



LEON COUNTY DIVISION OF TOURISM DEVELOPMENT MARKETING COMMUNICATIONS DEPARTMENT 2017-2018 SALES PLAN

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The Marketing Communications Department increases year-round visibility and appeal of Tallahassee-Leon County as a preferred destination through public relations, digital marketing, promotional campaigns, owned media, advertising and industry relations.

Plan is outlined as follows:

- Public Relations (out-of-market)
- Public Relations (local)
- Digital Marketing & Owned Media
- Communications
- Promotions

PUBLIC RELATIONS GOAL (Out-of-market):

Attain 120 story placements annually in national, regional and niche magazines, newspapers, online and broadcast in identified DMA's.

Public Relations Strategy (Out-of-market):

Increase year-round visibility and demand of Tallahassee-Leon County as a preferred destination with potential visitors.

Target DMA's: Albany, Atlanta, Birmingham, Charlotte, Dallas-Ft. Worth, Ft. Myers-Naples, Gainesville, Jacksonville, Macon, Miami-Ft. Lauderdale, New York City, Orlando-Daytona Beach-Melbourne, Panama City-Destin, Pensacola-Mobile, Sarasota, Tampa-St. Petersburg, Washington DC*

Secondary DMA's: Chattanooga, Cincinnati, Columbia (SC), Columbus (Ohio), Greensboro*, Houston*, Huntsville, Indianapolis, Knoxville, Louisville*, Memphis, Montgomery, Nashville*, Raleigh-Durham*

*Denotes cities of opposing teams scheduled for home football games

Tactics (Out-of-market):

- *Enhance current media site on VisitTallahassee.com making it a viable resource with information and images for the media.*
- *Host 48 individual media visits, shifting away from group media visits, which allows for more personal interaction between the journalists and industry partners and creating customized itineraries and experiences for the journalists.*
- *Institute a saturation initiative for two destinations (one in-state, one out-of-state) with the intent of increasing visitation and our exposure in both markets. The integrated plan includes promoted social posts, media placements, promotions and collaborating with internal departments to coordinate sales activities involving meetings and conventions, leisure and sports.*
- Continue increasing destination awareness in established markets and enhance awareness in emerging or secondary markets. Focus on special interest segments within these markets, for example: media outlets specializing on family travel, arts and culture, history and heritage, culinary and outdoor recreation.
- Maintain extensive media database broken out by DMA and media type (staff writers, bloggers, freelance writers, etc.), for assisting with outreach and securing media visits. Track efforts and outcomes on detailed media ROI spreadsheet.
- Develop a comprehensive editorial calendar ensuring all PR initiatives are integrated with other marketing efforts.
- Distribute press releases to regional and national media outlets that support seasonal promotions, concerts, destination updates, events and festivals and others for special interests. Additionally, collaborate with grant recipients to identify target audiences, appropriate media outlets and assist in distributing releases.
- Stay abreast of trends, best practices and new ideas by attending the Public Relations Society of American (PRSA) Travel & Tourism Conference and Destination Marketing Association International (DMAI) Annual Convention. Additionally, attend networking events such as Travel Blogger Exchange (TBEX), Travel Media Showcase (TMS) and VISIT FLORIDA® Media Mission to fulfill one of our greatest needs of making contact and building relationships with media contacts.

PUBLIC RELATIONS GOAL (Local):

Attain 40 story placements in local magazines, newspapers, online or broadcast.

Public Relations Strategy (Local):

Communicate the importance of tourism and its contributions to the local economy and educate residents about the area's offerings and events in an effort to build a larger base of brand ambassadors, by implementing a more active plan that generates media coverage year-round.

Tactics (Local):

- *Develop and implement a plan focused on educating residents about the #iHeartTally campaign and regularly exposing them to the hashtag. This includes, but is not limited to partnering with a local publication (i.e. Tallahassee Democrat, Chronicle, Tallahassee Magazine, etc.) to have a monthly column focused on reasons to say #iHeartTally, Division activities, seasonal promotions and upcoming events; and exploring options for canvassing areas of the county with banners and messaging promoting use of #iHeartTally (i.e. banners along the street in downtown, Gaines Street, Lafayette Street and Kleman Plaza), etc.*
- *Partner with KCCI on various community initiatives impacting residents and visitors. This includes collaboration on PR efforts (and social media) ensuring projects receive maximum exposure.*
- Coordinate radio and television interviews/appearances that communicate the County's role in tourism promotion, its marketing and promotional activities, campaigns and value of tourism. Opportunities include, but are not limited to:
 - Quarterly research regarding economic impact and visitor tracking
 - T.O.U.R. Guide
 - Marketing Rollout
 - National Tourism Week
 - Concerts
 - Announcements (i.e. cross country meets secured for Apalachee Regional Park, grant application cycles, re-launch of Trailahassee.com, etc.)
- Assist local media by offering story ideas and coordinate interviews that educate residents about division activities and accomplishments, seasonal campaigns and promotions, events, tourism related information and little known elements.
- Create press releases highlighting a variety of topics and destination updates and coordinate the distribution with Leon County Community & Media Relations (CMR).
- Provide information for inclusion in the Leon County Links -- the county's monthly ad that appears in the Tallahassee Democrat -- coordinate social messaging with other

applicable entities, including county departments and industry partners to gain additional exposure.

