



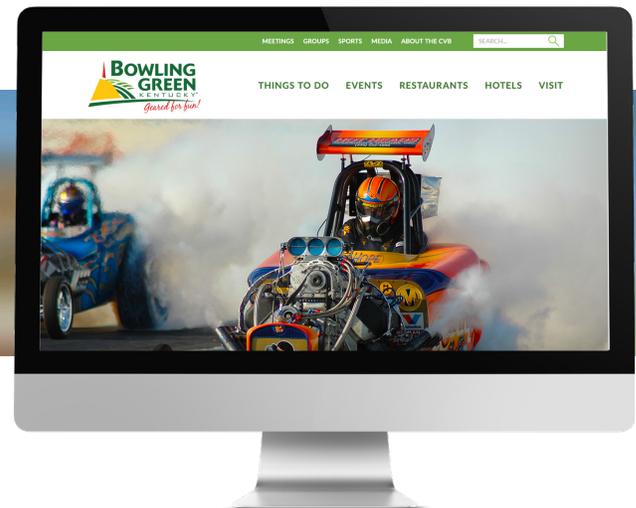
CLIENT PROFILE: BOWLING GREEN, KY

Think your DMO is too small to afford Simpleview?

Think again.

Simpleview offers flexible, industry-specific solutions for DMOs of ALL sizes.

Take Bowling Green Area Convention & Visitors Bureau in Kentucky. Bowling Green CVB is a smaller DMO whose Executive Director, Vicki Fitch, recognized the need for a robust, flexible CRM. She kept hearing about Simpleview CRM from the industry, but needed to convince the board that this was a feasible investment. Within a few years, the CVB not only moved to the Simpleview CRM, but added the Simpleview CMS to fully benefit from the advantages of an integrated customer relationship management and web solution. They also utilized our creative and search engine management (SEM) services to design and optimize their website, and worked with the Destination Travel Network (DTN) to generate additional revenue.



BOWLING GREEN'S STORY IS ONE OF DETERMINATION, PEER NETWORKING, INSIGHT, AND TEAMWORK. IT'S ALSO A SMALL DMO SUCCESS STORY.



Vicki Fitch,
**EXECUTIVE DIRECTOR
BOWLING GREEN CVB**

THE CRM STORY: OUR DATA WAS NEVER HARMED

The CRM system that Kentucky's Bowling Green CVB had in place back in 2013 was no longer working for them. Vicki knew they needed a different platform, so she did some networking and conducted her research. A member of the Kentucky Association of Convention and Visitors Bureaus, Vicki said, "I had heard other CVBs, those our size and bigger ones, talk about Simpleview CRM." More than one bureau invited Vicki to come and see their Simpleview CRM in action. "They showed me the platform and essentially said, 'Look, this paid off in spades for us.'"

After seeing how Simpleview's industry-specific CRM would work for them on a daily basis, Vicki set up a presentation to convince her board. In June 2015, the board agreed that she had made a pretty compelling case, and the Bowling Green CVB began implementing Simpleview's CRM.

Along the way, an unexpected turn of events gave Vicki a highly unusual CRM story that she shared with Simpleview. Here it is, in her words:

"Prior to this, sales kept most records in paper files, before we saw the need for the Simpleview CRM to house that information remotely. Before, so much of the records were in their head. One salesperson in particular liked the security of having the information on paper. But we recently learned in a very unforeseeable way an added advantage of having that information in the CRM system. Late one Saturday night, the police called. A car had crashed into our log building. Fortunately the driver seemed to be okay, despite having come across a four lane highway!

When I arrived, files were scattered all over the place and cabinets were overturned. Eventually clean-up crews put scattered papers into boxes. That data, though, was already in the CRM. It sure did make it a lot simpler for accounts where our salesperson had tasks right away ... she already had all that at her fingertips. We are so grateful to have the CRM. It sure did help us to be able to keep operating."

Though the car accident story is a unique one, the rest of Bowling Green's experience is not unlike that of many of Simpleview's smaller clients. Seeing larger CVBs using Simpleview systems, some smaller DMOs assumed our tools and services would be out of reach for them. Some even gave other platforms a try first. Yet the more they learned about our industry-specific systems—from us and from peers in the industry—and all the ways we help them meet their goals and keep their boards happy, the more they made the switch to Simpleview.

In addition to realizing the conveniences and benefits of the CRM, the Bowling Green team experienced just how easy-to-use the platform is for new users. A new salesperson on their team immediately embraced it and inspired others to appreciate the benefits, as well.

