



# 2014/18 Marketing Blueprint

## Eastern Shore of Virginia Tourism Commission

Goal: Increase transient occupancy tax (TOT) in Eastern Shore of Virginia's Accomack and Northampton counties and towns.				
<b>Key Performance Indicators</b>	SITs are Signals of Intent to Travel: 1. View Stay on Website; 2. Newsletter sign up 3. Guide order 4. Social media engagement depth; 5. Website % new visitors; 6. Website bounce ratel 7. Website time on site.			Use these metrics to report to stakeholders via a Dashboard annually, and use quarterly to monitor internally. Social media engagement is a formula with various weights for "likes, posts, shares" with the most weight given to "share."
<b>Key Product Areas</b>	History, Outdoors/Nature, Shopping, Beach, Culinary: Wine/Oysters/Seafood, Artisan Trail			Source: VTC Coastal Traveler Profile; VTC will brand and market the Virginia Oyster starting in late 2014. Artisan Trail may launch as early as spring 2015.
<b>Key Demographics (website)</b>	Age: 61% 25 to 34 Interests: 9% Sports/Outdoors 3% Food/Drink			Source: Google Analytics

<b>Key Demographics (VTC)</b>	Age: 39% 45 to 64, 33% 25 to 44, 22%, 65+. Income: 25% 35K to 60K; 25% \$65K to 95K; 23% 95K to 150K			Source: VTC Coastal Traveler Profile
<b>Traveler Origin</b>	Virginia, Pennsylvania, North Carolina, New York, New Jersey			Source: Southern Gateway Welcome Center Survey, 2010; Correlates with VTC's New Church Welcome Center guest <del>see data</del>
<b>Strategy</b>	<b>Tactic</b>	<b>Objective</b>	<b>Action</b>	<b>Comment</b>
<b>Consumer</b>				
Develop new content highlighting key product areas and distribute via website, social/ conventional media channels, direct email, major industry websites.	Develop consumer email that ties to highlight key product areas 4X/yr.	Grow dbase by 1000 annually.		Need strong image library to support content marketing strategy. Need targeted landing pages to support engagement. Right now, landing pages are dynamic listings only and don't offer user much engaging content.
	Curate content that ties to key product areas.	Increase in KPIs		
	Utilize local community/brand advocates/bloggers to communicate via social media/blog	Increase in KPIs		Former editor of big brand outdoor mag lives here, offered services. Need others, can rotate through various contributors (arts,outdoors, culinary, history, etc).

	Identify top ten ESVA major events and develop content to promote them. Marketing advisory committee should develop rationale for deciding top ten.	Increase attendance		Events are among top five most requested content. Attendance baseline data may not be available for some events. Utilize intern/volunteer to enter event data to key websites around state/region.
	Develop landing pages for key product areas.	Increase in KPIs		
	Partner with best-developed ESVA product owners. Chatham's Nov Wine/Oyster push, Bay Creek's newsletter to 50K	Increase in partner formation		
	Develop content for regional itineraries that tie to key product areas.	Increase in KPIs		Itineraries are one of the most-requested pages on websites that have them.
Target multi generational travel market	Highlight vacation rentals as cost efficient.	Increase in vacation rental bookings		
	Add multi-generational images to content.	Increase in KPIs		
	Highlight multi-generational events and itineraries.	Increase in KPIs		
Exploit destination authenticity, non commercial nature, hard to get to, hard to navigate nature and use as a brand strength	Create social media campaign to call attention to quirky/offbeat ESVA elements. Encourage locals to post to it.	Increase in KPIs		
	Provide new consumer sharing opportunities via image heavy social media	Increase in crowd-sourced content		Flickr channel exists; start Pinterest or Instagram.
	Implement Facebook paid promotion	Increase in engagement		

