



LOS ALAMOS

Interim Marketing Plan

December 2025

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Google Search Ads

Objective

Leverage high-intent Google Search campaigns to attract qualified visitors, boost in-market spending, and grow Sales Tax and Lodgers Tax through precise targeting and efficient ad spend.

Timeline

Campaign runs from November 2025 through April 2026, spanning 6 months to capture seasonal visitation and optimize mid-year performance.

Budget Overview

A total monthly budget of \$1,000 (~\$33/day) is allocated exclusively to Google Search ads using a Maximize Clicks bid strategy, ensuring continuous visibility in key regional markets.

Strategic Framework

Focus on intent-rich searches related to outdoor recreation, cultural and scientific tourism, targeting users most likely to convert into website actions and trip planning.

Primary Objectives

Capture search intent for key attractions, increase day-trip visits from Albuquerque, Santa Fe, and Colorado to drive Sales Tax, encourage overnight stays to boost Lodgers Tax, and build measurable awareness of Los Alamos as a Science & Nature Destination.

Google Search Ads



Target Audiences

Outdoor Recreation Seekers (27–55) drawn to hiking, biking, skiing; Science & History Enthusiasts interested in Manhattan Project and museums; Day-Trippers from Albuquerque, Santa Fe, and Colorado seeking nearby cultural and outdoor escapes.



Core Attractions & Experiences

Highlight Bandelier National Monument, Valles Caldera National Preserve, Manhattan Project Historical Park, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and ScienceFest to attract varied interests and promote unique regional offerings.



Geo Targeting

Focus on primary markets: Albuquerque and Santa Fe (day trips and repeat visits), Dallas/Fort Worth (fly-drive travelers), Denver (science and family audiences), plus Colorado Springs, Pueblo, Durango, and Amarillo for drive markets within ± 120 miles radius of each DMA.



Budget Allocation by Region

Distribute budget approximately as 40% to Albuquerque and Santa Fe, 30% to Dallas/Fort Worth, and 30% to Denver and Colorado markets to balance proximity, high-value travelers, and regional visitor potential.



Google Search Ads

Outdoor Recreation Campaign

Focus on hiking, biking, and skiing with keywords like “Los Alamos hiking trails,” “mountain biking New Mexico,” and “ski near Santa Fe.” Includes 3–4 ad groups with tailored headlines and sitelinks for Outdoor Guide, Visitor Guide Request, and Event Calendar.

Science & History Campaign

Highlight Oppenheimer and the Manhattan Project using keywords such as “Oppenheimer museum,” “Manhattan Project New Mexico,” and “Los Alamos history tour.” Ad groups target specific historical interests to drive visitor engagement.

Attractions & Parks Campaign

Promote key sites and nature preserves with keywords like “Bandelier National Monument,” “Valles Caldera National Preserve,” and “national parks near Santa Fe.” Campaign features multiple ad groups and relevant sitelinks for visitor resources.

Day Trips & Itineraries Campaign

Focus on regional getaways using keywords such as “Day trips from Santa Fe,” “Albuquerque weekend getaways,” and “Colorado day trip to Los Alamos.” Ad groups tailor messaging for day trip planners and weekend visitors.

Events & Festivals Campaign

Promote local events like ScienceFest with keywords such as “Los Alamos ScienceFest,” “New Mexico science events,” and “Los Alamos calendar.” Landing pages drive engagement with CTAs for “Plan a Day Trip” and “Stay Overnight.”

Google Search Ads

KPI Targets and Strategic Purpose

KPI	CTR (Click Through Rate)	Avg. CPC (Cost per Click)	Landing Page Conversion Rate	Sessions from Paid Search	Day-Trip Conversions (Itinerary Clicks)	New Users (ABQ, SF, DFW, Denver)	Lodgers Tax Growth	Sales Tax Growth via Day-Trips
6 Month Target	4–6%	\$0.80–\$1.20	3–5%	3,000–5,000	1,000+	+25%	+3–5% YOY	+4–6% YOY
Purpose	Measure ad relevance and quality score.	Keep cost efficiency across DMAs.	Guide requests, itinerary clicks, lodging page views.	Establish VisitLosAlamos.org paid traffic baseline.	Proxy for Sales Tax impact.	Expand audience reach in drive markets.	Measure seasonal overnight growth.	Driven by restaurant, retail, and activity spend.

Google Search Ads

Nov 2025



Setup & Learning

Launch 3 Search campaigns on core themes (Attractions, Outdoor Recreation, and Day Trips). Use broad & phrase match keywords to build volume. Test 3 headline variations. Monitor CTR, CPC, quality score.

Adjust underperforming keywords.

Dec 2025



Expansion & A/B Testing

Launch new ads using prior insights. Test copy on trip planning & weekend getaways. Try alternative landing pages. Monitor conversions & optimize bids.

Jan 2026



Optimize & Refine

Review data to find top ad groups. Add exact-match terms like "Oppenheimer" & "Los Alamos hiking." Use ad extensions. Shift 60% budget to top keywords.

Feb 2026



SEO & Landing Page Alignment

Update landing pages with stronger CTAs & keyword alignment. Add "Plan Your Trip" sitelinks & destination CTAs. Sync SEO keywords with Ads data.

