How to creatively market your destination's *culture and charisma*

Susan Sternitzke, Limelight Creative Group

Looking for new customers? Want to expand your customer base? Get noticed in the media?

Join the crowd....

What will you learn today?

Know enough to know that you don't know (you need help)

Repeat after me… "yes we can do that"

Find something authentic you can build on.

Throw away the box and get creative.

Create win-win partnerships

Marketing 101:

Marketing is broadly concerned with promoting and selling products and services as well as changing people's attitudes.

Direct marketing is a sub-discipline of marketing which aims to establish a personalized relationship with consumers via direct mail, telemarketing, personalized e-marketing and using social media.

Guerrilla Marketing

Takes consumers by **surprise**, makes an indelible impression, and pops up where and when people least expect it.

This form of marketing is desired because it often has a high ROI. Guerrilla marketers are able to make a lasting impression without spending a lot of their marketing budget. By being a little cleverer and more unpredictable, you challenge consumers who desire some fun in their products.

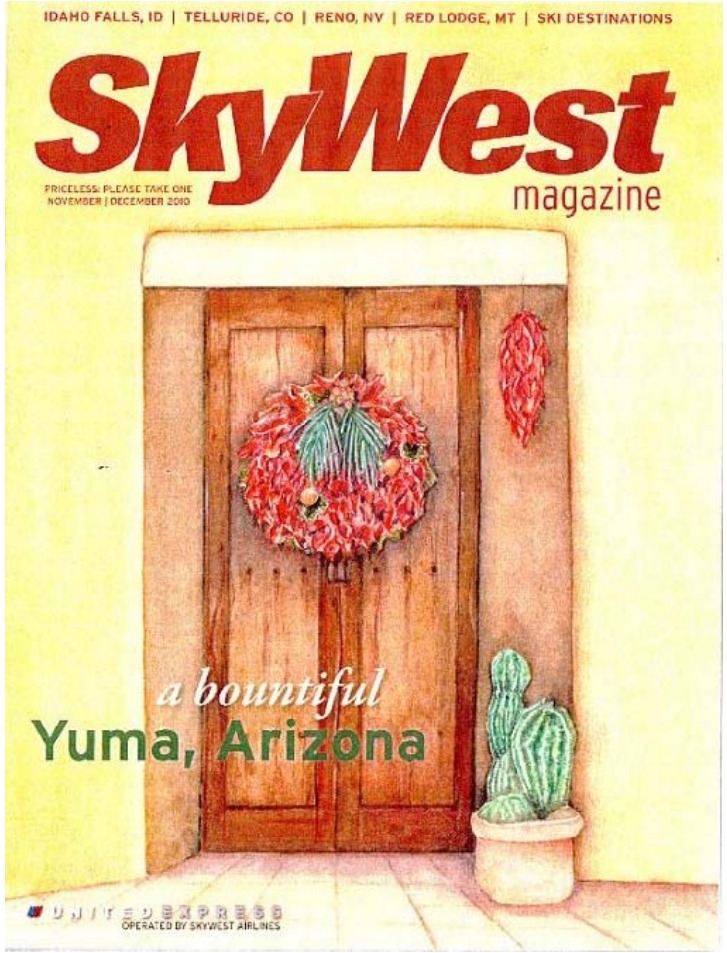
Advertising 101:

Advertising uses paid for space in various media outlets to motivate people to buy products and services or change their attitudes.

edible
Number 21
PHOENIX KNIFE HOUSE • START-UP GARDEN ADVICE
CHILES • HOWARD SEFTEL'S FRIDGE
Member of Edible Communities
Sun
Breathtaking
Caring for the Valley's Injured Vets
Meet the Phoenix Suns' New GM
PHOEN
10
Things
With Out-Of-Town Guests
By Yourself
With Your Folks
Western
GroupTour
magazine
WINTER 2011
Restore...reneu
6
salubrious
salutes
Call today to place your ad contact:
GroupTour
Tom Ward
935-673-0771
www.GroupTour.com
ARIZONA
HIGHWAYS
ESCAPE·EXPLORE·EXPERIENCE
HISTORIC
LANDMARKS
20 REASONS TO HIT THE ROAD... AND LEARN SOMETHING ALONG THE WAY
plus
100 YEARS, 100 RANCHERS: Perhaps the Most Impressive Centennial Project of Them All
and
PIESTEWA PEAK: An Essay About an Icon by Craig Childs

