

VISIT
Indy

HOW WE DIVIDE OUR DIGITAL MEDIA PLAN BUDGET

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Visit Indy has operated with a 100% digital marketing plan since 2015

Ad campaigns are managed by two staff members (including me) alongside our agency



Leisure Media Budget: \$950,000

2014 (Memorial Day-Labor Day):

- TV (61%)
- Digital (29%)
- Radio (10%)

2018 (Year-Round):

- Google SEM (42%)
- Facebook (36%)
- Display (11%)
- Expedia (11%)



Marketing Objectives:

- Web Sessions
- Hotel Occupancy (Transient Weekends)

KPIs:

- Low CPC
- Low CPLPV
- Low CPM

Expedia KPI:

- Recognize Need Weekends based on Convention/Event Calendar
- Ran Campaigns against Weekends to affect Hotel Occupancy



2018 Changes

Cost-Per-Landing Page View vs. Cost-Per-Click

- CPLPV: Only charged if person lands on page and stays long enough for pixel to fire
- Solves the problem of FB traffic not registering due to quickly closing pages
- Have to install FB pixels to measure page load

Revise Targets

- 2015-17: Interest-specific categories including Families, History Buffs, Foodies, etc.
- Indy Audience, Non-Indy Audience, Retargeting Audience



2018 Changes

Creative Approach

- Moved from 20 ads a month to 3-4 ads a month
- Let the system work – 59% more traffic from paid Facebook
- All creative utilized UGC

Carve Out In-House Budget

Save some money for internal buys around content developed by staff (\$8k)

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Thank You!

