



# In case of 2020: BREAK GLASS

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**Worksheet for how DMOs can address “breakthroughs” in the new year.**

## **Breakthrough #1: Clean it Up/ROI**

1. How am I spending my resources?
2. In what ways can I reduce my cost and increase impact to my KPIs?
3. What is my plan for fortifying my relevancy to the various stakeholders?
4. Do I know the real cost of my advertising without markup?
5. Is my advertising drawing in discovery or just servicing those already looking? What is my disruption factor?

## **Breakthrough #2: Innovate/Effective Creative and Storytelling**

1. How much of my content is push vs pull?
2. How do I involve the visitor/meeting planner in the story?



3. How can I shift to dynamic targeting in lieu of pre-determined factors?
4. How can I use LCA (last click attribution) to better master my impact and conversions?
5. Is there a value to developing Chatbots in social media to create dynamic conversations with potential visitors/planners?

### **Breakthrough #3: Lose Control/More is not More.**

1. In what ways am I deploying tactics that other DMOs do to my detriment? Where can I create unique strategy that is difficult to copy?
2. How can I develop a “coalition” with my community/partners that is a win-win and doesn’t require investment, but cooperation to extend our marketing messages and bring in more business?
3. When I see the new trends or get pitched on “must have” DMO products, do I have a structure in place to weigh these against my KPIs?
4. Have I missed some critical trends that now would be too difficult to gain market share in? If so, how can I leverage what I am currently doing to make up for lost share?



5. Am I guilty of developing strategy and/or plans that I do not have the resources to execute fully to realize ROI? Can I evaluate the roles of my vendors and resources to follow through on the most critical components to remain relevant and competitive?



## BONUS PLANNER.

Use these questions when planning a campaign, a niche audience strategy or a new endeavor:

1. MASTER OUR MESSAGE -WHAT IS THE CORE BENEFIT?
2. PLAN
  - a. THREE GOALS
    - i. 6 MONTH MILESTONES
      1. 5 ACTION STEPS FOR EACH MILESTONE, BY WHEN?
3. FIND OUR TRIBE - GENERAL AND TARGET MESSAGE
  1. PROBLEM THEY HAVE, WE SOLVE OR DREAM THEY HAVE WE CAN FULFILL
  2. WHAT'S THE CULTURE WE OWN (NOT BEING EVERYTHING TO EVERYONE)
  3. WHERE DOES OUR TRIBE LIVE
  4. PROVIDE SAMPLE EARN THE RIGHT TO ASK FOR SALE
  5. COLLABORATE (WHAT REOURCES DO WE HAVE TO EXTEND OUR MESSAGE?)
4. MULTIPLY OUR IMPACT AND ROI
5. WHAT DOES OUR BREAKTHROUGH LOOK LIKE?
6. HOW DO WE STAY IN ACTION?