Public Relations 101:

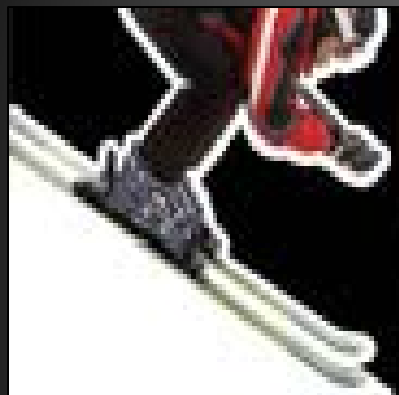
Public Relations involves the management of reputation, with the objective of earning understanding and support, as well as influencing opinion and behavior.


IDAHO FALLS, ID | TELLURIDE, CO | RENO, NV | RED LODGE, MT | SKI DESTINATIONS
SkyWest
magazine
PRICELESS: PLEASE TAKE ONE
NOVEMBER | DECEMBER 2010
a bountiful
Yuma, Arizona
UNITED EXPRESS
OPERATED BY SKYWEST AIRLINES

The Good….

LANCE BURTON
MASTER MAGICIAN
Monte Carlo

Nestlé
KitKa
GUESS



The Brief

dwrski.com asked us to create an ambient campaign to promote their winter ski holidays reaching their target market in an untraditional way.

The Idea

We developed a windscreen flyer and targeted the carparks of dry ski slopes and holiday resorts. We also targeted urban streets near adventure sports and ski shops. We placed these flyers on the windscreens for a week at the start of winter. In the morning the frosted/snowed upon windscreens would become like ski slopes. In appreciation the vehicle, the insure

NEED A NEW BARBECUE?
CALL VIJAY SALES AT

Unincorporated Castroville, CA »

Giant artichoke at local restaurant »

Branding works

This small town lies in the heart of California's Central Coast farm country less than 100 miles from San Francisco and less than three miles from the Pacific Ocean and public beaches. Prime land less than 3 miles from the beach and 10 miles from Salinas in Monterey County is blessed with the perfect climate for growing artichokes. For over 50 years, this "Artichoke Capital of the World" has celebrated harvests of their number one crop with an Artichoke Festival held usually in May.

The ugly….

Marketing strategy

An overall marketing strategy provides specific goals and should:

- Define your business
- Define target audience
- Define your brand or personality
- Define the unique positioning of your company compared to your competitors
- Price strategies
- Marketing spending strategy
- Possible research and development
- Market research expenditures

Marketing strategy vs marketing plan

Marketing strategy is an explanation of the goals. Your business goals and marketing strategy go hand-in-hand.

Your marketing plan is how you are going to achieve those goals.

Objective: Gain broader market adoption

Marketing strategy: Introduce into new market segments

Marketing plan: Develop marketing campaign that reaches out, identifies with and focuses on that specific segment.

Marketing strategy checklist

1.Define who your company (community, restaurant, hotel, etc) is including the products and services it provides.

2.Define your target market.

3.Write down the benefits of your products or services.

4.Describe how you will position your products or services.

5.Define your marketing methods. Will you advertise, use Internet marketing, direct marketing, or public relations?

Marketing strategy checklist

6. Determine whether your company will be a market category leader, follower, or niche player.

7. Define whether your pricing will be above, below or at parity with competitors.

8. Define the image or personality of your company.

Strategy test: Are your answers measurable, actionable and work to differentiate your company from the competition, you are on the right track.

