

SVVB Marketing Meeting

February 2020
Chateau St. Jean



A G E N D A

9:05 – 9:15 Welcome and Introductions

9:15 – 9:50 Quick Updates

9:45 – 10:15 Round Table

INTRODUCTIONS

WELCOME NEW MEMBERS!

OCTOBER 2019

- Socks on the Square
- Red Car Winery

RED • CAR



PURELY
SONOMA

NOVEMBER 2019

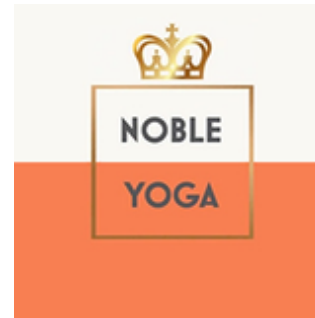
- Purely Sonoma
- Williams Sonoma (returning member)

WILLIAMS SONOMA
CALIFORNIA

SWEET PEAS BAKE SHOP

DECEMBER 2019

- Les Pascals Patisserie & Boulangerie
- Noble Yoga
- Sonoma Retirement Community (COGIR)
- Sweet Pea Bakery



Les Pascals

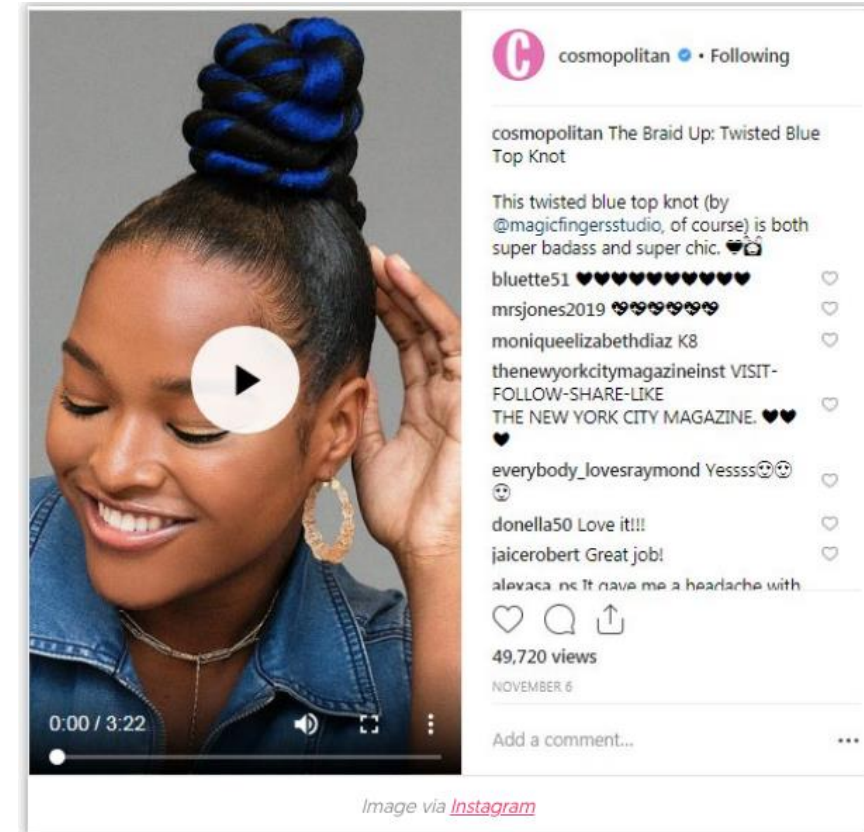
JANUARY 2020

- Cathy Ward Shepard—Sotheby's
- Skydive Golden Gate
- Glen Ellen Village Market (returning member)



Top Social Media Trends for 2020:

- Purchase links in Instagram "swipe up to shop"
- In Silo Influencers.
- Vertical Video - mobile friendly format - IGTV
- IG Stories + Promoted Stories



Themes: Next three months

Valentine's Day: Feb 14
President's Day: Feb 17
Restaurant "Week": Feb. 21 - March 1
St. Patrick's Day: March 17
Spring begins: March 19
Sonoma Film Fest: March 25
Easter: April 13
Earth Day: April 22



Instagram Most liked ▾

1 week ago



1.2k 22

2 months ago



925 18

1 month ago



875 16

5 days ago



870 17

Instagram Most engaging media ▾

1 week ago



1.2k 22 2.96%

2 months ago



925 18 2.45%

1 month ago



875 16 2.29%

5 days ago



870 17 2.24%

Instagram Most commented ▾

2 months ago



274 39

4 weeks ago



383 29

2 months ago



633 29

2 weeks ago



274 27

ADVERTISING

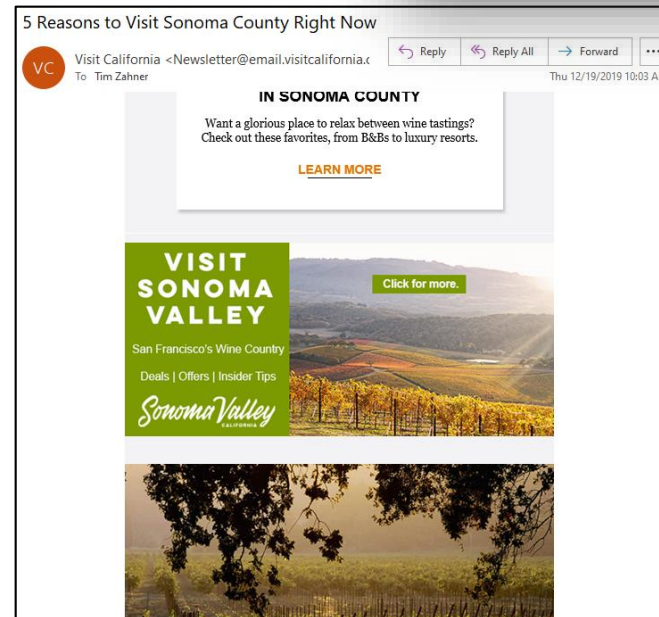
- ▶ **Main Objective:** Promote Sonoma Valley to potential travelers in markets likely to yield overnight visits.
- ▶ **Target Markets:** Bay Area, Sacramento and California markets primarily, West Coast and Nationally secondarily



