



POCONO MOUNTAINSSM
VISITORS BUREAU

MARKETING TOOL KIT



PoconoMountains.com | @PoconoTourism | #PoconoMtns

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MARKETING BEST PRACTICES

- Develop a budget.
- Develop a marketing plan and strategy. (Based on your business you can do this annually, quarterly, or seasonally)
 - What goals do you want to accomplish with the campaign?
 - Brand awareness
 - Traffic to website
 - Foot traffic
 - Conversions/sales
 - What sales targets have you developed and what do you need to achieve for your ROI?
 - What marketing mediums do you plan to use?
 - How do they all tie into a consistent message?
 - Start with a content plan and calendar.
 - Create a content calendar that is built for your business/season. A good recommendation is at least 2-3 months out.
- Know your target audience.
 - What is the demographic of your visitor or guest?
 - Use your web analytics, social insights, zip code reports
 - CRM or Point of Sale data you have collected to determine your core audience
 - Research data you may have collected in surveys or outside vendors
 - You can also use The [PMVB Dashboard](#) and [Research](#) Pages for additional information.
- What geographic area and markets do you want to reach?
 - Look at your zip codes and target those directly.
 - What [DMAs](#) fit with your message and core audience?
 - When is the optimal time in these markets to have the most impact?

EXTRANET

As a member of the Pocono Mountains Visitors Bureau, you will have the opportunity to leverage several website [benefits](#).

Members should use the Extranet to submit and manage their listings, events, and special offers that appear on PoconoMountains.com. [Click here to log into the extranet](#).

- [Submit an event](#) for our online [calendar](#).
- [Submit a special offer or day deal](#) for the website.
- Update your website [listing](#).
- Add [job openings](#) to our job portal.
- Reference the [Extranet guidelines](#) and [videos](#) to learn more about how to use the Extranet.
- Your property's or business's information, events, and special offers, as uploaded through the Extranet, will be considered for social media sharing on @PoconoTourism social media and in the consumer newsletter.
- Access the [marketing dashboard](#) to view the latest metrics and data from the PMVB related to lodging, marketing, and website performance.
- Questions and assistance: don't hesitate to email CRM@poconos.org

OUR TOP SEO RECOMMENDATIONS FOR MEMBER WEBSITES

1. Make sure content on your website is current and up-to-date
2. Keep recurring or annual events on your site and update the site to indicate the event is rescheduled, postponed, canceled, etc.
3. Keeping in mind that many visitors use a phone rather than a desktop computer to do travel research, review your website to prioritize how your content will appear on a mobile device.
 - A. If you're looking into a new website, it is recommended that the new site be designed as mobile first.

4. Repurpose existing content by updating older pages with fresh content and updating the dates in blogs or on static pages.
5. If you have blog content already, consider increasing how often you post new or repurposed content to your blog.
6. Use lists to organize static content on your blogs and webpages.
7. Create relevant content that tells the unique story of your property/business.
8. Develop video content related to your property.
9. Incorporate targeted keywords or phrases that users are searching for into your content.
10. Add internal page links with anchor tags.
11. Add brochures or newsletter sign-up buttons on high traffic pages.
12. Update or add page titles, Meta titles and Meta descriptions.
13. Use open graph titles and descriptions for Facebook sharing.
14. Review analytics to identify the top pages on your website and be sure the content on them is relevant.