Mar 2026



Scale & Geo Targeting

Focus budget on high-ROI campaigns (Outdoor & Science). Launch geo-specific ads targeting Denver & Albuquerque. Refine geographic bids by performance.

Apr 2026



Evaluate & Plan Ahead

Identify campaigns to scale in FY 2026. Recommend 2026-27 media mix including Search, YouTube & Display retargeting. Adjust creative based on audience data.

Meta Ads



Campaign Objective

Leverage targeted Meta ads on Facebook and Instagram to increase destination awareness and drive day trips and overnight stays. Use tailored messaging and precise targeting to boost community spending, supporting growth in Sales and Lodgers Tax revenues. Key tactics include engaging ads, promoting local events and attractions, and optimizing campaigns with performance data to maximize returns. This approach delivers lasting economic benefits through tourism and increased spending.

Timeline

Campaign runs from November 2025 through April 2026.

Budget Overview

Our monthly budget is set at \$1,000, averaging about \$33 per day. We are focusing on two main campaign types: Traffic and Conversions. Traffic campaigns aim to drive link clicks, while Conversion campaigns target adventure guide requests and trip planning clicks.

Budget allocation is strategically divided with 80% dedicated to Traffic campaigns to maximize link clicks and audience reach, and 20% allocated to Conversion campaigns to generate guide requests.

Targeting

Meta Ads

Target Audiences: Outdoor Enthusiasts

People interested in hiking, nature, and outdoor activities, drawn to scenic and adventure content promoting Los Alamos' natural attractions.

Target Audiences: Science and History Buffs

Individuals passionate about science, history, and cultural heritage, attracted by content highlighting the Manhattan Project and local museums.

Target Audiences: Local Day-Trippers

Regional drive market residents within a 90-minute radius, motivated by easy-access day trips, with content featuring maps and nearby event highlights.

Geo-Targeting Details

Our marketing strategy targets travelers in New Mexico and nearby states, focusing on high-engagement areas. Key markets include Albuquerque (ABQ) and Santa Fe (SF) for day trips and repeat visits; Dallas/Fort Worth (DFW) for valuable fly-drive travelers; and Denver, attracting those interested in science, nature, and family activities. Additional visitors come from Colorado Springs, Pueblo, Durango, and Amarillo, all within roughly 120 miles of each market.

The campaign targets adults 27+, balanced by gender, with interests in travel, nature, science, hiking, and history, reflecting the region's appeal.

Budget is allocated to maximize reach: 40% to Albuquerque and Santa Fe, 30% to Dallas/Fort Worth, and 30% to Denver and other Colorado areas, driving visitation, event attendance, and adventure guide downloads.

Meta Ads

Creative Framework

Formats: 60% video (Reels, short-form), 25% carousel, 15% static to capture diverse audience preferences.

Tone: Curious, inspiring, and grounded in science and nature to resonate with visitors' sense of discovery.

CTA Language: "Plan Your Day Trip," "Discover Our History," and "Download Your Adventure Guide" to motivate engagement and action.

Color + Imagery: Use warm desert tones, deep blues, and night-sky contrast imagery aligned with Visit Los Alamos branding for visual consistency.

Campaign Structure

Campaign Type	Awareness: "Discover Los Alamos"	Traffic: Outdoor + Science	Day-Trip Push: "Just 90 Minutes Away"	Events & Festivals	Adventure Guide Conversion
Objective	Build top-funnel reach and video views	Drive website visits	Promote local drive markets	Highlight ScienceFest / seasonal content	Capture qualified intent
Sample Creative / CTA	15-sec Reels featuring Bandelier, Manhattan Project sites, and scenic outdoor shots.	Carousel of hiking, museums, and events	Static + carousel ads with map visuals	Reels + boosted event posts.	"Get Your Free Adventure Guide" ad with instant form
KPIs	Reach, ThruPlays, CTR	Link Clicks, Landing Page Views	CTR, Itinerary Clicks	Event Responses, Engagement Rate	Leads / Guide Requests / CPL

Meta Ads

Nov 2025



Launch & Learn

Launch campaigns with 4 ad sets: Outdoor, Science, Day Trip, Adventure Guide. Test Reels, Carousels & images for highest CTR. Monitor audience by DMA. Set baseline metrics.

Dec 2025



Optimize & Segment

Shift 60% budget to top audiences & creatives. Refine headlines, captions & visuals. Create 2 new ad variants for A/B testing. Add UTMs to track sessions & conversions.

Jan 2026



Conversion Push

Launch lead gen ads for "Free Adventure Guide." Target interests like Oppenheimer, National Parks, hiking. Boost top organic posts. Track & optimize cost per lead.

Feb 2026



Scale & Storytelling

Expand creative themes with storytelling Reels of local experiences. Partner with Visit Los Alamos channels. Increase budget for top video placements.

Mar 2026



Retargeting & Event Promotion

Target high-ROI DMAs (Denver, Albuquerque) with tailored ads. Run event reminders highlighting attractions & lodging.