Marketing plans

Now the real fun begins. Yes, fun.

"If you are working in the tourism industry and you aren't having fun, you are in the wrong business."

S. Sternitzke to my staff on Day 1.

Yuma…what a long, strange trip it's been…

And I quote:

"That's hardly the picture painted recently by the likes of *Sunset Magazine* and other media, both local and national (see the *AZ Highways*, *LA Times* and *Chicago Tribune* coverage)."

Suddenly, inexplicably, Yuma is the *It City*, instead of the armpit we've known only from the comfort of our air-conditioned car as we zip past it, to and from San Diego. The local paper, the *Yuma Daily Sun*, even wrote an entire article earlier this month about all the positive press Yuma has gotten lately.

March, 2011

Our response?

Billboard on I-10 near the Phoenix New times office

In January 2010, Arizona State Parks announced plans to close the Yuma Territorial Prison State Historic Park due to state budget cut-backs. By March 2010, through the efforts of the "Chain Gangs", the Yuma community rallied to raise $70,000 in donations to keep the park open and operating.

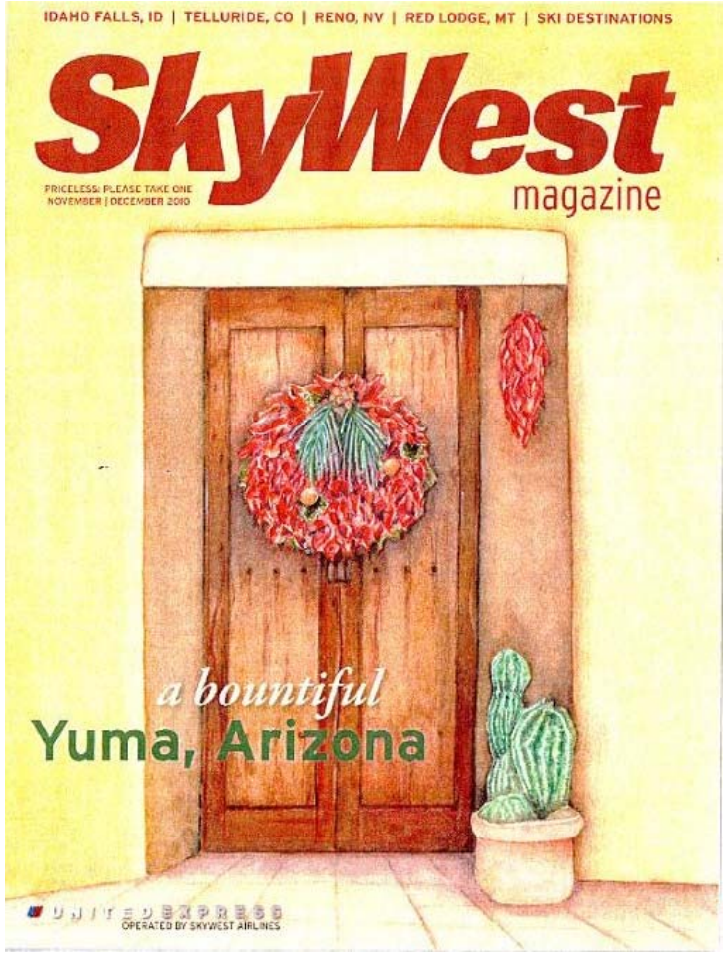
Caesar Salad, anyone?

