



MARKETING ACCESS PROGRAM
(M.A.P.)

2020



MARKETING ACCESS PROGRAM - M.A.P. | 2020

THE CREATIVE ECONOMY

By capitalizing on the unique qualities of our region, Southwest Virginia utilizes its cultural and natural assets to build a comprehensive, long-term, sustainable economy through initiatives like the Southwest Virginia Cultural Center & Marketplace (formerly Heartwood), The Crooked Road, 'Round The Mountain, and related cultural heritage organizations and venues that promote entrepreneurial and employment opportunities.

The creative economy movement is defined by innovative business development techniques. From the arts and music of the region to cultural goods and services capitalized through tourism to research and development, the joint work of the Foundation and the Friends is revolutionizing the rural economic development system of Southwest Virginia and providing new jobs for the region.



#SWVA QUICK FACTS

- 19 counties
- 4 independent cities
- 53 towns
- Located on the southern and western border of Virginia
- 8,600 square miles
- 2 national parks
- 11 state parks
- Over a thousand square miles of national and state forests
- 100+ music venues
- 300+ artisans

WHY PARTICIPATE

Friends of Southwest Virginia's goal in marketing is to promote our region to locals and visitors all over the world. Your participation allows you to access our programs and work in collaboration with a variety of partners all over the region. This Marketing Access Program is meant to meet YOUR needs and wants. Let Friends of #SWVA do the leg work on innovation and education, and sit back and see results flood into your business or destination! Friends has worked hard over the past year to build this program, specifically catering to you. Join us!

Southwest Virginia has culture of music and craft that is authentic, distinctive and alive. A natural landscape that is breathtaking in its magnitude and scope. A place where the pace of life is slower and people are more friendly. A premiere place for outdoor recreation of all kinds.



Friends of
SOUTHWEST
VIRGINIA



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Cultural Center
& MARKETPLACE



'ROUND THE
MOUNTAIN
Southwest Virginia's Artisan Network





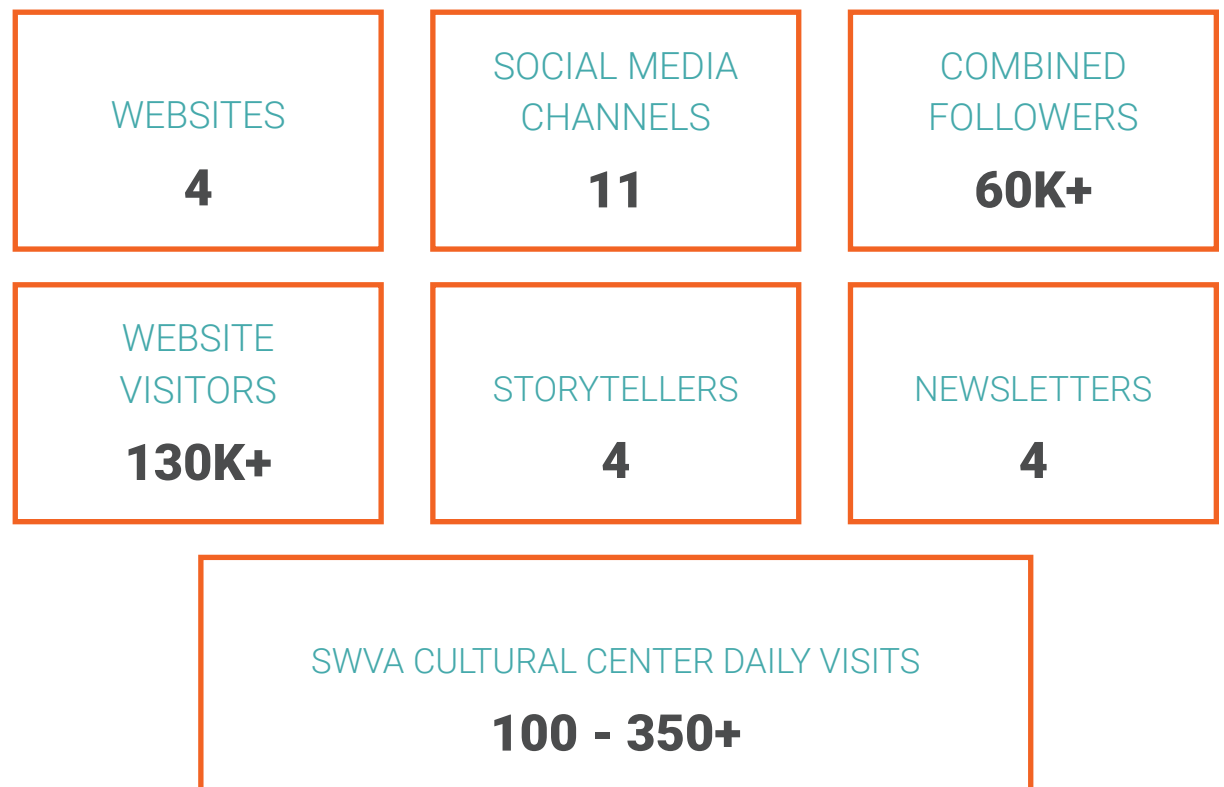
WHO ARE THE “FRIENDS” OF SOUTHWEST VIRGINIA

