



EASTERN OREGON VISITOR'S ASSOCIATION

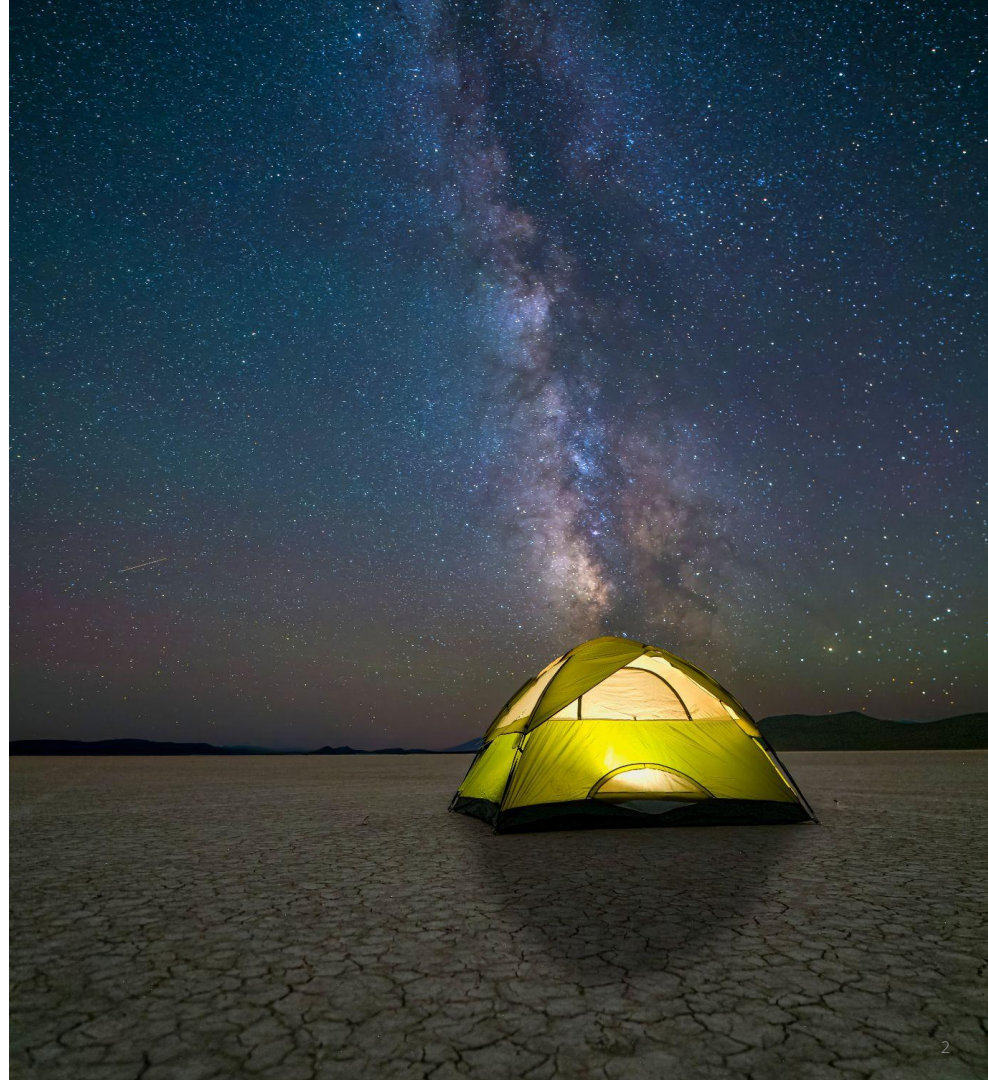
PARTNER TOOLKIT | 2024

There's More To
**EASTERN
OREGON**
VisitEasternOregon.com

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INTRODUCTION

Welcome to the Eastern Oregon Marketing Partner Toolkit!

The purpose of this toolkit is not only to provide our regional partners with the necessary resources and guidance to support the campaign, "*There's more to Eastern Oregon,*" as well as the year-round marketing and social media efforts of Eastern Oregon.

Our goal is to support your efforts within region to create a larger overall presence for Eastern Oregon, inspiring travel to the area and showcasing the diverse range of experiences available to visitors. In the first half of 2023, our content on social has had an organic reach of over 680K, and a paid social reach of over 5.3 million! Moving forward, we'd love to highlight your region and its offerings to those audiences.

2023 STRATEGY OVERVIEW

SP/RKLOFT

FY23-24 GOALS

EOVA STRATEGIC MARKETING PLAN

REACH
POTENTIAL
VISITORS,
PIQUE
CURIOSITY &
INSPIRE
VISITATION

HIGHLIGHT
THE RANGE OF
OFFERINGS IN
OUR VAST
REGION TO
THE RIGHT
AUDIENCES

LEVERAGE THE
“THERE’S
MORE TO...
EASTERN
OREGON”
CAMPAIGN

FOCUS ON A
DEEPER
EDUCATING
VISITORS
ABOUT THE
REGION, & IT’S
FOUR
SUBREGIONS

THE SITUATION

GETTING VISITORS TO EASTERN OREGON

WHAT OUR RESEARCH UNCOVERED

- Google search trends related to travel and Eastern Oregon suggest most travelers are in the early stages of considering the region as a destination, as search terms were very high-level (ie - “Eastern Oregon”) and weren’t hyper-specific. .
- Similarly, when looking at other regions, for example, “Willamette Valley”, search terms showed a deeper familiarity with the area and specific search terms (specific hotels, wineries, activities).

