



M.A.P.
MARKETING ACCESS PROGRAM
2020



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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 southwest border of Virginia
- » 8,600 square miles
- » 2 national parks
- » 11 state parks
- » 1,000+ 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.





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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





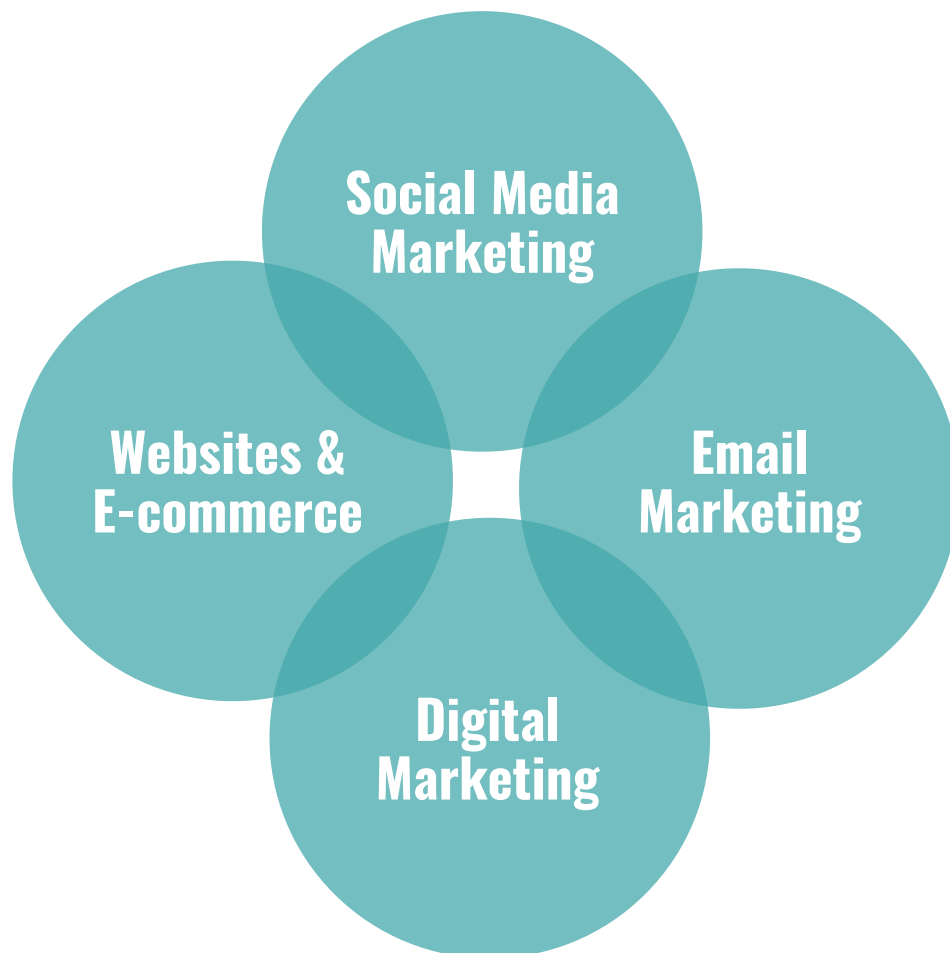
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LEVERAGING THE PROGRAM FOR YOUR ORGANIZATION

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.

OVERVIEW OF PROGRAM AREAS





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PROGRAM AREAS BY THE NUMBERS