ADDITIONAL HELPFUL INFORMATION

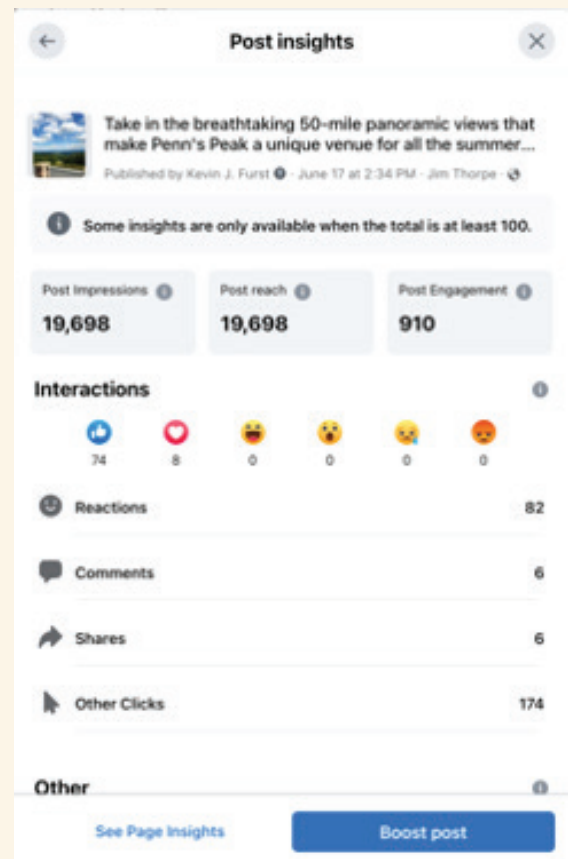
- Sign the [Pocono Promise 2.0](#) and update your marketing materials with the new [logo](#).
- Update any Covid-19 information to your current practices if applicable or implement a redirect to your home page or another relevant page.
- Confirm your Google My Business page is accurate with current hours.
- Make sure you have transferred your Universal Google Analytics or set up your [GA4](#) in Google Analytics. Email [Brian Bossuyt](#) if you have any questions.
 - Here are some helpful links too:
 - <https://ga4.com/>
 - [How to migrate audiences from UA to GA4](#)
 - [Advertising in GA4](#)
 - [Configure in GA4](#)

SOCIAL MEDIA

- **GETTING STARTED**

- Business vs personal accounts
 - Business accounts allow you access to insights.
 - Keep your personal and business accounts separate.
 - Do not post personal content on your business accounts.
- When choosing a username, be consistent across all your social channels.
 - We are @PoconoTourism on all social channels
- Treat social media like a mini website for your business.
 - List your hours.
 - Link to your website.
 - Add message buttons.
 - Keep your profile photos consistent.
- Facebook: Creating a Facebook Page
 - [How to Create a Facebook Page to Grow Your Business](#)
- What should I post?
 - Photos, Videos, Blogs
 - Scenic Shots, Activities, Rooms, Food, etc.
 - Post character limit: 63,206 characters.
 - [The Essential Guide to Facebook Page Posts](#)

EXAMPLE



SOCIAL MEDIA

INSTAGRAM

- [Growing Your Business with Instagram: What You Need to Know](#)
 - What Should I Post?
 - Images/Video of your business
 - Scenic Shots, Activities, Rooms, Food, etc.
 - Avoid posting graphics, menus, large logos on images.
 - Caption Character Limit: 2,200 characters long with a maximum of 30 hashtags. Recommend 3-5 hashtags.

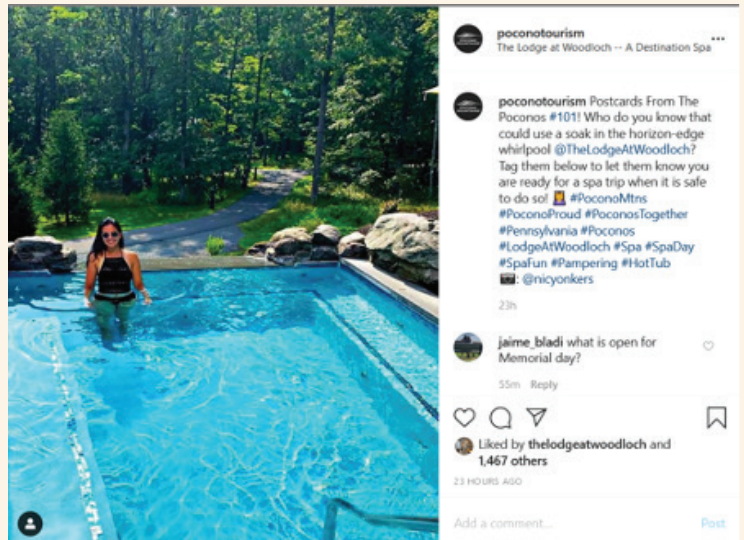
Other Tips

- Tag your geolocation.
- Tag partner pages and add collaborators.
- Utilize Relevant Hashtags. 3-5 hashtags are recommended.
 - Use our Hashtags: #PoconoMtns #PoconoProud #PoconoBucketList