Glutton for Punishment

July, 2010 Yes, July in Yuma

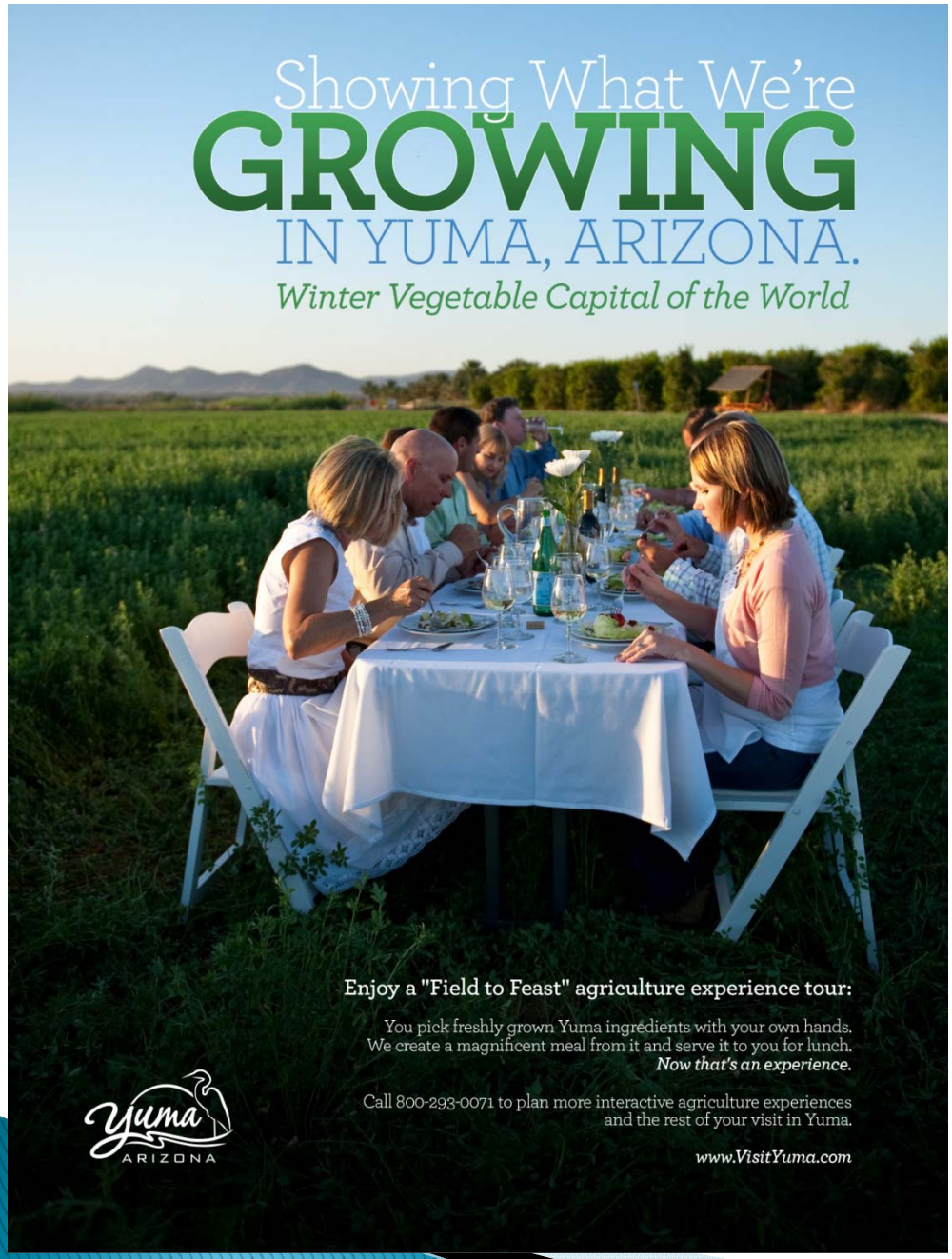
Repeat after me…

"yes we can do that"



Find something authentic you can build on.

