



LOS ALAMOS

QUICK VIEW

Interim Marketing Plan

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Google Search Ads



Target Audience Focus

Campaigns are designed to reach travelers searching for outdoor recreation, cultural experiences, science tourism, and regional getaways tied to Los Alamos attractions.



Keyword Groups

Highly searched keywords including Bandelier, Valles Caldera, Manhattan Project history, ScienceFest, and day-trip itineraries ensure relevance and strong conversion potential.



Campaign Structure

Five distinct campaigns—Outdoor, Science & History, Attractions & Parks, Day Trips, Events—use tailored headlines, sitelinks, and CTAs for destination-specific engagement.



Budget & Bidding

A \$1,000 monthly budget with Maximize Clicks bidding maintains consistent daily spend to maximize qualified site traffic across Albuquerque, Santa Fe, DFW, and Denver.



Seasonal Timing

The six-month campaign runs November through April to capture peak seasonal interest and allows ongoing optimization for improved results.



Performance Measurement

KPIs include CTR, CPC, paid sessions, conversions, and new user growth, linked to Lodgers' and Sales Tax data to evaluate campaign impact on regional economic indicators.

Meta Advertising



Immersive Storytelling

Campaigns blend scenic desert landscapes, science and history themes, cultural touchpoints, and trip-planning prompts to engage travelers emotionally.



Video-First Creative

Use of Reels, short-form vertical videos, and animated content supported by carousels and static images maximizes visual appeal across Facebook and Instagram.



Targeted Audiences

Focus on outdoor enthusiasts, science/history buffs, and regional day-trippers in Albuquerque, Santa Fe, DFW, and Colorado to ensure relevance and engagement.



Budget & Campaign Split

A \$1,000 monthly budget allocates 80% to Traffic campaigns for link clicks and 20% to Conversion campaigns driving qualified actions like guide requests.



Continuous Optimization

Iterative testing of headlines, CTAs, visuals, formats, and UTMs refines campaigns by tracking CTR, CPC, landing page views, and leads for performance gains.



Market-Specific Adjustments

Monthly budget shifts prioritize top-performing audiences in core DMAs such as Albuquerque, Santa Fe, DFW, and Colorado to maximize ROI and economic impact.

Organic Facebook

Signature Weekly Posts

Two anchor posts each week, such as Science Saturdays and History in 60s, provide high-quality, thematic content that followers anticipate and engage with regularly.

Content Cadence & Formats

Publishing 3–4 posts weekly using a mix of short-form videos, carousels, still images, and link posts ensures variety and guides users to itineraries and events without reducing organic reach.

Community Engagement

Lighter, community-focused posts like events, Q&As, local tips, partner shares, and user-generated content highlights foster two-way interaction and build a loyal follower base.

Creative Guidelines

Posts follow best practices including vertical-first cropping, native uploads, strong hooks, smart thumbnails, and accessible alt text to maximize reach and inclusivity.

Performance Tracking & Optimization

Monthly KPIs such as reach, engagement per post, engagement rate, content efficiency, and top posts help refine the strategy, supported by a playbook and evergreen content library.

Organic Instagram

Reels as Engagement Drivers

Weekly short videos showcasing hikes, science attractions, seasonal landscapes, and cultural moments boost shareability and attract new followers.

Carousels for Story Expansion

Multi-image posts provide detailed itineraries, trip ideas, and event highlights that encourage saves, shares, and deeper exploration.

Interactive Stories

Regular polls, countdowns, travel tips, and user-generated content resharing foster real-time engagement and enhance destination familiarity.

Consistent Content Cadence

A structured weekly schedule of 3–4 posts plus frequent stories ensures dependable touchpoints and sustained audience interest.

Performance & Growth Tactics

Monthly KPIs monitor reach, engagement rate, and saves; themed series and UGC initiatives drive ongoing growth and mitigate algorithm risks.

Newsletter



Clear Calls to Action

Buttons such as “Explore Los Alamos” and “Plan Your Trip” link readers directly to itineraries, accommodations, and events, driving measurable engagement and conversions.



Seasonal Themed Editions

Each newsletter edition centers on a seasonal theme like Hidden Gems or Outdoor Adventures, aligning content with readers’ interests and encouraging timely travel planning.



Consistent, Branded Design

Branded headers, footers, and a uniform Explore/Follow Us block create a cohesive, professional look that enhances brand recognition and reader trust.



Engaging Content Blocks

Feature stories, event highlights, dining and lodging recommendations, visitor tips, and Instagram integrations showcase authentic experiences and local culture.



Performance Tracking & Refinement

Open rates, CTRs, and audience segmentation data inform ongoing content optimization to better tailor newsletters and build anticipation month to month.

NM True



Listings Alignment & Accuracy

Audit and update county-operated Los Alamos listings on NewMexico.org to ensure accurate details, strong imagery, and aligned messaging that supports statewide visibility and referral traffic.



Strategic Event Submissions

Submit qualified county-hosted events to NewMexico.org at least 45 days in advance, using NM True's event platform and live alerts to maximize exposure during peak planning windows.



Amplification & Channel Alignment

Align live NM True events with social, newsletter, and paid media timing to amplify high-impact events and support seasonal travel demand.



Storytelling & Certification Support

Support NM True storytelling initiatives and encourage local business participation in the NM True Certified program to elevate authentic Los Alamos experiences across statewide channels.

Calendars



Calendar Accuracy & Maintenance

Maintain an accurate, comprehensive events calendar on VisitLosAlamos.org through regular audits of dates, images, descriptions, and links to ensure a reliable visitor-facing resource.



Partner Visibility & Coordination

Ensure events from a broad range of community partners—including arts, culture, recreation, education, and community organizations—are consistently represented, supporting a diverse and complete calendar.



Ongoing Updates & Submissions

Review and update event listings bi-weekly and submit all qualified county-hosted events to NewMexico.org at least 45 days prior to event start dates to maximize visibility and reach..



Promotion & Integration

Promote priority events through newsletters and social media, and link event listings to relevant itineraries and attractions to improve discovery, trip planning, and engagement.

Reporting



Baseline KPI Establishment

Initial KPIs are set using GA4, Datafy, Placer.ai, CRM, Lodgers' Tax, and campaign data to create a foundation for measuring marketing impact over six months.



Monthly Performance Tracking

Monthly reports analyze paid media metrics (CTR, CPC, conversions), organic social engagement, website traffic, visitor origin, and estimated spending to track campaign effectiveness.



Quarterly Trend Analysis

Quarterly summaries synthesize broader trends, growth indicators, and optimization opportunities for targeting, creative, and budget allocation adjustments.



Economic Impact Correlation

Reporting ties marketing outcomes to lodging taxes, visitor spending, seasonal visitation shifts, and high-value traveler behavior to measure community economic benefits.

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