Instagram Stories

- [6 Things You Need to Know](#)
- Stories should be used for your current audience
- Post 7-10 Stories per day
- Once a week or bi-weekly, do not post for 24 hours to allow your Stories to expire

EXAMPLE

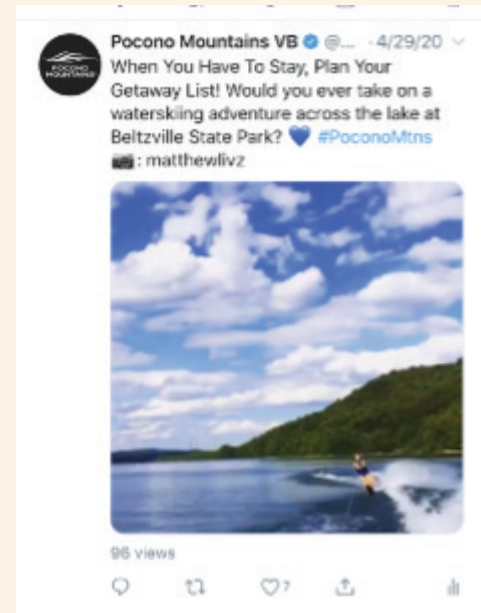


SOCIAL MEDIA

TWITTER

- What should I post?
 - Photos, Videos, Blogs
 - Scenic Shots, Activities, Rooms, Food, etc.
 - Post character limit: 280 characters.
- Things to Know
 - Twitter is a great way to connect with local reporters and news teams.
 - “About 80% (262 million) of all monthly active Twitter users live outside the United States. 40% of U.S. adults who use Twitter are aged between 18 and 29 years.”

EXAMPLE



TIKTOK

- What should I post?
 - Video content shot vertically. Avoid black bars at the top and bottom of your video.
 - Edutainment - content that is entertainment and education
 - Itinerary - help visitors plan a trip with itineraries
 - (top 3 things, take a tour, behind the scenes)

Things to Know

- TikTok is used as a search engine for those planning vacation
- Videos are used to experience the “Trip Before The Trip”
- Only jump on trends if it makes sense for your business
- Listen to your selected music/sounds fully before selecting it

SOCIAL MEDIA

CONTENT

- Create a calendar to plan out your social content.
 - Use a free calendar tool like Google Calendar to plan your social media posts.
 - What will you post?
 - When will you post?
 - What platforms are you posting to?
 - You can also use paid planning tools like Sprout Social or Hootsuite which will allow you to schedule posts in advance.
 - Facebook and Instagram allow you to schedule posts through Business Suite.
 - Posts can also be scheduled through LinkedIn, Twitter, and YouTube.
- How to Create Social Media Content
 - Take high-quality photos/video.
 - Avoid posting graphics when possible.
 - Facebook and Instagram prioritize photo and video content without graphics, text, or logos.
 - Your post may not reach your intended audience.
 - Use graphics when they make the most sense:
 - Promoting an event (Event Title, Dates)
 - Giveaways
 - Promoting a special offer
 - If you plan on using a graphic, you can use the following tools:
 - Free Platform: Canva
 - Paid Platform: Photoshop

SOCIAL MEDIA

USER GENERATED CONTENT

- Need Content? Try requesting images from fans, followers and visitors.
- Be sure to give credit for images.
- If you plan to use User Generated Content, create a release form.
 - Example: [Pocono Mountains Visitors Bureau Photo & Video Release](#)

HASHTAGS

- Creating a Hashtag:
 - Keep it short and simple.
 - Check to see if the hashtag is already in use.
- Why use a Hashtag?
 - Using a hashtag creates another outlet for your viewers to search for you.
 - You can also view content your viewers post when they use the hashtag.
- Where Hashtags work
 - Hashtags work best on Instagram, TikTok, and Twitter. You can also utilize hashtags on Facebook, however we suggest keeping them to a minimum of 3-5 hashtags.

