

Visit Visalia Video Promotional Campaign

Overall Strategy: Leverage short-form, engaging content (trailers, promos) to hook viewers on platforms where discovery is key (TikTok, Reels, Shorts), then drive them to YouTube for the full story and to your website for deeper engagement and conversion. The full-length videos on YouTube will serve as long-form content for those further down the funnel.

Campaign Period: Mid-June to End of August (approx. 10-11 weeks)

Total Net Ad Budget: \$30,000

Total Gross Budget (with Fees): \$40,000*

*This does not include any editing. It is our set up, management and creative fees to set up and traffic the ads.

Budget Allocation Recommendation:

Given the platforms and content types, here's a suggested budget breakdown. This can be adjusted based on initial performance.

- YouTube (Discovery & In-Stream): \$12,000 (40%)
- Meta (Facebook/Instagram Feeds & Reels): \$10,500 (35%)
- TikTok: \$7,500 (25%)

This allocation prioritizes YouTube for its strong video focus and Meta for its broad reach and robust targeting. TikTok is gaining traction for travel discovery, so it warrants a significant portion.

Ad Networks:

1. YouTube (Discovery & In-Stream Ads)

*Budget: \$12,000 Campaign Objectives: Brand Awareness & Reach, Website Traffic, Leads (via website conversion)

Ad Formats & Strategy:

- 1.1. Skippable In-Stream Ads (30% of YouTube Budget - \$3,600):
- 1.2. In-Feed Video Ads (formerly TrueView Discovery Ads) (35% of YouTube Budget - \$4,200):
- 1.3. YouTube Shorts Ads (35% of YouTube Budget - \$4,200):

2. Meta (Facebook & Instagram Feeds, Stories, Reels)

*Budget: \$10,500 Campaign Objectives: Reach, Video Views, Traffic, Conversions

Ad Formats & Strategy:

- 2.1. Instagram & Facebook Reels Ads (40% of Meta Budget - \$4,200)
- 2.2. Instagram & Facebook Feed/Story Video Ads (30% of Meta Budget - \$3,150):
- 2.3. Meta Audience Network (30% of Meta Budget - \$3,150)

3. TikTok

*Budget: \$7,500 Campaign Objectives: Reach, Video Views, Traffic

Ad Formats & Strategy:

- 3.1. In-Feed Ads (100% of TikTok Budget - \$7,500)

*These budget allocations are suggested. We may adjust them prior to launch. You will approve all the creative and budgets in the brief.

4. Landing Page Set with Content Suggestions

The key here is to provide a seamless transition from the ad content to your website, offering value and encouraging further exploration. You mentioned "themed itineraries and landing pages that reflect the context of the videos and the profiles." This is excellent.

Core Landing Page Strategy:

Create a central "Visalia Voices" hub page or name it the same as the theme of the video series.

A. "Visalia Voices" Hub Page (e.g., visitvisalia.com/visalia-voices)

- **Headline:** "Discover Visalia Through Local & Visitor Stories" or "Your Visalia Adventure Starts Here: Real Stories, Real Experiences."
- **Hero Section:** A compelling hero video compilation (maybe 30-60 seconds) showcasing quick snippets from all three profiles, with strong emotional appeal.
- **Introduction:** Briefly explain the series – "We asked former residents and passionate visitors to share what makes Visalia special. Their stories will inspire your next trip."
- **Profile Cards:**
 - Three distinct cards, one for each profile.
 - Each card includes:
 - A captivating photo of the individual.
 - Their name and a short descriptor (e.g., "Sarah, The Adventure Seeker," "Michael, The Culinary Explorer," "The Miller Family, Your Family Fun Guide").
 - A short, intriguing quote or sentence about their Visalia experience.
 - A "Watch Full Story" button (links to their full YouTube video) and a "Explore Their Visalia" button (links to their dedicated landing page).
- **Call to Action:** Prominently placed general CTAs below the profile cards:
 - "Start Planning Your Visalia Trip" (links to main itineraries/plan your trip section)
 - "Sign Up for Our Newsletter" (for ongoing engagement)
 - "Request our Visitor Guide"
- **Social Proof:** Consider a small section with testimonials or quotes from past visitors.
- **Map Integration:** A small interactive map highlighting the locations mentioned by the individual.

Implementation & Monitoring:

1. Performance Monitoring: Daily/weekly review of key metrics:
 - Video Views: How many people are watching?
 - Click-Through Rate (CTR): How many people are clicking on your ads?
 - Cost Per Click (CPC) / Cost Per View (CPV): How efficient are your ad spends?
 - Landing Page Views: Are people arriving at your site?
 - Time on Page / Pages Per Session: Are they engaging with the content?
 - Conversions: Are they taking desired actions (e.g., viewing itineraries, signing up for newsletters)?