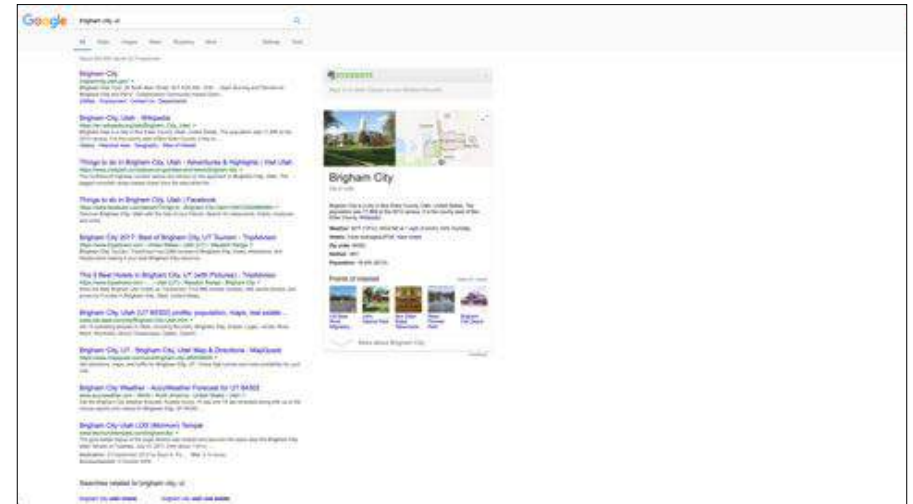
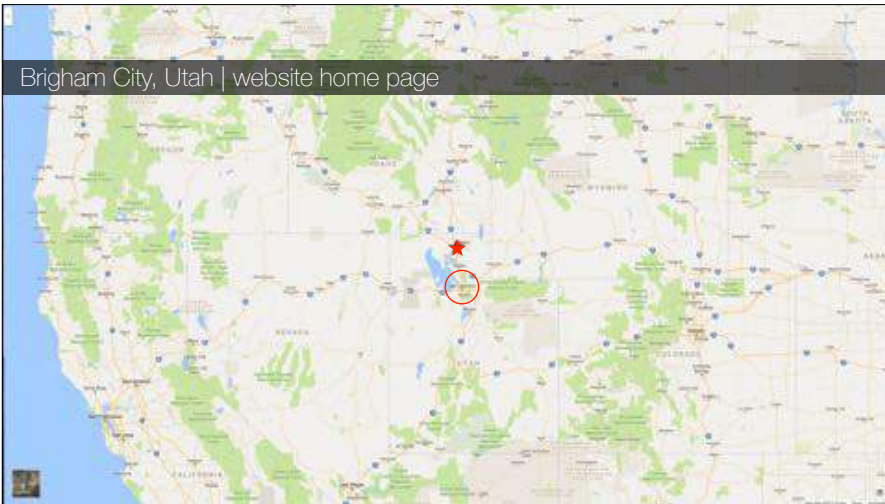




## Brigham City, Utah | website home page





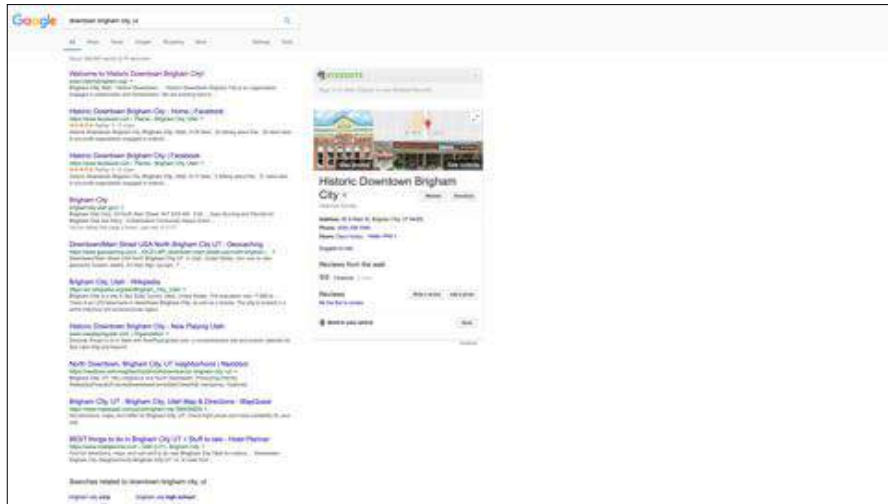


Being home to the “West’s best birding experience” isn’t even mentioned:  
Bear River Migratory Bird Refuge

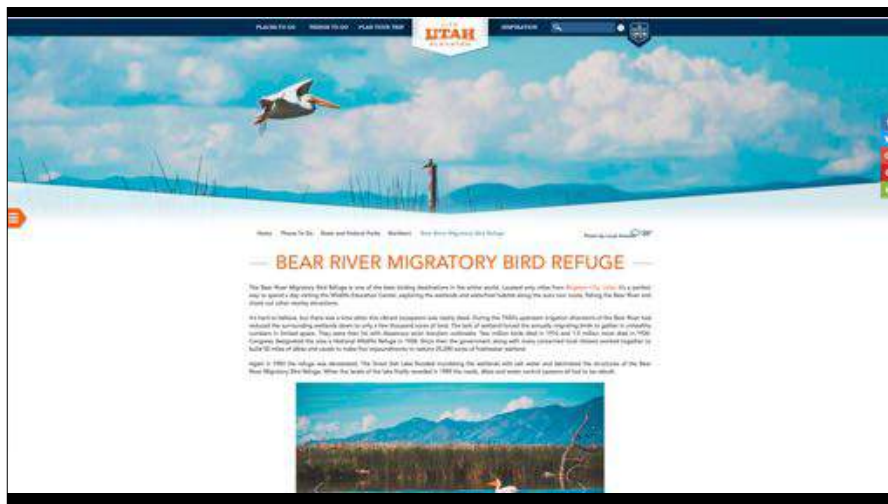


**Jettison the generic!**

This could fit any of 100 (or more) cities and towns in Utah.  
And 10,000 other cities and towns in the U.S. or Canada



Get "Downtown Brigham City" on the first page of search results.  
 City site: Link to downtown website  
 City site: Link to VisitUtah.com  
 County tourism site: Box Elder County Tourism  
 The more sites you are linked to, the higher you will be in the search rankings

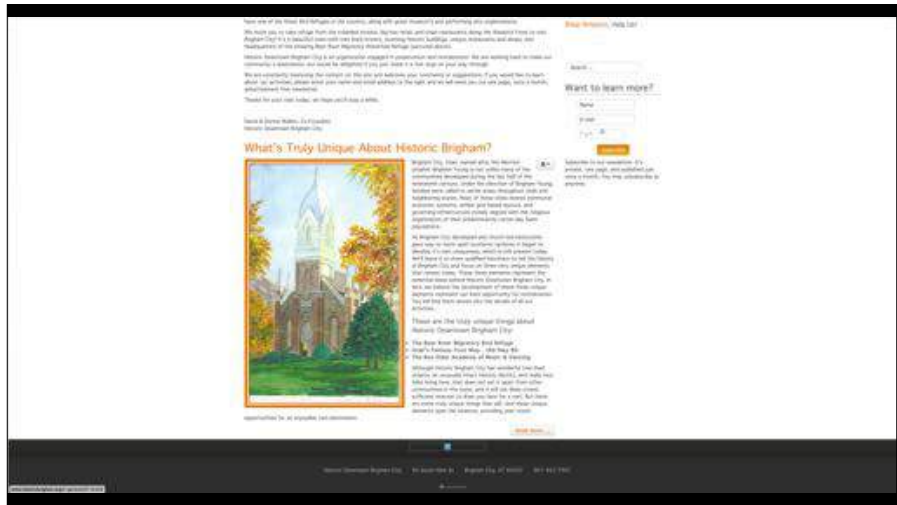


Jettison the generic

It's not about you

Tell me why I should visit





Rule

4

Downtown is the “next stop” after the bird refuge

- Change the site each month
- Feature a retailer or restaurant - make it worth a special trip
- Feature a festival or event
- Feature a nearby activity (The Famous Fruitway)
- Let photography carry the message
- Keep text to no more than 100 words
- Avoid lists!

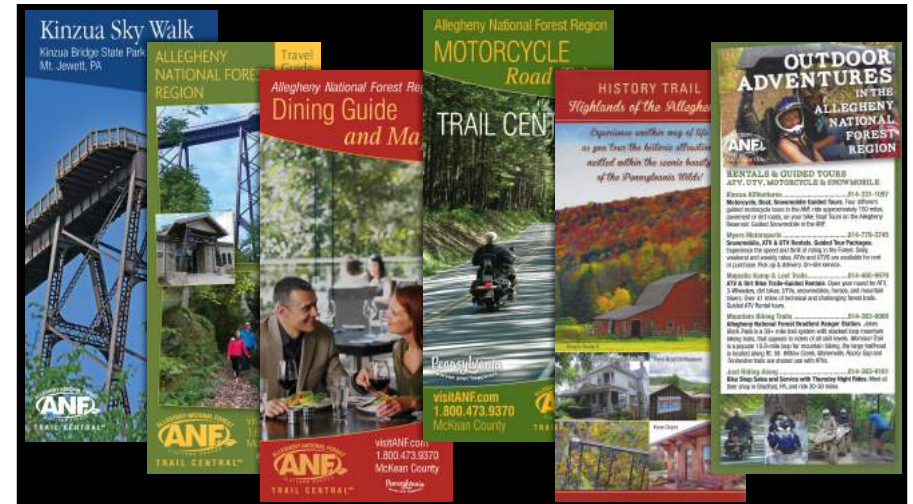
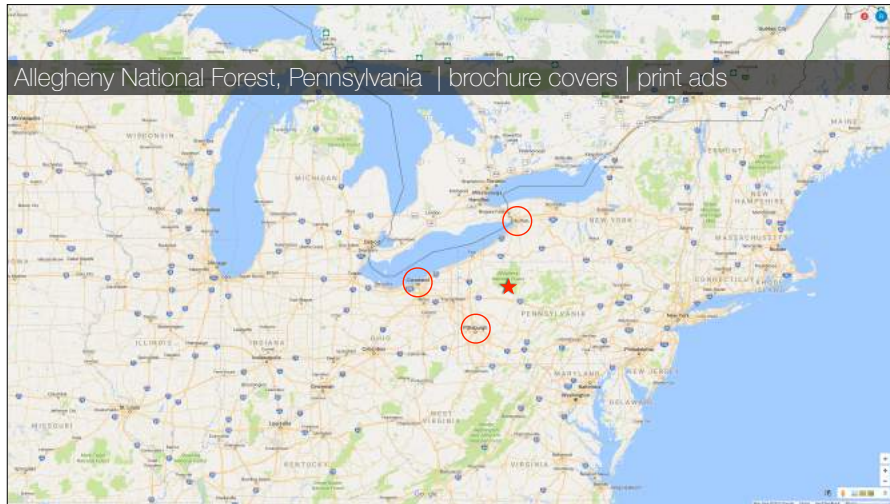


