

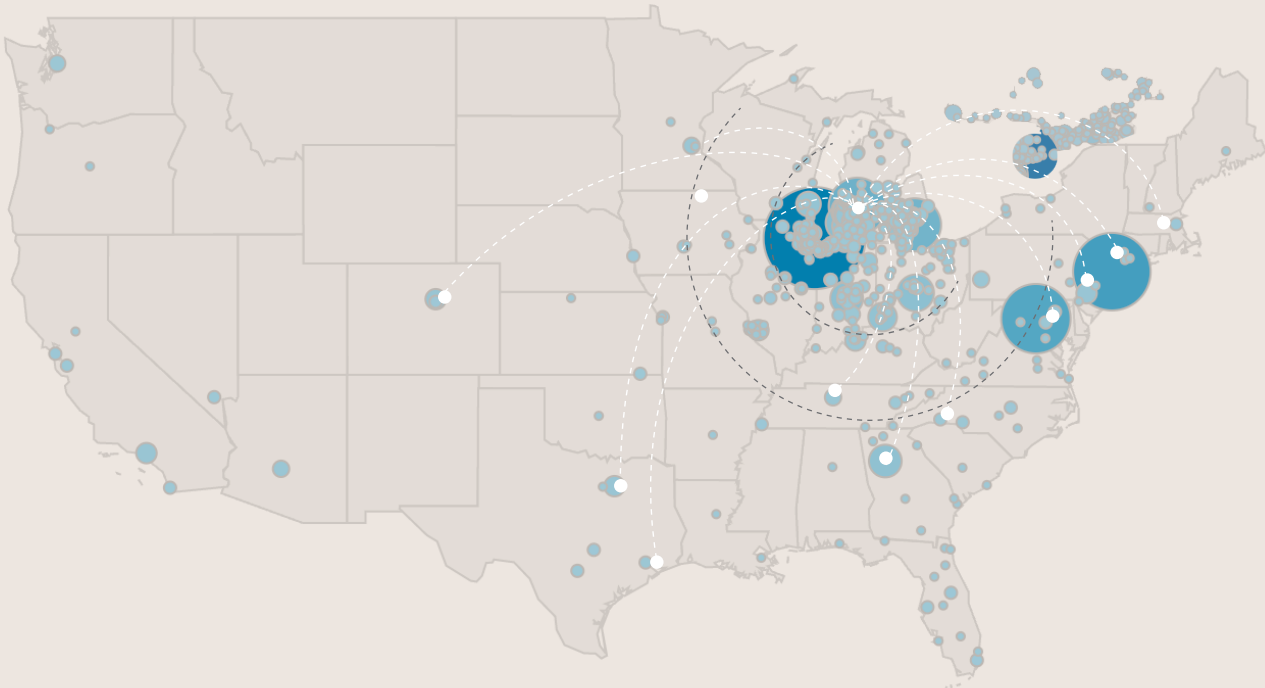
April 2023

Saugatuck Douglas Area Convention and Visitors Bureau 2023 Marketing Strategy

Markets of Opportunity

For 2023, we will continue focusing efforts on the short-drive and long-drive metropolitan markets but will increase digital advertising attention given to direct flight markets like New York City, Washington DC, and Atlanta which currently make up 15% of all users to the website.

Region	Traffic%	Miles
1. Chicago	12.9%	140
2. New York	7.4%	765
3. Washington DC	6.0%	670
4. Grand Rapids	4.4%	40
5. Detroit	3.5%	190
6. Columbus	1.4%	360
7. Indianapolis	1.3%	225
8. Atlanta	1.6%	750
9. Cleveland	1.0%	315
10. Cincinnati	0.8%	325
11. Ann Arbor	0.7%	165
12. Milwaukee	0.7%	240
13. Denver	0.5%	1,125
14. Los Angeles	0.5%	2,150
15. Toronto	0.5%	394
16. Dallas	0.4%	1,075
17. Philadelphia	0.4%	730
18. Louisville	0.4%	335
19. St. Louis	0.4%	410
20. Fort Wayne	0.3%	165
21. Nashville	0.3%	508



GRR Direct Flights	
● Long Distance Opportunities	
Atlanta	Houston
Baltimore/Wash DC	Minneapolis
Boston	Nashville
Charlotte	New York City
Dallas	Philadelphia
Denver	

Strategy No. 1

Amplify the Saugatuck/Douglas Brand to Target Markets

With continued increase in bookings, engagement, and PR mentions, marketing mix activities to support this strategy will continue to revolve around strategic partnerships with influencers and media, the creation of compelling content distributed through digital, social, and print channels, and cross-channel advertising.