Apr 2026



Evaluate & Plan Ahead

Review audiences & creatives to keep or retire. Recommend media mix & budget for 2026 across Meta, YouTube & Search.

Organic Facebook



Objectives

Grow monthly reach steadily and predictably while increasing meaningful engagement like clicks, reactions, comments, and shares. Improve content efficiency maintaining consistent posting cadence.



Timeline

The strategy spans 4 months from January 2026 through April 2026 to build momentum and measure progress effectively.

Organic Facebook



Signature Content “Anchors”

Publish two high-quality posts weekly featuring hero assets like Manhattan Project history and family-friendly itineraries to maximize reach and showcase top creative content.



Micro-Series & Thematic Consistency

Consider implementing repeatable weekly series like “Watch the Stars Fridays” and “History in 60s” to build audience habits and increase return visits.



Always-On Community & Utility






Post 1-2 lighter pieces weekly such as events, quick tips, and Q&As to maintain consistent engagement and foster community connection.



Calls-to-Action + Links with Purpose

Incorporate clear CTAs directing followers to itinerary pages and event calendars, enhancing click-throughs without negatively impacting organic reach.

Organic Facebook

-  **Posting Cadence** Publish 3–4 posts weekly, blending 2 'anchor' posts with 1–2 lighter pieces to maintain engagement and variety.
-  **Content Mix** Weekly formats include 1 short-form video (30–45 seconds), 1 photo carousel or vertical story (3–6 images), and 1–2 single images or link posts with strong calls to action.
-  **Creative Guardrails** Use native uploads exclusively, avoid off-platform links in first comments, prioritize vertical-first crops, and apply smart video thumbnailing for better visibility.
-  **Community Management** Respond within 24 hours to comments and messages, use proactive prompts twice weekly, and source UGC by encouraging visitors to tag @VisitLosAlamos, resharing 1–2 pieces weekly with permission.
-  **Measurement Framework** Track monthly KPIs: growth (reach, follower growth %), engagement (total engagements, engagement rate), efficiency (engagements and reach per post), and quality diagnostics through top 10 posts analysis.

Organic Facebook

Analysis and recommendations

- Reach, engagements/post, engagement rate, and posts/week are all projected to increase from the baseline through month 4.
- Consistent posting and engaging content are expected to drive higher monthly reach and engagement rates on Facebook.
- Strategic content improvements will help sustain growth across all KPIs.
- Tracking these KPIs monthly will ensure progress toward social media goals.

KPI	Baseline	Month 1	Month 2	Month 3	Month 4
Reach	28.7K	31K	34K	37K	40K
Engagements/Post	128	135	145	155	165
Engagement Rate (%)	5.5%	5.8%	6.1%	6.4%	6.8%
Posts/Week	3	3	3 - 4	3 - 4	4

Organic Facebook

Jan 2026

Stabilize & Systematize

Launch two weekly series (e.g., Watch the Stars Fridays, Science Saturdays). Standardize captions with 1 prompt + 1 CTA link. Add story reshares day-after.

Feb 2026

Scale Best Performers

Identify top 3 content types from January; double frequency. Introduce 1 new micro-series (e.g., History in 60s). Start monthly comment prompts. Refresh thumbnails & repost top videos.

Mar 2026

Expand Reach Drivers

Co-create UGC carousels (e.g., Your Los Alamos Weekend) tagging creators. Post event-led content 10–14 days pre-event with CTAs. Cross-tag partners to open new audiences.

Apr 2026

Optimize & Institutionalize

Compile best posts into a playbook: formats, hooks, length & visuals. Run A/B tests on hooks with two captions 48 hours apart. Build a 90-day evergreen calendar.

Organic Facebook

- 01 Creative & Copy Playbook**

Use verb-forward hooks under 12 words. Include one prompt and one clear CTA per post. Prioritize vertical-first photos/videos with 3–6 images in carousels featuring people, places, and details. Scaffold keywords around Los Alamos themes and ensure 1–2 lines of accessible alt-text.
- 02 Governance & Workflow**

Lock content calendar two weeks in advance. Maintain an asset library tagged by theme and format. Track user-generated content consents. Dedicate 10–15 minutes daily to replies, reactions, and direct messages.
- 03 Reporting (monthly)**

Use a scorecard tracking reach, posts, interactions, engagement rate, clicks per post, and top 5 posts. Analyze insights on what drives reach, comments, shares, and clicks. Implement 3–5 actionable changes monthly, including format and timing adjustments.
- 04 Risks & Mitigations**

Address seasonality by leveraging event-led content and storytelling. Prevent creative fatigue by rotating micro-series every 8–10 weeks. Mitigate link suppression by placing key links judiciously in captions.

Strategy

Organic Instagram

High-quality, shareable content highlighting Los Alamos' unique outdoor and cultural experiences boosts follower growth, engagement, and saves. Synergizing with Facebook and amplifying UGC builds authenticity and loyalty.

Consistent, visually distinctive storytelling on Instagram drives monthly reach growth and deepens community engagement.



Organic Instagram



Visual Storytelling

Use high-quality, emotive images and videos to convey brand stories and connect emotionally with the audience.