The Friends of Southwest Virginia, businesses and individuals help artists, crafts people, localities, nonprofits and entrepreneurs mobilize and succeed. A multifaceted plan identifies the cultural and natural assets of the region; coordinates initiatives, organizations and venues engaged in cultural and natural heritage toward more efficient operations for all partner organizations; and develops a comprehensive strategy and capital improvements plan to maximize the impact of state Access in this significant restructuring effort.

KEY INITIATIVES

- Branding & marketing SWVA to the world as a distinct culture and destination
- Developing and sustaining the Southwest Virginia Cultural Center & Marketplace
- Expanding outdoor recreation development initiatives and regional marketing
- Planning and implementation of a downtown revitalization throughout the region to instill a high quality of life within our communities, and promoting them to the world for a broad spectrum of city-based economic development opportunities

KEY MARKETING ASSETS



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TESTIMONIALS FROM M.A.P. INVESTORS

"As a Lavender farm / trail site we have welcomed visitors from all over the world and our affiliation with 'Round the Mountain has been tantamount in making this happen. Our bath and body line has been shipped all over the country as a result of purchases made at the SWVA Cultural Center & Marketplace which was then reordered directly from us. Folks have then made their way out to our farm when they have returned to Southwest Va. Thank you for being the conduit to a perfect circle which benefits all of us. "

- Ellen Reynolds (Beagle Ridge Herb Farm)

"Through the Floyd Country Store, County Sales and the Handmade Music School, I have had the great opportunity to get to know and work with the team at Friends of Southwest Virginia. The whole team seems to be eager to work with and for the communities they serve. They really get to know the constituents of each community and take their work very seriously. I can't say enough about their efforts and their commitment, which was fully displayed recently during a collaboration with The Floyd Country Store to bring important Southwest Virginia musicians to the Bristol Rhythm and Roots Festival to ensure a higher visibility for them. There are also several initiatives and collaborations that are being pursued which demonstrate their interest in my community and the cultural, recreational and social vitality that is so important."

- Dylan Locke (Floyd Country Store)





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LEVERAGING THE PROGRAM FOR YOUR ORGANIZATION

Investing in the SWVA Marketing Access Program puts the assets of shared organizational and partner resources to work for you—magnifying your reach into a diverse audience through marketing solutions we can uniquely provide.

Our goal is to deliver trend forward opportunities in a range of options that organizations and individuals can access to help achieve their marketing and business goals. The M.A.P. has been designed in a tiered system of packaged and ala carte options that let you engage the program however you would like, from social media ads, to integrated campaigns and rich media. See below for an outline of the marketing program.

M.A.P. SOLUTIONS OVERVIEW

- **ACCESS BUNDLES**
 - Bundles include a range of kitted solutions within cost tiers to provide optimal impact with maximum value.
 - Options include marketing tactics such as paid social media ad campaigns, videos, content marketing, and public relations.
- **DIGITAL ALA CARTE SOLUTIONS**
 - Select from across the Marketing Access Program's wide variety of off-the-shelf options to engage your audience and help you achieve your goals.
 - Options include marketing tactics such as website featured promotion, social media ads and promotion, photography sessions, travel itineraries, and more.
- **CONTENT MARKETING OPTIONS**
 - Photography and video production options, as well as content marketing such as blogs and itineraries.
- **SWVA ADS & PROMOTION**
 - A variety of options to feature your organization on the visitSWVA.org primary tourism website such as featured destination, event, or banner ads.
- **SWVA CULTURAL CENTER & MARKETPLACE PROMOTION**
 - A variety of options featuring your organization and/or products displays at the SWVA Cultural Center & Marketplace.

