





ADVERTISING?

## Value of advertising:

- |                                  |                |
|----------------------------------|----------------|
| • Brand awareness                | That you exist |
| • Top of Mind Awareness (TOMA)   | Reminder (7x)  |
| • To raise the perceived value   | Bucket list    |
| • Gets customers to do something | Call to action |

## IMPORTANT

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Whatever your ad tells us to look at or do, that (for example, your website) **MUST** be good enough to close the sale.

## Great advertising:

- Evokes emotion
- Is always specific
- Creates a call to action

Blue Ridge Parkway near Blowing Rock, North Carolina

## IMPORTANT

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No more generic  
*"we have something for everyone"*  
advertising

Visit • Discover • Explore • Planning for you • Our scenic destinations • Cities • Towns • Counties • Experiences

# MARKETING BUDGETS

## General marketing budget allocations

Internet	35%
PR   Social media	30%
Advertising	20%
Collateral materials	10%
Trade shows, other	5%
	<hr/>
	100%

- Internet:
- Online advertising
  - SEO
  - Website | updates
  - E-newsletter
  - Email marketing
  - Google images
  - URL's

## What is being said about you

Digital	35%
PR   Social media	30%
Advertising	20%
Collateral materials	10%
Trade shows, other	5%
	<hr/>
	100%

### PR/SM:

- Word of mouth
- Influencers (internet)
- Facebook (internet)
- YouTube (internet)
- Instagram (internet)
- Print publications
- Direct mail

## Opening the door, reminding people

Digital	35%
PR   Social media	30%
Advertising	20%
Collateral materials	10%
Trade shows, other	5%
	<hr/>
	100%

### Advertising:

- Google Ads (Internet)
- Facebook (internet)
- YouTube (internet)
- Print publications
- Outdoor (billboards)
- Broadcast (TV, radio)
- Trade shows, promo



## Once we arrive - ensuring a good experience

Digital	35%
PR   Social media	30%
Advertising	20%
Collateral materials	10%
Trade shows, other	5%
	<hr/>
	100%

### Collateral:

- "Best of" brochure
- Activity/Visitor Guides
- Digital versions (Internet)
- Attractions brochures
- Maps of the area
- Regional guides
- State/provincial guides

## In person marketing

Digital	35%
PR   Social media	30%
Advertising	20%
Collateral materials	10%
Trade shows, other	5%
	<hr/>
	100%

### Trade shows, other:

- Trade shows
- Fairs & festival booths
- Industry assoc. conferences
- Promotional goods
- Logo gear
- Souvenirs

## Marketing priorities

	TRADITIONAL	INTERNET
Digital	— —	35%
PR   Social media	5%	25%
Advertising	5%	15%
Collateral materials	10%	— —
Trade shows, other	5%	— —
Budget allocation	25%	75%



**\$10,000** Ad budget

**\$2,500** Traditional

**\$7,500** Internet

Based on an annual marketing budget of \$50,000

			Traditional	Digital
Digital	35%	\$17,500	\$— — —	\$17,500
PR   Social media	30%	15,000	2,500	12,500
Advertising	20%	10,000	2,500	7,500
Collateral materials	10%	5,000	5,000	— — —
Trade shows, other	5%	2,500	2,500	— — —
	100%	\$50,000	\$12,500	\$37,500



A man and a woman are sitting together, looking at a laptop screen. The man is pointing at the screen, and the woman is looking at it. They are both smiling. The background is dark and out of focus.

## Top 3 reasons for being online

**#1** - Research (**travel is in the top 10**)

**#2** - Shopping

**#3** - Entertainment

# WHAT TO DO

WHAT ARE YOU MARKETING? EXPERIENCES, NOT PLACES.



What's the best reason someone should visit you?  
What activity makes you worth a special trip?

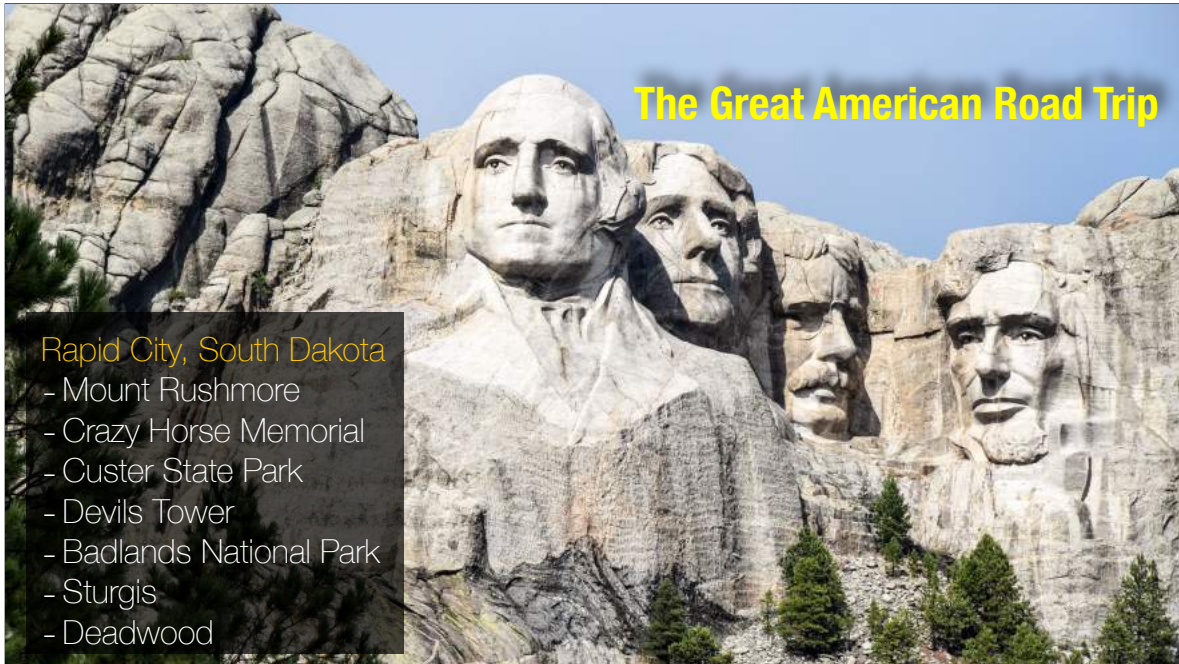
SPECIFICALLY



Ohio's Shores & Islands

- Cedar Point
- Put-In-Bay





### Rapid City, South Dakota

- Mount Rushmore
- Crazy Horse Memorial
- Custer State Park
- Devils Tower
- Badlands National Park
- Sturgis
- Deadwood



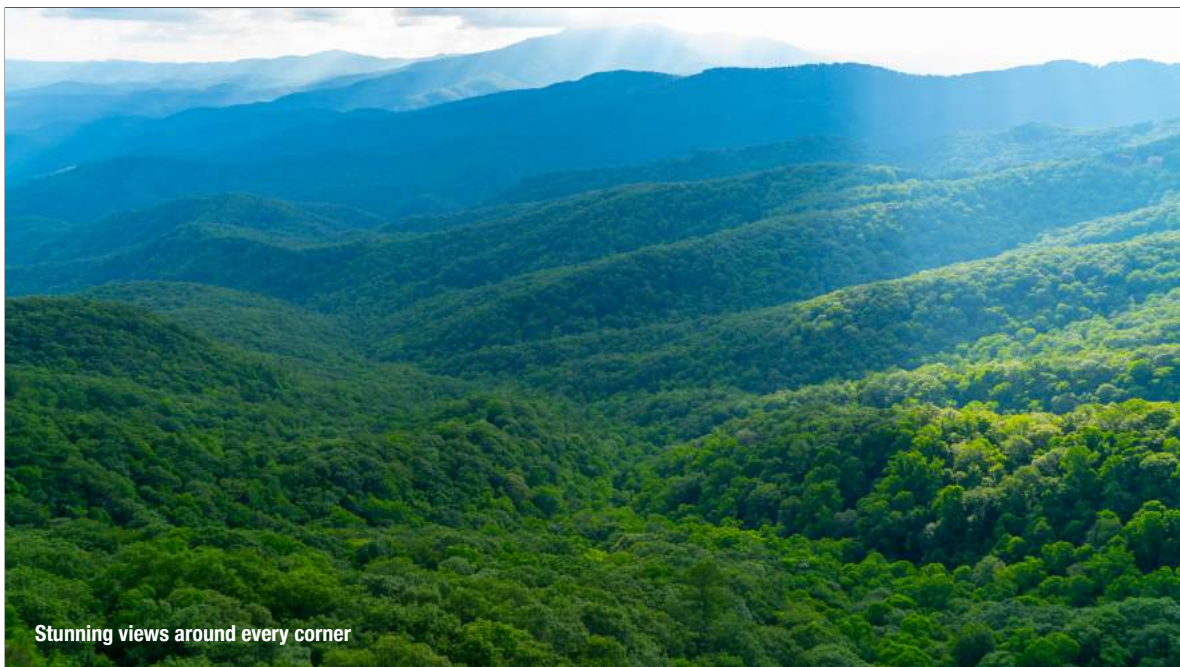
### Blowing Rock, North Carolina

**Population:** 1,300 year round, summer: 5,200  
**Elevation:** 3,600' (10° F cooler, half the humidity)





The Blowing Rock



Stunning views around every corner



One of the most beautiful downtowns in the country







Dozens of quaint shops







Dozens of family-friendly eateries





Broyhill Park in downtown Blowing Rock



Tweetsie Railroad | Wild West Theme Park Adventure





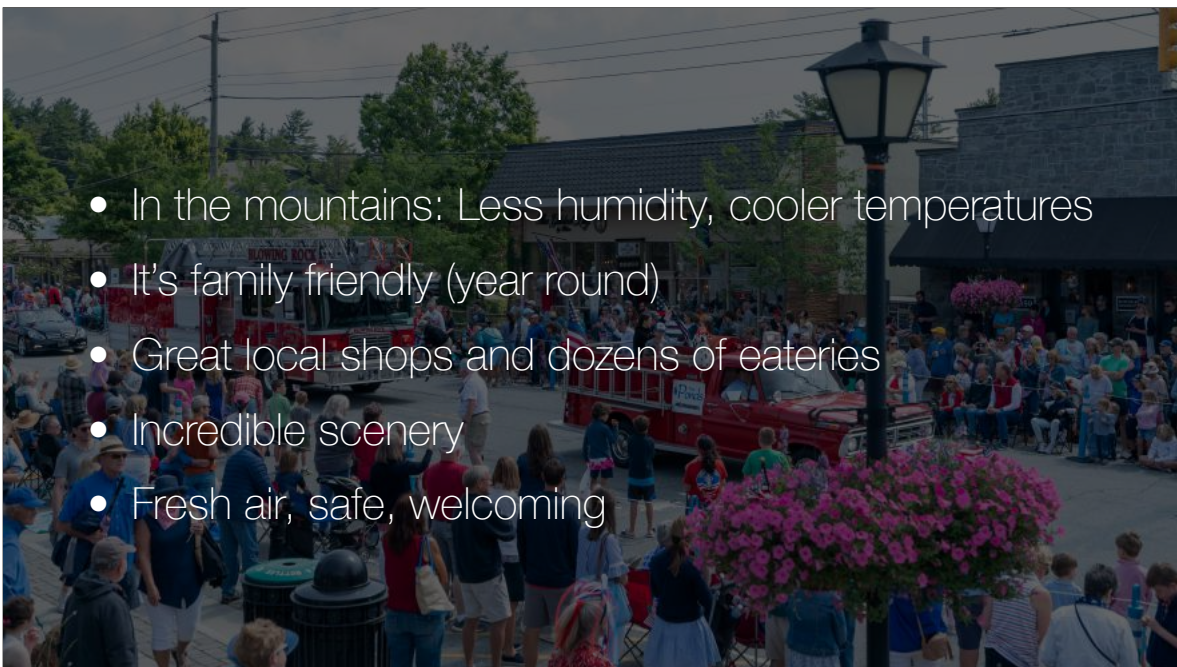
Nearby Grandfather Mountain



The Incredible Blue Ridge Parkway



Winter in Blowing Rock



- In the mountains: Less humidity, cooler temperatures
- It's family friendly (year round)
- Great local shops and dozens of eateries
- Incredible scenery
- Fresh air, safe, welcoming