Rule

5

You only have a few seconds to pull people in:

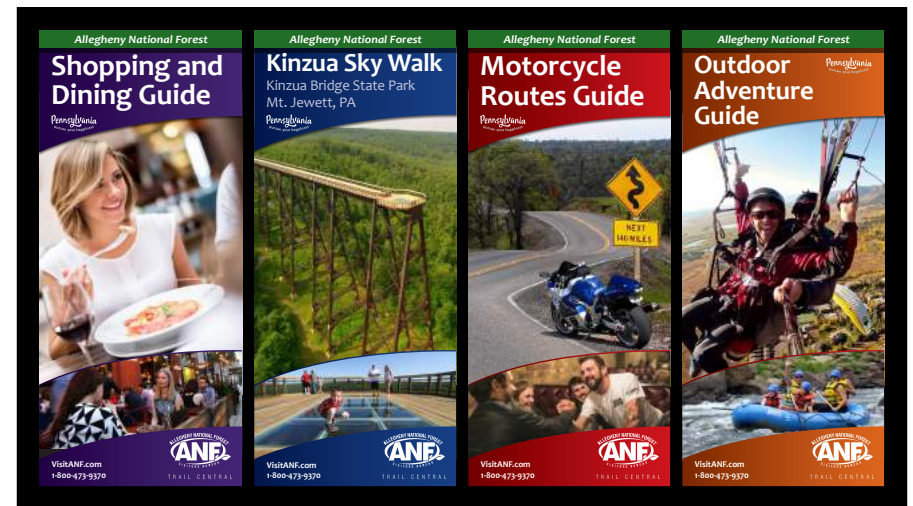
- Tell me why - “top three things to do”
- Evoke emotion (photography)
- Brevity. Short. To the point.
- Details, details, details
- Specifics, specifics, specifics
- Keep them on your site, if possible!



Rule 1

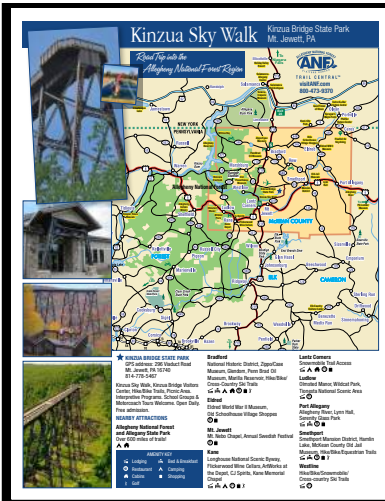
Continuity is critical for success:

- Motorcycle Routes Guide
- Dining & Shopping Guide
- Kinzua Sky Walk
- Trail Guide
- Outdoor Adventure Guide
- The Very Best of...







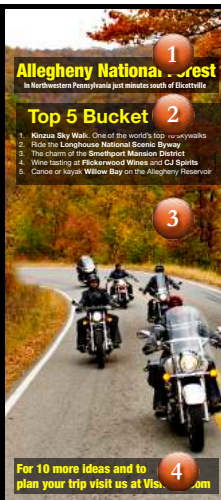


## Suggestions:

- Get rid of the county lines
- Less photos, larger map
- Make sure the attractions are listed in "attractions" on GPS devices
- Add drive times from major cities (miles/km)
- Add link to "more information"
- "Over 600 miles of trails..." does nothing. Instead promote the top three - by name.
- Swedish Festival (include the month)
- Allegheny National Forest (forget "region")

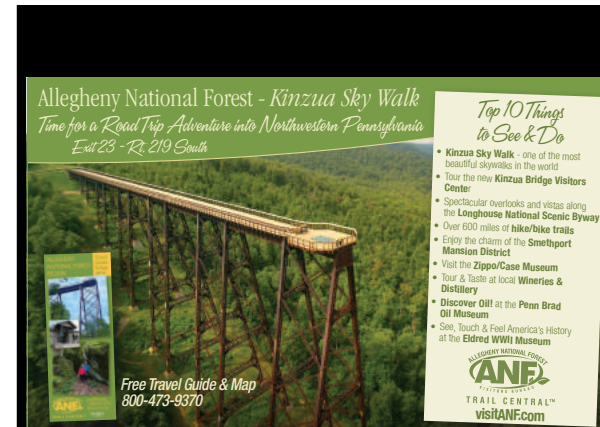


Promoting your Best Of's: Brilliant!



- Just one photo (showing people)
- Yellow pulls the eye
- Pull them in "Top 5 Must Do..."

- Want 10 more ideas? (call to action)
- Trip planning (website)



## Your Top 5 Must Do List

1. Kinzua Sky Walk - one of the world's Top 10 most scenic skywalks
2. Spectacular overlooks along the Longhouse National Scenic Byway
3. Enjoy the charm of the Smethport Mansion District
4. Tour & taste at Flickerwood Winery and CJ Spirits
5. Visit the fascinating Zippo/Case Museum

For 10 more wild ideas and to plan your trip head, right now, to [VisitANE.com](http://VisitANE.com)



TripAdvisor banner ads: Excellent!



- Let the photo carry the message: evoke emotion
- You have less than 2 seconds to pull them in
- No more than 8 words plus the logo
- Great job!

## TRAIL CENTRAL

Allegheny National Forest Region

### Kinzua Sky Walk

**Miles of Trails!**  
Over 600 miles of ATV, Hike, Bike, and Mountain Bike trails await your next adventure into the Forests of McKean County.

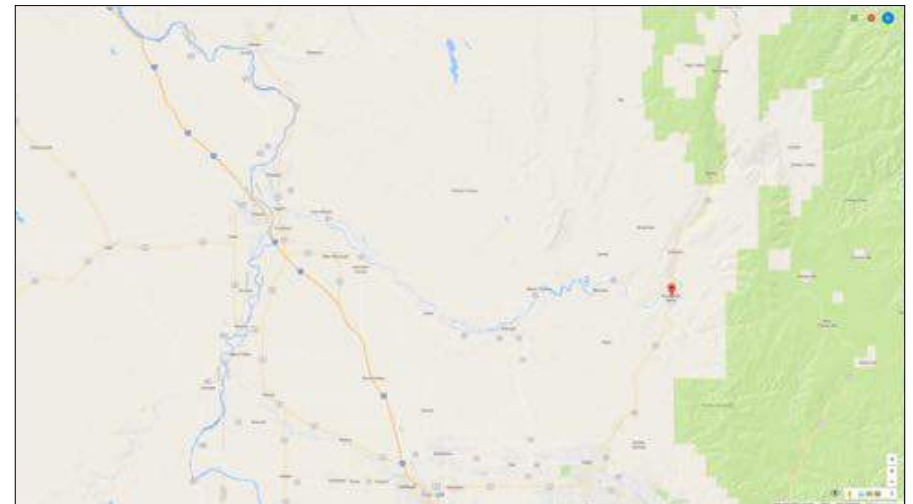
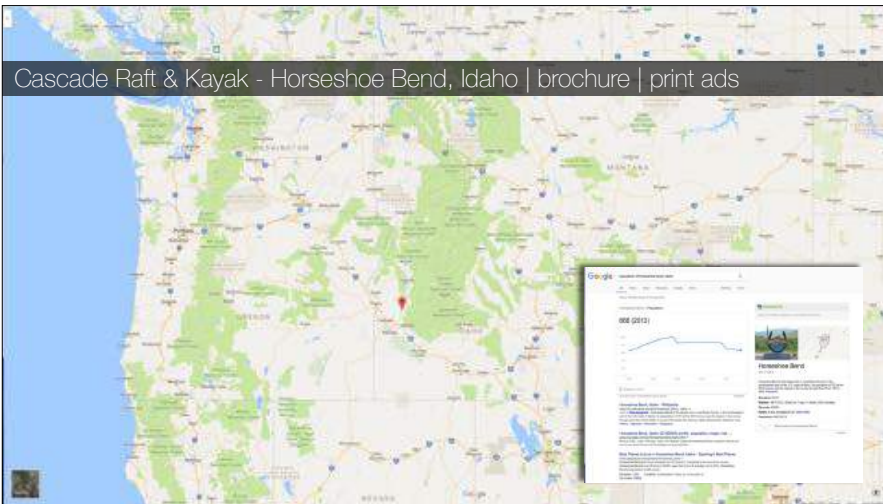
**Visit the Kinzua Sky Walk**  
Pitch a tent, rent a cabin, or stay at a deluxe lodge. Plan your getaway now!

**FREE Visitor's Guide & Map!**  
800-473-9370  
visitANF.com

Forget this one:

- Marketing a county (no one cares)
- 600 miles... too much. Market the top 3 and tell me why.
- Forget the "pitch a tent..."
- Go straight to: "Plan your trip and pack your bags..."
- Website address
- If anything: drive time from primary target market areas

Cascade Raft & Kayak - Horseshoe Bend, Idaho | brochure | print ads





The simpler the better. You only have a couple of seconds.



**CLEAR** is more **COMPELLING** than **CLEVER**



**"Epic!" "That was crazy!"**  
**"Awesome!" "Yeah!"**  
**"Insane!" "OMG Funtastic!"**

Just a few actual quotes at the end of an awesome Cascade Raft & Kayak adventure - the first and best there is.



**CASCADE**  
RAFT & KAYAK

**#1 rated on TripAdvisor.** [www.CascadeRaft.com](http://www.CascadeRaft.com)  
 Nearly 30 years and still the absolute best.

**"Epic!" "Awesome!"**  
**"Insane!"**

These are just a few of the most commonly used words we hear after each of our guided rafting adventures. If it's been awhile since you yelled out "awesome" at the top of your lungs, perhaps the most exhilarating day of your life is just around the next bend - in fact, Horseshoe Bend.