Visit California Digital

Banner ads

- ▶ Time on Site: 1:38
- ▶ 250,000 impressions
- ▶ Email Newsletter
 - ▶ Delivery: 130,000 emails



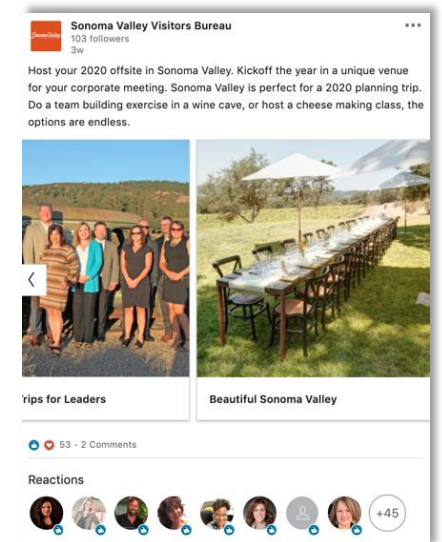
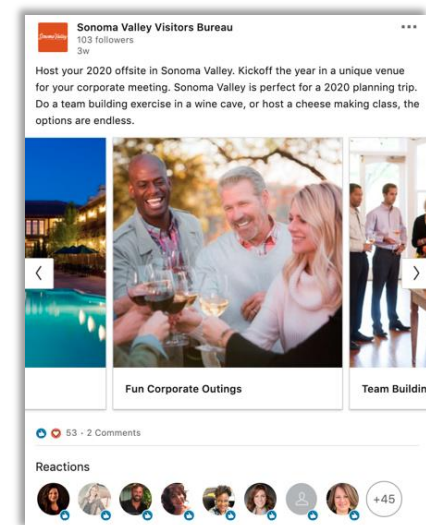
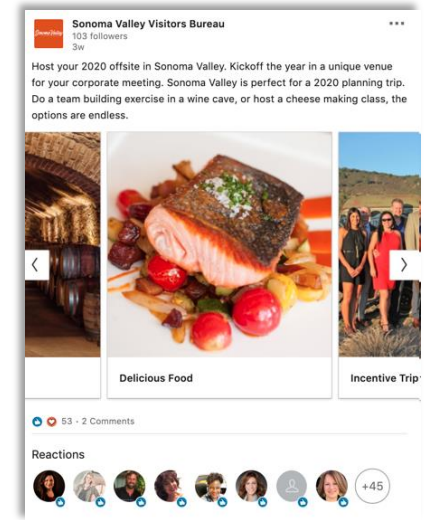
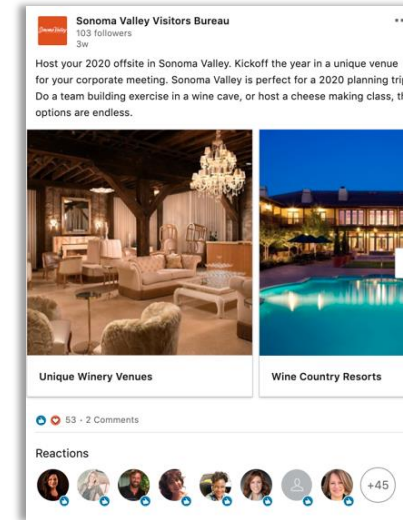
LinkedIn Results

Location - San Francisco Bay Area and Sacramento

Member Skills - Organizing Meetings, Annual Meetings, Coordinating Meetings, Meeting Planning, Coordinate Meetings, Retreats, Business Meetings, Leadership Retreats, Retreat Design & Facilitation, Corporate Meetings

Job Functions - Administrative, Business Development, Human Resources, Program and Project Management, Sales

Target Audience Size - 23,000+



Digital Display

- ▶ Video has delivered over 140,000 views
- ▶ **Overall** the digital display has great brand awareness. The video is getting a high engagement.
- ▶ Banners delivered through remarketing tactics and through geographic areas, and behavioral targets.
- ▶ Banners on Spotify, video commercial, audio interruption ads



Targeting Display Banners

Targeting

- Travel, Travel Enthusiasts, Travel Agents, Food, Wine Lovers, Spas, Family, Romantic Getaways, Vacationers
- Drive Markets San Diego, Orange County, Los Angeles, San Francisco, Sacramento

Impressions

534,294

Clicks

715

CTR%

0.13%

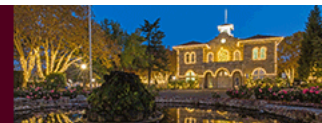
**VISIT SONOMA'S
WINTER WONDERLAND**



**VISIT SONOMA'S
WINTER
WONDERLAND**

DEALS & OFFERS

**VISIT SONOMA'S
WINTER WONDERLAND**



Sample GIF
banners



**VISIT
SONOMA'S
WINTER
WONDERLAND**

**DEALS
&
OFFERS**

Targeting Display Video

Targeting

- Travel, Travel Enthusiasts, Travel Agents, Food, Wine Lovers, Spas, Family, Romantic Getaways, Vacationers
- Drive Markets San Diego, Orange County, Los Angeles + San Francisco, Sacramento