***“...nowhere in America are there such conditions  
of Scenery, of Climate, of Alluring Views  
of Creature Comfort, of Outdoor Sports;  
of all the real pleasures  
that make life worthwhile.”***

*In Cloudland, Mayview Park,  
Blowing Rock, North Carolina, 1920*

**WHO** ARE YOU MARKETING TO?



Identify your primary and secondary markets

## Lifestyle (psychographic) markets







Girls Weekends Out | Mother's Day | Celebrations - "The Getaway"



Multi-generational | Family focused | Building lifetime memories

# Demographic markets

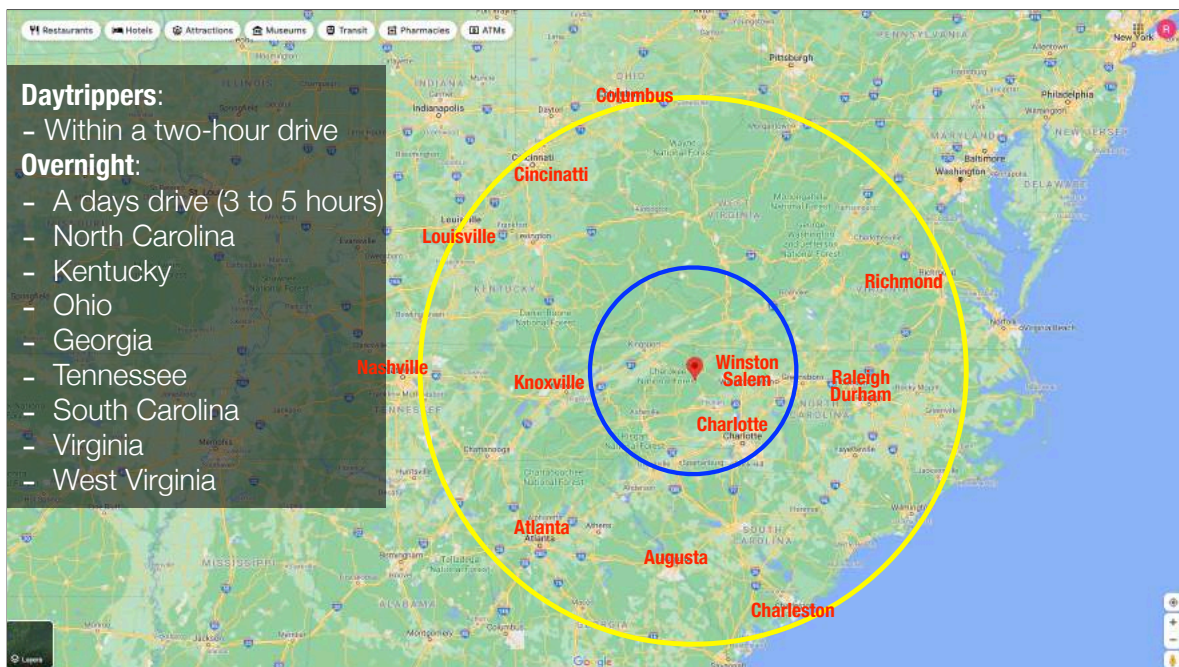


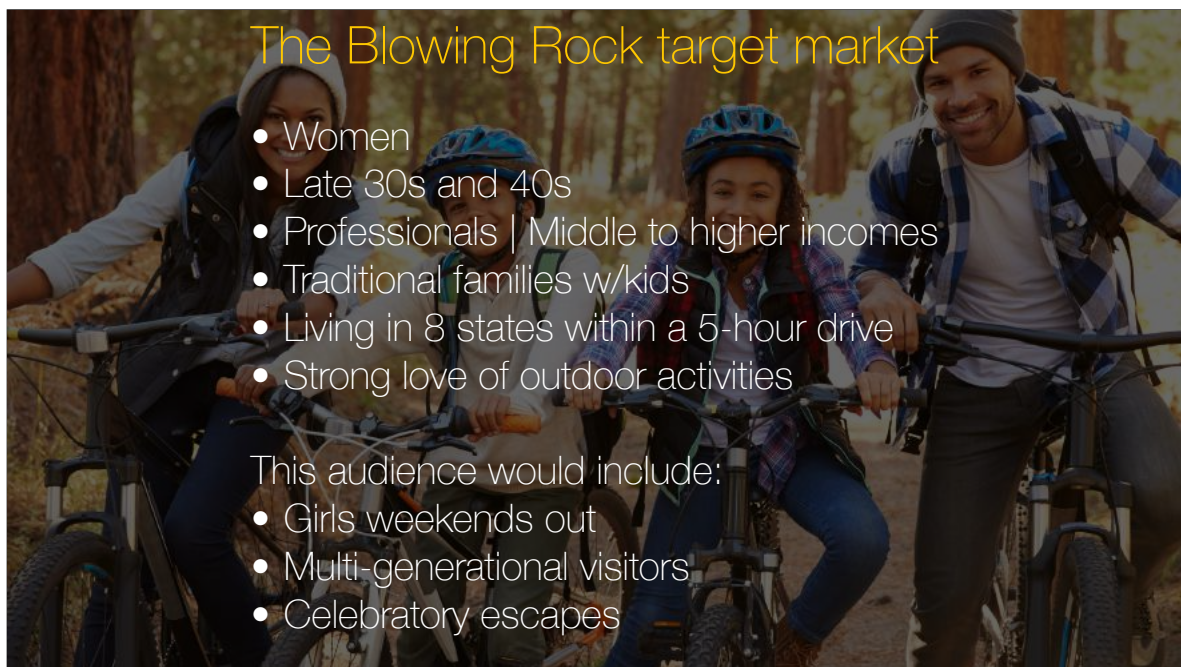
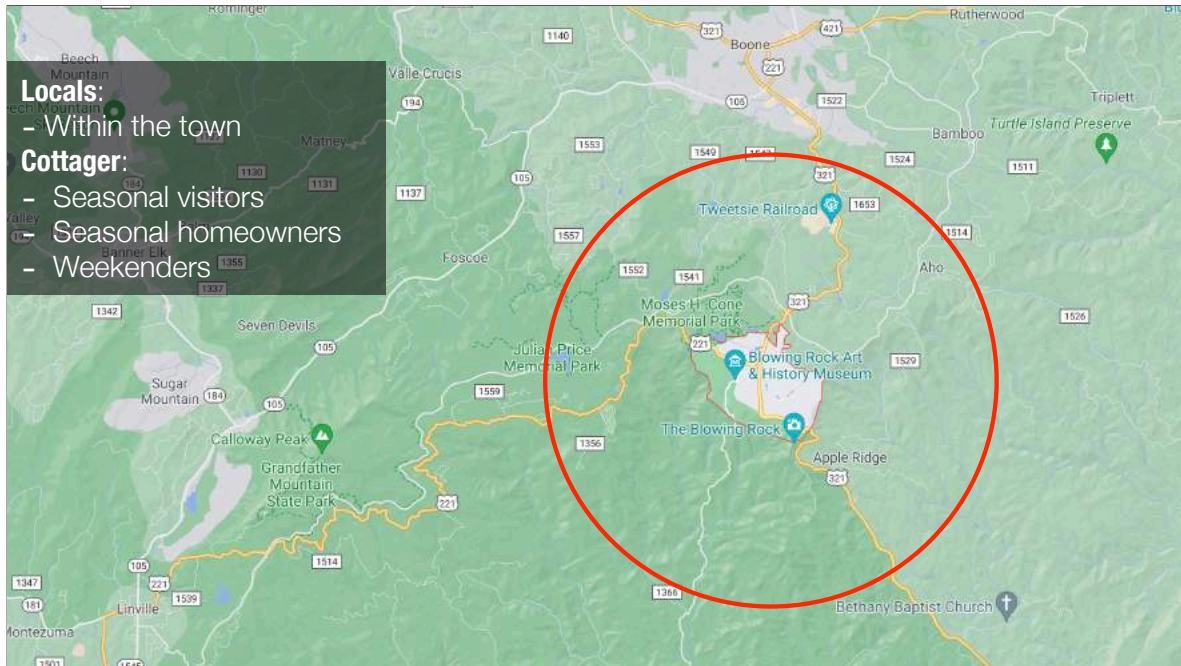
Families: Millennials, GenXers, Mid-America to upscale, professional

Memorial Park in downtown Blowing Rock



# Geographic markets







Advertising dollars based on annual budget

Annual **advertising** budgets of \$250,000 a year and up

1. **Google** Ad campaigns (keyword, display)

Blowing Rock  
\$40,000

2. **Television** (prime time, local news)

3. **Influencer** (general travel & niche markets)

4. **Facebook** advertising

\$10,000

5. **Instagram** | **YouTube**

6. Drive time **radio**

7. Traditional **print** (niche publications)

Online:  
\$80,000

Annual **advertising** budgets of \$100,000 to \$250,000

1. **Google** Ad campaigns (keyword, display)
2. **Influencer** (niche markets)
3. **Facebook** advertising
4. Traditional **print** (niche publications)
5. **Outdoor** (billboards)

Annual **advertising** budgets of \$50,000 to \$100,000

1. **Google** Ad campaigns (keyword, display)
2. **Facebook** advertising
3. **Influencer** (niche markets)
4. Traditional **print** (niche publications)
5. **Outdoor** (getting people to stop)



A background image showing the back of a car with several people's hands raised out of the windows, set against a backdrop of trees and a hillside.

