



# Scope of Work

## Marketing Services

Fiscal Year: July 1, 2025 – June 30, 2026  
Archer & Hound Advertising

## Summary

Visit Cambria utilizes a full suite of digital mediums to connect with visitors and potential visitors. These efforts include:

- Social media: content curation, UGC content sharing, community engagement, and collaborations. Platforms are managed for both Visit Cambria and Cycle Central Coast.
- Cycling events: Create and promote monthly cycling events through Strava
- Email marketing: bi-monthly email marketing for both Visit Cambria and Cycle Central Coast brands.
- Website Content: monthly content curation and search engine optimization of all posts
- Itineraries: monthly itineraries posted on the website and travel app
- Website maintenance: ongoing updates of events, activities, etc. on both Visit Cambria and Cycle Central Coast sites.
- App maintenance: ongoing updates of passports and itineraries.
- Paid media: various campaigns optimized for various conversions for Visit Cambria, weddings, and Cycle Central Coast.

## Goals & Objectives

- Build awareness for Cambria, CA, encouraging multi-night stays.
- Build awareness for developed sub-brand Cycle Central Coast—inviting cyclists into the region to ride and stay in Cambria.
- Garner wedding inquiries and leads for lodging partners.
- Build community engagement on social media channels: Facebook, Instagram, Pinterest, and Strava for Visit Cambria and Cycle Central Coast.
- Build the number of app downloads and engagement.
- Build the subscription list and continue garnering high engagement for email marketing.
- Build community by curating unique and timely content to post on social media.

## Brand Focus

This scope of work outlines Visit Cambria's marketing plan for the fiscal year 2025–2026. Archer & Hound Advertising, the agency representing Visit Cambria, will execute the tasks detailed in this outline. The brand focus encompasses Visit Cambria, Weddings in Cambria—a sub-brand dedicated to wedding **planning** and guest lodging in Cambria—and Cycle Central Coast, the premier cycling resource of the Central Coast.

- Visit Cambria
- Weddings in Cambria
- Cycle Central Coast

## Marketing Outreach

### Email Marketing

E-blasts will generate interest and encourage people to visit Cambria by sharing information about upcoming events, posting blogs and itineraries, linking to pages on the website, and prompting readers to book stays at lodging properties in Cambria.

- Visit Cambria (twice per month)
- Cycle Central Coast (monthly, in season)

## **Social Media**

Social media management involves creating engaging content curated for Visit Cambria and Cycle Central Coast, promoting tourism in Cambria, and encouraging cycling on the Central Coast. Content development will include custom photography, videography, reels, user-generated content, collaborations with relevant social media accounts, and influencer partnerships. Community engagement includes responding to comments, liking, and resharing content. Monthly reporting will show social media metrics for all platforms.

- Visit Cambria: Instagram, Facebook, & Pinterest
- Cycle Central Coast: Instagram, Facebook & Strava

## **Digital Media**

Digital media, including Meta advertising, Pinterest advertising, and Google advertising, will drive website traffic and app downloads and sign-ups for cycling events, newsletter subscriptions, and bookings in Cambria.

## **SEO**

Search engine optimization through keyword research for Visit Cambria and Cycle Central Coast will drive traffic to their respective websites. Blogs specifically will be optimized for searchability.

## **CBID Co-Op**

Visit Cambria will participate in CBID co-op matching (\$8,000/year).

## **Paid Media**

The paid media plan includes:

- Meta Advertising:
  - Traffic/Engagement
  - Newsletter & Lodging Leads
  - App Retargeting
  - Cycling Events
  - Summer Campaign: Weather-triggered, lodging specials
- Pinterest Advertising
- Google Advertising

# **Content Development**

## **Curate Content Calendar**

The annual content calendar is a comprehensive guide for planning content throughout the year, including key elements such as holidays, annual events, blog topics, itineraries, and email marketing. It will ensure seamless alignment across the website, social media, and Visit Cambria app.

## **Website Landing Page Development**

Monthly landing pages will be developed for Visit Cambria and blogs for Cycle Central Coast, featuring thoroughly researched topics optimized for search using relevant keywords. Visit Cambria blogs will highlight destinations, activities, unique experiences in Cambria, and visitor information. Cycle Central Coast blogs will cover route features, cycling stops, and helpful information for cycling the Central Coast.

