



anatomy of a marketing plan

Attraction Focused

executive summary

- After your plan is complete, create a summary/overview of what your goals and plan is for the year(s).

target customers

- Who is coming to your attraction now?
- Do you know? If no, how can you start collecting that information?
 - Ask visitors for their zip code?
 - Is there research already in existence? (Travel Oregon, Travel Salem, local attraction, winery etc.)
 - Implement a short 3-4 question survey for visitors.

unique selling proposition

- What is the lure for your attraction?
 - Try this exercise with your local group to help you narrow this down.
 - Take 5 minutes to list all the things that are really great about your attraction.
 - Take 2 minutes to narrow down the list to the best of the best.
 - Take 20 seconds to list the top three reasons why people should visit your attraction.
 - Those top three things are your main lures.
 - Brand your attraction with these things in mind.
- What are the **strengths and weaknesses** of your attraction?
 - Human/Financial bandwidth
 - Hours of operation
 - Not enough stories to relay
 - Over capacity
- What are your **competing attractions doing well**?
 - What competitor, inside or outside the state, is doing a good job?
 - What is it they are doing? (research)
 - How did they do it?
 - This is not meant to emulate, but to research what is resonating with visitors and to avoid pitfalls.
- **Pricing & Location Strategy**
 - Is your attraction affordable? If yes, use that as a selling point.
 - Is your attraction close to some significant attraction? City? River? If yes, use that as a selling point and to clearly define your location.

positioning strategy

- How do you want to position your attraction within Oregon? The Willamette Valley?
 - How do you want people to talk about your attraction?

goal setting

- **Don't be too ambitious.** Starting a marketing program and planning takes time. You will want to set reasonable goals to keep your committee members involved and enthusiastic. **Seeing goals that are reached motivates committees.** Example:
 - Post 100% of all events in the area to Travel Salem.
 - Identify the interesting stories about the people and place.

marketing strategy

- Go after the **low hanging fruit** first
 - Post events of the region on all the free promotional websites (Travel Oregon, Travel Salem, Travel Portland, local newspapers).
 - Gather all high resolution (300dpi or higher) images currently in existence and share them with Travel Oregon, Travel Salem, Oregon Film & Video Commission.
 - Take new photos (intern, volunteer, hire) and distribute.
 - Create a list of interesting stories that the media may be interested in and share them with Travel Salem to pitch to the media.
 - Are there people related to your attraction with a fascinating story?
 - Is your location known as one of the best places for senior pictures and photographers?
 - Locations that are great for pets (cute pet story).
 - Are there current attractions or businesses with mailing lists, email lists that can be used to help promote your attraction? (must send an email asking if they are interested in receiving information first).
 - Are there businesses in the area that are willing to help promote your events? (i.e., posters, flyers in waiting areas)
 - Create a variety of itineraries with partners to be shared with Travel Salem & Travel Oregon to be used for the foreign & domestic tour trade (tour operators, travel agents and travel media).
 - Half-day, full day & multi-day
 - Themed or variety itineraries (history, wine, agriculture, shopping, event, dining, overnight). Refer to example itineraries in the tool kit.

advertising

- Traditional, online, social, broadcast
- Take advantage of the free opportunities
 - Public service announcements
 - KGW, KATU, KPTV events calendars

- Invite a morning broadcast host out to kick off your event or season.

promotions strategy

- Is there a promotion you can run that will attract visitors or encourage repeat visitation?
 - Think about the seasons and what you already offer.
 - Partner with an attraction or business (e.g., offer a sweepstakes and the person selected wins a guided tour. Those who enter the sweepstakes, and select to be added, can be added to your subscribers list. Refer to sample sweepstakes form in the toolkit.

digital marketing strategy

- Websites (refer to website section of Toolkit)
 - Be sure your attraction is fully utilizing the online resources that are currently available (Travel Salem, Travel Oregon)
 - An online presence is only as good as the information kept up to date on the site AND you need marketing strategies in place to drive traffic to the website.
 - Social Media (Refer to Social Media section of Toolkit)

joint ventures & partnerships

- Mashups
 - Don't be afraid to partner with an unlikely business or organization (i.e., Bud Light and Game of Thrones, Museum and restaurant, ag producer, and artist).
 - Remember that residents are your ambassadors and salespeople so be sure your local community is well educated about what there is to see and do in the region.

cross promotion strategy

- Work with businesses, attractions, and events to promote other locations to visit in the area.
 - "Thanks for visiting. There is a great burger place on the next block if you're hungry."
 - "Thanks for visiting. Be sure to come back in March for the Spring Garden Extravaganza."
 - "Thanks for visiting. Before you head home be sure to stop at..."

budget

- Year one – What do you realistically need funding for? Be honest about what you can actually do and do well in the first year and beyond. Refer to the Grant Opportunities list in the tool kit.
 - human bandwidth (intern, volunteer)
 - actual projects and programs

metrics

- How will you measure your success?
 - In the beginning it might include:
 - reporting on start-up project tasks. Are they in the research stage, underway or complete?
 - Are their point people for each task & are they continuing to be engaged?
 - How many visitor zip codes have been collected?

- When more projects are underway the metrics will start to include:
 - Visitation/attendance numbers compared to previous years without regional promotions. Be sure to get baseline data to see if you are moving the needle.
 - Refer to the list of metrics in the toolkit.

stakeholder communications

- Share your plan and reports with stakeholders and potential funders. Tout your successes and communicate the details of your efforts. Also, share the areas that need more help or where you have run into stumbling blocks. By sharing this information, you may find the person/people to help move you past barriers.
- Be sure to show appreciation to all stakeholders and volunteers and those who are in the trenches making your attraction shine.

considerations when developing your plan

- Look for some **low-cost/no-cost** ways to promote your attraction.
- Try to **limit your marketing message**. You can't be all things to all people. The "we have it all" message does not work.
- You can demonstrate the **value of your attraction along with the quality**. Low cost doesn't mean less of an experience. It can mean a more **authentic** and better one-on-one experience.
- Develop a **high-level hospitable experience**. People return to locations where the service is top rate. Handle a **visitor's complaint quickly and with a positive attitude**. Preserve your relationship with them otherwise they will be telling others about their **unhappy experience**.
- **Collect testimonials** from your visitors and use them in all your advertising. Testimonials provide evidence that your destination is worth the visit. For maximum impact, use only testimonials that describe specific examples of what the visitor enjoyed. (e.g., "The garden at Deepwood was vibrant and beautiful.")
- Continually test and **evaluate everything** you use or do to promote your attraction. Allocate **80 percent** of your marketing budget to **proven promotions**. Use the other **20 percent** for testing **new variations**.

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