

#MondaysCanWait

We are authentic.

We keep things simple.

We are social.

We are open, believing everyone deserves good things.

Leisure Travelers	Local Advocates	Meeting & Sports Planners	ND Fanatics
<p>PUBLIC RELATIONS: Bring the 12 Reasons Mondays Can Wait to life and the VSBM story to a targeted media list. Provide first-hand looks at experiences through topical matte releases and POV videos. Offer exclusive opportunities to regional publications and websites and partner with local media to promote Mondays Can Wait.</p>	<p>PUBLIC RELATIONS: Build awareness and focus on the 12 Reasons Mondays Can Wait through monthly press releases, tapping local advocates to serve as ghost writers and bringing the local partners into the stories we pitch to the media.</p>	<p>PUBLIC RELATIONS: Work with meeting and event planning publications based on their editorial calendars. Pitch stories and schedule interviews based on the subjects they are identifying in the calendars. Invite media to exclusive FAM tours.</p>	<p>PUBLIC RELATIONS: Go beyond the campus perimeter by providing first-hand looks at experiences through topical matte releases and POV videos. Offer exclusive opportunities to regional publications and websites and partner with media through the Mondays Can Wait - matte release program.</p>
<p>INFLUENCER MARKETING: Partner with key travel and mommy bloggers for guest blogs, give-away experiences, Mondays Can Wait Survival Kits and Mother's Day campaigns. Provide resources and information through Facebook Groups and special blogger FAM tours.</p>	<p>INFLUENCER MARKETING: Share branding and MarCom plan with partners, advertisers and members to encourage buy-in. Work with these groups to establish a loyalty program and "benefits" based on participation. Collaborate with core group to include local advocates with #MondaysCanWait.</p>	<p>INFLUENCER MARKETING: Make most of our trade show and conference experiences to include Mondays Can Wait Survival Kits and leave behinds. More importantly, pre- and post-show emails with links to relevant content and videos will help build rapport.</p>	<p>INFLUENCER MARKETING: Partner with campus media to provide guest blogs, give-away experiences via alumni newsletters, Mondays Can Wait Survival Kits for students and families. Provide resources and information through ND social media groups.</p>
<p>SOCIAL MEDIA: Tell the VSBM story and engage the audience by creating groups, focusing on experiences and showing the region, first-hand, through POV videos and Facebook Live events. Sharing local experiences and tagging businesses will increase awareness. Making sure Pinterest boards are logically organized and optimized will help visitors find VSBM.</p>	<p>SOCIAL MEDIA: Encourage partners and advertisers to interact and engage on VSBM social media platforms as well as tagging each other. Give recognition on posts through tagging and sharing, and create a local advocate Facebook Group where news, information and opportunities can be shared among the Group.</p>	<p>SOCIAL MEDIA: Provide meeting/sports tourney planners with their own boards on Pinterest and Facebook Groups. Reach them through Facebook Live events (emailing prior and after the events with links).</p>	<p>SOCIAL MEDIA: Take advantage of this large audience base by tagging local businesses, ND alumni and parent pages on posts, sharing local posts, and ND news. Showcase the area on Facebook Live and encourage an already loyal group to experience all the region offers by making it relevant and timely to their visit.</p>
<p>PAID DIGITAL: Compliment IDOT/NITD campaigns by reaching targeted audiences through location and interests, targeted by location and interests. Tie campaigns to relevant content landing pages.</p>	<p>PAID DIGITAL: Educate and encourage partners and advertisers about opportunities to co-op digital campaigns and reach more of a target audience with increased resources.</p>	<p>PAID DIGITAL: Reach planners and youth sports organizers via LinkedIn advertising - focusing on key attributes of the area.</p>	<p>PAID DIGITAL: Compliment IDOT/NITD campaigns by reaching targeted audiences through location and interests. Tie campaigns to relevant content landing pages.</p>
<p>EMAIL: Nurture relationships through segmented emails based on interests and viability to visit. Deliver targeted newsletter content and keep leisure travelers going through the "funnel" of probability to visit once and then become repeats.</p>	<p>EMAIL: Promote events and locally angled stories through Core Four clickable pdf that leads to content and encourages sharing of the content. Segmentation will allow us to reach this audience and build rapport.</p>	<p>EMAIL: Pre- and post-show/conference emails along with relevant content to the segmented list will allow us to speak directly to this audience and remain on their radar.</p>	<p>EMAIL: Nurture relationships through segmented emails based on interests in ND. These individuals will visit the area - help them make the most of their visit by targeting content around game weekends and experiences to witness.</p>
<p>CONTENT MARKETING: Leverage existing content by curating and deciding where we have gaps. Organize content on site based on interests and relevancy. Deliver the content via landing pages, emails, social and paid digital so that leisure travelers find the information at the right point in their journey.</p>	<p>CONTENT MARKETING: Shift perceptions and build relationships by driving local advocates to events, deals and information which allow them to take advantage of the area in which they reside and do business. Making it easy to find and share that information helps them be good stewards of the region.</p>	<p>CONTENT MARKETING: Change perceptions of the area by connecting meeting/sports planners to content that makes sense for them. Deliver content through email campaigns and paid digital advertising.</p>	<p>CONTENT MARKETING: Leverage existing content and deliver the content via landing pages, emails, social and paid digital. Encourage referrals and reach beyond the campus.</p>

GOALS

INCREASE REPEAT VISITS AND CONVERT TO LOYAL AMBASSADORS/REFERRAL SOURCES

INCREASE REFERRALS AND WITNESS INCREASED COMMUNITY PRIDE IN CONTENT

INCREASE NUMBER OF MEETING AND TOURNAMENT BOOKINGS BY 10% IN NEXT 3 YEARS

VISIT ON OFF-GAME WEEKENDS AND GO BEYOND CAMPUS PERIMETER

EXECUTIONAL MINDSET



PLAN FOR CAMPAIGNS

ALL TACTICS WORKING TOGETHER EXECUTED WITH PRECISION



AUTOMATE FOR EFFICIENCY

LEVERAGING OUR SOFTWARE FOR SEGMENTING AND NURTURING



TRACK FOR EFFECTIVENESS

ATTRIBUTION OF ROI CAMPAIGN EFFECTIVENESS



OPTIMIZE FOR CONVERSIONS

BUILDING SUBSCRIBER DATABASE ACTIVATION/HIGH VALUE ACTIONS