Objectives/Strategies/Tactics/Metrics

**Objective #1: Develop & Execute Integrated Marketing Plan**

Using current analysis from previous campaigns, we will deliver on an advertising campaign that allows us to draw more visitors into the area. With a focus on increasing overall economic impact for the destination, the campaigns will have a clear call to action that incorporates partner participation to increase our overall market participation.

**Strategy #1: Continue the Integrated Marketing Plan that focuses on achieving the goals set forth by the Tourism Advisory Committee**

The strategy is to reach travelers as they are researching destinations for their vacations/get-away plans. The primary goal is to generate leads, with an undertone of **brand awareness**, which will mostly be taken care of with the creative.

**GUIDING STRATEGIES:**

- Total transparency
- Lean on continued research to confirm that our guests believe what we believe
- Influence product development consistent with the brand
- Total integration of all marketing channels, ensuring cross promotion of messaging, content and those products/assets

**THE GAME PLAN:**

- Target conversions from marketing campaigns (how the brand generates visitation and bookings)
- Embrace all things digital, maintaining a careful blend of traditional and new media
- “Be specific”…by season, interest, profile and point of origin segmentation
- Create, maintain and update a dynamic database of signature assets, calendars, events and facts
- More conversions...from strategic social media to interactive communications tools
- Protect strongholds (Spring and Fall season and in-state saturation), while venturing out (Summer seasons and broader regional appeal)
- Develop private sector partnerships
Channel Saturation:

- EARNED:
  i) Amplify Beaufort’s voice beyond imagination
  ii) Expand the brand’s story

- OWNED:
  i) Claim our space
  ii) Constant communication
  iii) Clearinghouse for lead generation and cross-media Enhancements

- PAID:
  i) Balanced and purposeful
  ii) Targeted
  iii) Trackable

EARNED STRATEGIES = PR STRATEGIES:

- Leverage media relations to garner positive media coverage of Beaufort
- Foster open communication with area restaurants, hotels and attractions to maximize efforts
- Identify or create newsworthy events and celebrations
- Maximize efforts by keeping the SCPRT informed and up to date on Beaufort news

PR Tactics: Editorial calendar research, Added-value opportunities per paid channels, Media Hosting/FAM trips/Desksides/Tours, SCPRT media relations outreach, Field organic media inquiries and qualify leads, Solicit information from Chamber members fit for media distribution; Communicate media highlights and PR efforts to Chamber members, News release development, distribution and follow up

OWNED STRATEGIES = SOCIAL MEDIA

- Actively build and engage a social media fan/follower base
- Enhance existing platforms to amplify Beaufort’s social media footprint and exposure
- Increase the number of fans, followers and viewers
- Utilize social media as a customer service tool
- Use Social Media to increase traffic to Beaufort’s website
- Use Social Media to acquire more opt-in email addresses
PAID STRATEGIES = CORE OBJECTIVES
• Balance...even in the face of a massive shift to digital
• CTA is the new acronym for destinations...invite interaction in all we do
• Don’t spread too thin. Claim a footprint and grow it
• Targets that are true to the brand
• Efficiency and measurability
• Quantitative, qualitative and consumer inquiries from current marketing campaigns and research continue to provide valuable insight into our current visitor profile.
• We continue to update the Beaufort Regional Chamber of Commerce visitor demand profile of our destination in conjunction with the University of South Carolina – Beaufort.

The analysis (below) provided insight into the markets that make up our core visitor.

Beaufort Leads Top 10 MSA Markets: According to Affinity Ranking

<table>
<thead>
<tr>
<th>% Share Rank after Controlling for Population</th>
<th>Metropolitan Area</th>
<th>Sum of Zip Codes by MSA</th>
<th>% Share of Beaufort Inquiries</th>
<th>Arbitron Share</th>
<th>Nielsen Share</th>
<th>Scarf Share</th>
<th>BF%S-A%$</th>
<th>BF%S-N%$</th>
<th>BF%S-P%$</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Greenville, SC MSA</td>
<td>187</td>
<td>8%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
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<tr>
<td>2</td>
<td>Atlanta-Sandy Springs-Marietta, GA MSA</td>
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<td>12%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td>3</td>
<td>Charlotte-Gastonia-Concord, NC-SC MSA</td>
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<td>7%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>4</td>
<td>Augusta-Richmond County, GA-SC MSA</td>
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<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td>4%</td>
<td>-5%</td>
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<tr>
<td>5</td>
<td>Columbia, SC MSA</td>
<td>94</td>
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<td>0%</td>
<td>3%</td>
<td>3%</td>
<td>-4%</td>
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<tr>
<td>6</td>
<td>Charleston-North Charleston, SC MSA</td>
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<tr>
<td>7</td>
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<tr>
<td>8</td>
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<tr>
<td>9</td>
<td>Virginia Beach-Norfolk-Newport News, VA-NC MSA</td>
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<tr>
<td>10</td>
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<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>0%</td>
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</tbody>
</table>

Our core target audience remains that of mature, married couples whose children do not currently reside in the home:
• Ages 45+ with a core age of 55-64
• Married
• College-educated
• Empty nesters
  o Of note: US Travel Industry reports that one-third of all leisure travelers are now grandparents.
• Moderate to high household income ($100K+)
• Top four drive market states: South Carolina, North Carolina, Georgia, and Florida
  o Our Top 3 Markets (city MSA) all fall along the I-85 stretch between Charlotte and Atlanta (*2012 MSA Visitor Demand Beaufort, SC*). Additional states showing interest in our destination include: New York, Virginia and Pennsylvania.