WHY IT MATTERS

Potential visitors to Eastern Oregon don’t know how much there is to do and see, and they aren’t searching for it. By personalizing the storytelling of our partners, we will share all that the region offers and inspire travelers to stay longer!



STRATEGY MATRIX

HOW WE GET THERE

THE VISITOR

Our family-oriented, adventure-seeking audience is highly aware of the preciousness of their time together with loved ones. To make up for lost opportunities for traveling and memory making, they are seeking to fill this void with quality experiences that reignite their senses and help them feel connected once again.

BRAND POSITION

Eastern Oregon is a place worth discovering, but there's still a lot of room to grow. Expanding on the *There's More to ...Eastern Oregon* campaign, and including more storytelling and engaging creative content, we will better help sell and inform potential travelers of the destination offerings.

INSIGHT

The only 'must do' items on your list in Eastern Oregon are the activities you enjoy the most. And for its visitors, **it's not a question of whether to come, but where to start.**

CULTURE + CONTEXT

Understanding not only our audience, but the world that they're living in, will drive more relevant and effective messaging from Eastern Oregon. In turn, by staying current and connected to what our audience is experiencing in everyday life - we can connect with them more meaningfully and effectively.

INDUSTRY TRENDS

In 2023, it's more important now than ever to create personalized, platform and social-appropriate content that engages audiences and leaves them with a desire to travel.

GET our “Oregonian” and “Fly or Drive” audiences (25-54)

WHO are interested in Eastern Oregon’s backcountry adventures, rich cultural heritage, and extraordinary personal experiences

TO consider Eastern Oregon in their future travel plans

BY sharing exciting and alluring stories highlighting the subregions and their different offerings

PRIMARY AUDIENCES

FY23 STRATEGIC MARKETING PLAN

Here we are looking at the core audiences for the Eastern Oregon marketing efforts, which informs how media outlets and social platforms are selected and used. At the highest level, we look at where our visitors are visiting from - and then move into deeper segments to understand their demographics and interests as well.



**OREGONIANS
(AGE 25-54)**

In awareness stage - may not be able to make a day-trip but are interested in discovering and exploring their own state.



**FLY OR DRIVE
(AGE 25-54)**

Roadtrip or nearby fly markets that provide the opportunity for longer stays.



INTEREST-DRIVEN

Built from a partner integration, often interest-based, e.g., national park past visitors, foodies, cyclists, etc.

AUDIENCE INSIGHTS

GETTING IN THEIR HEADS



FEMALE TRAVELERS

- Interested in solo traveling and likely to make three or more trips in a given year
- Interested in experiences:
 - Cultural
 - Adventure
 - Nature



MILLENNIALS

- Impact + sustainability are driving booking decisions
- Looking to immerse themselves in the local culture
- Want to support the local community
- Plan purposefully



BOLD BOOMERS

- Most spontaneous travelers
- Book 1 month or less in advance
- Love traveling in the summer months
- Plan relaxation-focused trips
- Activity oriented

PARTNER ACTION

As they say, “knowledge is power.” And when it comes to knowing your visitors - the more info, the better! We share this ensure transparency and if possible, for partners to have the opportunity to evaluate your region’s key offerings and determine what your destination offers that may resonate with these different audiences.

KEY SELLING POINTS

EASTERN OREGON

Unexpected

Abundant landscapes as diverse as the cultures that shaped them. From high peaks and deep canyons, to lush farmlands and rocky sage-covered hills.

From rodeos to museums, and farm trails full of local flavor to outdoor recreation to cultural immersion - the landscapes, communities, and experiences in Eastern Oregon are as unexpected as the sunsets over Alvord Desert.

Nature's Playground

Birding, boating, hiking, or hunting - Eastern Oregon really *does* have something for everyone. Relax on the river's edge, or barrel down its class IV rapids. Soak in a natural spring, or cycle a scenic byway.

Whatever you choose, you'll experience a natural landscape where you'll turn a bend to discover a whole new view, just when you thought there was nothing more out there.

Independent

A place built by independence, where not long ago, everyone was a "maker" and entrepreneurial spirit was a given, because there's no other choice when the next town is a hundred miles away or more.

That independent, creative ethos now thrives in Eastern Oregon's shops, galleries, brewpubs, attractions, and restaurants - and among our visitors looking for an experience they can call their own.

PARTNER ACTION

There's no need to reinvent the wheel. Instead of building a content plan from scratch, lean into these key selling points as they best relate to your region and elevate them on your social channels. Include these themes in your messaging, too.