The first and largest raft company on the Payette River, Cascade Raft & Kayak will arrange you in the most thrilling - or most relaxing - day you've had in Idaho. Your guide - just an hour north of Boise - it's time to add some epic to your day!

**Crowd & team building • Families • Multi-generational • City standard out • Friends • Couples • Kids of all ages**



**CASCADE**  
RAFT & KAYAK

**#1 rated on TripAdvisor.** [www.CascadeRaft.com](http://www.CascadeRaft.com)  
 Nearly 30 years and still the absolute best.

- One signature photo
- A headline that will get their attention
- Text that will pull us in
- Where we're at
- Who our audience is
- Who we are
- Why us over everyone else
- Website address: "Reserve your "awesome" today."



**WHITewater Adventure**

**CASCADE RAFT & KAYAK**  
 The first and largest raft company on the Payette River, Cascade Raft & Kayak will arrange you in the most thrilling - or most relaxing - day you've had in Idaho. Your guide - just an hour north of Boise - it's time to add some epic to your day!

**"THE SPLASH!"** rafting down the Payette River. There's a rafting boat on the Payette River, and you'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**"THE ESCAPE"** rafting down the Payette River. There's a rafting boat on the Payette River, and you'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**KAYAK INSTRUCTION** JEWETT RIVER, IDAHO. Located on the banks of the Payette River, Cascade Raft & Kayak is in the heart of Idaho's best whitewater. We offer a guided kayak instruction, and we'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**"THE RUSH"** rafting down the Payette River. There's a rafting boat on the Payette River, and you'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**PRIVATE LESSONS** If you have a high school or college, we'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**KIDS CAMP** If you have a high school or college, we'll be the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**RIVERSIDE CATERING** FOR 18 OR MORE. Cascade Raft & Kayak is the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**GARDEN VALLEY BARBECUE** Cascade Raft & Kayak is the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**THE RIVER CENTER** CAFE AND GIFT SHOP. The gift shop has plenty of supplies, clothing, and more. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**PACIFIC NORTHWEST GRILL** Cascade Raft & Kayak is the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**HOW TO FIND US** Cascade Raft & Kayak is the first to see it. It's the first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy. The first of many adventures that will be yours to enjoy.

**CASCADE RAFT & KAYAK**  
 288.793.2221  
[www.CascadeRaft.com](http://www.CascadeRaft.com)



Excellent job on the brochure!  
 Answer all their questions and close the sale.  
 This brochure does that.

### RIVERSIDE CATERING FOR 15 OR MORE

Cascade Raft and Kayak has been providing rewarding river experiences for our guests since 1985. Let us help you create the perfect summer event. Whether you are organizing a family gathering, bachelorette gig, or a grand corporate outing, our event planning staff can help you design a unique and enjoyable occasion that everyone will remember. Savory cuisine prepared by our professional catering staff combined with picturesque outdoor dining is the perfect addition to your river trip.

Local micro brews and specialty wines, selected from Idaho and Chile are provided to accompany your meal by request. \$7.00.

### GARDEN VALLEY BARBEQUE

**Appetizers:**  
Baked salmon with the summer's best fruit.

**Salad:**  
Mixed greens with purple onions, roasted potatoes, and tangy ranch dressing. Served with house-made vinaigrette.

**Entree:**  
Three succulent beef steaks and a choice of bread.  
Four choice beef steaks and four choice bread. Served with house-made vinaigrette and a splash of house-made sauce.

**Dessert:**  
House-made chocolate mousse.

### PACIFIC NORTHWEST GRILL

**Appetizers:**  
Baked salmon with the summer's best fruit.  
Garden-fresh vegetables served with hummus.

**Salad:**  
Mixed greens with purple onions, roasted potatoes, and tangy ranch dressing. Served with house-made vinaigrette.

**Entree:**  
Three choice steaks from the Pacific Northwest and four choice bread. Served with house-made vinaigrette and a splash of house-made sauce.

**Dessert:**  
House-made chocolate mousse.

### CASCADE BURGER BARBEQUE

**From the Grill:**  
Delicious ground beef, turkey burger served with all the toppings. Accompanied by well-seasoned pasta and a side of house-made sauce. Served with house-made vinaigrette.

**Dessert:**  
House-made chocolate mousse.

### RAFTER'S LUNCHEON

**Served 12pm-2pm:**  
Three choice steaks, chicken, or burger. Served with all the toppings. Accompanied by well-seasoned pasta and a side of house-made sauce. Served with house-made vinaigrette.

**Dessert:**  
House-made chocolate mousse.

208.783.2221  
CascadeRaft.com

## Which is easier to read?

Cascade Raft and Kayak has been providing rewarding river experience for our guests since 1985. Let us help you create the perfect summer event. Whether you are organizing a family gathering, bachelorette gig, or a grand corporate outing, our event planning staff can help you design a unique and enjoyable occasion that everyone will remember. Savory cuisine prepared by our professional catering staff combined with picturesque outdoor dining is the perfect addition to your river trip.

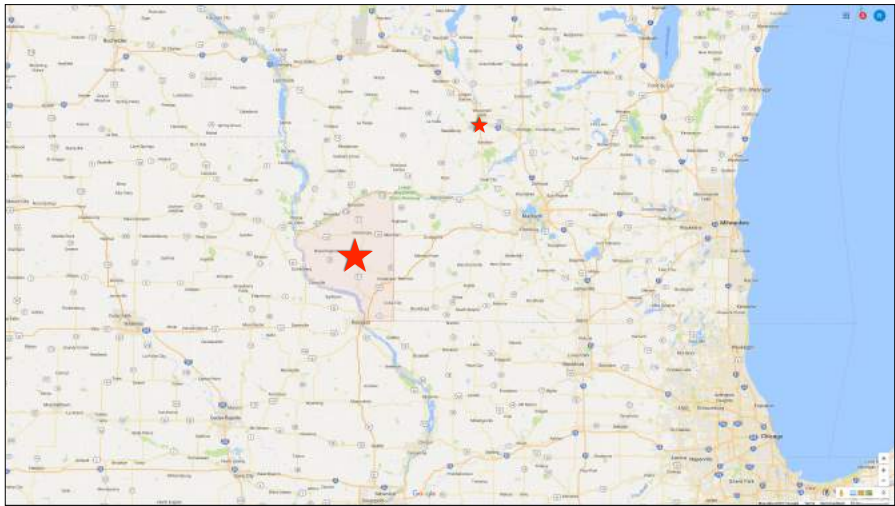
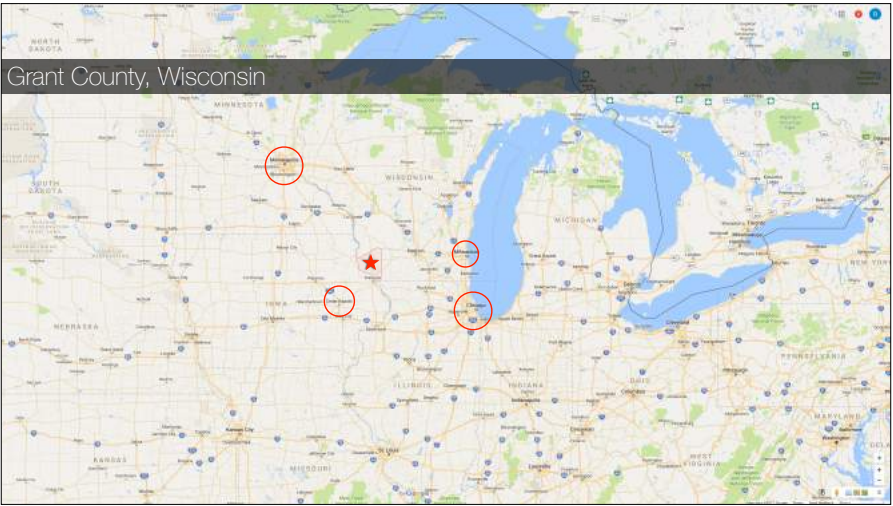
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Make sure the top 2" of your brochure stands out from dozens of others.

Once again, yellow pulls the eye.







Please. No more marketing counties!

Will people in Iowa, Illinois or even other areas of Wisconsin know where Grant County is?

Almost every state has a Grant County.

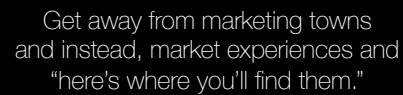


The days of photo backgrounds are over. Use a white background. Simplicity and clean.



Find your Unique Selling Proposition. Perhaps "Wisconsin's River Country"





**Business • Industry • Tourism • Recreation**

**Events**

**Shopping**

**Clubs**

**Recreation**

**Food**

**Museums**

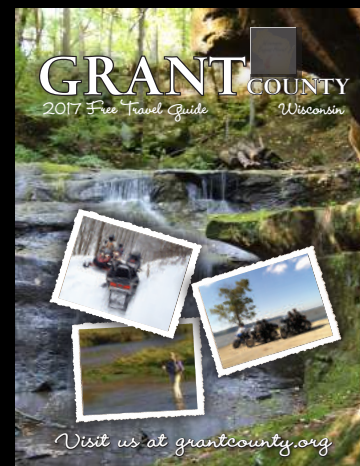
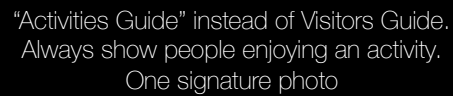
**TRAVEL • RELOCATION • BUSINESS INFORMATION**

Call: 1-800-822-1181      Visit: [www.fennimore.com](http://www.fennimore.com)

Penninsure Chamber and Economic Development Corp.  
 Offices 800 Lincoln Avenue, Fennimore, WI 53501

(800) 822-8888 or 1-800-822-1181
 31

[www.growingwith.com](http://www.growingwith.com)



# Activities & Adventure Guide

## to Wisconsin's River Country 2017

**Grant County**  
Wisconsin

**Along the shores of the Mississippi and Wisconsin Rivers in Grant County**  
Cassville • Sinsinawa • Plattville • Dodgeville • Potosi • Tennyson • Lancaster • Cuba City  
Livingston & Monfort • Muscoda • Boacabel • Fennimore





### What to do:

- Avoid marketing geography (shape of the county, name of county)
- Perhaps the brand is "Wisconsin's Great River Road"
- Miles of shoreline is not a draw
- Sell experiences - activities