Annual **advertising** budgets of \$10,000

1. **Google** Ad campaigns (keyword marketing)
2. **Facebook** advertising
3. **Influencer** (niche markets)
4. Traditional **print** (niche publications)

**HOW** ARE WE GOING TO REACH THEM?



Getting the biggest bang for your buck

# 1

## GOOGLE ADVERTISING

\$6,000 budget

Google? **Must we?**

By the numbers

- 93%** - Google owns the search engine market
- 68%** - Online experiences start with a search engine
- 75%** - Never scroll past the first page of search results
- 70%** - Travel inspiration starts with searches
- 89%** - Travel planning is done via the web
- 92%** - Bookings are done via the web

## Stages to closing the sale

<b>Dreaming</b>	70% on mobile
<b>Organizing</b>	On both mobile and desktop/laptop
<b>Booking</b>	90% on desktop/laptop
<b>Experiencing</b>	Both (looking for complementary activities)

## Google ad terminology

**PPC** - Pay Per Click

**CPC** - Cost Per Click

**CTA** - Call To Action (what you want the customer to do)

**CTR** - The number of clicks an ad receives divided by the number of impressions.

**Campaigns** - Seasonal, type of activity, type of lodging, etc.

**Impressions** - The display of the ad on a web page

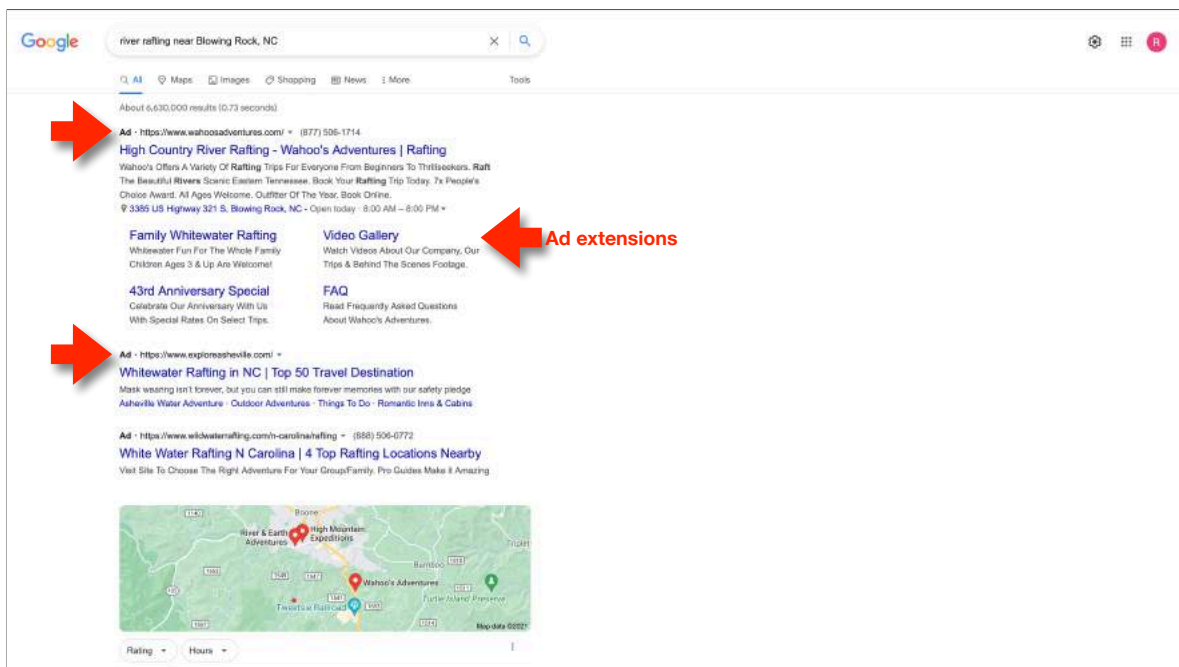
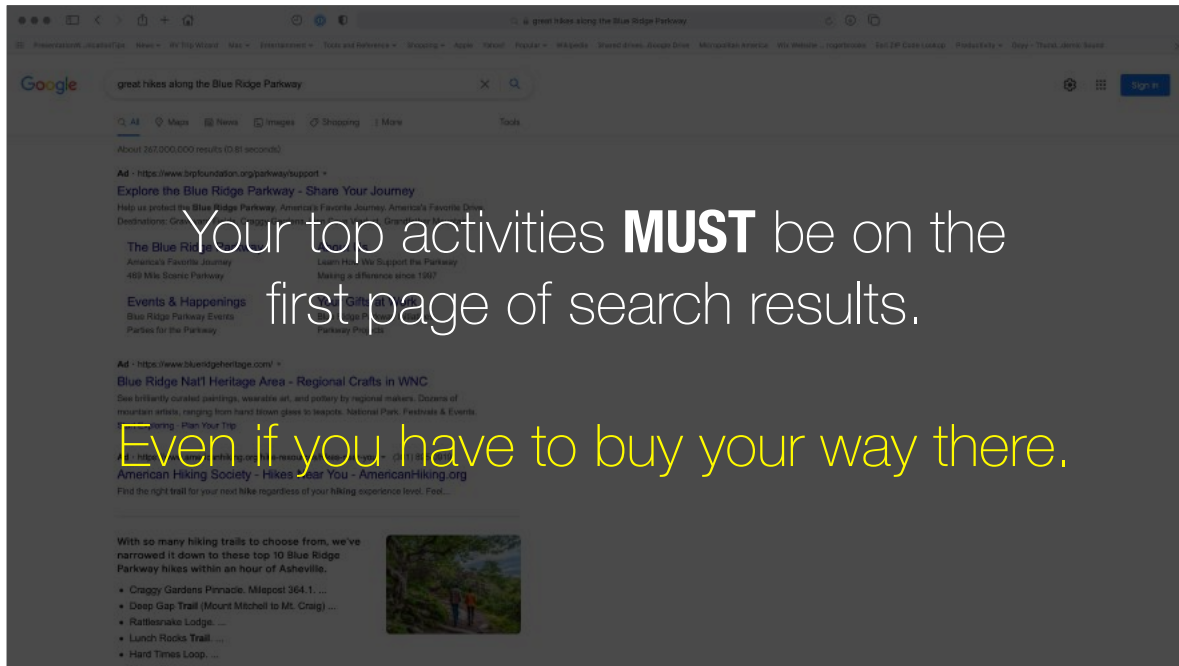
**Landing page** - The website page you want the potential customer to land on

**Ad Position** - Where you are in the list of search results

**Bid price** - How much you are willing to pay for each PPC


**Conversion** - The desirable action of the customer

**Ad extensions** - Contact info, additions to a Google ad



Google best hikes along the Blue Ridge Parkway near Blowing Rock

About 11,900,000 results (0.79 seconds)



Rating Hours

**Glen Burney Falls Trail**  
4.5 ★★★★★ (80) · Hiking area  
243 Laurel Ln  
Open now  
"Southeast hike around Dragon Tooth trail!"

**Bass Lake Trail**  
4.8 ★★★★★ (298) · Park  
1 Bass Lake Dr  
"Connects to miles of trails around the Blue Ridge Parkway Moses Cone Manor."

**Moses H. Cone Memorial Park**  
4.7 ★★★★★ (1,500) · Memorial park  
Blue Ridge Parkway, Milepost 294  
"Moses H. Cone Memorial Park on the Blue Ridge Parkway in ..."

[View all](#)

<https://blowingrock.com/Posts/>

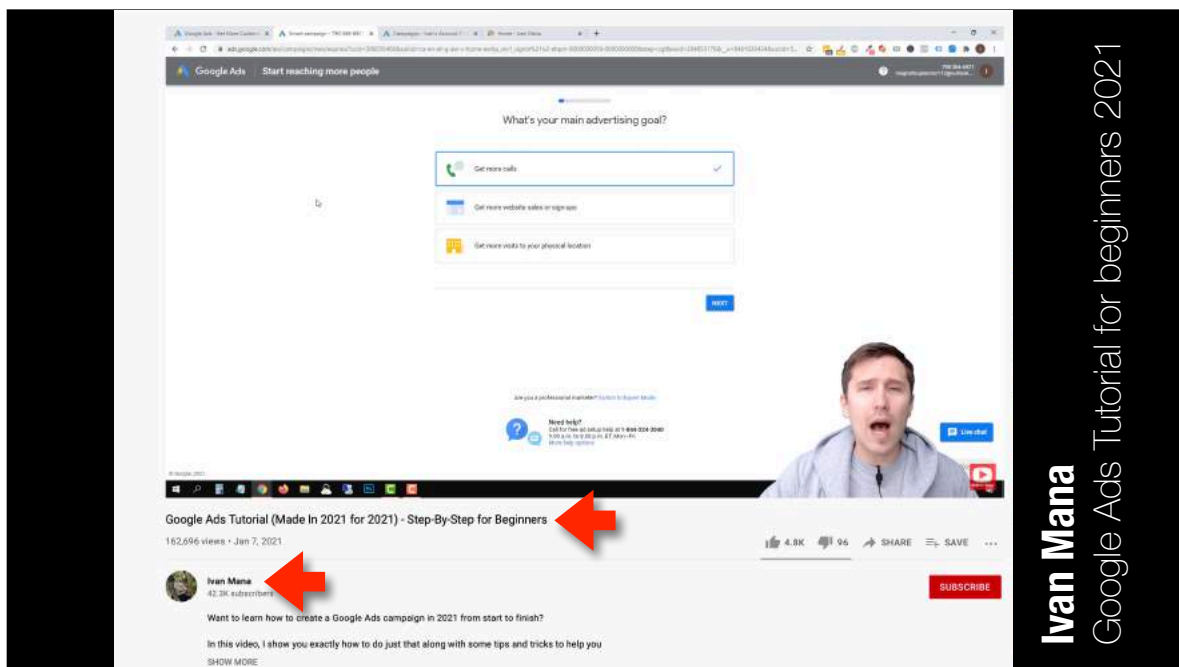
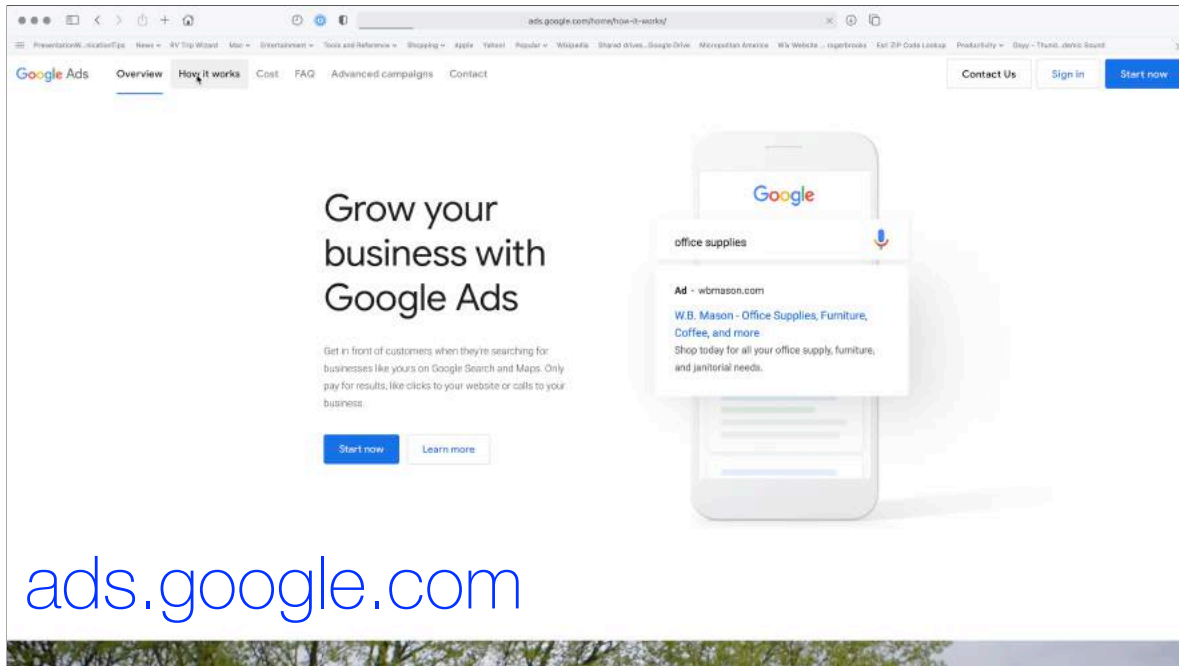
**5 Great Hikes to Enjoy · Blowing Rock**