Reels-First Momentum

Prioritize short, engaging video reels weekly to capture attention quickly and boost organic reach on Instagram.



Carousel Narratives

Create multi-image carousel posts to deliver detailed stories, itineraries, or event highlights that keep viewers swiping.



Community & UGC

Encourage user-generated content and engage with followers through shout-outs, polls, and interactive stories.



Hashtag & Tagging Optimization

Use relevant hashtags and tag locations or collaborators to increase content discoverability and engagement.

Organic Instagram

Content Type	Posting Frequency	Example Themes	Copy Guidelines	Creative Guidelines
Reels	1/week	Lifestyle, behind-the-scenes, trends. Attractions, hikes, museum walk-throughs	Engaging, informal, call-to-action	High energy, dynamic visuals, brand colors
Carousels	1-2/week	Product showcases, tutorials. "Day in Los Alamos," itineraries, events	Informative, step-by-step, authentic	Consistent style, clear visuals, branded
Stories	3-4/week	User-generated content, polls, announcements. Polls, countdowns, reposts, UGC shout-outs	Conversational, interactive, timely	Casual, bright, use stickers and effects
Static Posts	1/week	Quotes, highlights, events. Scenic hero shots, community highlights	Inspirational, concise, on-brand tone	High quality images, clean layout, cohesive
Total Posts/Week	3-4			

Content Overview and Best Practices

- Use a mix of Reels, Carousels, Stories, and Static Posts to maintain audience interest.
- Post 3-4 times weekly to balance visibility and quality.
- Themes include lifestyle, product showcases, behind-the-scenes, and user-generated content.
- Copy should be engaging and authentic; visuals must be high quality and on-brand.

Organic Instagram

Jan 2026

Foundation & Cadence

Refresh hashtags and pin notes. Launch two weekly themes like 'Night Sky Fridays' & 'Science Saturdays.' Post one Reel weekly and monitor Story engagement.

Feb 2026

Experiment & Elevate

Test Reels vs. carousels. Introduce a Behind the Scenes micro-series highlighting the people, preparation, and stewardship behind Los Alamos experiences. Use Stories with event countdowns and "Add to Calendar" stickers. Cross-promote top Reels on Facebook.

Mar 2026

Amplify Reach

Launch UGC series 'Your Los Alamos Weekend.' Collaborate with local photographers for Reels. Tag businesses & use geotags consistently to expand discovery.

Apr 2026

Sustain & Scale

Repurpose top Reels & carousels as evergreen content. Build 'Best of 2025' visual recap. Conduct A/B tests on captions. Develop 2026 content calendar from analytics.

Organic Instagram

KPI Targets Overview and Growth Strategy

- Reach will steadily grow monthly by introducing new content themes and Reels to attract fresh audiences.
- Engagement aims to improve through interactive Stories and user-generated content that boost participation.
- Likes per post are expected to rise due to better visual quality and targeted hashtags.
- Posting frequency will gradually increase to maintain audience interest and optimize performance.

Month	Reach	Total Engagements	Engagement Rate (%)	Engagement per Post	Posts per Week
January 2026	4.3K	25	7.0%	23	3
February 2026	4.8K	28	7.5%	25	3 - 4
March 2026	5.3K	31	8.0%	28	3 - 4
April 2026	5.8K	35	8.5%	30	4

Organic Instagram

01 Monthly KPI Scorecard

Track key metrics like reach, posts, interactions, engagement percentage, saves, and followers gained monthly to evaluate performance.

02 Top Posts & Insights

Analyze top 5 posts by theme, format, posting time, engagement rate, and reach to identify what visuals, hashtags, and captions drive saves and shares.

03 Governance & Workflow

Maintain a content calendar with 2 weeks locked and 1 agile week, organize assets tagged by theme/location, and respond to comments and DMs within 24 hours.

04 Risks & Mitigation

Address seasonality by front-loading evergreen content, manage algorithm changes with Reels experimentation, boost UGC via tagging campaigns, and rotate content to avoid fatigue.

Newsletter



Increase Destination Awareness

Highlight Los Alamos' unique attractions and experiences to ensure it stays top-of-mind for potential visitors.



Drive Website Traffic and Trip Planning

Encourage readers to visit the official site for lodging, dining, and activities, facilitating trip preparation.



Grow and Engage the Audience

Build a loyal subscriber base with engaging stories, visuals, and interactive content to keep readers interested.



Promote Seasonal Visitation

Align content with seasonal themes and events to motivate visits throughout the year, balancing off-peak periods.



Support Local Businesses and Events

Feature local attractions, dining, and upcoming events to boost the local economy and visitor experience.



Build Emotional Connection and Community Pride

Use storytelling and authentic voices to foster a deeper connection between readers and Los Alamos' culture.

Newsletter



Warm Sign-off Tone

Use friendly, personal closings like “See you in Los Alamos!” or “See you on the trail!” to foster a welcoming connection.



Frequency & Timing

Send one email monthly at a consistent day/time, such as the first Tuesday, to build audience anticipation and routine.



Analytics & Segmentation

Track email opens, clicks on CTA and social links, and segment audiences by visitor type to optimize future mailings.