Market the "Top 5 Must Do Activities in Wisconsin's River Country"

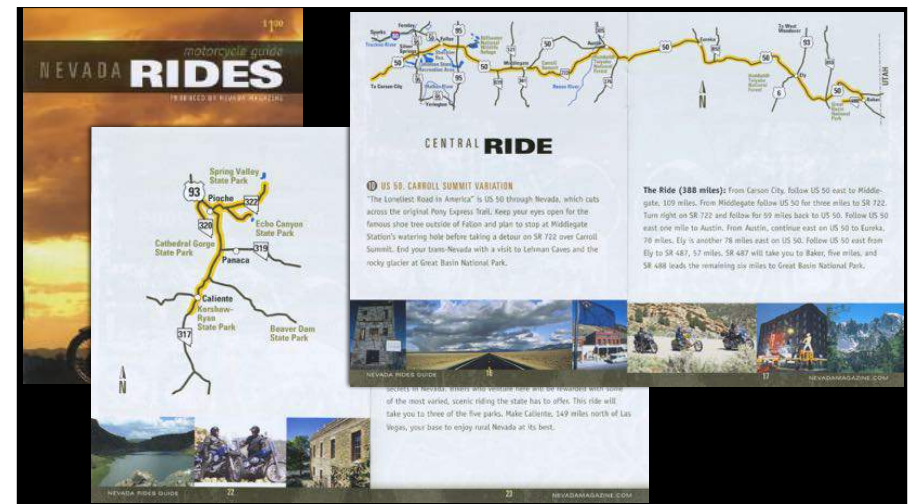
"Along the shores of the mighty Mississippi and Wisconsin Rivers"

And then "While you're here, visit..."



Make sure that in your Activities Guide you provide links to details, details, details

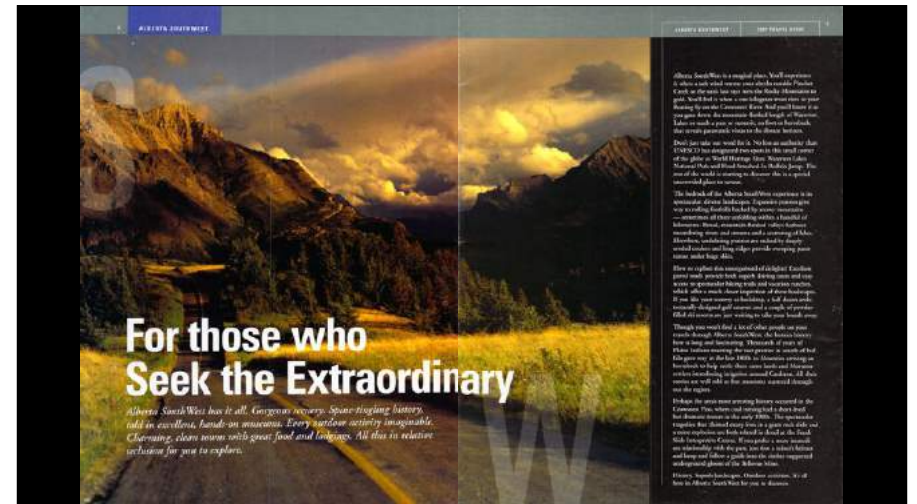
- What will I catch?
- Where do I get a fishing license?
- How much is it?
- What are the limits?
- When are the fishing seasons?
- What time of day is best?
- What kind of bait should I use?
- Is there a bait and tackle shop in town?
- Fishing guide services?
- How do I get to specific fishing spots?
- Is there a place to park?
- Anything else I should know?





Emulate this type of Activities Guide

# Alberta Southwest









# Pincher Creek

Pincher Creek has a great way to see a panoramic impression of geography spreading across rolling hills and fields to the south in a valley of the Rocky Mountains. The valley floor is a mix of agriculture and open space, with mountains in the background. The town of Pincher Creek sits on the edge of the valley floor, with mountains in the background. The town of Pincher Creek sits on the edge of the valley floor, with mountains in the background.



Historic Pioneer House, 1880s. Photo: Pincher Creek Historical Society.

In 1880, a group of Western pioneers arrived along a creek north of the town. They built a small settlement, and it grew into the town of Pincher Creek. The town of Pincher Creek sits on the edge of the valley floor, with mountains in the background. The town of Pincher Creek sits on the edge of the valley floor, with mountains in the background.

The town of Pincher Creek is a small town in the heart of the Rocky Mountains. It is a small town in the heart of the Rocky Mountains. It is a small town in the heart of the Rocky Mountains.

1. Pincher Creek Historical Society

2. Pincher Creek Historical Society

3. Pincher Creek Historical Society

4. Pincher Creek Historical Society

5. Pincher Creek Historical Society

6. Pincher Creek Historical Society



Discover Pincher Creek. Photo: Pincher Creek Historical Society.

7. Pincher Creek Historical Society

8. Pincher Creek Historical Society

9. Pincher Creek Historical Society

10. Pincher Creek Historical Society

11. Pincher Creek Historical Society

12. Pincher Creek Historical Society

# Watson Lake National Park

Watson Lake National Park is a beautiful area with mountains in the background. The town of Watson Lake sits on the edge of the valley floor, with mountains in the background. The town of Watson Lake sits on the edge of the valley floor, with mountains in the background.



Discover Watson Lake National Park. Photo: Watson Lake National Park.

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Discover Pincher Creek. Photo: Pincher Creek Historical Society.

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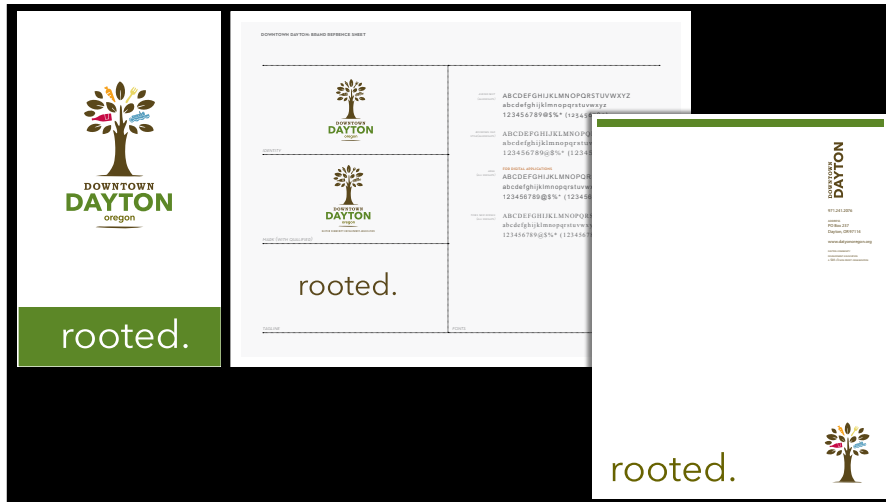
4. Pincher Creek Historical Society


5. Pincher Creek Historical Society

6. Pincher Creek Historical Society










Rule  
1

“Rooted” is not a unique selling proposition  
If you have to explain it, toss it

What do you want to be known for?  
Does that set you apart from others in the region?



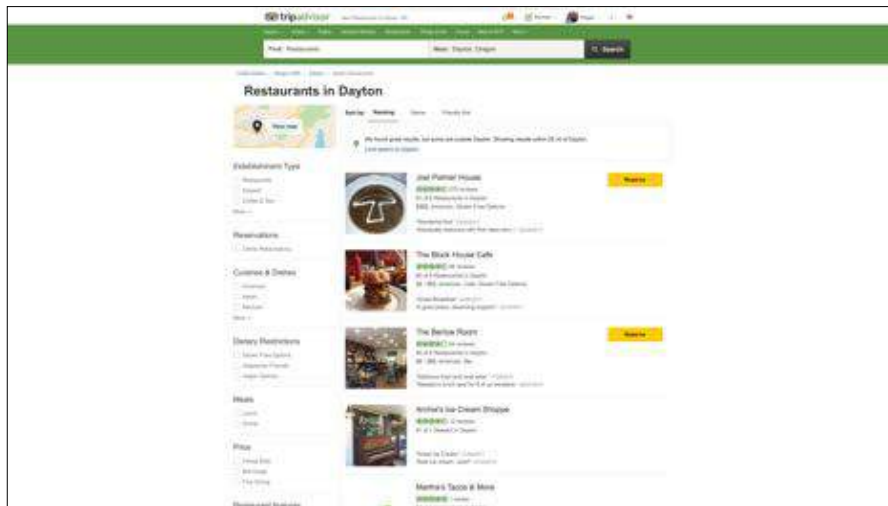


Good start!

- Add \$\$\$ range
- Meals served
- Type of food
- Specialties
- Operating hours
- and days
- TripAdvisor ratings

Don't make people leave the site for more information.





Add photography!  
Make sure people are actually in the photos.



### How Can I Get Involved?

Become a DCDA member! One of our committed members at one of our several committees is a person!

### Our Committees:

Design enhances the attractiveness of the downtown district. Historic building rehabilitation, street and alley cleanup, cultural business, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live.

### Economic Restructuring:

Designing current market forces to develop long-term solutions. Revitalizing new businesses, creatively converting vacant spaces for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

### Organization:

Organization involves building a Main Street framework that is well represented by business and property owners, banks, citizens, public officials, chambers of commerce and other local economic development organizations.

### Promotion:

Promotion creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic.

### DCDA Projects & Events

- Installation of a newly built for 1000 traffic signs on Hwy. 18 directing visitors to historic downtown areas, squares & parks.
- Revised design plans from professional architects, which will improve the appearance of downtown properties.
- Community branding, which creates for downtown Dayton.
- Organized community parties.
- Organize a corporate dinner event such as a Grand Tour, Downtown, or Live at the Dayton Convention Center.
- Adopt a Highway clean-up.
- Coordinate a 1000 Volunteers event.
- Downtown Art Market Project.
- Hosting of Dayton Music Festival.

### Support the DCDA!

Check one:

**Become A DCDA Member:** (There is a fee to be a member)

— Voting Member (Must live, work, or own property in Dayton and code 97114 or school district)

— Friend (Non-voting, Pass, former residents, etc.)

**Sponsorship Levels:**

— Individual - \$25

— Family - \$50

— Business or Organization - \$50-\$250

— Other Amount \$

**Community Builder Levels:**

— Platinum \$2500

— Gold \$1000

— Silver \$500

— Bronze \$250

Name: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

My check, made payable to DCDA, is enclosed.

