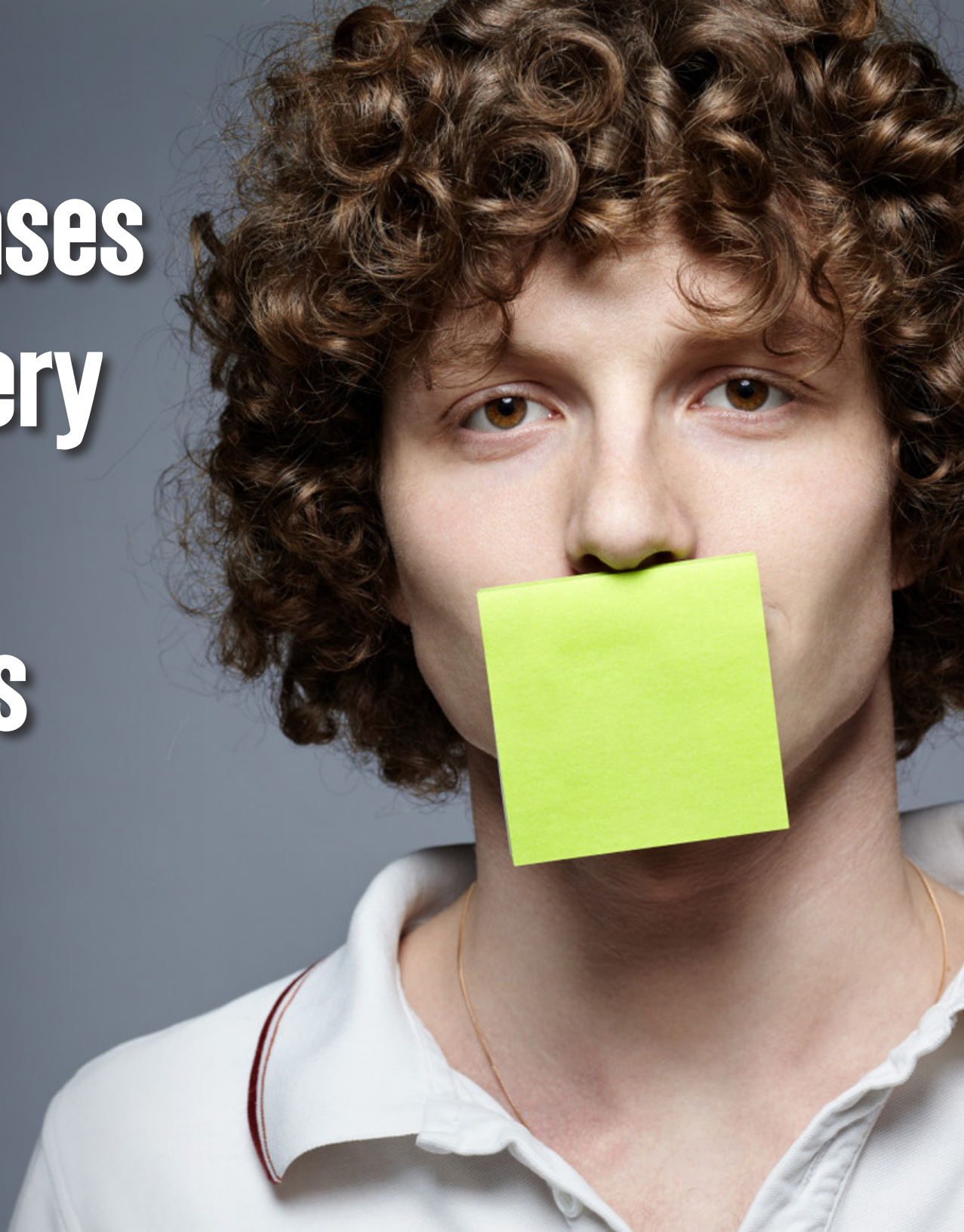


**Words & phrases
that work every
time and will
increase sales**



Words & phrases that work everytime and will increase sales | Handout



97% of community based marketing is ineffective

- Why? Because our minds filter out anything that doesn't appeal to us directly
- To win in the marketing game you must: jettison the generic

