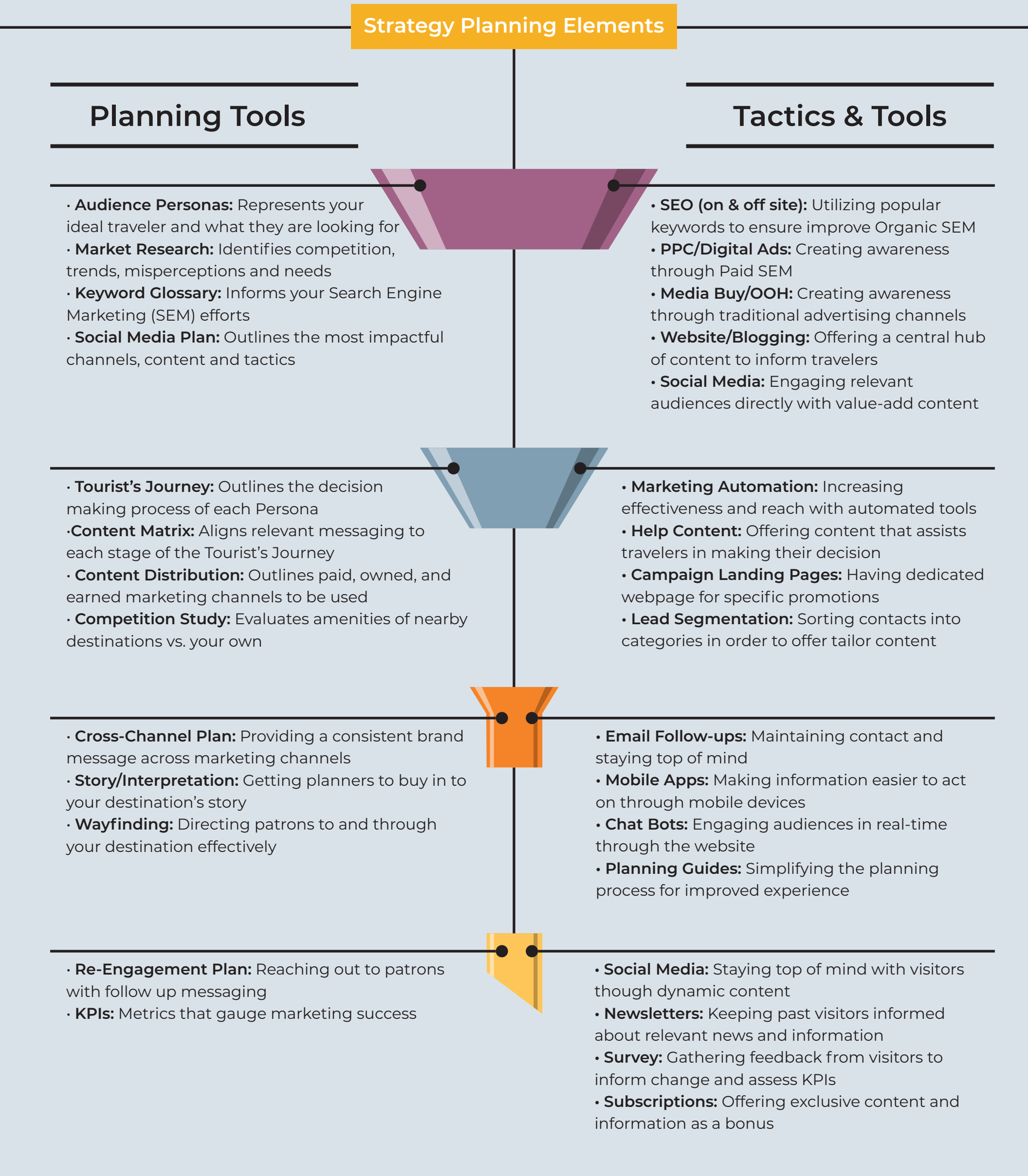
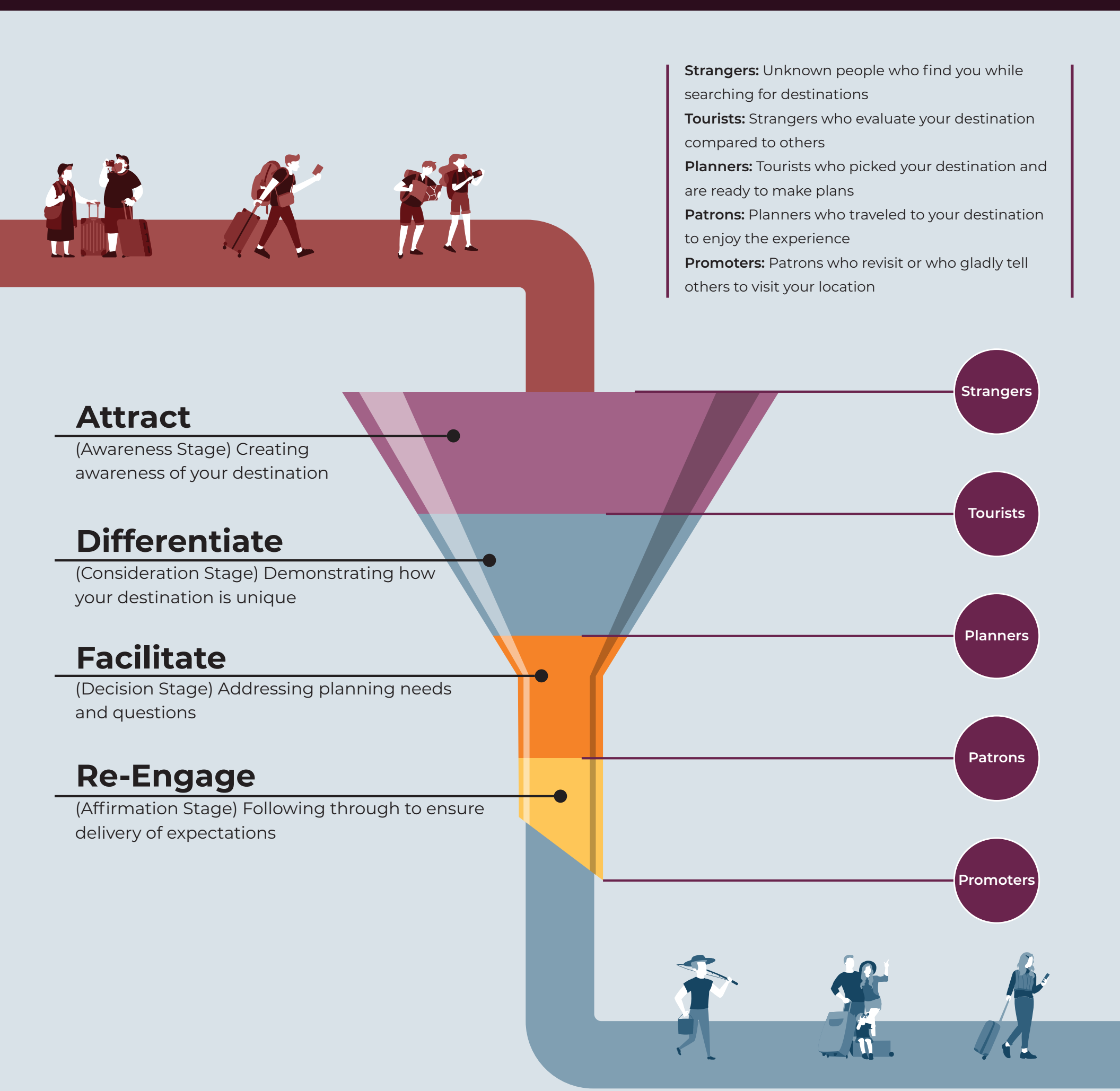


a model DMOs can use to build a more effective marketing strategy

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.



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 a heritage tourism marketing strategy, watch our recorded webinar:

<https://bit.ly/BMMHeritageWebinar>

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Bull Moose Marketing offers integrated marketing strategies, services, and website development to organizations that recognize a need for marketing in order to grow, but lack the internal resources or know-how to do so.

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