

# 2016 MARKETING PLAN

Branson Convention and Visitors Bureau

# TIMELINE

- **September 9** – Present 2016 Goals & Objectives to DMC for discussion and approval
- **September 24** – Present 2016 Goals & Objectives to TCED Board for discussion and approval
- **November 18** – Present 2016 media plans to DMC for approval
- **December 8th** – Present 2016 Marketing Plan to City of Branson for approval

## Goal A:

*Position Branson as the top choice in consumer consideration set for 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 Tier 1 and Tier 2.
3. Increase Advertising Awareness across paid and earned media channels.

## Goal B:

*Improve consumer perception of Branson.*

## Objectives:

1. Establish brand identity metrics that can be monitored annually. (Specific goal to be included post Ad Effectiveness study).
2. Activate refreshed brand identity across all Branson CVB touchpoints, both local and consumer-facing.
3. Maintain Net Promoter Score of at least 55%.

## Goal C:

*Grow Branson's position as a 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 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.

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# PUBLIC RELATIONS

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## Goal A:

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

## Objective:

Generate \$16 million in ad equivalency as evaluated by national monitoring services (Vocus/Cision and TrendKite), representing a 40:1 ROI.

## Goal B:

*Recruit professional travel writers and outdoor journalists' conferences to Branson.*

## Objective:

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

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# DIGITAL MARKETING

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## Goal A:

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

## **Objectives:**

1. Improve ExploreBranson.com UX by performing usability test in Q1.
2. Increase article page views by 5%.
3. Maximize investment of time and resources in social channels by analyzing engagement and reach.
4. Increase newsletter open rate to 18%.
5. Increase vacation guide requests by 10%.
6. Foster relationships with social influencers to increase awareness/consideration of Branson as a vacation destination.
7. Implement a more robust digital marketing dashboard that coordinates and integrates advertising across all digital media, including desktop, mobile and social channels.
8. Provide ongoing customer service and engagement through digital channels.

## Goal B:

*Educate and empower community partners to better communicate and market via digital channels.*

## **Objective:**

Increase number of businesses controlling their data on ExploreBranson.com by 10%.

## Goal C:

*Create touchpoints within Branson that match new brand identity and create a sense of place for visitors, encouraging interaction.*

## Objectives:

1. Create compelling, sharable visual elements at several locations in town where visitors can photograph themselves and share.
2. Amplify and curate visitor-generated content that interacts with our touchpoints.
3. Involve area businesses in creating touchpoints at their properties.

The background features a central horizontal band of solid blue color. Above and below this band are light beige areas containing large, faint, abstract shapes in shades of blue and beige, resembling stylized letters or organic forms. The overall design is clean and modern.

# LEISURE GROUP TRAVEL

## Goal A:

*Increase the number of leisure groups to Branson.*

## Objectives:

1. Increase RFI's 10% over 2015.
2. Increase sale kits distribution 10% over 2015.
3. Increase the number of RFPs 10% over 2015.
4. Increase qualified FAM attendees 10% over 2015.

## Goal B:

*Partner and communicate with hospitality stakeholders to promote group business to Branson.*

## Objectives:

1. Produce post FAM survey rating of 50% or more of Branson sponsors booked group business as a result of CVB FAMs.
2. Produce post FAM survey rating of 80% or higher of Branson sponsors positive overall satisfaction

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# MEETINGS & CONVENTIONS

## Objectives:

1. Increase the number of qualified RFPs by 5% over 2015.
2. Increase definite room nights by 5% over 2015.
3. Increase awareness within the community about the importance of the meetings & conventions market. Measure meetings booked through the “Meet Me in Branson” campaign.
4. Increase PR exposure with editorial coverage in meeting & convention trade publications and track ad eq.
5. Increase web presence, SEM and social media efforts to reach more meeting planners. Track page view traffic, keyword optimization, RFP production on website and Cvent measure social engagement.

## Goal A:

*Increase the number of meetings and conventions in the Branson/Lakes area.*



# SPORTS MARKETING & DEVELOPMENT



## Goal A:

*Increase the number of sporting events and participation in the Branson/Lakes area.*

## Objectives:

1. Increase the number of qualified RFPs by 5% over 2015.
2. Increase definite room nights by 5% over 2015.
3. Educate community on the economic impact of sports events.
4. Increase participation from community members, event participants and spectators.

## Goal B:

*Grow Branson's position as a year-long Sports destination.*

## Objective:

1. Establish a plan for increasing the number of area fields/courts/playing surfaces (indoor or outdoor) in the Branson/Lakes Area by June of 2016 through execution of tactics listed below.