Please charge my Visa or Mastercard number: \_\_\_\_\_ exp. date: \_\_\_\_\_

signature: \_\_\_\_\_

DCDA - P.O. Box 237 • Dayton, OH 97114

### With your support, the DCDA will continue to work toward...

A beautiful, historic, safe, vibrant and diverse community that is both a wonderful place to live and a fun place to visit.

Facilitating events that generate excitement downtown and encourage customer traffic.

A clean and attractive downtown district that maintains a small-town feel and represents a quality place to shop, work, walk, and live.

A diverse range of businesses in a bustling downtown that creates an indispensable shopping, dining and service center.

A popular pedestrian-friendly visitor destination and strong source of visitor dollars.

**Thank you for your support!**

DCDA is a 501(c)(3) non-profit corporation. Your sponsorship goes to the individuals. Please check with your tax advisor.

DCDA  
P.O. Box 237  
Dayton, OH 97114  
www.daytondcda.org

The Dayton Community Development Association, a 501(c)(3) organization participating in the Oregon Main Street program, exists to enhance the quality of life for all citizens of Dayton by helping to revitalize, improve, and maintain the economic, physical, social, and cultural environment of Dayton's downtown area.

**rooted.**

Good job: promote the outcome, and THEN how to make it happen

## Unique Selling Proposition

- We have a town square, a central park surrounded by businesses.
- High concentration of historic properties.
- Agricultural roots with river access.
- One of the earlier towns in Oregon (1850)
- Strong family-oriented community with deep roots.
- Central to the Willamette Valley - "Oregon's Wine Country"
- Mammoth bones were found here.

"I'm trying!!"



When producing events  
Concentrate on the event activities and  
THEN  
your sponsors.

**DAYTON Oregon artscape 2016**

CELEBRATE HISTORY & CULTURE WITH LOCAL ARTISTS

SATURDAY, MAY 21<sup>st</sup> 7 - 9 P.M.

JOIN US FOR A SILENT AUCTION WITH FREE DESSERT

PURCHASE WINE BY THE GLASS

ART AUCTION PROCEEDS WILL BE USED FOR FUTURE DOWNTOWN EVENTS

FRANCIS COURT  
301 Main Street  
Dayton, OR 97114  
Saturday, May 21<sup>st</sup>  
7 - 9 pm

Honored to be a part of Artscape and the Dayton community!

www.daytonoregon.org

**DAYTON artscape 2016**

YOU'RE INVITED!

online nw  
An evening of art, dessert, music and community

WHERE: Saturday May 21st, 7:00 pm, to 9:00 p.m.  
WHERE: Francis Court - 301/303 Main Street

Please join us for a community social event  
Original art and desserts will be for sale in a silent auction.

**DAYTON artscape 2016**

Community

Art

Music

Desserts

Community

Dayton artscape 2016

**Friday Nights**

IN OUR HISTORIC TOWN SQUARE

GATHER local dining CRUISE IN kids activities MUSIC local vendors

EVERY FRIDAY  
5:30PM - 8:30PM

www.daytonoregon.org

**MUSIC IN THE HISTORIC BANDSTAND**  
IN COURTHOUSE SQUARE PARK  
6:30PM-8:30PM

5:23 LONG HARD RIDE - Rock, Seasoned With Country	7:11 CALL GALAXY MUSICAL - Americana, The Sound of the Mountain State
5:29 DON'T TELL MARY - Original & Classic Rock & Blues	7:12 DANCE TONIGHT BAND - Rock & oldies
6:15 YAMMILLIBILITIES - Country & Blues	7:24 CITY OF DAYTON PRESENTS THE SLEAZES - Rock, Country & Blues
6:17 BLACK & BLUE - Blues & Rock	7:25 LONG HARD RIDE - Rock, Seasoned With Country
6:19 DRESS HANGING MOM AND SON PLUS ONE - Country	8:11 BOB BAND JAZZ ENSEMBLE - Jazz
6:26 SKYBOUND BLUE - Original Americana, Rock & Country	8:14 ROUNDHOUSE - Americana, Folk & Country
7:10 SECOND WINDS JAZZ BAND - Jazz, The Sound of the Mountain State	8:21 MELODY GUY - Rock, Country, Americana & Blues
7:16 CALL GALAXY MUSICAL - Americana, The Sound of the Mountain State	8:28 THE BOOMERS - Classic old & New Rock
7:24 CITY OF DAYTON PRESENTS THE SLEAZES - Rock, Country & Blues	9:14 FREDDY AND THE STUMP JUMPERS - Discarded Jazz

BRING YOUR CHAIRS & BLANKETS. ENJOY GRASS FROM OUR PARK VEHICLES OR LOCAL RESTAURANTS. FUN KIDS ACTIVITIES EVERY FRIDAY. LANTERN PARADE ON SEPTEMBER 4TH.

**THE HEARTS OF DAYTON**

Purchase a heart  
Support Dayton Friday Nights

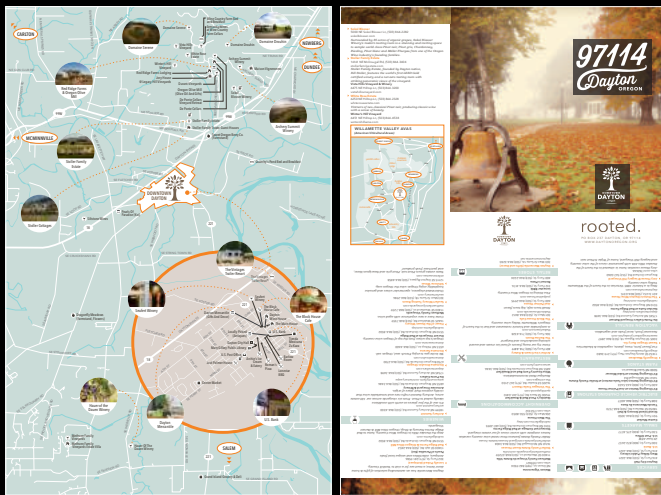
Donate \$25, receive a Passport for the

DAYTON Chocolate Crawl

Enjoy an afternoon of chocolate and Dayton Hospitality

Purchase a Passport  
Receive a chocolate at each location.  
Collect stamps to be entered into the Grand Prize drawing.

Proceeds benefit the OCCDA. Enhancing the quality of life for all citizens of Dayton by helping to revitalize, improve and maintain the economic, physical, social, aesthetic and cultural environment of Dayton's downtown area.



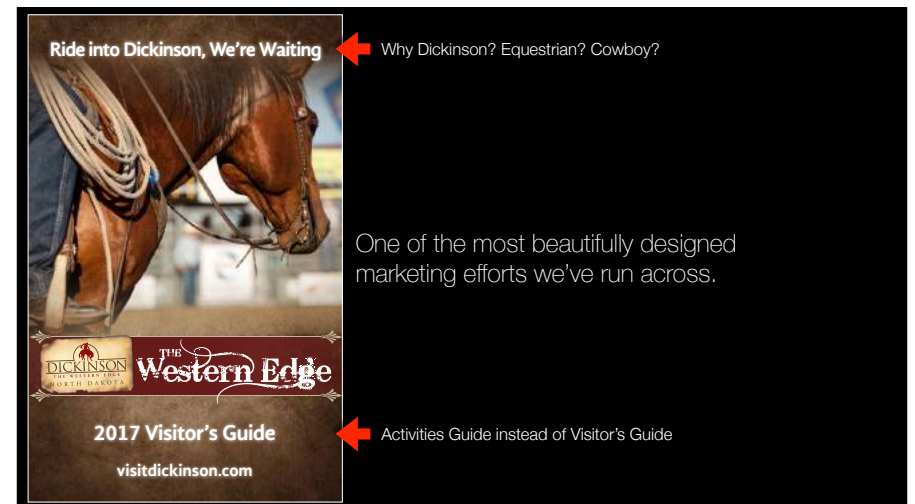
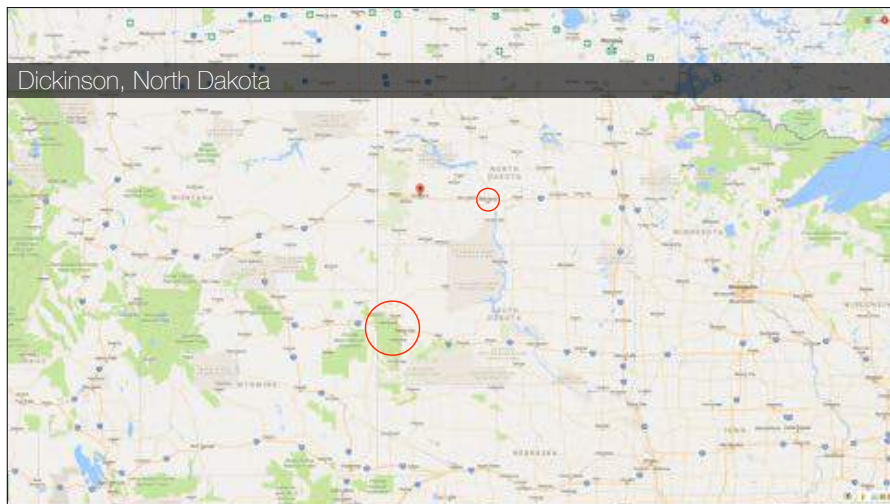
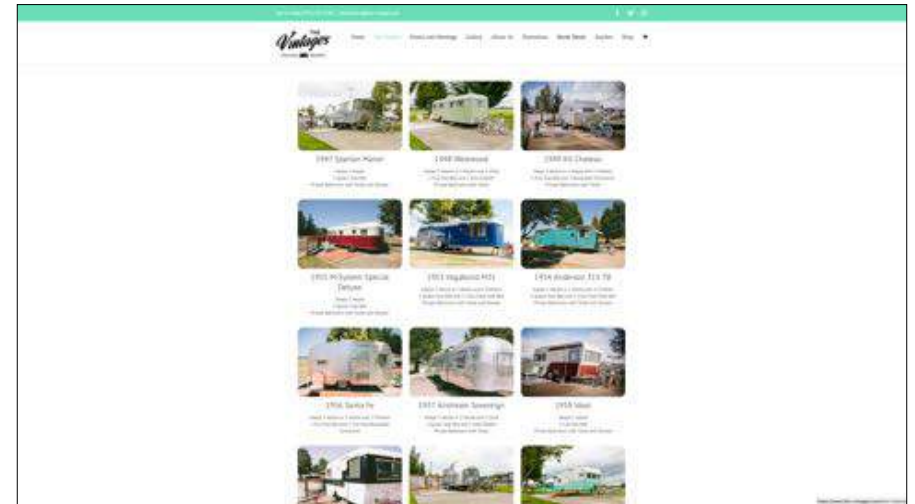
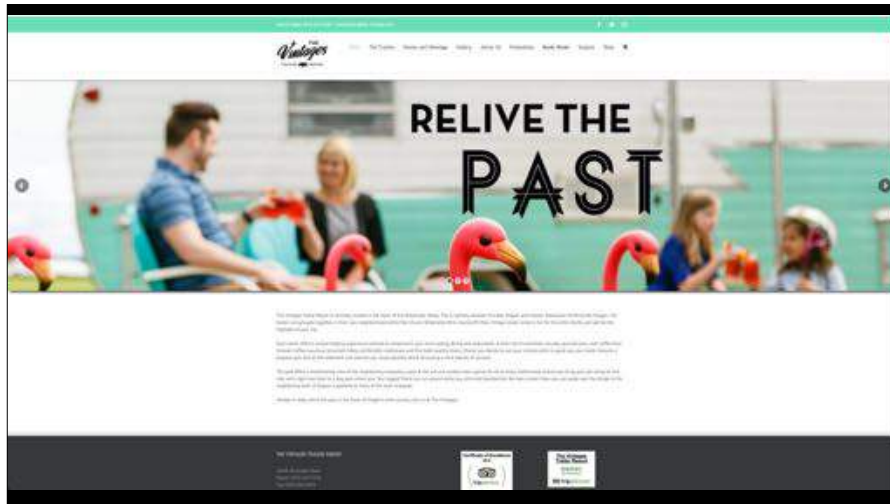
If possible, avoid marketing lists.  
Add short descriptions.