Social Media

facebook

Southwest Virginia

26,000+ Page Likes
27,000+ Page Followers

SWVA CC&M

9,100+ Page Likes
9,800+ Page Followers

'Round the Mountain

2,200+ Page Likes
2,700+ Page Followers

Potential Reach
39,500+

Instagram

Southwest Virginia

12,000+ Followers

SWVA CC&M

1,700+ Followers

'Round the Mountain

900+ followers

Potential Reach
14,600+

YouTube

Southwest Virginia

1,700+ Subscribers

Potential Reach
1,700+

Websites & E-Commerce (30 Day Average)

visitswva.org

4,000+ Visitors
7,000+ Page Views

swvaculturalcenter.com

800+ Visitors
2,100+ Page Views

roundthemountain.org

600+ Visitors
2,700+ Page Views

Potential Reach
5,400+

Email Subscribers

Southwest Virginia

50,000+ Subscribers

Potential Reach
50,000+





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PROGRAM DETAILS & OPTIONS

Social Media is one of the most powerful marketing tools you can use to promote yourself or your organization. Advertising through social media channels such as Facebook and Instagram is cost effective and can produce exceptional results when done professionally.

The M.A.P. Program offers options to put this form of marketing and advertising to work for you.

BENEFITS

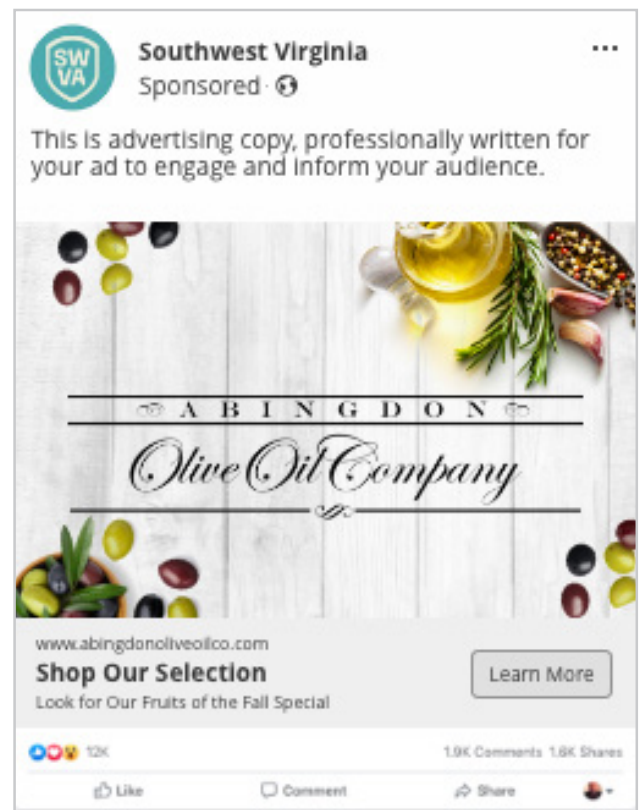
- » Fully managed by Social Media Experts, you will have agency level professionals working to help you achieve results
- » Use your own ad or have our marketing experts custom create an ad for you
- » Easy options for how you want your ads to work toward your marketing goals

HOW IT WORKS

- » Visit the main M.A.P. Program page
- » Select social media and start filling out the form to view the list of available program options
- » The social media marketing section will present you with the available options, make your selections (*see options guide, next page)
- » Complete the form questions, sign the agreement, and submit your form selections.
- » You will receive a confirmation email following your request and a member of the marketing team will reach out to you about your order
- » Our team gets to work preparing your ad
- » After your ad or campaign has run, we will follow up with an overview report on performance and impact

Social Media Marketing

Example ad





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PROGRAM DETAILS & OPTIONS

We have provided some of the best options for promoting yourself or your organization, based on thousands of ad campaigns researched.

View the ad options below to make a selection, this will work in conjunction with your selections on the Social Media page of the M.A.P. Program Partner Agreement on the friendsofswva.org website.

Social Media Marketing AD TYPES

1. CHOOSE YOUR AD TYPE

» **Basic Image Ad: Facebook / Instagram : \$125**

- » Your ad runs 2-3 business days depending on how your ad performs.
- » Your ad features a single graphic with ad copy, headline description, and call to action button.

» **Carousel Image Ad: Facebook / Instagram : \$170**

- » Your ad runs 3-5 business days depending on how your ad performs.
- » Your ad features a up to 5 graphics with ad copy, headline description, and call to action button.