Birth of Agritourism



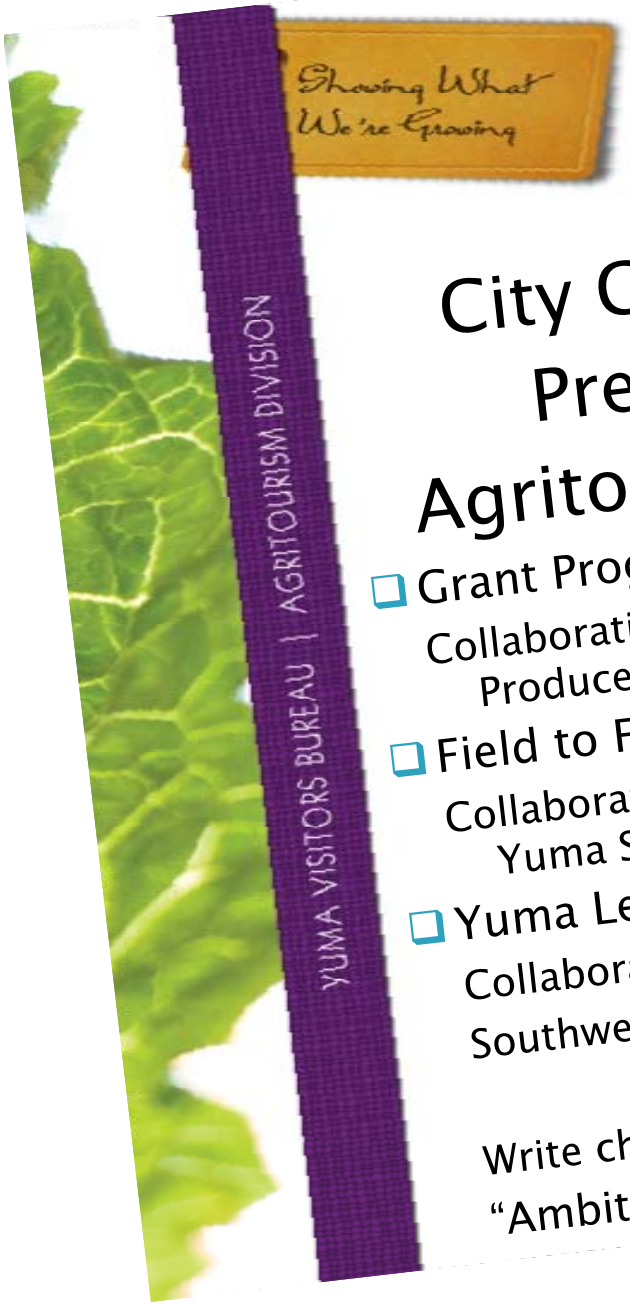
Know enough to know that you don't know

Create win-win partnerships

Sold out every tour at $40 per person!

