



LAUDERDALE  
BY·THE·SEA

**THREE-YEAR STRATEGIC  
MARKETING PLAN  
FY2019 - FY2021**

RELAX... YOU'RE HERE.

# Table of Contents

<b>Overview and Goals</b>	
Background .....	Page 4
Marketing Vision .....	Page 5
Marketing Plan Synopsis .....	Page 6
Goals .....	Page 7
<b>Market Research</b>	
Benchmark and Research Overview .....	Page 9
<b>Market Research: State of Florida / Broward County</b>	
State of Florida Tourism Overview .....	Page 11
Greater Fort Lauderdale Tourism Overview .....	Page 14
<b>Market Research: LBTS</b>	
SWOT Analysis Snapshot .....	Page 16
Social Media Snapshot .....	Page 17
Google Analytics Snapshot .....	Page 18
LBTS Tourism Overview – Hotels .....	Page 20
LBTS Tourism Overview – Restaurants .....	Page 22
LBTS Tourism Overview – West Business District .....	Page 23
LBTS Tourism Overview – Visitor’s Center .....	Page 24
LBTS Digital Audience vs. Tourism Snapshot .....	Page 25
<b>Target Audiences</b>	
Current Audience Overview .....	Page 27
Target Audience .....	Page 28
<b>Goals, Objectives, Tactics, and Measurement</b>	
Goal #1 .....	Page 30
Objective 1: Leverage Tourism Partners .....	Page 31
Objective 2: Launch Facebook Ad Campaigns .....	Page 42
Objective 3: Implement Digital Native Ads and IP Retargeting Campaigns Using Experian Data .....	Page 47
Objective 4: Implement Ongoing Google Ad Campaigns .....	Page 51
Goal #2 .....	Page 56
Objective 1: Engage in PR Campaigns to Claim “Best Of” Status .....	Page 57
Objective 2: Host Social Media Influencer / FAM Days .....	Page 62
Goal #3 .....	Page 66
Objective 1: Implement a Bi-Annual Survey .....	Page 67
Objective 2: Expand Digital Communication Channels with Tourists .....	Page 71
Goal #4 .....	Page 76
Objective 1: Implement Branding Expansions and Creative Campaigns to Reach Target Audiences .....	Page 77
Objective 2: Develop and Implement Visual Content Strategy .....	Page 81
Objective 3: Establish a Content Strategy for Social Media Platforms .....	Page 86
Objective 4: Launch a LBTS Apparel Line .....	Page 95
Goal #5 .....	Page 96
Comprehensive Measurement Practices .....	Page 97
<b>Timeline</b> .....	Page 99
<b>Budget</b> .....	Page 104



OVERVIEW  
& GOALS

# Background



Situated between Fort Lauderdale and Pompano Beach, the Town of Lauderdale-By-The-Sea (LBTS) is one of the last remaining Old Florida seaside towns in existence today. With a well-defined brand identity centered on the tagline “Relax... You’re Here,” residents and tourists alike find this charming Town to be a destination they not only like, but LOVE.

LBTS has already claimed a secure “desirable destination” status. As redevelopment continues in neighboring towns and cities across South Florida, the Town of LBTS is well-suited to adopt a new three-year strategic marketing plan (Plan) that can serve as a roadmap to help ensure the Town remains a desirable destination for years to come.

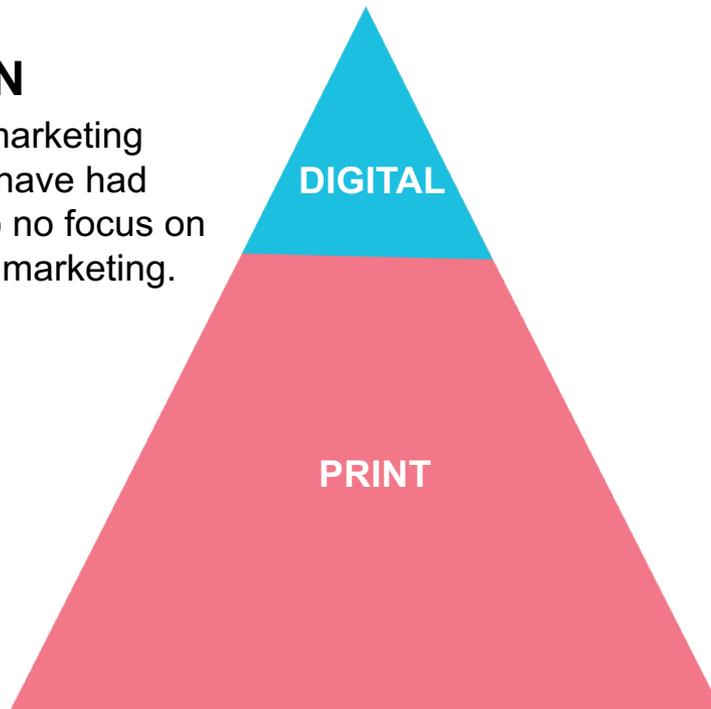
# Marketing Vision

## Marketing Vision Statement:

To market the Town as one of “America’s Best Beach Towns” using predominantly digital media and hyper geo-targeted practices that will provide measurable results.

### THEN

Past marketing plans have had little to no focus on digital marketing.

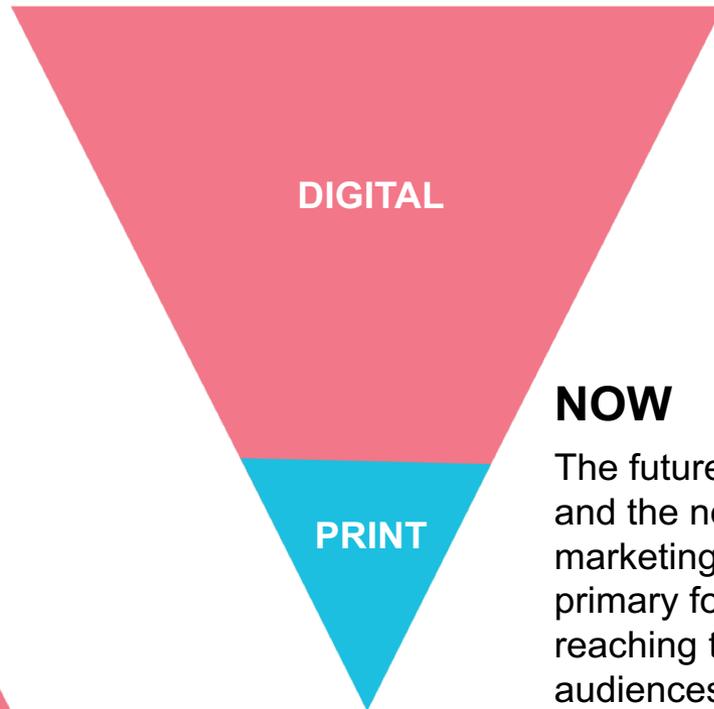


DIGITAL

PRINT

### NOW

The future is digital and the new marketing plan’s primary focus is reaching target audiences.



PRINT

# Marketing Plan Synopsis

## Plan Synopsis:

This Plan contains goals, objectives, and tactics for the next three fiscal years (FY 2019, FY 2020, FY 2021) and focuses predominantly on digital marketing practices and measuring the success of these practices. Most importantly, this Plan is fluid in nature, meaning that as new technologies and concepts become available, they should be evaluated for inclusion. Marketing with a one-size-fits-all approach is not conducive to today's platforms where consumers are targeted based on their social networking, purchasing and consumption habits.



**Using various marketing and public relations tactics to connect with desired target audiences**



**Engage with them via multiple digital marketing practices and various touch points**



**Convert them into visitors and lifelong LBTS family!**

In the pages that follow, market research indicates that the Town's current audience demographic is skewed toward older couples age 55+. The overarching goal of this Plan is for the Town to implement a geo-targeted marketing approach to ultimately attract more families and couples to visit LBTS earlier in life. To accomplish this, digital advertising platforms that appeal to this demographic and essentially carve out a direct pipeline to them must be optimized. In time, this approach will create brand loyalty amongst this younger demographic and ensure they continue to visit LBTS for years to come!

## TIME TO SET SOME GOALS

### GOAL 1

Streamline the Town's annual marketing efforts to more effectively and efficiently increase the Town's digital following, engage with potential visitors, continue to build upon the Town's integrity and exceed stakeholder expectations **(Page 30)**

### GOAL 2

Adopt strategic public relations (earned media) practices that will help the Town achieve quantifiable earned media coverage, national recognition and "best of" status **(Page 56)**

### GOAL 3

Implement cutting-edge technologies and practices to continuously gather tourism-related metrics and attract families and couples (emphasis on ages 35-54) to visit LBTS **(Page 66)**

### GOAL 4

Further expand the Town's brand to effectively communicate with potential visitors **(Page 76)**

### GOAL 5

Define and activate clear measurement tools and practices for each and every marketing campaign and tactic **(Page 96)**



MARKET  
RESEARCH



# Benchmark and Research Overview

In order to determine future goals, it is necessary to understand current benchmarks. As part of the planning process, data was collected (March – May 2018), compiled, and evaluated from several different sources, including:



1. Strengths, Opportunities, Weaknesses, Threats (SWOT) – City Staff (March 2018)
2. Strengths, Opportunities, Weaknesses, Threats (SWOT) – Hoteliers (April 2018)
3. Strengths, Opportunities, Weaknesses, Threats (SWOT) – LBTS Visitor’s Center (April 2018)
4. Destination Marketing Surveys – Hotels (April 2018)
5. Destination Marketing Surveys – Visitor’s Center (May 2018)
6. Destination Marketing Surveys – Restaurants (May 2018)
7. Destination Marketing Surveys – West Business District (May 2018)

In addition, the Town’s Google Analytics and social media platforms were evaluated, data from Visit Florida, the Florida Chamber of Commerce, and the Greater Fort Lauderdale CVB was also evaluated for market research purposes.

Snapshots of the findings are included throughout this Plan and full reports are included in the Appendix.



# MARKET RESEARCH

State of Florida / Broward County

# State of Florida Tourism Overview

According to the Florida Chamber of Commerce, Florida welcomed 116.5 million visitors from other states and countries in 2017.



# State of Florida Tourism Overview (cont'd)

## Visit Florida – Visitor Volume By Quarter (2017)



Quarter 1	Quarter 2	Quarter 3	Quarter 4
30,925,000	29,364,000	27,715,000	28,488,000

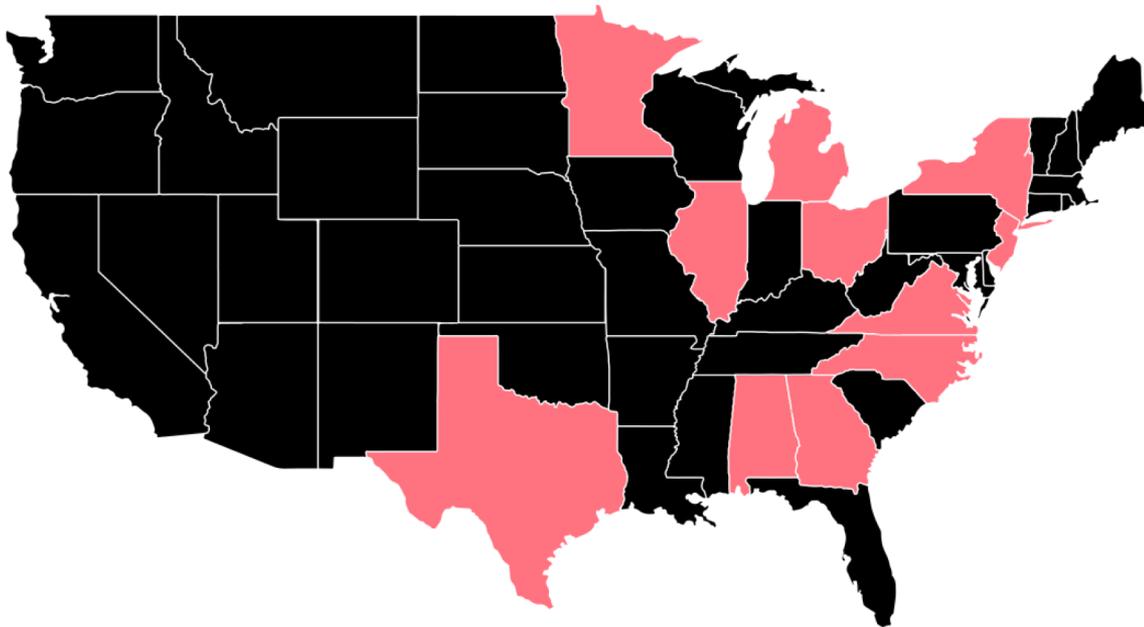
### Average Demographic Data for Florida Visitors (2017):

- Ages 18-34: any income, no kids
- Young Family ages 18-34: any income, kids in HH
- Affluent Family ages 35-54; \$75K+; kids in HH
- Moderate Family ages 35-54; Less than \$75K; kids in HH
- Maturing with no kids ages 35-54; any income
- Moderate Mature ages 55+; More than \$100K; no kids
- Affluent Mature ages 55+; \$100K; no kids



# State of Florida Tourism Overview (cont'd)

## Where did Florida's 2017 Visitors Come From?



### Within the U.S.

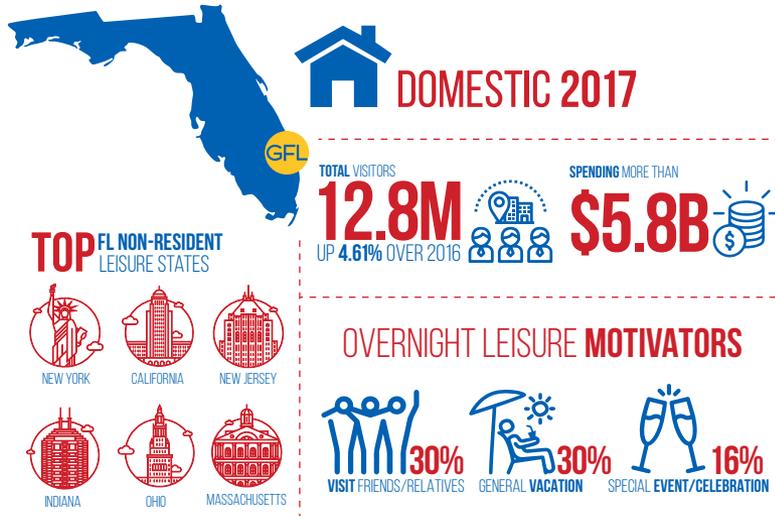
1. Georgia **9.6%**
2. New York **8.5%**
3. Texas **5.5%**
4. Ohio **5.3%**
5. Pennsylvania **5.3%**
6. New Jersey **4.3%**
7. Illinois **3%**
8. Michigan **3%**
9. Minnesota **3%**
10. North Carolina **3%**
11. Alabama **3%**
12. Virginia **2%**

### Outside the U.S.

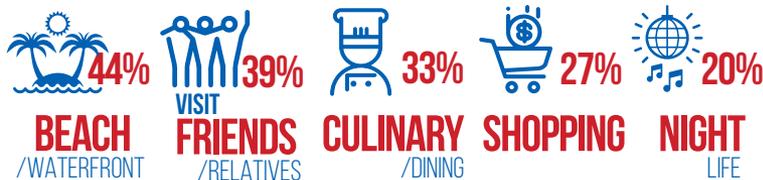
1. Canada: **3,345,000**
2. United Kingdom: **1,587,000**
3. Brazil: **1,030,000**
4. Argentina: **757,000**
5. Columbia: **538,000**

# Greater Fort Lauderdale Tourism Overview

## TOURISM TIDBITS



## TOP ACTIVITIES



\*DK Shiftlet 2017

@VisitLauderdale | hello sunny



The Greater Fort Lauderdale CVB reported that Broward County welcomed **12.8 million visitors in 2017** (up 4.6% from 2016) who spent a total of \$5.8 billion. The 1 million+ overnight visitors in 2017 (excluding Canada) stayed an average of 7.4 nights. 32.5 million visitors arrived via airplane and 41 million visitors arrived via cruise ships.

## What countries did visitors come from?

1. Brazil
2. Canada
3. China
4. Columbia
5. France
6. Germany
7. Scandinavian Countries
8. Spain
9. United Kingdom



MARKET RESEARCH  
LBTS

# SWOT Analysis Snapshot

Prior to determining the vision and goals for this Plan, the Town's stakeholders participated in a SWOT Analysis, identifying the Town's strengths, weaknesses, opportunities, and threats. Below is a snapshot of the findings. The full SWOT Analysis report can be found in the Appendix.