CAPTION CREATION

Keep it short and simple.

Include a hook to capture the attention of your audience. Social media users do not like to be sold to. Use copy that is not salesy or promotional.

- Add shortened links when necessary.
 - Use Google Shortened Links or Bitly.
 - Note that links are not clickable on Instagram and should not be used in a caption.
- Keep hashtags to a minimum. Recommended is 3-5 hashtags.

SOCIAL MEDIA

ENGAGEMENT

What is Engagement?

Engagement is social media currency and will help the algorithms know what content is good. On average only 10% of your total followers will see your content. The more engagement you have, the more your content will be served to more people.

- Engagement includes all Messages, Comments, Likes, Shares, etc.

How to increase Engagement?

- Captioning: Ask a question, “Tag a Friend”, or “leave an emoji in the comments if”
- Respond to messages and comments in a timely manner. 2-hours or less is suggested.
- Use products like Google Translate to help customers who speak another language.
- Tell a story. Entertain. Solve a problem.
- Avoid posts that are overly promotional.
- Avoid posting graphics on Instagram.

SOCIAL MEDIA MONITORING

- It’s important to check in with your social media stats to understand who your audience is and what they are looking for.
- Platform Insights:
 - Each of the following social channels offer their own insights/analytics:
 - Facebook, Instagram, Twitter, YouTube, TikTok, Pinterest, LinkedIn
- Social Media Monitoring Tools:
 - To see everything in one place, you can use social media monitoring tools like: Google Analytics, Sprout Social, and Hootsuite.

SOCIAL MEDIA

- What can you learn from stats?
 - What performed well and what did not.
 - Give your followers the content they are looking for.
 - Know your audience.
 - Age, Gender, Location, and more
 - Create content to cater to the audience you are looking for.
 - What is the optimal time for you to post?
 - When is your audience most engaged?
 - How do you rank in comparison to your competitors?
 - What does their engagement look like?
 - What content performs well for them?
- [How to Evaluate Your Facebook Page's Performance](#)

VIDEO CONTENT

- Vertical video (Reels, TikToks, Shorts) are the top performing content on social media.
- “Tweets with video see 10x more engagement than those without.”
- “54% of consumers want to see more video content from a brand or business they support.”
- Free Video Content options:
 - Reels on Facebook and Instagram
 - Shorts on YouTube
 - TikTok videos
 - Idea Pins on Pinterest
- Video Content:
 - Paid: Adobe Premiere, Adobe Rush,
 - Free: In Shot, CapCut

SOCIAL MEDIA

SOCIAL MEDIA ADS

Boosting a Post vs Creating Ads

- Boosted Post
 - Pay to boost engagement and reach of an existing post you have on Facebook or Instagram.
 - This turns an existing post from organic to paid content.
- Creating an Ad
 - Creating a fresh ad in ads manager for a specific purpose.

TYPES OF ADS ON FACEBOOK AND INSTAGRAM

- Carousel: “allows you to showcase up to 10 images or videos within a single ad, each with its own link.”
- Single Image
- Video

- How to create an Ad
 - Ads Manager for Business Accounts
 - Facebook/Instagram, Twitter, YouTube, LinkedIn and more.
 - Set Goals and Objectives
 - Are you looking to create brand awareness?
 - Is there a specific event or offer you are promoting?
 - Who is your audience?
 - Location, Age, Gender, Languages, Interests and Behaviors
 - What is your budget?
 - Daily Budget
 - Lifetime Budget

SOCIAL MEDIA

EVALUATE YOUR ADS

- How is the ad performing?
 - Continue to evaluate your ad while it is still active.
- What do I do if my ad is not performing?
 - Pause or end the ad.
 - Evaluate your audience.
 - Are you being too specific or not specific enough?
 - Evaluate your budget.

