



7 STEPS TO CREATING YOUR 2021 STRATEGIC MARKETING PLAN

Build your Roadmap to Recovery
with Break the Ice Media

STEP 1: RESEARCH & DISCOVERY

10 Research Focus Areas

1. Community
2. Brand
3. Consumer
4. Competition
5. Product
6. Channels
7. Market
8. Future
9. Culture
10. Environment



Primary Research: a methodology used by researchers to collect data directly.

Surveys
Polls
Interviews
Focus Groups
Visitor Intercept Surveys
Google Analytics
Social Media and Digital Ad Insights
Stakeholder Data

Secondary Research: pulling in data that has been collected or assembled by someone else.

5 great resources for tourism destinations:

- Destination Analysts
- The Family Travel Association
- Longwoods International
- Tourism Economics
- U.S. Travel Association

STEP 2: SITUATIONAL ANALYSIS

Build Your Business Background: A realistic assessment of your organization as it currently stands, including the internal and external factors that can impact your business.

Include:

- Who you are
- What you do
- Consumer or target audience
- Brand overview
- Current channels
- Competition
- Business environment, landscape or industry
- Future projections



Find Your Strategic Insights

Strategic insights are profound human truths about the elements of a campaign that shine a light on the opportunities present.

Choose 3-5 of your research focus areas and ask:

- What is unique?
- What is the current state?
- Is that what you expected or is it different?
- What are the opportunities?
- Where are there gaps?
- What is different? How is it different?
- What comparisons can you make?
- What are the strengths that you see?
- How would you describe the overall research?
- Are there any works that come to mind as you're looking over the data?

Key Insight: When combined, these individual insights lead to a key insight that is greater than the sum of its parts. This strategic insight provides a clear direction for the marketing plan and campaigns.



Key Insights determine your positioning and messaging.

Positioning: focused on where your business, organization, or destination fits into the broader marketplace and communicates your unique selling point.

Messaging: focused on how you reinforce your claim and talk about the "what else."

Establish 3-5 SMART Goals

- S. SPECIFIC
- M. MEASUREABLE
- A. ATTAINABLE
- R. RELEVANT
- T. TIME-BASED



Establish 1 OKR (Objectives & Key Results) Goal

- OKR is a "stretch goal"
- Success means achieving 60-70%

Say "I will [objective] as measured by this set of [key results]"

DON'T

- Use your OKR as a task list
- Set too many OKRs
- Stray from your overall vision
- Set it and forget it

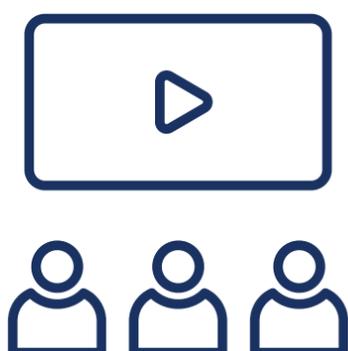
Develop 5-10 strategies: actions you will take to help accomplish your goals.

Take into consideration how you can:

- Leverage your positioning
- Build awareness
- Drive traffic
- Share expertise or establish thought leadership
- Establish a brand voice and tone
- Leverage a partnership or collaborative efforts
- Fill the need by creating new content or establishing different platforms
- Highlight other assets or the "what else" - like proximity to major attractions, access to major highways, etc.

STEP 4: TARGET AUDIENCES

5 Steps to Defining Your Target Audience



- Go beyond the "who" and get to the "why"
- Segment your audiences' interests beyond their demographics
- Consider geography in terms of drive, fly or international markets
- Think about the different channels your audiences are on
- Understand how these audiences like to communicate and what they are looking for

Messaging by audience segment

- Define 5-12 key message points that resonate with your audience(s)
- Develop themes and creative messaging based on your strategic insights
- Drill down to establish specific examples for each theme
- Consider how these messages will translate into content across various channels and tactics

STEP 5: TACTICAL PLAN

Using the PESO MODEL

A holistic approach to your marketing efforts is more effective than siloed tactics and will work to engage your customers at each step of the buyer journey.



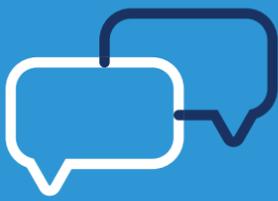
PAID

The elements of a campaign that you pay for directly, also known as advertisements, across social, digital, traditional and print means.



EARNED

Securing coverage for your destination or attraction through third-party outlets or securing an endorsement with no money exchanged. (ie. public relations)



SHARED

The various channels you use to distribute your content or connect with your audience. (ie. social media)



OWNED

Content that is uniquely yours. You have developed the copy, messaging, graphics and stories to live on a channel that you own and manage.

5 Tips to Writing Your Tactical Plan

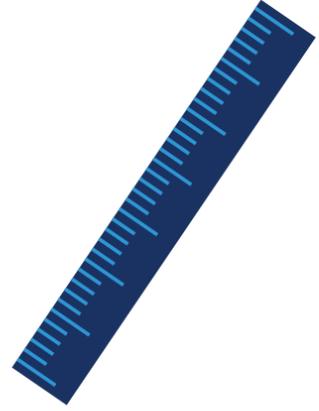
- Be as thorough as possible
- Use simple language that your team will understand
- Include timelines and order of execution
- Reference the plan regularly
- Alter or edit your tactics as needed to meet your goals

STEP 6: MEASUREMENT

Identify your KPIs or "Key Performance Indicators"

Leading Indicators: real-time metrics that measure success

- Clicks, unique clicks, landing page views
- Open rates
- Website traffic
- Social Media Metrics
- Engagement numbers
- Media placements
- Brochure requests
- Advance bookings



Lagging Indicators: post-sale metrics that show success after the fact

- Sales tax revenue
- Occupancy rates
- Average daily revenue
- Tickets sold
- Foot traffic

Use the PESO Model to look at each tactic and your measurements for success in that area.

Pull results. Review results. Ask questions. Make adjustments.

REPEAT.

STEP 7: ACTION PLAN

6 Steps to Creating Your Action Plan

- Consider your existing resources and capabilities
- Be realistic with your tactics and timeline
- Clearly identify your marketing budget
- Plan out your deliverables month-by-month
- Consider this a living, breathing document
- Stick to it!

"Plans are nothing; planning is everything."

-Dwight D. Eisenhower



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