» **Stories Ad: Facebook / Instagram : \$225**

- » Your ad runs 3-5 business days depending on how your ad performs.
- » Your ad features a vertical full screen motion graphic with ad copy and call to action.

2. CHOOSE YOUR AD GOAL

» **Reach Ad Goal:**

- » This ad goal will show your ad to as many people as possible. Reach ads are for “reaching” people within the greater Southwest Virginia area to get the word out.

» **Traffic Ad Goal:**

- » This ad goal is designed to drive traffic from your ad to your website or app. This ad goal is best for organizations with a web presence that is central to their business.

3. EXTEND YOUR AD (Optional)

» **Run Your Ad Additional Days**

- » Increase ad budget by an additional \$30, \$60, \$90, \$120 to extend your ad up to two weeks.





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PROGRAM DETAILS & OPTIONS

Websites are the front door to your marketing activities and the single most important marketing asset. Relying on your Facebook page as a means of presenting your brand, products or services falls short, and worse, can actually diminish your brand in the eyes of consumers. All brands, organizations, artists, and institutions need an attractive web presence.

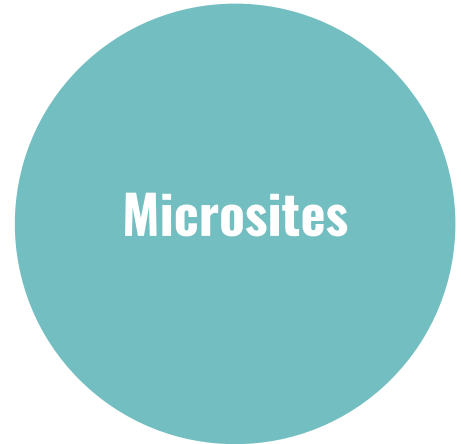
The M.A.P. Program offers microsite options to provide simple, affordable websites that are connected to visitSWVA.org, giving your website added presence, and versatility.

BENEFITS

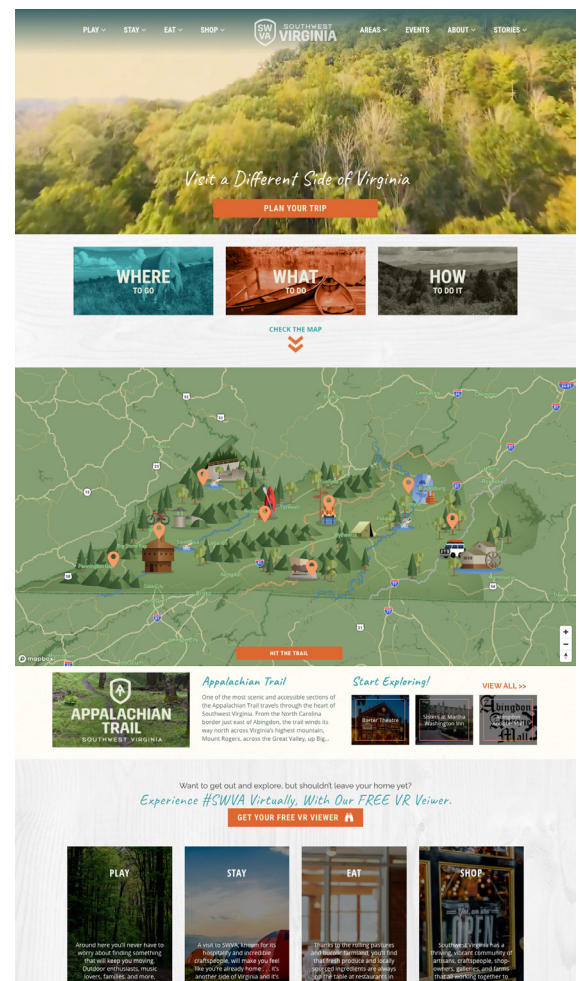
- » Turnkey web microsites, fully managed by agency partners that specialize in web and design technologies
- » Nothing to code, select from two unique designs for business or e-commerce
- » Upload your logo, important copy about your business or services, and any images or product photography you want to use
- » Search engine friendly with Google Analytics included to track your web traffic

