

## Proposal: San Juan County - Paid Social - VUP 2024

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### Prepared by

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### Prepared for

Bruce Adams  
County Commissioner  
San Juan County

## A Message from the CEO

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*"The last few years have shown us that the new normal is "no normal". Our team has been diligently focusing on helping all our clients respond to travelers' fast changing behaviors. Our goal is to manage tourism via responsible travel, building trust, and instilling confidence - and it works. **The future of travel belongs to brands that investing sustainable tourism, authentic experiences and data-driven technology.**"*

*-Florian Herrmann*



## Your Strategic Partner During a Time of Digital Transformation

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What sets Herrmann Global apart is our passionate team that lives in a small town and loves to help lesser-known destinations. With our expertise in tourism and digital marketing, our mission is to employ the latest technology and provide measurable conversion and ROI to our clients. While we consider ourselves industry-leading content creators, we are focused on your destination's opportunities to thrive in tourism from a local, regional, national, and even global perspective.



### ***Adam Bridgeford, VP of Business Development***

Adam comes to us from Cincinnati, OH by way of Mammoth Lakes, CA. He has 12 years of tourism industry experience, and his unique sales and business development background was brought in to enhance growth strategies and implement programs for future progress. For the previous 12 years he has lived near Yosemite and Yellowstone National Parks because of a spiritual connection to the mountain wilderness.



### ***Casey Adams, VP of Client Services***

Casey joined our team with the perspective of a writer/editor, a member of a small DMO staff, and a traveler. She supervises all ongoing projects for accuracy and on-time delivery. With her experience in content creation, marketing and PR, and destination marketing, she brings insights to all aspects of our work to best serve our clients and our audiences. She spends her free time training for triathlon and traveling as much as she can.

# Our Approach

1. **Research** to identify and connect with visitor markets with the highest potential of visiting your destination.
2. **Develop** a strategy to reach and inspire potential visitors to see you as a bucket list destination, and ultimately generate overnight stays.
3. **Create** & publish engaging content highlighting the unique aspects of your destination, with emphasis on responsible travel to your area.
4. **Amplify** this content via posts and retargeting ads on Visit USA Parks and Facebook/Instagram/Pinterest/Google.
5. **Measure** tourism impact metrics and ROI for you and your community.



## How Do We Measure ROI for Our Clients?

With [Herrmann Global Insights](#), we thrive on data and optimization. Our advertising strategy is based on advanced targeting and using content that is likely to drive the most conversions for your destination. In our reporting and analysis, we strive to provide you with clear insights for making strategic decisions in the future.



- **Impressions and engagement:** We know that number of impressions is a key metric in measuring success. Our estimated CPM for campaigns is \$2-\$3. We feel it's just as important to evaluate engagement, as that is an indicator of how well content is resonating with the audience. Engagements and conversations including reactions, comments, shares, and saves show how people are interacting with the content. Our campaigns consistently exceed the travel industry average engagement rate, usually having an engagement rate of 20% or higher.
- **Leads:** Driving traffic to stories, itineraries, and other content related to your destination is also a priority for campaign success. The estimated cost per click (CPC) for our campaigns is \$0.05-\$0.30, which is significantly lower than the travel industry average CPC of \$0.63.
- **Conversions:** A path to conversion may include bookable products from local stakeholders, outfitters, and tour operators.



Herrmann Global has been an excellent written/video content creation and distribution partner for the Arizona Office of Tourism. We're so happy with the quality of their content, strategy and performance.

**Jamie Daer**, Arizona Office of Tourism

## Budget

Here you'll find detailed pricing based on our recommendations for success. All media tactics are flexible, and we will work with your team to adjust and determine budget per category/campaign.



### Branded Content & Paid Digital Campaign - GER/Netherlands

MILESTONES	AMOUNT
Destination Assessment & Review - Analyze market positioning and plan for content.	\$0.00
Custom Paid Social - Six posts optimized to connect with international road trippers. Platforms included: Facebook and Instagram.	\$850.00
Translations of Posts & Ads - One language - German - Additional languages available upon request.	\$750.00
Facebook Retargeting Strategy - Optimized to connect with international road trippers with goal to generate leads for client website.	\$1,250.00
Initial Ad Development & Creative Testing	\$2,000.00
Final Report - Impressions, engagement rate, leads generated, top performing content, and top markets.	\$0.00

### Media Buy

TITLE	AMOUNT
Facebook/Instagram Media Buy	\$1,150.00

<b>Sub-total</b>	\$4,850.00
<b>Media Buy</b>	\$1,150.00
<b>Total</b>	<b>\$6,000.00</b>

# Timeline

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Fall	Winter	Spring	Summer
Content Creation Begins	Visit USA Parks Content Distribution	Final Report Delivered	FY25 Campaign Planning

# Agreement

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By signing this custom marketing proposal, San Juan County agrees to all our [Terms And Conditions](#) as well as provisions herein, or any agreed upon changes with Herrmann Global. Work will commence within the agreed-upon timeline.

San Juan County  
117 South Main, Monticello, Utah 84535

Bruce Adams

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Thu, Nov 09, 2023