Design Consistency

Maintain uniform header/footer with Visit Los Alamos branding and repeat the same Explore/Follow Us block for Facebook and Instagram.



UGC & Instagram Integration

Feature recent Instagram posts or visitor photos in each newsletter to boost sharing and deepen engagement.

January: "Welcome to Los Alamos"

01

Key Newsletter Components

- Hero image showcasing Los Alamos' natural beauty and downtown charm.
- Editorial note explaining what's new and why Los Alamos is special.
- Spotlight story on a hidden local attraction to engage readers.
- Feature one major upcoming event to drive timely interest.
- Instagram snapshot block with 2-3 recent photos linking to social media.

02

Engagement and Call to Action

- Encourage planning visits with links to lodging, dining, and recreation info.
- Invite readers to follow Visit Los Alamos on Facebook and Instagram.
- Use a clear CTA button: "Explore Los Alamos Now" linking to the official site.
- Subject line: "Discover the Hidden Gems of Los Alamos" to boost open rates.
- Focus on refreshing destination awareness post-holiday season.

February: Outdoor Adventures

01

Newsletter Content Highlights

- Cover photo: striking outdoor scene like a trail or canyon rim with an intro to the theme
- Featured trail: detailed spotlight on one trail including difficulty level, scenic views, and tips
- Activity bundle: combine outdoor activities with local dining or lodging recommendations
- Instagram carousel: share visitor photos and user-generated content from social media channels

02

Engagement & Visitor Tips

- Visitor tip corner: seasonal advice on packing, timing, and weather for outdoor trips
- Social invitation: encourage following on Instagram and Facebook for daily outdoor inspiration
- Strong CTA: 'Plan Your Outdoor Trip' linking to Visit Los Alamos website
- Subject line idea: 'Adventure Awaits: Outdoor Fun in Los Alamos' to boost open rates

March: Culture & Community

01

Content Highlights and Features

- Opening photo showcasing local art murals or museum interiors to set the tone.
- Feature story spotlighting a cultural venue like a museum, historic site, or art gallery.
- Meet the locals segment with Q&A or profile of a local artisan or business owner, including a photo.
- Instagram photo collage featuring community moments from recent events or everyday local life.

02

Engagement and Visitor Experience

- Visitor-friendly tips emphasizing family activities and off-season travel benefits.
- Social media call to action encouraging tagging @VisitLosAlamosNM to share personal moments.
- Clear CTA button linking to "Discover Local Culture" on the Visit Los Alamos website.
- Subject line idea: "Explore the Culture of Los Alamos" to attract newsletter opens.

April: Plan Your Stay & Seasonal Outlook

01

Lodging & Special Offers

- Showcase one featured accommodation with a special package deal for April.
- Include a high-quality image of the lodging or a scenic sunset over the region.
- Provide a direct link to book via the official Visit Los Alamos site.
- Highlight unique amenities or benefits, such as discounts or exclusive experiences.

02

Events & Visitor Engagement

- Preview major upcoming seasonal events with dates and brief descriptions.
- Spotlight recent Instagram guest photos showcasing seasonal beauty.
- Share a visitor tip: best times to visit, transportation options, and what to expect next season.
- Encourage social sharing with branded hashtags to increase community engagement.
- End with a clear CTA button: “Start Planning Your Trip” linking to visitlosalamos.org.



Objectives

NM True

- Maintain accuracy of event details including dates, images, and descriptions on VisitLosAlamos.org.
- Ensure the calendar is comprehensive with all relevant local events included and updated regularly.
- Align event submissions with NewMexico.org's criteria to extend reach and improve SEO value.
- Regularly submit qualified events to NewMexico.org at least 45 days prior to event start dates for optimal visibility.
- Collaborate with local partners to gather and verify event information, supporting statewide marketing efforts.

NMTrue



Audit Listings

Audit and update all county-operated Los Alamos listings on [NewMexico.org](https://www.newmexico.org), including attractions, trails, museums, dark skies, dining, and lodging.



Update Visuals & CTAs

Add fresh winter and spring photography along with strong calls to action linking to [VisitLosAlamos.org](https://www.visitlosalamos.org) to enhance engagement.



Event Submissions

Submit all large upcoming events from December through April to the New Mexico True events calendar and New Mexico Magazine listings.



Creative Review

Ensure all FY26 Co-op creative materials meet New Mexico True brand guidelines for consistency and brand alignment.



Certification Shortlist

Review New Mexico True Certified requirements and create a shortlist of Los Alamos makers and shops that could qualify.



Market Coordination

Meet with NMTD Co-op and Industry Relations teams to confirm priority markets (ABQ, Santa Fe, Denver, Texas) and recommended winter/spring tactics.

NMTrue

01

Audit Current Listings

Review all existing events on VisitLosAlamos.org for date accuracy, broken links, image quality, and event detail completeness to ensure reliability.

02

Track Events & Activate Live Alerts

Utilize NMTrue's new event submission platform and automated live alerts as the primary system of record. Monitor event status internally to align live events with timely promotional support.