HOW IT WORKS

- » Visit the main M.A.P. Program page
- » Select the Microsites option and choose which type of microsite you would like from the two unique options. (*see options guide, next page)
- » Complete the microsite form and questionnaire, sign the agreement and submit your form selections
- » You will receive a confirmation email following your request and a member of the marketing team will reach out to you about your order
- » Our team gets to work preparing your web microsite
- » When complete, we will follow up with an overview of your site, and schedule a training call to show you how to make edits and additions to your site



Microsites hosted on visitswva.org





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PROGRAM DETAILS & OPTIONS

Option A microsites are for businesses that want to showcase their business. Included are flexible areas that can allow you to highlight your products or services. They also include integrated maps to your physical location, contact info, integrated social media channels and more.

Our web microsite form questionnaire will guide you through a series of questions and options designed to help us determine what you need for your website.

Microsites OPTION A

1. OPTION A - \$800 (one time fee) + \$80/year (annual subscription)

THE INN AT WISE
A Historic Hotel in Wise, VA

Back to VisitSWVA.org »

BOOK NOW

The Inn at Wise, a historic landmark built in 1910, is home to rich history and colonial-revival architecture. A historic landmark, The Inn offers modern amenities, recently-renovated guest rooms, complimentary WiFi, on-site parking and three restaurants. While staying at The Inn at Wise, guests will experience our history for themselves while indulging in the beauty of an artistic community, relishing in local wineries and enjoying outdoor adventures.

CONTACT INFO

110 E. Main St.
Wise, VA 24293

info@innatwise.com
(276) 321-7600

PHOTO GALLERY

LOAD MORE ▾

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PHOTO GALLERY

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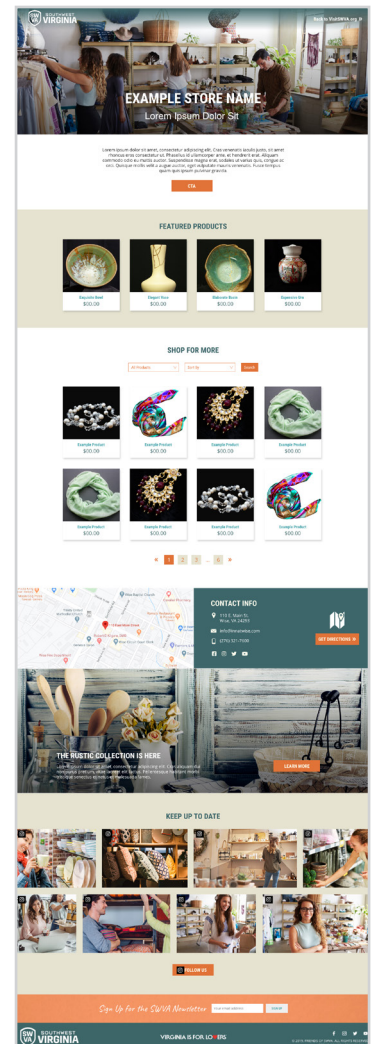
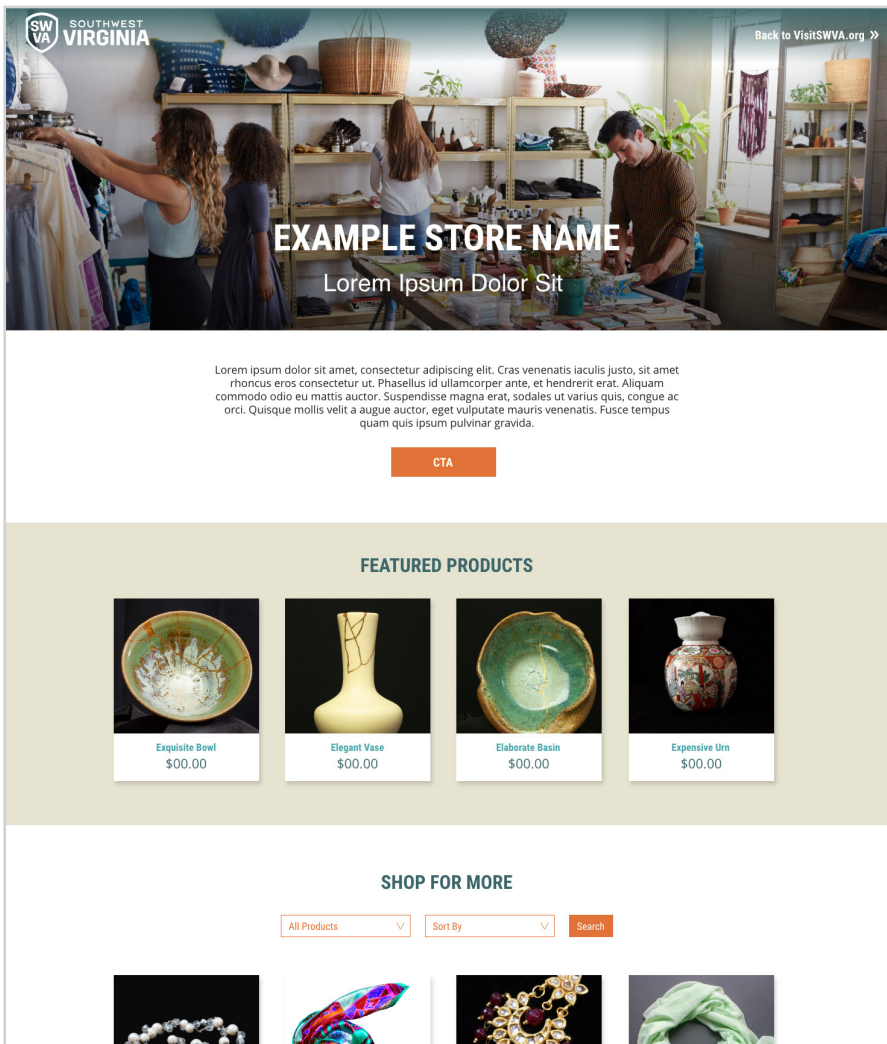
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PROGRAM DETAILS & OPTIONS