Impressions

218,376

Video Starts

212,533



Clicks

1,883

Completed
Views

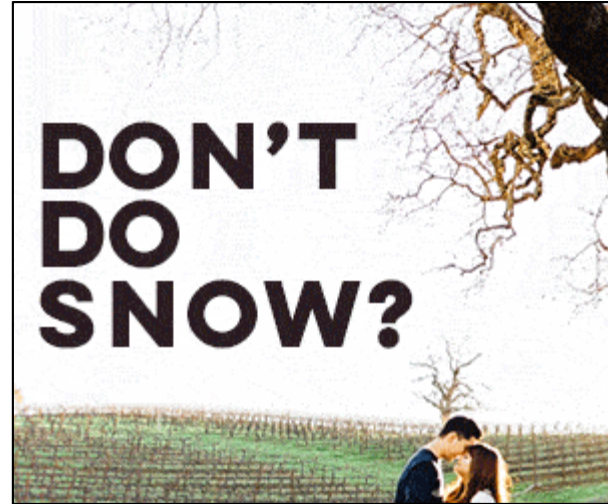
143,840

CTR%

0.86%

Two video creatives – Holidays in Sonoma lights creative, and 'Hero' :30 spot

January - April



VISITOR GUIDE DISTRIBUTION

Available at 103 locations (so far)

Weekly fulfillment through web/phone

Improved response time, customized letter to requestors



EXPERIENCE
Sonoma Valley
CALIFORNIA

Dear Lisa,

Greetings from Sonoma Valley, California!

Enclosed is our free Visitors Guide, a great way to start planning your trip!

Some of my favorite sections are the introduction to Sonoma Valley including the Los Carneros region, the town of Sonoma, The Springs, Glen Ellen and Kenwood (see page 8), our glossary of wine-tasting terms (page 30) and the list of what is in season from our farmers and the ocean (page 44.)

If we can assist in any way, please contact us via phone or email or in person at one of our two visitor centers. Located both in the historic Sonoma Plaza and at Cornerstone Sonoma, our visitor center team is always ready to answer your questions and offer ideas to make the most of your time here.

For events and things to do, check out our website at www.sonomavalley.com or email us at info@sonomavalley.com or call us – to talk to a real person – at 707-996-1090.

We look forward to seeing you!

Sincerely,

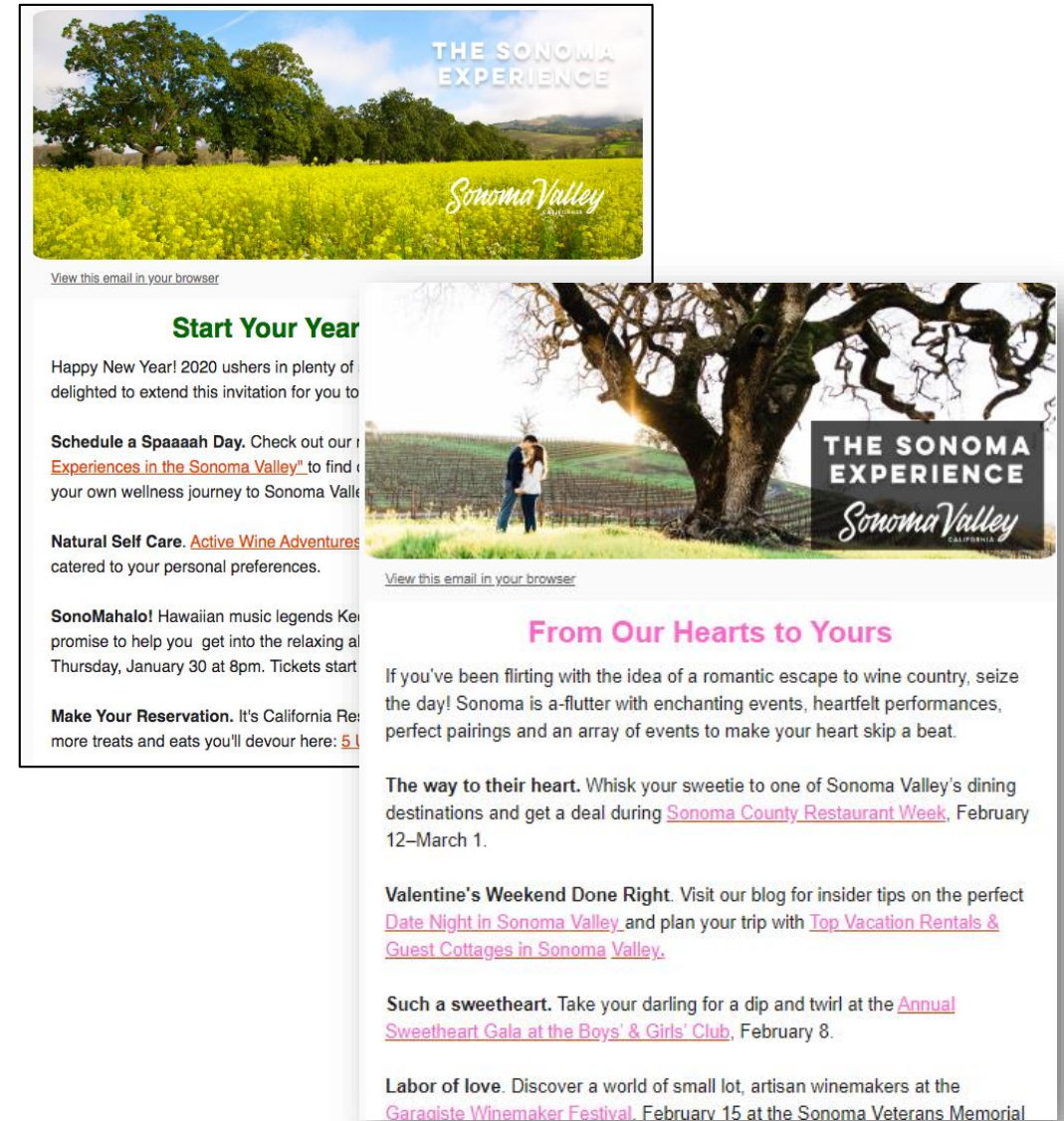
Gail
Visitor Services Volunteer
info@sonomavalley.com