MESSAGING PILLARS

EASTERN OREGON



Scroll-stopping, beautiful shots of the destination that excite our audience about new adventures and highlight Eastern Oregon's range of terrain and activities to enjoy.

NORTHEASTERN: Wallowa Lake, Hells Canyon, MERA, Adventure Hwy guide

SOUTHEASTERN: Hot springs, rock hounding, diverse wildlife, Owyhee Canyon & dam

RUGGED COUNTRY: Emigrant Springs, golf, Hat Rock, Blue mountain winter sports

JOHN DAY RIVER TERRITORY: Painted Hills, John Day Fossil Beds, Magone Lake, Malheur Nat'l park, Strawberry Wilderness, hunting



Unique Eastern Oregon makers and artisans, as well as the Indigenous peoples, immigrants, and residents that have left lasting impressions on the region, and shaped rich and culturally diverse communities.

NORTHEASTERN: Baker Heritage/Union County museums, M Crow, various live music venues

SOUTHEASTERN: Oregon/Wagon trail & host towns, bird festival, Burns Paiute pow wow

RUGGED COUNTRY: Wild Horse, Pendleton Roundup etc, Tamástslikt Cultural Institute, Whiskey Music Fest

JOHN DAY RIVER TERRITORY: Kam Wah Chung, 62 days Reenactment Festival, Painted Sky Center



Provide a sense of peace by showing off the simple life. Highlight the culinary and dining offerings, farm trails, farmers' markets, vineyards, U-pick farms, and pumpkin patch experiences.

NORTHEASTERN: Farm trails, Eastern OR Beer Fest

SOUTHEASTERN: Cattle brandings, county fairs, Four Rivers Farm & Garden trail

RUGGED COUNTRY: Hermiston: Watermelon Festival, lavender, berries, Neighbor dudes Tap House, Vineyard Tours (Delmas, Watermill, Zerba, etc)

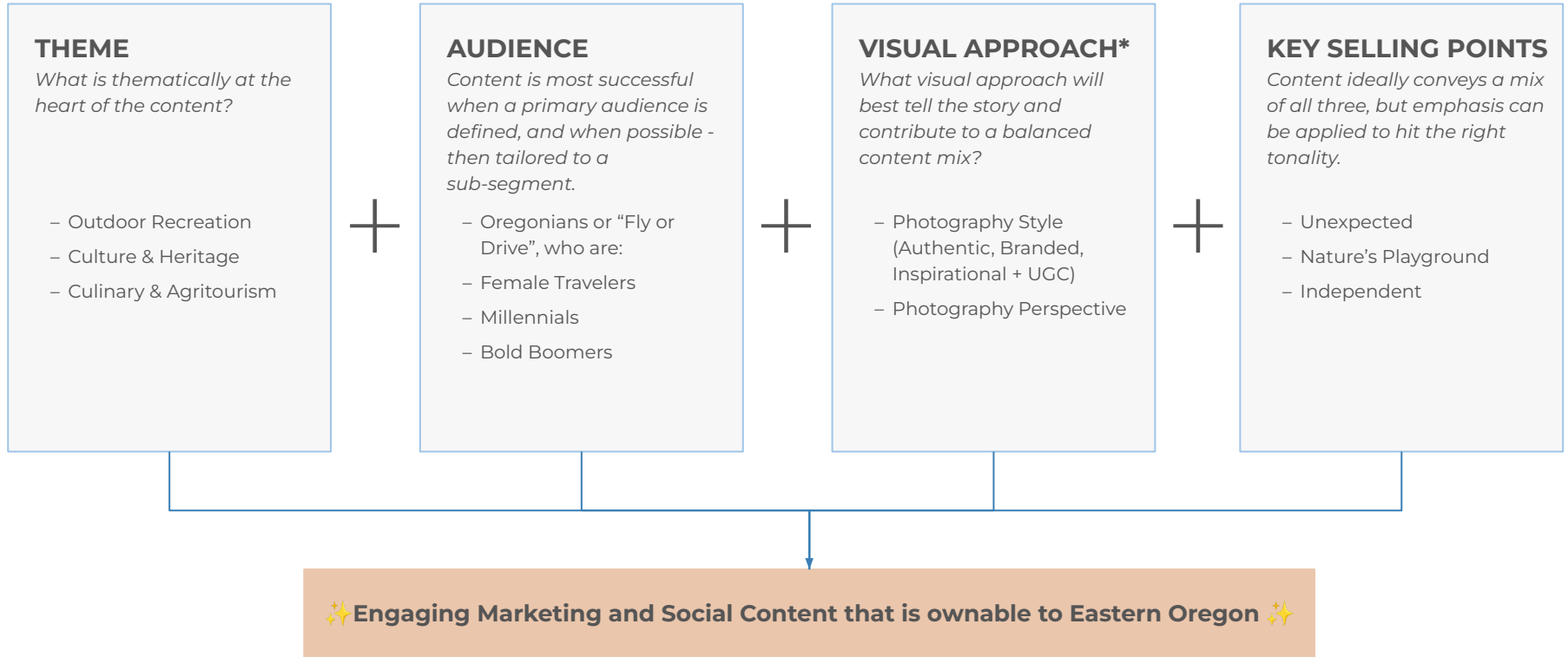
JOHN DAY RIVER TERRITORY: Wheat production/grain bins, Grant Junction & Rufus Grain Elevators

PARTNER ACTION

The locations above are meant to be thought starters and not an exhaustive list. You are your region's expert - highlight the attractions you think best correlate with each of the pillars, and how each may resonate with the different audience segments. Try to balance well-known favorites with up-and-coming or hidden gems.

