

PUBLIC RELATIONS DEPARTMENT

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Public Relations Plan

GOAL:

Generate 100 stories that promote Tallahassee in domestic print media.

STRATEGIES:

Work with new marketing 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.

Work with new marketing agency to do niche work on our specialty areas – history, culture, eco-tourism, education. 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.

Develop and implement media mission to publications within the Tallahassee drive-market that have yet to feature the organization in the past two (2) years.

Team with other tourism marketing organizations to promote visitation to our area. Potential partners include: Visit Panama City Beach, Emerald Coast CVB, Visit Pensacola, Visit Florida, Wakulla Tourist Development Council and Gadsden County Tourist Development Council.

GOAL:

Showcase the destination via site-visits to 10 travel media from our top key markets, as well as print, online and broadcast.

STRATEGIES:

Develop carefully-targeted lists 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 several themed press trip for travel writers, both in groups and on an individual basis.

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

GOAL:

In partnership with the new Advertising/Public Relations agency, update and improve the functionality of the PR department using new technologies, new press materials and new web initiatives.

STRATEGIES:

Create new press kits, develop new key messages and develop media list. Adopt new “green” format that drives journalists to the web site, rather than the traditional folder filled with CD’s and paper releases.

Work with new marketing agency to develop contents for new PR website. Create similar look and feel between site and new press kit collateral. Include section on PR website for industry partners to broadcast news to the industry.

GOAL:

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

STRATEGIES:

Designate Emerald Coast/Panama City as our first PR saturation area.

Target previously untapped media by securing placement in local publications.

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

GOAL:

Generate 12 media stories in local publications that promote Visit Tallahassee's efforts and the value of tourism to Tallahassee/Leon County.

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 in the CVB.

Regularly feature Visit Tallahassee staff members and BOD on the website with photos and "favorites" lists of things they love about the destination.

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

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

Distribute Crisis Releases to inform local residence and residences in surrounding counties of hotel availability.

Co-Op Advertising Plan

GOAL:

Develop CVB's cooperative advertising program by securing 10 industry partners and a combined \$20,000.

STRATEGY:

Facilitate cooperative media purchases in conjunction with local tourism industry partners. 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.

Develop Tallahassee specific blog to push out story ideas and experiences to help alter misconceptions of Tallahassee.

Grow and maintain Facebook providing “friends” with information on Visiting Tallahassee.

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

Partner with Trip Advisor to showcase positive visitor feedback on Visit Tallahassee’s webpage.

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.

Work with new marketing agency to showcase seasonal promotions via the Visit Tallahassee website.

Work with new marketing 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.