Words and phrases to avoid

- Explore
 - Discover
 - Outdoor recreation
 - Unlike anywhere else
 - So much to see and do
 - The four season destination
 - Where the seasons come to life
 - Historic downtown
 - Center of it all
 - Best kept secret
 - We have it all
 - Experience...
 - Visit (name of town)
 - Beauty and heritage
 - Naturally fun
 - Gateway
 - Close to it all
 - Right around the corner
 - Your playground
 - So much history
 - Purely natural
 - The place for all ages
 - ...and so much more!
 - Home away from home
 - A slice of heaven
 - It's all right here
- The problem: you're not doing anything wrong, you're doing what everyone else is doing!

Wisconsin

- Kayaking: Bayfield and the Apostle Islands
- Beaches and lighthouses: Door County
- Football experience: Green Bay
- Shopping: Appleton and the Fox Cities
- Kids and family: Wisconsin Dells
- Summer boating: Green Lake
- The resort experience: Lake Geneva
- Corporate retreat: Kohler's American Club
- Blue water fishing: Kenosha, Sheboygan
- Flying and airplanes: Oshkosh
- These are the things that set them apart

Words & phrases that work everytime and will increase sales | Handout

Where do I go for...

Equestrian?
The best single track biking?
Visual arts - education, shows, etc.
Best road biking?
Festivals?
Cross country skiing?
The best health & wellness destination?
Parasailing or sky diving?
Best fly fishing?

Where do I go for...

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- Visual arts – education, shows, etc.
- Best road biking?
- Festivals?
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The rule: Don't be all things to all people. Promote your truly "Unique Selling Proposition"

What to do: Give the state or province something to sell other than a list of what everyone else has

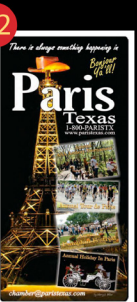
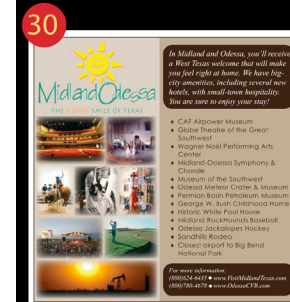
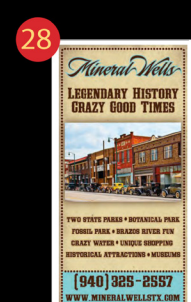


There were 60 ads in the 2013 Texas Travel Guide

- Assignment: write down the ones where you would REALLY go to their website or that REALLY close the sale
- Note: the same rules for print ads apply to brochures, digital marketing, radio, television and video



Words & phrases that work everytime and will increase sales | Handout



Words & phrases that work everytime and will increase sales | Handout

34



TOUR, TASTE AND TOAST IN LUBBOCK

Relax and unwind in Lubbock, the Texas you've always dreamed of. All five of Lubbock's vibrant art scene, stunning and award-winning wine selections. While you're visiting, learn the wine-making process, take in stunning architecture and pick up something special in the vintage gift shops. In between tours and tastings, across the town, Lubbock residents are in discover more about Lubbock's vibrant art scene and legendary music heritage.

Did you know... Lubbock is home to the first urban winery!

LUBBOCK
Tulsa, Oklahoma

35



"PEARLAND"
You might have heard of one of our suburbs...Houston?

OUR WEDNESDAY TRIP
KIND'S BIRTHDAY
SPICE CENTER HOSPITAL
GOLFVIEW TOWN CENTER
PEARLAND TOWN CENTER
KILLER'S DISCOUNT

Pearland is perfectly positioned near some of the country's most recent attractions - begin your vacation in the heart of it all. With three prime areas, including shopping, art galleries, dining, and entertainment, you'll find everything you need for a perfect vacation. And the best part? You'll be able to enjoy it all without leaving home. So why not visit us today? We'll be glad to help you plan your next vacation.