BRINGING IT ALL TOGETHER

2023 STRATEGY OVERVIEW



LEVERAGING PARTNER ASSETS

WAYS TO PARTNER WITH EOVA

SP/RKLOFT

LEVERAGING PARTNER ASSETS

WAYS TO PARTNER WITH EOVA

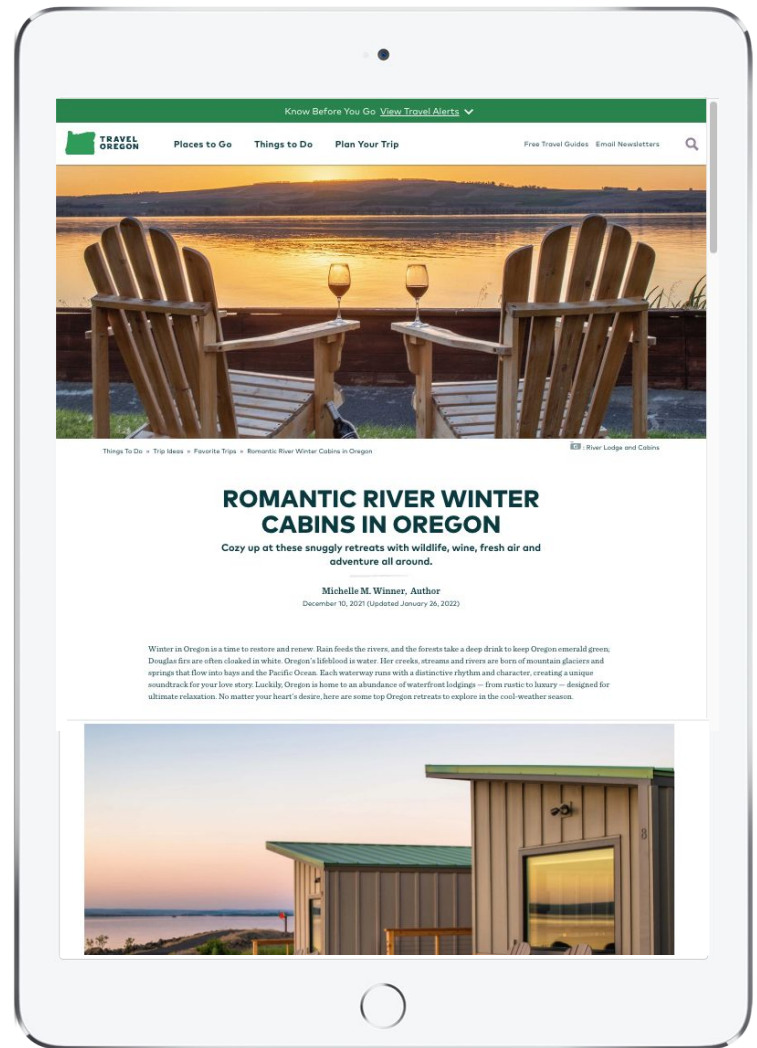
In order for EOVA to tell an effective and accurate story we need updated assets from our partners. Effectively managing and sharing your digital and social efforts with EOVA is integral to promotion of the region overall.

For example, Boardman River Lodge & Cabins recently shared assets with EOVA.

Assets were used to update their business listing in Travel Oregon's database and then the images were used in a Travel Oregon content story, featured on their website as well as in their consumer newsletter!

ACTION ITEMS:

- **Make sure to update your business listing, lodging listing, and/or event listings with EOVA and Travel Oregon**
- **This will be updated across VisitEasternOregon.com and TravelOregon.com to help promote all that the region has to offer**