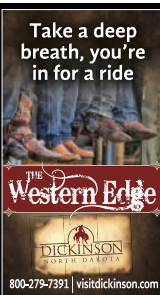
Better yet: Create "The Very Best of Dayton" brochure  
Your top four eateries, retail shops & activities

And then "While you're here..."  
and then market the other "members"









#### Challenges:

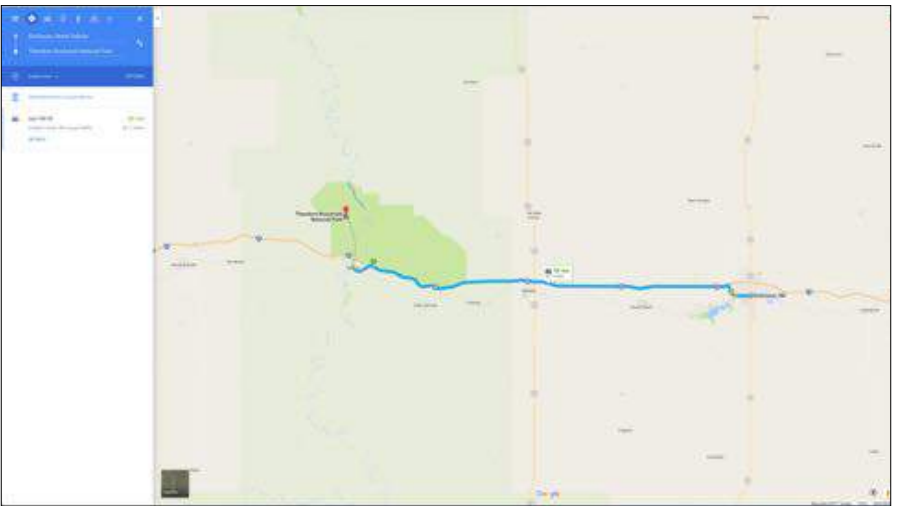
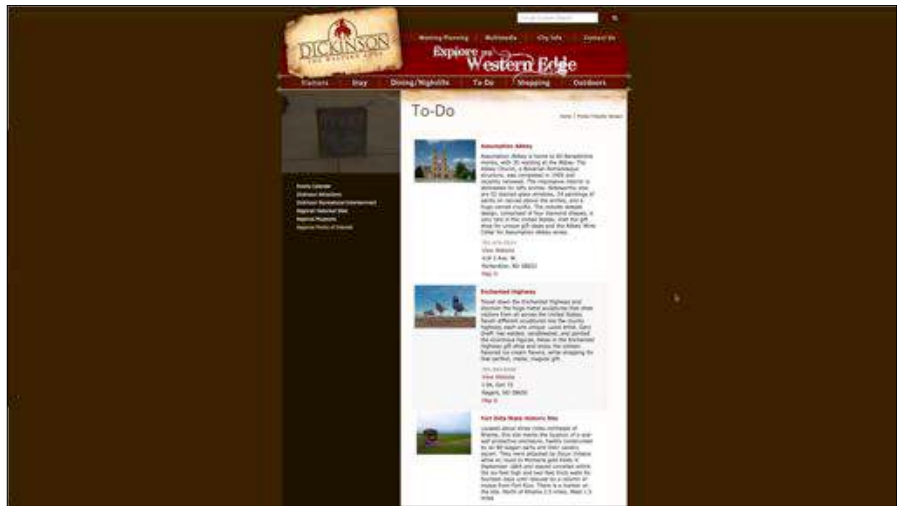
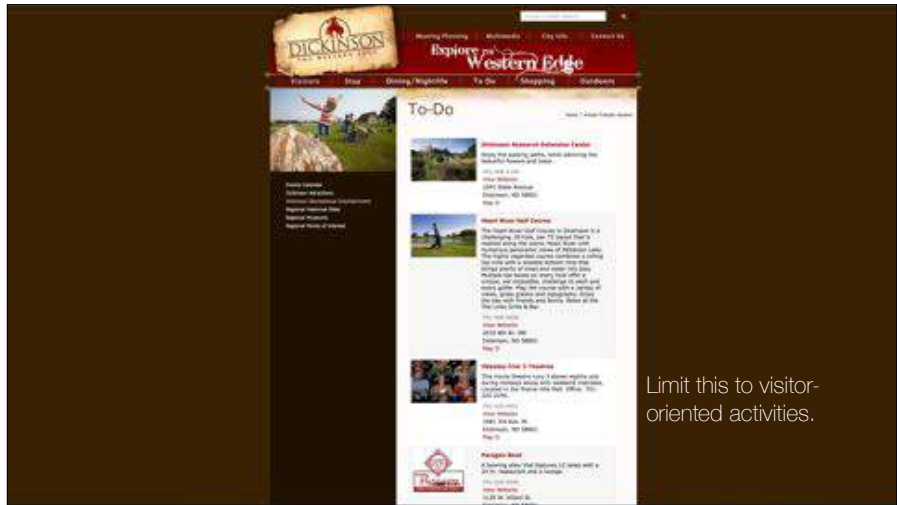
- Beautifully designed ads BUT not sure what there is to do there.
- Give me one good reason to visit Dickinson. The top activity or activities.



#### Challenges:

- The draw must be more than taking a selfie.
- Geese in Flight will quickly become a "been there, seen that" attraction.









Now we're getting somewhere:

- The best bird hunting in the West? (A great niche brand IF you can own it)



National Parks (US) saw 331 million visitors last year.

- Roosevelt National Park could be the primary draw.



Suggestion:

- "Take a deep breath. It's breathtaking."
- The Dickinson Big Three:
  - Theodore Roosevelt National Park (west)
  - The Enchanted Highway (south)
  - Killdeer Mountain Four Bears Scenic Byway (north)

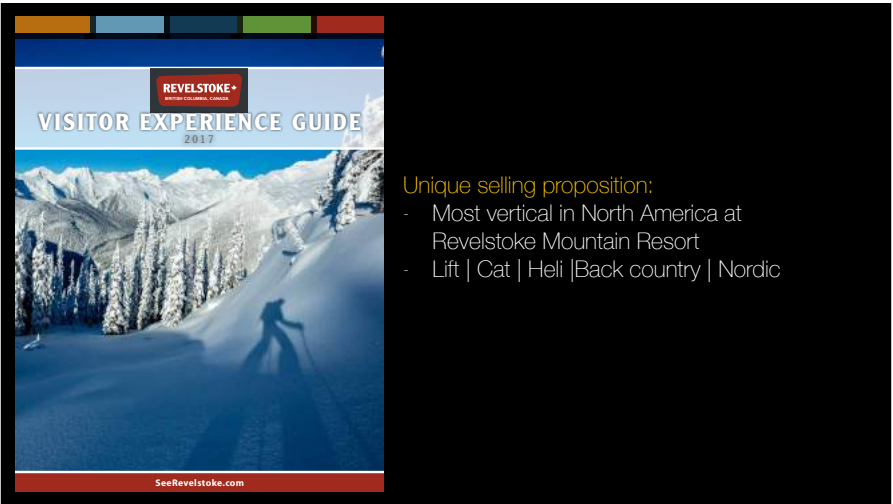
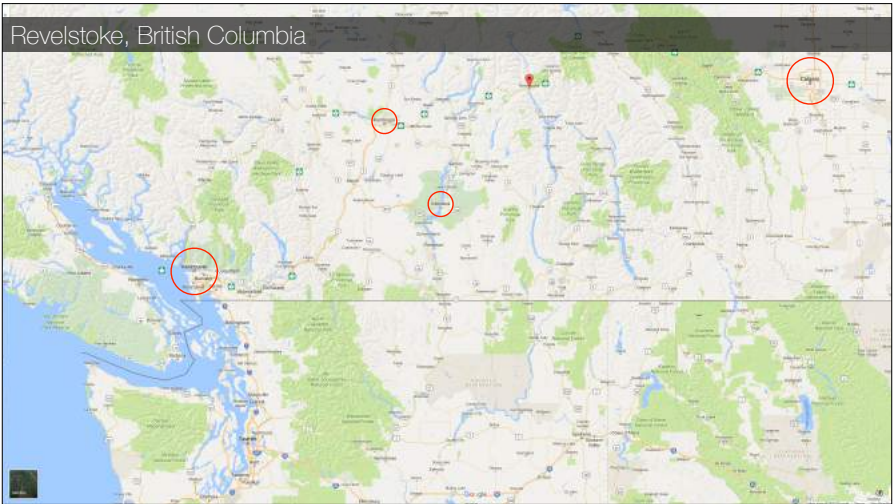
NOTE: Dickinson would become the "base camp" for these day trips (each direction).