Hiking is one of the best ways to see the beauty of the Blue Ridge Mountains. There are countless trails in the area, especially along the Blue Ridge Parkway.

STAY · SEE & DO · SHOP · *Blowing Rock, NC* · DINE · PLAN · COVID-19 INFO

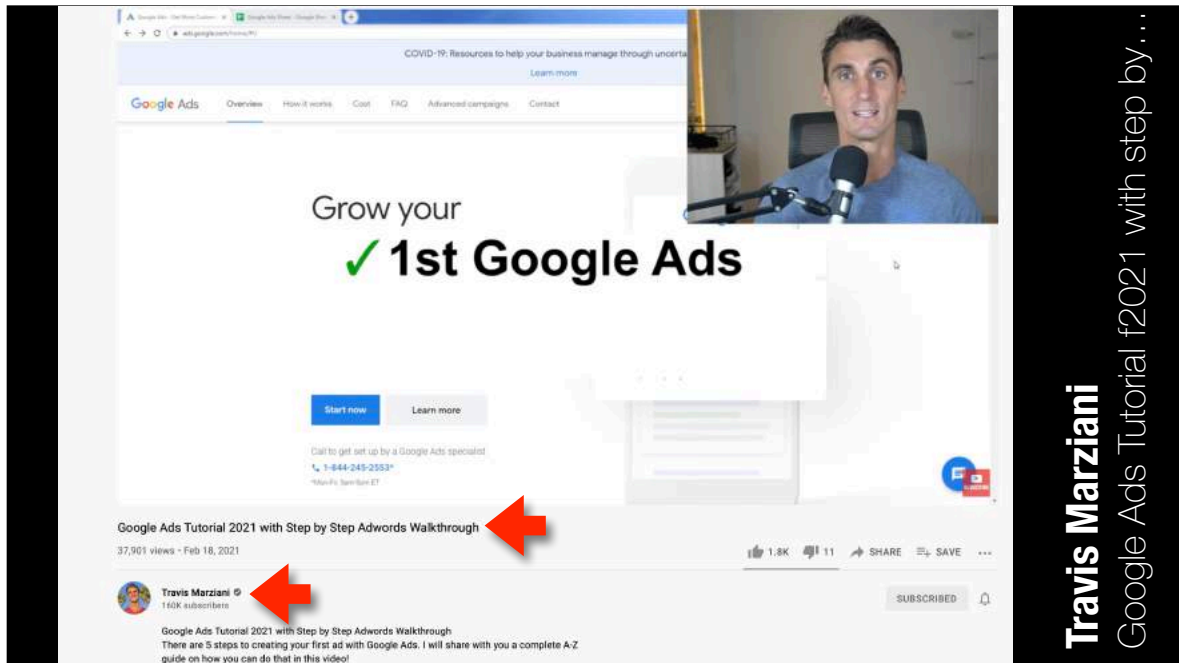
## 5 GREAT HIKES TO ENJOY





Ivan Mana  
Google Ads Tutorial for beginners 2021





$\$6,000 \text{ budget} / 180 \text{ days} = \$33 \text{ per day}$

$\$6,000 \text{ budget} / 270^* \text{ days} = \$22 \text{ per day}$

\* Six months

**The goal:** To be on the first page organically  
Then you can start purchasing display advertising


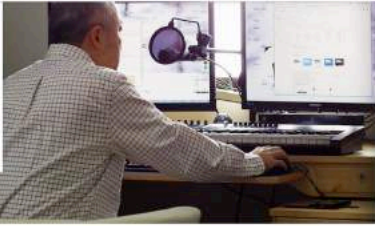
www.google.com/adwords/solutions/auto-ads/?hl=en&gl=US&utm\_source=organic&utm\_medium=search&utm\_campaign=AdSense&utm\_term=auto-ads

Google AdSense Home Solutions Success Stories Resources Blog Sign in Get started

Auto Ads Responsive Ads

## Save time with Auto ads

Auto ads helps you make money with an easy-to-use, automated platform that makes smart decisions on your behalf.



**BENEFITS**

### Focus on creating great content

Auto ads automatically place and optimize your ads for you so you don't have to spend time doing it yourself.

Google AdSense

POP-UP DIGITAL DISPLAY ADS

Website specific

## Pop-up or website display ads

- Tied to magazines & other publications
- Trip Advisor and other peer review websites
- Part of state/provincial websites
- Industry specific websites

The screenshot shows a cycling website with a header bar containing the 'Bicycling' logo, a 'SUBSCRIBE' button, and a 'SIGN IN' link. The main content area is titled 'LATEST FROM THE 2021 TOUR DE FRANCE' and features a grid of four article thumbnails. The thumbnails are: 'What's Left to Root For in the Tour de France?' (showing a crowd), 'Tour de France Best Day Takeaways' (showing a group of cyclists), 'Best Photos From the 2021 Tour de France So Far' (showing a cyclist on a road), and 'A Flat May Have Doomed Colbrelli's Shot at Green' (showing a cyclist). To the right of the article grid is a vertical advertisement for Bosch eBike Systems. The ad has a blue background and features the Bosch logo at the top. Below the logo is a photo of a Bosch eBike motor. The text in the ad reads: 'Bosch eBike Systems', 'RIDE ON RELIABILITY', 'Over 4,440 certified dealers in North America.', and a 'Learn More' button. A red arrow points to the Bosch logo in the advertisement.

» LATEST FROM THE 2021 TOUR DE FRANCE

What's Left to Root For in the Tour de France?

Tour de France Best Day Takeaways

Best Photos From the 2021 Tour de France So Far

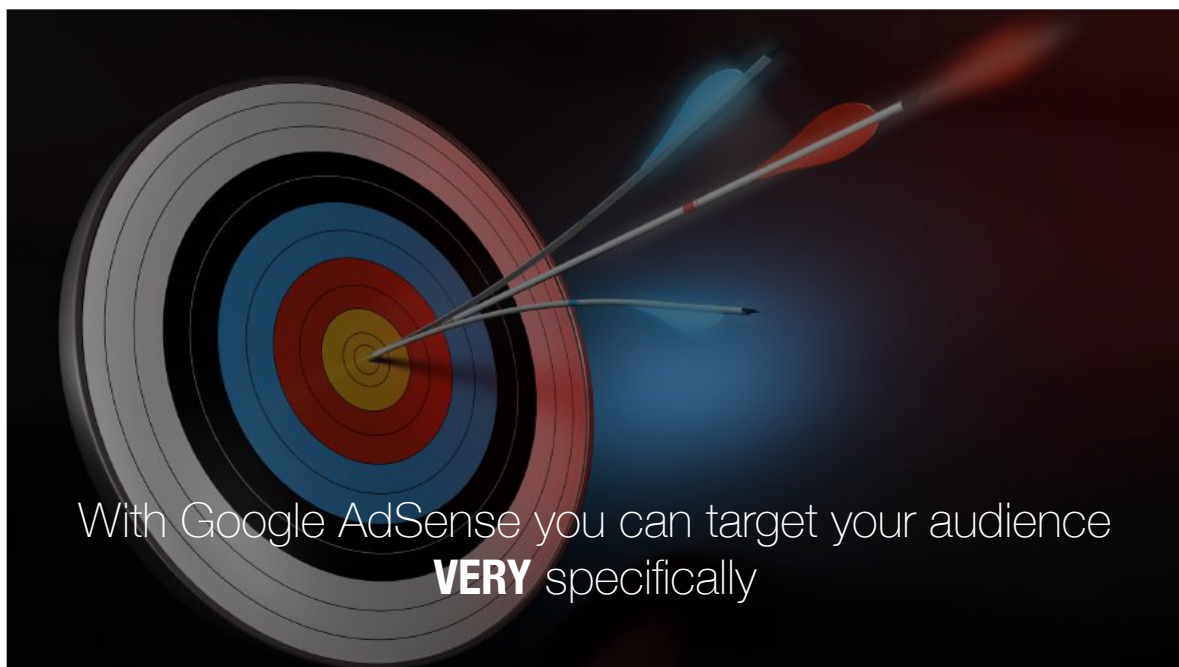
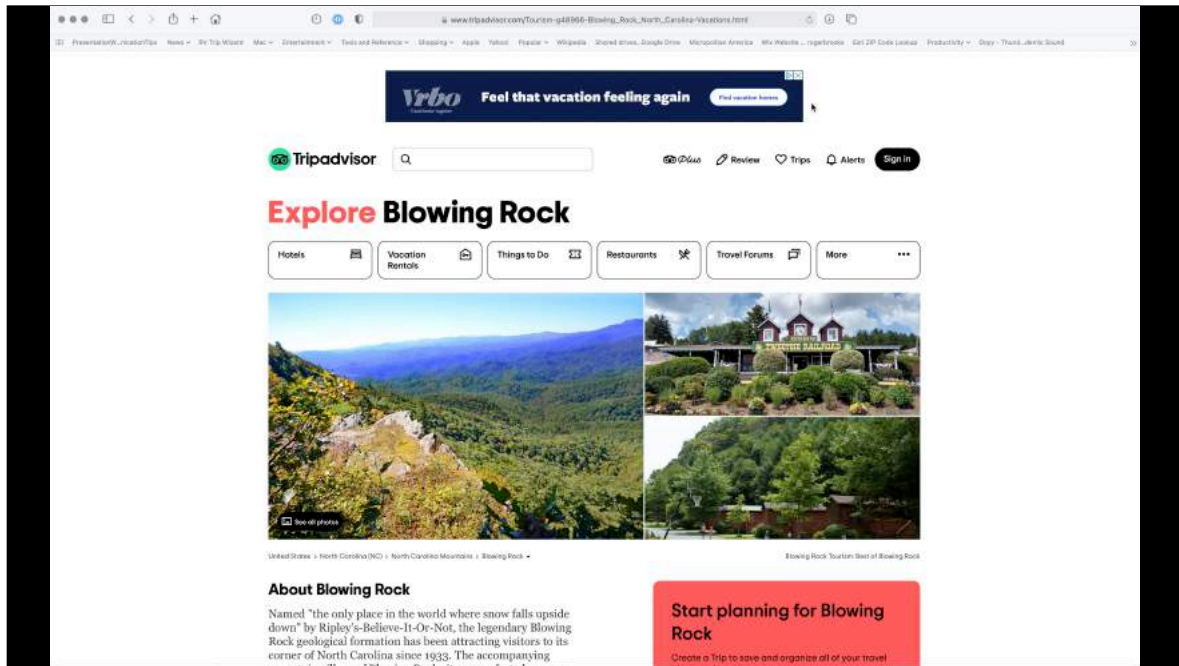
A Flat May Have Doomed Colbrelli's Shot at Green