ADDITIONAL INFORMATION ON ADS

- Facebook Ads:
 - [The Essential Guide to Facebook Ads](#)
 - [The Do's and Don'ts of Facebook Advertising](#)
- Instagram Ads:
 - [How to Advertise on Instagram](#)

DIGITAL MARKETING ASSETS

COMMON DISPLAY AD SIZES

- 320x50
- 300x250
- 728x90
- 160x600
- 300x600
- 320x480
- 1200x627

EXAMPLES

300x250



320x50

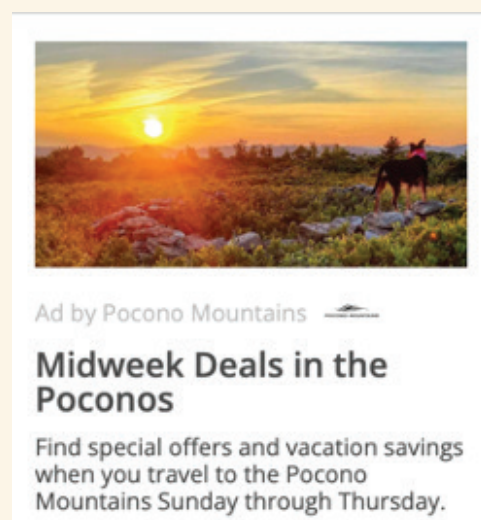


728x90



NATIVE ADS

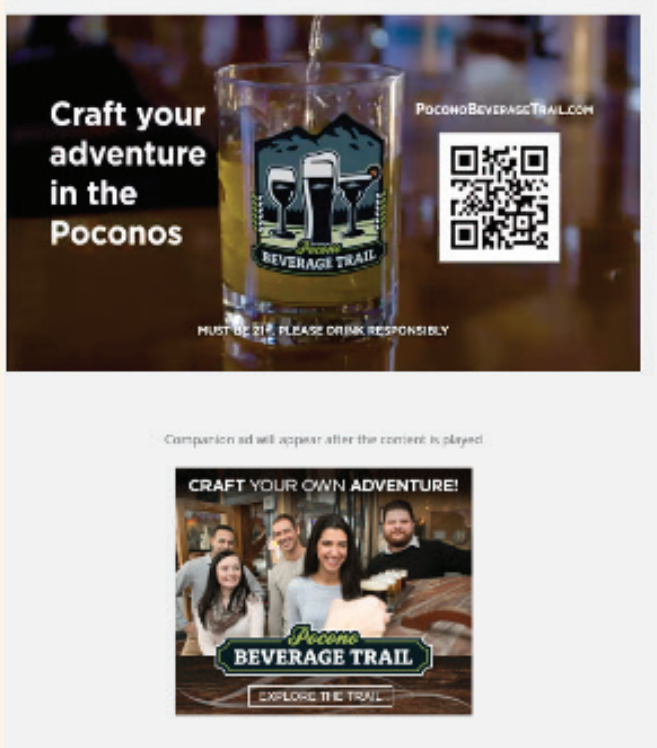
- Native ads fit the look and feel of the website.
- Images should be high res, 300 DPI.
- Images should be horizontal.
- Depending on the domain, the image size will vary. For Basis, images should be 1200x627.
- There should not be text on images.
- Headline should be 35 characters or less, including spaces.
- Body should be 100 characters or less including spaces.



DIGITAL MARKETING ASSETS

CONNECTED TV RECOMMENDATIONS

- Commercials must be :30 or less.
- Commercials are non-skippable.
- Commercials can include 320x50 companion ads to display on mobile, tablet or desktop after the spot airs.
- Ads should be 1920x1080.
- Maximum file size 100MB.