Taste the Authenticity

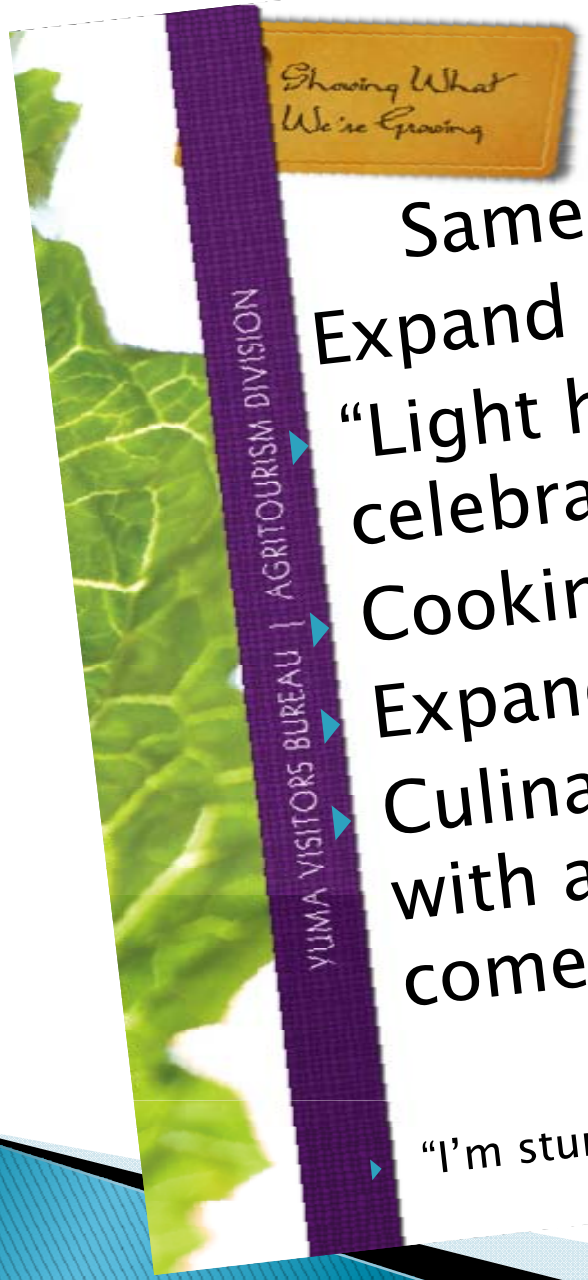
Agritourism meets Culinary tourism



City Council presentation Presenting the new Agritourism Division 2010

- Grant Program
  Collaboration with Main Street Café and Yuma Safe Produce Council
- Field to Feast Tours
  Collaboration with U of A Cooperative extension, Yuma Safe Produce Council and AWC
- Yuma Lettuce Days
  Collaboration with Yuma Fresh Vegetable Association
  Southwest Agriculture Summit

Write check for 2 acres of farmland.
"Ambitious programs. Good luck!"



Same presentation 2011:

Expand Agritourism programs:

"Light hearted" messages to celebrate Yuma's #1 industry.

Cooking classes

Expanded farm tours

Culinary tourism- Taco trucks with a twist. 8th Street, here we come.

"I'm stunned at the results" Mayor Alan Krieger

Yuma Lettuce Days 30,000 visitors

Harvest Dinner- SOLD out event with 600 in attendance

Christmas Village 10,000 visitors on opening night.

Yuma Visitors Bureau Events

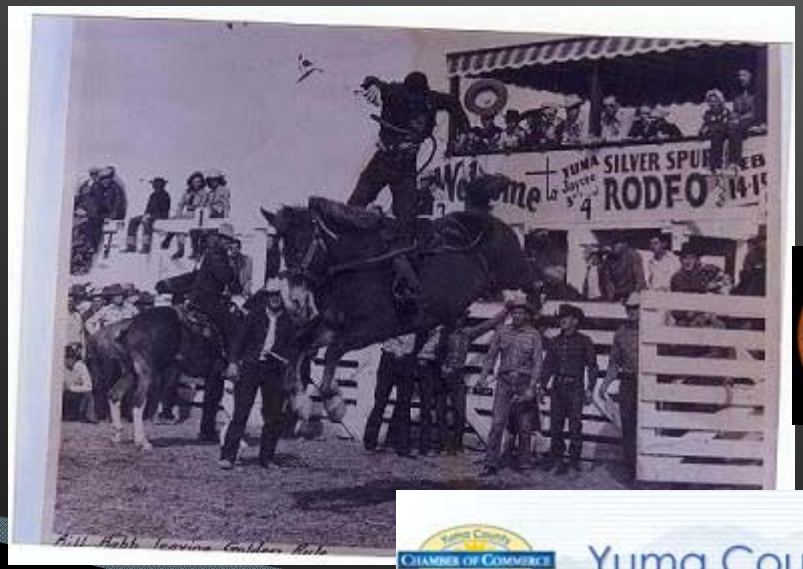
Embrace partnerships for a better Yuma

Time Warner Cable presents

el TORO BOWL

Healthy Yuma 2011

Choose Health For Life



greater yuma

ARIZONA

ECONOMIC DEVELOPMENT CORPORATION

899 E. Plaza Circle, Ste. 2

928.782.7774

Yuma County Chamber of Commerce

Free board every day the sun doesn't shine.

