



## **Marketing Committee Recommendations**

On Wednesday, June 20, 2016, the Marketing Committee met and reviewed the DogTrekker.com proposal for this fiscal year. Brent Haugen, Executive Director for MCTC stated he liked the program, but felt there needed to be some research done to find out how this program tracked last year for the organization. After committee discussion, they are recommending to be added to the marketing program for this year, barring the results of the analytics discovered by staff.

The committee also reviewed the 2016-17 Marketing & Advertising Considerations (see attached) presented by Brent Haugen, Executive Director for MCTC.

Haugen went through each section explaining the opportunity and then gained feedback from the committee on what resonated most for the organization and stakeholders. After discussion of each section, the committee is recommending to board to move the following items forward for marketing considerations this year.

### **Proposed Coops**

December     **Alaska Airlines Magazine**  
January       **San Francisco Chronicle Special Section, Online & E-marketing**  
                  **Today's Bride**

### **Proposed Marketing/Advertising**

Sept & Oct    **Small Market Meetings**  
October       **Every Door Direct Mail Campaign**  
October       **Madden Media iBrochure & Contest**  
March         **Breakfast Television Contest & Vancouver Mission**

### **Digital Marketing**

Dates TBD     **HomeAway.com**

**The Enthusiast Network (TEN)  
Queerty (LGBTQ)  
Highway 101 Geo-Fencing Program**

**Proposed Trade/Consumer Shows**

October 22                      **Sacramento Women's Expo**  
January 21 & 22              **Bay Area Pet Expo**

**Other**

- **Train or Bus Wrap in Bay Area/Sacramento with unique & trackable URL**
- **Travelinformation.com**

**Tentative**

- **BringFido.com E-marketing (3 sends = \$3,000)**

There were two items in question—one the BringFido.com Emarketing and TravelZoo. The BringFido opportunity will be explored further depending on the results of the analytics of DogTrekker.com from the previous year. Concerning TravelZoo, the committee was intrigued by the opportunity to use to drive business during low season, but felt the price tag of \$40,000 was risky. The committee tasked MCTC staff to seek out an opportunity similar, but for a lower price.