The CENTER of YOUR next VACATION!

VisitPearlandTexas.com | 281-485-7447
VISITOR GUIDE AVAILABLE

36



My kids really liked being in the middle of everything and my wife and I really liked that we weren't.

Plano has the goods to be great. Where you can shop, dine, explore and discover a great getaway.

PLANO
facebook.com/planoexplore | 1-800-811-plano | planoexplore.com

37



ROSEBURG TEXAS

WELCOME TO my TOWN!

- 30 minutes from Houston
- Family-friendly attractions, restaurants and accommodations
- Roseburg Railroad Museum
- Historic district and abundant antique shops
- Your round events

VisitRoseburgTX.com

38



SAN ANGELO
Downside - Uptown - Goodtimes

1-800-375-1206
www.visitangelotexas.org

40



this is the place

South Padre Island is the place. The place where the island lifestyle is defined. Where visitors were welcomed and by day are considered local ones. Where you can go as far as a jet ski and as close as a beach chair. Where you can go as high as a parasail and as low as a beach drink. Where you can go as far as a jet ski and as close as a beach chair. Where you can go as high as a parasail and as low as a beach drink. Where you can go as far as a jet ski and as close as a beach chair.

South Padre Island
800.SOPADRE • www.sopadre.com

41



Visit Greenville Texas

- New Shops
- New Wineries
- New Restaurants
- Audio Murphy Cotton Museum

Coming Soon -
• Green Street Bakery
• Restored 1930s Train Theater
Greenville - 45 minutes from Dallas, the Gateway to scenic East Texas

www.greenvillechamber.com

42



Explore the Treasures of the Texas Hill Country

Kerrville, one hour west of San Antonio, is an ideal base for exploring the treasures of this Texas Hill Country. 800-221-7994
www.kerrvillechamber.com

43



Twice a Nice!

TEXARKANA CHAMBER OF COMMERCE
1-800-724-3774
www.texarkana.org

44



SOMETHING GOOD IS WAITING

Matagorda
www.visitmatagordacounty.com • 877-THEL-PIN

45



ANDREWS, TX
Pioneers & Patriots

VETERANS MEMORIAL • HISTORICAL SITE • BRIDGES
LEARN DAY WEEKEND 25/50/100K RACE & RUN RISE
JULY 4th FESTIVITIES & FAMOUS TURTLE RACE
TOWNWIDE FESTIVAL & BASH-QUIZ COOK-OFF
HOLLY JOKE! MUSEUM & COUNTRY MUSEUM
710 W. BROADWAY • 432-523-2695 • richard@andrewstx.com

46



Mansfield, Texas
We've Got Game!

www.mansfieldsgotgame.com

47



McKinney
Unique by nature. Far from ordinary!

888-McKinney.com
VisitMcKinney.com

48



A Destination with Real Texas Flavor

Located less than 35 minutes from downtown Dallas, Mesquite provides a unique and valuable experience. Mesquite Trailhead, Mesquite Arts Center, Mesquite City Market and Death Road Specialty. Mesquite Ranch Homestead. Mesquite Trailhead, Mesquite Arts Center, Mesquite City Market and Death Road Specialty. Mesquite Ranch Homestead.

MESQUITE
www.realtexasflavor.com • 800-541-2355

49



Sherman
CLASSIC TOWN. BROAD HORIZON.

SHERMAN IS Artsy SHERMAN IS Wild

www.shermantx.org • 888-874-1188

50



SUNNY WITH SCATTERED FUN!

Port Aransas & MUSTANG ISLAND
www.PORTARANSAS.ORG | 800-45-COAST

51



PORT ISABEL
1-800-TECH-1-800-610-0102

Release! Shopping Museums Lodging Fishing Dining

EVENT CENTER
Coming Fall 2013

52



EXPLORE VICTORIA-TX

Bring Your Boots
Victoria offers the perfect base camp for world-class adventures. Enjoy our rich history, diverse art scene and enjoy nature in water recreation. All of this and more is waiting for you. Plan your overnight stay.