EXAMPLE

PUBLIC RELATIONS

- Best practices for writing news releases and when is the best time to send them:
 - Link to Cision [“How To” \(PDF\)](#)
 - Send news releases Monday to Thursday at in the morning before or at 9 a.m. in order to try to get in before news organizations have their morning meetings. Fridays are not an optimal time to send, too close to the weekend.
 - Write news releases with all the info - hit upon who, what, where, how, why and when.
- Story ideas:
 - Anything that provides good content (visual, engaging, catchy).
 - Think of ways to advance stories as well, follow up the original story with another story that adds to the first.
 - Personalize your stories – new reporters want to find someone who is representative of the issue or story.
- Best hooks and topics:
 - Anything that coincides with topics that are timely. Environmentalism, charitable work, *NEW* things that are happening now – anything a day or two old is too old. Think ahead to draw in the report to the “now” factor.
 - As it relates to tourism, business success topics or notable anniversaries.

PUBLIC RELATIONS

- Interview tips and best practices:
 - Speak clearly and conversationally - provide succinct, bite-size soundbites.
 - Smile, if the story is a positive one, and provide engaging content for the media.
 - Ensure your presentation (hair, clothing, etc) is how you want your company or organization to be represented.
 - If you misspeak or fumble, you can start the response over again. It's all digital!
- Pitching stories to writers:
 - Direct email is the most preferred method. Build up contacts so that you can have a relationship with them before you *need* them or they need you. Be direct - give them a full picture of what they can get.
- Find ways to layer your earned media with paid media or your own content
 - If you're able to get earned media for an initiative, find ways to have more supporting content out there that will reinforce the message. Social media, blogs, podcasts, the more your story is told with the same drumbeat the better.

PUBLIC RELATIONS

TEMPLATE FOR PRESS RELEASES AND MEDIA ALERTS

ENTER LOGO OR RELATED IMAGE HERE

CONTACT:

[Name & Title]

[Organization]

[Email Address]

[Phone Number]

[ENTER RELEVANT HEADLINE HERE]

[OPTIONAL SUBTITLE HERE]

[Month, Day, Year] – Use the following space to craft your press release. Here are some tips to keep in mind:

- Break it up into several body paragraphs.
- Stick to including only the most relevant information.
- Keep the document to one page, if possible.
- Add a quote to the document for print media to use.
- Add links to relevant web pages, like your website.
- Maintain one consistent font from top to bottom.
- When selecting a media contact, make sure the individual is comfortable appearing on camera & will be readily available to accommodate media if they reach out. Reporters have tight deadlines and may be interested in pursuing an interview (in person or over the phone) that very day.
- Include Word & PDF versions of the document, as they may show up differently on mobile devices.
- Make your email subject line catchy and to the point. This is the first thing reporters will see. Since their inboxes are likely flooded with story pitches, make yours count!
- If you have any questions, please reach out to pr@poconos.org

###

[ENTER BOILERPLATE INFORMATION HERE]

PUBLIC RELATIONS

OTHER TIPS

- Monitor your brand with [Google Alerts](#) setting keywords or use a media monitoring service such as [Muck Rack](#), [Meltwater](#) or [Cision](#)
- Build relationships with media, stakeholders in the community, other PR professionals, trade organizations and more to leverage them to your organization's benefit
- Have a crisis management plan. Always update it and review it. Here is a thorough example from Meltwater: [The Ultimate Guide to Crisis Communications](#)
- Take training courses, webinars, attend conferences and hone communication skills whether it be writing, public speaking or otherwise to keep your PR skills sharp
- Strategize. This is a way to plan, execute and get the greatest outcome of your campaign or initiative. This can take the form of a content calendar, task/to do list, or anything that sets clear goals and benchmarks for your PR strategy.
- Stay on the cutting edge. Read trade mags, follow Twitter users in the field, leverage LinkedIn and other networks for tips and new, groundbreaking technology or trends.