BACKED BY AGENCY-LEVEL EXPERTISE

SWVA leadership and our agency partners have designed these solutions to provide turn-key solutions and service. Combining our experience and thought leadership surrounding tourism, and promotion of our region, with the expertise of agency professionals in advertising, marketing and digital. Our goals are your goals, and they depend on effective tools to drive success—and this is how we have approached this program.





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PROGRAM DETAILS & OPTIONS

SWVA Program Bundles provide maximum value-based solutions to meet a variety of promotional needs from across our entire program features.

M.A.P. PACKS - FULLY PACKAGED OPTIONS

- **THE STARTER PACK: \$700**
 - Entry-level bundle that provides essential marketing components:
 - 3 multi-day boosted or promoted posts for your organization. (FB/TWIT/LNKDN)
 - 1 social ad 2 week campaign. (FB/TWIT/LNKDN)
 - 1 media profile sheet - 1 travel itinerary.
 - 1 month enhanced listing on visitSWVA.org.
- **THE TRAIL PACK: \$2,000**
 - Campaign bundle providing growth focused marketing components:
 - 3 multi-day boosted or promoted posts for your organization. (FB/TWIT/LNKDN)
 - 2 social ad 3 week campaigns w/ 1 custom design ad. (FB/TWIT/LNKDN)
 - 1 media profile sheet - 1 travel itinerary - 1 blog post on visitSWVA.org.
 - 3 month enhanced listing on visitSWVA.org.
- **THE BACKPACK: \$4,000**
 - Pro campaign bundle that provides premium marketing components:
 - 4 multi-day boosted or promoted posts for your organization. (FB/TWIT/LNKDN)
 - 4 social ad 2 week campaigns w/ 2 custom designed ads. (FB/TWIT/LNKDN)
 - 1 media profile sheet - 2 travel itineraries - 2 blog posts on visitSWVA.org.
 - 6 month enhanced listing on visitSWVA.org.
 - 1 templated promotional video & social media video ad (2 week campaign).
- **THE APPALACHIA PACK: \$8,000**
 - Pro campaign bundle that provides premium marketing components:
 - 6 multi-day boosted or promoted posts for your organization. (FB/TWIT/LNKDN)
 - 4 social ad 3 week campaigns w/ 4 custom designed ads. (FB/TWIT/LNKDN)
 - 2 media profile sheets - 2 travel itineraries - 3 blog posts on visitSWVA.org.
 - 1 year enhanced listing on visitSWVA.org.
 - 1 professional photo/video session at your location (2.5 hour shoot), 3 hours of professional video editing and production, video optimization for social media and broadcast TV. 1 round of video edits. Digitally edited photos provided.
 - Custom promotional micro-site at visitSWVA.org.
 - Professional media pitching to target publications and online outlets.

PACKAGED
OPTIONS

DIGITAL
ALA CARTE

CONTENT

ADS &
PROMO

CULTURAL
CENTER

FREE
BENEFITS



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PROGRAM DETAILS & OPTIONS

Our social and digital tools are designed to provide organizations and businesses the ability to tap into SWVA's social media and digital networks, and leverage expert social media and web know-how to deliver on your goals.