## STRENGTHS

1. Walkability / No car needed
2. Quaint / Charming / Old Florida
3. Small beach town vibe
4. Hotels are right on the sand
5. Beach diving / Snorkeling / Active sea oats

## OPPORTUNITIES

1. Further leverage partnerships with the CVB, TripAdvisor, Visit Florida, the Alliance, Gold Coast Scuba
2. Promote the West Business District as a tourist destination to increase foot traffic in the area
3. Be digitally smart and take advantage of current best practice marketing tactics and solutions
4. Using web-based and new media channels, provide more information to visitors via the Visitor's Center

## WEAKNESSES

1. Perception about parking
2. Some hotels don't offer online booking
3. Only one hotel has a bar/restaurant
4. Not enough parking at the hotels

## THREATS

1. Pompano Beach (redevelopment)
2. Fort Lauderdale
3. Destin, Florida
4. North Beach/Oakland Park
5. Too many visitors in the winter

# Social Media Snapshot



## Facebook

- Active – post daily
- 17,841 page likes
- Current posts include: Bike Map, Pelican Hopper, Restaurants, Hotels, Shops, Diving, Events, etc.



## Twitter

- Active – Facebook posts are automatically posted to Twitter – post daily
- 376 followers
- Current posts include: Pelican Hopper, Restaurants, Hotels, Shops, Diving, Events, etc.



## Instagram

- Inactive – last post was October 13, 2016
- 775 followers
- 62 posts
- Previous posts included: Events, Diving, Photo Contest, random photos/posts from around the Town with generic caption



## Pinterest

- Inactive – last activity was in 2016
- 4 followers
- 178 pins
- Previous Boards included: Events, BugFest, Photo Contest, Quotes, Holiday, Sponsors, Local Eats



## YouTube

- Active – last upload was April 12, 2018
- 10 subscribers
- 12 videos
- Videos include: Events, About / Visit LBTS “promo” videos, Sun Trolley video with Pelican Hopper



## Google+

- Profile has been suspended – content violates their policy
- 20 followers
- Posts include: identical to Instagram and Pinterest posts, reused content
- The recommendation is to discontinue this platform

# Google Analytics Snapshot

The Google Analytics revealed that while slow season is May through October, the Town's number of web users is actually significantly higher during this time period. This may be attributed to any number of the following events and/or occurrences; BugFest, 4<sup>th</sup> of July, Hurricane Irma. Please note, web views skyrocketed during Hurricane Irma (9/5/17-9/13/17) totaling 66,227. Both during season and off-season, the highest demographic of website visitors is men and women ages 55-64 and 45-54. The third highest demographic in season is adults age 65+, while the third highest during off-season is adults age 35-44.

## Season: November 2017 – April 2018

Age ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	23,973 % of Total: 37.31% (64,259)	21,553 % of Total: 35.10% (61,406)	64,113 % of Total: 39.56% (162,066)
1. 55-64	6,965 (27.42%)	5,783 (26.83%)	19,147 (29.86%)
2. 45-54	5,770 (22.72%)	4,871 (22.60%)	13,826 (21.57%)
3. 65+	4,235 (16.68%)	3,374 (15.65%)	15,748 (24.56%)
4. 35-44	3,884 (15.29%)	3,432 (15.92%)	7,359 (11.48%)
5. 25-34	3,402 (13.40%)	3,056 (14.18%)	5,905 (9.21%)
6. 18-24	1,141 (4.49%)	1,037 (4.81%)	2,128 (3.32%)

- 64,259 Users
- 162,066 Sessions
- 1.46 Pages per Session
- 236,714 Pageviews
- 85,273 Pageviews without Webcam

## Off-Season: May 2017 – October 2017

Age ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	65,458 % of Total: 55.29% (118,388)	61,828 % of Total: 53.81% (114,909)	149,746 % of Total: 59.27% (252,654)
1. 55-64	15,820 (23.67%)	14,316 (23.15%)	38,064 (25.42%)
2. 45-54	15,598 (23.33%)	14,308 (23.14%)	34,448 (23.00%)
3. 35-44	12,318 (18.43%)	11,600 (18.76%)	25,110 (16.77%)
4. 25-34	9,746 (14.58%)	9,370 (15.15%)	18,824 (12.57%)
5. 65+	9,023 (13.50%)	8,132 (13.15%)	25,210 (16.84%)
6. 18-24	4,339 (6.49%)	4,102 (6.63%)	8,090 (5.40%)

- 118,388 Users
- 252,654 Sessions
- 1.46 Pages per Session
- 369,503 Pageviews
- 93,435 Pageviews without Webcam

# Google Analytics Snapshot (cont'd)

Through the Town's Google Analytics, we can determine top cities and countries where web visitors live.

## Top Cities Visiting LBTS Website

Non-Season (May 2017 – October 2017)	Season (November 2017 – April 2018)	Full Year (May 2017 – April 2018)
Fort Lauderdale	Fort Lauderdale	Fort Lauderdale
Miami	Miami	Miami
New York, NY	Pompano Beach	Pompano Beach
Pompano Beach	Tampa	New York, NY
Tampa	New York, NY	Tampa
Orlando	Orlando	Orlando
Montreal	Montreal	Montreal
Chicago	Lauderdale-By-The-Sea	Chicago
Atlanta	Toronto	Toronto
Toronto	Plantation	Plantation

## Top Countries Visiting LBTS Website

Non-Season (May 2017 – October 2017)	Season (November 2017 – April 2018)	Full Year (May 2017 – April 2018)
United States	United States	United States
Canada	Canada	Canada
Germany	Germany	Germany
United Kingdom	United Kingdom	United Kingdom
Sweden	Sweden	Sweden
Brazil	Netherlands	Netherlands
Netherlands	France	Brazil
France	Italy	France
Italy	Brazil	Italy
Poland	Norway	Poland

# LBTS Tourism Overview – Hotels

The 2018 hotel survey was sent to all LBTS hotels via email. Follow-up phone calls and in-person requests were made, 9 responses were received from the following hotels: Tides Inn Hotel, Castle by the Sea, Windjammer Resort, Blue Seas Courtyard, High Noon Beach Resort, Plunge Beach Hotel, Breakaway Inn, Sea Cliff, and Driftwood Beach Club. Survey respondents identified the slowest months as September, August, and October.



Slowest Month	2 <sup>nd</sup> Slowest Month	3 <sup>rd</sup> Slowest Month
September	August	June
September	August	June
September	August	June
September	October	August
August/September	Early October	December
October	September	August
Mid August - Mid September	October	Mid May - Mid June
July	August	September
September	October	November

# LBTS Tourism Overview – Hotels Cont'd



## General Findings:

- Walkability, safe, Old Florida – top reasons why guests stay in LBTS
- All have had renovations completed after 2012
- These 9 hotels account for 346 hotel rooms and units in LBTS
- 2 out of 9 surveyed are timeshares totaling 73 rooms, the rest are classified as hotels/resorts
- Low number of ADA accessible rooms
- All 9 have a pool
- The hotels typically refer guests to the Visitor's Center for information on bus schedules, restaurants, long-term stays, and attractions

## Hotel Guest Profile Findings:

- 66% indicated their most frequent guest is out of state/leisure travelers (10% Euro travelers)
- 66% of guests are in the age group 55+

## Hotel Guest Booking Findings:

- 4 out of 9 respondents indicated 70-75% of their guests are returning
- Min night stay (low season) varies from 1 to 3 nights
- September is the lowest occupancy month
- Bookings for Jan-March occur three months to twelve months in advance

# LBTS Tourism Overview – Restaurants

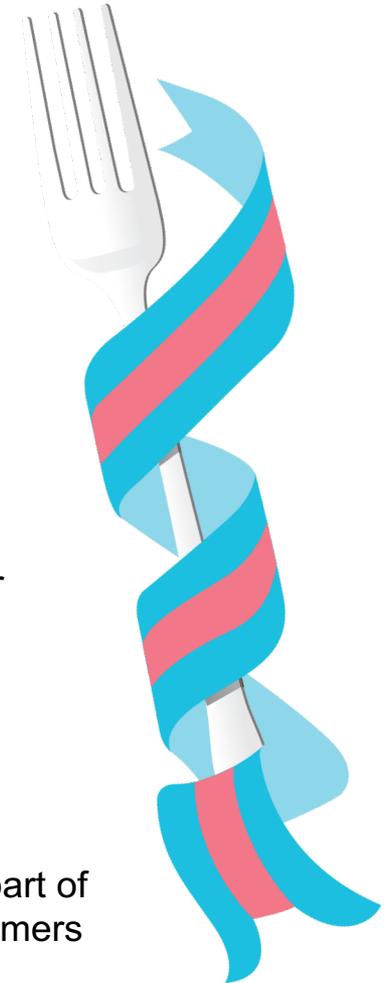
The 2018 restaurant survey was distributed to 27 restaurants in LBTS through a paper survey with the option to complete online, scan or mail the completed paper survey. One week later, the surveys were picked up from the restaurants that completed them. Follow-up phone call requests were made to the restaurants that didn't complete the survey, and 7 responses were received from the following restaurants: Aruba, Village Grill (Village Pump and Village Sushi), Vinnie's, Station 44 Bar-BQ, Keese's, Pan e Dolci, and Jan's Homemade Candies.

## General Findings:

- Slowest months are September and October
- Busiest months are December and March
- All restaurants use Facebook, Instagram and Google My Business as their digital marketing platforms and reported Facebook and Instagram as the most successful

## Restaurant Guest Profile:

- 86% of respondents indicated guests are typically age 41-54
- All respondents indicated both families with kids as well as couples were part of their customer base, with families and kids being their most frequent customers
- Respondents estimate that 70-75% of customers are tourists



# LBTS Tourism Overview – West Business District

The 2018 West Business District survey (paper distribution with the option to respond via paper or digitally through a dedicated link) was distributed to 29 businesses on May 22, 2018. One week later, on May 29, 2018, the surveys were retrieved and follow-up phone calls were made to the businesses that did not complete the survey. A total of 12 businesses completed the survey, including; Parisienne by the Sea Bakery, Pump Sushi on Seagrape, Cookie Shop, La Cucina Restaurant, Sky 230 & Vacation Rentals, Gold Coast Scuba, Frame n Art By the Sea, Salty Zen, and Sick Soles, and three remained anonymous. Here is a summary of the findings:

- General Stats:**
- 41% of businesses that responded to the survey are retail shops
  - The slowest month is September
  - The busiest months are November – January
  - Facebook was the most commonly used social media platform for marketing

## West Business District Guest Profile:

- The target audience is adults 26-54 with middle income
- Both families with kids and couples make up the current client base
- Both tourists and locals make up the current client base

## Suggestion to Improve Foot Traffic:

4 out of 12 respondents indicated that an increase in signage will help encourage more tourists to visit the West Business District.



# LBTS Tourism Overview – Visitor’s Center

The 2018 Visitor Survey was distributed (paper format only) via the Visitor’s Center. Guests who visited the Center in person, May 22, 2018 to May 29, 2018, had the opportunity to complete the survey. A total of 9 surveys were completed and below is a summary of the key findings:



## Key Findings:

- 5 out of 9 respondents indicated they are between the ages 55-64
- 6 out of 9 respondents indicated that they were first time visitors to LBTS
- 5 out of 9 respondents indicated that they enjoy LBTS because it’s walkable, safe and clean
- **Mostly all of the respondents indicated they do not use any social media platforms (2 out of 9 indicated they use Facebook)**

# LBTS Digital Audience vs. Tourism Snapshot

From the demographic information available from the Town’s Google Analytics and Facebook accounts, the Town’s current digital follower is predominantly local. Visit Florida, the Greater Ft. Lauderdale CVB, as well as the zip code data provided by two LBTS hotels, represent the geographic location of tourists who visited the state, county or Town in 2017.

Data Points Digital Audience	City/State #1	City/State #2	City/State #3	City/State #4	City/State #5
Google Analytics	Ft. Lauderdale	Miami	Pompano Beach	New York, NY	Tampa
*Facebook Fans	Ft. Lauderdale	Pompano Beach	Miami	LBTS	New York, NY
**Facebook Followers	Ft. Lauderdale	Pompano Beach	Miami	LBTS	New York, NY
Data Points Tourists					
Visit Florida	Georgia	New York	Texas	Philadelphia	Ohio
Greater Ft . Lauderdale CVB	New York	California	New Jersey	Indiana	Ohio
Windjammer	Ft. Lauderdale	Ft. Pierce	Brooklyn	Miami	New Smyrna Beach
Driftwood Beach Club	Miami	Pembroke Pines	Ft. Lauderdale	Naples	Cape Coral

\* “Fans/Page Likes” translates to the Facebook user endorsing your page; others can see that they liked your page

\*\* “Followers” are Facebook users who want to stay informed about your content and posts.



TARGET  
AUDIENCES

# Current Audience Overview

## Current vs. Desired Target Audiences:

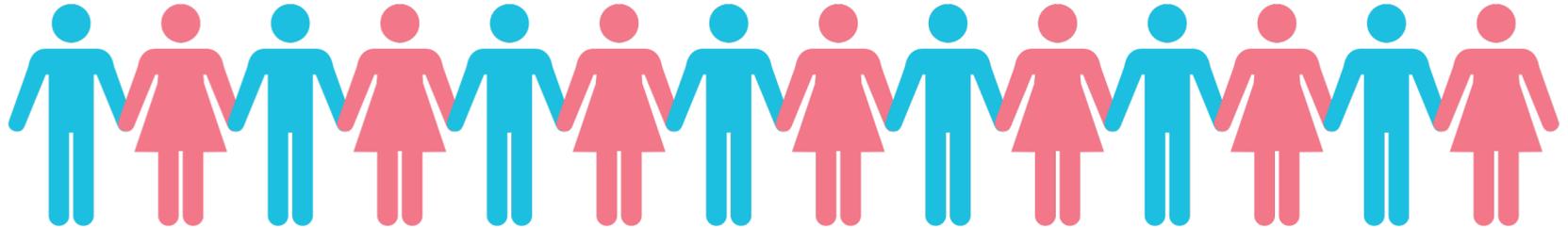
Current target audiences are the patrons who currently visit the Town as a result of the Town's current offerings and marketing efforts, and desired target audiences are the patrons the Town seeks to attract from future offerings and marketing efforts.

## Current Hotel Guest Overview:

The Town's current target audience (hotel guests) is slightly skewed towards couples age 55+ with 66% being from out of state/leisure travelers of which 10% are from Europe. Guests visiting local restaurants is skewed towards age 41 to 54 years old.

Hotel Name	Guest Age Range	% of Guests Couples (no kids)	% of Guests families (with kids)
Breakaway Inn	65+	70%	30%
Sea Cliff	55 to 64	80%	15%
Blue Seas	55 to 64	75%	25%
Windjammer	55 to 64	60%	40%
Castle by the Sea	55 to 64	N/A	N/A
Driftwood	55 to 64	30%	70%
Tides Inn	40 to 54	30%	70%
Plunge	30 to 39	10% (info entered)	70% (info entered)
High Noon	N/A	N/A	N/A

# Target Audience



## Desired Target Audiences:

After completing the Town's SWOT analysis sessions with the various stakeholders as outlined on page 9, the following desired target audiences were identified:

- Environmental – sea turtle lovers
- Boutique hotel guests
- Cruise-goers with layovers
- Travelers with layovers at the airport
- Scuba Divers / Snorkelers
- Small beach town guests
- Families / Family reunions
- Summer = GA, FL, Families with Kids
- Winter = Canadians
- Oct-Nov-Dec – Couples from Germany, England, Scandinavia, France



GOALS, OBJECTIVES,  
TACTICS & MEASUREMENTS



# GOAL #1

Streamline the Town's annual marketing efforts to more effectively and efficiently increase the Town's digital following, engage with potential visitors, continue to build upon the Town's integrity and exceed stakeholder expectations

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners

The Visitor's Center is a truly unique offering, one not available to visitors in any other town or city in Broward County. Managed by the Chamber of Commerce, under contract with the Town, the most recent data indicated that the Center served 9,719 visitors in 2016, and 5,300 visitors through the end of April 2017. In addition, 66% of hotel survey respondents indicated they do not provide weekly updates of room availability numbers to the Visitor's Center, an offering that could be better leveraged in the future.

### Visitor's Center Recommendations (FY 2019):

1. Collect survey data from visitors. In FY 2020 and FY 2021 it is recommended the Town rent iPads and digitally collect survey data from visitors.
2. Translate walking maps and other marketing collateral to other languages and use bit.ly links to track the number of web hits from these materials. Suggested languages are German, French, Swedish, Spanish, Portuguese (based on Google Analytics May 2017-April 2018)
3. Incorporate information about downloading the Town's new mobile app in all marketing collateral
4. Drive phone inquiries from all digital advertising and campaigns to the Visitor's Center by using vanity phone numbers to track the number of calls
5. Evaluate and analyze all efforts prior to planning for FY 2020



**FY 2020 Goal:** Digitize the system of “counting” the number of visitors who arrive at the Visitor's Center and capture their home city and state.