Strategy No. 1 Tactics

1.1 | Optimize integrated marketing efforts focusing on short-drive and long-drive metropolitan markets and specific direct flight markets

Target digital advertising to geographic priorities

Generate incremental press and public awareness with new PR story pitches, FAM trips, and “deskside director tours” that heighten interest and differentiate the region

Target Indianapolis media for this year’s FAM as well as national outlets/verticals

Target media outlets geared to younger audiences (*Thrillist*, *BuzzFeed*)

Target media outlets geared to the LGBTQ audience (*Out*, *Them*, *Into*)

1.2 | Develop differentiating content to generate awareness and provide inspiration for travel to the Art Coast of Michigan

2023 editorial calendar will be developed with content holistically leveraged across all platforms in a coordinated fashion

Produce and distribute via e-newsletter and social channels one to three new content pieces per month, including web articles and video content.

Determine content themes by top searched and trending topics.

- Social Responsibility/Sustainable Tourism and AgriTourism
 - Multi-generational Extended Family Vacations
 - LGBTQ Family Travel
 - Workcations
-

Utilize keyword research and SEO optimization to target new areas of opportunity in content development

Create compelling new video and imagery assets and graphics to support short and long form content

Develop more short-form video content to support various social channels and grow TikTok and YouTube presence for the brand to generate more millennial interest and awareness for the destination

YouTube videos will be well-curated, involve professional on-camera personality, and include inspiring topics and more in-depth content

- Beach Highlights
 - Night Life
 - Focus on Winemakers/Brewers
-

1.3 | Continue to develop strategic alliances that can enhance and amplify the brand.

Gain additional traction with influencers that reflect target audiences (less niche) to maximize reach

Partner with influencer groups focused on LGBTQ and Girls Getaway audiences

Maximize the potential of influencer collaborations to create generate more user-generated (the new “word of mouth”) content in communication channels

Partner with editorial expert focused on specific distinguishing attributes such as culinary or beverage to promote region

Develop supporting imagery and leverage content in various channels

1.4 | Produce new Visitors Guide that inspires travel to the region and conveys the brand’s distinctive attributes

Distributed by request from Saugatuck.com and inserted within the Wall Street Journal (or other publication) for distribution to the greater Chicago, Detroit, Indianapolis, and larger Ohio markets

1.5 | Utilize social media/digital advertising opportunities to drive top of mind awareness

Based on 2022 performance, increase Google Display and Google Search ads with greater distribution to shoulder seasons

Maintain ad spend for Facebook and Instagram

Maintain above industry standards for conversions from paid media

1.6 | Explore print opportunities to drive brand awareness

Continue partnership with Pure Michigan

Develop 2023 ads for Spring/Summer, Families, and Fall/Winter publications

Explore specific publications targeting our audience and regions (*Edible Indy*)

Continue with current billboard execution

Strategy No. 1 Tactics

1.7 | Grow current email subscriber list to improves brand awareness and boost website traffic

Add a sign-up option on social media accounts

- Create Subscribe tab or module on Facebook

- Add a clickable link to Instagram Stories / swipe up

Add a more intentional CTA at bottom of blog posts – (i.e., Did you like this post?

Sign up for our newsletter and we'll send you links to posts like this every month)

Encourage subscribers to share and forward emails to expand contact list

- Create "Email to a Friend" button on newsletter

Strategy No. 2

Drive Awareness and Demand for Saugatuck/Douglas as the Destination of Choice in the Shoulder Seasons

Shoulder seasons remain our biggest opportunity for growth. Driving more tourism activity for these off-peak times will require an intentional focus and promotion on available activities that can be enjoyed at the establishments that remain open during these times. Highlighting the arts, culinary, and craft beverage scenes in editorial content and advertising efforts will capture the psychographic segments of our targeted audiences who will appreciate the slower pace of these seasons.

Strategy No. 2 Tactics

2.1 | Develop seasonally-driven content and leverage and seasonal assets to encourage travel to the Art Coast of Michigan during shoulder seasons

Create more seasonally inspired itineraries

Feature compelling reasons for off-peak, mid-week and extended stays

Use psychographic interests to develop long-form content and assets aimed at drawing visitation during shoulder season months

- Art • Culinary • Craft Beverage

Partner with editorial experts focused on these topics to develop content to be leveraged in multiple channels

Develop short-form videos that support seasonal itineraries

2.2 | Utilize social channels and PR pitches to promote travel to Saugatuck/Douglas during key need periods

Focus on extended family gatherings and bridal/bachelorette getaways for spring and fall

2.3 | Develop influencer programming to highlight the area during fall and spring

Offer shoulder season giveaway incentives for influencers to utilize with their followers

2.4 | Increase digital and social ads to encourage visitation during the shoulder season

Target digital advertising to seasonal activities

Prioritize digital ad efforts for March, April, September, and October

2.5 | Pursue seasonally-driven print opportunities

Continue partnership with Pure Michigan

Develop 2023 ads for Spring/Summer and Fall/Winter publications

Explore specific publications targeting our audience and regions (*Edible Indy*)

