

My proposal to use tourism dollars for video marketing.

I have been reading quite a bit about how flyers, print ads and rack cards are not pulling people in to tourism anymore. People want live videos. They want to see what they are getting. On average, a viewer will stay engaged in a video for 1 to 2 minutes.

My proposal includes 8 features to be filmed at 1-2 min each and set to be viewed on social media. (Example: YouTube has a different screen size and shape than FB, so if you film a video for YouTube and put it on face book then you are missing the left and right side of the video. It also includes a compilation video that can be used on websites that should be under 5 minutes. I have chosen 8 of our most attractive hot spots which you will find attached in the Video Production Creative Brief that I sent to the two companies that I found had the best price, quality and experience with tourism marketing in this area.

I believe this is a wise use of our money and these videos can be disseminated in many different ways.

IF you vote yes today, then we will be able to start filming fairly quickly which will allow us to capture the beautiful summer weather making the video's perfect for release in late spring 2019! (There are a few that could be released prior to spring – such as the Brew house and winery.)

Please read the information provided on pages 3-5 which has some interesting statistics.

Pages 6-8 will have the video production creation brief which I gave to the two companies I requested quotes from.

Page 9 is the Quote from Maegyme

Page 10 is the Quote from Take It Home Productions.

Both companies have different views on the needs we will have for production.

- Megan (Maegyme) will have herself, a drone operator and possible one other person to assist. Megan will require a set up time of 1 hour in most locations (2 hours for the lakes) and will probably film for 1-2 hours.
  - o **Megan has worked with the Alton Tourism Bureau, now called the Meeting of the Great Rivers Tourism Bureau. I encourage**

**you to view the videos she has done for them prior to making any decisions. See link below:**

- <https://www.visitalton.com/videos>
- <https://www.facebook.com/MegymeProductions/>
- Josh with Take it Home Productions wants to include full lighting take down and set up (even at the lake with nice sunny weather) which will require several different assistants and set up and lighting can take up to 3-4 hours with recording an additional 1-2. Josh will also have drone photography onsite.
- I originally contacted a company called The Unseen Stars which was recommended to me. The owner of that company, Joe Moran, said he works with Josh from Take it Home Productions on large shoots. I have included links below to some of their sites since they will really be working together. Payment would go to Josh and he would share a cut with Joe.
  - **The Unseen stars recently did the video for the Alton police lip sync video.**
    - <https://www.facebook.com/theunseenstars/>
    - <https://theunseenstars.com/>
  - **Take it Home Productions**
    - <https://www.facebook.com/TakeHomeProductions/>
    - **I could not find a website although there is a Vimeo page**
    - <https://vimeo.com/user11722164>

**I am recommending that we use Megyme Productions. I have been very impressed with her work, I believe she understands government budgets can be small so production should be quality but not over the top.**

Valerie

## Insights I found about using video for marketing tourism:

<https://www.advancetravelandtourism.com/video-marketing-travel-industry/>

If there is any industry practically made for video marketing, it is travel. There is no better way to let people know what your destination has to offer than to show them. Video gives you the ability to bring your destination to life.

This is the era of video. Online video now accounts for 74% of internet traffic. 85% of Americans with internet watch videos online. 52% of marketing professionals worldwide cite video as the content with the best ROI. Marketers who use video grow revenue 49% faster those that don't.

Visual content is processed 60,000 times faster than text. All the information you want to share with potential customers can sound great when written out, but it will not have the same impact as video. In fact, 65% of video viewers watch more than 75% of a video (much higher than text-based content!).

Travel is a very personal decision and experience, and video content gives users a glimpse of what that experience will provide. It provides excitement and anticipation that might be the final push someone needs to make a purchase. 64% of consumers say watching a marketing video has influenced a purchase they have made in the last month. Just imagine the difference video marketing could make for you!

Having videos immediately available to potential visitors increases engagement. Expedia research notes that having video present on a landing page increases conversion by 86%!