VisitVictoriaTexas.com | 1-800-924-3774

53



We'll Surprise You!

Wichita Falls is a great place to stop and stay. With plenty of unique and exciting things to do, delicious dining and over 2500 hotel rooms, we offer a wide variety of choices and activities. You'll be amazed at our friendly, affordable options.

Wichita Falls
1-800-924-3774

54



Sulphur Springs
Great Parks. Great People.

www.VisitSulphurSpringsTX.org • 800-333-6411

55



THE Lake
THE Golf
THE Fun

THE COLONY
Your Playcation Destination
VisitTheColonyTx.com

56



Driving Tour of Historic Young County, Texas

Request Your DRIVING TOUR MAP & CD
Contact the Graham Convention & Visitors Bureau
1-866-549-0401

www.visitgrahamtexas.com

57



YOUR JAW WILL DROP.

We have the reputation of being a jaw-dropper. The one that has a world-renowned water park, a 19th century historic mansion, scenic views, picnic golf courses, and more. Seguin is a jaw-dropper. The one that has a world-renowned water park, a 19th century historic mansion, scenic views, picnic golf courses, and more. Seguin is a jaw-dropper.

SEGUIN
Texas's Water Park
800-587-7312 | VISITSEGUIN.COM

58



SUGAR LAND
beckons you with sweet surprises.

There's something for everyone! So in a beautiful setting, Sugar Land is a great place to visit. Sugar Land is a beautiful setting, Sugar Land is a great place to visit. Sugar Land is a beautiful setting, Sugar Land is a great place to visit.

SUGAR LAND
www.sugarlandtx.com • 281-275-2333

59

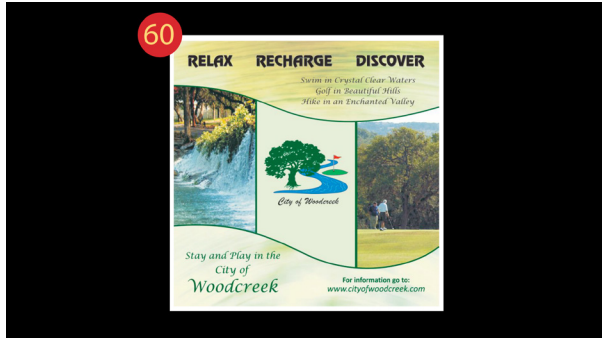


FORT STOCKTON
Texas

Fort Stockton is a beautiful setting, Fort Stockton is a great place to visit. Fort Stockton is a beautiful setting, Fort Stockton is a great place to visit. Fort Stockton is a beautiful setting, Fort Stockton is a great place to visit.

FORT STOCKTON
www.fortstocktontx.com • 800-524-3015

Words & phrases that work everytime and will increase sales | Handout



The problem with almost all of them:

- Clutter, generic, clever (attempts), place first
- Boring – didn't get my attention
- Generic – nothing different worth a special trip
- Cluttered – too much going on
- All things to all people
- Nothing that appealed to me personally
- About places, not things to do
- In the case of Texas, too much "cowboy" and "real Texas"
- 23 - promoted the city or county first
- 20 – very generic
- 10 – cluttered
- 3 – trying to be clever
- 4 – good or close to being effective



Abilene – at least promoted something specific

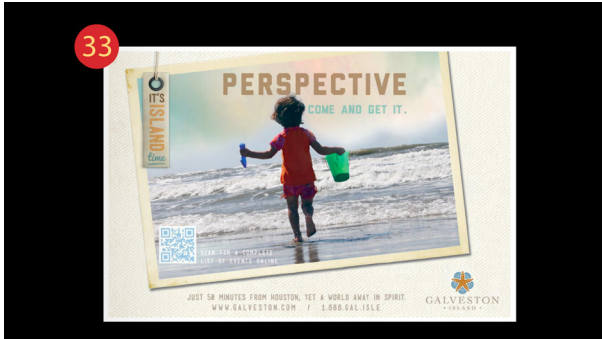
- Seeing people feeding the giraffe sells an experience