03

Establish Submission Guidelines & Responsibilities

Document NewMexico.org's event criteria including image size, copy length, lead time, and categories. Share guidelines with County organizations and businesses and encourage them to submit events.

04

Partner Outreach

Continue to contact key event organizers like Fuller Lodge Art Center and Discover Los Alamos to encourage proactive event sharing and build collaborative relationships.

NMTrue

Bi-weekly Review Schedule

Every two weeks, check for new or changed events from community partners, Facebook pages, or the Chamber calendar to keep listings current and accurate.

Add Visuals & Descriptions

Ensure each county event listing includes at least one photo and a short, engaging description to attract visitor interest and enhance page appeal.

Submit to NewMexico.org

Upload all qualified county-hosted events with photos and clear visitor appeal at least 45 days prior to their start dates to maximize reach and SEO benefits.

Quality Check & Internal Linking

Confirm listings appear correctly on NewMexico.org within one week of submission. Cross-link event pages with relevant itineraries, attractions, or blogs to improve user experience and SEO.

01 Optimize Event Visibility Across Channels

Shift from basic promotion to intentional amplification by aligning live NMTrue events with paid, organic, and newsletter timing to maximize reach during peak spring planning windows.

02 Channel Alignment & Timing Review

Evaluate which events warrant additional amplification through Meta, Google Search, newsletters, or landing pages based on audience appeal, timing, and regional draw.

03 Event Performance Snapshot

Begin tracking high-level engagement signals (calendar views, clicks, newsletter CTR, social engagement) for promoted events to identify which event types and themes perform best.

04 Strategic Cross-Platform QA

Conduct a strategic audit (not just a checklist comparison) to ensure priority events are consistently positioned, messaged, and linked across VisitLosAlamos.org, NewMexico.org, and marketing channels.

NMTrue: Storytelling + Certification Push



Story Series Development

Create a “New Mexico True Certified in Los Alamos” story series including blog features, reels, TikTok videos, and email newsletter highlights to showcase local authenticity.



Co-Promotion with Industry

Collaborate with NMTD’s Industry team to co-promote content and maximize resharing opportunities across New Mexico True platforms.



Pitch Story Ideas

Pitch unique Los Alamos stories such as science tourism, Oppenheimer heritage travel, and winter/spring hikes for New Mexico Magazine and NMTrue content opportunities.



Use Research Data

Incorporate New Mexico True research and trend data into monthly reports and board updates to inform strategy and demonstrate impact.



Certification Promotion

Push the New Mexico True Certified program by highlighting local businesses and supporting their applications with photography and product descriptions.

NMTrue

NM True Performance Review

Assess NM True—specific performance indicators, including event visibility on NewMexico.org, referral traffic to VisitLosAlamos.org, and engagement tied to NM True promotions or co-op placements.

Seasonal Content Alignment

Align upcoming summer and shoulder-season priorities with NMTrue content themes, co-op opportunities, and submission timelines to ensure Los Alamos is positioned early within statewide storytelling and promotion.

Engagement & Referral Analysis

Review available analytics to understand how users interact with NMTrue—listed events and content, focusing on clicks, referral traffic, and seasonal interest patterns rather than internal CMS workflow efficiency.

Summary & Readiness

Summarize NMTrue contributions, wins, and learnings from the interim period to inform the next year's marketing priorities, event promotion strategy, and future co-op participation.

April 2026

NMTrue: Spring Burst + Measurement



Spring Co-op Campaign

Run a spring co-op “Basecamp in Los Alamos” campaign, positioning Los Alamos as the gateway to Bandelier, Valles Caldera, and Northern New Mexico exploration.



Event Promotion

Continue promoting April and May events across on [NewMexico.org](https://www.newmexico.org)



ROI Measurement

Demonstrate ROI from New Mexico True alignment by tracking campaign performance metrics and sharing insights in monthly and board reports.



Maximize Seasonal Visibility

Leverage the early spring travel season to maximize Los Alamos’ visibility through coordinated marketing efforts and strong call-to-actions linking to [VisitLosAlamos.org](https://www.visitlosalamos.org).



Best Practices

NMTrue

- Review and update the events calendar for county hosted events quarterly to maintain accuracy.
- Submit all qualified county hosted events to NewMexico.org at least 45 days before the event date.
- Maintain consistent image and copy standards for all event listings to ensure quality and appeal.
- Remind partners to submit events to NewMexico.org

NMTrue: Coop Schedule

Initiative	Execution	In Market Date	Partner Due Dates	Partner Inputs Required
Micro-Influencer Seasonal Destination Program + Influencer Content Amplification	Micro-Influencer Experience	Mar '26	01/05	Check in with your PSR & the social team for itinerary updates
Managed Search (Minimum 2 Opt-ins)	Google Ads SEM campaign	Mar '26	01/15	Submit Managed Search Input Form.
NM Travel Intender Ads (available as add-on to Package ONLY)	NM Travel Intender Ads Sponsored Content	Mar '26	01/15	Submit NM Travel Intender Sponsored Content Input Form
NM Travel Intender Ads (available as add-on to Package ONLY)	NM Travel Intender Digital Ads	Mar '26	01/15	Use provided Display ad templates on Brand Resource Hub & complete the destination URL form
Rich Media Static Ads (available as add-on to Package ONLY)	Rich Media Static Ads	Mar '26	01/15	Submit Rich Media Static Input Form