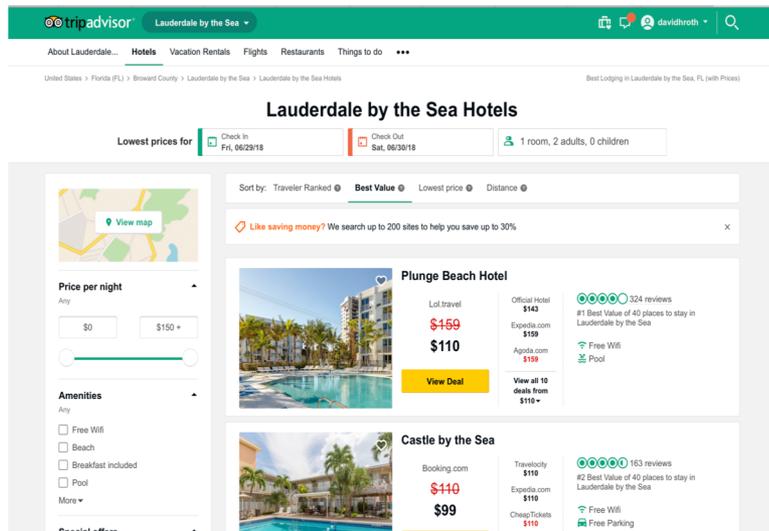
# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



### TripAdvisor

With a TripAdvisor Partner Account, the Town of LBTS is well on its way to maintaining a healthy status on the most trusted review site for travelers all over the world. Over the last 12 months (July 2017 - June 2018), the Town's TripAdvisor page received 105,382 pageviews, with 930 pageviews of the Destination Content (articles, events, direct links, etc.). As part of the development of this Plan, the TripAdvisor platform has been reviewed and the following recommendations are below for FY 2019:



### TripAdvisor Recommendations FY 2019:

1. Link all the Town's social media channels in the profile
2. Add new imagery on a monthly basis to keep photos relevant
3. Add at least 30 photos (travelers spend more time on pages that have 30+ photos)
4. Keep articles relevant – review them every month
5. Review events every month and add upcoming events with event details (not just a link to the website)

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



### Visit Florida

The marketing partnership with Visit Florida is beneficial in that the Town receives an average of 50 email addresses or “visitor leads” from Visit Florida approximately every three months.

### FY 2019

The recommendation is to pull down the “visitor leads” list weekly, analyze the geographic information, and distribute a pre-crafted e-blast that provides information on area hotels, eateries, diving, and links to [lbtsevents.com](http://lbtsevents.com) and directs phone inquiries to the LBTS Visitor’s Center.



Stroll, Swim and Stay. RELAX... YOU'RE HERE.

### STAY



#### BEST PLACES TO STAY

LBTS offers a variety of beachfront accommodations, from small family-owned and boutique hotels and a newly renovated, 130 room resort to condos and vacation rentals just steps away.

### PLAY



#### WHERE TO EAT

Whether you want beachfront dining or a romantic evening, a family event or gathering with friend to enjoy a game or each other's company, we have a restaurant for you in Lauderdale-By-The-Sea.

### DIVE



#### DIVE RIGHT IN

Home to the SS Copenhagen, a 19th Century British steamship that wrecked in May 1900 less than a mile offshore in 25 feet of water and has been designated an Underwater Archaeological Preserve.

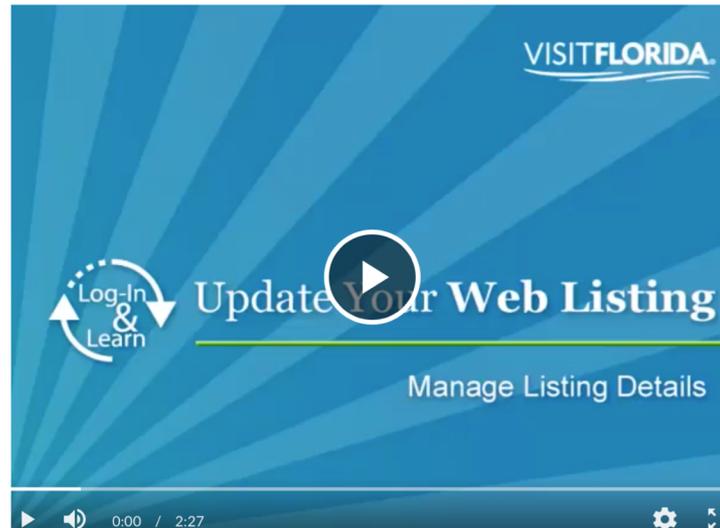


# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners

### Visit Florida FY 2019

In FY 2018, Visit Florida offered grants to marketing partners. The Town should review and consider the 2018/2019 grant opportunities available through Visit Florida.



# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners

### Visit Florida

The Town currently has access to the benefits included in Visit Florida’s “small business” marketing partner level membership. The Town’s partner portal was reviewed and all information that can be included is currently up to date. In addition to the portal, the Town has access to a host of additional offerings that are included in the Town’s current membership, as well as additional paid offerings.

### FY 2019

1. Connect all the Town’s active social media platforms in the Portal
2. On a monthly basis the Town should revisit the Portal to ensure all information is up to date including upcoming events and the Town’s description
3. The image gallery can be updated to include videos as well. It is recommended the imagery be updated on a quarterly basis.
4. Submit consumer-facing social media posts on a quarterly basis

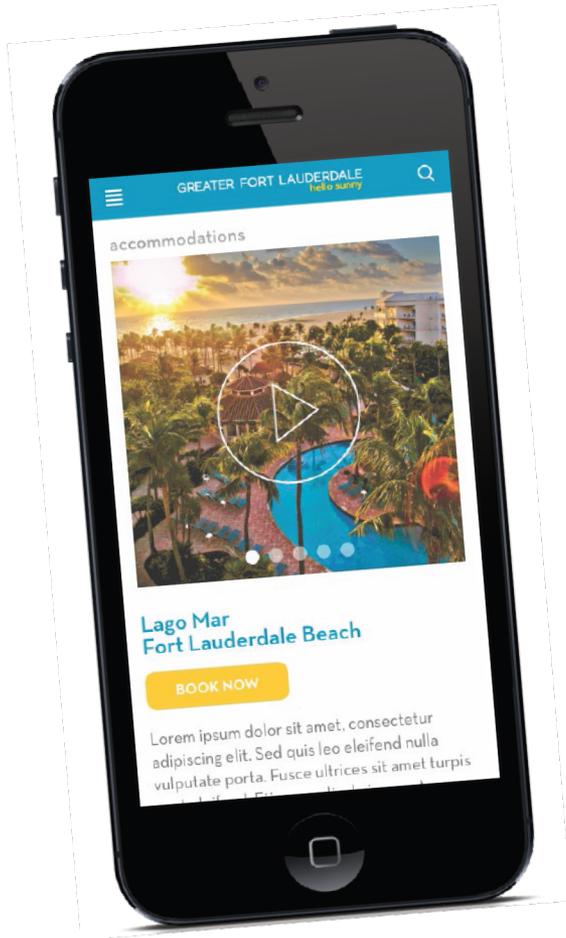
5. Review the available research data of visitor profiles, trends and international information
6. Download sales contacts for meeting planners, travel agents and tour operators and evaluate if those contacts are valuable for marketing purposes

### FY 2020 (Paid Ad Campaigns)

As the Town continues to test digital marketing campaigns throughout FY 2019, it is recommended that the Town partake in paid marketing campaigns through Visit Florida, specifically to infiltrate popular tourist platforms such as Expedia and Kayak in other markets and countries.

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



### Greater Fort Lauderdale CVB - “Hello Sunny”

The marketing partnership with Greater Fort Lauderdale CVB is recommended to remain at the standard partnership level (\$4,800) for FY 2019.

### FY 2019

With the playbook being exclusively digital, the Town is privy to a full page! Instead of providing a display ad, the Town can engage audiences with up to 10 photos and up to 200 words of advertorial copy. Video links and tracking URLs are also encouraged.

The content will be positioned within specific magazine sections; web page, Google Map and quick dial links will provide instant access to visitors’ mobile devices where they can share on social networks, extending the Town’s message even further. Once again, the digital magazine will be translated into seven languages: Spanish, Italian, Portuguese, Chinese, German, French and Arabic (new).

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners

### Greater Fort Lauderdale CVB - “Hello Sunny”

#### FY 2019

The Town will receive priority placement and exposure with its existing video on the Hello Sunny Picks playlist. The Town’s 15 or 30 second TV ad will play on the Live Webcam playlist, and/or during a live broadcast on Hello Sunny TV and Facebook Live.

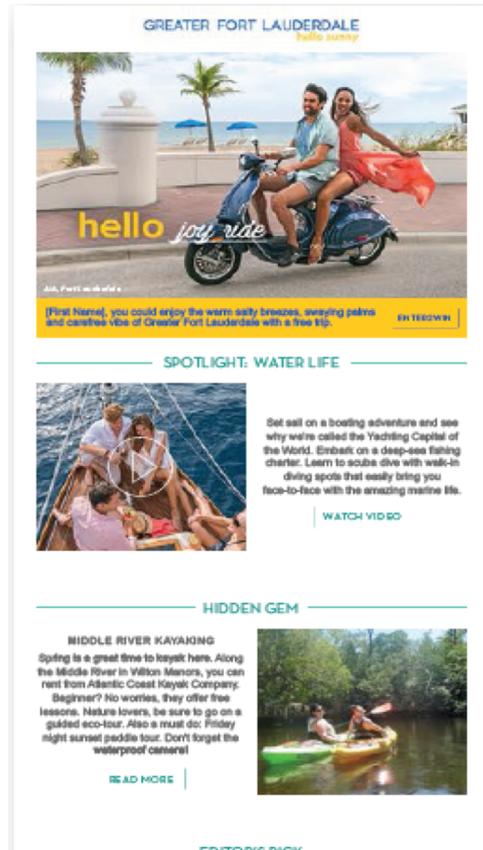
The Town can update and edit content anytime. Viewers have the option to “favorite” videos and send their list to their mobile device. The channel also features an international playlist with content in several languages and the channel is promoted globally through advertising and PR. The CVB will also track, measure and optimize content throughout the year to determine who’s watching, for how long, and where.



**Last year, Greater Fort Lauderdale was the first destination to create its own broadcast network — Hello Sunny TV.**

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



The screenshot displays a webpage for Greater Fort Lauderdale CVB. At the top, it says "GREATER FORT LAUDERDALE Public Safety". Below this is a large image of a man and a woman on a scooter with the text "hello joy ride". Underneath the image is a yellow banner with the text: "[First Name], you could enjoy the warm salty breezes, swaying palms and carefree vibe of Greater Fort Lauderdale with a free trip. EN THROWN".

The next section is titled "SPOTLIGHT: WATER LIFE" and features an image of people on a boat. The text reads: "Get sail on a boating adventure and see why we're called the Yachting Capital of the World. Embark on a deep-sea fishing charter. Learn to scuba dive with wife-in-diving spots that really bring you face-to-face with the amazing marine life." Below the text is a "WATCH VIDEO" link.

The following section is titled "HIDDEN GEM" and features an image of people kayaking. The text reads: "MIDDLE RIVER KAYAKING Spring is a great time to kayak here. Along the Middle River in Wilton Manors, you can rent from Atlantic Coast Kayak Company. Beginner? No worries, they offer free lessons. Nature lovers, be sure to go on a guided eco-tour. Also a must do: Friday night sunset paddle tour. Don't forget the waterproof camera!" Below the text is a "READ MORE" link.

The bottom section is titled "EDITOR'S PICK" and is currently empty.

### Greater Fort Lauderdale CVB - “Hello Sunny”

#### FY 2019

The Town will receive inclusion in one of the CVB’s monthly consumer e-newsletters that goes to 300,000+ email subscribers. The Town may include one image, 15 words of copy, and a click-through to the Town’s website to increase traffic.

The Town’s content was included in the June 2018 e-blast. The CVB advises that results will be available in July 2018.

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners

### Greater Fort Lauderdale CVB - “Hello Sunny”

#### FY 2019

The Town will have the option to be included in either one paid social media ad or one post as detailed below. The recommendation is to select the paid social media ad (Instagram) to test social media ads on the platform.

Paid Social Media	One paid ad on Facebook One paid ad on Instagram One paid ad on Twitter	✓ <b>CHOOSE FROM ONE OF THESE THREE CATEGORIES</b>
Organic Social Media	One post on our @VisitLauderdale Facebook page One post on our @VisitLauderdale Instagram feed One post on our @VisitLauderdale Twitter page Inclusion on up to two Visit Lauderdale Pinterest boards	

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



### Visitor's Center:

- Number of visitor's served (April through October vs. May through November)
- Calls to the Visitor's Center using unique vanity phone numbers
- Analyze geographical data of Visitor's Center guests
- Analyze the Visitor's Center page on lbtsevents.com

### TripAdvisor:

- Determine what media is popular on the page by reviewing the analytics in the Reporting Dashboard on a monthly basis as well as April through October vs. May through November

### Visit Florida:

#### Emails to leads:

- Monthly, quarterly and annual report of the number of new (working) email addresses collected
- Open Rates
- Click Through Rates (CTR) using bit.ly links
- Bounces
- Opt Outs
- Calls to the Visitor's Center using unique vanity phone numbers

# Objectives, Tactics & Measurement– Goal #1

## Objective 1: Leverage Tourism Partners



### Greater Fort Lauderdale CVB:

- Web visits using bit.ly links
- Calls to the Visitor's Center using unique vanity phone numbers
- Video views
- Email marketing campaign results including open rate, click throughs using unique bit.ly links
- Paid ad results to be provided by the CVB

# Objectives, Tactics & Measurement– Goal #1

## Objective 2: Launch Facebook Ad Campaigns



Determining when to run digital marketing campaigns can be a long process of trial and error. However, with survey data, the trial and error process can be significantly reduced. Continuing to obtain feedback from visitors in the bi-annual survey process will continue to shed light on the “when and who” components of the Town’s digital marketing campaigns.

After reviewing the feedback collected from the hotel survey participants, as well as the restaurants and West Business District survey participants, the data sheds some light on the current visitors’ cycle from booking to arrival.

*NOTE: Hoteliers, restaurants and West Business District participants indicated that September was the slowest month, closely followed by August and October. The participants indicated that the busiest months are December through March.*

# Objectives, Tactics & Measurement– Goal #1

## Objective 2: Launch Facebook Ad Campaigns

In addition to the booking volume, Hoteliers were also asked when the majority of bookings occur. Below is a table that outlines the breakdown of the responses received. It can be determined that the Town should market high season six months to a year in advance and low season one to three months in advance.

Bookings for July – Oct	Bookings for Nov-Dec	Bookings for Jan-March	Bookings for Apr-June
2 months (in advance)	1 year (in advance)	1 year (in advance)	6 months (in advance)
1 month	6 months	1 year	6 months
2 months	8 months	8 months	3 months
4 - 7 days	14 - 31 days	31+ days	14 - 31 days
6 - 12 months	1 year	1 year	6 - 12 months
1 month	3 months	45 days	1 month
3 months	1 month	4 months	2 months
1 month	1 year - 1 month	1 year	1 - 3 months
1 week	3 months - 1 year	1 year	6 - 12 months

# Objectives, Tactics & Measurement– Goal #1

## Objective 2: Launch Facebook Ad Campaigns

### Facebook (FY 2019)

The three-year strategic marketing plan budget has suggested a \$10,000 social media ad spend for FY 2019 (October 2018-September 2019). The table on the following page outlines the recommended schedule of when to run what ads to what desired target audience based on the booking data received from the hoteliers.

For year one, it is suggested that each of the 36 ads on the next page be funded at the same value of \$250 per ad so comparable results can be derived.

**Please Note:** \$1,000 out of the social media ad spend should be reserved to run “Likes” campaigns targeting the desired audiences and lookalike campaigns based on visitors’ email addresses.