M.A.P. SOCIAL & DIGITAL TOOLS

- **PINNED SOCIAL POST: \$35**
 - Facebook / Twitter / LinkedIn
 - Your post pinned to top of a selected SWVA social feed for 3 days.
- **BOOSTED/PROMOTED SOCIAL POST: \$80**
 - Facebook / Instagram / Twitter
 - Single day boosted promotional post for your organization.
 - You select dates for your posts, supply the post content, we do the rest.
- **BOOSTED/PROMOTED SOCIAL POST BUNDLE: \$160**
 - Facebook / Instagram / Twitter
 - 3 multi-day boosted or promoted posts for your organization.
 - You select dates for your posts, supply the post content, we do the rest.
- **THE MINI-SOCIAL CAMPAIGN BUNDLE: \$350**
 - Facebook / Instagram / Twitter / LinkedIn
 - A social campaign including 1 multi-day boosted post, 1 social ad 2 week campaign.
 - You select dates for your campaign, and supply the post & ad content.
 - Fully managed campaign with custom targeting and full campaign report.
- **THE PRO SOCIAL CAMPAIGN BUNDLE: \$575**
 - Facebook / Instagram / Twitter / LinkedIn
 - A social campaign including 2 multi-day boosted posts, 2 social ad 2 week campaigns, or 1 social ad 4 week campaign.
 - You select dates for your campaign, and supply the post & ad content.
 - Fully managed campaign with custom targeting and full campaign report.
- **THE PREMIUM SOCIAL CAMPAIGN BUNDLE: \$950**
 - Facebook / Instagram / Twitter / LinkedIn
 - A social campaign including 3 multi-day boosted posts, 3 social ad 2 week campaigns, or 1 social ad 6 week campaign.
 - You select dates for your campaign, and supply the post & ad content.
 - Fully managed campaign with custom targeting and full campaign report.
- **CUSTOM SOCIAL AD CREATION: \$200**
 - SWVA can create unique custom ads for your social campaigns!
 - Expert ad designers will create one of four different native template ad types. Ad includes 1 round of revisions, graphics and custom ad copy.

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M.A.P. SOCIAL & DIGITAL TOOLS - CONT.

- **BRANDED MICRO-SITE: \$800 (one time fee) (+\$80 /yr annual subscription)**
- **Your own custom micro-website on visitSWVA.org**
 - Select from two unique designs and layouts.
 - Low cost annual subscription
 - Custom graphics and stock photography selections, or web designers will integrate your own photos and videos.
 - Guided content and copy questionnaire with professional editing.
 - 1 round of web design revisions.
 - Micro-site template designs include: hero graphic, featured photos or graphic spots, marketing copy/content, Google map of your location with contact details, custom contact form for visitors, and optional promotional video feature*.
 - Custom SWVA domain name, e.g.. "YourSite.visitSWVA.org"
- **Leverage visitSWVA.org web visits to boost traffic and exposure to your website!**
- **PROMOTIONAL VIDEO MICRO-SITE AD-ON: \$400**
 - Select from 2 unique 45 second video templates.
 - Videos include your logo, professional voice-over, contact information, and call-to-action.
 - Complete the simple online guided questionnaire, we do the rest.
 - *Ad-on promotional videos can be added to your micro-site in minutes.

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PROGRAM DETAILS & OPTIONS

Content is key! The SWVA platform focuses heavily on content generation and storytelling. Let us help you tell your story and push out on our platform and yours.

Content and storytelling fit into all the programs mentioned above. Our SWVA Storytellers will be producing content for you and you can choose which Storyteller you want to use.

M.A.P. CONTENT MARKETING TOOLS

- **BLOG POST: \$250**
 - Blog article focused on your organization with editorial direction & copywriting.
- **BLOG POST BUNDLE: \$450 (2 blog articles)**
 - Blog articles focused on your organization with editorial direction & copywriting.
- **PHOTO SESSION: \$600**
 - 1 professional photo session (2.5 hour shoot), edited and color corrected photos provided with web optimized versions included.
- **BASIC PHOTO/VIDEO BUNDLE: \$1,200**
 - 1 professional photo/video session at your location (2.5 hour shoot), 3 hours of professional video editing and production, video optimization for social media and broadcast TV. 1 round of video edits. Digitally edited photos provided.
- **PRO CONTENT BUNDLE: \$2,200**
 - 1 professional photo/video session at your location (2.5 hour shoot), 3 hours of professional video editing and production, video optimization for social media and broadcast TV. 1 round of video edits. Digitally edited photos provided.
 - 2 blog articles.

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PROGRAM DETAILS & OPTIONS

Public and media relations is an amazing way to reach a new visitor. Work with Friends of Southwest Virginia / our Public Relations agency on education, hosting and recruiting travel writers, logistics and details. A media profile sheet is a 1 - 2 page document about your business or destination. This profile sheet gives Friends the opportunity to pitch to national and international media through our PR agency and Virginia Tourism Corporation.

Also take advantage of unique advertising options on visitSWVA.org to showcase your organization or event.