DIGITAL MARKETING & OWNED MEDIA GOAL:

Increase engagement by 25% across all digital platforms.

Digital Marketing & Owned Media Strategy:

Extend reach, engage new audiences and elevate Tallahassee-Leon County's image as a desirable travel destination.

Websites: VisitTallahassee.com, Trailahassee.com, CapitalCityAmphitheater.com

Social Media Platforms: Facebook, Twitter, Instagram, Pinterest, YouTube

Publications: Visitor Guide, Meeting & Event Planner's Guide

Measurement metrics:

VT.com – Time on site, page views, overall traffic, email registration

CCA.com – Tickets sold, time on site, page views, overall traffic

Trailahassee.com – Time on site, page views, overall traffic, email registration

Facebook – Shares, comments, followers, referrals to website(s)

Twitter – Retweets, comments, followers, referrals to website(s)

Instagram – Comments, followers

Tactics:

- *Analyze the results of visitor guide survey and develop new content for the printed guide and website(s).*
- *Develop digital guides specifically for meeting planners, sports event coordinators/rights holders, group tours, wedding and reunion groups tailored to the needs of the individual market segments.*
- *Enhance the user experience on Trailahassee.com and ensure it is a trusted source for information valuable to outdoor enthusiasts by continually updating and expanding content, including detailed trail listings and images, user-generated content, handicap accessibility and information regarding birding and native flora/fauna.*
- *Collaborate with VISIT FLORIDA® regarding integration opportunities, including social marketing, website content, events, images, listings, etc.*
- Utilize guidelines, best practices and brand standards for all social media outlets for consistency.

- Refine strategies for each social media platform focusing on inspiring new followers (from existing audience segments and identify new segments), increasing the intent to visit and providing partners with more exposure to larger audiences.
- Utilize social media for generating additional traffic to VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com.
- Enhance the user experience for VisitTallahassee.com by improving content, navigation and reinforcing its position as the official source for destination information.
- Collaborate and communicate with area partners regularly ensuring information is updated across all owned media and leveraged for public relations initiatives and social media. This includes working with grant recipients to integrate messaging across owned media as well.

COMMUNICATIONS GOAL:

Promote the Division's efforts, opportunities and the value of tourism to identified audience segments through email newsletters, selected distribution channels and events.

Communications Strategy:

Enhance established communications channels ensuring market segments receive relevant and timely information that will maximize business opportunities, impact involvement in Division activities and ensure destination is top-of-mind with potential visitors.

Newsletters: Local tourism industry, consumer and sales prospects

Events: Annual Marketing Rollout, National Tourism Week, industry meetings, Division sponsored or supported special events

Tactics:

- *Review and edit bi-weekly "What's Happening" flyer and coordinate with Leon County Community & Media Relations (CMR) for distribution to all county employees.*
- *Coordinate quarterly marketing communications meetings for industry partners to discuss new projects, promotions, industry trends and identifying industry needs including coordinating a minimum of two educational or professional development sessions.*
- *Collaborate with Council on Culture & Arts (COCA) to (1) stay abreast of new developments in the arts and culture community, (2) ensure information provided across all owned media is current, (3) expand the arts and culture photography available in our image library and (4) identify opportunities for increasing Tallahassee-Leon County's*

profile as a destination rich in arts and culture (i.e. story placements, editorial on VT.com, social marketing, etc.)

- *Support Sales Team efforts by collaborating to develop editorial calendars that clearly identify content themes for sales-related newsletters, as well as drafting communications for identified audience segments.*
- Utilize the bi-monthly industry e-newsletter for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Utilize sales-related newsletters for communicating events, opportunities and highlighting new developments available from partners.
- Inform and inspire the local industry with the annual Marketing Rollout by recapping past successes, future plans and opportunities; coordinate events/programming for local industry during National Tourism Week.
- Review and assist revising the crisis communication/emergency plan throughout the year and its role with other County departments and the local industry.
- Review and assist in identifying and developing, affordable co-op advertising and promotional opportunities for industry partners.

PROMOTIONS GOAL:

Develop a minimum of seven promotions that impact specific market segments by showcasing the destination's assets and pique the curiosity of potential visitors.

Promotions Strategy:

Emphasize destination experiences in specific audience segments in specific geographic markets through media, web and social promotions.

- *Focus promotions on specific experiences offered in the destination , for example: a VIP Craft Beer Experience, VIP Culinary Experience, VIP Family Get-a-Way, VIP Outdoor Adventurer*
- *Develop promotions in each of the direct flight markets (Atlanta, Charlotte, Tampa, Ft. Lauderdale, Dallas-Ft. Worth, Orlando, Miami).*
- *Develop promotions for each of the markets identified for the saturation initiative.*

- *Collaborate with VISIT FLORIDA® for a special Division-staffed exhibit at the I-10 Welcome Center that promotes spring events and activities to travelers entering the state. This promotion will be developed for including co-op industry participation.*
- *Create a minimum of two promotions capitalizing on upcoming major events.*