

Overall Organization Budget: Small Community overall budget (\$100,000 and under)

Submission Category: Community Awareness

Organization: Greensburg Tourism

Who worked on this Project (internal/external): Our local media center director and myself Internally

Integrated Components or Type:

Project Description: Greensburg Tourism was looking at ways to update the current video footage that was from the 10th anniversary of the Tornado in 2017 for a new marketing strategy to promote Greensburg. After several meetings of brainstorming the idea of centering our marketing around our complimentary car charging stations at the Big Well Museum came to mind, further capitalizing on our green, sustainable community. Our tagline "Stop in-Charge Up-Visit Greensburg" will hopefully attract more visitors to town!

Project Goals: The goal of this project was to promote more community awareness with all that Greensburg has to offer, hoping to increase the traffic and economic impact in our rural town by supporting our local shops, restaurants, and attractions!

Problem to Overcome: Weather played a big factor with the production of this commercial as it was not produced until July 17th. The week span that I had this video posted to our Visit Greensburg, KS Facebook page had great traffic but I also wonder what those numbers would have looked like being on social media longer. Community awareness would be another problem to overcome as people mainly know Greensburg for the tornado, so with this video I hope our viewers can see all the great things Greensburg has to offer!

Background: It had been 2 years since Greensburg Tourism had updated video footage to promote the town. It was decided that a new commercial would be produced which was also used by KSN for their Good Day Kansas spot as Greensburg Tourism was a sponsor for their summer road show. It took a month from start to finish to complete this project. Grant Neuhold, our local media center creative director, helped me with this project using his equipment and technology. We are very pleased with the new video!

Community Resources: Grant Neuhold, Greensburg Tourism Board Chair and Creative Director for the Kiowa County Media Center and I worked together to complete this project with the use of his equipment. We were very fortunate to find a couple that had family here locally to be our "movie stars" keeping the content of this video consistent with the tagline "Stop In-Charge Up-Visit Greensburg".

Results: The video cost us \$600 to produce. I posted our video to the Visit Greensburg, KS Facebook page on July 22nd which created some good traffic. I decided to boost the post for \$30 on July 24th and run through August 2nd. Throughout that 9 day period, we reached 8,016 people and had 1,417 thurplays. Our overall post reached 12,340 visitors in a 12 day span! we have 6,735 page likes to date! I hope with our new video, we can increase the traffic in our area getting our return on investment.

Web Link: <https://www.youtube.com/watch?v= 4Q5tfwpc8E>

<http://www.visitgreensburgks.com>

Additional:

Comments: Thank you for entertaining our entry for a potential marketing award!