

Refer to APPENDIX B for examples	Note: Some marketing methods used are for image and awareness building and are not measurable. If this is the case, what indicators were used to track success? All other marketing methods should include evaluation techniques that are measurable and quantifiable. The evaluation should have a basis to continue, discontinue or modify the marketing method.
Consumer Exhibiting	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Number of attendees. 2. List of brochures and number of each brochure distributed or inquiry cards collected. 3. Evaluation by staff concerning interest level of attendees, if repeat attendance is or is not recommended and why. 4. Will you continue using this marketing segment or method and why?
Convention and or Event Subsidies	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Convention size. 2. Number of room nights – anticipated versus actual. 3. Estimated economic impact. 4. Will you continue using this marketing segment or method and why?
Convention Promotion	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Will you continue using this marketing segment or method and why?
Electronic Material (Electronic Newsletters/Online Advertising)	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Copy of ad 2. All print ads shall be evaluated by the means outlined in the marketing plan. 3. Will you continue using this marketing segment or method and why?
Film Video	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. One copy on file at organization office. 2. Will you continue using this marketing segment or method and why?
Internet Page/Site and Mobile Development - hosted by DOC	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. A short description of the site/page. 2. Marketing methods shall be evaluated by the means outlined in the marketing plan. 3. Provide a screenshot of your home page. 4. Will you continue using this marketing segment or method and why?
Internet Page/Site and Mobile Development -NOT hosted by DOC	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Will you continue using this marketing segment or method and why?
Marketing Display	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Photo of the display. 2. Listing of uses during the first year. 3. Will you continue using this marketing segment or method and why?
Montana Superhost Program	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. The total number of sessions and number of attendees in the area or region should be included. 2. Will you continue using this marketing segment or method and why?
Out of Home Advertising	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Photo or layout of finished product. 2. All out-of-home advertising shall be evaluated by the means outlined in the marketing plan. 3. Will you continue using?
Portable Media	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. One final product of the portable media. 2. All portable media shall be evaluated by the means outlined in the marketing plan. 3. Will you continue using this marketing segment or method and why?
Press and Familiarization (FAM) Tours	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. List of participants and affiliation. 2. Itinerary. 3. List of earned media generated by Press Trip 4. Will you continue using this marketing segment or method and why?

Print Advertising	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Copy of ad 2. All print ads shall be evaluated by the means outlined in the marketing plan. 3. Will you continue using this marketing segment or method and why?
Printed Material	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. One final product. 2. Will you continue using this marketing segment or method and why?
Publicity	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. List of press releases and/or samples. 2. List of media exposure received. 3. List of Press Trips. 4. Will you continue using this marketing segment or method and why?
Publicity/Marketing Personnel	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Attach an annual publicity/marketing report which includes the days or date ranges and number of hours worked and duties performed during the pay period. 2. Will you continue using this marketing segment or method and why?
Social Media	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. All social media shall be evaluated by the means outlined in the marketing plan. Examples include: <ul style="list-style-type: none"> • Number of 'likes', number of shares, increase fan base, increase number of followers, increase impressions, increase mentions, achieve XX number of engagements, maintain XX% return visits, increase consideration mentions 2. How does using the social media channel/site extend your market? 3. Will you continue using this marketing segment or method and why?
Trade Show Promotion	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 2. Number of attendees. 3. Method used to distribute leads locally. 4. Qualification of contacts by level of interest in Montana, your region or community. 5. Will you continue using this marketing segment or method and why?
Traditional Broadcast Advertising (TV & Radio)	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Affidavits of media purchased on file at the organization. 2. If the advertising was a call-to-action or requested a response, submit an analysis of response. 3. If the advertising was image, describe indicators and evaluation technique used to track success. 4. Will you continue using this marketing segment or method and why?
Visitor Information Centers (VIC)	<p>Evaluation Requirements</p> <ol style="list-style-type: none"> 1. Total number of visitors during the funding period. 2. Number of visitors from the top 10 states or points of origin. 3. Funding for VICs shall include a summary of total hours open and hours which are funded by lodging tax. 4. Postage reimbursements to unfunded chambers shall include post office receipts and breakdown of mailings -- bulk, first class, etc. This is to be used in response to travel inquiries, not other chamber business. Additionally the top five states requesting information should be documented. 5. Will you continue using this marketing segment or method and why?