NMTrue: Coop Schedule

Initiative	Execution	In Market Date	Partner Due Dates	Partner Inputs Required
Sterling Silver PACKAGE (Consideration): Meta (FB & IG) Static, Facebook Video, Sponsored Content, YouTube	Meta Static Ad (FB and/or IG)	Mar '26	01/15	Submit Meta (FB/IG) Static Input Form
Sterling Silver PACKAGE (Consideration): Meta (FB & IG) Static, Facebook Video, Sponsored Content, YouTube	Meta Video Ad (FB and/or IG)	Mar '26	01/15	Submit Meta (FB/IG) Video Input Form
Sterling Silver PACKAGE (Consideration): Meta (FB & IG) Static, Facebook Video, Sponsored Content, YouTube	Sponsored Content Ads	Mar '26	01/15	Submit Sponsored Content Input Form
Sterling Silver PACKAGE (Consideration): Meta (FB & IG) Static, Facebook Video, Sponsored Content, YouTube	YouTube Video Ad	Mar '26	01/15	Submit YouTube Input form with final produced :15s video spot. Once approved, partner to supply YouTube link.
Content Amplification	Micro-Influencer Experience	Jun '26	04/01	Check in with your PSR & the social team for itinerary updates
Managed Search (Minimum 2 Opt-ins)	Google Ads SEM campaign	Jun '26	04/15	Reach out to your PSR if keywords need a refresh



Objective

Calendars

- Maintain accuracy of event details including dates, images, and descriptions on [VisitLosAlamos.org](https://www.visitlosalamos.org).
- Ensure the calendar is comprehensive with all relevant local events included and updated regularly.
- Regularly submit qualified county hosted events to [NewMexico.org](https://www.newmexico.org) at least 45 days prior to event start dates for optimal visibility.

Calendars

01

Audit Current Listings

Review all existing events on VisitLosAlamos.org to confirm date accuracy, image quality, link functionality, and completeness of event details to ensure a reliable visitor-facing calendar.

02

Validate Existing Event Calendar System

Confirm the existing annual event calendar is up to date, complete, and aligned with VisitLosAlamos.org display needs, ensuring it continues to serve as the primary source of truth.

03

Align Calendar & Submission Workflow

Review how events flow from the existing calendar to VisitLosAlamos.org and NewMexico.org to ensure timing, formatting, and responsibilities are clear and efficient without introducing new systems.

04

Expand Partner Visibility

Ensure events from a broad range of community partners—arts, culture, recreation, education, and community organizations—are accurately represented across the calendar, avoiding reliance on a limited set of organizers.

Calendars

Bi-weekly Review Schedule

Every two weeks, check for new or changed events from community partners, Facebook pages, or the Chamber calendar to keep listings current and accurate.

Add Visuals & Descriptions

Ensure each event listing includes at least one photo and a short, engaging description to attract visitor interest and enhance page appeal.

Submit to NewMexico.org

Upload all qualified county hosted events with photos and clear visitor appeal at least 45 days prior to their start dates to maximize reach and SEO benefits.

Quality Check & Internal Linking

Confirm county listings appear correctly on NewMexico.org within one week of submission. Cross-link event pages with relevant itineraries, attractions, or blogs to improve user experience and SEO.

Calendars

- 01 Promote Your Event Call** Promote the existing event submission call on VisitLosAlamos.org with clear messaging such as “Hosting an event? Share it with us,” directing partners to the established submission process.
- 02 Partner Reminder Outreach** Send monthly emails to event hosts and organizations encouraging early event submissions.
- 03 Social & Newsletter Integration** Feature 2–3 upcoming events in each monthly visitor newsletter and cross-promote these events on Facebook and Instagram to maximize audience reach and engagement.
- 04 Cross-Verification** Regularly compare listings on VisitLosAlamos.org with those on NewMexico.org to ensure alignment, completeness, and accuracy of event information across platforms.

Calendars

Evaluate Workflow

Assess how well the calendar update process is functioning, focusing on timeliness, accuracy, and completeness of event listings to identify areas for improvement.

Update Internal SOP

Refine submission checklists, update contact lists, and adjust timelines to ensure smoother quarterly transitions and more efficient event management.

Analyze Engagement

Review website analytics for the event calendar, including page views, click-through rates, and popular event categories to understand user interaction and preferences.

Plan Seasonal Refresh & Summarize

Continue to outreach for major upcoming events quarterly, such as summer festivals and holiday markets. Document the number of events added, submitted, and promoted through newsletters and social channels.

Calendars



- Review and update the events calendar quarterly to maintain accuracy.
- Submit all Los Alamos County hosted events to [NewMexico.org](https://www.newmexico.org) at least 45 days before the event date.
- Maintain consistent image and copy standards for all event listings to ensure quality and appeal.
- Track event source, submission date, and publication date meticulously in the master event tracker.
- Reconfirm partner contacts and update communication lists quarterly to sustain strong collaboration.