Lost Pines region

- Pulls you into the body text
- Simple, one photo, personal

Words & phrases that work everytime and will increase sales | Handout



Galveston

- Gives a reason to go there – Perspective, come and get it
- One photograph
- Simple, clean ad



Seguin

- The title pulls you into the text
- Effective use of one simple graphic



Sonora

- Started well, but lost focus – too many things
- Remember: Clear is more compelling than clever
- Sell experiences over places
- The 4 U's
- Useful
- Urgent
- Unique



SOME WINNING EXAMPLES:

“You can’t answer this call without a smartphone”

- Great foundation for an ad
- Would just need the name of the place and a website



Kentucky

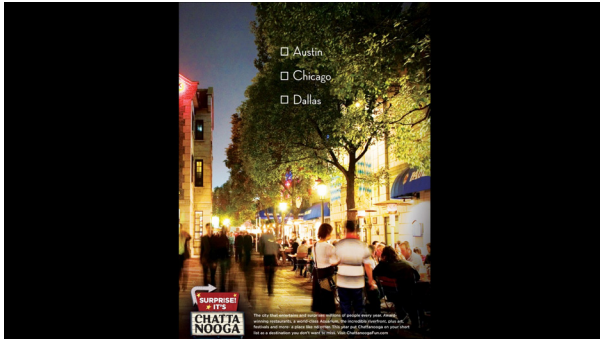
- Tagline gets your attention
- The copy starts too generic, but does grab you with the later ones – Bourbon Trail, Brewgrass Trail, Doughnut Trail...



New Zealand

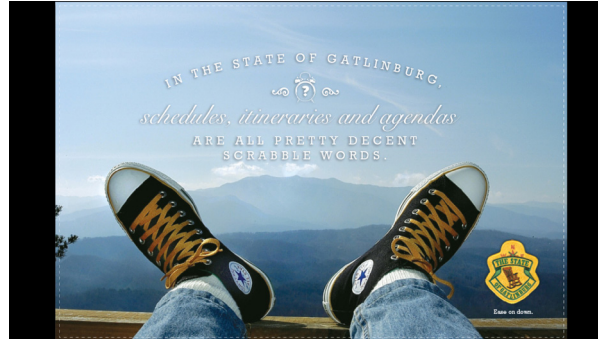
- “Best Supporting Country in a Motion Picture”
- Not trying to be all things to all people – focusing on what has put them on the map

Words & phrases that work everytime and will increase sales | Handout



Chattanooga

- One simple photo, light on text
- No organizations, maps, phone numbers, nothing generic – simple



Gatlinburg

- Clever, but it works
- One photo, gets your attention
- Only 15 words



Las Cruces

- Grabs your attention
- Simple and straightforward ad
- Pulls you into the ad

Words & phrases that work everytime and will increase sales | Handout



Las Vegas

- Plays up their brand
- Simple, compelling
- One photograph, very few words
- Sells the experience



Colorado

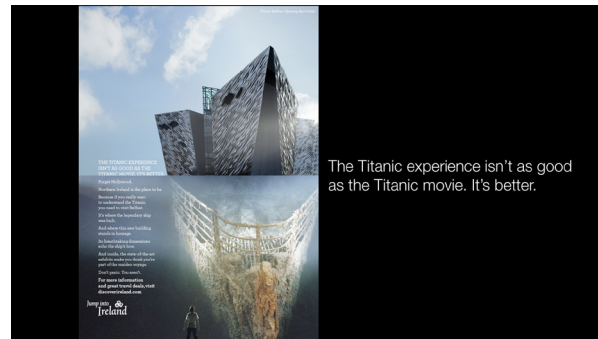
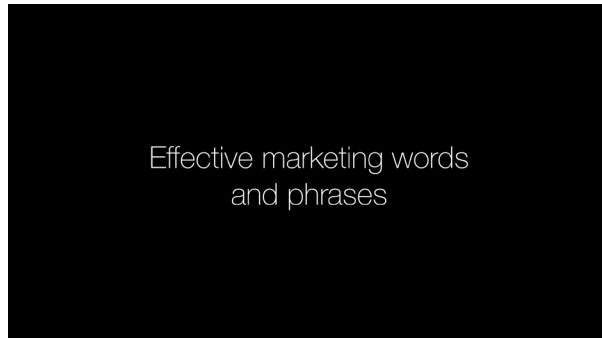
- "Some things happen exactly once" – phrased in a way that makes it unique to them