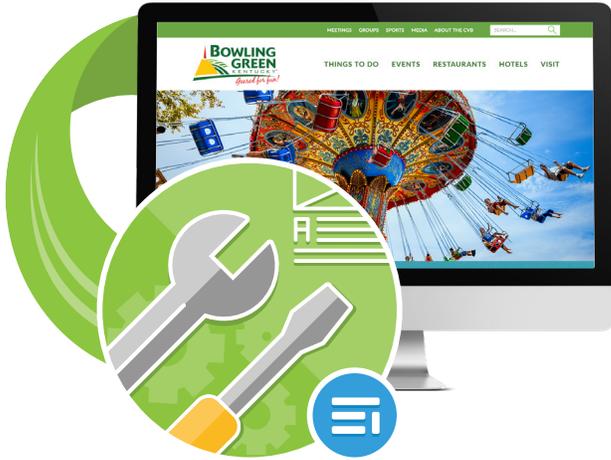
She immediately recognized the tracking advantages of the CRM, and made sure to enter all the relevant

data. "She loves the reports," said Vicki, "...that they're customized and she can generate them for herself. She was the first one on our team to get full-on excited about using the tool, and her excitement overflowed to others."

Simpleview's CRM is so intuitive to DMO users right out of the box because it was built specifically for DMOs from the start. Over the years, we've worked with over 500 DMOs, plus user groups and advisory boards, to refine and perfect the system.

"It's just been so helpful to our operation, that we had the Simpleview CRM," said Vicki. "And the Simpleview team has been very receptive to ideas from CVBs that make it better."





THE CMS STORY: A SEAMLESS INTEGRATION

The Bowling Green CVB has been so pleased with the CRM, they decided to move forward with Simpleview's CMS, as well. The two platforms are designed to integrate seamlessly, sharing information with ease, making contact updates, website maintenance, digital marketing, and customer and partner communication smoother and much less convoluted for DMO staff.

"We brought Simpleview's CMS on board about a year ago," said Vicki. "Internally, we love it! It is such a better product. We are still learning. The depth of what you all have put into the CMS is amazing. We came on just a few months ago to the SEO lite ... we keep adding."

EXPERIENCE DESIGN, SEM, & DTN: LET'S MAKE SOMETHING BEAUTIFUL & SUCCESSFUL

Bowling Green also worked with Simpleview's Experience Design team to design their website. The teams worked together during a destination immersion so Simpleview could experience for themselves all the elements that make Bowling Green unique, and so the DMO could get to know their Simpleview team and feel comfortable sharing ideas and challenges.

Bowling Green mentioned to the design team that they are mostly known for their cars—their Corvettes and their LeMans-style racetrack, in particular. "They embrace who they are, but want to expand on it," said Simpleview Interactive Designer, Eva Orduño.

The design team also met many of the DMO's partners, visiting a dairy farm and conversing with the owners while petting a calf; touring an orchard and a theatre; visiting the Downing Museum and Aviation Heritage Park. They didn't miss out on the Corvette plant, though, and even took a run around the racetrack.

The destination immersion allowed the team to experience the details that make the area outstanding and to translate and express that across the new site.

The new website branded Bowling Green as the destination "geared for fun," with imagery illustrating

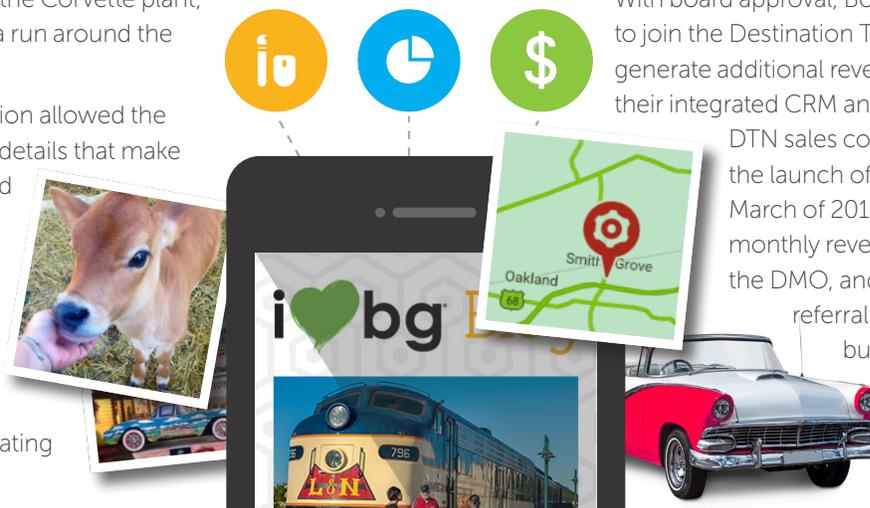
a variety of entertaining activities and content promoting what SEM research told us visitors were most interested in seeing: Things to Do, including the National Corvette Museum, plus events and restaurants. The Bowling Green team was thrilled that on the back end, they were able to edit and add to their content much easier than before, thanks to a better CMS.