Objective

Reporting Objective

- Establish a consistent, data-driven framework for measuring marketing effectiveness, visitation patterns, and visitor spending.
- Focus on the first six months of DestinationIQ's partnership with Los Alamos County.
- Use monthly and quarterly reporting to highlight early indicators of ROI.
- Prepare for the transition and readiness of the full Year 1 Marketing Plan.
- Enable data insights to guide ongoing marketing strategy and budget allocation.

Reporting

01

Goals

Define KPI benchmarks using existing analytics and data sources such as GA4, Placer.ai, Datafy, CRM, and Lodgers' Tax. Identify current visitation levels, top origin markets, and visitor spend categories.

02

Baseline Tracking Launch

Initiate baseline tracking for campaign reach, engagement, click-through rates (CTR), and conversions to establish performance standards for upcoming campaigns.

03

Key Metrics to Report

Report baseline website users and sessions, engagement rate, conversions, average visitor spend, length of stay benchmarks, and current Lodgers' Tax trends compared to the prior year.

04

Importance

Establishing these baseline metrics provides a consistent, data-driven framework critical for measuring marketing effectiveness and visitor behavior throughout the partnership.

Reporting

Ongoing Paid Campaigns

Continue paid digital campaigns on Meta and Google Search platforms to sustain awareness and engagement during December 2025.

Key Performance Metrics

Report critical metrics such as CTR, CPC, total clicks, and impressions per campaign to measure engagement and reach.

Ad Spend Efficiency Tracking

Track ad spend efficiency and early ROI by each channel to optimize budget allocation and maximize campaign impact.

Visitor Volume & Spending

Estimate visitor volume from primary designated market areas (DMAs) including Albuquerque, Santa Fe, Denver, and Dallas, and analyze visitor spending by sector such as lodging, dining, retail, and recreation.

Reporting

01

Deliver First Quarterly Insights

Aggregate data from October to December to provide a comprehensive summary of marketing performance and visitor behavior.

02

Analyze Visitation Growth & Spending

Examine changes in visitation volume compared to baseline and assess spending growth by category, especially lodging and dining.

03

Evaluate Ad Engagement & Digital Assets

Review ad engagement trends and identify top-performing digital assets and audience segments for optimization opportunities.

04

Key Metrics to Report

Track change in website visitation volume vs. baseline, cost per website visitor, visitor spending growth by category, and ad-driven conversions like Visitor Guide requests or 'Plan Your Trip' clicks.

Reporting



Use Data Insights

Apply insights from previous months to adjust targeting, creative content, and ad budgets to improve campaign performance and reach.

Emphasize High-Value Travelers

Focus marketing efforts on acquiring visitors likely to spend more, increasing the average visitor spend and overall economic impact.

Event-Based Campaign Tracking

Introduce tracking for specific events like ScienceFest to measure campaign effectiveness and visitor engagement tied to key local happenings.

Key Metrics to Monitor

Track improvements in CTR and conversion rates after optimization, plus engagement rates on social media and video campaigns.

Visitor Spend & Market Share

Measure changes in average visitor spend per trip and analyze market share by visitor origin, distinguishing in-state versus out-of-state travelers.

Reporting

01

Draft Year 1 Marketing Plan Delivery

Deliver the Draft Year 1 Marketing Plan incorporating insights from interim data to guide strategic marketing decisions and resource allocation.

03

Visitation Growth Correlation

Correlate visitation growth trends with Lodgers' Tax collections and mobile visitation data to validate marketing impact on economic indicators.

02

Paid vs Organic Channel Tracking

Continue to track and compare performance metrics of paid digital campaigns against organic channels to assess cost-effectiveness and engagement quality.

04

Key Metrics to Report

Report on website sessions and engagement changes since November baseline, ROI by channel comparing ad spend versus estimated economic impact, visitor origin markets with highest per-trip spending, and year-over-year Lodgers' Tax and visitor spending trend comparisons.

Reporting

Finalize Year 1 Marketing Plan

Use interim performance data from the first six months to complete the draft Year 1 Marketing Plan. Incorporate insights from prior months to ensure the plan is data-driven and actionable.

Present Interim Insights

Deliver final interim insights to the Los Alamos Tourism Advisory Board (LTAB), summarizing six-month changes in visitation and estimated visitor spending.

Establish Updated KPI Targets

Set new KPI targets for awareness, visitation, and visitor spending for FY26 based on observed trends and six-month performance metrics.

Key Metrics to Report

Report on ROI summary by campaign type (paid social, search, and PR), correlation between web engagement and in-market visitation, and forward-looking KPIs such as target visitation growth, CTR, and ad ROI.

Acronyms



Acronyms Used in this Plan

- SEM: Search Engine Marketing
- DMA: Designated Market Area
- CTR: Click-Through-Rate
- CPC: Cost per Click
- ROI: Return on Investment
- KPI: Key Point Indicator
- CPL: Cost per Lead
- CTA: Call to Action
- FB: Facebook
- IG: Instagram
- UTM: Urchin Tracking Module
- UGC: User Generated Content
- DM: Direct Message
- SEO: Search Engine Optimization