# Objectives, Tactics & Measurement– Goal #1

## Objective 2: Launch Facebook Ad Campaigns

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Families with Kids (35 to 54) Georgia & Florida		X		X		X		X		X		X
Families with Kids (35 to 54) NY, Texas, Ohio, Penn	X		X		X		X		X		X	
Couples 35 to 54 (boutique hotels) Georgia & Florida		X		X		X		X		X		X
Couples 35 to 54 (boutique hotels) NY, Texas, Ohio, Penn	X		X		X		X		X		X	
Scuba Divers Florida and Georgia	X							X	X	X	X	X
Cruise/Airport Check Ins	X							X	X	X	X	X

# Objectives, Tactics & Measurement– Goal #1

## Objective 2: Launch Facebook Ad Campaigns

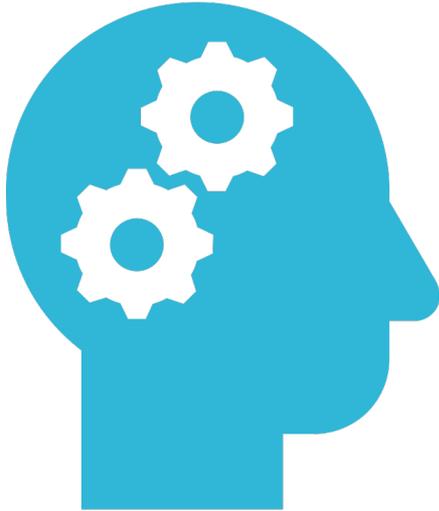
At the end of year one, the Town should compare results to determine the following year's ad spend on Facebook and determine if these ads contributed to attracting the desired target audiences. This determination can be made by using the following tools:



- For all ads it is recommended that unique bit.ly links be used to track how much web traffic is being driven from the Town's Facebook ad campaigns on an annual basis
- For some ads, especially those that are content specific (Diving!), it is recommended that hidden landing pages be developed so the audience hits a page (that will link to lbtsevents.com) that contains front and center content and imagery that is appealing
- If phone numbers are included in the ad copy, a unique vanity number that directs all Facebook ad campaign inquiries to the Visitor's Center is recommended so call volume from Facebook ads can be tracked on an annual basis
- Create a monthly social media ad report that outlines the ad spend and results (likes, engagement, web traffic, etc.)
- Create bi-annual reports that correlate with season and off-season to compare year over year social media ad stats (November through April vs. May through October)
- Pull insights (Facebook and Google Analytics) to compare where followers/fans and web users are from (city and country) to determine if the Town has gained more non-local digital followers/fans/web users

# Objectives, Tactics & Measurement– Goal #1

## Objective 3: Implement Digital Native Ads and IP Retargeting Campaigns



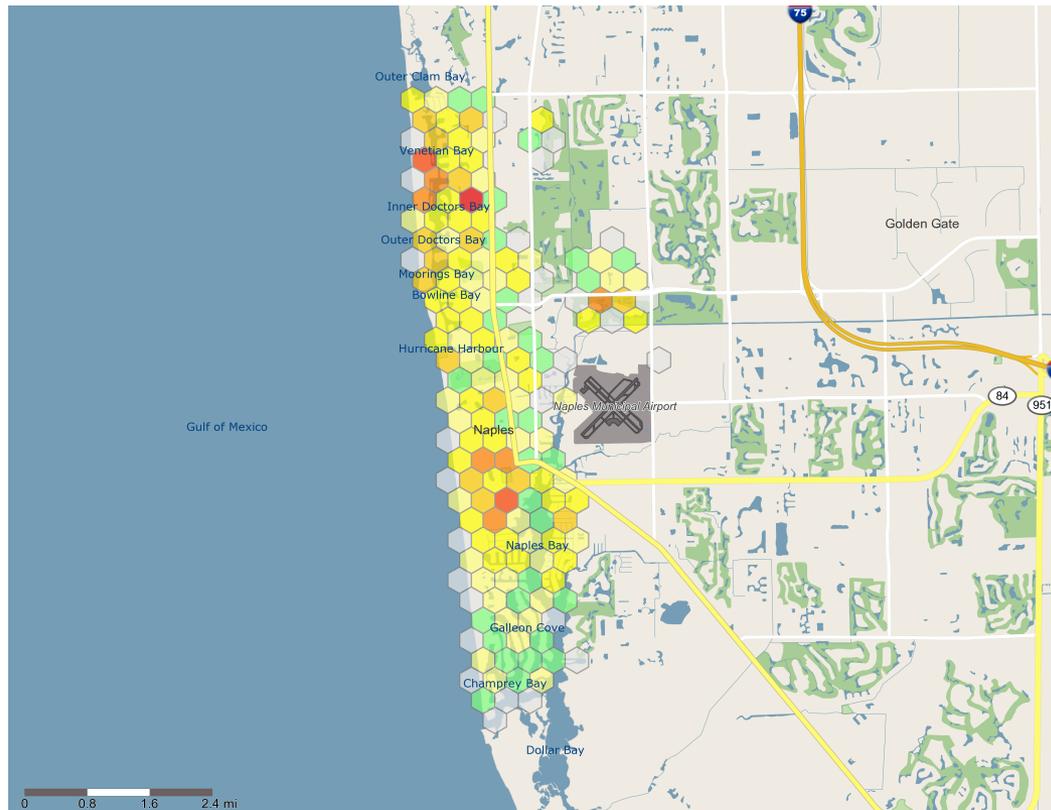
By using detailed demographic and behavioral data obtained through over 800 consumer data points provided by Experian (a global company that analyzes credit histories) and other available consumer research sources, digital ads can be served to just about any desired target audience imaginable.

Through Digital Native and Digital IP Retargeting ad campaigns, the Town can target key audiences with the right message, at the right time, on the right device. Behavioral Targeting will be used to show your ads to potential customers, who have already shown with their online behavior certain interests, across all devices.

The example heat map, as shown on the following page (Naples), identifies how data points provided by Experian are used to geo-target audiences that are attractive to the Town.

# Objectives, Tactics & Measurement– Goal #1

## Objective 3: Implement Digital Native Ads and IP Retargeting Campaigns Using Experian Data



Naples, FL 8,805 Total Households with \$75,000+ income, 807 with presence of children, 1/3 mile grid diameter

- Target -Above 300
- Target -200 to 300
- Target -150 to 200
- Target -100 to 150
- Target -50 to 100
- Target -25 to 50
- Target -10 to 25
- Target -Below 10

# Objectives, Tactics & Measurement– Goal #1

## **Objective 3: Implement Digital Native Ads and IP Retargeting Campaigns Using Experian Data**

The IP Retargeting campaign will show your ad(s) to visitors who have left your website as they visit other websites across all devices. Pixels can be placed on multiple pages on the LBTS Events website. Once visitors are retargeted, they will be served up ads anywhere from 7 to 14 days until they complete the call to action associated with the campaign.

### **Example Potential Trigger Points for Retargeting:**

1. Visiting the Hotels Listing Page on lbtsevents.com
2. Hitting an event registration page (BugFest) and not completing the registration form
3. Not submitting an email address to receive tourism-related emails
4. Hitting the Town's mobile app page and not downloading the Town's mobile app

It is recommended that both Digital Native Ads and IP Retargeting Campaigns be implemented in FY 2019, measured and re-evaluated prior to the start of FY 2020.



# Objectives, Tactics & Measurement– Goal #1

## Objective 3: Implement Digital Native Ads and IP Retargeting Campaigns Using Experian Data

Digital Native and IP Retargeting Campaigns are measured according to the following metrics:

- Impressions: How many ads were served?
- Clicks: How many people clicked on the ad?
- CTR: 'Click-Through Rate' which is  $(\text{Clicks}/\text{Impressions}) \times 100$
- X the National Average: # of times greater than the .07% national average CTR
- Total Engagement Rate:  $(\text{Clicks} + \text{view-throughs})/\text{Impressions} \times 100^*$  (A view-through is how many people see the ad and DON'T click but then visit the [lbtsevents.com](http://lbtsevents.com) website)



# Objectives, Tactics & Measurement– Goal #1

## Objective 4: Implement Ongoing Google Ad Campaigns

The Town's most recent Google Ad Campaigns were evaluated prior to making recommendations to continue running similar campaigns. The findings are as follows:

**OVERVIEW:** The Town ran two campaigns - LBTS as a Destination/Beach Town AND Diving/BugFest.

The most responsive audience overall for all of the ads were men and women ages 45-54 and 55-64, with income levels being in the lower 50% and 31-40%.

Campaigns	Cost ▼	Clicks ▼	CTR ▼
LBTS Destination	\$3,285.01	2,760	3.34%
Diving	\$2,370.59	2,490	5.87%

# Objectives, Tactics & Measurement– Goal #1

## Objective 4: Implement Ongoing Google Ad Campaigns

### Google Ads Campaign Analysis:

#### FLA Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Catch 12 Lobsters in Lauderdale vs. Only 6 in The Keys= More Bugs! (mobile)

#### Florida Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Walk to Beach Dive from Beachfront Hotels - Specials Pay for 2 Stay 3 (mobile)

#### Lobster Mini Season 12 Bug Max Per Day in Lauderdale

[www.lbtsevents.com](http://www.lbtsevents.com)  
Florida Keys Max is 6 Bugs Per Day - Catch More Per Day - Don't Drive So Far

#### Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Catch 2x more lobsters per day here Beach dive 12 per day in LBTS!

#### Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Catch 2x More Lobsters Than in the Keys here & Win Prizes & Cash

#### Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Florida Keys Max is 6 Bugs Per Day Fort Lauderdale is 12 Per Day! (mobile)

#### Catch More Lobsters

[www.lbtsevents.com](http://www.lbtsevents.com)  
Up to 12 per day in Broward County! Mini Season July 27 & 28

#### Dive Florida Mini Season

[www.lbtsevents.com/bugfest-by-the-sea](http://www.lbtsevents.com/bugfest-by-the-sea)  
Catch More Bugs - Win Prizes & Cash @ Bugfest Celebrating the Lobster!

#### Dive Florida Mini Season

[www.lbtsevents.com/bugfest-by-the-sea](http://www.lbtsevents.com/bugfest-by-the-sea)  
Great Hotel Deals - Walk to Beach Dive to Catch Lobsters! (mobile)

#### Dive Florida Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Hotel Specials Stay 3 Pay for 2 Nights in Lauderdale By The Sea (mobile)

#### Dive Florida Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Max 12 Lbsters Per Day Here Hotels on the Beach-Beach Dives! (mobile)

#### Events in Lauderdale BTS

[www.lbtsevents.com](http://www.lbtsevents.com)  
for Lobster Mini Season - Win Cash & Prizes, Catch Lobsters, Have Fun! (mobile)

#### Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Florida Keys Max is 6 Bugs Per Day Fort Lauderdale is 12 Per Day! (mobile)

#### Lobster Mini Season

[www.lbtsevents.com](http://www.lbtsevents.com)  
Why Drive to The Keys for Lobsters Catch 12 Per Day in Fort Lauderdale (mobile)

#### Mini Season 12 Lobsters Max Per Day in Lauderdale BTS

[www.lbtsevents.com](http://www.lbtsevents.com)  
Florida Keys Max is 6 Bugs Per Day - Catch More Per Day - Don't Drive So Far

#### Mini Season Beach Dives

[www.lbtsevents.com](http://www.lbtsevents.com)  
Catch 12 Bugs Per Day in Broward Pay 2 Nights Stay 3 in By-The-Sea (mobile)

#### Win Dive Trip to UNEXSO

[www.lbtsevents.com](http://www.lbtsevents.com)  
in Bahamas @ Bugfest Dive Festival July 27 & 28 \$20k in Cash & Prizes

### Diving - Ad Group: BugFest

- 2,407 Clicks
- 37,652 Impressions
- 6.39% CTR
- \$0.93 Avg. CPC
- Cost - \$2,236.97
- Campaigns ran in July 2016 & 2017
- Highest Known Demographics: 45-54, then 55-64
- Male results were higher than Females
- Income level: Lower 50%, then 31-40%

# Objectives, Tactics & Measurement– Goal #1

## Objective 4: Implement Ongoing Google Ad Campaigns

### Google Ad Campaign Analysis:

Our Beachside Town Welcomes  
You to Dine, Shop, Beach, Stay  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Where shopping, dining, and beaching is a  
stroll away - yes we are that small!

Our Small Florida Beach Town  
Awaits - Dine BeachShop Stay  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Small beachfront hotels, shopping, dining &  
beaching are all just a stroll away

Our Small Florida Beachtown  
Come & Walk in our Flip Flops  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Whether for a week or a weekend, enjoy the  
charm of our little beach town

Enjoy Lauderdale-By-The-Sea  
Charming, Small Town Florida  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Experience our laid back, flip flop kind of life  
- our name is how we live!

Enjoy Lauderdale-By-The-Sea  
Dine, Shop, Beach, Stay  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Great restaurants & shopping all just a stroll  
in our small town by the sea

Enjoy Our Florida Beach Town  
Just Above Ft. Lauderdale  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Lauderdale-By-The-Sea, a tiny beach haven  
on the ocean, walk to beach & dining

Florida Weekend Getaways Start  
Here in Our Small Beachtown  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Yes we are that small! Directly on the beach  
with oceanfront hotels and dining

Hi Rise Ft Lauderdale Hotel or  
Small Charming Beachside Inn  
[www.lbtsevents.com](http://www.lbtsevents.com)  
Yes we are that small! Directly on the beach  
with oceanfront hotels and dining

#### LBTS Destination - Ad Group: Destination Beach Town

- Campaign ran from February – August 2017 (results in March-July)
- 2,750 Clicks
- 81,500 Impressions
- \$1.19 Avg. CPC
- Cost - \$3,270
- Highest Known Demographic: 55-64, then 45-54
- Female results were higher than male
- Income level: lower 50%, then 31-40%

#### LBTS Destination - Ad Group: LBTS Hotels

- Campaign ran in March 2017
- 12 Clicks
- 1,080 Impressions
- \$1.29 Avg. CPC
- Cost - \$15.46
- Highest Known Demographic: 55-64
- Known results were all from females
- Income levels not known

# Objectives, Tactics & Measurement– Goal #1

## Objective 4: Implement Ongoing Google Ad Campaigns

### FY 2019

It is recommended that the Town pull a keyword analysis on a quarterly basis and use the keywords to run quarterly Google Ad campaigns per the below ad schedule:

Quarter 1 FY 2019: \$2,500	Families with Kids (35 to 54) NY, Texas, Ohio, Penn
Quarter 2 FY 2019: \$2,500	Couples 35 to 54 (boutique hotels) NY, Texas, Ohio, Penn
Quarter 3 FY 2019: \$2,500	Families and Couples (35 to 54) Florida and Georgia
Quarter 4 FY 2019: \$2,500	Scuba Divers Florida and Georgia

# Objectives, Tactics & Measurement– Goal #1

## Objective 4: Implement Ongoing Google Ad Campaigns

Google Ad Campaigns should be measured on a quarterly basis using the below metrics:

- Develop bit.ly tracking links to interior pages and drive traffic to those pages as opposed to the homepage of lbtsevents.com
- Number of Clicks
- Number of Impressions
- Average Cost Per Click (CPC)
- Review top ranking pages in Google Analytics to see if the ranking shifted following the Google Ad campaigns
- Develop quarterly Google Ad reports and compare quarters to see which campaign performed the best. Utilize the results to set the Google Ad campaign strategy for FY 2020





## GOAL #2

Adopt strategic public relations (earned media) practices that will help the Town achieve quantifiable earned media coverage, national recognition and "best of" status

# Objectives, Tactics & Measurement– Goal #2

## Objective 1: Engage in Public Relations Campaigns to Claim “Best of” Status

For public relations campaigns to be successful, it is recommended that the Town initiate mutually beneficial relationships with local, regional, and national journalists. After extensive research, one thing is clear: many national articles and stories that list the Top Beach Towns in America are based off of user generated reviews, such as TripAdvisor.

**Ongoing Effort:** On a continual basis the Town should encourage residents and visitors to submit their reviews of LBTS on TripAdvisor, Google, Facebook, national surveys, websites and media outlets that call for reader’s choice nominations.

### The 46 Best Beach Towns in America

Every corner of the U.S. has a different vibe.

The screenshot shows a travel article layout. At the top, it says "The 46 Best Beach Towns in America" by Briie Dyas on APR 21, 2017, with 63.2k shares. Below the title is a banner that reads "FIND YOUR UNIQUE LIGHTING STYLE". The main content area features a large photo of a street decorated with American flags and green awnings. A pink button overlay on the photo says "VIEW GALLERY 46 PHOTOS". To the right of the photo is a teal promotional banner for "Kissimmee Florida" with the text "THE GIFT THAT'S ALWAYS IN STOCK." and "EXPERIENCE Kissimmee FLORIDA". Below the photo, there is a short paragraph of text starting with "While a shore vacation may involve the same types of R&R (enjoying a lovely view, catching up on beach reads), every coastal destination has a different vibe. For instance, the quaint villages that dot".

# Objectives, Tactics & Measurement– Goal #2

## Objective 1: Engage in Public Relations Campaigns to Claim “Best of” Status

### FY 2019

In order to accomplish becoming a TOP Beach Destination in the U.S., the Town must first infiltrate local media covering stories that spotlight the Town and its numerous offerings. The recommendation is to develop a story pipeline, review the editorial calendars of local media outlets to see what fits and pitch at least one story per quarter.

### Suggested Story Ideas:

From spotlights on the Town’s no-car-needed lifestyle, to highlighting the Town’s charming best kept secrets, focus on environmentally sound initiatives, and of course offering Florida’s best diving and snorkeling spots that are located just 100 yards off the beach – the story ideas seem endless!

**Goal for FY 2019:** Secure 4-6 editorial stories (not paid advertising) with local magazines, newspapers and TV outlets. (City & Shore, Gold Coast Magazine, Lifestyle Magazine, Think Magazine, Venice Magazine, Sun Sentinel, South Florida Luxury Guide, Broward Family Life, South Florida Parenting, WTVJ-NBC, WFOR-CBS, WSVN-FOX, WPLG-ABC, SouthFlorida.com)

# Objectives, Tactics & Measurement– Goal #2

## Objective 1: Engage in Public Relations Campaigns to Claim “Best of” Status

### FY 2020

Continue to expand public relations outreach efforts to state and regional publications. The Town should start inviting national media outlets to tour LBTS and communicate new project developments, expansions, economic development and Town resources.

The Town should consider an expanded partnership with the Greater Fort Lauderdale CVB for additional marketing efforts to encourage state and regional media coverage. For example, create the largest dining table in America, bring in a world-renown sand artist or vie for a Guinness World Record (most snorkelers!). In addition, the Town should pitch for state/regional coverage on the success of the Town’s mobile app and its new features. And of course continue to encourage visitors to add reviews to TripAdvisor, Google, and Facebook.

**Goal for FY 2020:** Secure 6-8 editorial stories (not paid advertising) with regional and state media. (Florida Trend, Thrillist.com, Eater.com, News 13 Orlando, FoodNetwork.com (cities), Florida Weekly, the Orlando Sentinel, etc.)

# Objectives, Tactics & Measurement– Goal #2

## Objective 1: Engage in Public Relations Campaigns to Claim “Best of” Status

### FY 2021

Highlight LBTS stories to aid in building national coverage. Pitch national publications on the increased publicity, cutting-edge mobile app (with VR components!), economic impact, beach improvements and diving attractions in publications that produce top 10 lists (or similar stories). Submit data on national registrars including beach attendance over the last three years, economic impact, Town events and details.

### Coverage from National Publications

[USA Today, 10 Best Coastal Small Town](#)

[U.S. News & World Report, 125 Best Places to Live in the USA](#)

[Business Insider, The 50 Best Places to Live in America](#)

[Travel Channel, Top 10 Beaches in America](#)

[CNN Travel, 5 Great Places to visit in July](#)

[CNTraveler, 10 Best Beaches in the U.S.](#)

**Goal for FY 2021:** To pitch the following publications: U.S. News & World Report, USA Today, The Today Show, The Weather Channel, CNN Travel

# Objectives, Tactics & Measurement– Goal #2

## Objective 1: Engage in Public Relations Campaigns to Claim “Best of” Status

Reporting software that tracks the value of earned media coverage, including social shares arising from the coverage, is preferred (see example below). Earned media should be tracked on a monthly, quarterly and annual basis.



**MEASURING  
SUCCESS**



# Objectives, Tactics & Measurement– Goal #2

## Objective 2: Host Social Media Influencer / FAM Days

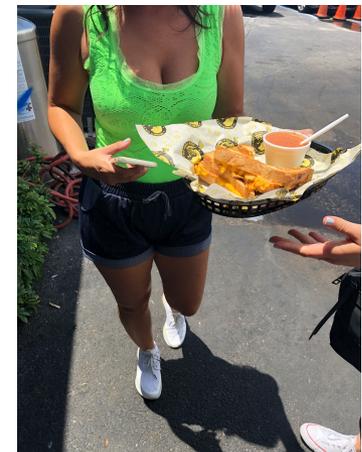
Traditional media is no longer the first place stakeholders go to when they are looking for information. Many follow social media influencers who they have come to “trust” for recommendations on anything from travel to restaurants, experiences, and everything in between.

**What is an influencer campaign?** It’s all about creating “organic buzz.” An influencer campaign is when an organization hosts an event with social media influencers who are active on various platforms with large followings and provides them with a one-of-a-kind experience that they can then post about on their platforms.

**How many influencers should attend and how long should the campaign last?** 6-12 influencers for either a few hours, a day, or an overnight experience.

**What are the main benefits?** Influencer campaigns can be successful due to the fact that the followers of the influencers trust their opinion and feel a connection to them, like a friend or relative. With influencers posting about LBTS it will help grow the Town’s digital audience and awareness, and in turn, work to attract visitors that match the Town’s desired target audiences.

Additional partnerships, as well as funding, through the CVB may be available to cultivate and develop social influencer campaigns.



# Objectives, Tactics & Measurement– Goal #2

## Objective 2: Host Social Media Influencer / FAM Days

### How to Host Social Media Influencers:

1. Research influencers who talk about travel, food, lifestyle, etc. This includes influencers that are already talking about the Town's applicable subjects (beach vacations, local eateries, etc.)
2. Follow target influencers and engage with their content. This step can take a few months. The goal is to have the target influencers notice you and become familiar with your page and grow a relationship with your brand.
3. Plan your influencer event. Confirm local stops and activation points (food tasting, water activity, etc.), and create an itinerary for the day/event.
4. Reach out to the influencers via email if available or through direct message and include the itinerary as well as media assets, such as photos and videos, that they can use in their content creation.
5. This step is optional but appreciated by the influencers: provide them with additional information about LBTS. The information that you want people to know will now be available for the influencers to talk about.



# Objectives, Tactics & Measurement– Goal #2

## Objective 2: Host Social Media Influencer / FAM Days

*The Lineup*

**STOP 1: NY Grilled Cheese 12 p.m. to 12:20 p.m.**



2207 Wilton Dr, Wilton Manors, FL 33305  
(954) 564-6887  
newyorkgrilledcheese.com

 nygrilledcheese  NYGrilledCheese  nygrilledcheese

**STOP 2: To The Moon 12:25 p.m. to 12:35 p.m.**



2205 Wilton Dr, Fort Lauderdale, FL 33305  
(954) 564-2987  
tothemoonmarketplace.com

 tothemooncandy  tothemoonmarket  tothemooncandy

**STOP 3: Naked Grape 12:40 p.m. to 1 p.m.**



2163 Wilton Dr, Wilton Manors, FL 33305  
(954) 563-5631  
nakedgrapewinebar.com

 NakedGrapeWineandTapas  TNGWB  nakedgrapewinebar

**STOP 4: Bubbles & Pearls 1:05 p.m. to 1:20 p.m.**



2037 Wilton Dr, Wilton Manors, FL 33305  
(954) 533-9553  
bubblespearls.com

 bubblespearls  bnpwiltonmanors  bubblespearls

### How to Host Social Media Influencers:

#### 6. Create day-of-event materials including;

- A printed itinerary with the schedule and all social media profile handles for each location
- Posting guidelines; how many posts they are asked to publish, how much engagement they are required to reach, social media profiles they are required to tag, hashtags they should use
- Provide a timeline of when the posts are expected to be on social media

# Objectives, Tactics & Measurement– Goal #2

## Objective 2: Host Social Media Influencer / FAM Days



While the realized results of social influencer campaigns may not be visible at the onset, here are a few metrics to gauge success:

- Track influencers' mentions through using a branded hashtag
- Report on influencers' post engagements
- Determine if the Town's followers increased immediately following the campaigns



## GOAL #3

Implement cutting-edge technologies and practices to continuously gather tourism related metrics and attract families and couples (emphasis on ages 35-54) to visit LBTS

# Objectives, Tactics & Measurement – Goal #3

## Objective 1: Implement a Bi-Annual Survey Collection System

It is recommended that the Town establish an ongoing survey system to collect data from actual visitors on a bi-annual basis in July/August and January/February to capture data from visitors in the “off-season” as well as visitors “in season.”

The survey should remain short in nature, 10 questions or less, and survey questions should remain the same from year to year to create comparable results.

Suggested survey questions are as follows:

1. What is your age?
2. Are you traveling with kids, as a couple, or individual?
3. What digital media sites or websites did you use when booking your trip to LBTS?
4. How long are you staying in LBTS?
5. Are you a first time or returning visitor?
6. What is your home city and zip code?
7. When did you begin booking your trip to LBTS?
8. Why did you choose to visit the Town of LBTS?
9. Questions about the Town’s mobile app can be added here in FY 2020 and FY 2021

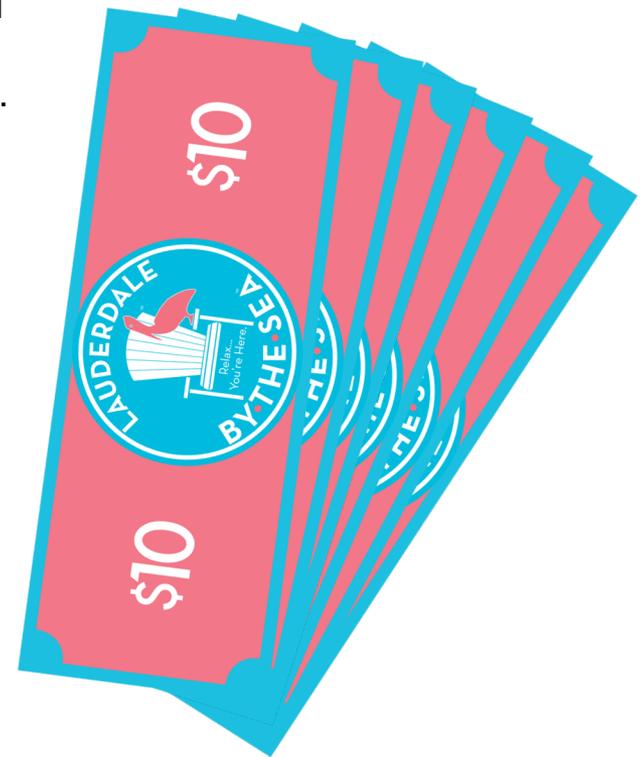
# Objectives, Tactics & Measurement – Goal #3

## Objective 1: Implement a Bi-Annual Survey Collection System

Prior to the annual survey distribution, the area hotels, restaurants and businesses will be notified of this survey process that will occur for the next three years. The data collected should also be shared with these stakeholders so they may also benefit from it as they continue to market their individual establishments. In summary, everyone working together to obtain feedback from actual visitors will serve as an important component in ensuring the Town and its hospitality stakeholders are using effective marketing strategies.

In addition, it is recommended that the Town determine if an incentive can be offered to survey takers. An incentive such as “LBTS Bucks” that can be used at participating area shops and restaurants will lead to more completed surveys.

Suggested survey timeframe is a one-week period.



# Objectives, Tactics & Measurement – Goal #3

## Objective 1: Implement a Bi-Annual Survey Collection System

### Suggested Survey Distribution Points:

- Place iPads at the Visitor’s Center to make survey collection convenient and fast (FY 20 & 21)
- Create a bit.ly link to the survey that area hotels can embed in email communications with guests. The following hotels indicated they utilize email marketing: Driftwood, Breakaway Inn, Plunge, High Noon, Blue Seas Courtyard, and the Tides Inn.
- Collect on-street surveys via iPads from visitors who are walking (Beach Pavilion) (FY 20 & 21)
- Collect surveys from visitors at local restaurants and establishments in the West Business District by having a member of the marketing team available on site with iPads at a few designated locations
- Distribute surveys via email to any known visitors the Town has email addresses for
- Create a bit.ly link and share the survey on lbtsevents.com
- In FY 2020 and 2021 include a link to the survey in the Town’s mobile app

# Objectives, Tactics & Measurement – Goal #3

## Objective 1: Implement a Bi-Annual Survey Collection System



Once the surveys are collected and the information is analyzed, it will not only be helpful in determining what websites and tools visitors are using to research and book their trips, but it will also be helpful in continuing to identify the Town's current audience.

As the Town continues to invest in marketing efforts aimed at targeting a slightly younger demographic and more families, the data collection will in fact confirm or deny the success of these efforts.

### Evaluation Tools:

- Assign bit.ly links to each unique distribution point to determine which distribution point is most valuable
- Analyze survey data and report on the findings
- Use the findings to determine clear marketing goals for FY 2020 and 2021

# Objectives, Tactics & Measurement – Goal #3

## Objective 2: Expand Digital Communication Channels with Tourists

As the Town continues to build a larger digital following of visitors from other states and countries on its various platforms, communicating with them in a friendly, yet non-intrusive, manner is important for continuing to build brand loyalty.

### Recommendations FY 2019

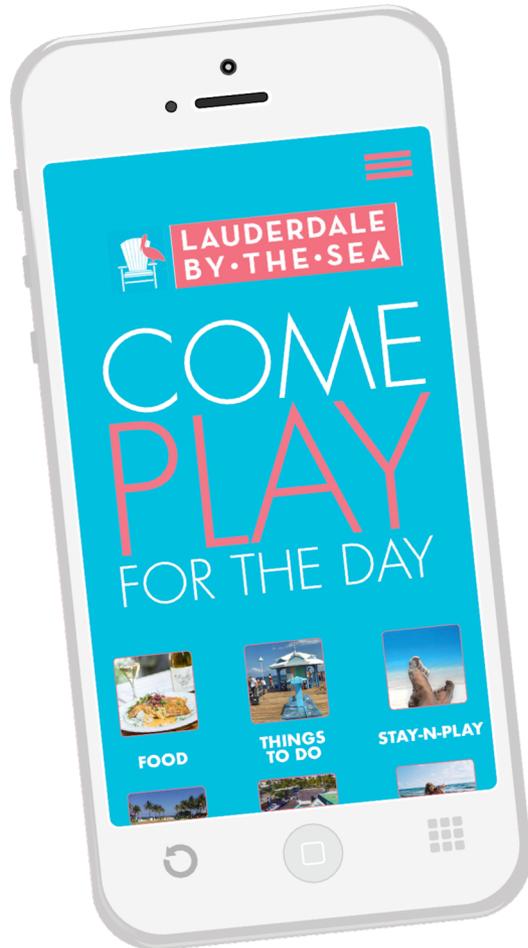
1. Gather email addresses through lbtsevents.com by placing a pop up on the website (once visitors hit their second page)
2. Launch email marketing campaigns that go out to all visitors (non-local) detailing area information and offerings
3. Develop and launch the Town's free mobile app (see pages 72-74)

*It is advised that these action items be measured at the end of FY 2019 and the findings be used to determine the action items for communicating with visitors for FY 2020 and 2021.*

**FY 2020:** With visitor communication channels now in place, it is recommended that the Town consider using them to promote the advantages of being an LBTS resident with the intent of converting visitors to residents. This recommendation is dependent upon real estate availability and climate.

# Objectives, Tactics & Measurement – Goal #3

## Objective 2: Expand Digital Communication Channels with Tourists



It is recommended that the Town develop a free mobile app. The mobile app (downloads) will also serve as another point of measurement for the Town's destination marketing efforts.

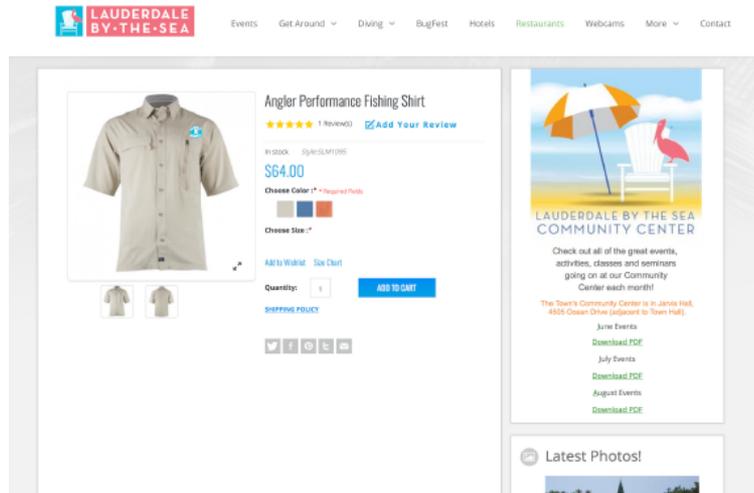
### FY 2019

1. Develop the app and include restaurants, hotels, parks, diving map, walking map, Pelican Hopper info (no car needed!), happenings and events (available to visitors); consider including push notifications
2. To garner early exposure for the app, it is recommended that the Town create an email and social media campaign to invite visitors (and locals) to vote on the name of the Town's app
3. Create and implement a marketing plan to launch the app and track downloads

**GOAL:** Achieve 500 downloads within the first year of launching the app

# Objectives, Tactics & Measurement – Goal #3

## Objective 2: Expand Digital Communication Channels with Tourists



### FY 2020

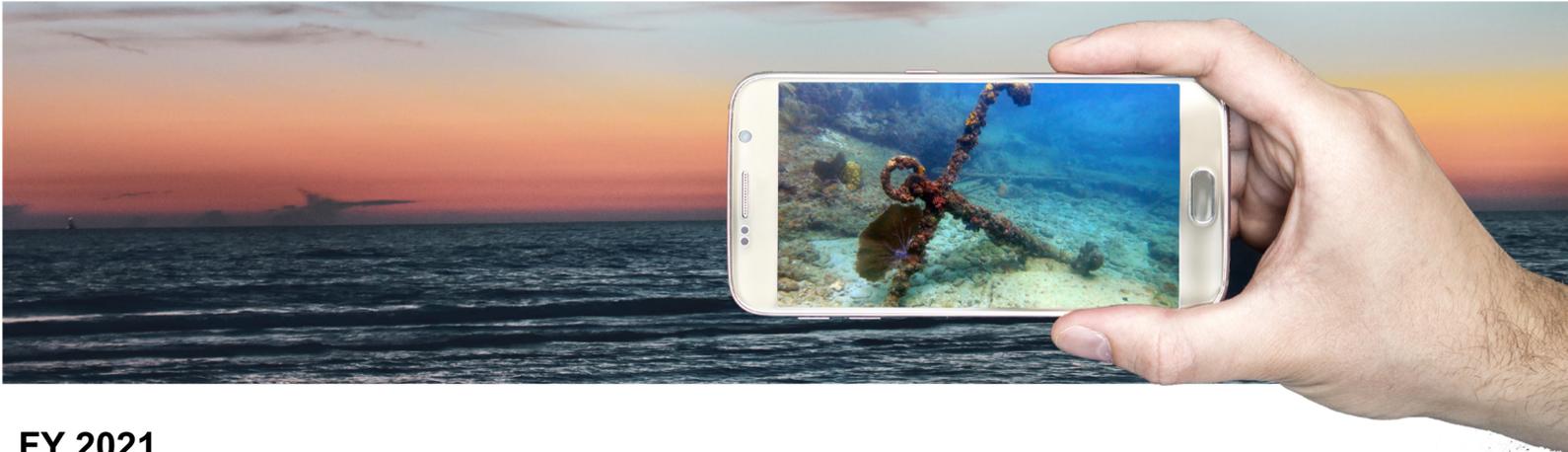
1. Expand the mobile app to incorporate an on demand/dropship LBTS Apparel Shop function and Augmented Reality (AR) walking map, where the user will hold up their phone and the map will direct them to each destination using real-time arrows.
2. PR push to promote the app's new offerings and continue to market the app, as well as its new features, to visitors (and locals), especially those staying longer than 3 to 5 nights via email and social media marketing.

**GOAL:** Achieve 1,000 downloads within the first two years of launching the app



# Objectives, Tactics & Measurement – Goal #3

## Objective 2: Expand Digital Communication Channels with Tourists



**FY 2021**

1. Continue to expand the app by incorporating a Virtual Reality (VR) component to create a user experience that is animated through the app. For example, on any given day a mobile app user can experience the Town's Fourth of July fireworks show or a dive to the SS Copenhagen.
2. PR push to promote the app's new VR offerings and continue to market the app, as well as its new features, to visitors (and locals) via email and social media marketing.

**GOAL:** Achieve 2,500 downloads within the first three years of launching the app

# Objectives, Tactics & Measurement – Goal #3

## Objective 2: Expand Digital Communication Channels with Tourists

### Email Marketing:

- Monthly, quarterly, and annual report of the number of new (working) email addresses collected
- Open Rates
- Click Through Rates (CTR) using bit.ly links
- Bounces
- Opt Outs
- Calls to the Visitor's Center using unique vanity phone numbers

### Mobile App:

- Total downloads on a monthly, quarterly, and annual basis
- New vs. Returning users on a monthly, quarterly, and annual basis
- Number of push notifications sent (if this feature is implemented)
- Most popular pages within the app
- Average time spent on the app
- App Reviews (star rating system and online reviews)
- Effectiveness of AR and VR components suggested for FY 2020 and FY 2021



**MEASURING  
SUCCESS**



# GOAL #4

Further expand the Town's brand to effectively communicate with potential visitors

# Objectives, Tactics & Measurement– Goal #4

## Objective 1: Implement Branding Expansions and Creative Campaigns to Reach Target Audiences

“Relax...You’re Here” is a well-recognized brand that represents the Town in perfect alignment. It speaks to the Old Florida beach town vibe, charming streets and quaint seaside atmosphere. It is recommended that the brand be expanded to visually represent the Town’s desired target audiences, but still remain consistent with the Town’s already established brand guidelines.

Research suggests that customers are more likely to engage with and remain loyal to brands that they can identify with. Below are three examples of how the “Relax...You’re Here” brand can be expanded upon to more effectively resonate with a few of the Town’s desired target audiences. It is recommended that a suite of imagery and tagline extensions be developed throughout the course of this Plan, and be integrated into marketing efforts that are geo-targeted to each specific audience demographic (i.e. Social Ad Campaigns, Google Ads, etc.).



# Objectives, Tactics & Measurement– Goal #4

## Objective 1: Implement Branding Expansions and Creative Campaigns to Reach Target Audiences

### Being Small is Big to Us!

In addition to the expansion of the Town’s tagline, it is also recommended that the Town revisit the “Being Small is Big to Us” campaign theme. This phrase will allow the Town to utilize the already well-defined Unique Selling Propositions (USPs), such as walkable, small town feel and Old Florida charm. Below, and on the next page, is a sample of how these visuals can be tied into the Town’s current brand, be aligned with the Town’s already established brand guidelines and utilized for digital marketing campaigns.



# Objectives, Tactics & Measurement– Goal #4

**Objective 1:** Implement Branding Expansions and Creative Campaigns to Reach Target Audiences

**Being Small is Big to Us!**



# Objectives, Tactics & Measurement– Goal #4

## Objective 1: Implement Branding Expansions and Creative Campaigns to Reach Target Audiences

As the branded visuals are implemented into digital marketing campaigns, the following tools will allow the Town to evaluate the new imagery:



- A/B test Facebook ad campaigns by keeping the copy section of the ad the same and only changing the imagery component to see which digital ads earn more exposure
- As the campaign imagery is integrated into content/postings on platforms such as Facebook and Instagram, engagement is the indicator as to what campaign imagery is performing the best
- Using the above two indicators, the Town will be able to select the campaign imagery that has yielded the best results for inclusion in the additional planned ad campaigns, such as digital ad campaigns offered by traditional media sources, digital native ads and IP retargeting campaigns

# Objectives, Tactics & Measurement– Goal #4

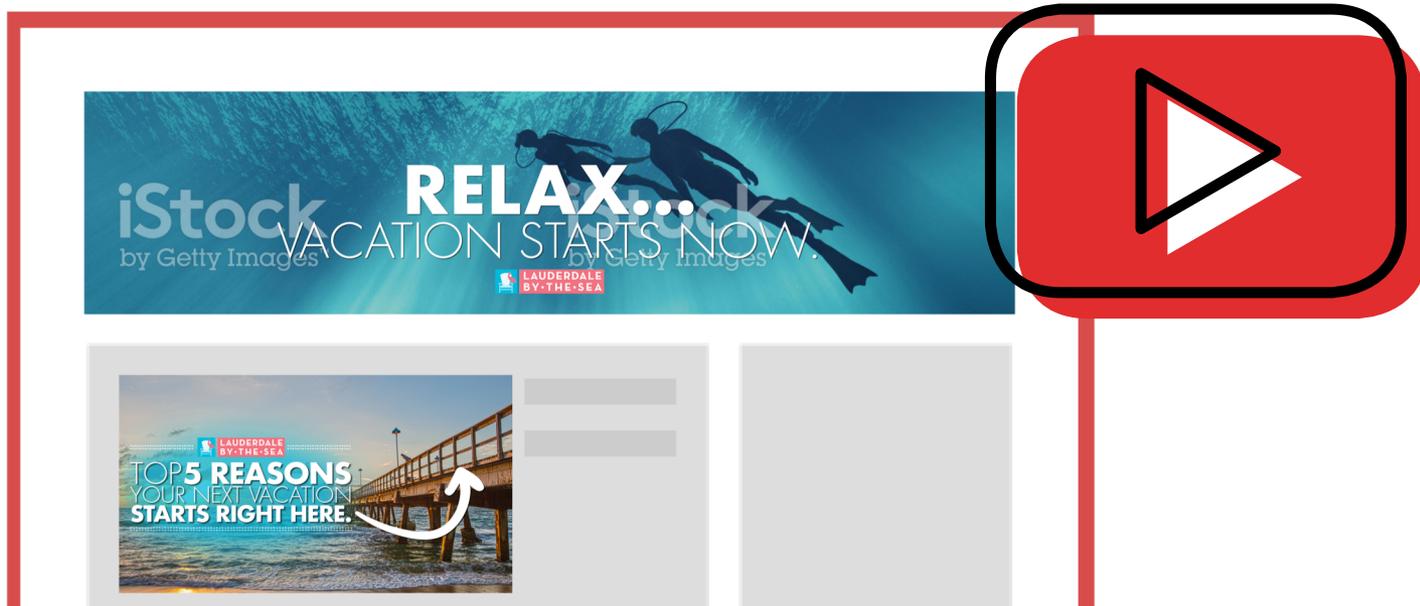
## Objective 2: Develop and Implement a Visual Content Strategy

### YouTube

With more than 1.8 billion users every month, YouTube is a platform that must become a priority for the Town.

### FY 2019

It is recommended that the Town move to branded thumbnails for all videos to maintain the Town's current look and feel. Below is an example of a style that is recommended:



# Objectives, Tactics & Measurement– Goal #4

## Objective 2: Develop and Implement a Visual Content Strategy

### FY 2019 Additional Recommendations

1. Produce two 15-30 second videos per quarter. Once published on the Town's YouTube page, the videos can be embedded in future email marketing campaigns and used as visual components for social media and digital media ad campaigns.
2. Update titles of videos that better explain what each video is about and add copy to the description boxes, always including a link to the website. Remember to use tags when uploading videos so they get more recognition.
3. Create a video about why LBTS is America's "Best Beach Town" to support PR efforts.
4. In conjunction with the re-launch of lbtsevents.com, run a photo contest for members of the public to submit their best LBTS photos

### FY 2020

1. It is estimated that by 2020, 20% of the media on Facebook will be Virtual Reality (VR) or 360 degree video content. The recommendation is to add 360 videos of all parks, the Beach Pavilion and Town Hall to the Google My Business Listings. The 360 videos can also be added to the Town's LBTS Events website, YouTube and Facebook pages.
2. Complete a 360 video of the SS Copenhagen underwater, BugFest participants, and snorkelers.

# Objectives, Tactics & Measurement– Goal #4

## Objective 2: Develop and Implement a Visual Content Strategy

### FY 2021 Recommendation

It is recommended that the Town launch a Travel Vlog consisting of multiple one to two minute videos that will visually share experiences in LBTS. In addition, visitors can be challenged to submit their own LBTS travel vlog for a chance to win (in partnership with the Chamber) a complimentary stay, meal or gift card from a local LBTS vendor.



# Objectives, Tactics & Measurement– Goal #4

## Objective 2: Develop and Implement a Visual Content Strategy

### Still Imagery:

Digital imagery is quite different from print imagery. With social and digital media platforms continuously revising their algorithms, one trend has remained consistent – visuals with little, or better yet, no on-image text, perform significantly better than imagery with text on it. Clean imagery sized just right is the winning combo when it comes to developing digital advertising campaigns.

**To ensure that the Town maintains a healthy image library, it is advised that area photo shoots happen once per quarter.** Shot lists should be developed at the beginning of each year to determine what imagery is needed to meet the requirements of the planned marketing and public relations campaigns.

In the Appendix, sizing recommendations have been illustrated for every digital media platform. Please note that sizing recommendations can and will change, and the Town should plan to have the marketing staff revisit each platform's spec guide on a regular basis.



# Objectives, Tactics & Measurement– Goal #4

## Objective 2: Develop and Implement a Visual Content Strategy

As the visual content strategy is realized, the look and feel of the Town's brand will only continue to strengthen, and the following tools will allow the Town to evaluate the results of implementing a visual content strategy:



- Tracking and reporting on YouTube video views on a monthly basis
- A/B test Facebook ad campaigns by keeping the copy section of the ad the same and only changing the video or still image component to see which digital ads earn more exposure
- As videos and still imagery are integrated into content/postings on platforms such as Facebook and Instagram, engagement is the indicator as to which visual content is performing the best
- Using the above three indicators, the Town will be able to select the videos and imagery that have yielded the best results for inclusion in planned ad campaigns

# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

It is recommended that the Town implement a content strategy across all current and future digital media platforms. The content strategy should center on continuing to effectively communicate the Town's brand and highlighting the small beach town vibe and atmosphere. Sharing content on a consistent basis will ensure engagement levels stay high and content is appropriately tailored for each specific outlet. **Google+:** Due to lack of popularity amongst digital media users, it is recommended that the Town disable this platform.



### Post Frequency Recommendations:

Facebook = 4 to 6 posts per week

Instagram = 2 to 4 posts per week

Twitter = 2 to 4 posts per week

Pinterest = 10 to 15 pins per month

**Hashtags:** The hashtag #LOVELBTS is widely used and should continue to be incorporated in social media postings. It is also recommended that the Town develop a suite of social media hashtags for all major events. Should the Town's budget allow, a social wall could be incorporated at major events to encourage more social sharing amongst participants.

# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

### Tone of Voice:

Playful, Fun, Relaxed, Enthusiastic, Inviting

### Content Topics/Themes to Consider:

- Walkability / No Car Needed
- Clean / Safe
- Old Florida
- Charming / Quaint
- Home Away From Home
- Environmentally Friendly
- Centrally Located / Close Proximity to Seaport and Airport
- Privately Owned Dining / Resorts
- West Business District Highlights / Initiatives
- Mid-Century Modern Architecture



### Content to Avoid:

During the SWOT Analysis, participants identified the following communication themes to avoid when promoting the Town as a tourist destination.

1. “1.5 square miles” – Instead, market as “a 15 min walk to area restaurants and hotels”
2. We are not a spring break town
3. We are not a Town for clubbing and partying like Miami is often known for

# Objectives, Tactics & Measurement– Goal #4

## **Objective 3: Establish a Content Strategy for Social Media Platforms**

*As a test, a content calendar system was implemented for Facebook (LBTS Events) in March 2018. Daily posts were drafted, bit.ly links were incorporated and imagery was assigned to each post. The draft content calendar was sent to the Town for review and once approval was received, the posts were scheduled for publishing.*

### **FY 2019**

Continue to implement a content calendar system to manage all social media postings. The step-by-step process for creating a content calendar is outlined below.

**Step 1:** Draft social media posts in a color coded excel workbook or similar application. By color coding each social media platform, the calendar is clear and easy to follow. The content should be split, 60/40; 60% tailored for visitors and 40% for locals.

**Step 2:** Schedule posts on a weekly or monthly basis during optimal viewing days and times.

**Step 3:** Check the social media platforms daily to review and respond to any questions or inquiries and to simply engage with fans and followers who are engaging with the Town's content.

**Step 4:** Report on social media efforts on a monthly basis. As content and imagery is tested, future content determinations can be made based on user engagement levels.

