

Group Campaign – Crush That Meeting



Investing in a paid digital campaign designed to promote the variety of options available to group business in Napa Valley.



INITIAL INVESTMENT

\$50,000

PAID DIGITAL CAMPAIGN

Targeted online media campaign to reach meeting and incentive trip planners to place Napa Valley in the consideration set for destinations.

TARGET AUDIENCE

Northstar Meetings Group and Meetings Today

Premier online and print platforms designed specifically for business event organizers, meeting planners, and incentive program professionals providing useful tools and information and essential services and solutions to meet client needs.



Digital ad units on Google Search based on search behavior



Email Marketing to 50,000 Subscribers:

- 3 Email partner Spotlights
- 2 Dedicated E-blasts



- 3 Exclusive Email Newsletters
- Targeted, Sponsored Social Ads (Facebook & Instagram)



RESPONDING TO TRENDS

- Post-pandemic, a trend of smaller business gatherings and meetings has emerged with a focus on outdoor meeting spaces.
- Napa Valley is perfectly poised to serve this need with unique, individualized amenities and a mild temperate climate.

Campaign runs **SEPTEMBER 2022 – JUNE 2023**


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NORTHSTAR
meetings group


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° VISIT Napa Valley®



**A Great Team is Like
a Well-Balanced Vintage...**

You harvest what you sow. It's true for wine and true for business. When you take the time to dine together, try new things as a team, or simply experience the beautiful scenery of Napa Valley, your relationships are sure to flourish. With unique solutions for every type of group, Napa Valley is the ideal place for your next breakout session, incentive meeting, or special occasion. Learn more about our group offerings [here](#).




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meetings
PEOPLE + PLACES TODAY

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° VISIT Napa Valley®



The atmosphere of a gathering, especially one bringing brilliant minds together, can affect the trajectory of an idea, a business, a deal, a future. With beautiful scenery, stunning venues, access to unparalleled food and wine, and experienced meeting planners at your service, Napa Valley has the framework and flavors to serve up meetings and events like no other.

Learn more about our unique, customizable group offerings here.

Learn More




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Northstar Meetings Group Sponsored

With unique outdoor venues & world-class amenities, Napa Valley is perfect for business.

250+ DAYS of sunshine.
SCHEDULE A FEW TO HELP
YOUR BUSINESS SHINE.



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Crush That Meeting
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meetings
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