

Marketing & Communications

FY 2021-2022 Sales Plan

Social Media

Goal: Increase social media engagements by 15% and increase awareness of Tallahassee 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:

- Follow consumer sentiment, highlighting safe and healthy travel as a core message across all social media.
- Focus messaging in selected geographic drive 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 and to re-introduce existing assets to residents and repeat visitors.
- Leverage partnerships with FSU-IMG and FAMU Athletics to host ticket giveaways to high-profile athletic events.

Website Content

Goal: Increase traffic and pageviews to VisitTallahassee.com by 7%.

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 including outdoor (mountain biking trails, bird watching, paddling and hiking), African American interest, arts & culture and market activations in Atlanta and Tampa.

- Enhance the Trailhassee.com digital experience by incorporating the content into the VisitTallahassee.com platform, providing easily searchable and relevant content related to outdoors activities/trails in the Tallahassee area including paddling, biking, hiking, running, birding and equestrian.
- Work with publishing agency to enhance the Visitor Guide, providing more opportunities for fresh and engaging content.
- Generate engaging content and GPS routed itineraries for the Mobile App.
- Integrate partner promotional offers onto the website to incentivize potential visitors.

Paid Media

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

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

Tactics

- Working with The Zimmerman Agency, utilize data driven and targeted digital channels including display and video ads, streaming media services, 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.
- Leverage the Visit Tallahassee website to build user engagement and position Tallahassee/Leon County as a naturally vibrant and desirable destination.
- Explore and develop features of the new mobile app to enhance the travel experience and increase the engagement with our visitors and industry partners.
- Use paid social media to encourage visitors and locals to share their stories and images and stimulate future visitation to Tallahassee.
- Explore in-market visitor targeting using the mobile app to push timely information to visitors while in Tallahassee.
- Keep Tallahassee/Leon County relevant by maintaining comprehensive, engaging content across our website, mobile app, social media, blogs and digital media outlets.
- Increase year-round visibility 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.
- Launch and promote new bike branding campaign highlighting Tallahassee's mountain bike experience.
- Expand the "Pretty. Unexpected" 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.

Public Relations (Earned Media)

Goal: Earn 375 media placements in regional or national publications, 505 million media impressions and an overall media value of \$2,000,000.

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

Tactics

- Showcase Tallahassee to 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" and in-person 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.
- Increase quantity and quality of articles in regional and national magazines, newspapers, websites and influencer blog posts.
- 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.
- Develop robust public relations plan to pitch new bike branding campaign to regional and national 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:

- Host quarterly industry meetings both virtually and in-person with safe social distancing for partners to network and share best practices and information.
- Provide specialty trainings for partners (i.e. social media strategies, media pitching, etc.).

- Integrate partner promotional offers onto the website to incentivize potential visitors.
- Support the development of Tourism's new three-year strategic plan.
- 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.
- Develop programming/events for local industry and media during National Travel & Tourism Week in May.
- Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with the annual Backyard Bucket List Challenge.
- Continue to collaborate and support Choose Tallahassee and COCA in marketing efforts, participating in regular meetings to ensure that communication is open and key partners are informed of Visit Tallahassee efforts.
- Work with The Zimmerman Agency to develop targeted 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.
- 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.
- 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 continue to grow 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 developed the program in FY 2020/2021 and will continue to refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups including the digital display board at TLH Airport.
- Utilize social media and the industry monthly email 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.

- Work with local partners (COCA, Downtown Improvement Authority, Capital City Chamber, Tallahassee Foodies, etc.) to help communicate when high profile events or peak dates are forthcoming.

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.
- Promote your business in the Tallahassee Visitor Guide, serving as the comprehensive piece for consumer information for the destination.
- Share special offers/promotions from your place of business to be featured on VisitTallahassee.com.
- Provide images, video assets and editorial blog content for to the Division to share on our website to help promote your business.
- 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.
- 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.

Budget Summary:

DATE	SHOW/EVENT	LOCATION	TARGET	SHOW COST	TRAVEL COST	INDUSTRY PARTICIPATION	FY22 NET COST	FY21 COST
December	Visit Florida Marketing Retreat	TBD	Industry Event	\$0	\$900		\$900	\$900
Sept.	Visit Florida Governors Conference	TBD	Industry Event	\$400	\$800		\$1,200	\$1,200
May	Destinations Florida Marketing Conference	TBD	Industry Event	\$300	\$700		\$1000	\$1,000
TBD	Two In-Market Activations – 3 ppl	Tampa & Atlanta	Media	\$0	\$5,000	Yes	\$5,000	\$5,000
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	\$9,000
				\$2,200	\$17,400		\$19,600	\$19,600