North Carolina

- One photo, only nine words
- To win you must (at least one):**
- Be the FIRST in a specific activity
 - Be totally DIFFERENT
 - Have the BIGGEST
 - Have the MOST
 - Be clearly the BEST (3rd party)

Words & phrases that work everytime and will increase sales | Handout



Effective marketing words and phrases

Words expressing that it's "very different"

- Fascinating
- Strange
- Odd
- Unusual
- Weird
- Rare
- Scarce
- Limited

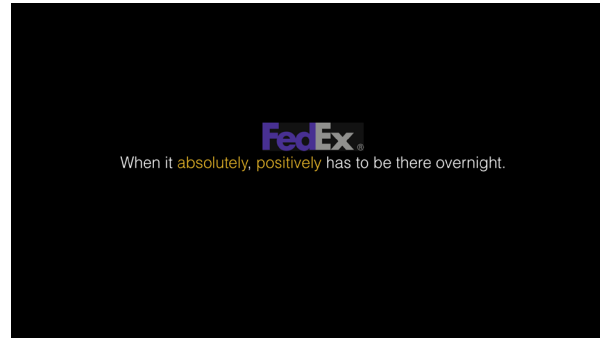
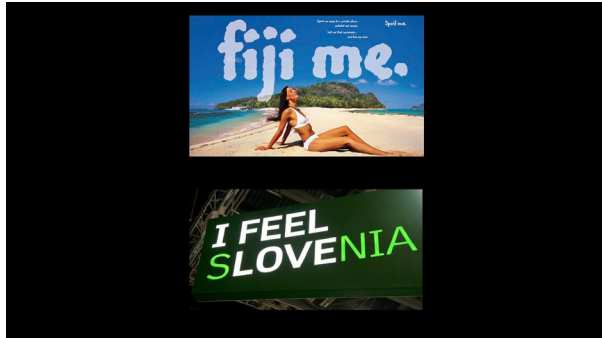
The biggest, fastest, highest, best, lowest, the "est"

- Biggest
- Colossal
- Enormous
- Mammoth
- Largest
- Huge
- Gigantic
- Powerful
- Famous
- Miracle
- Proven
- Popular
- Better of Best
- Lowest
- Greatest
- Highest
- (These need to be something to do, not something to look at)

Superlatives that work

- Absolutely
- Amazing
- Exciting
- Outstanding
- Sensational
- Tremendous
- Unsurpassed
- Unparalleled
- Wonderful
- Remarkable
- Terrific

Words & phrases that work everytime and will increase sales | Handout



Words to evoke emotion

- Beautiful
- Classic
- Exclusive
- Exceptional
- Fascinating
- Genuine
- Lavish
- Magic
- Revolutionary
- Revealing
- Secrets
- Startling
- Surprising
- Jaw dropping
- Breathtaking
- If you can get these from third party quotes, always use them!