Bosch eBike Systems

**RIDE ON RELIABILITY**

Over 4,440 certified dealers in North America.

[Learn More](#)



# 2 FACEBOOK ADVERTISING

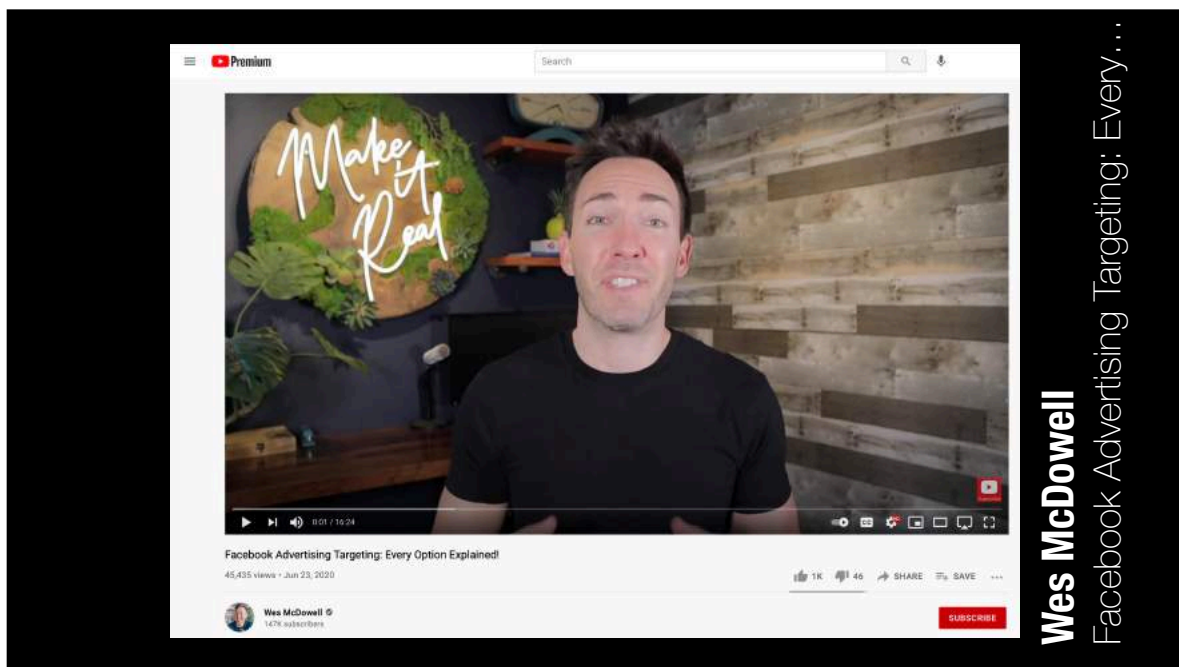
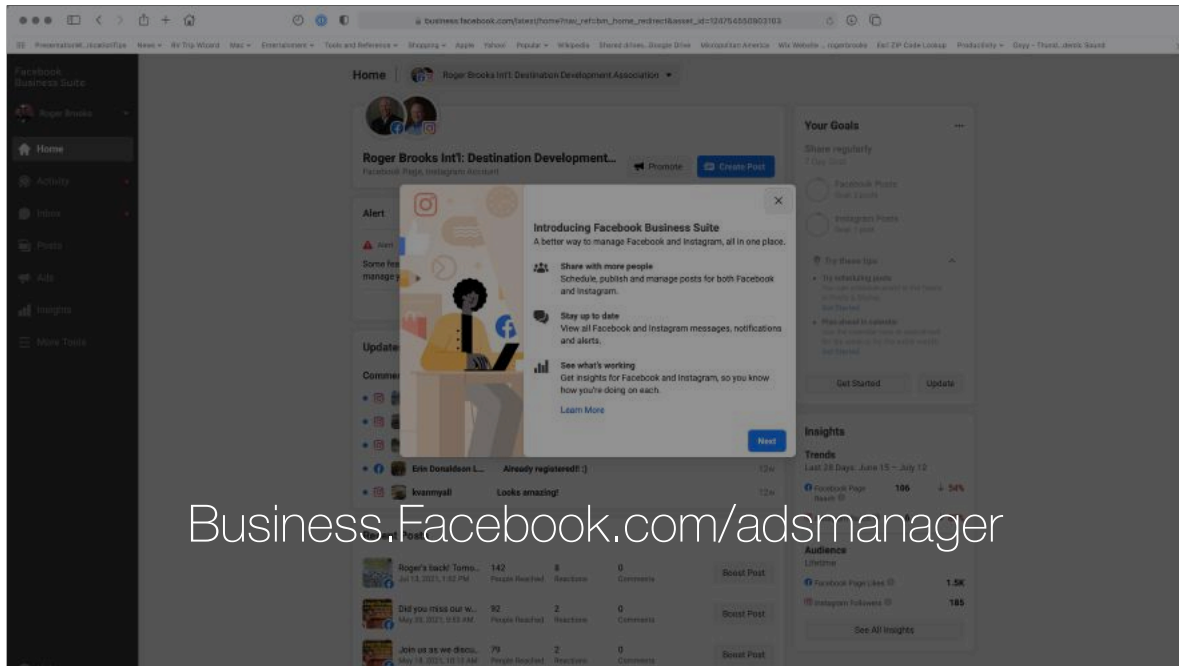
\$4,000 budget

## Facebook advertising steps

1. Area of interest      Travel | Food | Sports | Shopping | Outdoors
2. Intent & behavior      Lifestyle and demographics
3. Location      Geographic areas you want to reach
4. Video | Link, etc.      Close the sale\* Or the next step

**\* More videos are watched on Facebook than on YouTube!**







#### Facebook Ads Tutorial for Small Biz 2021 - How to Create Facebook Ads For Beginners (COMPLETE GUIDE)

58K views • 6 months ago

Wes McDowell

If you want to run Facebook ads in 2021, I'm gonna walk you through the entire process step by step. This is the only Facebook ...



#### Facebook Ads in 2021: My NEWEST Secret Strategies & Pro-Tips!

242K views • 7 months ago

Wes McDowell

Still having a hard time making Facebook ads profitable for your business? Well it can be frustrating at times, but I've found 10 ...



#### How to Write Facebook Ads That Convert Like CRAZY

277K views • 2 years ago

Wes McDowell

If you want to know how to write Facebook ads that convert in 2020 and beyond, I will show you all my best secrets, pro-tips and ...



#### Wes Breaks Down the Best Facebook Ads - Steal These Ideas!

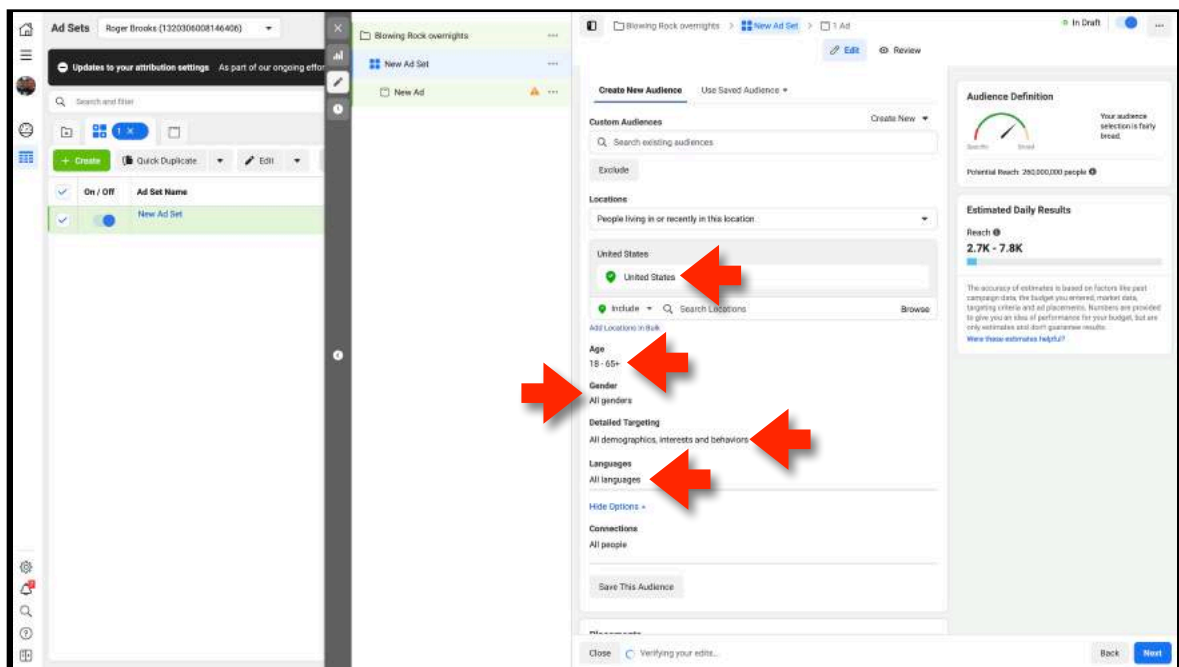
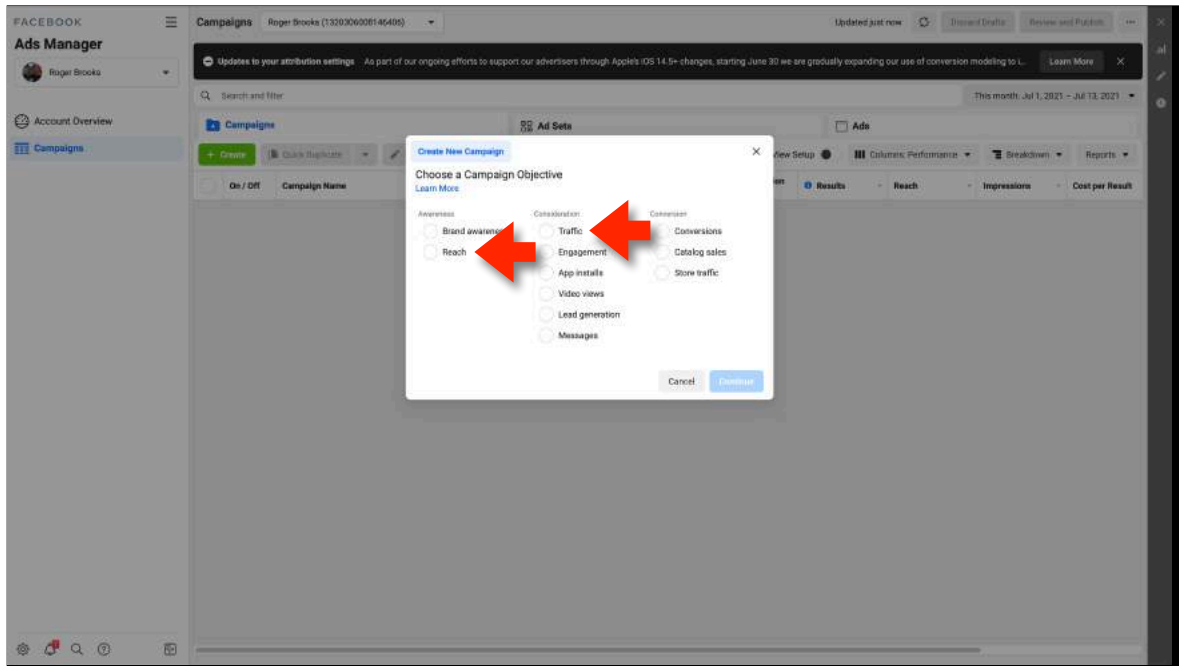
13K views • 3 months ago