Continue with current seasonal billboard execution

2.6 | Position Saugatuck/Douglas as a viable destination for group business aimed at shoulder seasons

Uncover opportunities to reach meeting planners through industry publications (i.e., MACVB Meet in Michigan Guide), digital platforms and other communications channels

Develop articles and itineraries specifically for meeting and event professionals

Create a comprehensive presentation package for inquiries and requests

2.7 | Explore seasonal promotions to encourage visitation to the destination during the shoulder seasons

Promote any existing lodging deals and packages

Encourage lodging participants to offer deals on extended stays

Strategy No. 3

Champion the Value of Tourism and SDACVB Efforts in the Community

Tourism is the largest revenue generator for the area, contributing to job creation and consumer spending. However, many community members and business leaders are still unaware of what the SDACVB does and the value that it provides. To ensure the strategic growth and sustainability of the organization, efforts to enhance community awareness and support must be maintained.

Strategy No. 3 Tactics

3.1 | Continue to advocate for the SDACVB locally

- Develop press releases for local media about CVB programs and positive impacts of tourism
- Assist with member communications and presentations regarding marketing initiatives and year-end results

3.2 | Improve website user experience for members

- Maintain functional updates to the website
- Integrate online assessment payments in member portal

3.3 | Enhance SDACVB brand experience for local audiences

- Develop on-brand banners to be used in sponsored community events
- Evaluate any needs for organization rebranding

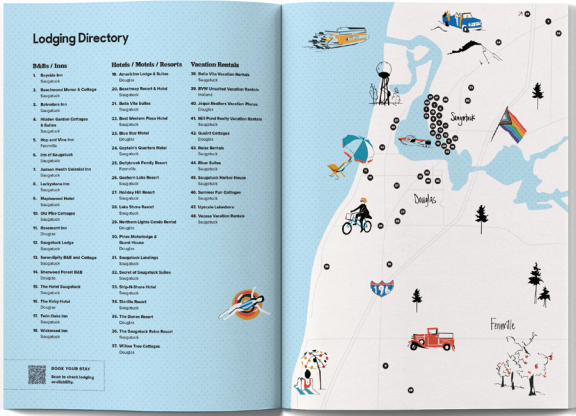
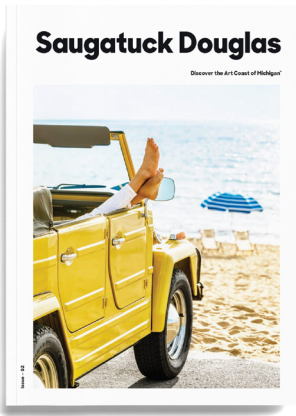
3.4 | Support members’ marketing initiatives and community events

- Continue to provide access to on-brand imagery and video
- Push member activities and experiences and community events that will appeal to visitors through website articles, newsletters, and social channels
- Assist with PR efforts for relevant happenings

3.5 | Support growth of local businesses through promotion to visitors

- Develop Maps/Guides that direct visitors to various venues (Add Eat + Shop)
- Highlight relevant venues through website articles, newsletters, and social channels

2023 DISCOVERY GUIDE
60,000 Printed for Distribution



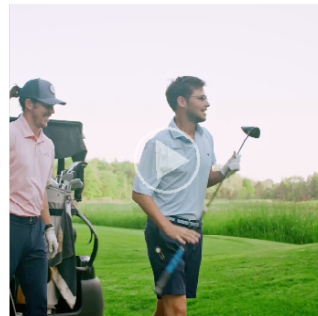
DIGITAL ADVERTISING

Spring 2023

Video Ads

Facebook
Instagram
Instagram Stories

—
*click image to
view video*



Display Ads

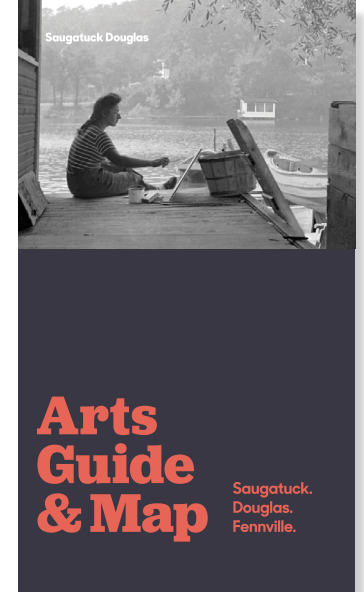
Google Display
Facebook
Instagram

—
Various A/B testing
with headlines,
captions, CTA and
type on images



2023 POCKET GUIDES

Annual Average 10,000 Per Guide



BILLBOARD

Spring/Summer on US31 South of Saugatuck

