

# RTC MARKETING STRATEGY

Required for each grant. Scan multiple pages into one PDF for attachment.

Attachment 3

- 1) **Review of Prior Year FY21 (30%).** Brief description of top three FY21 campaigns and results. Choose one campaign to describe in detail. Description should include: Campaign overview, Strategy, Budget information -Total budget and cost paid by grant funds, Run time, Target description, Geography of campaign., Performance indicators, Actual campaign results, Other relevant details. (300 word max)

## 1. SECOND SUMMER INFLUENCER MARKETING

Campaign Overview: Campaign with millennial influencer Jon Miksis - @global.viewpoint (63.9k IG followers, 560k TikTok followers).

Strategy: Increase conversation about traveling to Cape Cod for "Second Summer"

Budget:

- Total Budget: \$3,000
- Actual Cost: \$3,000
- Cost paid by grant funds: \$3,000

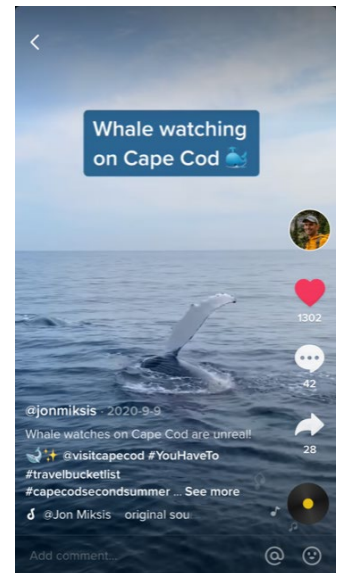
Run time: September 12-19, 2020

Target description: Millennials seeking authentic travel experiences

Geography of campaign: Influencer's top DMAs are Boston and NY

Performance indicators: Engagement and reach of influencer posts; % increase in our Instagram followers

Actual campaign results: TikTok content generated the most impressions (261k), followed by IG stories (98k) and IG posts (66k); Jon's TikTok posts generated 243.1k views for #CapeCodSecondSummer hashtag; his blog garnered 1,500+ pageviews. Facebook posts had 20,429 reach, 2,993 engagements. During the campaign, our Instagram follower base grew by 3.8%.



## 2. SECOND SUMMER MARKETING CAMPAIGN

The \$35,000 campaign enticed visitors to extend their summer travel into September/October, taking advantage of Cape Cod's warm temps, beaches and outdoor activities. The campaign – which included digital billboards, search remarketing, blogs and social media ads – ran September-October 2020 in drive markets. The vibrant creative spotlighted such socially distanced outdoor adventures as hiking, biking, golfing and kayaking. In September/October 2020, unique visits to CapeCodChamber.org were up 40% YOY. Our search remarketing delivered 860.5k impressions, 5.6k clicks; Facebook/Instagram Ads delivered 89,601 impressions, 5.8k clicks.



### 3. EXPEDIA/HOTELS.COM

Campaign ran April-June 2021 on Expedia Group's points of sale, promoting the destination and driving customers to a custom landing page for Cape Cod and the region's lodging properties. Creative depicted active, outdoor scenes and appealed to people to seek new adventures and create lifelong memories on Cape Cod. The \$15,000 campaign included \$7,000 in added value (negotiated through RTC co-op buy). Results as of 5/17/21: 22.8 ROAS, 5,369 room nights booked, \$171k in booking revenue.



- 2) **Target Markets (5 %):** Identify your top 3 target markets by origin for FY22. For each target market, provide a description that includes details used to shape marketing decisions. (150 word max)

With travelers still favoring vacations close to home, we'll focus our tourism marketing on women ages 30-54 (married/ income of \$100,000+) in our top drive markets. This demographic is consistently our most engaged market, based on Arrivalist data, Google Analytics and social media insights.

- Greater Boston: Arrivalist dashboard shows that trips from the Boston DMA accounted for 66.4% of all 2020 visits to Cape Cod (ranking #1 with an estimated 3.4m trips), with an average stay of 1.7 nights.
- New York: Arrivalist shows that trips from the New York DMA accounted for 8.6% of all 2020 visits to Cape Cod (ranking #2 with an estimated 441,000 trips), with an average stay of 4.2 nights.
- Hartford/New Haven, CT: Arrivalist shows that trips from the Hartford/New Haven DMA accounted for 6% of all 2020 visits to Cape Cod (ranking #4 with an estimated 307,774 trips), with an average stay of 3.2 nights.

3) **Marketing Plan and Estimated Budget (50%):**

Use template below.

Regional Tourism Council Grant Marketing Plan

Narrative: Describe how FY21 results impact your FY22 proposed projects. List FY22 projects and estimate budget based on FY21 (150 words max). Additional consideration will be given for plans that demonstrate partnerships with other regional tourism councils, private and public agency plans. Add lines as needed.