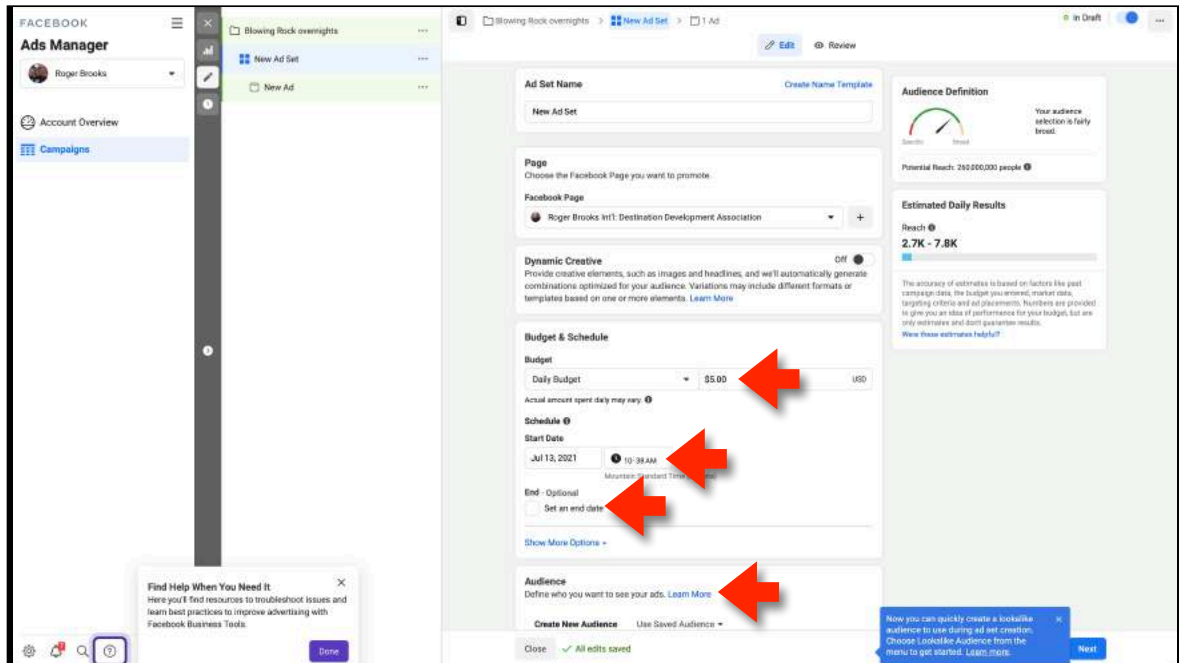
Wes McDowell

I'm not generally the kind of person who would encourage you to go out and steal something. But listen— Looking at what ...

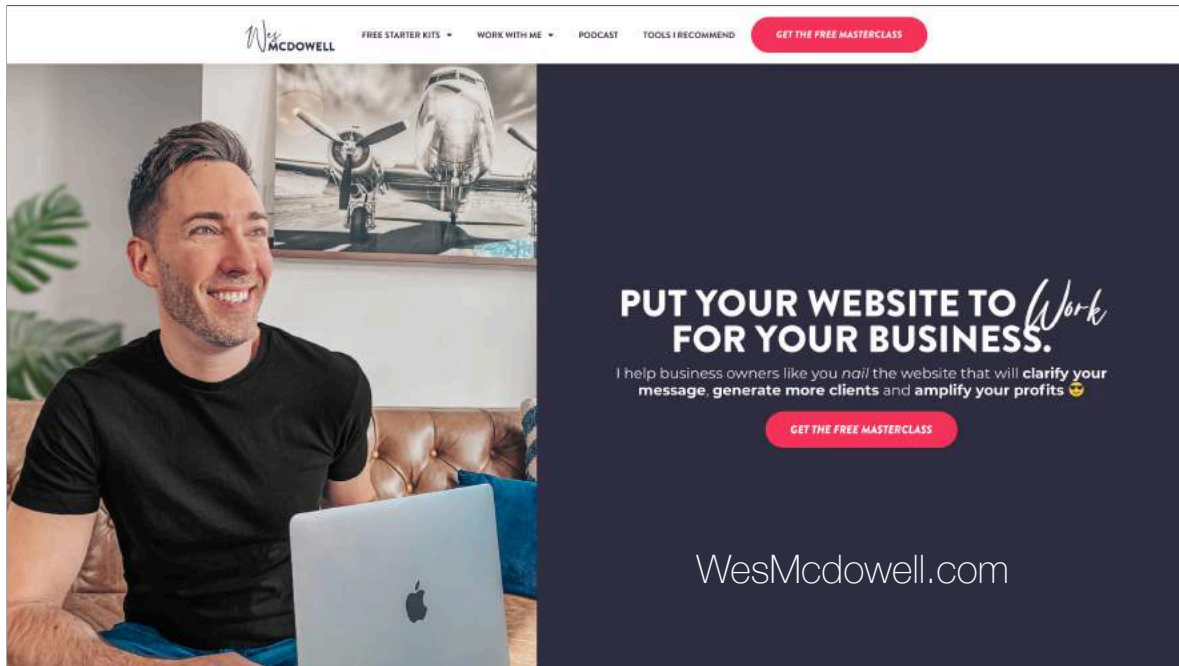








$\$4,000 \text{ budget} / 120 \text{ days} = \$33 \text{ per day}$





## Lookalike audiences

These are the people who you already know:

Your database of visitors | Your email marketing list | Lodging guest lists | Friends, followers

They take your audience and magnify it:

People with the same interests, same geographic area, lifestyle, demographics, etc.

The image shows a YouTube video player interface. The video title is "Email List Facebook Custom Audience + Lookalikes". The video description includes the text: "How To Create a Custom Audience with Email Lists on Facebook Ads". The video has 23,040 views and was uploaded on Jul 6, 2019. The channel name is "Dylan Pearson" with 14.7K subscribers. The video player includes a red arrow pointing to the video title and another red arrow pointing to the channel name. The video player also shows a "SUBSCRIBE" button and a "SHARE" button.