*Lisa- Can't wait to see you in
Sonoma! Make sure to rent a bike
when you are here!
- Gail*

453 FIRST ST. EAST, SONOMA CA 95476 | 866-996-1090 | SONOMAVALLEY.COM

EMAIL PROGRAM

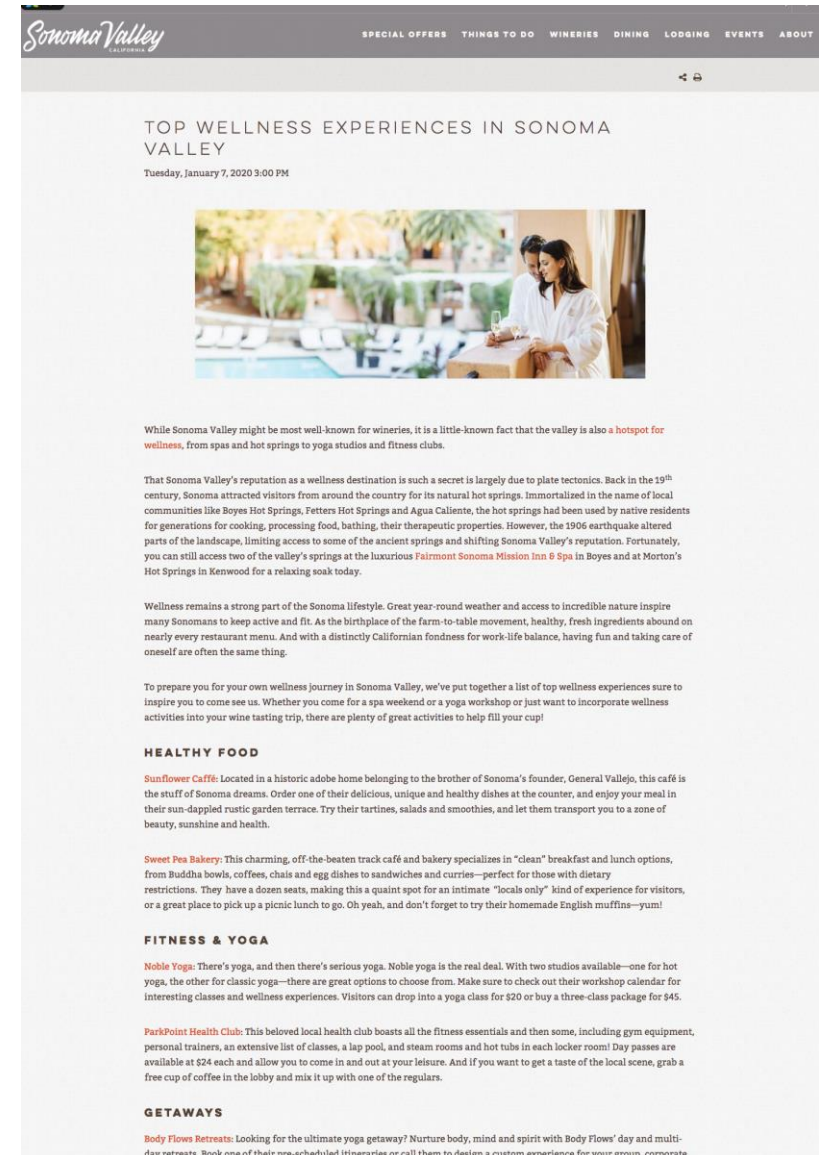
- “The Sonoma Experience.”
- 30K *active* subscribers, culled down in recent months to create a dynamic, well-crafted interface for visitors.
- “Enjoy Life email” for locals goes out to 1500 subscribers, with an open rate between 30-40%!
- Featured ads available – boost your business!



Promote Winter Travel

Blog posts on the following themes, generating hundreds of views per article:

- **“What to Do When You Don’t Do Snow”**: Press release from our PR agency positioning Sonoma as a winter and holiday destination
- **“5 Unforgettable Culinary Experiences”**: interactive culinary experiences beyond dining
- **“Top Wellness Experiences in Sonoma Valley”**: leans into January’s “new year, new you” phenomenon and positions Sonoma Valley as a longtime hotspot for wellness
- **“Top Vacation Rentals & Guest Cottages in Sonoma Valley”**: another way to get large groups into the valley while honoring the contribution these members lend to valley tourism