Day trips: No more than 45 minutes away.



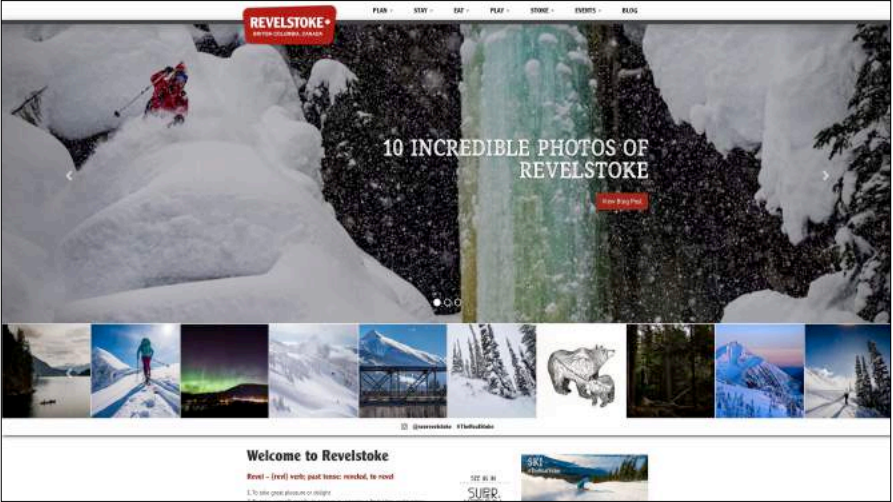
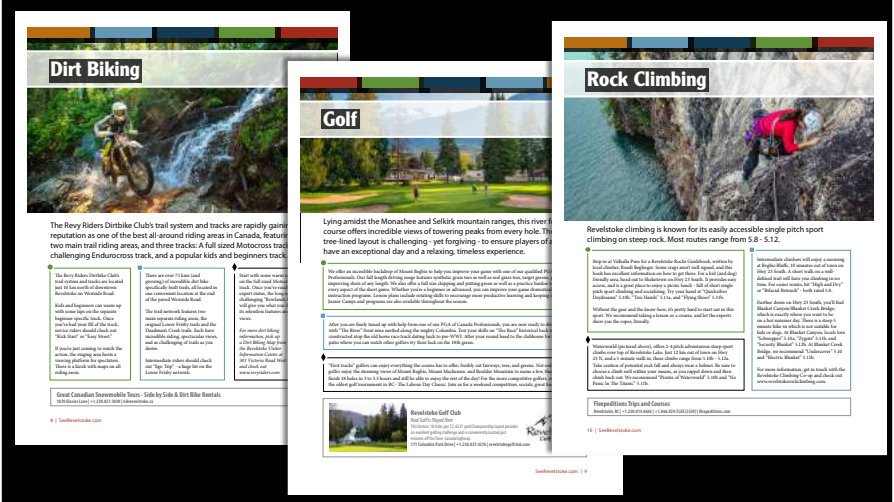
Moral of the story:  
Beautifully designed ads can't always close the sale.

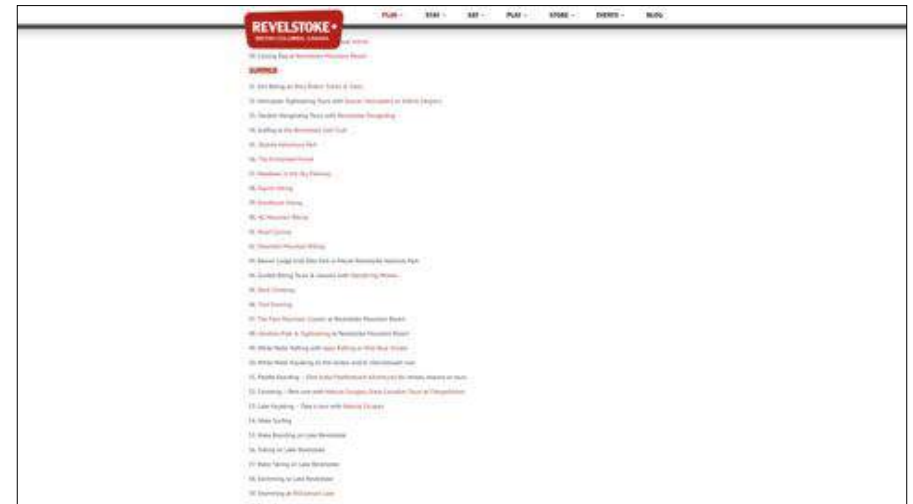
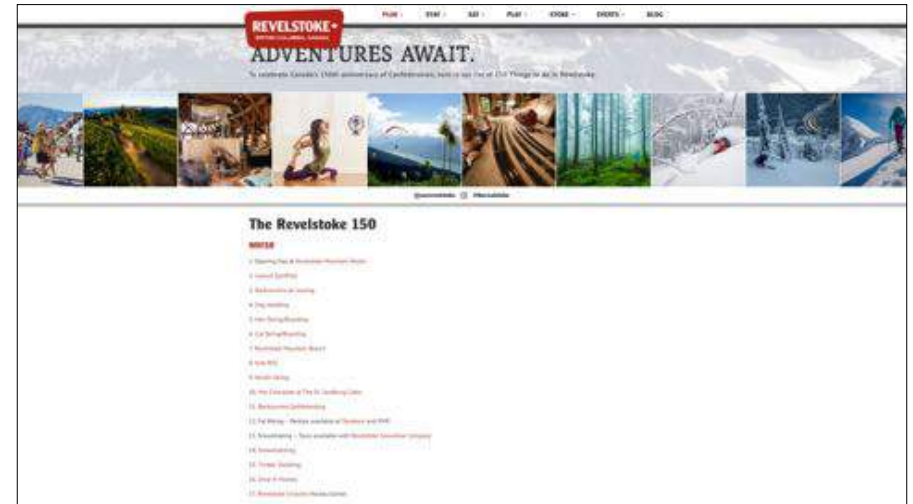
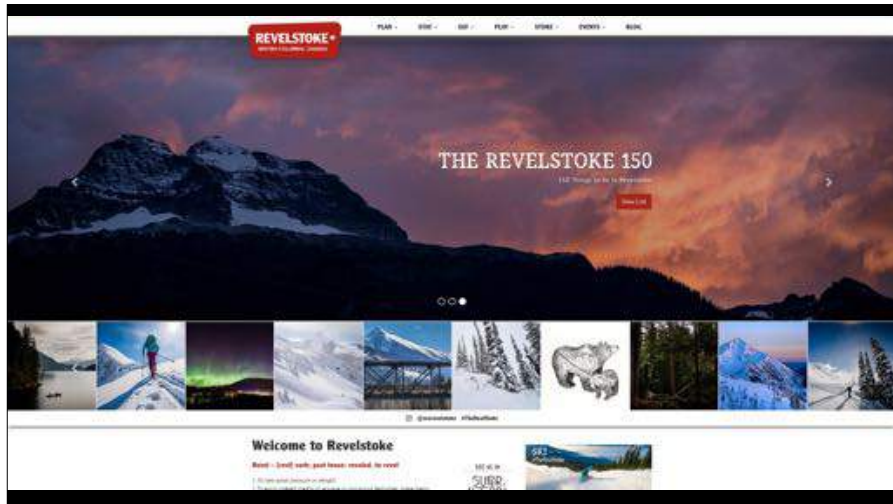
You must have a focus, substance  
and details!



Unique selling proposition:

- Most vertical in North America at Revelstoke Mountain Resort
- Lift | Cat | Heli |Back country | Nordic









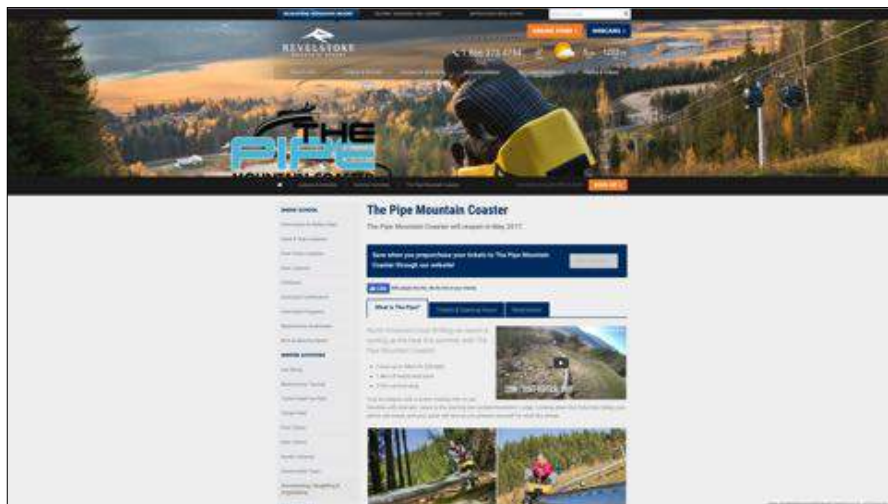
By travel party or transportation  
Extreme adventurers | With kids | Mainstream fun  
On foot | on bike | motorcycle | car | ORV

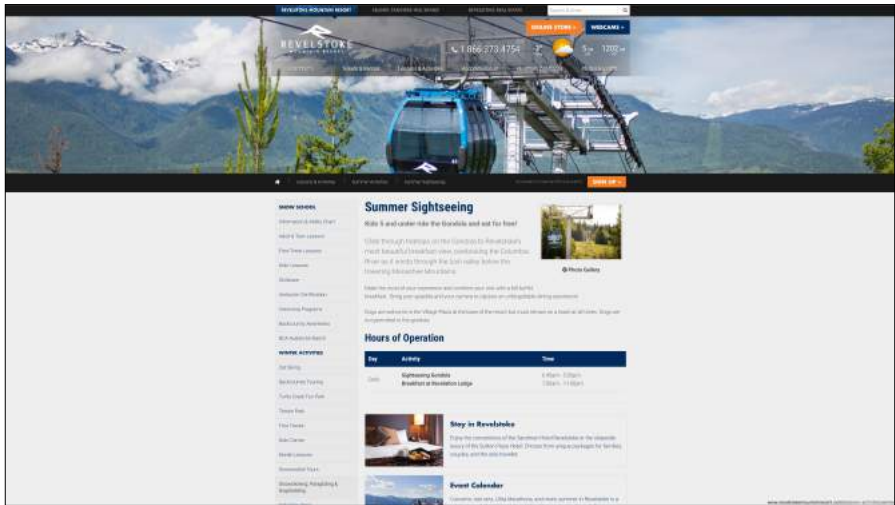
The RealStoke7 (for each type of traveler)  
Make it easier!