Started August 1, 2011

Cash investment $2,700

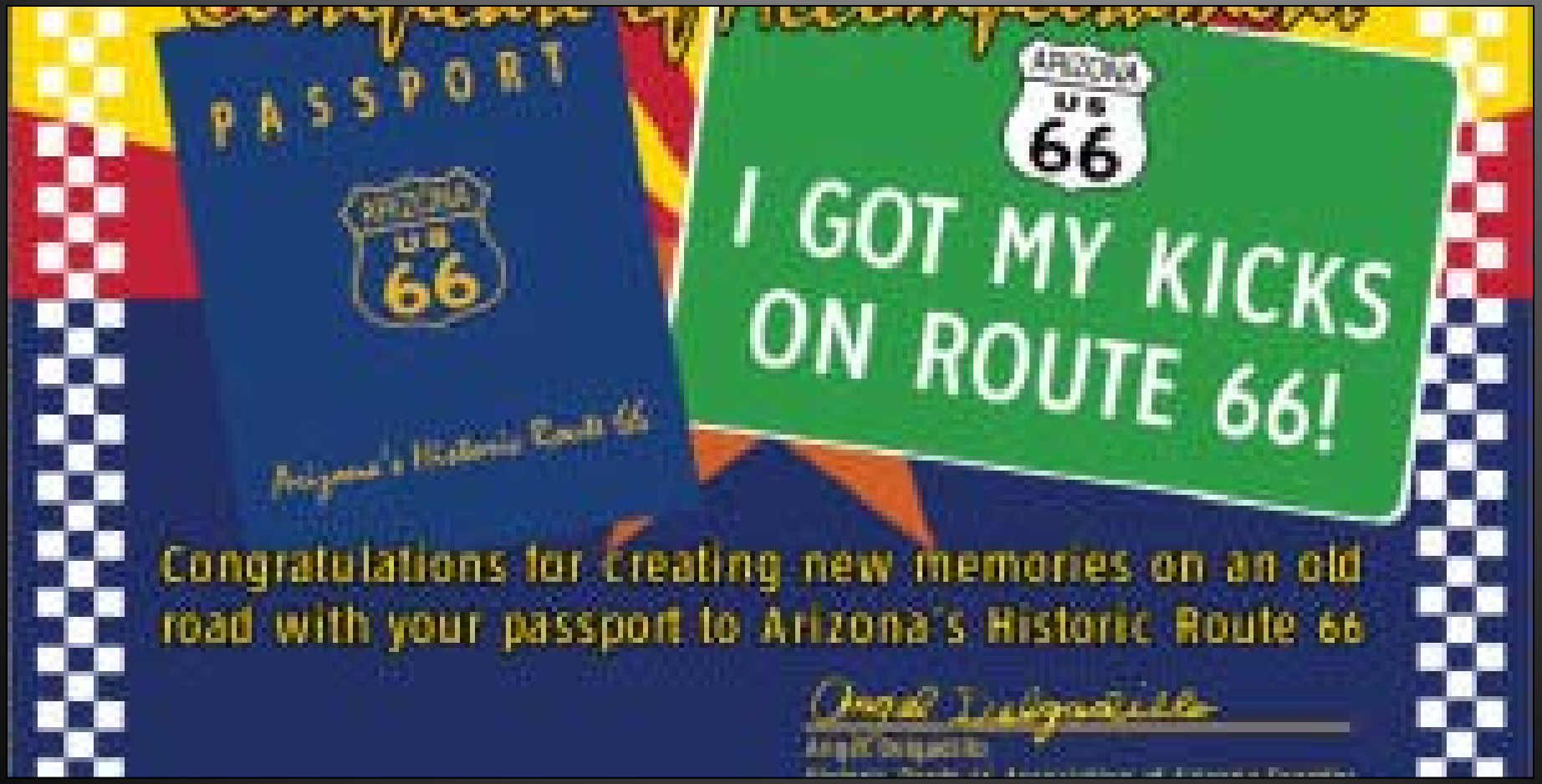
Media attention valued at over $800,000

Throw away the box and get creative.

