

Objectives

- Our objective is to increase awareness of the Nature Corps. Morro Bay and Hearst Castle Volunteer Vacation and drive sign ups.

Target

- Overall: environmentally-conscious vacationers who live in Southern California and the Bay Area
- Primary: Middle aged couples with sizable income
 - \$100k-200k
- Secondary: Young couples, budget conscious vacationers

Strategies

1. Optimize website to increase conversions.
2. Develop relevant and compelling content of the Morro Bay and Hearst Castle volunteer vacations to build awareness and generate interest.
3. Use Facebook as primary social media hub integrating YouTube, Instagram, Flickr, and Twitter.
4. Collaborate with local companies in order to drive sign ups of the Nature Corps. Morro Bay and Hearst Castle Volunteer Vacation.
5. Develop quarterly promotions that leverage social contests to increase likes, shares, comments, etc.
6. Develop metrics to gauge the success of all the social media efforts.

Tactics

1. Optimize Website
 - a. Perform Web Audit to make it simpler for visitors to sign up
 - i. Eliminate bits of information and ads that distract user.
 - ii. Decrease the number of pages with relevant trip information. Put it all on one page if possible.
 1. Testimonials should be unique for each vacation rather than generic.
 2. Simplify web page for customers by reducing excessive drop down menu items.
 - iii. Display information in an order that maximizes chance of making the sale.
 - iv. Make the order form less comprehensive and easier to find.
 - b. Use Google Analytics to understand visitor behavior and promote simple website design.
2. Develop Content
 - a. Create media (pictures, video, text descriptions) of the trip's sights and events.
 - i. Hire photographer to take compelling photos of sights and events involved in the trips.
 - ii. Seek talented writer to enhance the quality of the trip descriptions.

- iii. Recreate the itinerary by using pictures instead of text.
- b. Increase visitor interest in San Luis Obispo/Morro Bay by swapping out video from Nature Corps. Morro Bay page with more detailed video from SLO vacations.

3. Social Media Platforms

- a. Use Facebook as primary social media hub integrating YouTube, Flickr, Twitter, and Instagram.
 - i. Use facebook to deliver information in a strategic fashion, with aims to increase traffic to the page and keep the community informed/involved.
 - 1. Post relevant and interesting information/media pertaining to particular trips, organization functions, issues relating to the industry, etc.
 - 2. Posts should be planned keeping in mind: *frequency* of posts, *content* of posts, *intention* of posts, and *success* of previous posts in engaging public.
 - ii. Use Facebook ads to increase awareness
 - 1. Be very specific, look at facebook page to have better SEO, links, embedding links into photos.
 - iii. Use Facebook to create photo albums of relevant trip details for visitors to explore.
 - 1. Should include photos of hotels, restaurants, and local businesses for each trip.
 - 2. Should include photos of the trip activities for each trip.
 - iv. Set up YouTube to house videos to link onto Facebook
 - v. Use Flickr to house images and post them to Facebook.
 - vi. Foster community conversation about Nature Corps in general.
 - 1. Revamp testimonials portion of Nature Corps website by building a section of Nature Corps Facebook page that allows people to comment/chat with other Facebook users about their experience on Nature Corps trips.
 - 2. Include the above information on the website for each trip.
- b. Develop Twitter
 - i. Use Mark's voice in tweets to make it very personal.
 - 1. Mark will be the face of Nature Corps. Twitter, sharing his favorite SLO places and things to do, Nature Corps. promotional info, and environmental news and causes.
 - 2. Hashtags to use:
 - a. #NatureCorps, #SLO, #ShareSLO, #VolunteerVacation, #Voluntourism, #MorroBay, #HearstCastle, #SLOEats, #SLOPeeps, #GreenPeeps, #conservation, #volunteer, #nature, #preserve, #california, #CALove #centralcoast,
 - ii. Follow travel magazines, magazine writers, and blog writers to connect with travel writers to cover stories about the vacations.
- c. Create a listing on Idealist.org to promote awareness of Nature Corps' volunteer vacations

- d. Create a way for customers to interact with Nature Corps.
 - i. Develop Instagram
 - 1. Use Instagram to share trip images and for people to upload their own trip images by setting a designated hashtag (#naturecorps) to tag photos.
 - a. Develop a hashtag (#naturecorps) for “fans” to use on photos
 - 2. Use to continue building relationships with volunteer vacationers.
 - 3. Link Instagram to Twitter and Facebook.
 - ii. Share buttons on mass gs and print material
- e. Develop an email campaign program by using MailChimp
 - i. Be sure to include social media icons linked to each Nature Corps social media outlet in each email
 - ii. Use mass emails to announce:
 - 1. Green Peeps promotions
 - 2. Contests
 - 3. Stories about Nature Corps’:
 - a. Involvement in and impact on the community
 - b. Trip updates
 - c. Events Nature Corps will be sponsoring or attending

