

FEATHER RIVER RAIL SOCIETY

DATE: February 2024
ITEM: New Business Item 3
FROM: Eugene Vicknair / Patty Clawson

2024 MARKETING

In talking with Big Fish Creations, we have targeted several areas we wish to focus on for marketing the museum in 2024. These areas cover several different approaches and potential market segments, and also include the addition of a new main webpage targeted for visitors that would work alongside our current website.

MARKETING VECTORS

We are looking at the following vectors / media for marketing:

- YouTube and Facebook video
 - Create short (15-30 second) videos promoting the museum and / or specific aspects of our collection. Major focus would be RAL and special events. Some of these would be set up as paid advertising on YouTube.
 - Eventually, as we gain more experience, this would grow into longer videos discussing history of the WP and specific equipment, and in depth looks at various events. Those would mainly be on our own channels.
 - Reach out to existing YouTube channels and invite them to do stories on the museum and its collection. Possible targets include “It’s History”, “Sidetrack Adventures”, “California Through My Lens”, “Travel California”, “Wendover Productions”, etc.
- Instagram and Facebook postings
 - Covering similar topics as the videos, but in image and written form. Have more frequent content creation.
- Banners in local tourism locations
 - Get a set of 5 or 6 vertical banners made and display them on a rotating schedule at local tourism locations such as hotels, restaurants, etc.
- Radio PSA spots
 - Increase our use of radio PSAs.
- More television news outreach
 - More contact and outreach to encourage stations in Reno and Sacramento to do stories and cover things about the museum.

NEW WEBPAGE

A major aspect of our marketing push will be to establish a new entry webpage aimed at tourists and general museum visitors. The current website is excellent for members and those who want a lot of WP related information, but for the general visitor it is not well optimized.

A similar conclusion and concept has also come out of the RAL Committee meetings, so this idea will cover both.

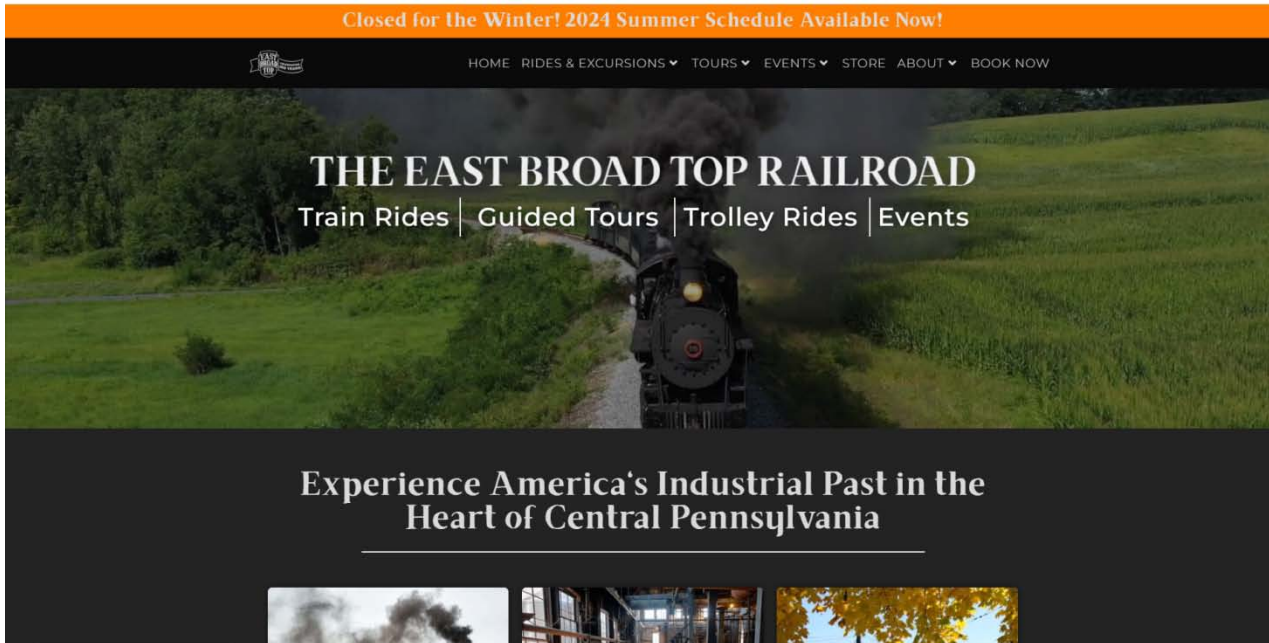
What we are looking at doing is more in line with the recent webpages for Nevada Northern, East Broad Top, Skunk Train and also several aircraft museums. Would have lots of photos, direct appeals and focus on train rides, RAL and museum visitation and events. It would link back to the main website for more in depth content seekers. This new page would also integrate with RAL booking software. Big

Fish has created a mock-up page that they would design and manage for us as part of the larger marketing campaign. You can see the mock-up here:

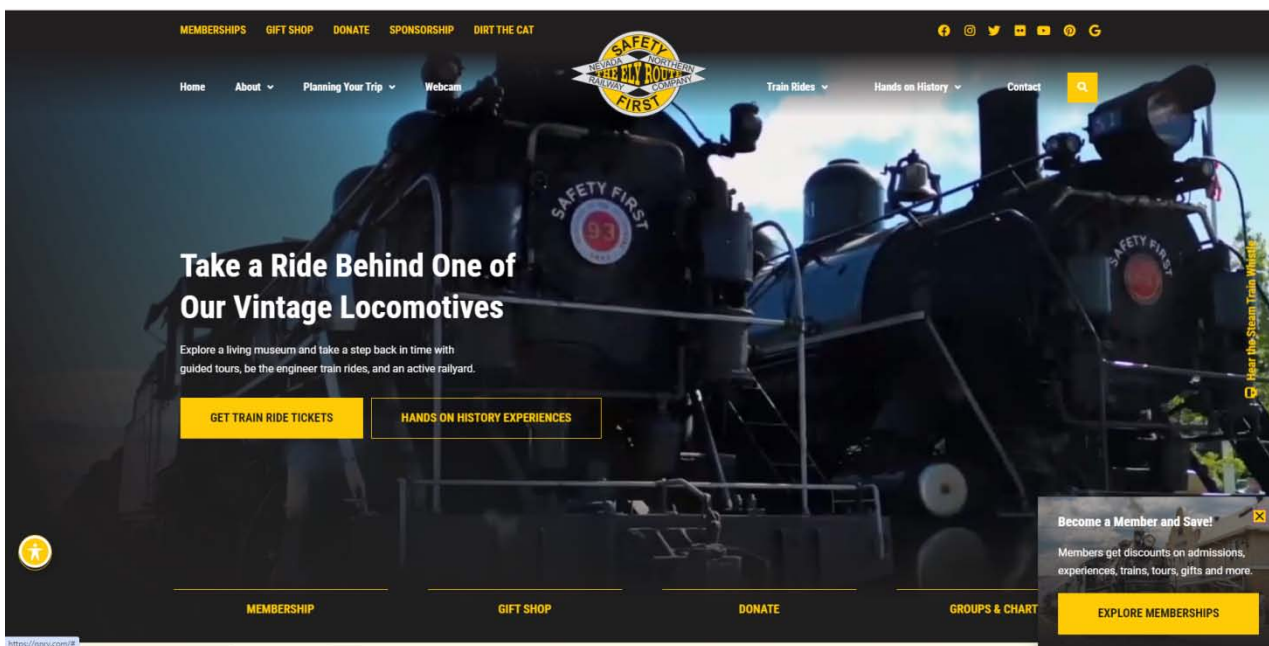
<https://thewesternpacific.webflow.io/>

EXAMPLES OF SIMILAR WEBSITES

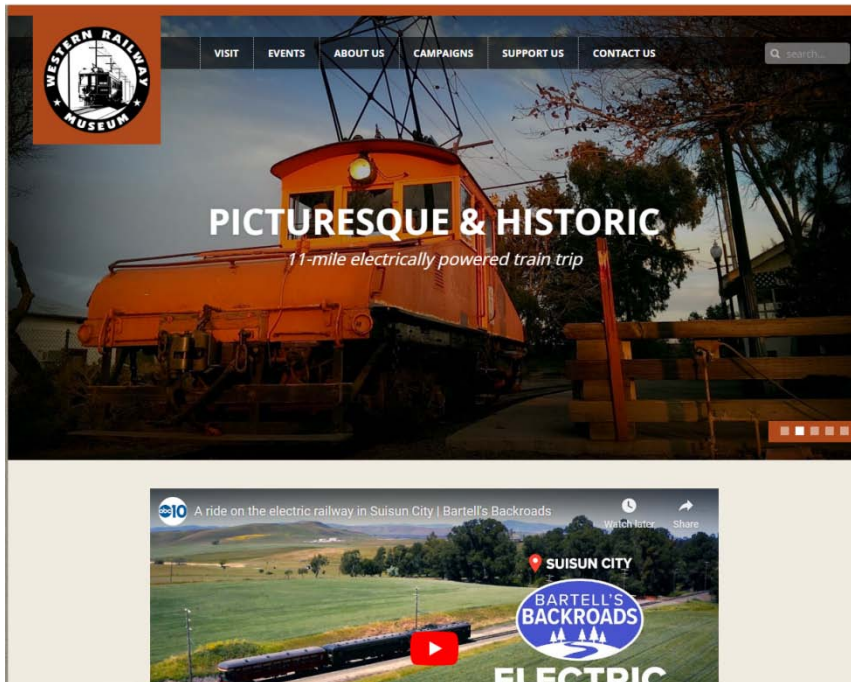
East Broad Top



Nevada Northern



Western Railway Museum (Rio Vista)



ESTIMATED COST

Creation and management of the new webpage, promo costs for YouTube ads and other ancillary expenses would all come from line item 67010 – Advertising and would be limited to 60% of that budget for the year, leaving some budget for other ad costs not outlined here. Each new ad push would be evaluated monthly for effectiveness and reach.

REQUESTED ACTION

The Board approve the advertising concepts as outlined in this report and authorize Director Vicknair and Big Fish to proceed.