# Objectives, Tactics & Measurement– Goal #4

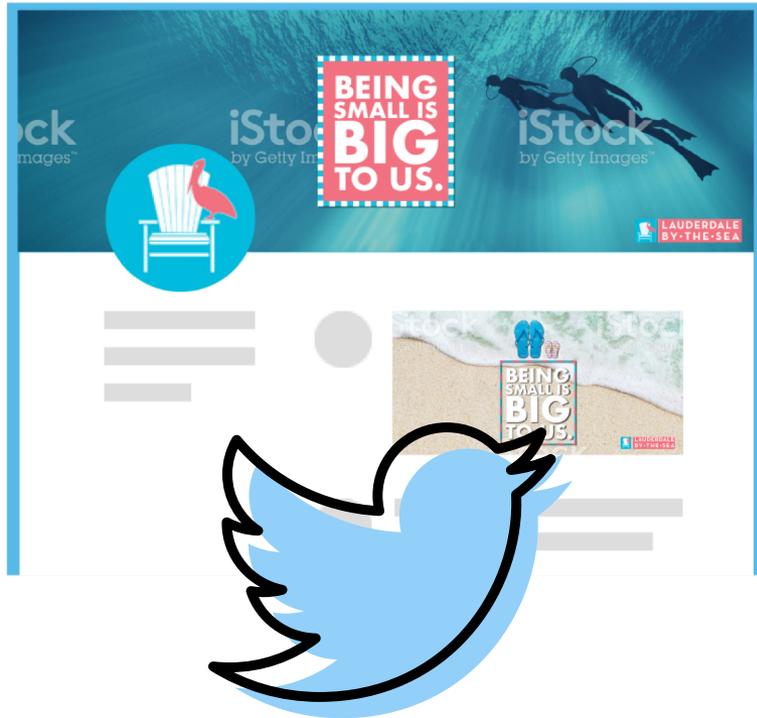
## Objective 3: Establish a Content Strategy for Social Media Platforms

### Sample Content Calendar

Week of 6/4	4	5	6	7	8	9
Facebook	What do you love most about Lauderdale-By-The-Sea? Comment below!		Hungry? We are happy that Lauderdale-By-The-Sea is home to some charming and delicious eateries. What's your favorite? Comment below! <a href="http://bit.ly/LBTSRestaurants">http://bit.ly/LBTSRestaurants</a>	Being small is big to us! You can walk, run or bike through our entire town. See how you can stay fit in our recent blog post. <a href="http://www.lbts-events.com/travel-blog/staying-fit-in-lauderdale-by-the-sea">http://www.lbts-events.com/travel-blog/staying-fit-in-lauderdale-by-the-sea</a>	#LOVELBTS for its unobstructed views? You won't find big high-rise hotels in Lauderdale-By-The-Sea. There are more than 30 resorts and hotels, many of which are located right on the sand. <a href="http://bit.ly/LBTSHotelList">http://bit.ly/LBTSHotelList</a>	It's the weekend! The free Pelican Hopper runs from 10 a.m. – 10 p.m. (5 p.m. – 10 p.m. town boundaries only) on Fridays and Saturdays, and 8 a.m. – 10 p.m. (Town boundaries only) on Sundays. Don't forget to download the free Sun Tracker App!
Image Links	<a href="#">Image LINK</a>		<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>
Twitter		Snorkelers - check out the abundance of sea life on our reef that is located just 100 yards off the beach #LOVELBTS		Hungry? #LBTS restaurants offer a diverse array of grub to fit your #summer time cravings <a href="http://bit.ly/LBTSRestaurants">http://bit.ly/LBTSRestaurants</a>		Beat the heat - hop on the free Pelican Hopper to get to and from your favorite shops and restaurants this weekend! #LOVELBTS <a href="http://bit.ly/LBTSPelicanHopper">http://bit.ly/LBTSPelicanHopper</a>
Image Links		<a href="#">Image LINK</a>		<a href="#">Image LINK</a>		<a href="#">Image LINK</a>
Instagram	#summer is here #LOVELBTS		#walk #bike #lazysummerdays		#icecream #summer #LOVELBTS	#icecream #summer #LOVELBTS
Image Links	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>
Pinterest			DIY Shell Making	DIY Shell Making	Scuba Life	Stay & Play in LBTS
Image Links			<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>	<a href="#">Image LINK</a>

# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms



### Twitter

#### FY 2019

1. Unlink Twitter from Facebook
2. Create content for Twitter specifically and include imagery to drive more engagement
3. As the Town continues to build its loyal dive and snorkel visitors, Twitter can be used more strategically to retweet information that is interesting to this demographic and start using popular hashtags to reach established audiences on Twitter

#### FY 2020

Launch Tweet Ups with local diving professionals. The Tweet Ups could be scheduled and promoted once a quarter where a local dive professional would be live on the Town's Twitter account and answer questions in real time.

# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

### Instagram

#### FY 2019

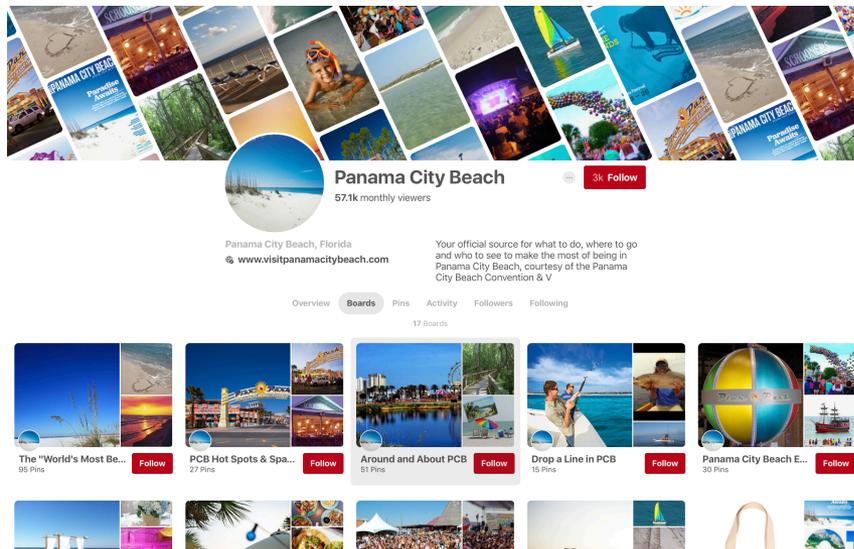
1. Reformat the Instagram layout to be representative of the brand. Branded layouts provide continuity, are proven to perform better and solicit increased engagement
2. Post photos two to four times per week and maintain the brand's look and feel in all posts
3. Event listings should display clean imagery and correct information
4. Include the Town's hashtags, along with trending hashtags that are related to the Town's content, on the majority of posts



# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

### Pinterest (FY 2019/2020)



Other cities in Florida (i.e. <https://www.pinterest.com/panamacitybeach/> and <https://www.pinterest.com/naplesvacations/>) are using Pinterest as a platform to entice travelers since it is estimated that 68% of Pinterest users create “travel boards” and 46% use the platform to look for hotels and other lodging for upcoming vacations. These stats indicate that Pinterest is a viable social marketing tool for the Town.



# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

In the past, posts on the Town’s Pinterest were reused from Instagram. Ultimately, the goal is to use this platform as a portfolio for the Town. The Town should follow these recommendations for “re-launching” the Pinterest platform:

### FY 2019 & 2020

1. Publish posts that would be relevant to the platform (Best Places to Dive, Eat, Hotels, etc.)
2. Publish a “photos” board with images from around the Town including “Relax & Eat” to highlight area restaurants, “Relax & Stay” to highlight area hotels, etc.
3. Relax & Read can highlight articles or news relevant to the Town
4. “Relax & Craft” for DIY art projects that have a beach theme

**NOTE:** 81% of Pinterest users are women, the boards should contain content that is primarily geared toward women.

# Objectives, Tactics & Measurement– Goal #4

## Objective 3: Establish a Content Strategy for Social Media Platforms

As the content strategy is implemented across all four social media platforms, the following tools will allow the Town to measure success:



- Create a monthly social media report for all four platforms to track engagement levels and follower growth
- Create bi-annual reports that correlate with season and off-season to compare year over year social media stats (November through April vs. May through October)
- Use unique bit.ly links in all postings to track how much web traffic is being driven from the Town's social media platforms
- Pull insights (Facebook) and compare where followers and fans are from (city and country) to determine if, throughout the course of this Plan, the Town has gained more non-local digital followers/fans

# Objectives, Tactics & Measurement– Goal #4

## Objective 4: Launch a LBTS Apparel Line

Apparel is a fun way to give the LBTS brand legs that stretch wide and far.

### Logistics:

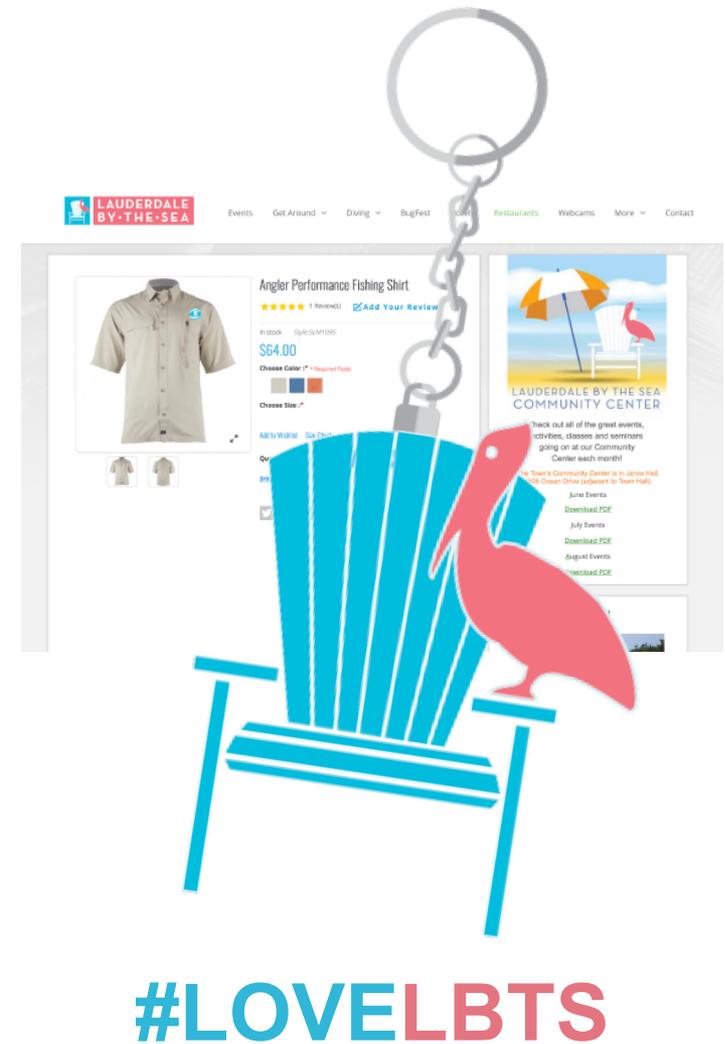
An online store is recommended. If storing inventory is not logistically possible, a dropship system is the suggested alternative. Orders will be transmitted through a hyperlink on [lbtsevents.com](http://lbtsevents.com) or through the Town's mobile app, and the Town's vendor or distributor will be responsible for shipping the products to the end customers. As a result, the Town doesn't have to carry any inventory at all.

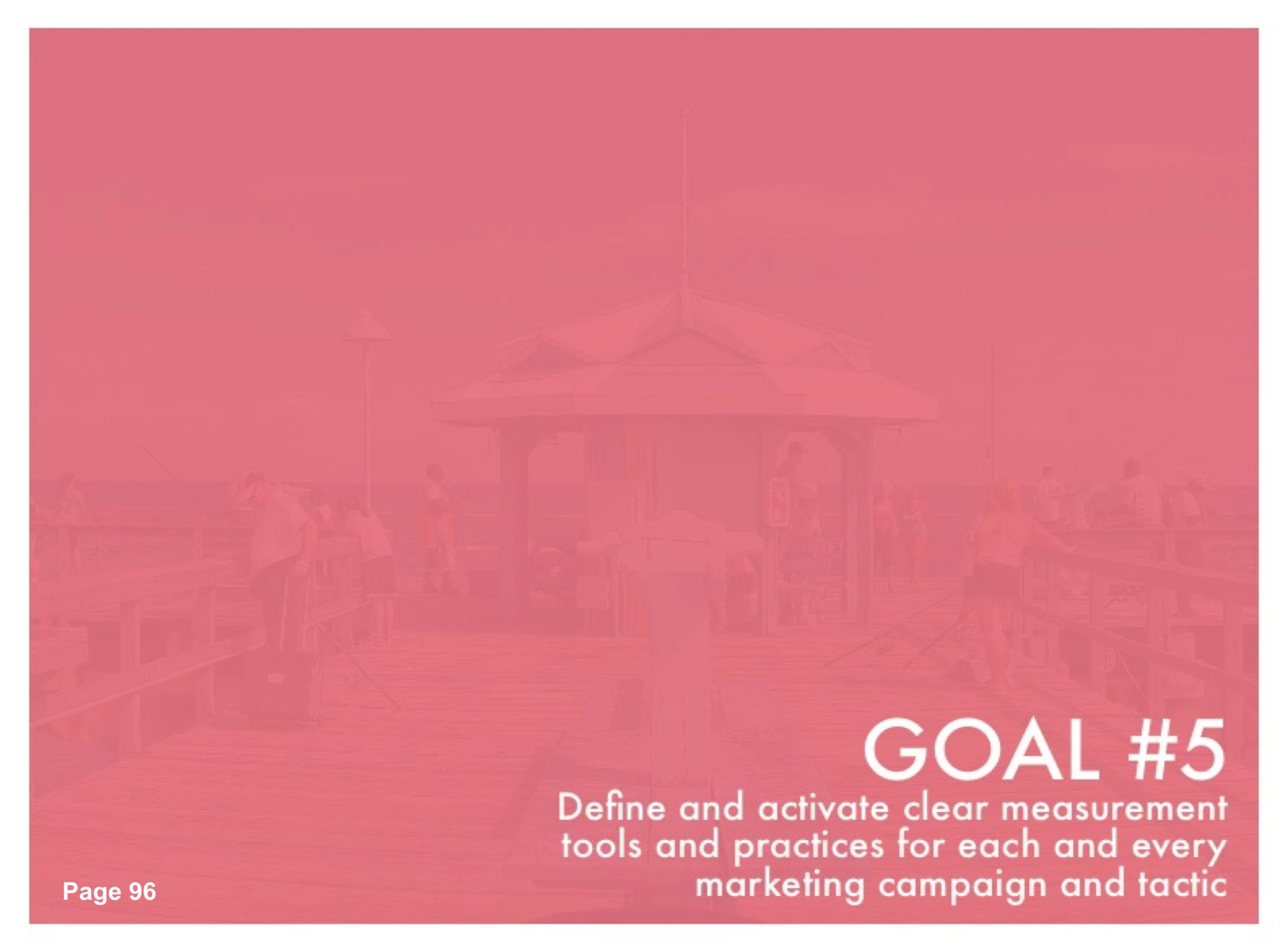
**Step 1:** Customer orders online

**Step 2:** Town receives payment

**Step 3:** Distributor sends product

**Goal:** The Town should consider including a branded notecard or mini Adirondack chair keychain that invites apparel customers to post their photos in their new apparel on Instagram with the #LOVELBTS hashtag. The Town may consider running quarterly or monthly contests whereas the out of state individual who receives the most engagement wins a complimentary apparel item!



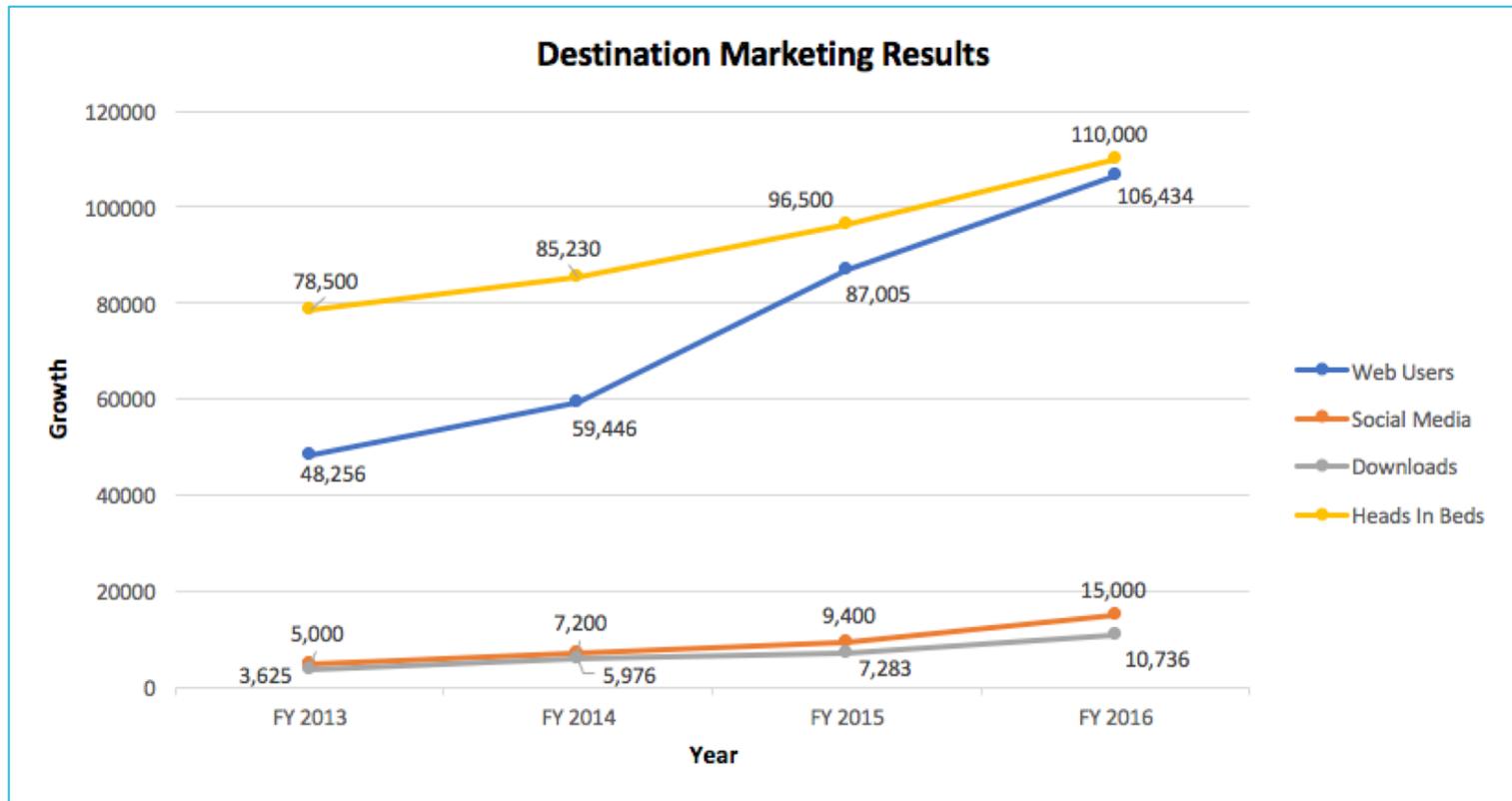


# GOAL #5

Define and activate clear measurement tools and practices for each and every marketing campaign and tactic

# Objectives, Tactics & Measurement – Goal #5

While measurement practices have been included throughout the Plan (following each objective), it is also recommended that in FY 2019, the Town determine a point of measurement to show if the number of visitors is increasing on an annual basis.