SOCIAL PLATFORMS

OVERVIEW

SP/RKLOFT

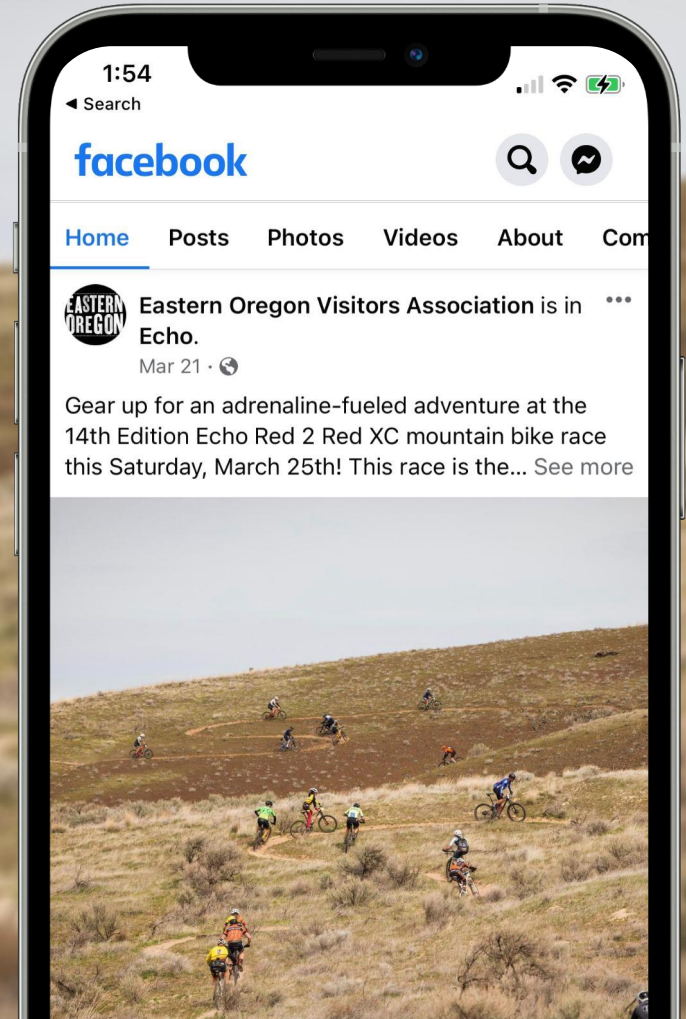
PLATFORM PURPOSE

Facebook is a proactive paid media platform with an organic focus on branding. This is a good channel for event promotion, group discussion and general updates. Because of its paid capabilities, Facebook is able to provide robust audience insights and reporting to inform future campaigns and content.

Be intentional with every post. Strike a balance between truly iconic content (through UGC) and new + notable experiences (through listicles/round ups and branded video). If you have web content to promote, do so on Facebook.

PARTNER ACTION

- Share web articles from your site or other relevant articles that mention you or local businesses partners.
- Share events, promotions, new openings, etc.
- Highlight the beauty of your region through UGC. Tip! If a piece of UGC performed well on Instagram, share it to your Facebook!





PLATFORM OVERVIEW

INSTAGRAM

PLATFORM PURPOSE

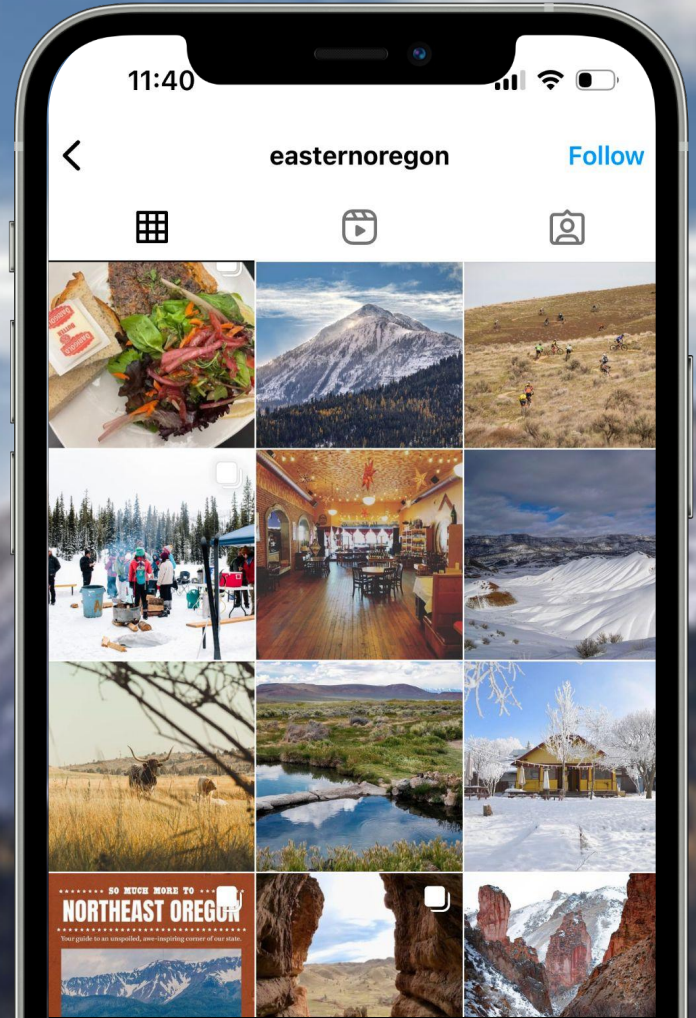
A video-first platform to entertain and build affinity based on shared values and interests for the destination.