Our secondary target audience is that of a younger set who may travel with children, knowing that they are likely to book longer stays during the summer:
• Ages 30-44
• College-educated
• Moderate household income
• May have children in the home or may be younger, married couples
  o *US Travel Industry* also reports that eight out of 10 leisure travelers will take at least one trip each year with either their spouse or another adult, while family travelers take an average of 4.5 trips each year.
• Same drive market states as mentioned above

**Psychographic descriptors** of our audience can be explained by way of their areas of interest – drawing them to our destination:
• History
• *Outdoor Activities & Adventure*
• Culinary
• *Arts & Culture*
For timing, our primary goals are the Spring and Fall, while the secondary time period would be increasing Summer business.

**Target**

- Women 35+
- Geo: SC, NC, PA, NY, DC, MD, GA, FL, and eastern TN.
  - Highly targeting the following metros: Atlanta, Charlotte

**Print**

**Country Living, Good Housekeeping, Woman’s Day**, circ: 3,611,468
- One-third page 4-color ad in the October 2014 issues of Country Living, Good Housekeeping, & Woman’s Day
- Added Value includes bonus reader service listing in May travel issues

**Oprah Magazine**, Eastern circ: 700,000
- One-third page 4-color ad in the April 2014 Issue
- Added Value includes VacationFun.com listing and hyperlink, lead generation, and “eZine” listing

**AAA Go**, circ: 1,120,000
- One-third page 4-color ad in Sept/Oct 2014 Issue
- Added Value includes reader service to full circulation, online virtual Go with direct links and YouTube video links

**SC Official Vacation Guide 2014**, circ: 400,000
- One-third page 4-color ad in 2015 edition
- Added value includes online leads

**STS/Madden Media “Explore the Southeast” Newspaper Insert**, circ: 851,000
- One-quarter page 4-color ad in Spring 2015 insert
- Added Value includes VacationFun.com listing, campaign launch eBlast, eZine, SEM, lead delivery

**Carolina Living Hot Carolina Destinations Print & Online Package**, circ: 500,000
- One-third page 4-color ad in Carolina Living Guide October 2014 and April 2015 Issues
- Added Value includes City Highlight Jumbo Banner Program (12 months), lead generation
Online TripAdvisor.com
• Beaufort, SC Destination Page Sponsorship, content ownership with links for 1 year
• Display ads on SC Content Destination Pages, 300x250, 728x90, 300x600 banners in Fall 2014 and Spring 2015, total impressions 375,000
• Charleston Destination Pages, 300x250, 728x90, 300x600 banners in Fall 2014 and Spring 2015, total impressions 375,000
• Savannah Destination Pages, 300x250, 728x90, 300x600 banners in Fall 2014 and Spring 2015, total impressions 375,000
• Added value includes bonus impressions

Travel Spike Travel Ad Network
• Lead Generation Program (CPL): Targeted 300x250, 728x90, 160x600 display ad banners, textlinks, and emails through travel platform, total leads 4,219

PPC
• Search Engine Marketing geographically, demographically and behaviorally targeted and retargeted

Billboard
I-95 exit 38
Hwy 17 Jacksonboro

TOTAL 2014-2015 MEDIA SPEND: $173,000

*Note: The above-mentioned tactics may warrant slight adjustments following results of the spring campaign currently underway. Should performance of the national and regional print publications not be satisfactory, we may consider alternate options.

Objective #2: Conduct Research
“Research is formalized curiosity. It is poking and prying with a purpose.”
~ Zora Neale Hurston

Strategy #1: Identify and secure research sources
Continue to promote and expand research to festivals and events. We desire to focus our efforts on expanding participation to conduct research at the festivals/events/attractions.

Timing: Ongoing throughout the year
Success metrics: Secure at least two additional festivals/events in 2014-2015 to partner with an educational institution to conduct research.
**Strategy #2: Baseline Visitor Profile Data**
Utilizing the existing longitudinal databases, we will capitalize on the opportunity to capture key data on our existing customer base. The existing database is a derivative from our leads programs, as well as our email/e-newsletter opt-in form. We will initiate web based surveys at two new locations: Downtown Marina, Fripp Island, or two accommodations.

