



# 4 Keys to the Interactive Marketing Puzzle

ATU Workshop



# 4 Keys to the Interactive Marketing Puzzle

## Summary

- Introduction
- Structure
- Where everyone is at
- Goals
- Email
- Search
- Analytics
- Social

# 4 Keys to the Interactive Marketing Puzzle

## Goals

- The goal of this workshop is for everyone to leave here with 1 new idea, technique or discovery that you can implement immediately.

# 4 Keys to the Interactive Marketing Puzzle

## Email

- **Design**
  - Header
  - Width
  - Length
  - Images
  - Footer
  - CAN SPAM / Opt-Out
  - Personalization
  - Text
  - Forward

# 4 Keys to the Interactive Marketing Puzzle

## Email

- **Message Details**
  - From Line
  - Subject / Length
  - Reply Line
- **Send**
  - Time / Date
  - Frequency

# 4 Keys to the Interactive Marketing Puzzle

## Email

- **List Segmentation**
- **List Building**
  - **During the Order Process**
  - **Links**
  - **@ Visitor's Center**
  - **Offline Options**

# 4 Keys to the Interactive Marketing Puzzle

## Search

- **SEO / SEM**
- **Google Tools**
- **Implementation**
  - **Title Tags**
  - **Meta Data**
  - **Content / Specific Pages**
  - **Keywords**
  - **Site Map**
  - **Linking**

# 4 Keys to the Interactive Marketing Puzzle

## **Analytics**

- **Differences Between Software**
- **Options**
- **Google Analytics**
- **Set-up / Getting Started**

# 4 Keys to the Interactive Marketing Puzzle

## **Analytics**

- **What should I look at?**
  - **Unique Visitors**
  - **Time Spent**
  - **Bounce Rate**
  - **Materials Ordered**
  - **Sign-ups**
  - **Search**

# 4 Keys to the Interactive Marketing Puzzle

## Social

- **Blogging**
  - **Why blog?**
    - **Communicate openly with potential travelers.**
    - **Provides an alternative form of communication.**
    - **Engage the influencer audience.**
    - **SEO.**
    - **Change perception of your destination.**
    - **Public relations.**
    - **(Somewhat) Easy solution for online participation.**
    - **Employee ownership / pride / moral.**

# 4 Keys to the Interactive Marketing Puzzle

## Social

- **Blogging**
  - **What to do...**
    - Know your audience.
    - Begin posting content to your blog prior to launch.
    - Determine the SEO value of /blog or blog(dot).
    - Research and find other local bloggers.
    - Develop a 3 and 6 month evaluation plan.
    - Incorporate your blog in everything.
    - Read, friend, link, talk, learn, reference.
    - Use proper grammar and punctuation.

# 4 Keys to the Interactive Marketing Puzzle

## Social

- **Blogging**
  - **What NOT to do...**
    - Post infrequently.
    - Disguise or fake your identity.
    - Write content months ahead of time.
    - Farm out the work.
    - Delete / erase comments w/o guidelines.
    - Ignore comments.
    - Plagiarize.
    - Obsess over traffic and PageRank.
    - Get off topic.
    - Consider yourself bigger than your readers.

# 4 Keys to the Interactive Marketing Puzzle

## Social

- **TripAdvisor**
- **Twitter**
- **YouTube**
- **Facebook**
- **Flickr**
- **Wikis**
- **Eventful**
- **Upcoming**

# 4 Keys to the Interactive Marketing Puzzle

## Participate with AOT

- GoSeeArizona
- Email / Database
- Travel Deals

# 4 Keys to the Interactive Marketing Puzzle

## Travel 2.0 Blog

- Travel 2.0: Interactive Trend Report is a travel and technology blog, updated weekly, that provides insight into the emmerging trends of interactive technology and how they affect the travel industry.
- The blog contains information, articles and statistics on these trends, new websites and advertising campaigns.
- The blog is available at [travel2dot0.wordpress.com](http://travel2dot0.wordpress.com)

# 4 Keys to the Interactive Marketing Puzzle

## Evaluations

- Evaluations will be emailed to you after the workshop.

Your input helps the Arizona Office of Tourism improve and grow Arizona Tourism University.

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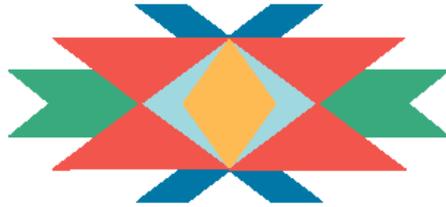
## Speak Up

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# 4 Keys to the Interactive Marketing Puzzle

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