CONTENT RECOMMENDATIONS

- Use IG Stories to crowdsource cultural content from the community
- Create a Reels series using the crowdsourced insights to highlight neighborhoods, events, new experiences, etc
- Leverage carousel posts for deeper storytelling, which are currently outperforming on Instagram due to the different frames showing in feed

PARTNER ACTION

- Share compelling, high quality images in feed
- Share video clips as reels (this can be as easy as a 5-second, single view clip!)
- Share links in stories



PLATFORM SUMMARY

PLATFORMS OVERVIEW

PLATFORM	CADENCE	CONTENT TYPE	SPECS
FACEBOOK	<ul style="list-style-type: none">- 1-2 promoted post per quarter- 1-3 organic posts per week	<ul style="list-style-type: none">- Video is the preferred media for larger organic reach- GIF uploads appear as videos, which shows higher numbers for completed views due to the brevity of content	<p>Post caption: 125 characters Image: 1200 x 628 pixels Video: 4GB maximum Preview link images: 1080 x 1080 pixels Headline: 25 characters GIF: Upload as .MP4</p>
INSTAGRAM	<ul style="list-style-type: none">- 1-3 organic posts per week- 2-4 Stories per month, utilizing native features when possible (i.e. polls)	<ul style="list-style-type: none">- Images should appear authentic with minimal editing- Galleries: 4-6 photos, videos- Stories: 8 photos or videos maximum- Comment on photo with hashtags instead of including in caption copy for discovery	<p>Post caption: 125 characters Image: 1080 x 1080 pixels Video size: 500 pixels (width) Video length: 1 minute max IG Story: 500 pixels (width) 30MB max IG Story segment length: 2min max.</p>

BEST PRACTICES

GETTING STARTED

SP/RKLOFT

WHY IT'S IMPORTANT

BEST PRACTICES + GUIDELINES

Following these ***best practices and guidelines*** ensures your online presence is up to date for potential travelers.

While each sub-region DMO has its own unique offerings, these social tips will help create a cohesive message across partners and platforms.



SOCIAL BEST PRACTICES

TIP #1 - FOLLOW KEY PARTNERS

Make sure you're following key partners within your region on all platforms. **One of the easiest ways for potential travelers to discover activities + businesses is to check who the official DMO account is following!**

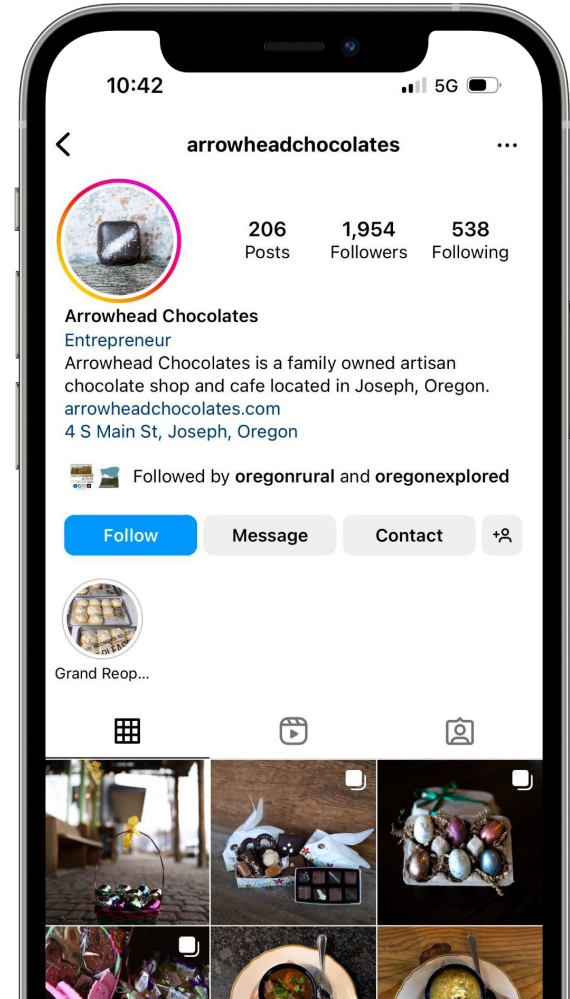
WHO SHOULD I FOLLOW?

- **Regional DMOs**
 - TIP: Follow Travel Oregon for a great source on content ideas, seasonal messaging, and statewide alerts.
- **Local Businesses**
 - TIP: Keep the pulse on local events! Following local accounts makes sharing posts from local businesses quick, easy and timely.
- **Local Creators**
 - TIP: Photographers and influencers in your region are fantastic resources for content

PARTNER ACTION

Follow Eastern Oregon and re-share content features from your region.

- Instagram: [easternoregon](#)
- Facebook: [Eastern Oregon Visitors Association](#)



SOCIAL BEST PRACTICES

TIP #2 - STAY ACTIVE, STAY ENGAGED

Frequent posting is king. Ideally, you're posting at least once per day. But we know it can be a lot! Resharing content is a great way to round out a calendar with minimal effort and little planning.