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<https://www.socialtoaster.com/video-marketing-best-practices-for-the-tourism-industry/>

- 66% viewed videos when thinking about taking a trip
- 65% viewed videos when choosing a destination
- 54% viewed videos when choosing accommodations
- 63% viewed videos when looking for activities to do at a destination
- 42% of travelers are inspired by YouTube content

## **First Step: Activate Your Biggest Fans to Share Your Video**

You can have the snazziest tourism video on the planet, complete with amazing testimonials, celebrity appearances, and tantalizing eats n' drinks. If no one sees it though, it might as well be a blank VHS tape sitting on the dusty shelves of an abandoned Blockbuster Video.

Before you even touch a camera, you need to figure out how you're going to get people to see your video. Posting to your social channels is an option, but dwindling organic reach makes that a less effective means of distribution than in previous years. Likewise, with the rising cost of paid advertising, paying to get views becomes a growing expense to any marketing budget.

Instead, we recommend that our tourist-centric clients tap into the power of their fan base and activate their Superfans to share their videos through an advocacy marketing program. In an advocacy marketing program your top fans voluntarily join your branded program. Once a member, they'll be able to seamlessly publish your content (including your amazing videos), to their personal social channels. When doing so they can earn points, rewards, or unique opportunities selected by your organization.

They benefit from sharing their passion. Your organization benefits from the huge lift in visibility (we find that just 1 advocate is connected to 600+ people on average). You also benefit from the 3rd party validation that comes with an advocate sharing your message. **84% of vacationers say that they trust recommendations made from friends and family over paid advertisements.**

## Second Step: Make it A Video Worth Sharing

Distribution plan in place, it's time to roll up the proverbial sleeves, uncap that lens, and get to work. If you want to make the best possible videos to promote your tourist-centric business or organization be sure to:

### Focus On The Story You're Telling

Closeups of tasty noms or breaking waves are great, but if you want to strike an emotional chord with the viewer, you need to have a compelling story behind the video. If you're showcasing food, talk about the restaurant's history, the chef that started the business, or major achievement or awards the restaurant has won. Want to drive traffic to your main street? Show how the town has progressed. Own any hardships and communicate the continued reinvention of your city. Never underestimate the power of a phoenix story. B-roll is cool (and necessary), but the better the story your video tells, the more engaging it becomes, the more likely it is to produce a tangible impact.

### Timing Is Crucial

When editing the video always remember you only have 10 seconds to grab the user's attention if you want them to stick around. You should also consider keeping the video on the shorter side. If you have a longer video, cut it into several smaller videos to make the whole experience more consumable. There is a significant attention drop off between two and three minutes of viewing time, so every second after the 2-minute mark counts. If you can't shorten the video to 2 minutes, the next sweet spot is 6-12 minutes. Focus on creating great content and telling a compelling story to keep the viewer engaged through the 12-minute mark, but after minute 12 expect another significant drop off.

Remember, you're not creating a television series. The shorter the video, the easier it is to hold the viewer's attention and keep them emotionally engaged.

### Make Sure Your Video Is Mobile Friendly

Research shows that 92% of mobile viewers share videos and mobile makes up almost 40% of global watch time on YouTube. Simply put, people watch a ton of video on their mobile phone. Make sure the orientation, aspect ratio, and any captioning on your finished video is mobile optimized.

### **Channel Your Inner Netflix: Produce New Content Regularly**

If you want to see success from video marketing, you need to be sure you're producing more than just a handful of videos published at random times. Each story you tell is going to resonate with a different audience. The more stories you share, the more people you make aware of what you have to offer them for travel. Also, you start building a following of people that actively engage (and look forward to) your content.

If you share your content through an advocacy marketing program, you have even more incentive to produce regular content. Once an advocate has signed up to join your program, they can start sharing your content as often as you ask them too (up to 2 or 3 times a week!). The more they share your content, the more impressions your content earns, the greater your ROI and earned media value.

Video marketing is important for every industry, but for tourism-centric businesses and organizations video is the perfect way to build excitement and anticipation for an upcoming vacation.

