

## 2012 Cooperative Marketing Plan

**2011 Co-op Plan Review** - The Chamber, with the support of our business and non-profit partners, had a successful year marketing Yellow Springs thanks to an effective Cooperative Marketing Plan. The fund totaled nearly \$25,000 with \$5,000 coming from the Chamber and the rest from our 55 participants.

By pooling funds and negotiating favorable contracts, we leveraged our budget to increase the impact of our advertising in 2011. We placed over 100 beautifully-designed newspaper ads in Yellow Springs, Dayton, Oakwood, Columbus and Cincinnati; specialty ads in Waterways & Pathways, Oakwood Register Arts Edition, Cincinnati City Beat Annual Manual and Guide to Yellow Springs; 200 thirty-second spots on WYSO; and printed and distributed over 20,000 event flyers and 15,000 Visitors Guides.

Social media continued to grow as a marketing tool with twice daily posts on the Chamber Facebook page. Our fan base increased from 17,000 to nearly 22,000 by year end. Twitter became a new tool in 2011 with over 800 tweets going out to 420 followers primarily focused on music, weekend events and the Little Art Theatre. Finally, weekly Destination emails were sent to the over 1500 folks on our mailing list.

New in 2011 was a Think TV campaign focused on the Fall Art Stroll and Artist Studio Tour followed by spots for Holiday in the Springs to attract the demographically-desirable PBS viewer to Yellow Springs.

**2012 Co-op Plan Updates** - To maximize our budget, we are very strategic in our use of paid advertising, investing in media targeted to the most attractive demographics. We will continue print advertising in the Yellow Springs News, Active Dayton, Dayton City Paper, Oakwood Register, Columbus Other Paper, Cincinnati City Beat and Waterways & Pathways focusing on shopping, dining, events and destination attractions. WYSO will continue as our radio partner. Web advertising and social media will be expanded to target a younger and more sophisticated demographic.

**A. Destination Yellow Springs Co-op Advertising Packages** – The purpose of the Plan is to Market Yellow Springs as a Destination using print, radio, web and social media to reinforce the Yellow Springs brand. By promoting shopping, dining, arts, culture and special events in Yellow Springs, the Co-op Plan is a proven tool to attract visitors, residents and even new businesses. All businesses and organizations should participate in the Co-op Plan because the larger the Fund, the more we can do. **Please note that participants must provide the Chamber with the content for the benefits identified below.**

- 1. Supporter Package - \$195** (Ideal for businesses/non-profits with limited events or activities)
  - Enhanced website listing with photo and expanded business information
  - 6 events or mentions in social media or impressions on printed materials
- 2. Budget Package - \$390** (Ideal for businesses/non-profits for occasional year round exposure)
  - Enhanced website listing with photo and expanded business information
  - 12 events or mentions in social media or impressions on printed materials
- 3. Destination Non-Profit Package - \$525** (Ideal for non-profits with a strong destination focus)
  - Enhanced website listing with photo and expanded business information
  - 24 events or mentions in social media or impressions on printed materials
  - Events included in Destination Yellow Springs email

**4. Destination Business Package - \$750** (Ideal for businesses with a strong destination focus)

- Enhanced website listing with photo and expanded business information
- 24 events or mentions in social media or impressions on printed materials
- Events or ad in the sidebar of every Destination Yellow Springs email

**5. Champion Package - \$1500** (Ideal for businesses/non-profits year-round and single event-focused)

- Enhanced website listing with photo and expanded business information
- 48 events or mentions in social media or impressions on printed materials
- Events or ad in the sidebar of every Destination Yellow Springs email with logo or photo
- Your logo in print ads, on the Chamber website & in social media promotions plus an exclusive ad on the back of flyers for one key weekend event per the following 2012 Advertising Schedule.

Events	Dates	Theme
Winter Weekends	1/20-22, 2/17-19	Weekend Getaways, YSAC Love In, Cajun Crawl
Spring Weekends	3/16-18, 4/20-22, 5/18-20	Shamrocks & Shenanigans, Earth Day, Cycling
Street Fair	6/9, 10/13	Shopping, Eating, Entertainment
Summer in the Springs	6/15-17, 7/20-22, 8/17-19, 8/24-26	Arts, Culture, Recreation, Shopping, Blues Fest
Fall for the Springs	9/14-16, 10/19-21, 10/28	Cyclops Fest, Yelloween, Harvest, Arts, Nature
Holiday in the Springs	11/16 - 12/23	Holiday Shopping/Entertainment

**6. Premier Package - \$3000** (Ideal for businesses/non-profits that are not destination businesses)

- Custom package designed to provide the best benefit for your business. Can include web banners, Facebook, Newsletter and Destination Yellow Springs ads, Business After Hours host, special event host and other options to best address individual promotional needs.

**B. Dayton City Paper** – The Chamber supports a four-page Destination Yellow Springs insert in every Dayton City Paper prior to 3<sup>rd</sup> weekends with 3 pages of editorial content, a large back page ad from the Chamber and smaller business ads throughout. You can buy favorably priced ads in this exclusive insert or purchase advertising in other parts of the publication. Your contract will be directly with Dayton City Paper. Contact Paul Noah at 937.222.8855 ext. 202 for more information.

**C. Street Fair Sponsorships** - Combine individual advertising of your business with the power of destination marketing and be seen by 50,000 visitors. Options from \$500 to \$5000 with extensive promotional exposure before, during and even after Street Fair as logos and links remain on our website throughout the year. Contact Holly Simpson at 937.767.2686 or [hsimpson@yschamber.org](mailto:hsimpson@yschamber.org).

**D. Services provided by the Chamber** – In addition to administering the Marketing Plan, the Chamber also provides these services that effectively and consistently communicate the Yellow Springs brand:

- Daily updates to the Yellow Springs Facebook page with it's 22,300+ fans
- Weekly Constant Contact e-mails to over 1700 (and growing)
- Updates to the Chamber Calendar and regional event calendars
- Participation in the Excursion 68 website in cooperation with Springfield and Urbana
- Serving on the Board of the Greene County CVB and maintaining a close relationship
- Website that ranks 1<sup>st</sup> or 2<sup>nd</sup> in Google searches and receives almost 1000 page views per day
- Development and distribution of brochures and promotional materials
- Press releases and responses to media inquiries about Yellow Springs
- Staffing the Visitor's Center to provide information and materials to visitors

**Please Join the Marketing Plan Now!**

Your participation in the Marketing Plan is critical for it to be successful. We are asking that everyone join in NOW at whatever level is comfortable; you can add to the Plan as your needs change. Multiple payment options are available including payment in full with signup, and quarterly or monthly billings. For more information, contact the Chamber at 937.767.2686 or email [kwintrow@yschamber.org](mailto:kwintrow@yschamber.org).