**Email List Facebook Custom Audience + Lookalikes**

**Dylan Pearson**  
14.7K subscribers

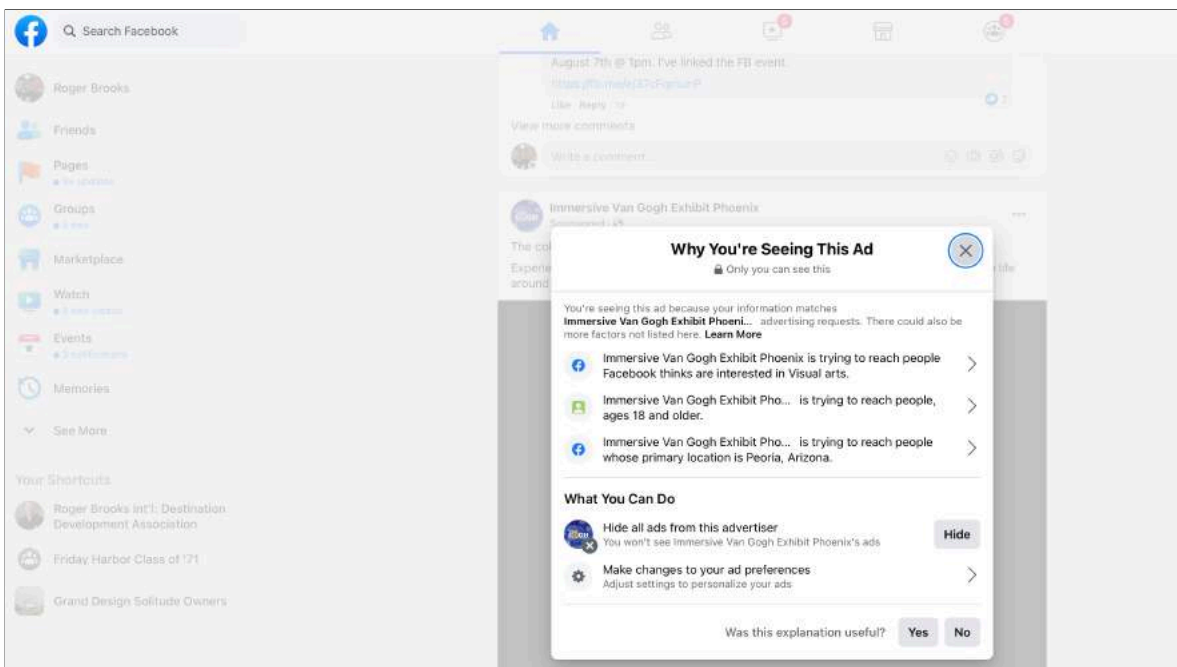
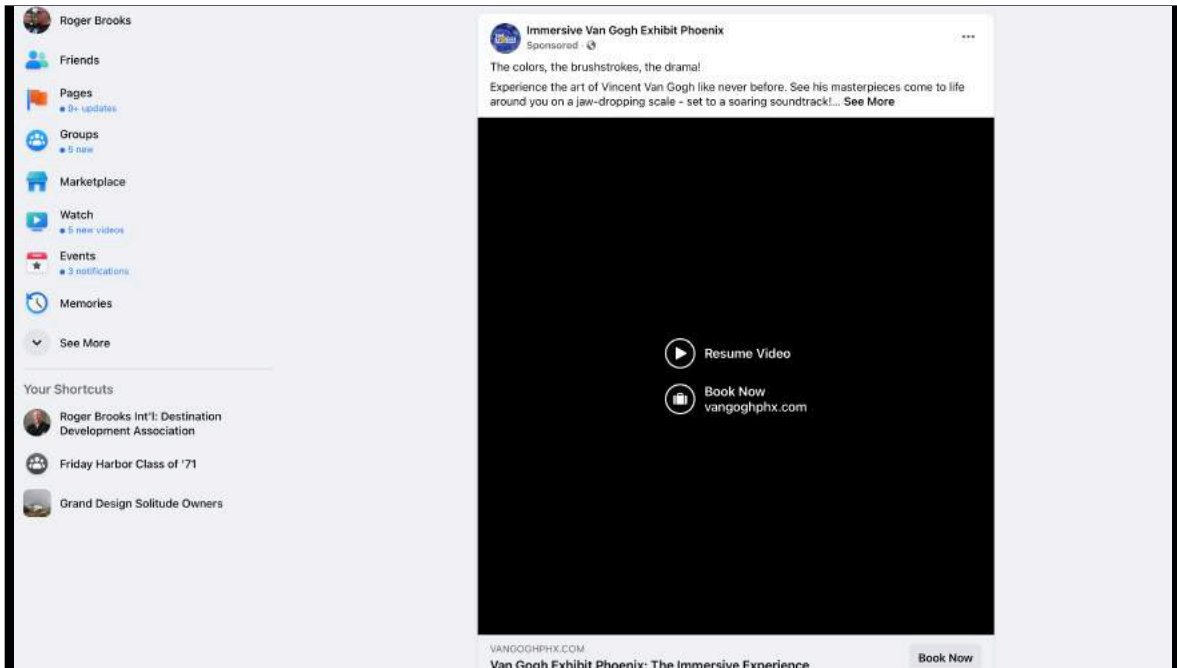
How To Create a Custom Audience with Email Lists on Facebook Ads

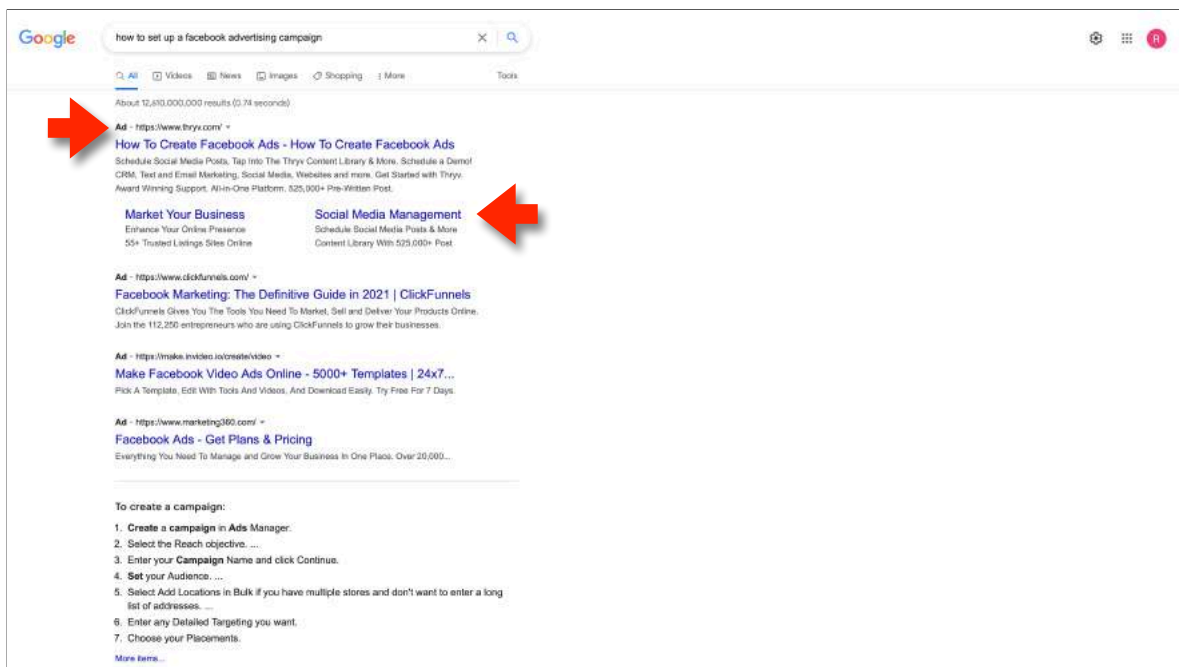
23,040 views · Jul 6, 2019

793 15 SHARE SAVE ...

Are you looking to upload email lists from websites such as aweber, mailchimp, and klayvio

**Dylan Pearson**  
How to Create a Custom Audience...







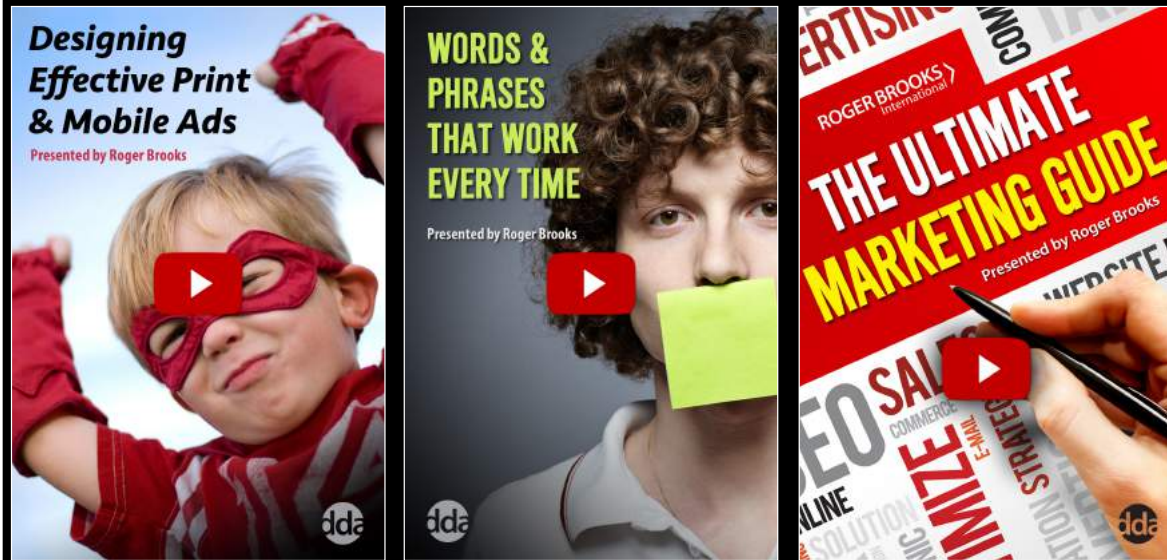
## Close the sale with a video on Facebook

- Evoke emotion!
- Make it specific: Top 3 Must Do activities
- Include voice & enthusiasm
- Show people having a good time
- Just two minutes

PRINT ADVERTISING

\$2,500 budget

DDA > Resources > Video Library > Marketing









**MUZZLELOADERS: WE TEST THE NEW HAMMER**

**FREE CD**

**WIN BUCK**

TRACK, STALK, & OUT AT THE BUZ

PLUS: EXECUTE A BACKDOOR DEER DRIVE

GERARD MANKOWITZ  
KALIBROSCOPE  
CHRIS FORSYTH  
"BUCK LOWE"  
NEKO CASE

**BEATLES**

**JONI MITCHELL**

70th BIRTHDAY EXCLUSIVE

Winged goddesses - but I don't want to be one

50 Greatest songs & albums

**THE RIVER LIFE**

WHAT WHITEWATER MEANS

**THE WORLD'S WARMEST GEAR**

**HEALTHY WINTER ESCAPES**

7 THINGS TO DO TO GET OUT OF WINTER

**BODE MILLER WANTS TO DELIVER YOUR BABY**

Science & Nature

**WHAT MAKES US HAPPY**

PLAY MORE. GET DIRTY.

37 Simple Habits That Will Change Your Life

SEE PAGE 50

**EXCLUSIVE**

**The Tough Mudder**

4th night & 4th day

Free

Buy 3 nights of lodging and 3 days of 10 tickets and your 4th night and 4th day are FREE

Available Jan. 2 - Mar. 4, 2014. Mudder does 6 activities apply 10% off on travel discounts

1.800.446.59.50 [mud.com/visit](http://mud.com/visit)

**crested butte**

POUNCE! POUNCE!

**Outside**

CONSUMER EDITOR: JACQUELINE L. BURNS

**EDITORIAL**

Follow us on Twitter

**ADVERTISING**

Advertising Sales

**PRODUCTION**

Production Manager

**ADMINISTRATION**

Administrative Assistant

**FOREIGN EDITORS**

Foreign Editor

**WORTHLESS! FRANKENFISH**

**HISTORY'S MOST**

**FlyRod & Reel**

**EXPLORE the Yukon**


Catch 40-inch northern  
Slam 20-pound lake trout  
Land 4-pound whitefish  
Fish 24 hours a day (if you're tough)

GET YOUR DRINK ON "DRYFLY" STYLE

**For Gear Hound**

**19 PERFECT PIECE**

**UPFRONT NOTES** by GREG THOMAS



I'VE BEEN SHOOTING A COMPOUND BOW LATELY and getting in shape for hunting season, also sorting and making a backpack I can have at a moment's notice and head into the mountains for elk.

I did this through college, too, getting up early and calling to elk until noon, then driving down to the Clark Fork River for afternoons spent matching fall olive and tuscany hatches. When those hatches faded around 4:00 p.m., I returned to the mountains for an evening hunt.

This didn't happen every day, not will it this year, but sorting through gear and preparing for a single task gives me a spark that feels familiar. Mostly, it reminds me of trying new hunting boots each year. Team Longhorn #1 muscader correctly, and the excitement that fueled. My father, who had to buy those boots because my feet were growing too fast at a time, probably felt different. But buying those boots meant adventure was near and that nothing else in the world mattered more. Remember when it was like that?

