

FY 2020-2021 Marketing Sales Plan

Social Media

Goal: Generate 607,000 social media engagements and increase awareness of Tallahassee as a safe destination through images, video and user-generated content.

Strategy: Leverage social media followers on Facebook, Instagram and Twitter with targeted content and grow followers to maximize engagements.

Tactics:

- Highlight safe and healthy travel as a core message across all social media.
- Focus messaging in selected geographic markets including Orlando and Tampa before expanding to a broader target across the Southeast.
- Work with The Zimmerman Agency to produce new photography and engaging video content to continually refresh our photography library.
- Increase engagement across Facebook, Instagram and Twitter. Engage in online conversation designed to transform visitors into ambassadors.
- Share partner-produced and user-generated content tagged with #iHeartTally on social media, VisitTallahassee.com and the Visit Tallahassee Mobile App.
- Develop niche-targeted content to reach new audiences.

Website Content

Goal: Increase traffic and pageviews to VisitTallahassee.com by 4%.

Strategy: Enhance digital editorial content and content in the annual Visitor Guide by updating and adding new articles and blog posts that are highly visual, engaging, relevant and compelling.

Tactics:

- Create content on VisitTallahassee.com that is contextually relevant to our niche audiences and the safety of Tallahassee, including outdoor (mountain biking trails, bird watching, paddling and hiking), African American interest, health and safety, arts & culture and market activations in Atlanta and Tampa.
- Work with publishing agency to enhance the Visitor Guide, providing more opportunities for fresh and engaging content.

PARTNER OPPORTUNITIES

- Share and utilize Visit Tallahassee/Leon County Division of Tourism content on social media.
- Tag socially and use #iHeartTally to make your content more discoverable on all social media platforms.

Marketing Communications

- Promote your business in the annual Tallahassee Visitor Guide, serving as the comprehensive piece for consumer information for the destination.
- Provide images, video assets and editorial blog content for to the Division to share on our website to help promote your business.

Digital Media

Goal: Maximize exposure and awareness through precise audience targeting and innovative creative and messaging.

Strategy: Execute a digital paid media plan utilizing tactics and timing developed to drive destination awareness and promote safe visitation to Tallahassee/Leon County.

Tactics

- Leverage the Visit Tallahassee website to build user engagement and position Tallahassee/Leon County as a safe, vibrant and desirable destination.
- Maximize effective reach to our targeted geographic and demographic audiences with the supplemental CARES Act Funding.
- Explore and develop features of the new mobile app to enhance the travel experience and increase the engagement with our visitors and industry partners.
- Working with The Zimmerman Agency, utilize data driven and targeted digital channels including display and video ads, paid search and social media to drive engagement through hyper-targeted lead-nurturing campaigns.
- Incorporate email campaigns to inspire, engage and nurture relationships with visitors by optimizing messaging based on user interests.
- Use tactics that enable visitors and locals to share their stories and images and encourage future visitation to Tallahassee.
- Keep Tallahassee/Leon County relevant by maintaining comprehensive, engaging content across our website, mobile app, social media, blogs and digital media outlets.

Traditional Media

Goal: Generate top-of-mind awareness about Tallahassee/Leon County with potential visitors.

Strategy: Position Tallahassee as a safe and desirable destination for travelers that align with our audience segments.

Tactics

- Work with The Zimmerman Agency to execute a top-down funnel approach to media planning to reach potential visitors throughout the travel planning process multiple times, across multiple channels to increase the likelihood of impact.

Marketing Communications

- Increase year-round visibility and consideration of Tallahassee as a safe destination to key targeted audiences and expand reach to niche audiences, including outdoor (mountain biking, trails, bird watching, paddling and hiking), African American, arts & culture and targeted market activations.
- Utilize the “That’s The Beautiful Thing About Tallahassee” campaign to build brand awareness through strategic media placements.
- Monitor the ever-changing media landscape and shifts in media consumption. Optimize as necessary to ensure maximum effectiveness and impact of the advertising budget.