In the same year that the website launched, Visitbgky.com won The Kentucky Travel Industry Association's 2016 Traverse Awards Silver Award. These awards honor travel professionals for talent, creativity, and effectiveness in marketing.

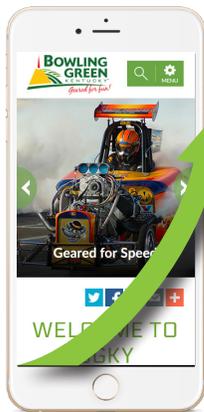
Yet Bowling Green ensured their website worked for them on multiple levels, not only marketing their destination, but further promoting their partner businesses and generating additional operating revenue.

With board approval, Bowling Green opted to join the Destination Travel Network to generate additional revenue to put toward their integrated CRM and CMS solution.

DTN sales commenced with the launch of the new site in March of 2016, bringing a new monthly revenue stream to the DMO, and a plethora of referrals to their partner businesses.



RETURN ON INVESTMENT



From a CRM system to an integrated CRM/CMS system, site design, SEM services, and DTN revenue generation, Bowling Green was able to work with Simpleview as their one consistent, familiar, dependable resource for digital marketing tools and services. Like the DMO that first demonstrated the Simpleview CRM to Vicki, Bowling Green has discovered the investment has generated positive returns.

BY THE NUMBERS

- ✓ Since their launch in March 2016, organic traffic to visitbkg.com has experienced a **7% INCREASE IN NEW SESSIONS** and has seen a **5% IMPROVEMENT IN BOUNCE RATE**
- ✓ There was a total of **34,930 CLICKS TO PARTNER REFERRALS**, **2,370 VISITOR GUIDE** form completions, and **190 E-NEWSLETTER SIGN UP** completions
- ✓ Since the start of their SEO engagement in November 2016, the site has seen a **21% INCREASE YEAR-OVER-YEAR IN ORGANIC VISITS** and a **10% INCREASE IN OVERALL SITE VISITS**.
- ✓ In November 2016, Visitbkg.com was awarded the Kentucky Travel Industry Association's 2016 Traverse Awards **SILVER AWARD** for illustrating talent, creativity, and effectiveness in travel marketing.
- ✓ Within 15 months of the March 2016 website launch, DTN had generated over **\$7,000 FOR THE DMO** in their share of revenue and is still growing in 2017.
- ✓ DTN-placed website ads delivered an average of **0.8% IN CTRS (4-8X THE NATIONAL AVERAGE FOR DISPLAY ADVERTISING)**.
- ✓ The first dozen member/partners who participated in the DTN online advertising program on visitbkg.com enjoyed over **25,000 REFERRALS (CLICKS) AND OVER 3M IMPRESSIONS** from the program within that first 15 months.



MORE SUCCESS FOR BOWLING GREEN CVB & EXECUTIVE DIRECTOR VICKI FITCH

In the summer of 2017, Vicki Fitch was honored by The Bowling Green Area Chamber of Commerce with the **2017 ATHENA Award**. "The ATHENA award recognizes women in our community who have been positive role models, are successful in their profession and who have contributed significantly to our community in some way," said Chamber chairman Robbin Taylor. "Vicki represents every quality of a true ATHENA."

"Her contributions to our community, our region and our state are unmeasurable," said 2002 ATHENA Mary Cohron.

"Her community and Chamber involvement certainly go far beyond that required by her job."

It's clear to see how Vicki's determination, networking, willingness to share information, and teamwork have served the Bowling Green community. Vicki has served on the Board of Directors of the Kentucky Association of Convention and Visitors Bureaus, and as Chairperson of the Kentucky Travel Industry Association.



Simpleview is honored to have worked with Vicki and her team for years, and we hope to continue to share success stories long into the future.