

MARKETING COMMUNICATIONS DEPARTMENT

2010-2011 PLAN

Prepared by:

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Public Relations Plan

GOAL: Generate 150 stories that promote Tallahassee in domestic print and online media. Increase of 50 percent.

STRATEGIES:

Work with advertising/public relations agency to target specific print media for placement of stories covering the Tallahassee area.

Target internet-based outlets to take advantage of latest trends in distribution of travel information via the web and digital devices.

Target International markets, i.e. Italy/Germany to take advantage of new direct flights to Florida and any other opportunities or issues that may arise such as the upcoming Italian art exhibition at the Mary Brogan Museum of Art & Science.

Work with agency to do niche work on our specialty areas – history & heritage, visual & performing arts, outdoor & nature, science & discovery. The agency will produce four (4) feature releases each year, pitch individual media visits, assist in hosting the media and follow-up on articles.

Continue to regularly issue newsworthy press releases in order to draw local and national attention to newsworthy facets of our destination.

Work with Visit Florida to participate in two (2) media receptions and one (1) media missions in key domestic markets.

Work with Sales Department to develop and implement media mission/sales blitz to targeted direct-flight market that has yet to feature the destination.

Team with other tourism marketing organizations to promote visitation to our area. Potential partners include: Visit Natural North Florida (Original Florida),

Visit Florida, Wakulla Tourist Development Council, Jefferson County Tourist Development Council, Franklin County Tourist Development Council and Gadsden County Tourist Development Council.

GOAL: Showcase the destination via site-visits for 15 travel media from top key markets, as well as print, online and broadcast. Increase of 50 percent.

STRATEGIES:

In partnership with Advertising/PR agency, develop carefully-targeted list of media outlets to go after, with special attention given to placement in publications that have yet to feature the area.

As an enticement to secure coverage, offer “plus one” press trips to appropriate high-end or high-circulation publications (i.e. a journalist and a significant other).

Invite high-value travel media from national publications and publications in our top feeder markets to make individual visits during the year. We will conduct one (1) themed press trips for travel writers.

Promote the area’s best and newest assets at five (5) trade shows and media missions throughout the United States.

GOAL: Institute a “PR saturation” initiative that places special emphasis on one destination each year to achieve maximum in-market exposure.

STRATEGIES:

Designate direct-flight market as our first PR saturation area.

Target previously untapped media by securing placement in local publications.

Work with Advertising/PR agency to leverage editorial coverage from all area-specific media buys. Suggest/coordinate possible placement areas/publications.

GOAL: Generate 15 media stories in local publications that promote Visit Tallahassee's efforts and the value of tourism to Tallahassee/Leon County. Increase of 25 percent.

STRATEGIES:

Edit and distribute regular editions of Visit Tallahassee's E-Newsletter to area media and community leaders. This electronic newsletter informs our audience of all the ongoing projects from every department at Visit Tallahassee.

Provide Industry Partners with quarterly marketing updates on advertising, web and PR efforts.

Maintain a local media presence for Visit Tallahassee through radio appearances and television programming.

Work with local governmental bodies and Chamber of Commerce to coordinate promotion and publicity of newsworthy festivals, events and additions.

In the case of a crisis or natural disaster, distribute Crisis Releases to inform local residence and residences in surrounding counties of hotel availability.

Coordinate an Annual Industry Marketing Roll-out Event to announce the new fiscal year marketing plan goals, strategies, and co-op programs.

Co-Op Advertising Plan

GOAL: Develop Visit Tallahassee cooperative advertising program by securing 10 industry partners and a combined \$10,000. Decrease of 50 percent due to the low partner participation cost of \$250.

STRATEGY:

Facilitate cooperative media purchases in conjunction with local tourism industry partners. In partnership with advertising agency, design cooperative advertising communications to drive inquiry "direct-to-partner" for additional information and to facilitate bookings.

Social Marketing Plan

GOAL: Work with Advertising/Public Relations agency to develop and grow social marketing efforts to reach new and existing customers.

STRATEGIES:

Expand social marketing activities through the website and related microsites.

Grow and maintain Visit Tallahassee Facebook Page, providing “friends” with information on reasons to visit Tallahassee.

Create Twitter page to expand reach beyond Visit Tallahassee website and Facebook.

Promotional Plan

GOAL: Develop four (4) seasonal promotional campaigns in an effort to bundle the many fantastic reasons to visit Tallahassee and to provide audiences with a comprehensive overview of why Summer, Fall, Winter and Spring are great times to travel to Tallahassee.

STRATEGIES:

Develop four seasonal promotional campaigns consisting of key events, activities and special offers available. (i.e., Holidays, Legislative Session, etc.)

Work with Advertising/PR agency to showcase seasonal promotions via the Visit Tallahassee website.

Work with Advertising/PR agency to produce four (4) releases in conjunction with the seasonal promotional campaigns.

GOAL: In conjunction with Advertising/Public Relations Agency, generate one (1) statewide or regional promotion.

STRATEGIES:

Work with radio station and/or retail partner in target market to provide trip giveaway.

Secure airline partner to provide free tickets for giveaway.

Work with car rental company to secure rental car for promotion.

Work with various local partners to built promotion prize package.

GOAL: Revise and reprint Downtown/Area Map Brochure 2 x per year to increase way-finding and exploration of area.

STRATEGIES:

Work with Downtown Improvement Authority and other local organizations to provide updated content and leverage printing support.

Work with Leon County Planning Department and City Mapping for updating brochure design and mapping.

Film Plan

GOAL: Establish perception and awareness of Tallahassee/Leon County primarily as a television production and independent film (small, low budget) location within local and global markets.

STRATEGIES:

Utilize new VisitTallahassee.com website to showcase Film Tallahassee marketing, promotional and communication tools.

Work with advertising agency to create local advertising campaign around the Tallahassee Film Festival to inform and encourage residents and local media to support Film Tallahassee.

Secure listings on multiple industry websites and in publications perused by motion picture/TV professionals searching for film office assistance and on-location shooting. Target publications include: Hollywood Creative Directory, Film Commission Headquarters, Markee Magazine, ProductionHub.com, ShootingonLocation.com and TheLocationAgent.com.

Participate in relevant in-state meetings/events in partnership with the Film Florida Association.

Support and partner with local film efforts including, but not limited to Tallahassee Film Festival and Florida Panhandle Film Festival.