# Video Production Creative Brief

## 1. Project background & objectives

- *Showcase our community to visitors and potential community members.*
- *Remind current community members what a wonderful community we live in!*
- *Attract people to our community for events, to play, to live.*
- *To stand apart from all of the other small communities in mid-Illinois.*

## 2. Target audience

*People outside our community (although I hope it will also be a reminder for area pessimists that our community is amazing)!*

## 3. Key message(s)

- *When people ask – Why Montgomery County?, I want them to understand that we are a safe, clean community for family fun and relaxation.*
- *Set our community apart.*
- *Make people want to visit us.*

## 4. How and where the video will be distributed

*Facebook and a few area websites (County, MCEDC)*

## 5. Tone of voice

*Light-hearted and fun!*

## 6. Mandatory elements

*None that I know of at this time.*

## 7. Timeline

*Several things would need to be filmed while the weather is still nice for boating/fishing. Other things could wait until September/October. If this project could be finished before the end of the County's physical year (November 30, 2018) then it allows me to ask for approval on additional video projects in early 2019. If there is a good project outline that is agreed upon then revisions should be minimal. As of now, I believe approval will come from me and not the full county EDC committee or board.*

## 8. Budget

The committee will vote on the quotes I present. If they approve it then I will need to adhere to that budget.

## 9. Approval process

*At this point in time, I believe I will have full authority on the approval process. The committee may choose to have input if it desires which may hold up the approval process. I will confirm this with the committee prior to starting the project.*

**10. Number of features:** Could be 3 to 5 days of filming depending on how we set them up. I'm thinking each video would be 1-2 min with a compilation video at the end being longer.

- *Lake shots (Hillsboro)*
  - *Boating/fishing (early to late afternoon)*
  - *Maybe some shots from the next summer concert series (evening at lake on Sept 1 with The Goodtime Engineers playing)*
- *Lake shots (Coffeen)*
  - *Boating/fishing at the lake*
- *Lake shots (Litchfield – this is a “maybe.” Please work it into the quote, but know the County may not approve this one.)*
  - *Canoeing/paddle boarding at the lake*
  - *Kids playing on the inflatables at the lake*
  - *Skiing/tubing*
- *Brewery (Hillsboro)*
  - *Interview with owners (There are 4 owners but I assume only 1 or 2 would speak)*

- *Winery (Coffeen)*
  - *Possibly on an evening with entertainment, I might be able to work it into a private party with a band. If not, we can just do something simple.*
- *Magnuson Hotel & Conference Center (Raymond – right off the Carlinville exit on I55)*
  - *Restaurant/bar/boat on the pond*
- *Indian Springs Golf Course (Fillmore)*
  - *Film a group of vets golfing with a short interview from one.*
- *Skyview Drive-In (Litchfield)*
  - *Film people watching the movie, laughing, pointing, eating popcorn, standing at the concessions line.*
    - *Some of this could be done without a movie playing to give us more control over the scene.*

# Montgomery County Tourism Films

5 days of Filming with Megan Fairless plus a second shooter

Deliverables-

1 Main Video- 5 minutes. Includes Footage and Interviews from all filming days.

8 Highlight Films- 1 minute each. Footage from 8 Locations.

1-2 Interviews per Location.

Total: \$6,400.

Extra:

Drone Footage 3 Locations      \$600.

Take It Home Productions, Inc.  
4721 Blu Fountain Dr.  
Godfrey IL 62035



UNIVERSITY OF ILLINOIS EXTENSION – Unit 18  
Valerie Belusko  
#1 Industrial Park Dr.  
Hillsboro IL 62049

Estimate # 073118-UI  
Estimate Date July 31, 2018  
**Estimate Total (USD) \$15,000.00**

Item	Description	Unit Cost	Quantity	Line Total
Video Production	+Produce/Direct/Edit - (8) Individual Promotional Videos and (1) Compilation video of all locations.  +Total cost includes all on-site shooting and all post production.	15,000.00	1	15,000.00
<b>Estimate Total (USD)</b>				<b>\$15,000.00</b>

**Terms**

Deposit of at least 50% due upon approval of bid.