Timing: Ongoing – Begin process August 2014
Success metrics: Gain a better understanding to narrow our advertising/marketing focus for budget efficiency and effectiveness.

**Strategy #3: Baseline Visitor Industry Data**
Promoting and encouraging all accommodations partners to participate in the Smith Travel Research (STR) report is essential to accessing the full scope of visitor travel into our area. To date 13 out of 24 total properties are sharing their data with STR. BRCOC will also work with our vacation rental properties/VRBOs to develop a reporting plan and mechanism to deliver the most accurate picture of our diverse travel market.

Timing: Ongoing – To continue through FY 15
Success metrics: Finalize sign-up/registration for remaining 19 properties with STR receive monthly reporting from 14 lodging properties

**Strategy #4: Conversion Analysis**
To ensure we continue showing value to the tourism industry, we will partner to deliver a comprehensive conversion study to determine which markets continue to deliver/respond to marketing campaign.

Timing: Begin Spring 2015
Start based on funding

**Strategy #5: Conduct Research with Group Travel Tour Operators (Motorcoach, Cruise Ship, etc)**
It’s mutually beneficial to conduct an electronic survey for new learnings and to better understand how we can simplify their process for the financial benefit of Beaufort, Port Royal & the Sea Islands. If we can better understand their decision-making process, including travel routes/itineraries, there’s a greater possibility that the region can increase the economic impact of such groups.

Timing: Surveying tour operators will begin in Spring 2015.
Success metrics: Completed survey with report analysis presented to the public via website. *Based on funding*
**Strategy #6: Complete Conversion/ROI Analysis per month**
Monthly metrics will be provided by our partner agency that keeps the advertising campaigns in-line with the core goals set forth by Tourism Board.

Timing: Length of Advertising Schedule.
Success metrics: CPL will be the overall metric.

**Objective #3: Sustain Stakeholder Relationships/Partnerships**

**Strategy #1: Continue and Expand Co-op Marketing Opportunities**
Co-op marketing opportunities allow for an extension of marketing dollars and budget through negotiated advertising rates, which represent significant savings.

Timing: Begin of Advertising Campaign / Ongoing
Success metrics: Number of co-ops, industry participation volume and total revenue generated - $12,500 Budgeted Line Item

**Strategy #2: Conduct Regular Director of Sales/General Manager Roundtables**
Roundtable discussions to be initiated to review results, share research, implement ideas, and continue communicating on a combined front. Developing packages for events, partnering for group travel promotion, tradeshow updates, lead generation suggested best practices are examples of industry data that will be shared during these meeting.

Timing: Quarterly Meeting (or as necessary)

**Strategy #3: Strengthen partnership With Port Royal & the Sea Islands**
It’s important to ensure successful partnerships with Port Royal and the Sea Islands as they are also within our DMO. We will continue to strike a balance to effectively promote these areas – in conjunction to marketing Beaufort.

Timing: Ongoing
Success metrics: Public Relations tracking through Brandon Agency monitoring service

**Strategy #4: Build on Existing Relationships with Festivals and Events**
We will continue to play larger development roles in the marketing of events & festivals to increase the overall reach of audiences in markets that are key to overnight travel.

Timing: Conversations are in progress currently. Schedule a meeting of event/festival stakeholders.
Success metrics: Stakeholder participation and overall coordination.
Objective #4: Influence Product Development Consistent With Brand

Strategy #1: Serve as a Liaison between the Festivals/Events and Lodging Partners
The various festivals/events taking place every year in our area, is of significant opportunity for the BRCOC to develop packages that can assist in the increase of overnight stays.

Timing: To begin during Lodging Partners Roundtable
Success metrics: Stakeholder participation and overall coordination.

Strategy #2: Manage Content on Travel Sites Featuring or Promoting the Beaufort, SC, Area
It is a common and healthy practice to ensure destination information is being communicated accurately.

Timing: ongoing
Success metrics: Compile list & ensure accurate information on all partner sites
Cost: Time

Objective #5: Increase Group Travel

While we know group travel is an important part of our destination and our annual revenue, it’s important that we qualify the extent that holds true. The DMO needs to lead a more concerted effort in quantifying the area’s group market but also qualifying those segments to determine which are advantageous for us to pursue.

Strategy #1: Develop Sales/Meetings Planning Guide
Produce an online guide for meeting planners to utilize while looking to host their next event in Beaufort, Port Royal, and Sea Islands. It will be available in a PDF for easy downloading and printing capabilities.

Timing: Spring 2015
Strategy #2: Attend Industry Tradeshows/Sales Missions
Whether it is a face-to-face sales pitch at ABA Marketplace or a three city sales mission, we have to be where potential group business does their business. With the recommendations from area properties, we will develop a list of events, tradeshows, and missions that we will target in the next year.

Timing: Spring 2015
Success metrics: Compile list of events, tradeshows, and missions; determine budget and partners; and attend the events providing leads to those who partner for that event.

Research and data related to Beaufort/Northern Beaufort County