Enhanced Marketing Opportunities



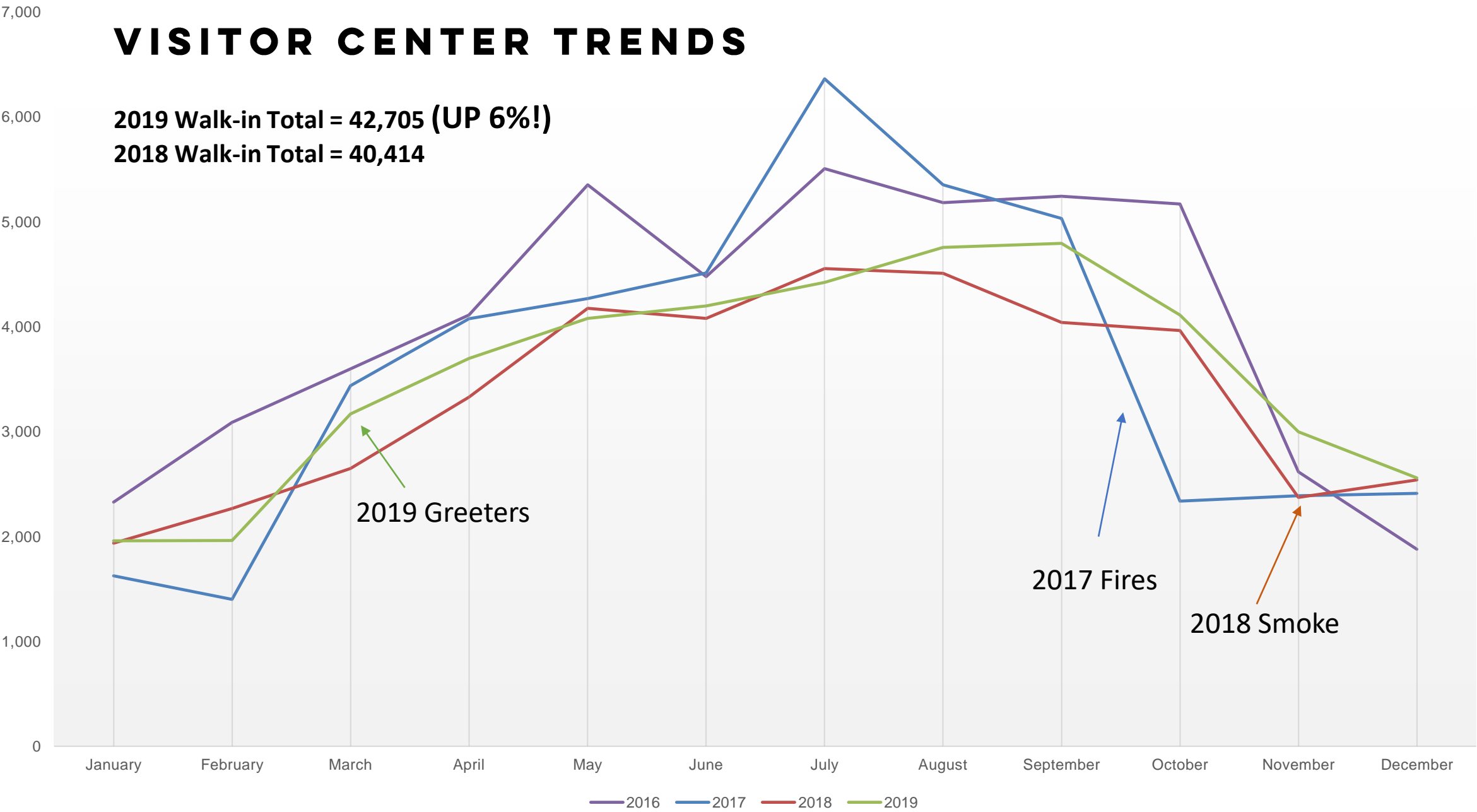
- One sponsored web listing remains: “Dining” section
- Two sponsored web listings available for “Things to Do” section—great for regular events happening in the valley
- Two preferred web listings available for all categories
- Sponsored “This Week in Sonoma” video shoot
- Upcoming sponsored story opportunities (deadline dates):
 - “Appreciating the Arts” (February 28th)
 - “Best Places to Listen to Live Music” (March 13th)
 - “Getting to Know the Grape Growing Season” (March 27th)
 - “Wine & Cannabis Tasting Etiquette” (April 10th)

Interested? Lori@sonomavalley.com

VISITOR CENTER TRENDS

2019 Walk-in Total = 42,705 (UP 6%!)

2018 Walk-in Total = 40,414



WEEKLY SONOMA EMAIL BULLETIN

Round-up from our calendar of events

100+ people in and around Sonoma Valley

When staff is stuck answering – “What’s going on around here?”