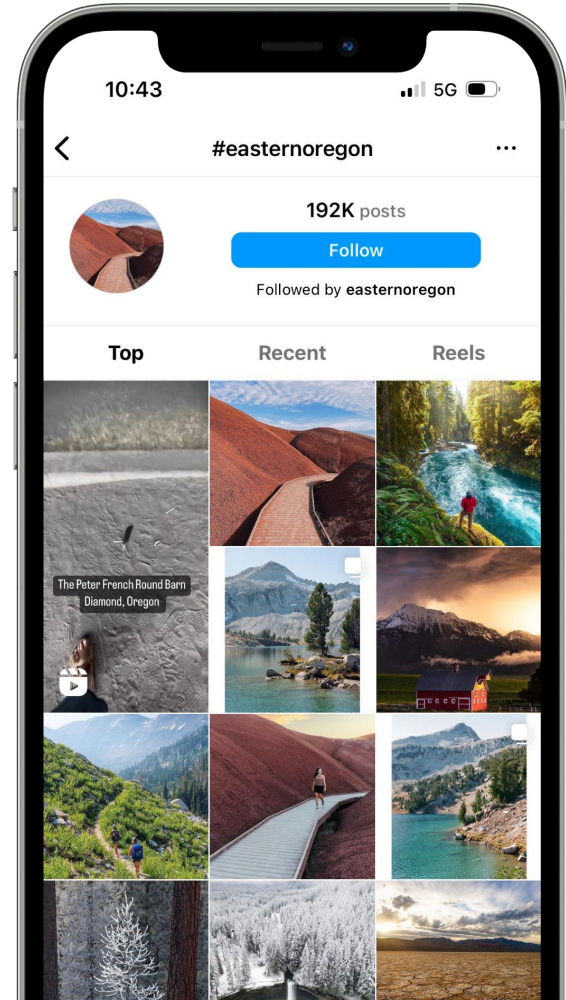
WHEN SHOULD I RE-SHARE?

- **Relevant:** Content should be a reflection of your region and the overall marketing goals. Show off hidden gems, iconic landmarks, inspiring views, and the people & culture that make your region unique.
- **Timely:** Local events (markets, concerts, sporting events), business openings, pop-ups, seasonal moments (wildflowers, lake life, holiday spirit).
- **Inspirational:** Photos should be well lit, high resolution, visually appealing - we like to call it "scroll-stopping"!

PARTNER ACTION

EOVA regularly highlights regional activities and businesses; boost that promotion by re-sharing those posts. Make sure to tag all relevant accounts!

Have something you want to share with the EOVA social audience? Tag your content with #easternoregon to alert EOVA of content they should engage with, send it via DM, or send an email to info@visiteasternoregon.com



SOCIAL BEST PRACTICES

TIP #3 - KEEP THE CONVERSATION GOING

Much of community building is done through community management. Audiences no longer see social media as a way to just engage with friends and family — they see it as a way to get in touch with brands and destinations quickly to get the answers they're looking for.

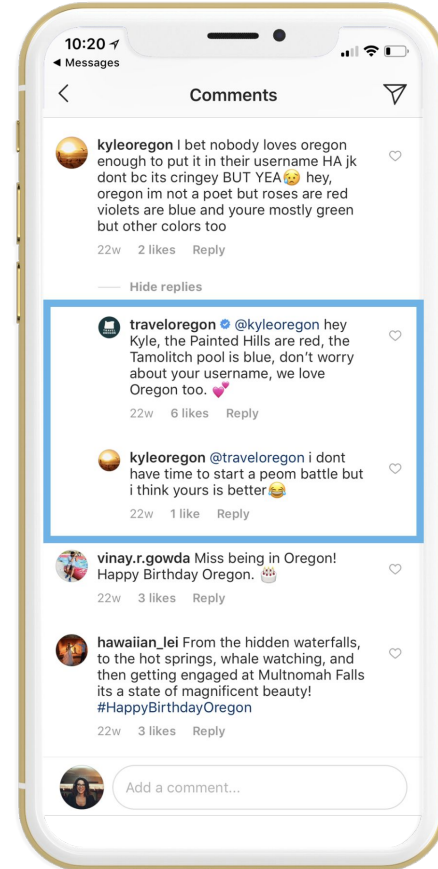
- Start new conversations with fans through **proactive** engagements
- Keep the conversation flowing through **reactive** engagements. Respond to the comments you're already seeing on your platforms

Engaging meaningfully with the people who talk about your brand:

- Increases awareness + interest
- Fosters a feeling of community
- Helps you keep a pulse on sentiment
- Offers opportunities to educate and inspire potential travelers.

PARTNER ACTION

When writing captions, try to include a call to action to generate conversation in the comments, for example, "What's your favorite summer hike in Eastern Oregon?"