Increase market awareness among second highest market segment ages 30 to 45	Highlight sporting, adventure, treks, trails, golf, Chair place, etc	Increase in KPIs		Website Visitors Age: 61% 18 to 34 (Google Analytics) Interests: 9% Sports/Outdoors
	Highlight airbnb properties, vacation rentals, etc.	Increase in KPIs		
	Develop mobil friendly site.	Adaption/utilization rates		Access by mobile = 20% of users; mobile use higher among this demographic.
Simplify trip planning to ESVA.	Implement mobile friendly website	Increase in key metrics		Mobile is 20% of website visitors.
	Add images to Stay product pages	Increase in key metrics		Stay is the most-requested page on website, demonstrating high functional use of website to book a trip
	Add better maps to website (show relationship to mid-Atlantic seaboard with distance in time/miles)	Increase in utilization		Trip Planning is one of the website's top three page requests. Add hiking, kayak, water, oyster, artisan trail.
	Create packages along product lines/key events. ie a history package that coincides with the annual garden tour.	Increase in utilization		Industry partners can self-service package to website dbase.
Improve organic search results -- dominate top rankings on search returns, deepen digital footprint.	Ensure Trip Advisor, Google, Yelp, VTC etc are well populated with data.	Page rank domination		Some channels require local partners to load data. Other channels (Trip Advisor, Yelp) are consumer driven.

	Increase in up/down stream links.	Increase in traffic coming from those sources		Audit current baseline. Focus on high credibility sites: NASA, government sites, local towns, top bloggers.
	Add "Share" buttons across channels.	Utilization rates		
	Use hashtag marketing around key events.	Utilization rates		Need to do further research on this.
	Add images, testimonials, maps.	Utilization rates		DMO website ranked #4/11% of feeder channels
	Integrate social channels/website/email.	Cross channel traffic		New Hummingbird Google algorithm measures integration between website/social channels.
	Post to Facebook 3x week	Increase in engagement		FB ranked #7/4% of feeder channels; pilot promoted media on FB 5/13, \$60 boosted engagement; biggest audience segment was 35-44); friends/relatives ranked #2/21% of feeder channels
Increase/shift guide distribution	AAA offices throughout top feeder regions	Increase in number of distribution points		Printed guides = Ranked #5/7% of feeder channels; AAA/travel clubs ranked #6/5% of feeder channels. Source: VTC
Promote oyster product	Develop app that shows where to eat oysters.	Utilization rates		ESVATC owns eatvaoysters.org
<b>Industry/Investors</b>				
Position ESVATC as an innovative partner for the ESVA tourism industry	Hold annual Tourism Summit and fall Workshop.	Attendance levels, evaluation results		

	Quarterly Industry Update email to industry highlighting partnership opportunities, marketing/business education, KPIs, advertising opportunities, etc.	Increase in open/click through rates		Need baseline survey to determine awareness levels
	Publish annual marketing plan online	Increase in awareness		Review at fall Mini Tourism Summit
	Submit content for publication to local media	Quarterly local earned media		Could be letter to editor; notice of upcoming event; Tourism Summit publicity
	Report earned media values and report in quarterly Industry Update			
	Educate industry about need to set event dates well in advance and enter event data to key websites.			Joan Prescott has a website list she uses.
	Report results to county Boards of Supervisors 1X yr.			
	Identify top ten events via a Marketing Task Force and involve event organizers in promoting.			
	Involve volunteers in ESVA efforts to build partnerships and buy in.	Utilization		
	Submit letters of support/grant support for key industry initiatives	Increase in awareness		June 2014: Waste Watchers, letter of support; July 2014: VTC Oyster Trail, grant partners; August 2014: Chincoteague Island beach access, letter of support; Wachapreague VTC grant: July 2014, grant partner

### Influencers - External

Determine key influencers	Build dbase to use in distribution	1% response rate		Existing list dates to 2011, and does not include digital influencers (top mommy bloggers etc). Younger demographic pays more attention to digital influencers than mainstream media (MSM)
Educate, build awareness among key influencers about Eastern Shore of Virginia	Distribute info about key product areas (1x quarter/month)	Response rates		Focus on regional and state media outlets, also digital influencers.
	Develop online image library for download by media, bloggers, etc	Download rates		
	Enlist VTC media staff to target key media influencers -- host fams	VTC utilization		
	Develop online media kit (fact sheet, key product overview, itineraries)	Utilization rates		All digital
	Input key product info/itineraries/events to targeted websites	Identify outlets by priority		All digital
	Host PNTA fam fall 2014	PNTA is a travel agent industry group		Outreach Task Force executing
	Host SATW during a spring 2016 fam	Earned media output		Organized by Dave Shulte