Email Sharon@sonomavalley.com to be added to list

THIS WEEK IN SONOMA VALLEY* (LAST UPDATED 2/4/2020)	
EVENTS	EXHIBITS
<p>Sonoma Art Walk - Thu, 2/6, 5:30 - 7:30 pm: Enjoy music, art, poetry and dance while supporting your local businesses, Sonoma Plaza, Sonoma www.sonomaartwalk.org</p> <p>Hands on History - Sat, 2/8, 11:30 am - 3:30 pm: Weave your own basket and discover their amazing uses, Mission San Francisco Solano, 114 East Spain St, Sonoma (707) 938-9560 www.parks.ca.gov/sonomashp</p> <p>Murder in the Cave - Sat, 2/8, 6:30 - 9:30 pm: A murder mystery - enjoy food & wine while putting your sleuthing skills to the test, Deerfield Ranch Winery, 10200 Sonoma Hwy, Kenwood (707) 931-4637 www.deerfieldranch.com</p> <p>Olive Odyssey - Sat & Sun, 2/8 & 2/9, 11 am - 4 pm: Shop, learn and explore all things olive, The Olive Press, 24724 Arnold Dr, Sonoma (707) 931-7575 www.theolivepress.com</p> <p>Wine & Cookies? - Sun, 2/9, Noon - 4 pm: Experience a tasting flight of five wines paired with Girl Scout cookies, Meadowcroft Wines, 23574 Arnold Dr, Sonoma (707) 934-4090 www.meadowcroftwines.com</p> <p>With Lovers & Friends - Sun, 2/9, 2 - 5 pm: Adults make their own valentines while sipping wine & listening to live music by Chris Hanlin, Sonoma Valley Museum of Art, 551 Broadway, Sonoma (707) 939-7862 www.svma.org</p> <p>Academy Awards Party - Sun, 2/9, 5 pm: Watch the awards on the big screen; appetizers, champagne & wine served (\$40), Sebastiani Theatre, 476 1st St East, Sonoma (707) 996-9756 www.sebastianitheatre.com</p>	<p>Permutations - Wed - Sun, thru 4/5, 11 am - 5pm: Installation artist Judy O'Shea creates an atmosphere of discovery with objects and textures, Sonoma Valley Museum of Art, 551 Broadway, Sonoma (707) 939-7862 www.svma.org</p> <p>Modern Mixmaster - Wed - Sun, thru 4/5, 11 am - 5pm: Valentin Popov, master of pop and realism, is known for his portraits revealing the human psyche, Sonoma Valley Museum of Art, 551 Broadway, Sonoma (707) 939-7862 www.svma.org</p> <p>History of Baseball - Sat & Sun, thru 3/22, 1 - 4 pm: Exhibit on the history of baseball & softball in Sonoma (Part 1), Depot Park Museum, 270 1st St West, Sonoma (707) 343-1335 www.depotparkmuseum.org</p> <p>House of Happy Walls - Daily, Sun - Sat, 10 am - 5 pm: Exhibits commemorating the life of Jack London, Jack London State Historic Park, 2400 London Ranch Rd, Glen Ellen (707) 938-5216 www.jacklondonpark.com</p> <p>Sonoma State Historic Park - Daily, Sun - Sat, 10 am - 5 pm: Historic architecture & displays at Mission San Francisco Solano, Sonoma Barracks, Vallejo Home & Toscano Hotel, Sonoma (707) 938-9560 www.parks.ca.gov/sonomashp/</p>
<div><div>EXPERIENCE</div><div><i>Sonoma Valley</i></div><div>CALIFORNIA</div></div> <p><i>* Courtesy of Sonoma Valley Visitors Bureau</i></p>	
UPCOMING EVENTS	MUSIC/THEATER/LECTURES
<p>Call of the Valley - Sun, 2/16, 3:30 pm: Documentary by Julie Morrison on the history of the Sonoma Valley, Sebastiani Theatre, 476 1st St East, Sonoma (707) 996-2020 www.sebastianitheatre.com</p> <p>Restaurant Week - Daily, 2/21 - 3/1, Lunch/Dinner: Chefs prepare unique, prix-fixe menus available only during Restaurant Week, Various restaurants, Sonoma Valley www.sonomacounty.com/restaurant-week</p> <p>Chili Bowl Express - Sat, 2/22, 11:30 am, 1:30 & 5 pm: A handmade bowl filled with chili and cornbread; lunch (\$30) or dinner (\$60) seatings, Sonoma Community Center, 276 East Napa St, Sonoma (707) 938-4626 www.sonomacommunitycenter.org</p>	<p>Enchanted April - Thu - Sun, 2/6 - 2/9, 7:30 pm*: Women rent a castle and bond under the Mediterranean sun; *Sun matinee at 2 pm, Sonoma Community Center, 276 East Napa St, Sonoma (707) 938-9018 www.sonomaartslive.org A full music list is printed in Friday's Index-Tribune</p> <p>Wild Women Suffragists - Sat, 2/8, 2 pm: Joe Miller focuses on little-known facts and characters associated with the right to vote, Sonoma Community Center, 276 East Napa St, Sonoma (707) 343-1335 www.depotparkmuseum.org</p> <p>Cheese Making Class - Sun, 2/9, 1 - 3 pm: Learn to make fresh ricotta cheese and seasonally inspired ways to serve the cheese, The Epicurean Connection, 19670 8th St East, Sonoma (707) 235-953 www.theepicureanconnection.com</p> <p>Deep State: Then & Now - Sun, 2/9, 2 - 3:30 pm: Author/journalist David Talbot speaks about the hidden history of America since the end of WWII, Vintage House, 264 1st St East, Sonoma (707) 939-2973 www.praxispeace.org</p>

MEDIA COVERAGE

Los Angeles Times

LOG IN

TRAVEL


After fall's wildfire scare, visitors will find Napa and Sonoma pleasantly normal

The same was true in Sonoma, where the city's historic plaza was decorated for the holidays. More than 100,000 lights twinkled in the 8-acre park, framing City Hall and the visitors center.

At Sonoma County's [Chateau St. Jean](#), a picturesque wine castle, tasting takes place on a patio if a power shutdown threatens and safety isn't a concern. I wished I'd had time for a picnic on the estate's verdant grounds, but I was satisfied with a few splashes, a walk through the gardens and a little time to shop for holiday gifts in t

Visiting in the off-season

When I visited Napa and Sonoma valleys in November with photographer [Edwards](#), temperatures were mild, the lines had disappeared and lodging was less than half the amount charged during the summer.



RETIRE EARLY
AND TRAVEL

10,000 monthly viewers
(Visit was cut short by October 2019 fires)

Home » North America » An Amazing One-Day Delectable Sonoma Wine Itinerary

An Amazing One-Day Delectable Sonoma Wine Itinerary

By Tina / Tags: California

Sonoma is a great day trip from many places. Also, Sonoma is a historical city in northern California nestled in the heart of the Sonoma Valley winemaking country. Downtown Sonoma, known for its art galleries and the colonial-era Sonoma Plaza, has a rustic charm. Hence, surrounding this plaza are 19th-century adobe buildings, including Mission San Francisco Solano and the Sonoma Barracks. Sonoma locals run the gamut from down-to-earth locals, farmers, winemakers, to acclaimed chefs at farm-to-table restaurants. So, we have put together this one-day Sonoma wine itinerary to help you make the most of a short stay.



melissamale

Following



1,967 posts

133k followers

693 following

melissa male

new york city

lifestyle, travel, food

content creation

melissaamale@gmail.com

[melissamale.com](#)

Followed by leslijohnsonoma, visitberkeley, humminglion + 5 more

e Day Sonoma Wine itinerary

Thank you to Chateau St. Jean!

Time for a tour?