FY21 Grant Amount: \$534,644.47

Narrative (150 word maximum): Based on the successful performance of FY21 recovery marketing campaigns, we'll continue with a strong, targeted mix of the following for FY22: search remarketing, influencer marketing, sponsored content, Facebook/Instagram ads, print ads and blogging. We'll use primarily digital platforms so that we can remain nimble and update messaging as health/community conditions change. We'll focus on keeping our responsive website highly optimized and rich in content. We will work to rebuild group business (motor coach, weddings, meetings). We'll leverage our FY22 marketing dollars through collaborations with other Massachusetts regions - including seasonal ad buys and our shared PR contract with Martha's Vineyard and Nantucket, and our participation in the monthly RTC e-Bulletin. We'll continue to promote the value proposition of socially-distanced outdoor activities that support health and well-being, and use photography to remind our drive markets of all the things they know and love about our region.

FY22 Marketing Strategy	Tactics (timing)	Performance metrics	Anticipated Results	Total Cost	Amt Paid by grant	Partner agencies
Digital marketing promoting destination to domestic leisure market	Website Blogs: Topics of interest related to Cape Cod (dining, activities, new attractions, events) (Q 1, 2, 3, 4)	# of article views, social media engagement	200,000 article views, 100+ social media interactions per article	\$2,000	\$7	
	Facebook/Instagram ads promoting destination, digital Travel Guide, video content and blog content (Q 1, 2, 3, 4)	Reach, engagement, # clicks, CPC, CTR	Per FY: 290k impressions, 12k clicks, 3% CTR	\$10,893	\$10,893	
	Ongoing SEO and PPC campaigns (Q 1, 2, 3, 4)	Impressions, #clicks, CPC, CTR, search engine ranking	Average annual CTR of 14.5%, average annual CPC of .45	\$52,000	\$52,000	
	Sponsored content with Boston broadcast media (Q 1, 2, 4)	# of article views, social media engagement, traffic to website	1M impressions to targeted audience, 5,500 guaranteed engagements	\$21,000	\$7,000	Martha's Vineyard & Nantucket
	Email Marketing - Visitor e-newsletter to 37,500 opt-in subscribers, delivering seasonal calls to action (Q 1, 2, 3, 4)	Open rate, click rate, # of subscribers	Average open rate of 14%, average click rate of 8%	In-house	In-house	
	Email marketing - MA RTC Bulletin to 26,000+ subscribers (Q 1, 2, 3, 4)	Open rate, click rate, # of subscribers	Average open rate of 14%, average click rate of 8%	\$6,800	\$425	16 RTCs and MOTT

Digital marketing promoting the destination to domestic leisure market (cont.)	Social Media - @VisitCapeCod (Q 1, 2, 3, 4)	Engagement rate, growth of followers	Monthly engagement rate of 15% (Facebook) and 4% (IG); increase followers by 10%	In-house	In-house	
	JackRabbit (online booking /availability search) at CapeAndIslandsHotels.com (Q 1, 2, 3, 4)	# of searches/referral traffic	30k searches	\$8,000	\$8,000	
	Influencer Marketing (Q1 and 4)	Reach, engagement, @VisitCapeCod growth	Increase Instagram followers by 5-8% during campaign run; 15-20K total engagement; 85k-100k total reach	\$6,000	\$6,000	
Print ads promoting Cape & Islands to domestic leisure market	Print ads in key publications (Q4)	NA	Top of mind awareness for destination; increased web traffic from Boston/Hartford markets	\$5,000	\$5,000	Martha's Vineyard and Nantucket
Increase relationships with key motorcoach group tour operators	Staffing and representation in key motorcoach group tour marketplaces: ABA Marketplace, OMCA, NTA, ABA Foundation Board Meeting, New Jersey Motor Coach, NE Bus, PA Bus Marketplace and Maryland Bus; production of digital Group Tour Planner (Q 1, 2, 3, 4)	# of appointments, # of inquiries following show, # of visits to CapeCodGroupTours.com, # downloads of Group Tour Planner	Rebuild group business.  Per show: 30 appointments, 30 contacts / leads, 10 inquiries following events	\$72,077	\$40,333+ \$31,744	Town of Barnstable
Increase marketing of Cape Cod as a premier destination for corporate meetings and weddings	Increase staffing and participation in organizations and events such as: Connect Corporate, Connect Association, Northeast CVB Reps (4x), New England Meeting Sites, NEASE, Smart Meetings, Meeting Planner Event, Wedding Salon	# of appointments, # of inquiries following shows, # of visits to CapeCodMeetings.com, CVENT leads	Rebuild corporate and wedding business.  Per show: 25 appointments; 25 contacts / leads, 5 inquiries following show	\$97,077	\$65,333 +\$31,744	Greater Boston, Town of Barnstable