## **Itinerary Development**

One monthly itinerary will be developed for Visit Cambria, providing visitors with curated ideas for activities and experiences to enjoy. These monthly itineraries will be featured on both the website and the app.

### **Influencer Partnerships**

Influencer partnerships will be used to expand the reach of Visit Cambria and Cycle Central Coast's social media platforms, while also supplying us with photo and video content for social media.

### **Custom Photography & Videography**

The agency will capture custom photo and video content for use in social media posts and reels. Additionally, assets from CBID and user-generated content will be incorporated to fulfill the social media and website needs of Visit Cambria and Cycle Central Coast.

## **Visitor Experience Tools**

### **Visit Cambria App**

The Visit Cambria app includes features that will enhance the user experience. The trip planning tool allows users to select destinations, providing directions and information on points of interest such as beaches, trails, and restaurants. Additionally, the passport feature incentivizes users to explore new destinations featured through the passport. Upon arrival, users can check in, and upon visiting all locations, they will be rewarded with a completion badge.

### **Website Accessibility**

A software plug-in integrated within the website to offer users adaptive visual and audible options to meet accessibility needs. This tool also runs daily audits to ensure the site is accessibility compliant with any regulatory changes or page updates.

### **Galleries (CrowdRiff)**

CrowdRiff galleries will showcase user-generated content on the website. The CrowdRiff platform will also be used to request access to user-generated content for promotional use by Visit Cambria and Cycle Central Coast.

### **Wedding Concierge**

Visit Cambria's wedding concierge service connects couples interested in getting married in Cambria with the resources they need to plan their special day. This service will focus on connecting interested prospects to lodging arrangements for wedding guests. Upon submitting an interest form on the website, individuals will be contacted via email to learn more about their wedding needs and receive assistance with securing lodging, selecting a venue, and choosing wedding vendors in Cambria.

### **Strava**

Cycle Central Coast's routes are built out in Strava, allowing cyclists to track their rides. Each month, a two-day "Ride of the Month" event will be organized, allowing cyclists to participate at their convenience. Promotion for this event will occur through a dedicated Facebook event, social media posts, and monthly e-blasts. The recap report at the end of the event will include the number of participants in the Strava "Ride of the Month" and event sign-ups on Facebook.

### **Ride with GPS**

Each of Cycle Central Coast's routes has a landing page on the website that includes a map of the route built out on Ride with GPS. New routes developed within the year will be added to Ride with GPS and the Cycle Central Coast website.

## TIMELINE

The following is a general outline of efforts throughout the fiscal year.

JULY 2025	AUGUST 2025	SEPTEMBER 2025
Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Cycle Central Coast in-season</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Cycle Central Coast in-season</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Cycle Central Coast in-season</li> <li>Paid digital media</li> </ul>
OCTOBER 2025	NOVEMBER 2025	DECEMBER 2025
Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>
JANUARY 2025	FEBRUARY 2025	MARCH 2025
Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>	Marketing Activities <ul style="list-style-type: none"> <li>Email marketing</li> <li>Social media management</li> <li>Website content curation</li> <li>App content curation</li> <li>Wedding lead-gen</li> <li>Paid digital media</li> </ul>

APRIL 2025	MAY 2025	JUNE 2025
Marketing Activities <ul style="list-style-type: none"><li>Email marketing</li><li>Social media management</li><li>Website content curation</li><li>App content curation</li><li>Wedding lead-gen</li><li>Cycle Central Coast in-season</li><li>Paid digital media</li></ul>	Marketing Activities <ul style="list-style-type: none"><li>Email marketing</li><li>Social media management</li><li>Website content curation</li><li>App content curation</li><li>Wedding lead-gen</li><li>Cycle Central Coast in-season</li><li>Paid digital media</li></ul>	Marketing Activities <ul style="list-style-type: none"><li>Email marketing</li><li>Social media management</li><li>Website content curation</li><li>App content curation</li><li>Wedding lead-gen</li><li>Cycle Central Coast in-season</li><li>Paid digital media</li></ul>

**BUDGET**

The budget breakout will be included following approval.  
Total fiscal budget is \$400,000.

Approval Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_