the upcoming year. By partnering, we stretch those marketing dollars.

Web traffic up **48%** in 2015



Our ads don't just get attention, they lead people to learn more. This way, we're leading people to the next step. The site works as a resource for people planning their vacation, further encouraging visitors. Conveniently, this also helps us track the effectiveness of every advertising message and medium individually, so we know what works best... which means we can continue to refine and grow this web traffic year after year.

MOST POPULAR PAGES

Events Calendar, Pepperoni Roll content, Things to Do, Where to Eat

Our analytics show us that people are not only browsing the site, but using it to create real trip plans. They're browsing events to help explore travel dates, planning around holiday time and learning more about our unique 'must-see' stops while here. The site's interactive trip planner allows them to save their favorites from these pages into a personal itinerary, while also directing them to more attractions.

While our site works as a planning tool, we also spread the love and direct people to your page so they can connect more deeply with your business.

Tip: We can help promote your festival or event to Marion County visitors. Contact us as you plan to talk about ways to work together.



Conversion

It's a lot easier to attract visitors when they're already here! Meet them where they already are— our office.



1,041 phone calls received



1,323 walk-ins assisted

As the #1 authority on local travel, we talk to visitors— giving us a unique chance to match your business up to the people who are most likely to head your way!



Our site is mobile responsive, so we can be a resource on-the-go

Visitors who are here are pulling up the site to explore more. They can pull up real-time tips and directions based on their interests. Make sure you're on that map!



3,219 welcome bags given to reunions, receptions and other gatherings

Sure, not every visitor reaches out to us. But our vast network of partnerships means we can still touch base with them. We find clever and compelling ways to showcase our local businesses to visitors wherever they go, from their event to their hotel and beyond.

MISSION STATEMENT

The Convention & Visitors Bureau of Marion County, Inc. is a non-profit marketing and sales organization whose sole purpose is to take the leadership role in developing the area's tourism industry and advancing the image of Marion County as a vacation, group tour and meeting destination.

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