PARTNER OPPORTUNITIES

- Encourage participation in the Visit Tallahassee/Leon County Division of Tourism Partner Cooperative Advertising Programs to leverage the destination’s brand and purchasing power.
- Utilize Visit Tallahassee/Leon County Division of Tourism’s research and marketing strategies to augment your own advertising plans.

Public Relations (Earned Media)

Goal: Earn 200 media placements in regional or national publications, 100,000,000 media impressions and an overall media value of \$1,000,000.

Strategy: Position Tallahassee/Leon County as a safe and desirable destination to targeted geographic, demographic and psychographic audiences.

Tactics

- Showcase Tallahassee as a safe destination for leisure travelers, along with spotlighting the ever-growing number of new meeting spaces, restaurants, attractions and hotel properties in the destination in 2021.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists’ and influencers specific editorial needs resulting in coverage for the destination.
- Execute “virtual deskside” media appointments with top media writers, publishers and editors to keep Tallahassee top of mind.
- Differentiate the destination through niche-outreach in the target categories of outdoor/trails adventure, arts and culture, African American, etc.
- Adapt to fluid changes in traveler sentiment as it pertains to COVID-19 and current social events.
- Increase quantity and quality of articles in regional and national magazines, newspapers, websites and influencer blog posts.

Marketing Communications

- Distribute press releases and story ideas to regional and national media outlets, supporting seasonal promotions, destination updates, festivals and events.
- Stay abreast of trends, best practices and foster relationships with media contacts by attending appropriate trade conferences.

PARTNER OPPORTUNITIES

- Help showcase the destination by hosting journalists, editors, influencers and bloggers for individual or group media tours that allow them to experience first-hand what makes the region unique.
- Share your positive news for consideration in targeted media pitches to national, regional and nice media outlets.

Industry/Local

Goal: Engage with tourism partners to facilitate promotion of area hotels, attractions and events through site visits and industry meetings.

Strategy: Promote the Division's efforts, opportunities and the importance of tourism to the local economy to partners and residents.

Tactics:

- Continue to host weekly industry calls, featuring guest speakers and keeping partners informed on the latest updates regarding COVID-19.
- Host quarterly industry meetings both virtually and in-person, when appropriate, with safe social distancing for partners to connect, share successes and network with each other.
- Provide specialty trainings for partners (i.e. social media strategies, media pitching, etc.).
- Utilize the industry e-newsletter and Facebook/LinkedIn partner page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Coordinate events/programming for local industry during National Travel & Tourism Week in May.
- Working with The Zimmerman Agency, continue to adapt and expand the cooperative advertising opportunities for industry partners.
- Review and modify the crisis communication/emergency plan throughout the year and its role with other County departments and the local industry.
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the Seasonal Bucket List Challenge.
- Coordinate regular media interview and appearances that communicate Visit Tallahassee's role in tourism promotion, its marketing and promotional activities, campaigns and the importance of tourism.

Marketing Communications

- Create press releases highlighting destination updates and coordination distribution with Leon County Community & Media Relations (CMR) department.

Team Goal: In collaboration with the Sales and Marketing departments implement a new community event awareness program.

Strategy: This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.

Marketing Communications

Budget Summary:

DATE	SHOW/EVENT	LOCATION	TARGET	SHOW COST	TRAVEL COST	INDUSTRY PARTICIPATION	FY21 NET COST	FY20 COST
December	Visit Florida Marketing Retreat	TBD	Industry Event	\$0	\$900		\$900	\$1,500
Sept.	Visit Florida Governors Conference	TBD	Industry Event	\$400	\$800		\$1,200	\$3,000
May	Destinations Florida Marketing Conference	TBD	Industry Event	\$300	\$700		\$1000	\$3,000
TBD	Two In-Market Activations – 3 ppl	Tampa & Atlanta	Media	\$0	\$5,000	Yes	\$5,000	\$7,500
TBD	Visit Florida Domestic Media Missions (two cities)	TBD	Media	\$1,500	\$1,000		\$2,500	\$2,500
Year-Round	Individual Media Visits	Tallahassee	Media	\$0	\$9,000	Yes	\$9,000	\$18,500
				\$2,200	\$17,400		\$19,600	\$36,000