



2020 CHAMPION PLACEMAKERS WORKSHOPS

NICHES ... *Why focus on niches?*

If you market your destination to a mass audience,
your communications will be less impactful.

If you talk to people honestly about experiences they're already passionate about,
they'll listen. You'll cut through the noise. Passionate groups also become
your best storytellers and advocates. They'll help do the marketing for you.

*Reminder: Rather than trying to be everything to everyone,
niche marketing allows you to focus your efforts on a smaller group
of people who will have a greater interest in what you offer.*

ELKHART COUNTY'S IDENTIFIED NICHES:

CULTURAL EXPLORERS



CREATIVES



ROADTRIPPERS



CULTURAL EXPLORER

Cultural Explorers want to experience local culture when they travel. They like to dive into a place; seeing how people live, learning local history, and admiring craftsmanship, art and music. In Elkhart County, this niche has two main themes: Amish and Arts & Crafts. The Amish Cultural Explorer is interested in the Amish way of life, while the Arts & Crafts Cultural Explorer is more interested in all things handcrafted and locally made.

COMMUNICATING WITH THE CULTURAL EXPLORER

Each topic listed below covers the types of experiences which are most likely to drive the Cultural Explorer to visit Elkhart County.

Conversation topics

1. Local history - Cultural Explorers have a keen interest in historical facts and trivia. Play into this by telling the stories behind your buildings, parks, establishments and goods.
2. Human interest and local culture - Cultural Explorers are interested in how other people think and act. Tap into this by telling stories about the people who call Elkhart County home.
3. Events and time of year - Events can be the deciding factor in choosing to visit a destination, so share details on upcoming activities that cater to the Cultural Explorer. Mention what it's like to visit in each season and what to do during that time.

KEYWORDS AND KEY PHRASES FOR THE CULTURAL EXPLORER

Using the Elkhart County brand story, we have extracted words and phrases from the Elkhart County brand story that are most relevant to the Cultural Explorer. Use the words outlined below when communicating with this niche. Taking part in this exercise will help you stay on brand when writing content and attract the right audiences.

Keywords:

Craftsmanship, handmade, creativity, fun, friendly, energetic, makers, musical instruments, quilts, history

Phrases:

- A well crafted place
- The Amish way of life
- Growing diversity
- A vibrant arts scene
- We leave our mark on everything we hold
- Classic small towns
- Close-knit communities

CREATIVES

Creatives see things a little differently. This niche community includes artists, musicians, designers, writers, woodturners, sculptors, illustrators, painters, embroiderers and quilters. When they travel, they want to learn new skills and be inspired - often by participating in the local arts and music scene. Like the Cultural Explorer, Creatives also seek out locally-made goods which gives them a chance to connect with local makers.

COMMUNICATING WITH CREATIVES

Each topic listed below covers the types of experiences which are most likely to drive Creatives to visit Elkhart County.

Conversation topics

1. Human interest and local culture - Highlight what it is that makes your destination truly creative - vibrant community, murals, history of making, notable residents of Elkhart County.
2. Elkhart County as an inspiring setting - Creatives are looking for a place that inspires them. People can be inspired by the history of a place, the architecture, the people who live there now or renowned figures from the past. Creatives residents, in particular, are looking for a place that celebrates and nurtures their artistic endeavors.
3. Events and time of year - Events can be the deciding factor in choosing to visit a destination, so share details on upcoming shows that cater to Creatives.

KEYWORDS AND KEY PHRASES FOR CREATIVES

Using the Elkhart County brand story, we have extracted words and phrases from the Elkhart County brand story that are most relevant to Creatives. Use the words outlined below when communicating with this niche. Taking part in this exercise will help you stay on brand when writing content and attract the right audiences.

Keywords:

Craftsmanship, handmade, creativity, energetic, makers, musical instruments, quilts, diversity

Phrases:

- A well crafted place
- Vibrant arts scene
- We leave our mark on everything we hold
- From the Elkhart Jazz Festival to local shows and productions
- Your next artistic adventure
- Entrepreneurial spirit
- Meet the makers

ROADTRIPPERS

Roadtrippers love life on the road. They seek the freedom to explore nature and different landscapes without a strict plan. RVers are an essential part of this community - and a passionate one. Some use their vehicles for vacations, while others live full time in their RVs. Travel motivators for this niche include seeing iconic landmarks, completing bucket list road trips, exploring national parks, visiting renowned campsites and escaping routine.

COMMUNICATING WITH ROADTRIPPERS

Each topic listed below covers the types of experiences which are most likely to drive Roadtrippers to visit Elkhart County.

Conversation topics

1. RV culture - Roadtrippers choose to visit places that offer RV-friendly experiences and infrastructure including quality RV sites, parking opportunities, services and entertainment.
2. Time of year and events - RV travel allows for a more flexible travel schedule. Capitalize on this fact by inspiring people on the road to stop by Elkhart County.
3. The natural and urban environment - RV travelers want to experience different scenery as they drive across regions and states. Describe to potential visitors what they will see here.

KEYWORDS AND KEY PHRASES FOR ROADTRIPPERS

Using the Elkhart County brand story, we have extracted words and phrases from the Elkhart County brand story that are most relevant to Roadtrippers. Use the words outlined below when communicating with this niche. Taking part in this exercise will help you stay on brand when writing content and attract the right audiences.

Keywords:

RVs, motorcycles, craftsmanship, handmade, friendly, outdoor recreation, active lifestyle

Phrases:

- A well crafted place
- Classic small towns and energetic centers
- The handmade welcome mat is always out
- No matter how far you roam, reminders of what's made here are all around
- Explore the roads less traveled

HOMEWORK ASSIGNMENT

STEP 1:

Pick one niche and highlight the topics that your business could talk about.

STEP 2:

Pick one topic and write an “elevator speech” that speaks to people in your chosen niche. Keeping in mind, this could be used for in-person, social media, website and more!

For example, if you run a cafe or a shared workspace, you might talk about how your surroundings inspire Creatives, here’s an example to get you started:

Niche: Creatives

Topic: Elkhart County as an inspiring setting

Usage: Social Media post

Our studio might only be 5-years-old but our building is well over 150! We hope the history of this place inspires you during your next visit.

P.S., If you use our co-working space to create magic, we want to hear from you! Share what you’re working on below and we’ll cover your next coffee :)

NICHE:

TOPIC:

“ELEVATOR SPEECH”: