



ST. HELENA

CHAMBER OF COMMERCE

MARKETING OPPORTUNITIES

DIGITAL

STHELENA.COM

St. Helena's #1 ranking tourism website
Sthelena.com has nearly 300K visitors
& over 400K page views annually.

- Ranks at the top page one in Google SEO for St. Helena search terms
- 260K in advertising spend to drive traffic to StHelena.com



Featured Experience/Offering Ad

Promote a special offering/experience on sthelena.com. **COMING SOON!**

Cost: \$350/week

Contact: Alexandra@sthelena.com

Blog/Inspiration Guide

Be the main feature on sthelena.com with social media promotion, This includes up to 6 photos and developed text.

Cost: \$500

Contact: Alexandra@sthelena.com

Featured Event Ad

Put your event front and center on sthelena.com to enhance sales & attendance
COMING SOON!

Cost: \$350/30 days

Contact: Alexandra@sthelena.com

Banner Placement Ad

Homepage Banner Ad 1920x460 PX
COMING SOON!

Cost: \$500/week

Contact: Alexandra@sthelena.com

Enhanced Business Listing

Strengthen your current listing to attract more attention from visitors with 500 extra description characters. Add a video link/button. **COMING SOON!**

Cost: \$50

Contact: Alexandra@sthelena.com



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SOCIAL MEDIA

@STHELENACA

St. Helena's social media accounts have received nearly 3.5 million views, 8.8 million impressions annually, and a robust number of followers on all platforms.

- Leading TikTok followers for Napa Valley.
- Influencer partnerships & video development.
- Giveaways & follower growth.



-  **44K FOLLOWERS**
-  **3.1M+ ANNUAL REACH**
-  **8.8M+ IMPRESSIONS**
-  **1.9M REEL VIEWS**
-  **OVER 1.7M VIDEO VIEWS + 59K LIKES**
-  **1.1M + AVG. ANNUAL VIEWS**
-  **20K FOLLOWERS**

Facebook/Instagram Paid Post

Reach and engage with our audience. St. Helena has nearly 75K followers in total. Connect with consumers, launch giveaways, promote events, & and gain brand awareness.

Cost: \$500 IG Reel incl. shooting/editing
\$350 static post

Contact: Amy@sthelena.com

TikTok Video Post

The Chamber will shoot/edit TikTok content, promote via ad spend and guarantee 5K+ views. Gain exposure on the highest used platform.

Cost: \$500 incl. shooting/editing

Contact: Amy@sthelena.com

@VisitCalifornia Story

We create and build content to cross promote on Visit California's website.

Cost: \$500 a week

Contact: Amy@sthelena.com

Social Media Consultation

Assistance can range from strategy, brand awareness, content ideas, how to create "stories or reels", platform tools, audience growth and paid advertising support.

Cost: \$250 for 2 hours

Contact: Amy@sthelena.com



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SOCIAL MEDIA CONTINUED

@STHELENCA

IG Social Media Takeover

Reach and engage with our audience on Instagram with nearly 42K followers. Take over for a day and grow your followers. 4 posts, plus 10 stories promoting your brand/business.

Cost: \$1500 to produce all content

Contact: Amy@sthelena.com

Pinterest Ad/Pin

We create and build content to cross-promote on our highly successful Pinterest account with paid spend behind each pin.

Cost: \$150 per paid pin

Contact: Amy@sthelena.com



MAINSTREAM MARKETING

E-NEWSLETTER

Consumer E-News Ad

Promote your business to nearly 4K email subscribers with an avg 54% open rate. Ad: 1600X 900 PX, incl. 200 characters, photo, and high-res logo included. Live link to your website.

Cost: \$150 per placement

Contact: Alexandra@sthelena.com

VIDEO SHOOT

4-6 hour professional video shoot

Work with Capital Boy Media for a location video shoot using the Chamber's special pricing. Includes b-roll, one 30-sec video, & two 10-sec videos

Cost: \$3,000

Contact: Amy@sthelena.com

GRAPHIC DESIGN

Logo Refresh/Flyer Design

Our in house designers use Canva/Adobe to create any graphic design work needed.

Cost: \$150/flyer, \$500/2 logo options

Contact: Alexandra@sthelena.com

WELCOME CENTER

Digital Board Advertising

Rotating Ad placement inside the Visitor Center that sees 22K annual visitors & and nearly 500 weekly.

Cost: \$200/M-F (5) day running span

Contact: Alexandra@sthelena.com