Option B microsites are fully e-commerce capable website for businesses that want to sell their products online. Include product categories, promotional sections for your brand, integrated maps to your physical store location, contact info, integrated social media channels and more. The web microsite form will guide you through a series of options designed to determine what you need for your website. *NOTE: Option B requires participation in the SWVA Shop or Round The Mountain Artist Programs. See the Digital Marketing Section for more details.

Microsites OPTION B

1. OPTION B - \$1000 (one time fee) + \$80/year (annual subscription)



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VIRGINIA



SOUTHWEST
VIRGINIA
Cultural Center
& MARKETPLACE



ROUND THE
MOUNTAIN
Southwest Virginia's Artisan Network





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PROGRAM DETAILS & OPTIONS

Email marketing is the single best return on investment in all of marketing, generating \$38 for every \$1 spent, that's a whopping 3,800% ROI. SWVA's Marketing Access Program provides businesses a way to access email marketing at scale to promote your organization across unique ad formats designed to drive impressions and clicks.

BENEFITS

- » Email marketing ads deliver high return on investment
- » Easy to get started, simple budget friendly options
- » List subscribers are already engaged and receptive to learning more about your business

HOW IT WORKS

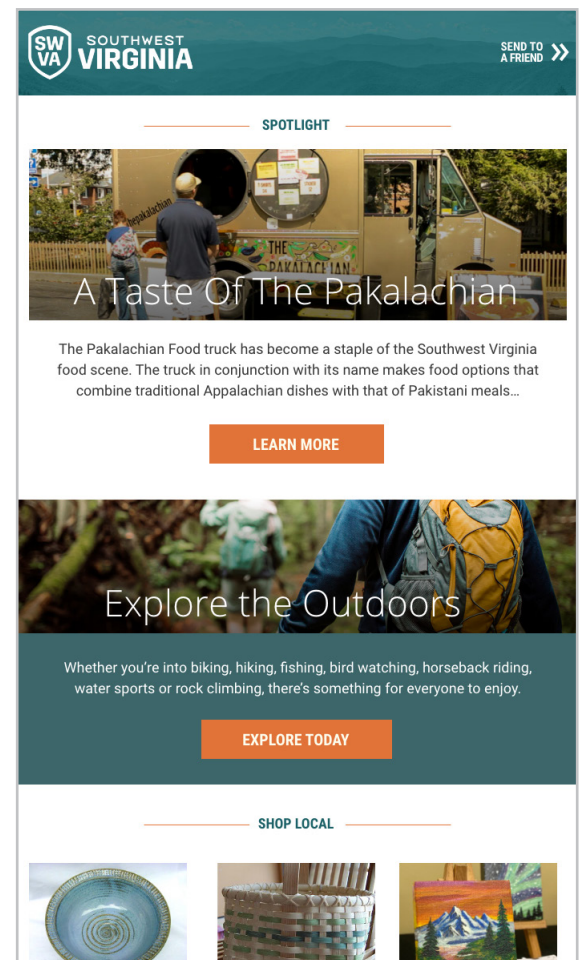
- » Visit the main M.A.P. Program page
- » Select the Email Marketing option and choose which type of email ad you would like from the four unique options. (*see options below)
- » Complete the email ad form questions, sign the agreement and submit your form selections
- » You will receive a confirmation email following your request and a member of the marketing team will reach out to you about your order
- » Our team gets to work preparing your selected ad type
- » When complete, we will follow up with an example of your ad in an email eblast, and schedule let you know what email marketing eblast your ad will appear in

AD FORMATS

- » Hero business spotlight (675x215): \$200
- » Sub feature spot (350x300): \$125
- » Featured product (200x150): \$25
- » Footer call to action feature (1 spot): \$75



SWVA eblast example





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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 very own Chad Thompson, Marketing Manager for SWVA, will be producing the content for you.

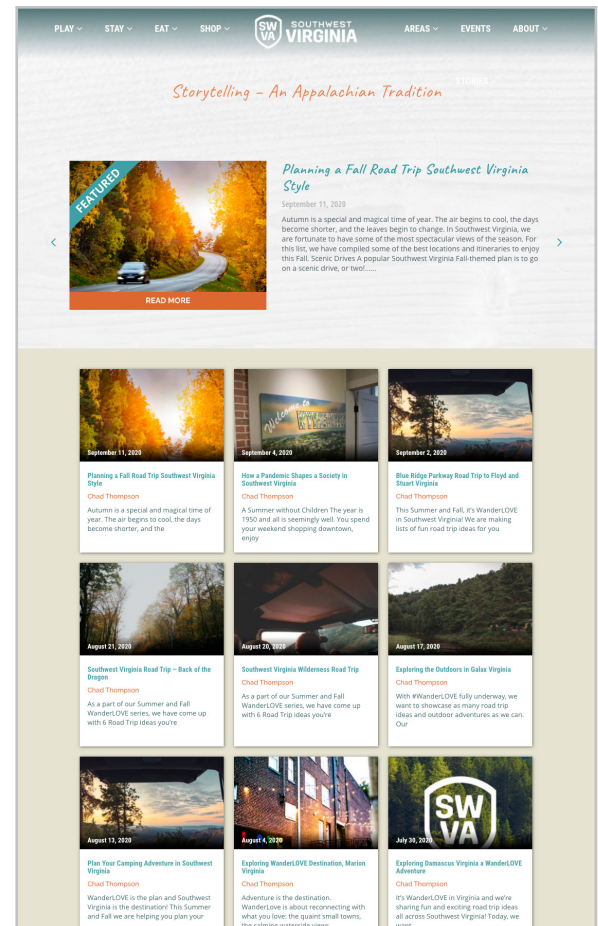
M.A.P. CONTENT MARKETING TOOLS

- » 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: \$1,000
 - » 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: \$1,300
 - » 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.