I still get all fired up when some big trip draws near, and even when I just get a break that allows me to go on the water for an afternoon. And still feel that almost instantaneous and instinctual urge to catch a fish when I see one rise, but the excitement has never been more pronounced than when I was a kid, just getting into the outdoor sports between the ages of eight and 16.

There are a lot of fly-fishing companies, to their credit, who are trying to figure out how to make the new generation feel that way. When I was in Ventura, California this past November, Patagonia founder Yvon Chouinard proposed to a group of media, "What are you going to do to bring young people into this sport?"

Which made me wonder if Chouinard's question may be broader than it appears: What are we going to do to bring youth into our sport? Redington makes youth waders; Orvis, Cabela's and Dan Bailey, too. And you can get your kids into these breathable waders for as little as \$99. So there's no excuse to keep kids off the water.

But, in the big promotional picture, there's no easy answer because fly-fishing lacks a governing body. Hunting has the hunter-safety programs, skiing has numerous private clubs, soccer, basketball and track (plus 20 additional sports) have the Amateur Athletic Association and the Junior Olympics and there's the YMCA and school teams as additional options. Our market just isn't structured that way.

All of this means we have to be more creative to draw young anglers into our sport. And there are some pretty good examples of that if you look for them. We're happy to support one of those. The Fly Shop's team to fly fish FISHCAMP which awards two kids a free four-night, five-day fly-fishing adventure in northern California. To enter the contest, kids need to write a 100-word essay on why they want to attend FISHCAMP. The most compelling essays win the award. Turn to page 51 for more.

OK, maybe two kids isn't a lot. But having a contest allows plenty of kids to think about fly-fishing and relate why they like it. And providing a great experience to just two kids could produce the trickle-down effect we're hoping that the two winners will head back to school and say to all of their friends, "Oh, snap! FISHCAMP was a blast. You have got to start fly-fishing with me, snap!"

—Greg Thomas

**FlyRod & Reel**

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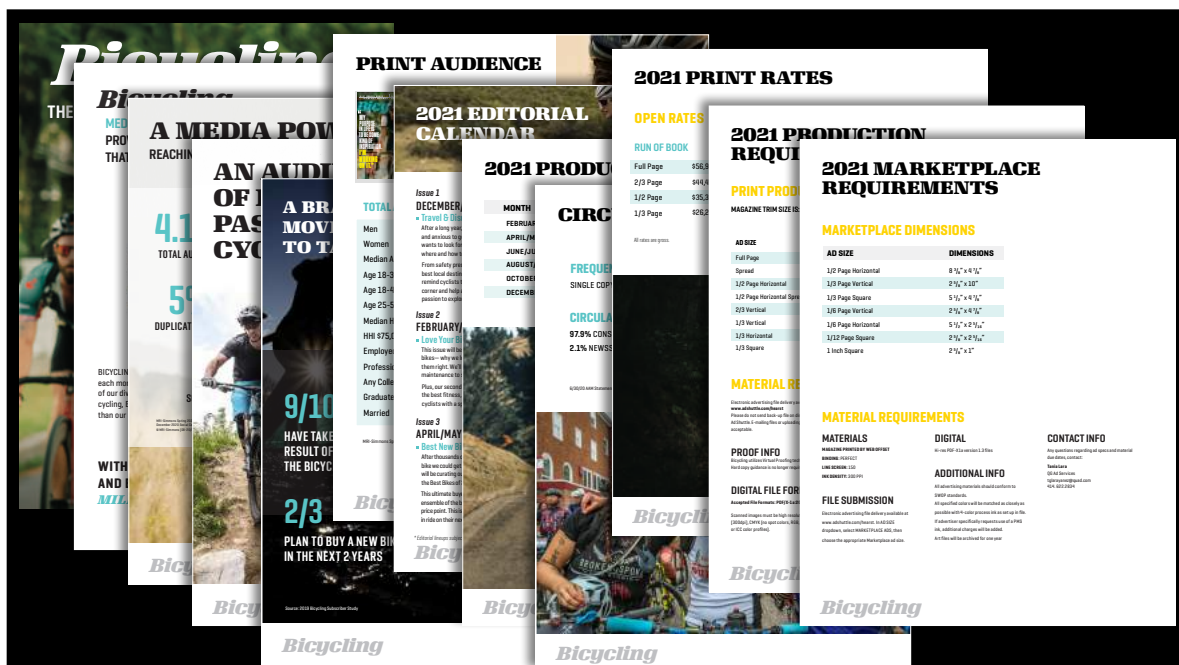
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Work to get 50/50 space:  
1/2 page display ad + 1/2 page article (editorial)

Obtain:  
Media Kit | Editorial Calendar | Display ad costs





### Print advertising hints:

- Regional is best: They already know you
- 1/3 page or larger
- Right hand page, outside edge
- Frequency is king! 5 to 7 times in one year!
- Get editorial with the purchase

4  
INFLUENCERS

PR or advertising budget

## WHY INSTAGRAM SHOULD BE YOUR NEW BEST FRIEND

Presented by Roger Brooks



dda

## Leveraging TripAdvisor

Presented by Roger Brooks



dda

## Influencer Marketing

What (or who) to Look For,  
What to Spend, Expectations  
& Warnings



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# 5

## OUTDOOR

### Billboards

### When to use billboards

- To promote festivals & major events
- To pull people off the highway (First rule of tourism: Get people to stop)
- To build brand awareness: What you're about



What to do  
Always use a call to action





## What to do

No more than eight words:  
You have four seconds

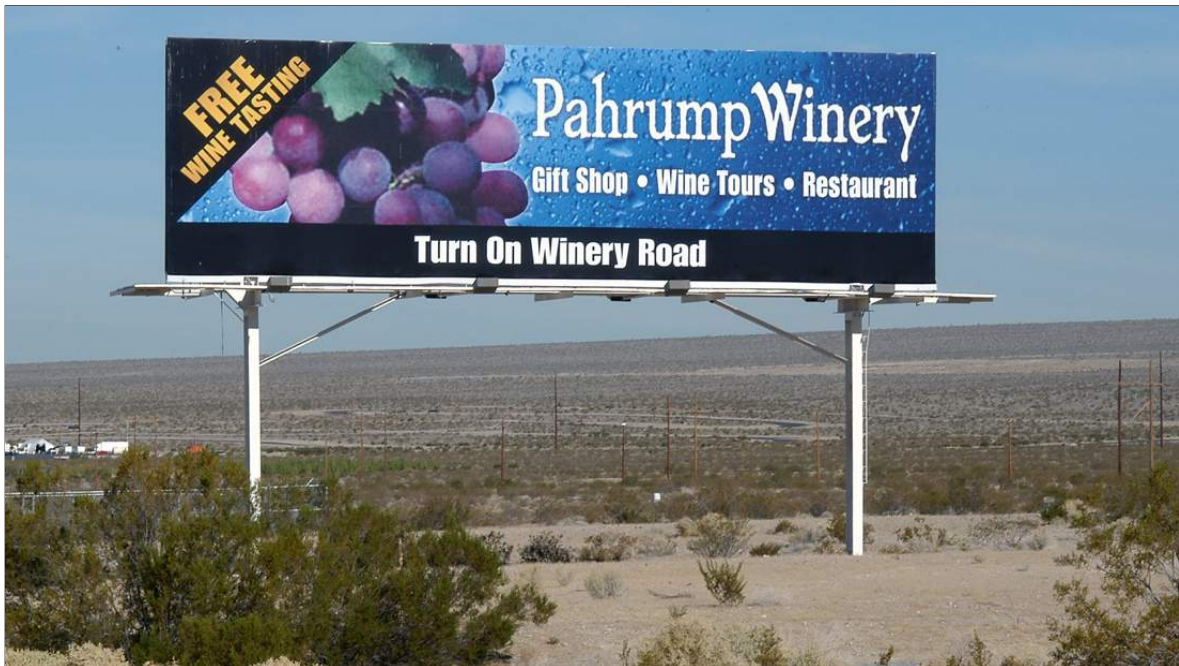
Use contrasting colors



What to do

Use yellow on a dark background





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- > Resources
- > Video Library
- > Marketing For Businesses & Downtown

## The 70/20/10 Advertising Rule

**70%** - Proven tools and platforms

**20%** - Testing hypothesis in areas you're sure of

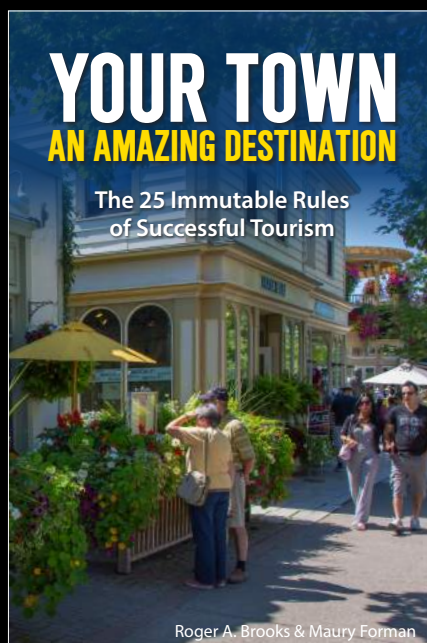
**10%** - Experiments and new ideas

## The bottom line

- You set the budget
- You can change the content at a moments notice
- You can target a far more specific audience
- You **ONLY** pay when someone shows interest
- It is the fastest, easiest way to grow your revenues

## The 2021 webinar lineup

<b>The Five Fastest Growing Tourism Trends</b> And how to best tap into them 		<b>Developing an Effective Marketing Plan</b> The Step-By-Step Guide 	<b>Make Your Downtown Look Amazing</b> With a minimal budget 	<b>Zoom Towns are Boomtowns</b> Here's how to be one 	<b>Advertising: Getting the Biggest Bang For Your Buck</b> The Priority List 
January	February	March	April	May	July
<b>Roger's 10 Favorite Places in America</b> And Why They Made the List 	<b>Roger's 10 Favorite Places in Canada</b> And Why They Made the List 	<b>Tipping the Scales:</b> Product development vs. marketing Finding the right balance 	<b>Influencer Marketing</b> What (or who) to Look For, What to Spend, Expectations & Warnings 	<b>The Five Most Important Ingredients to an Incredible Downtown</b> And How To Get Them 	<b>The Future of Meetings, Conference, Reunions &amp; Trade Shows</b> What you need and how to attract them 
August	September	October	November	December	January



Totally re-written and updated

Available on amazon.com

Print edition: \$39.95

Ebook edition: \$9.99



A photograph of three women in athletic wear high-fiving each other in a park setting with trees and grass. The image is slightly faded to serve as a background for the text.

Here's to amazingly effective advertising!



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