

WPRM MARKETING STRATEGY MEETING

Goals: Identify & determine revenue streams and missed opportunities

The goal of the marketing strategy meeting on January 2, 2019 was to identify the largest revenue generators and maximize marketing efforts to enhance the monetary outcome. The secondary goal was to identify any missed opportunity to help increase revenue.

INCOME SOURCES

As reported by Eugene Vicknair, major income sources for WPRM in 2018 were as follows:

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|-----------------------------|--|
| 1. Run-A-Locomotive Program | \$39,935 |
| 2. Store sales | \$30,000 |
| 3. Admissions | \$24,500 (not including Pumpkin or Santa Trains) |
| 4. Membership dues | \$19,880 (exception of life members) |
| 5. Member donations | \$25,869 (random) |

Goal – determine of the revenue streams how to increase dollars and generate income initially during winter and spring months – and long term.

**Greatest opportunity for revenue sources during off-season:
RAL pre-purchase programs and membership.**

MARKETING GOAL: Outreach to business membership and RAL bookings.

BUSINESS MEMBERSHIP

History on Business mailers:

Initial attempt (approximately 2 years ago) business outreach with mailer to selected local businesses, resulted in four businesses becoming members. Last year only 1 business renewed. Issues: No follow up, extra costs involved to send multiple business mailers, decided by board not to use telephone follow up.

Results: Business memberships are still considered an untapped and unserved served market.

GOAL

Identified Marketing Opportunity: Business Memberships

New approach: electronic medium. Email marketing and follow up strategies.

Why the email marketing approach is best:

- Email method will decrease costs by eliminating printing and mailing costs
- Provide trackable results with backend reporting, thus eliminating follow up phone calls
- Repetitive messaging when needed
- Allow for targeted businesses both locally and regionally
- Allow for ongoing communications with business market
- Ability to link with PayPal gateway for direct payment

Process:

- Determine geographic region for business sponsorship: Portola, Graeagle, Quincy, Susanville, Lake Almanor, Sacramento, Reno
- Determine business to target from each area
- Gather email addresses from each business to enter in backend database
- Review and edit current business membership letter
- Send membership letter
- Create follow up letter - reminder

RUN – A – LOCOMOTIVE PROGRAM

History on RAL:

Various locomotives have not in service affecting program effectiveness.

What is the inventory for 2019: 2873, 2001, 1100 and Fairbanks?

Going forward: The marketing team needs current updates on in-service locomotives for program operation. This information will allow adjustments in marketing efforts and outreach to new and past customers.

New opportunity: 2001 RAL experience

Announcement is planned in February 2019 – to promote the 2001.

Marketing efforts for the RAL and 2001 experience are two-fold.

1. The 2001 can be announced through the Train Sheet and Headlight publications.
2. Emailed to members.
3. Promoted in social media.
4. Digital banner ad on graeagle.com

GOAL

Increase RAL Program bookings

Overall RAL marketing efforts will include a digital approach with social media driving the messaging, and Facebook ads promoting the message.

Process:

Determine Facebook weekly budget, target geographic & demographic audience

Create ad (s) feature individual locomotives with informative clever messages

Track results

Desired result: Higher RAL bookings

VISITOR GUIDE RENEWAL

Our ad in the local visitor guide is coming due on February 14.

It is a 1/4 page with a cost of \$475.

Need to confirm if we want to renew.