Storytelling is a great opportunity to collaborate with other partners. Reach out to us at marketing@friendsofswva.org to discuss co-op options.

Digital Marketing STORIES

Stories on visitSWVA.org





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PROGRAM DETAILS & OPTIONS

In today's marketplace, businesses, artists, makers, and manufacturers need to sell their products online. This has become even more critical recently as consumers have shifted many of their purchases to e-commerce.

The SWVA Shop is an e-commerce platform that can be leveraged to get your products online and increase your product sales without the costly or time consuming process of setting up your own e-commerce website.

People from across the country visit our store every day to find unique products made in Southwest Virginia. Take advantage of getting your products in front of a larger audience. This program works in conjunction with the E-commerce microsite program option B.

SWVA SHOP E-COMMERCE PROGRAM

- » Program setup and configuration of products: \$75
- » Product listing fee: \$5.00 per product, up to 10 products
- » 5% revenue share per item sold
- » Need product photography? Add a photo package to have your products professionally shot: \$100

PRODUCT PHOTOGRAPHY

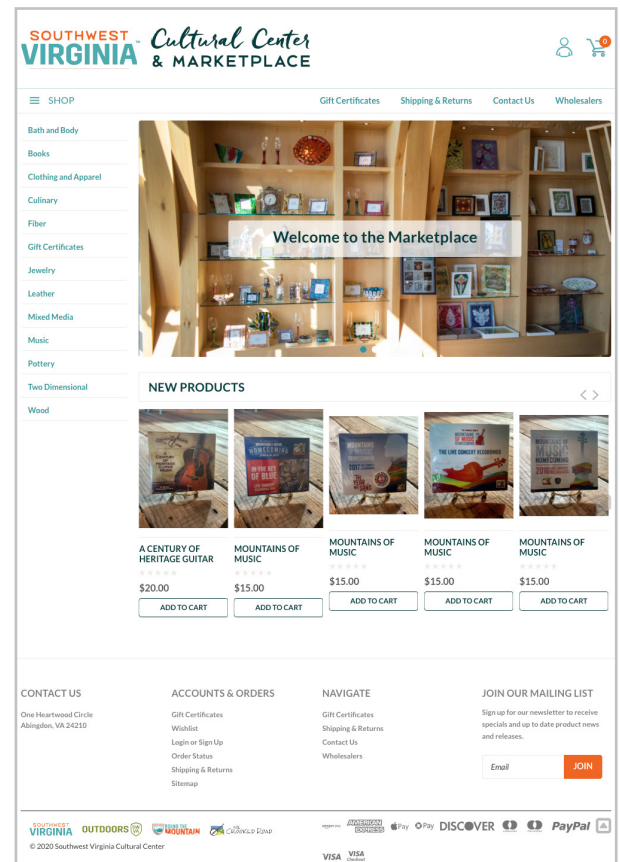
- » Need product photography? Add a photo package to have your products professionally shot: \$125

HOW IT WORKS

- » Visit the main M.A.P. Program page
- » Select the Digital Marketing option, then select the SWVA Shop option.
- » Complete the email ad form questions, sign the agreement and submit your form selections
- » You will receive a confirmation email following your request and a member of the marketing team will reach out to you about your order



Shop at shop.swvaculturalcenter.com





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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

**Friends of
SOUTHWEST
VIRGINIA**



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**Friends of
SOUTHWEST
VIRGINIA**

Tucked in the ancient Appalachian Mountains of Southwest Virginia is a vibrant culture of tradition, food, music and craft. It's a region of spectacular views, abundant outdoor recreation, and rich natural resources. Rooted deep in history, this culture is authentic... distinctive... alive.

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](#)



**Friends of
SOUTHWEST
VIRGINIA**



**SOUTHWEST
VIRGINIA**
Cultural Center
& MARKETPLACE



**'ROUND THE
MOUNTAIN**
Southwest Virginia's Artisan Network

