

# 2015 Marketing Plan

Branson Convention & Visitors Bureau

BRANSON

# 2015 MARKETING

## GOAL A:

*Position Branson as the top choice in consumer consideration set for meaningful, memorable and wholesome vacations.*

## Objectives:

1. Generate an advertising ROI of \$XX through increased incremental visitation and spending.
2. Increase “intent to visit” across all tiers, focusing specifically on growing Tier 1 and Tier 2, returning Core markets visitation to 2010 levels (1.3M).
3. Increase Advertising Awareness across paid and earned media channels.
4. Increase first-time visitors as a percentage of the visitor profile.

## **GOAL B:**

*Enhance and improve consumer perception of Branson.*

## **Objectives:**

1. Build budget and timeline for brand repositioning.
2. Develop a refreshed or new logo and tagline and corresponding creative campaign.
3. Establish ongoing brand equity metrics.

## **Goal C:**

*Grow Branson's position as a year-long, multi-season vacation destination.*

## **Objectives:**

1. Enhance shoulder season opportunities and extend the invitation further.
2. Leverage special events and limited engagements to drive visitation from “inactives.”

## **Goal D:**

*Enhance the effectiveness of and generate strong demand for Branson CVB's owned media channels.*

## **Objectives:**

1. Produce high quality publications to fulfill consumer and business needs.
2. Employ necessary updates and changes to ExploreBranson.com to align our website with traveler needs and expectations.

# DIGITAL & SOCIAL

## **Goal A:**

*Use digital media to inspire, inform and convert Branson visitors.*

## **Objectives:**

1. Provide a flexible and effective user experience on ExploreBranson.com.
2. Provide content and messaging that encourages new and repeat visitation.
3. Optimize and maximize investment of time and resources in social channels.
4. Foster relationships with social influencers to increase awareness/consideration of Branson as a vacation destination.
5. Implement a robust digital marketing strategy that coordinates and integrates advertising across all digital media, including desktop, mobile and social channels.
6. Provide ongoing customer service and engagement through digital channels.



# PUBLIC RELATIONS

## **Goal A:**

*Generate positive, new coverage of the Branson/Lakes Area in regional and national news outlets.*

## **Objective:**

1. Generate \$15 million in advertising equivalency as evaluated by a national monitoring service, representing a 40:1 ROI.

## **Goal B:**

*Host professional travel writer and outdoor journalists' conferences.*

## **Objective:**

1. Offer a reason for journalists who have never been to Branson to experience the Branson/Lakes Area.



# LEISURE GROUP SALES

**Goal A:** Increase the number of leisure groups to the Branson/Lakes Area.

**Objectives:**

1. Increase RFPs by 10% from 2014
2. Increase qualified FAM attendees by 10% from 2014

**Goal B:** Grow the effectiveness of Leisure Group earned media channels.

**Objectives:**

1. Increase web traffic by 10% from 2014
2. Increase RFI's by 10% from 2014
3. Increase sale kits distribution by 10%

**Goal C:** Partner and communicate with hospitality stakeholders to grow group business to Branson.

**Objectives:**

1. Increase partner participation in key sales events (FAMs, tradeshow, etc.) by 10% percent
2. Prepare 2015 calendar of key events, meetings and deadlines for partners.

# MEETINGS & CONVENTIONS

**Goal A:** Increase the number of meetings and conventions in the Branson/Lakes Area.

**Objectives:**

1. Increase qualified RFPs by 5% over 2014.
2. Increase definite room nights by 5% over 2014.
3. Increase community awareness about the importance of meetings & conventions. Measure meetings booked through Meet Me in Branson.
4. Increase PR exposure with editorial coverage in meeting & convention trade publications. Benchmark ad equivalency.
5. Increase web presence, search engine marketing and social media efforts to reach more meeting planners. Track page view traffic, keyword optimization, RFP production on site and social engagement.

**SPORTS**

**Goal A:** To increase the number of sporting events and participation in the Branson/Lakes area.

**Objectives:**

1. Increase the number of qualified RFPs by 5% over 2014 (numbers are combined with M&C).
2. Increase definite room nights by 5% over 2014 (numbers are combined with M&C).
3. Increase recognition of Branson as a destination for Athletic/Sports events on a National level.
4. Educate community on the economic impact of sports events.
5. Develop and oversee LOC's for the sports our community chooses to host