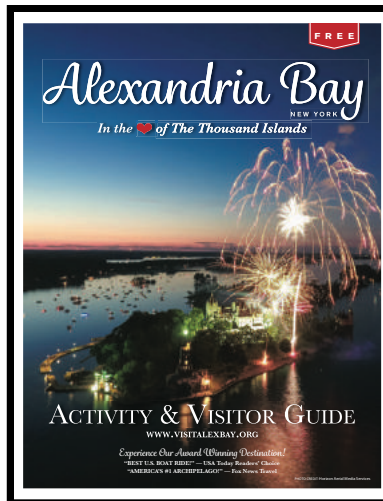
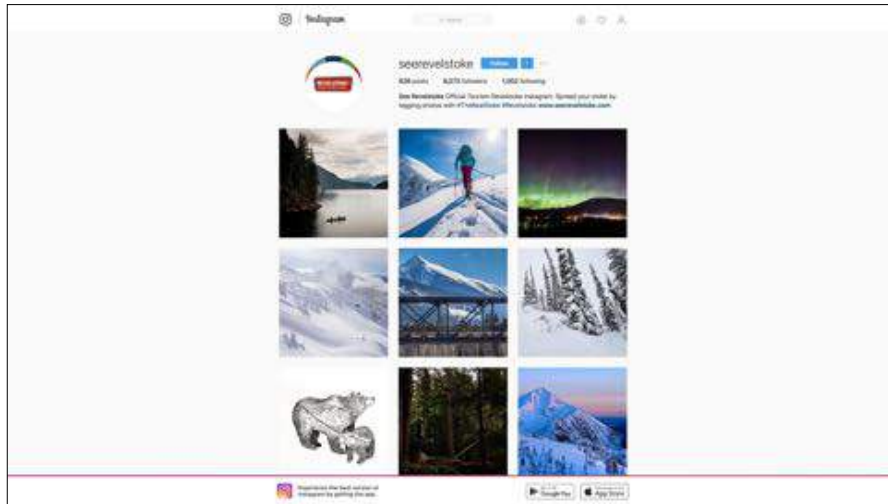


Keep them on your site  
Create a page for each link with "The Top 7 Activities"  
Some "getting there" information  
and THEN the link to their website.

Help us narrow it down!







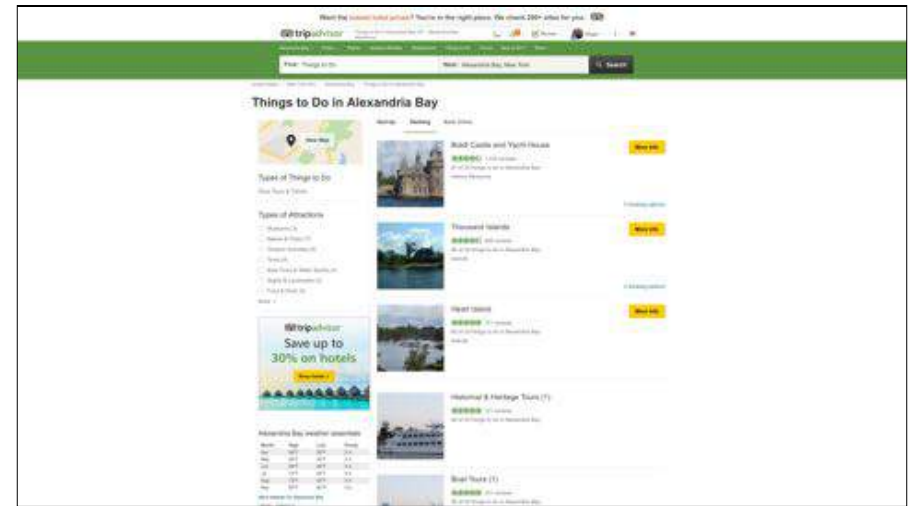
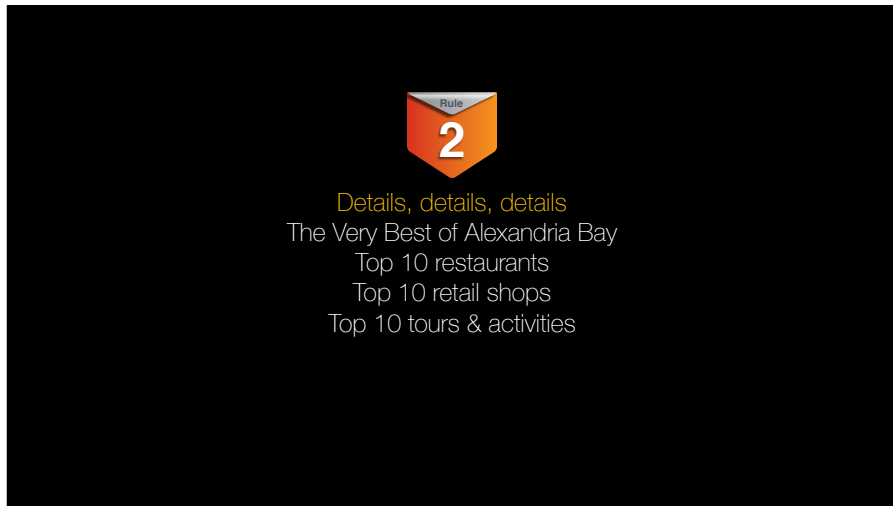
- On rare occasion you market place first:
- The thousand islands of the mighty St. Lawrence River
  - The Boldt and Singer Castles
  - The best boat rides in the United States

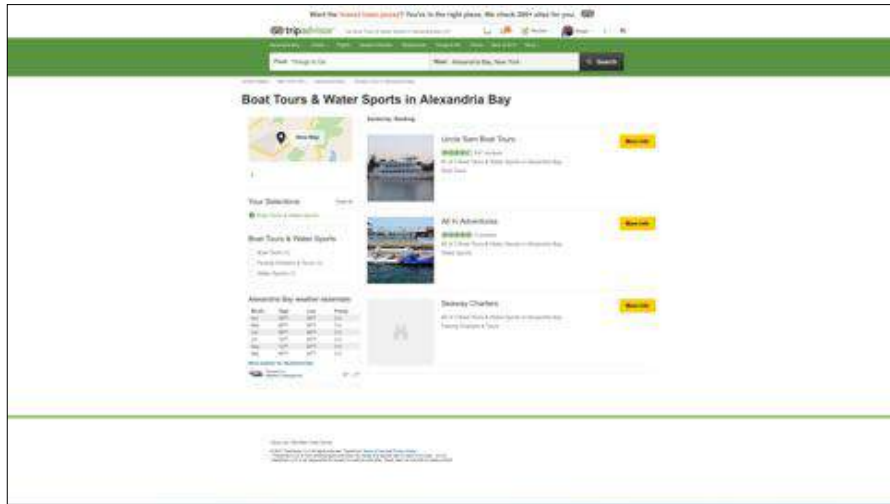


The absolute focus:  
Tours of the Thousand Islands  
Boldt & Singer Castles  
Sailing, boating, cruises on the St. Lawrence

THEN "while you're here" activities







Photography  
More of it.

Note: The biggest draws in North America are based on private-sector attractions, not public-sector amenities.





#### Detailed itineraries

The easier you make it, the more likely you are to close the sale.





#### The bottom line:

- Cut to the chase. Clear is more compelling than clever.
- Pull us in: you only have a couple of seconds
- Once you've got us, keep us - details, details, details
- Specifics, specifics, specifics
- KISS: Keep It Simple, Silly
- One signature photo really is worth a thousand words
- Less text, more photography
- Create a call to action
- Promote your "best of's" - Top 3, Top 5, Top 7 - no more than 10



If you need help:  
Have us do a Marketing Assessment

## The Marketing Assessment

#### A thorough review of all your marketing efforts

- Website(s)
- Social media channels
- E-newsletters
- CRM programs
- Online advertising
- Printed brochures and guides
- Photography & videography
- Packaging

#### Suggestions include:

- Design concepts (working with your graphic design team)
- Messaging (the written word)
- Taglines, calls to action, target market messaging
- Print and distribution channels
- Advertorial, advertising recommendations

#### Deliverables

- Assessment Findings & Suggestions Report
- Follow-up teleconference



Spend Your Money the Right Way

## Your marketing dollars at work

Digital	45%
Advertising	20%
Public relations	20%
Printed materials	10%
Trade shows	5%

## Digital

- Website (content, updates)
- SEO, Pay Per Click marketing
- E-newsletter (monthly or semi-monthly)
- Hosting, domain name(s)
- TripAdvisor partnerships
- Analytics
- Widgets and new technologies
- Social media (Instagram, Pinterest...)
- Apps



## What to do

Spend your money on content,  
not the delivery system





This is the age of specialty marketing.  
Go for the niche markets.

And then get them ten times.



TOMA  
Top Of Mind Awareness

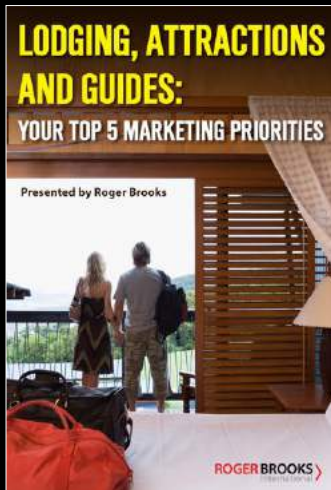


Marketing, if done right, will get us to you **once**.  
The **ONLY** thing that will bring us back  
is your product: the **activities** & **amenities**.

Here's to marketing that works

For access to the video library visit  
[RogerBrooksLibrary.com](http://RogerBrooksLibrary.com)

ROGER  
international >



Wednesday, May 17th

8:30 Pacific  
9:30 Mountain  
10:30 Central  
11:30 Eastern  
12:30 Atlantic

For Europe - figure it out.