4. Collaborate

- a. Initiate cross promotion opportunities with both hotels and restaurants by building relationships.
 - i. Have Nature Corps promotional information on each website.
 - ii. Enable users to sign up for trips with ease by linking Nature Corps through their websites and social media sites.
 - iii. Have print materials (ie. brochures, flyers) in local businesses.
 - 1. Extend our flyers/brochures to non-partnered restaurants/local businesses.
 - iv. Partner with local businesses to facilitate/promote local events that could be “special events” in our trips. Purpose is to enhance our vacation experience/value while offering our local members opportunities for fun.
 - 1. Get hotels to advertise our trips at all of their branch locations within relevant geographic areas.
 - 2. Meet and coordinate with what’s on hotels’ promo calendar for building packages.
- b. Collaborate with ShareSLO to have them put information or photos promoting the volunteer vacation on their Facebook and other sites.
- c. SanLuisObispoVacactions.com's Nature Corps page
 - i. This page should include information about the Nature Corps vacation and have a direct way to link to the sign up for the Morro Bay vacation.
- d. Invite travel magazine writers and blog writers to go on a mock trip to provide “credible” insight for potential customers through reviews or blog stories.
 - i. Use Twitter to invite.

- ii. Links to these testimonials will be advertised through the Nature Corps website trip pages and social media sites.

5. Promotions

- a. Design (Quarterly) promotions to raise awareness of Nature Corps. social media presence and increase “likes” on Facebook.

- i. “Green Peeps” Rewards Program

- 1. Offer discounts on trips for members who refer friends.
- 2. Offer discounts on trips for members who have taken volunteer vacations in the past.
- 3. Members get a different “green peep” badge for each volunteer vacation they go on and earn rewards for participating in Nature Corps. vacations
 - a. Badges can be a physical sticker, iron-on patch, puppet, etc.
 - b. Create a digital badge to send in post-trip emails and encourage Peeps to include the badge image with their vacation photos (on Facebook)

- ii. Seasonal (Quarterly) Promotions:

- 1. Winter: tie in with sand dunes/snowy plover
 - a. The Pacific Snowy Plover is an endangered species that could use some “peeps” for support. Give 10 get 10 - Donate \$10 or come participate in a volunteer project to restore the Snowy Plover nesting sites and get 10% off your next vacation.
- 2. Spring: tie in with Hearst Castle restoration on garden
- 3. Summer: what I did on my summer vacation photo contest with a tie into the dunes restoration
- 4. Fall: Win 2 tickets to Savor the Central Coast

- iii. Additional Promotions:

- 1. “Best photo from trip” contest
 - a. Encourage vacationers to share their favorite vacation photo on Instagram and Facebook with a hashtag (#NatureCorps #FavPic)
 - b. Choose winner either through a customer vote or staff decision
- 2. Share what you do for your local environment.

6. Metrics

- a. Audience and customer analysis of TheNatureCorps.Org using google analytics:
 - i. Track website conversion rate/effectiveness to measure traffic
 - 1. Monitor traffic keywords to determine which ones are bringing in customers, monitor and keep track of any changes
 - ii. Increase number of visitors from Social Media Platforms: Facebook and Twitter, along with conversion rates

- iii. Increase number of new visitors in comparison to returning visitors
- iv. Decrease bounce rate of visitors to website to at least 30-40%
- v. Average time on website could be increased
- b. Use Social Media Platform Metrics to keep track of efforts and monitor tactics
 - i. Facebook Insights: engagement, likes, shares, demos
 - 1. Engagement: # of people talking about NatureCorps/Likes & comparison to competitors
 - ii. Twitter Analytics: # of followers, retweets, mentions
 - 1. Engagement: # of people talking about NatureCorps/Likes & comparison to competitors
 - iii. MailChimp: open and click through rates
- c. On-Site Sign Ups: Measure success of quarterly promotions by tracking on-site sign ups and hotel stays.
 - i. Send an email survey at the end of each trip to participants offering them a discount on their next vacation if they complete the survey.

Budget

Projects	Estimated Cost Annually
Web Optimization	
Web Optimization: Initial	\$1,800
Web Optimization: Maintenance	\$1,080
Graphic Designer	\$1,800
Graphic Designer: Maintenance	\$1,080
Social Media	
Community Management*	\$2,160
Facebook Advertisement	\$7,400
Email	\$1,200
Promotions	
Green Peeps: Discounts	\$2,000
Summer: Win a vacation	\$495
Fall: Savor the Central Coast	\$1,000
Total	\$20,015

Budget Summary:

Web Optimization	\$5,760
Social Media	\$10,760
Promotions	\$3,495
Total Expenses:	\$20,015

- Must be Cost effective
- We will explore social media sites for Nature Corps. to use as part of our Social Media Marketing Plan that are free to sign up for and present content on.
- We will also utilize free analytics and research programs to back up our recommendations for Nature Corps.'s social media plan.
- We will plan according to a "zero budget" although the client has expressed a potential willingness to pay for services or products deemed necessary to accomplish project goals.
- Possibly take advantage of Nature Corps' free resources that could be used for promotion: tickets, etc.
- Mark Landon will be managing twitter account, so less work will be required from this individual.
- Our thinking was we could get the tickets for a discount through Savor because of relationship with them. We could give a ticket to each member of that trip, and then raise the price of that particular trip slightly to get some of the money back. The actual cost would be less than \$50 a person.