The background of the entire image is a scenic photograph of a vineyard in Sonoma Valley, California. The foreground shows rows of grapevines with yellowing leaves, indicating autumn. The vines are planted in neat, parallel rows that recede into the distance. In the middle ground, there are rolling hills covered with more vineyards and some trees. The hills are bathed in the warm light of late afternoon or early morning. The sky is a clear, pale blue. The logo for Sonoma Valley, California, is overlaid on the top right of the image. The word "Sonoma Valley" is written in a large, orange, cursive script. Below it, the word "CALIFORNIA" is written in a smaller, orange, sans-serif, all-caps font.

Sonoma Valley

CALIFORNIA

ENHANCED MARKETING OPPORTUNITIES

2020 MEMBERSHIP YEAR

EXPANDED PARTNERSHIP OPPORTUNITIES

Your SVVB Membership gets you access to your own web listing, representation in our visitors centers and printed guide and access to visiting media and business leads, not to mention social media mentions and more.

Now, enjoy expanded marketing power with these SVVB partnership opportunities...

Sponsored Email Listing

Only two sponsored spots per monthly email. Add your important announcement to our email of 35K consumers

Photo + description

Rate: \$275/email feature

[View this email in your browser](#)




**THE SONOMA EXPERIENCE
SUMMER 2019**

ATTENTION STUDENTS: CLASS IS IN SESSION

So long, summer! It's Back to School season in Sonoma Valley, and we're all ready for the new school year! Let us usher you through a learning and inspiring education destination promises to offer a **vine country curriculum**, and make sure your Sonoma Valley syllabus:

like this. Join Grateful Dead Drummer **Bill Platter** at the Charles M. Schulz Museum for a **Consciousness** conversation will explore the impact of a music icon. Tickets required. [App Store](#)



Celebrate summer's bounty with our new schedule of cooking classes, from casual entertaining ideas and pickling lessons to exploring the foods of other cultures. [Click here to browse classes](#) or call 707.933.0450.

Can't Attend? Here's Something for the Homeschoolers...

Boosted Social Media Post

We will help you craft an engaging post to get even more engagement and reach, in addition to that of our regular audience


Photo + description

Rate: \$\$ boost of your choice
+ \$100 service fee



Experience Sonoma Valley
Sponsored · 🌐

The mustard flowers are in full bloom! Sonoma Valley is the perfect home base from which to explore all of Wine Country. Book your getaway!



Experience Sonoma Valley
Tourist Information Center

[Learn More](#)

👍❤️😮 446 9 Comments 61 Shares

Sponsored Stories

Want to be included in one of our thematic blog posts? We'll promote it on email and our social channels and get your business seen. (300-450 words)

Please provide a photo + be available for a short interview with our writers

Rate: \$350 (BEST VALUE!)

"Top 5 Sonoma Spa Experiences"

"Picturesque Patios for People-Watching"

"Best Spots to See Art in Sonoma"

"Shop 'til You Drop: Best Spots for Women's Clothing"

"Cozy Vacation Rentals for Winter Getaways"

"Top 5 Places to Listen to Live Music in Sonoma Valley"

"Where to Drink When You Don't Want Wine: A Local's Guide to Beer, Cider & Spirits"

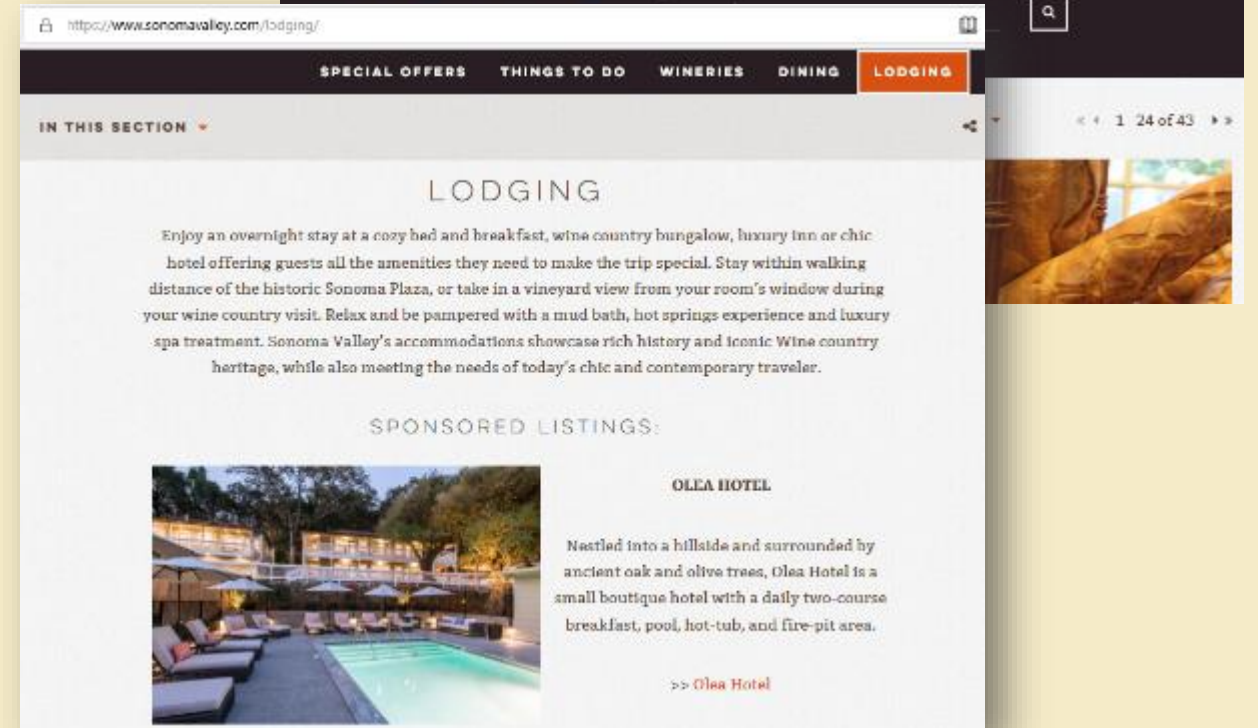
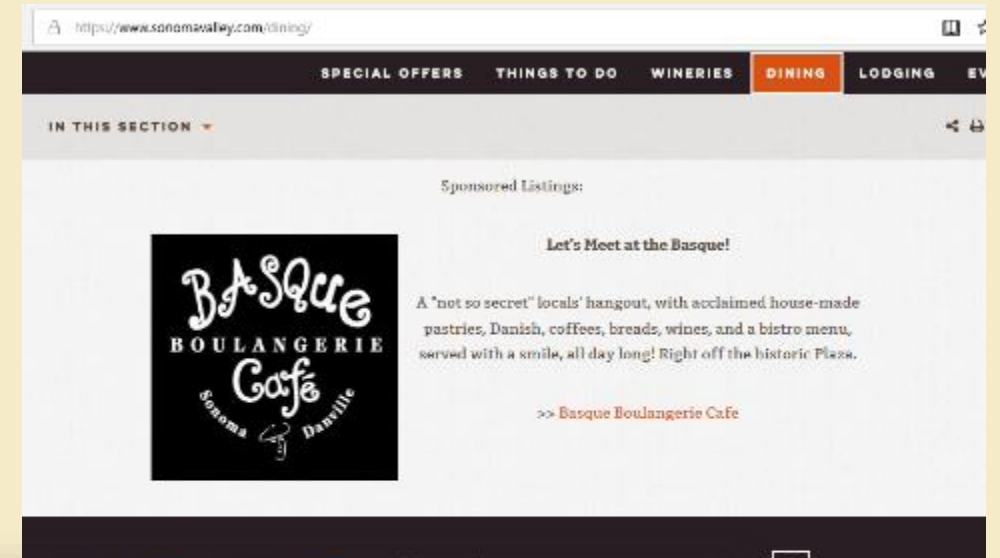
Sponsored Web Listings

