

Marketing Recommendations Endorsed by Channel Islands National Marine Sanctuary Advisory Council

On March 21, 2014, the advisory council of Channel Islands National Marine Sanctuary (CINMS) approved recommendations received from their Marketing Subcommittee. The subcommittee met four times and developed a package of advice targeted at initial, affordable steps CINMS could take to boost the visibility of the sanctuary, become more relevant as an attraction for visitors to the local area, and to bring in new sources of support for sanctuary programming.

Marketing Subcommittee recommendations approved by the Sanctuary Advisory Council:

- 1. Social Media.** Continue to utilize Facebook and Twitter accounts to promote CINMS and create a new Instagram account. Recommendations for Facebook include: getting fans actively engaged by posting questions, quizzes, and asking for their photos of the sanctuary. Twitter can be enhanced by preparing Twitter-specific posts rather than relying on automatically generated posts from Facebook.
- 2. Product Sales.** Consider selling CINMS products (hats, shirts, cards, etc.) on a small-scale through our partnerships with other organizations. CINMS staff should contact Thunder Bay NMS and Monterey Bay NMS to ask about their successful product marketing strategies.
- 3. One-on-One Interactions.** Assure that a concise and coordinated message for the Naturalist Corps Volunteers is being consistently conveyed about the sanctuary's mission, location, and resources.
- 4. Boost Visibility through Visit Santa Barbara Partnership.** Plan coordinated public relations efforts with Visit Santa Barbara. Share press releases, share Facebook posts, list events on their online calendar, and enhance the CINMS member profile on the Visit Santa Barbara web site (by adding a CINMS map, incorporating photos in with the text, and potentially adding links to other sites).
- 5. Special Events and Familiarity Tours.** Team up with partners, including small businesses, to host educational events within the community to share science and promote/highlight the sanctuary. Also, CINMS should offer a joint familiarization tour with VSB, or host its own. Look into partnering with SAC tourism members or others for a familiarization event (VSB is planning a local industry-wide familiarization program this spring, and CINMS should consider participating).