Santa Maria Valley Research Proposal

Objective: Determine opportunity markets within California to get more people to visit Santa Maria Valley.

- What market(s) present the biggest opportunity for our 2019-20 media budget?
  - Should we be targeting our existing drive markets differently?
  - Instead of focusing on geography, should we begin to think of splitting our markets differently (e.g., by interest, intent, etc.)?
- Are there opportunity markets we’re unaware of? (e.g., Direct flight markets)

Tasks:

1. **Take a deeper dive into the data we have gathered over the last 2.5 years**
   KPS3 will analyze all existing data (website, organic search, organic social, and paid media) to determine opportunities for growth and focus in our 2019-2020 marketing plan. In addition to analyzing volume and performance of existing channels, we'll mine the available data for targeting insights (e.g., are people in San Francisco more interested in wine content than others).

   *Estimate: 20 Hours ($2,800)*

2. **Secondary Research: Competitor & Equivalent Market Analysis**
   KPS3 and Santa Maria Valley will identify 3 competing or equivalent destinations. KPS3 will then research each of these destinations. KPS3 will leverage any data publicly available to identify insights from other destinations that we may want to incorporate into our 2019-2020 marketing efforts.

   *Estimate: 12 Hours ($1,680)*

3. **Secondary Research: Direct Flight Market Analysis**
   Using publicly available airport and flight data, KPS3 will identify the top 3 flight markets by volume and conduct a deeper dive on potential website traffic and interests.

   *Estimate: 8 Hours ($1,120)*

4. **Paid Digital Media Test**
   KPS3 and Santa Maria Valley will identify a hypotheses to test via paid digital media. One idea is to test the viability of Weekend Getaway messaging in short, direct-flight markets (e.g., Las Vegas). The exact cost will depend on the hypothesis chosen and availability of existing assets to conduct the test.

   *Estimate: $2,620-$6,360*
   - 8-24 Hours ($1,120 - $3,360)
   - Placement Cost $1,500-$3,000 (30-day run)