M.A.P. WEB & PROFILE ADS

- **ENHANCED LISTING ON VISITSWVA.ORG: \$200 (1 MONTH) \$2,000 (1 YEAR)**
 - VisitSWVA.org, FriendsofSWVA.org, RoundtheMountain.org, SWVAculturalcenter.com. The Southwest Virginia digital platform is all new in 2020 and is projected to see on average 250,000 visitors a month. Let us promote your business or community to our consumers in a unique way.
 - Boosted profile page or event listing on visitSWVA.org.
 - Your profile page appears at the top of featured attractions / category page.
- **AREA ADS / VISITSWVA.ORG: \$300 (1 MONTH)**
 - Featured banner ads on dynamic area maps on visitSWVA.org.
 - High visibility web real estate.
- **ENHANCED LISTING & AREA AD BUNDLE: \$1,200 (3 MONTHS)**
 - Boosted profile page or event listing on visitSWVA.org.
 - Featured banner ads on dynamic area maps on visitSWVA.org.
 - High visibility web real estate with featured promotion in multiple pages.

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The Southwest Virginia Cultural Center & Marketplace sees on average 100 - 350 visitors a day, pending time of year. The Cultural Center has many opportunities for business and community participation. Let us help you promote you to locals and visitors in our region.

M.A.P. CULTURAL CENTER MARKETING

- **SWVA CULTURAL CENTER & MARKETPLACE: OPTIONS \$25 - \$750**
- **Be featured in a high affinity, high traffic retail environment.**
 - Promotion at the SWVA Cultural Center - Free.
 - SWVA Cultural Center Display Case - \$25 / month.
 - SWVA Visitor Center Digital Advertising (images and video) - \$25 / month.
 - SWVA Cultural Center Community Takeover - \$100 / month.
 - SWVA Cultural Center Theater Takeover - \$250 / month.
 - Cultural Center Bundle (includes a display case, digital advertising for the year and 5 community takeovers) - \$750 / year.

• EXAMPLES



Digital Advertising
(partner to provide images or video)



Visitor Center Takeover
(partner to provide materials)



Theater Takeover
(partner to provide video)



Display Case
(partner to provide materials)

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FREE BENEFITS TO OUR MEMBERS

Southwest Virginia has culture of music and craft that is authentic, distinctive and alive. A natural landscape that is breathtaking in its magnitude and scope. A place where the pace of life is slower and people are more friendly. A premiere place for outdoor recreation of all kinds.

Friends of Southwest Virginia's goal is to promote our region to not only a regional, but a worldwide market. Participation in the Marketing Access Program allows you to not only access the promotional value we've designed to meet YOUR needs and wants.

This program also delivers FREE benefits built to support our region and further our mission in promoting our diverse businesses, organizations, artisans and partners.

FREE BENEFITS OF THE M.A.P.

- **WEB PROMOTION**
 - Listing on VisitSWVA.org in partnership with Virginia Tourism / Virginia.org.
- **REGIONAL BRANDING**
- **The Southwest Virginia regional branding is free for all partners in the region to use. We will even create a special SWVA logo just for your business or community.**
 - Usage of Southwest Virginia branding and logo suite.
 - Southwest Virginia expanded logo creation.
- **EXTENDED MARKETING OPPORTUNITIES**
 - Monthly newsletters.
 - Invitation to meetings and networking events.
 - Discounts for marketing / development workshops.
 - Survey and research data.
 - Reporting and analytics.
 - Partner merchandise rate - 15% off.
 - Basic posts on social media channels.
 - Basic promotion at the SWVA Cultural Center.



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LET'S PUT YOU ON THE M.A.P.!!!

SWVA has an easy and convenient way for you to sign up to begin the process on utilizing the M.A.P. program for your organization. Visit the link below and complete the form, make your initial selection for the M.A.P. options you would like to pursue, and a member of our team will be in touch with you on next steps.

VISIT:

friendsofswva.org/map



ABOUTMARKETINGCREATIVE ECONOMY DEVELOPMENTCULTURAL CENTERPRESSPARTNERSEVENTS



Keep in Touch!

We're working hard everyday to bring more people to our region. Sign up for our newsletter and be the first to hear what we've done and what's coming up!

SIGN UP



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VisitSWVA.org | FriendsofSWVA.org | RoundtheMountain.org | SWVAculturalcenter.com