TIMELINE

# Timeline

FY 2019

	Action Item	Status/Team
<input type="checkbox"/>	App Testing & Develop Marketing & PR Plan to Launch the App (March)	
<input type="checkbox"/>	Run Geo-Targeted Facebook Ad Campaigns (See table in marketing plan)	
<input type="checkbox"/>	TripAdvisor and Visit Florida Partner Portal Maintenance (ongoing)	
<input type="checkbox"/>	Create new visuals for digital marketing campaigns, including brand extensions for “Relax...You’re Here” and “Being Small is Big to Us”	
<input type="checkbox"/>	Email marketing: Install pop up on lbtsevents.com to gather email addresses	
<input type="checkbox"/>	PR: establish a story pipeline for the year for local media	
<input type="checkbox"/>	PR: Submit story pitches (three month lead time)	
<input type="checkbox"/>	Create branded thumbnails for all YouTube videos	
<input type="checkbox"/>	Produce two 15-30 second videos for YouTube	
<input type="checkbox"/>	Quarterly Still Imagery Photoshoots (determine shot list)	
<input type="checkbox"/>	Draft Social Media Content Calendar Quarterly	
<input type="checkbox"/>	Twitter: Unlink Twitter from Facebook	
<input type="checkbox"/>	Implement and Report on Digital Native Ad and IP Retargeting Campaigns Using Experian Data	
<input type="checkbox"/>	Google Ad Campaign Target: Families with Kids (35 to 54) NY, Texas, Ohio, Penn	
<input type="checkbox"/>	Visitor’s Center: Translate walking maps and other marketing collateral into suggested languages	
<input type="checkbox"/>	Visit Florida: Pull down “leads” weekly / develop email marketing campaign and distribute on a weekly basis to new leads	
<input type="checkbox"/>	Visit Florida: Grant Application	
<input type="checkbox"/>	Visit Florida: Submit consumer-facing social media posts quarterly	
<input type="checkbox"/>	Review all assets available via the CVB partnership and submit content as needed	
<input type="checkbox"/>	Identify target list of social media influencers who are located in the South Florida region and begin planning a social influencer campaign	
<input type="checkbox"/>	Pull Quarterly Google Analytics Report	

# Timeline

## FY 2019 Cont'd

	Action Item	Status/Team
<input type="checkbox"/>	PR: Review story pipeline for the year for local media / Submit story pitches (three month lead time)	
<input type="checkbox"/>	Host social media influencer campaign and report on exposure	
<input type="checkbox"/>	Review Pinterest recommendations and begin Implementation	
<input type="checkbox"/>	Run and Report on Digital Native Ad and IP Retargeting Campaigns Using Experian Data	
<input type="checkbox"/>	Launch an email marketing campaign that goes out to all visitors (non-local) in August detailing planned seasonal events, links to timely FAQ's, the Town's TripAdvisor platform, beach webcam, media articles spotlighting LBTS, and more!	
<input type="checkbox"/>	Establish an additional five email campaigns (include videos) for the remainder of the year to stay in contact with loyal out-of-state visitors	
<input type="checkbox"/>	Google Ad Campaign Target: Scuba Divers Florida and Georgia / Analyze All Google Ad Campaigns and Determine Strategy for FY 2020	
<input type="checkbox"/>	Create a video about why LBTS is America's "Best Beach Town" to support PR efforts	
<input type="checkbox"/>	In conjunction with the re-launch of lbtsevents.com, run a photo contest for members of the public to submit their best LBTS photo	

# Timeline

## FY 2020

	Action Item	Status/Team
<input type="checkbox"/>	Bi-Annual Survey	
<input type="checkbox"/>	Develop and Launch LBTS Apparel Line	
<input type="checkbox"/>	Evaluate social media influencer campaigns and plan for two in FY 2020	
<input type="checkbox"/>	Partake in paid marketing campaigns through Visit Florida, specifically to infiltrate popular tourist platforms such as Expedia and Kayak in other markets and countries	
<input type="checkbox"/>	Develop and add 360-degree videos of all parks, the Beach Pavilion and Town Hall to the Google My Business Listings. The 360 videos can also be added to the Town's LBTS Events Website, YouTube and Facebook pages.	
<input type="checkbox"/>	Develop PR strategy / regional and statewide media focus	
<input type="checkbox"/>	Review FY 2019 Facebook Ad Campaigns and set strategy and plan for FY 2020	
<input type="checkbox"/>	Visitor's Center - Digitize the system of "counting" the number of visitors who arrive at the Visitor's Center and capture their home city and state	
<input type="checkbox"/>	Mobile App: Incorporate LBTS Apparel Shop Function and Augmented Reality (AR) walking map	
<input type="checkbox"/>	Twitter – Tweet Ups with Local diving professionals (establish schedule and confirm diving professional)	

# Timeline

FY 2021

	Action Item	Status/Team
<input type="checkbox"/>	Bi-Annual Survey	
<input type="checkbox"/>	Review FY 2020 Facebook Ad Campaigns and set strategy and plan for FY 2021	
<input type="checkbox"/>	Develop PR strategy / national media focus	
<input type="checkbox"/>	Launch a Town Travel Vlog on YouTube	
<input type="checkbox"/>	Mobile App: Incorporate Virtual Reality Component	

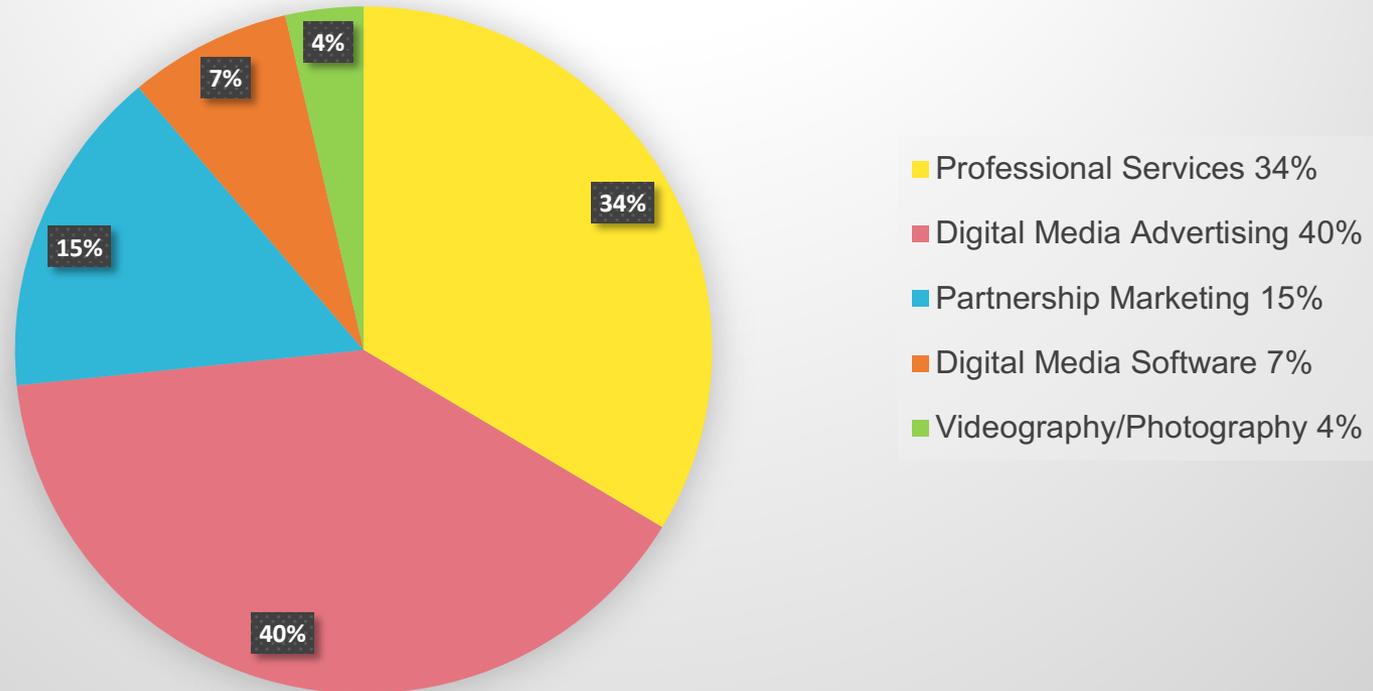


BUDGET

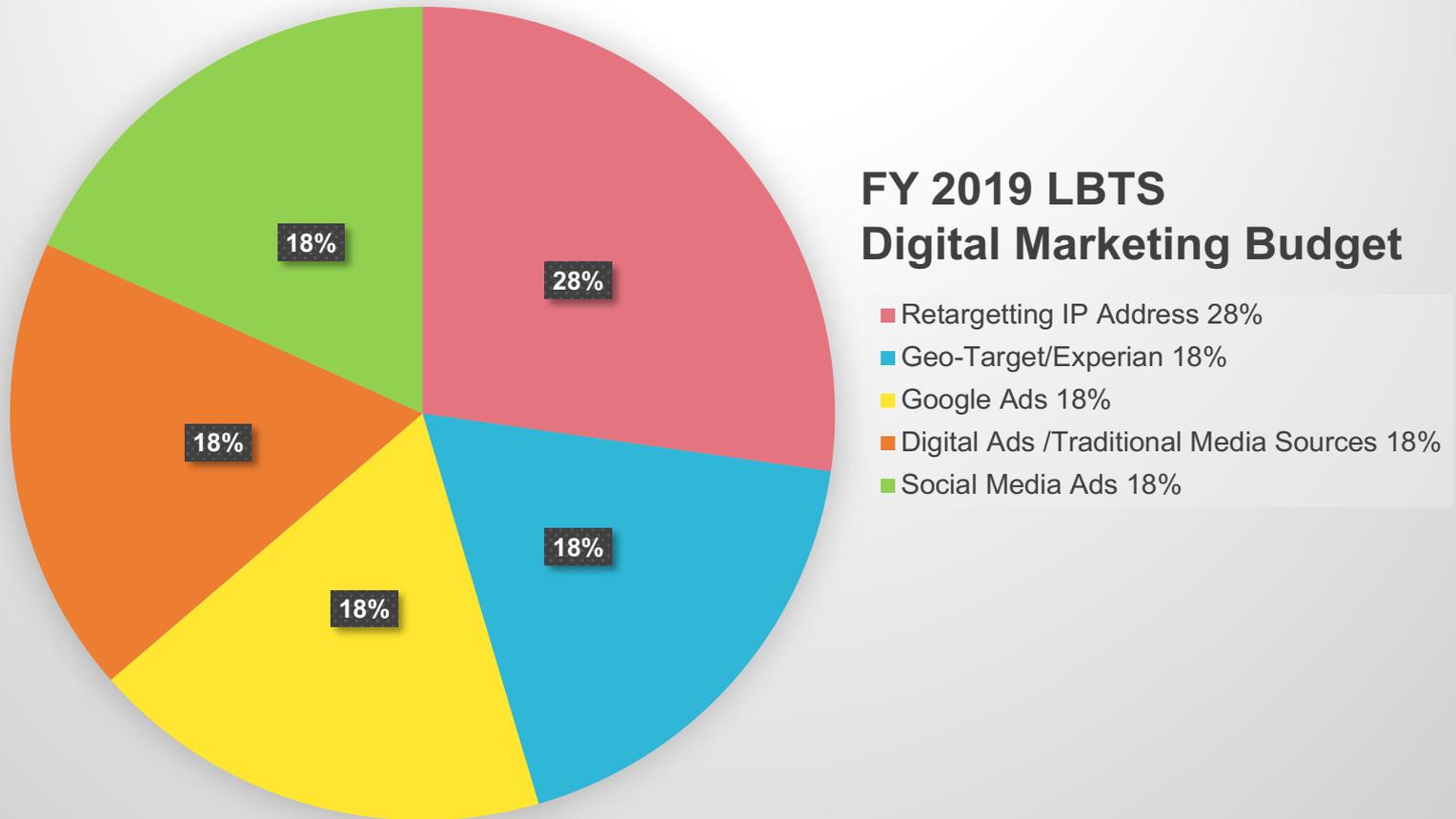


# Budget

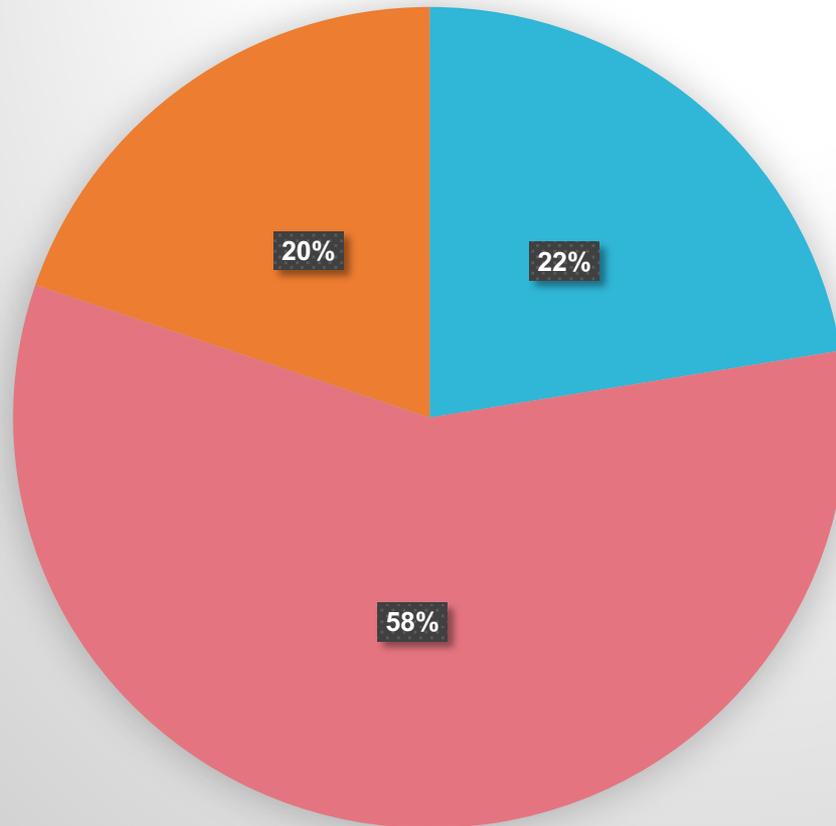
## FY 2019 LBTS Marketing Budget



# Budget



# Budget



## FY 19 LBTS Partnership Marketing Budget

- Greater Fort Lauderdale CVB 22%
- TripAdvisor 58%
- Visit Florida 20%

# Budget

## FY 2019 LBTS Marketing Budget

	Proposed	Actual	Notes
<b>Professional Services</b>			
Social Media Content, Image Design & Ad Management	\$10,000		
Branding & Strategy Implementation (including graphic design)	\$10,000		
Public Relations General	\$6,500		
Public Relations / Niche Markets	\$7,550		
Program Planning / Account Management	\$ 5,000		
SEO & Website Management	\$2,500		
TripAdvisor Management	\$3,000		
Visit Florida Management	\$1,000		
Traditional Advertising Creative / Account Mgmt.	\$1,000		
<b>Sub Total</b>	<b>\$46,550</b>		

# Budget

Digital Media Advertising	Proposed	Actual	Notes
Retargeting IP Address	\$15,000		
Geo-Target/Experian	\$10,000		
Google Ads	\$10,000		
Digital Ads / Traditional Media Sources	\$10,000		
Social Media Ads	\$10,000		
Sub Total	\$ 55,000		

# Budget

	Proposed	Actual	Notes
Partnership Marketing			
Greater Fort Lauderdale CVB	\$4,800		
TripAdvisor	\$12,400		
Visit Florida	\$4,235		
Sub Total	\$21,435		
Digital Media Software			
App Development	\$10,000		
Constant Contact	\$450		
Sub Total	\$10,450		
Videography / Photography			
General marketing / tourism-related promotions	\$5,000		
TOTAL	\$138,435		