IMAGERY BEST PRACTICES

TIP #4 - LEAN INTO USER GENERATED CONTENT (UGC)

UGC is an incredible way to both connect with your audience and generate more content with beautiful and native imagery to inspire two distinct actions:

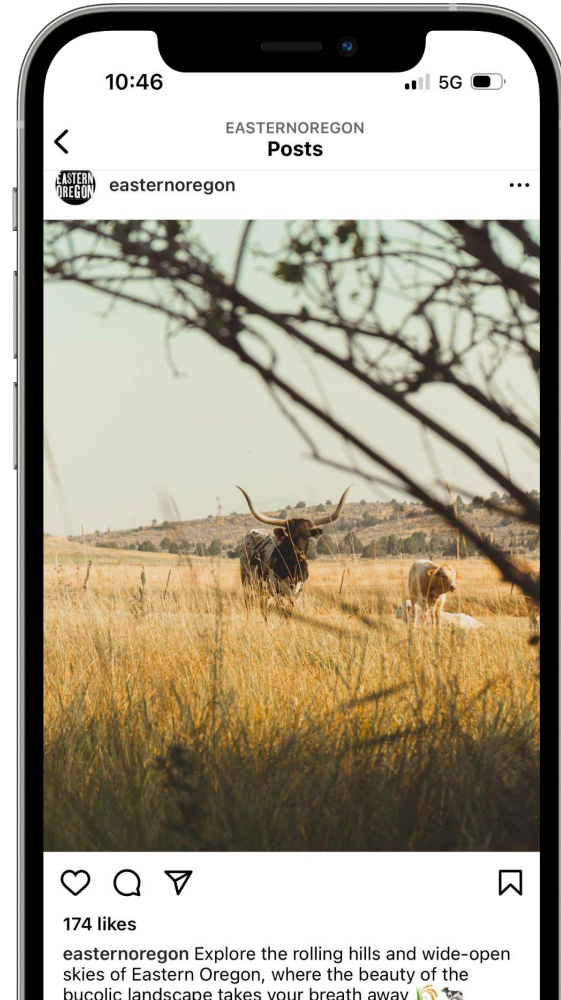
- Engaged audience members get excited by the brand resharing their content and tagging the user
- Not-yet-engaged audience members see others being recognized and want to interact to reach the same status

SELECTING UGC

We can find UGC based on hashtags, locations, local businesses, and posts that tag your account. We want any content selected to feel congruent with your brand and visual guidelines. Do not add filters/overlays to UGC images and make sure you're crediting the fan by tagging their account.

UGC APPROVAL

It is important to get approval from the source to repost their image! It is best practice to have a standard phrase when asking for consent to repost someone's photo, and make sure we have their approval (a simple "yes!" will do).



UGC BEST PRACTICES

TIP #4 cont - How to select UGCs

UGC content should aim to put the destination as the focus of the image. Ask yourself if your eye goes to the person first or the beautiful destination we're trying to highlight. Any humans in the image should add to the overall value of the image - not be the sole focus. Bonus points if your images show off unique points of view! Need more? Take a look at the Eastern Oregon and Travel Oregon Instagram accounts for inspiration.

<p>INSTEAD OF THIS</p> 	<p>TRY THIS</p> 
	
<p>INSTEAD OF THIS</p> 	<p>TRY THIS</p> 
	

PHOTOGRAPHY STYLES

SOCIAL AUDIT: PHOTOGRAPHY

Variation on social allows us to meet our audience where they are whether they're in an awareness phase or a seasoned advocate.

GENERAL PHOTOGRAPHY GUARDRAILS

- We find that photos and videos that don't feel overly posed or staged perform the best.
- We let the beauty of our people shine through without excessive image processing/color correction.

FOR AUTHENTIC CONTENT...

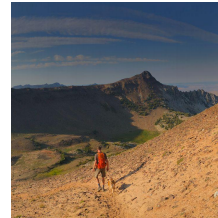
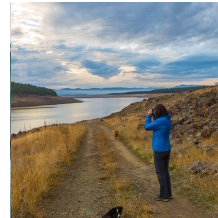
- Photos should evoke a "this is my friend" sentiment
- Connects with our fans in a personal way
- Often UGC

FOR INSPIRATIONAL CONTENT...

- Photos should evoke an "I want to do this" sentiment
- Use imagery that drives action, motivates, engages, and provides an emotional connection

FOR BRANDED CONTENT...

- Photos should evoke a "this brand gets me" sentiment
- Propels the brand in the awareness phase
- More polished and precise, but avoid feeling too staged or stiff



AUTHENTIC
Often UGC

INSPIRATIONAL
Casual + Relatable

INSPIRATIONAL
Beautiful + Aspirational

BRANDED
Most polished + precise

FRAMEWORK FOR SOCIAL CONTENT

CREATING ENGAGING & OWNABLE CONTENT

You want the spirit and personality of Eastern Oregon to resonate with your audience in a way that is ownable and recognizable.

The content as a whole should feel inviting, unpretentious, and uncomplicated both visually and tonally.



A photograph of a person standing on a trail in a canyon, looking up at a tall rock formation. The text "THANK YOU" is overlaid in white, bold, sans-serif font in the center of the image. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The canyon walls are rugged and layered, with some green shrubs in the foreground.

THANK YOU