EMAIL MARKETING

BEST PRACTICES

- Email Subject Lines
 - Varying, but stay between 40-60 characters: no more than 9 words or 60 characters.
 - Avoid using all uppercase.
 - Avoid words and symbols viewed as spam: free, promotion, and exclamation marks “!”
- Email Length
 - Keep communication short and to the point. Focus on the most important points with a clear call-to-action (CTA).
 - You can A/B test CTAs, subject lines, or both to launch the best-performing one. It is recommended to test on 33% of your list or less.
 - Optimize for mobile. Try to keep within a few phone scrolls.
- Email Targeting
 - Segment your master list of contacts into interests and groups. You can then tailor specific messaging to each group that is relevant to their interest.
 - Clean your lists regularly to remove unsubscribes and old contacts.
 - Do not buy or purchase lists. Add sign-ups on your website to get people to opt-in for your emails.
 - Abide by current privacy laws – US CAN-SPAM, CASL, GDPR, CCPA/CCPR
 - Apple Mail Privacy Protection: Apple’s new Mail Privacy Protection feature will have an impact on digital marketing because it impacts the information available about your contacts’ behaviors. Overall, Apple MPP masks who opened the email (and whether they opened it), when, and where. [What Apple’s Mail Privacy Protection Means](#)
 - Laws focus on opt-in sending with clear options to unsubscribe.

EMAIL MARKETING

- Email Deployment
 - Quality beats quantity. Send to those who know and want your emails. Positive interactions are crucial to engagement – open rate, click through rate, etc.
 - Inbox Service Providers (ISPs) are focused on sending emails to the inbox of engaged contacts. This impacts your sender deliverability and reputation.
 - Know when your emails perform the best to deploy. Track your data if you do not.
 - Give your subscribers an opt-out with a clear unsubscribe link. Most emails include this at the bottom in the footer.
 - Deploy over time. Do not send 30,000 emails at once, send over a 24-48 hour period if your email platform has this functionality.
 - Always review before sending - send to your team or point person for review, so someone else's eyes are on the content. Review the draft on both desktop and mobile.
 - It is best to send out email newsletters on Tuesdays, Wednesdays or Thursdays, as these days that result in the best performance.
- Email Videos and Photos
 - See what is recommended from your email marketing platform. PMVB email marketing platform recommends videos and photos be within the dimensions of the email template – no larger than 600 pixel width. You can always resize the image size in photoshop or editing platform to fit your email dimension.
 - Use high resolution videos and photos for your campaigns - anything that has 300 dpi (dots per inch) with a larger pixel dimension, for example, 5000 x 4000 pixels.

EMAIL MARKETING

- Email Marketing Examples
 - Suggested email topics
 - Place emphasis on inspirational content and visuals.
 - Use beautiful and peaceful imagery. Avoid images with crowds, hugging, handshaking, etc.
 - Be empathic and helpful rather than promotional.