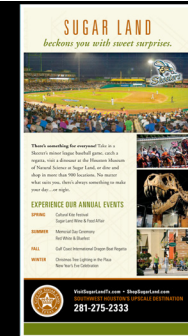
Words that deliver a promise

- Approved
- Complete
- Endorsed
- Fortune
- Gift
- Guaranteed
- Immediately
- Lifetime
- Unconditional
- Wealth
- Personalized
- Exclusive

Superlatives that work

- Absolutely
- Amazing
- Exciting
- Outstanding
- Sensational
- Tremendous
- Unsurpassed
- Unparalleled
- Wonderful
- Remarkable
- Terrific

Words & phrases that work everytime and will increase sales | Handout



Back to the Abilene ad:

- What if it was replaced with this:



- Used words such as odd and rare
- Unusual
- Captivating

Back to the Sonora ad:

- What if it was replaced with this:



- Words such as fascinating, magical, beautiful
- Promoting their anchor tenant
- Using a third party quote – not buried in the ad

Back to the Sugar Land ad:

- What if it was replaced with this:



- Simple
- Not trying to be all things to all people
- This would promote a primarily lure
- Compelling and draws you in

Words & phrases that work everytime and will increase sales | Handout



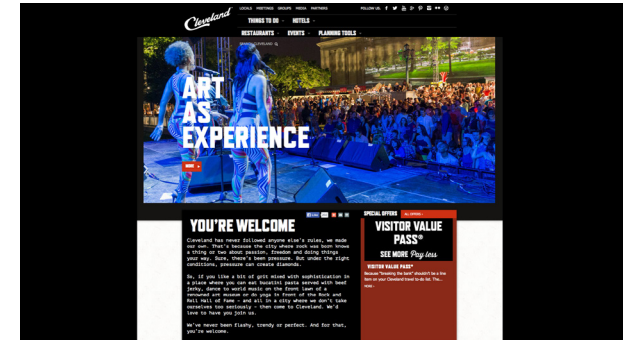
Oregon – promoting the “seven wonders of Oregon”

- Focusing on the top seven things in the whole state
- But while visitors are there, they will do many other things



Utah – the Mighty Five

- Promoting five national parks
- People will do other things while they are there
- Use good words: adrenaline junkie, solace seeker, one epic adventure, you are not dreaming
- Also feature an itinerary – calls it “the Ultimate Journey Itinerary” – great use of words
- Just remember: you MUST deliver on the promise if you use any of these words



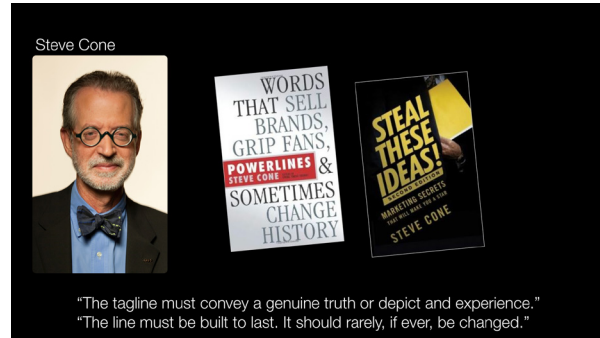
Coin new phrases

- Asheville, NC: foodie
- Asheville, NC: Culinary cool
- Cleveland, OH: You're welcome
- Chattanooga, TN: One of America's most breathtaking cities
- Editor's choice
- We're the poster child for...
- And best of all, it's easy
- Treat yourself. You're worth it
- Once is never enough
- Indonesia: Admit it. You Love it.
- Get your fire back

Third party endorsements: always use them!

- “Two thumbs up!”
- Chattanooga: New York Times “one of the top 45 places to go in the world”

Words & phrases that work everytime and will increase sales | Handout



Words and photos always carry a massive impact



Suggested reading

- Steve Cone, "Powerlines" and "Steal These Ideas"
- "The tagline must convey a genuine truth or depict an experience."
- The line must be built to last. It should rarely, if ever, be changed."

Impact on travel making decisions

Before trip:

- 57% use internet
- 48% friends
- 32% brochures
- 25% maps or guides
- 15% mobile app
- 8% billboard

During the trip

- 81% brochure
- 70% internet
- 66% friends
- 63% maps or guides
- 34% mobile app
- 31% billboard