Only two spots per listing page

Photo + description

\$170/month – three months

\$160/month – six months

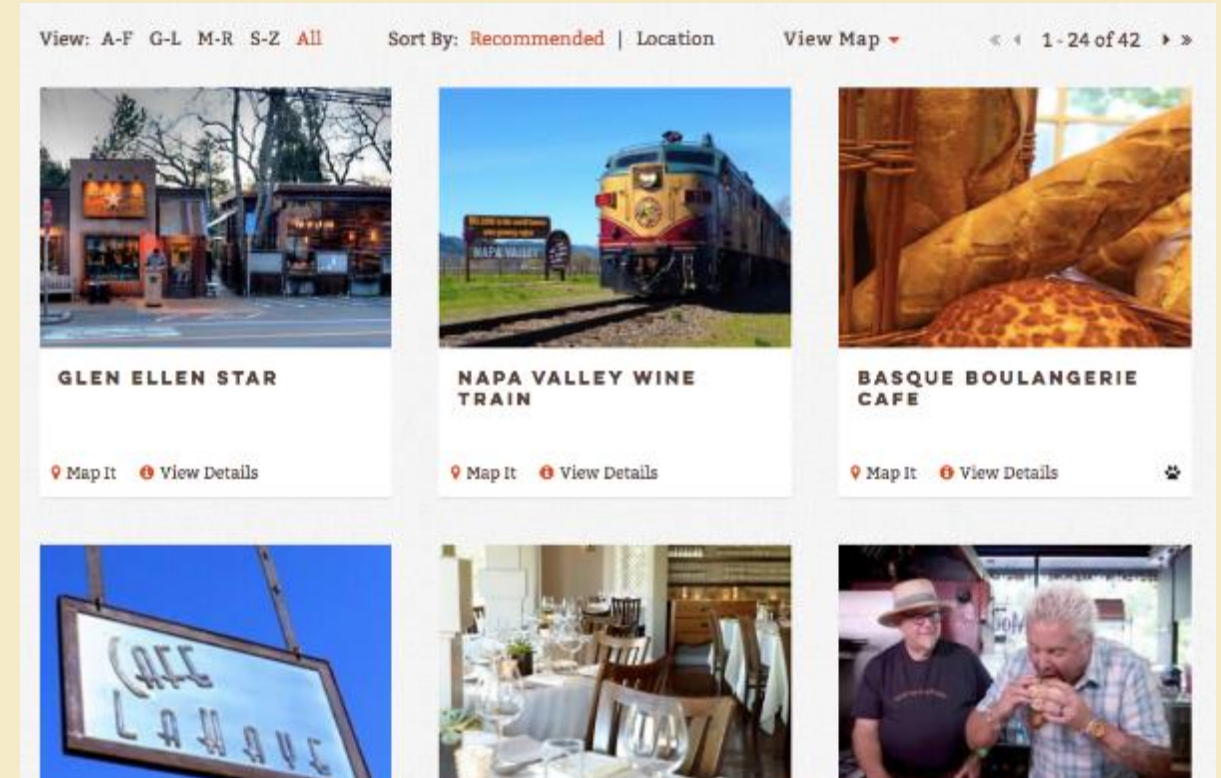


Preferred Web Listings

The first two listings under the sponsored listings, but above the general listings

\$125/month – three months

\$110/month – six months



“This Week in Sonoma” Video at Your Business

Video series filmed at YOUR
business

We talk about your business and
why people should visit you as part
of the filming

Facebook, Instagram & YouTube

Rate: \$600



Video Advertisement in Visitor Center



Run a video ad on our visitor center screen to encourage visitors

\$100 for three months (that's less than \$1 per day)

We can provide production for an extra fee

**WANT SOMETHING ELSE?
COME TALK TO US!**

Lori Varsames
Marketing & Partnerships
lori@sonomavalley.com
510-872-2827