As of December, 2011 11.4% increase in hotel occupancy over previous years.

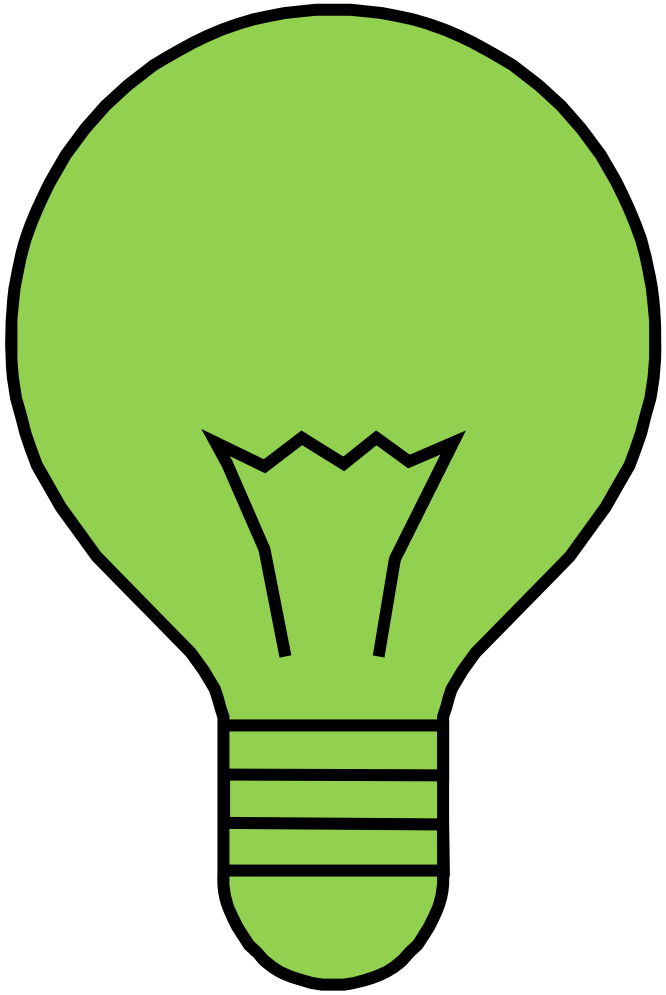
- Brand awareness
- City buy-in
- Community ownership

More Good….


PASSPORT
ARIZONA
US
66
ARIZONA
US
66
I GOT MY KICKS
ON ROUTE 66!
Congratulations for creating new memories on an old road with your passport to Arizona's Historic Route 66

Budget, Shmudget

3 am wake-up call



100 volunteers

365 buses stopped

6 new tour itineraries created to sell Yuma.

Welcome bags for all groups

Positive public relations campaign.

Attended National Tour Association, American Bus Association and Go West Summit travel expos.

LIMELIGHT
creative group

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928-246-9255

In our own words

Agri-culinary festival Squirrel!

Halfhazard Love Wall

Yes, we do that.
Have fun.

Whatsupville

Attributes

- Population 35,000
- Situated off major highway
- Biggest industries: broomcorn manufacturer
- Has an Amish community
- Birthplace of Raggedy Ann and Andy
- Biggest local character is a hippie named Bob who collects hippie “stuff”

Create marketing strategy for town

Create 5 marketing plans to reach overall strategy. One needs to use Guerrilla Marketing- think outside the box!

Present to group.

You won't believe what the town of Arcola, Illinois chose to do to promote their town.

http://worldfamouslawnrangers.blogspot.com/

World Famous Lawn Rangers
Precision Lawn Mower Drill Team
from Amazing Arcola, Illinois

It’s all about me.

Not me, you.