	Annual renewal of CVENT (Q 1, 2, 3, 4)					
Increase relationships and generate more overnight stays via key athletic associations, sporting event organizers	Increase staffing and participate in trade shows: Boston Golf Show, Portland Golf Show, TEAMS and Boston Travel Adventure Show (Q 1, 2, 3, 4)	# of appointments, # of leads, # of inquiries following event	Rebuild youth sporting events, and sports travel  Per show: 250 contacts / leads; 15 inquiries following event	\$71,077	\$39,333 +\$31,744	Town of Barnstable
Public Relations	Facilitate press visits from domestic and international media; maintain online press room; make available photo library of images; send out b-roll; disseminate leads to hospitality partners, including leads from MOTT and MOTT's seasonal theme schedule (Q 1, 2, 3, 4)	# writers assisted; # of FAMS assisted, #images added to online image bank	Maintain our accessibility to the media and fast turnaround time for media requests as we publicize Cape Cod as a high-value year-round destination	\$40,000	\$40,000	Shared contract with Martha's Vineyard and Nantucket
Distant Domestic & International Marketing	Align with any of MOTT's international marketing initiatives, including FAMS when those return; partner with Discover New England on marketing initiatives, which may include distant domestic markets until borders reopen; represent Cape Cod at DNE Summit, dues in DNE and US Travel Association (Q 1, 2, 3, 4)	International traffic to website; # of leads/appointments (if DNE Summit happens in FY22); # of FAMS (if borders reopen in FY22)	Once borders reopen, work to rebuild international visitation to Cape Cod.	\$5,000	\$5,000	MOTT, DNE, US Travel Association, Martha's Vineyard, Nantucket
Inquiry Fulfillment	Maintenance of Travel Website – CapeCodChamber.org Digital Cape Cod Travel Guide Staff for inquiry fulfillment \$10,767  (Q 1, 2, 3, 4)	# web visits, #digital guide visits, page views, bounce rate, pages per visit, time on site	Website overall: 1.5m unique visits per year, 25% bounce rate, average time on site 1:3. Digital Travel Guide: 50k sessions, 500k page views, 10 pages per session, average time on site 2.5.	\$60,000 +\$65,000 +\$31,103	\$72,012.47	Local sponsors for digital travel guide

Photography	Stipend for high resolution seasonal photography for use on social media and website – and MOTT fulfillment (Q 1, 2, 3, 4)	Social media engagement stats	25 high res images per quarter	\$2,000	\$2,000	
Partner on #MyLocalMA promotion	Continue to support MOTT's #MyLocalMA initiative through our social media channels, travel blogs, and in the monthly RTC Bulletin (Q 1, 2, 3, 4)	# of social media posts, #MyLocalMA hashtag use, clicks from RTC Bulletin	Help strengthen awareness for #MyLocalMA	In-house	In-house	MOTT RTCs
Partner on expanded ArtWeek Massachusetts	Place info about ArtWeek on websites and the Arts & Culture Bulletin; promote on social media posts, in email blasts and in blogs (Q3)	#ArtWeek events held on Cape Cod; traffic driven to ArtWeek website	Build interest in our shared arts & cultural assets, resulting in increased visitation	In-house	In-house	ArtWeek, MOTT, RTCS
Other projects in FY-22 SCOPE	SALARIES-\$106,000 (see group markets and fulfillment) From Pvt \$ \$73,200 wages ADMIN EXPENSES: \$80,683 MOTT RESEARCH - \$3400	NA	NA	\$49,800+ \$23,400	\$84,083	
			TOTALS:	\$628,227	\$534,644.47	

- 4) **Return on Investment (5%):** How will the success of your FY22 campaigns be measured? Be as specific as possible. Include metrics that will be used to define success for the proposed use of funds. **(300 word max)**

The overall success of our FY22 marketing campaign will be measured by analyzing the performance of each individual buy. For digital marketing campaigns - including search remarketing and social media advertising - we will look at such results as impressions, traffic to our website, click-through rate (CTR) and cost per click (CPC). Expedia campaign performance indicators include total room nights booked, total revenue generated and ad unit performance. We'll acquire insights from Google Analytics – including total sessions, unique sessions, bounce rate, time on site, new sessions and origin data – to evaluate the performance of our travel website, blog content, seasonal landing pages (i.e. Christmas on Cape Cod), digital Cape Cod Travel Guide and our online booking engine. For email campaigns, we'll look at open rate, click rate and the growth of our database over time. We'll analyze social media campaigns and influencer campaigns, along with our blogs, using such metrics as post reach, interactions, shares, brand follower growth, and hashtag use. Our PR campaign will be assessed looking at the number of writers we assisted, the number of fams we helped coordinate, and the number of articles/blogs resulting from our efforts. Niche marketing – to attract group tour, corporate and wedding business, along with sporting events – will be measured by performance at trade shows (# of appointments held, # of leads/inquiries generated) and traffic to these specific sections on our website. Print ads create top of mind awareness for destination; it is difficult to measure ROI on these, but we'll measure potential impact by looking at point of origin web traffic during those ad runs.

- 5) **Marketing Presentation (10%)**  
**Scheduled for 1 pm on Tuesday, July 13<sup>th</sup>.**