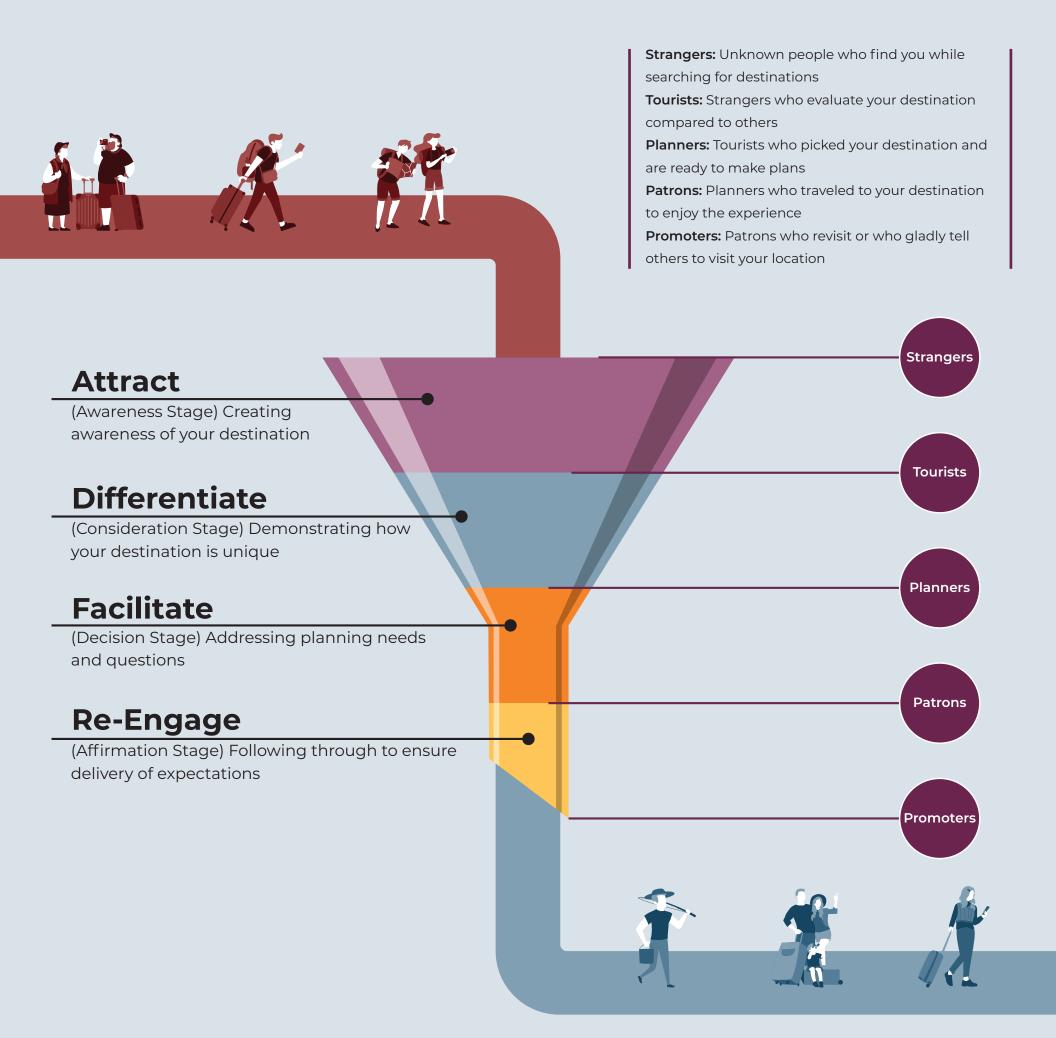
a model DMOs can use to build a more effective marketing strategy

It is surprising how many organizations admit to not having a documented marketing strategy for their destination. Often this is because coming up with a coherent plan is overwhelming or because many people confuse strategy with tactics. This can be overcome by using a model that builds a strategy around actual consumer behaviors in order to determine the most effective marketing tactics and tools that will help turn them into patrons of your destination.



Strategy Planning Elements

Planning Tools

Tactics & Tools

- · Audience Personas: Represents your ideal traveler and what they are looking for
- · Market Research: Identifies competition, trends, misperceptions and needs
- · Keyword Glossary: Informs your Search Engine
- Marketing (SEM) efforts · Social Media Plan: Outlines the most impactful
- channels, content and tactics
- SEO (on & off site): Utilizing popular keywords to ensure improve Organic SEM
- PPC/Digital Ads: Creating awareness through Paid SEM
- Media Buy/OOH: Creating awareness through traditional advertising channels
- of content to inform travelers Social Media: Engaging relevant

Website/Blogging: Offering a central hub

- audiences directly with value-add content
- making process of each Persona •Content Matrix: Aligns relevant messaging to

· Tourist's Journey: Outlines the decision

- each stage of the Tourist's Journey · Content Distribution: Outlines paid, owned, and
- earned marketing channels to be used
- · Competition Study: Evaluates amenities of nearby destinations vs. your own
- effectiveness and reach with automated tools • Help Content: Offering content that assists

Marketing Automation: Increasing

- travelers in making their decision Campaign Landing Pages: Having dedicated
- webpage for specific promotions • Lead Segmentation: Sorting contacts into
- categories in order to offer tailor content
- · Cross-Channel Plan: Providing a consistent brand message across marketing channels · Story/Interpretation: Getting planners to buy in to
- your destination's story
- · Wayfinding: Directing patrons to and through
- your destination effectively
- Email Follow-ups: Maintaining contact and staying top of mind • Mobile Apps: Making information easier to act
- on through mobile devices
- Chat Bots: Engaging audiences in real-time through the website
- Planning Guides: Simplifying the planning process for improved experience
- Re-Engagement Plan: Reaching out to patrons with follow up messaging
- **KPIs:** Metrics that gauge marketing success
- Social Media: Staying top of mind with visitors though dynamic content
- Newsletters: Keeping past visitors informed about relevant news and information • Survey: Gathering feedback from visitors to
- inform change and assess KPIs • Subscriptions: Offering exclusive content and
- information as a bonus

This model is a simplified process to help you organize the elements of your marketing strategy. DMOs should feel free to add in additional elements that may be specific to their destination. At the end of the day, the key is to have a documented plan that is relevant, actionable,

and measurable. For a more detailed explanation of this model and how to develop

https://bit.ly/BMMHeritageWebinar

a heritage tourism marketing strategy, watch our recorded webinar:

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