

# Marketing Plan Outline

## OUR APPROACH

The 2021 Marketing Plan was developed using a new, strategic and tactical approach. Key features of the plan are outlined here and will be described during our presentation.



### INTRODUCTION

1  
page

Our introduction will contain a summary of the purpose of our plan and the factors that have influenced our strategy (COVID-19, funding, staffing, etc.) as these factors have significantly impacted our processes and the execution of all our marketing efforts.

We will provide details about our organization, including our mission, vision, and an equity statement, to familiarize readers with our purpose and core values.



### MARKETING STRATEGY

2  
pages

A successful marketing effort must be based on a clear strategy that is thoughtfully crafted.

#### We developed our strategy using:

- Audience analysis, including key travel trends and audience metrics, gathered from trusted sources
- The travel decision process (conversion funnel) and tactics that are targeted to consumers at each stage of the process
- An Agile Marketing approach. We plan to use a marketing technique that values collaboration across teams with very specific short-term goals and active evaluation of results to allow for quick response to changing conditions



### STRATEGIC GOALS, TACTICS & KPIs

3-5  
pages

We have identified three strategic goals for 2021. We will define each of those goals, describe the tactics we plan to use, and provide specific KPIs that will be used to measure our success and incrementally improve results.

#### Our three strategic goals are:

##### 1 Cultivate Brand Awareness

We will craft consistent marketing with clear messaging that will be delivered across multiple channels. We will work with media services/vendors for strategic delivery to target markets and niches. Our staff will continue to provide personal outreach to travelers and planners through relationships developed over many years of service in the destination industry.

*Strategic goals continued on page 2*

# Marketing Plan Outline



## STRATEGIC GOALS, TACTICS & KPIs *(continued from page 1)*

### 2 Increase Consumer Engagement

We are committed to developing opportunities to engage with consumers. We're building a new website with the team at Swim Creative, and are focusing our efforts on creating consumable, targeted content designed to engage and intrigue potential visitors. We are carefully mapping the transition to our new website so we retain our excellent organic search engine optimization (SEO) and will explore options for increased search engine marketing (SEM). We plan to strengthen our social media presence and increase interactions through social channels. We will provide personal support at our Visitor Centers and through communication, familiarization tours and PR/Media outreach.

### 3 Provide Partner Support & Collaboration

We plan to support our partners by providing marketing services and opportunities that maximize their exposure and contribute to their success. Our print and digital media will continue to provide listings and event promotions along with new content placement features. We will present options to participate in programs promoting current specials, holiday offers, giveaways, and contests. We will continue to regularly communicate with our partners to keep them informed about our efforts and progress and share statistics on referrals we provide to support their businesses. We will offer educational opportunities to assist our partners with developing their marketing strategies and will provide ways to network and share resources.



## ST. LOUIS RIVER CORRIDOR

Our contract includes a direct allocation of funds for marketing the St. Louis River Corridor and requires a specific marketing plan for those efforts. We have included the region in our strategic planning and will use the tactics outlined in this marketing plan to promote the unique activities, attractions, and facilities available there. This will include building awareness, engaging consumers, and supporting our partners in the St. Louis River Corridor.

< 1  
page



## SUMMARY

Our summary will include a recap of our strategy, the resulting goals, and tactics we plan to use. It will include a statement of commitment to achieve our goals by measuring progress and responding to performance and situational changes with creativity and agility.

< 1  
page