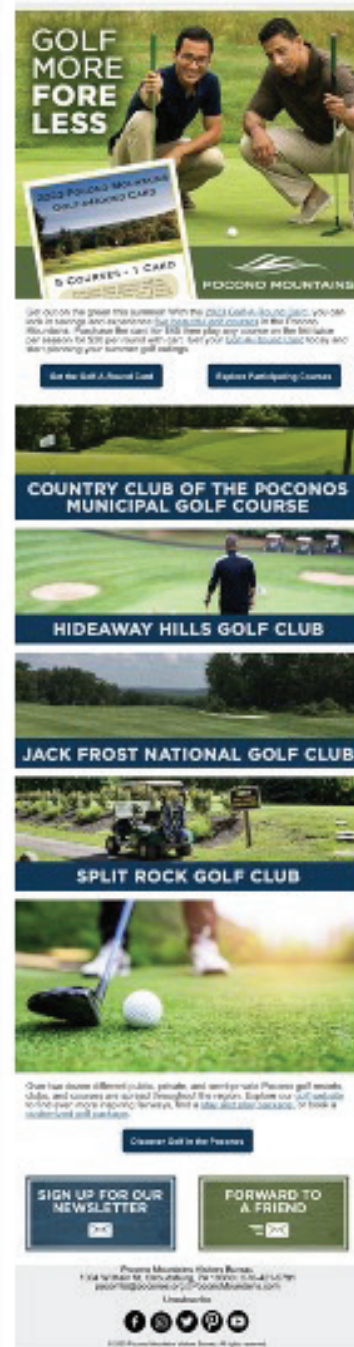
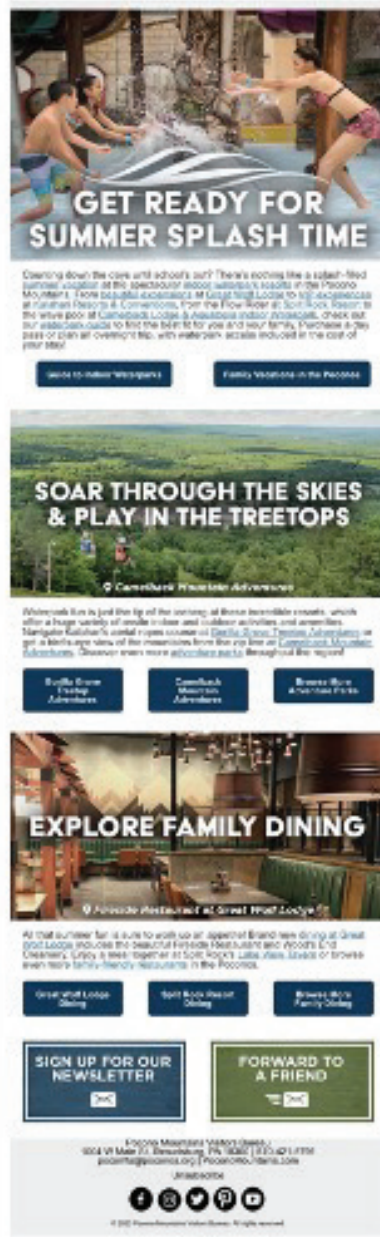
Email

- › **Segment (and clean) your email lists**
 - › Geographic location – local, drive, state domestic, International
- › **Get the right content to the right audience**
 - › Focus on consumer demand
 - › Be mindful of quarantine laws
 - › Send multiple emails based on segmentation
- › **A/B Test headlines to get the tone right**
- › **Build continuity from email to website**



EMAIL MARKETING

Sample email templates



EMAIL MARKETING

Email Best Practice Articles

- 30 Email Marketing Best Practices and Tips
 - <https://sendgrid.com/resource/email-marketing-best-practices-tips/>
- 19 Tips to Write Catchy Subject Line
 - <https://blog.hubspot.com/marketing/improve-your-email-subject-line>
- Deliverability 101 –
 - PowerPoint
 - https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/poconos/Deliverability101YourGuidetoInboxPlacement_468b7280-07a6-471e-b9b5-caa287052217.pdf
 - https://connect.act-on.com/hc/article_attachments/360098338433/Your_Guide_to_Developing_a_Content_Strategy_to_Maximize_Email_Deliverability.pdf
- Spam Words
 - <https://www.activecampaign.com/blog/spam-words>
- Character Too
 - <https://seomofo.com/snippet-optimizer.html>
- [Connecting the Department Dots with Privacy Compliance](#)

HELPFUL LINKS

- Official Docs
 - <https://support.google.com/analytics/answer/10089681>
- GA4 Certification
 - <https://skillshop.exceedlms.com/student/path/508845-google-analytics-certification>
- Measure School
 - <https://measureschool.com/>
- Analytics Mania
 - <https://www.analyticsmania.com/>
- GA4BigQuery
 - <https://www.ga4bigquery.com/>
- SearchEngineLand
 - <https://searchengineland.com/>
- Nielsen DMA definitions and locations:
 - <https://www.nielsen.com/dma-regions/>
- SEM Rush
 - <https://www.semrush.com/>
- Meta BluePrint Free Online Training:
 - <https://www.facebook.com/business/learn>
- Canva - free online user friendly design tool:
 - <https://www.canva.com/>
- [Most of you have Google Analytics 4 set up but are still learning how to use it](#)
- [From UA to GA4: Managing your reporting expectations](#)
- [GA4 for B2B: How to track events and conversions](#)
- [How to decide if GA4 is right for you](#)
- [15 low cost alternatives to GA4](#)