

## **CITY OF GOODLETTSVILLE**

### **TOURISM DEPARTMENT**

#### **Statement of Purpose**

The City of Goodlettsville is seeking bids for a strategic digital marketing campaign promoting safe travel to Goodlettsville to generate economic activity to preserve and restore jobs and tax revenue.

#### **Background Information**

The Goodlettsville Tourism Department is in its fourth year and serves as the Destination Marketing Organization for the City of Goodlettsville, Tennessee located just 12 miles north of Downtown Nashville. This Department also manages Historic Mansker's Station, Goodlettsville Farmer's Market, and the Goodlettsville Visitor's Center. Since mid-March, the COVID-19 pandemic has disrupted the economy and has hit the tourism industry the hardest.

This campaign is to begin no later than the end of January and must be completed by June 30, 2021.

#### **Campaign Objectives**

- Generate quality website traffic from travelers on I-65 through Nashville or those interested in the Nashville area
- Showcase Goodlettsville's unique small-town assets to potential travelers
- Increase followers and website traffic from Facebook/Instagram
- Provide constant communication and optimization based on campaign results

#### **Measuring Objectives**

- Site growth in target markets
  - Organic, direct traffic and direct campaign clicks
- Increase in new users in target markets
- Increase outbound link clicks to partner sites
- Increase in goal completions and session durations
  - Monitoring demographics on site for top performing groups

#### **Minimum Bid Specifications**

- Sponsored Article
  - Topic related to travel safely this spring

- Images and/or video in header
- Site links within article
- Live social feed
- Sharable on social channels
- Promoted by headline impressions within publisher site newsfeed
- Minimum goal of 80,000 - 100,000 impressions
- Paid Social
  - Facebook/Instagram
  - Dual approach
    - Landing Page Views
    - Page Likes
  - Utilize video or static images
  - Minimum goal of 400,000 - 500,000 impressions
- Search Engine Marketing
  - Capture travelers looking for Nashville area hotels
  - Target top drive markets
    - Huntsville, Birmingham, Memphis, Chicago, Louisville, Indianapolis
  - Target active travelers on I-65
  - Minimum goal of 200,000 – 400,000 impressions
- Minimum of three references

**CITY OF GOODLETTSVILLE**

**TOURISM DEPARTMENT**

**Reference Sheet**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

**REFERENCES**

**Organization:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

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**REQUEST FOR BID**

**Digital Marketing Campaign**

**By the Tourism Department, City of Goodlettsville**

Contract Price \$ \_\_\_\_\_

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date