

# SOUTH CARIBOO COOPERATIVE MARKETING PROGRAM



# A 3-TIER MARKETING PROGRAM THAT OFFERS:



- ✓ Racking and referrals at the South Cariboo Visitor Centre, which is open Year-Round!
- ✓ Placement on the popular South Cariboo Area pad map, in the Visitor Guide, & in up to 2 partner generic brochures
- ✓ Facebook & Instagram posts/shares
- ✓ Listing & spotlights on [www.discoverouthcariboo.ca](http://www.discoverouthcariboo.ca)
- ✓ Low advertising costs with packages
- ✓ Partnerships: Municipal, Regional, Destination BC, providing you with quarterly bulletins and updates on the tourism industry

# South Cariboo Cooperative Marketing Program

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- We actively promote the South Cariboo as a year-round tourism destination.
- Becoming a partner helps you gain exposure and reach additional potential customers.
- Our South Cariboo Pad Map and Visitor Guide are some of the tools we use to help promote the area.
- Every dollar that we receive from partnership packages goes directly into marketing your business and the South Cariboo area.



# MARKETING PACKAGES AVAILABLE

## Standard Package

- Racking & distribution of your brochure (4"x9") at the South Cariboo Visitor Centre
- FREE Basic Web Listing on [www.discoversouthcariboo.ca](http://www.discoversouthcariboo.ca)
- Listing in up to 2 categorized pamphlets (generics)
- Delivery and year-round supply of Pad Maps and 100 Mile House & South Cariboo Visitor Guides for distribution
- Periodic business spotlights on the website and social media channels
- Access to and use of the South Cariboo logo and photo image bank

## Enhanced Package

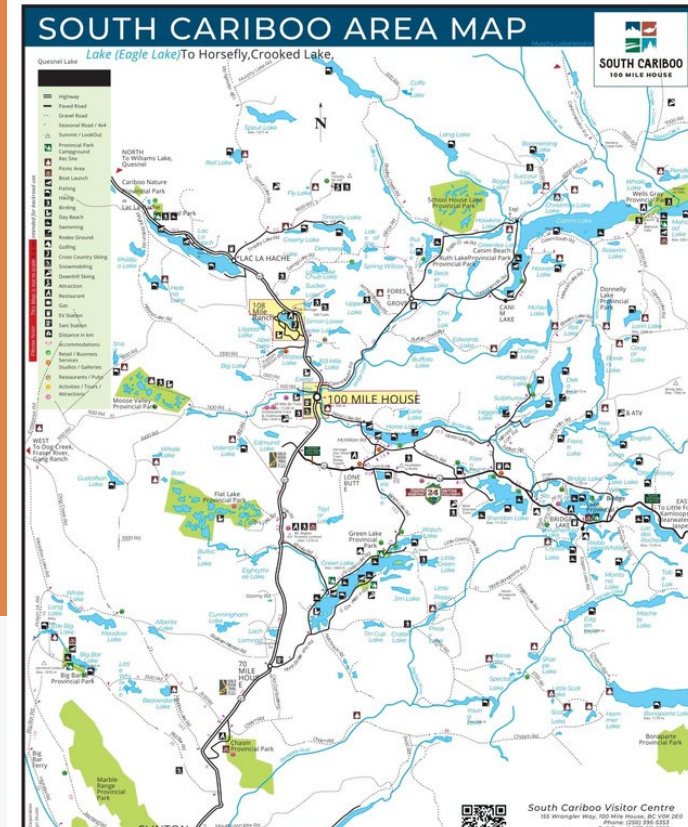
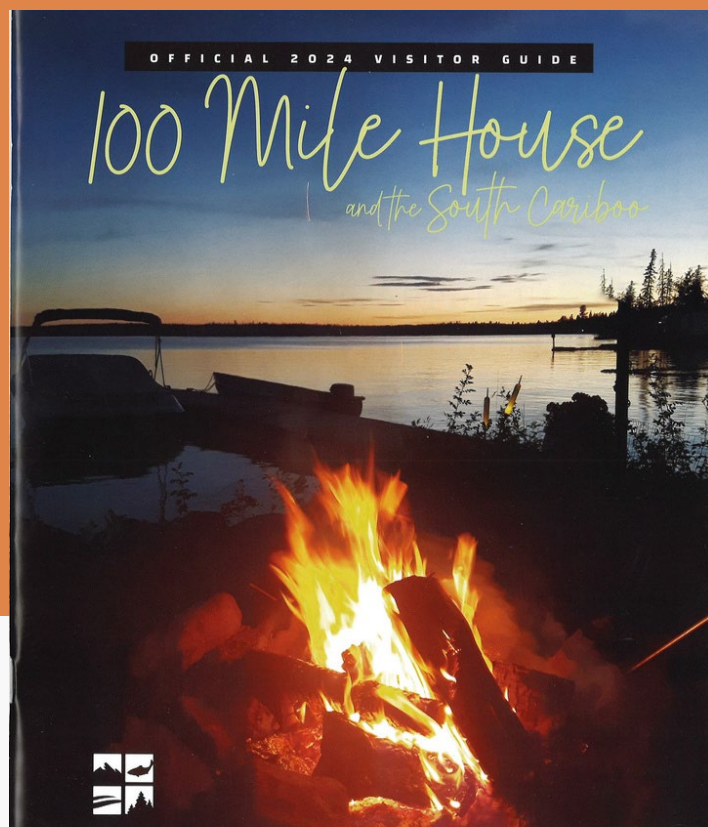
- Standard Package plus ad space on Pad Map

## Deluxe Package

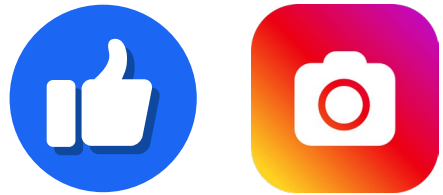
- Enhanced Package plus brochure representation at a minimum of one trade show in BC or Alberta

## Society Package

- Same as Standard Package



# HOW WE MARKET



## Facebook/Instagram

- ✔ Promoting the South Cariboo by sharing partner content and posting calendar events.

FB Followers  
1.5K

Instagram  
Followers  
824



## Discover South Cariboo Website

- ✔ Featuring partners, calendar of events, things to do, and all tourism information for the area.

3,084  
Page Views



## Consumer Shows

- ✔ BC Outdoor Show - Chilliwack, BC

10,000  
Attendees



## Ambassadors at Local Events

- ✔ Presence and interaction at local events, distributing Pad Maps, Guides, & Brochures.



## Brick and Mortar

- ✔ Free EV charging stations, picnic tables, washrooms, local events board, brochures & guides, as well as friendly & knowledgeable staff to provide local information to visitors.

11,385  
Number of  
Visitors

# THE MARKETING PROGRAM HAS REACHED A PLATEAU

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Membership has slowed over the years, remaining stable



Packages have not been updated in 15+ years



Marketing costs have risen but marketing program prices do not reflect the value of partnership



The South Cariboo Visitor Centre and grounds have had a refresh - now it's time for the marketing program to have a refresh

# Time For Change...?

- Rebranding - Updated look for SCCMP
- Streamline Available Packages
- Pad Map & Ad Redesign
- Increased Social Media Marketing



# Questions



1. What is the biggest value you see with the current Program?
2. What could be improved with the Program?
3. What would you like to see included in the Program?
4. What incentives would lead you to become a partner or renew your partnership?

