



# DELTA TOURISM AWARENESS 5-YEAR MARKETING PLAN

*Transforming the Delta into a world-class tourism destination*

February 2017

Written and Assembled by Design Media





## WELCOME.

It's a given - California's travel and tourism industry is still growing and capturing hearts and minds around the world.

California continues to be the no. 1 destination in the United States. Travelers spent \$122.5 billion in 2015, a 3.4 percent increase over 2014. Tourism employs more than 1 million Californians, adding 36,000 new jobs. The industry also generated \$9.9 billion in local and state tax revenue in 2015, reinforcing its role as a cornerstone of the state's economy.

We are in a new era of experiential travel, with an increased awareness of the environment and a taste for authenticity. Today's cultural heritage traveler is more discerning than ever and expects a high level of quality — while also being willing to spend more than ever on travel experiences. This is good news for the Delta, a region rich in human history, ecological treasures, natural beauty and full of outdoor adventures and culinary delights that will attract the new sophisticated traveler.

### Context for this Plan

Based on marketing research conducted by the Delta Protection Commission (detailed in Appendix A), some deep insights into the marketing trends that are significant to the Delta Region were uncovered. In order to address and reinforce these trends, a Delta Marketing Task Force, comprised of Delta businesses, the Delta Chamber of Commerce, visitors bureaus, and other interested parties, was formed to create a Delta brand and to explore ways to improve the recreation and tourism traffic coming to the Delta. These efforts were conducted in two phases. Phase I, the creation of a Delta brand and logo, can be found throughout this document. Phase II is the development of this 5-year marketing plan and a Delta tourism and recreation website.

This plan and the website was commissioned for the Delta community by the Sacramento-San Joaquin Delta Conservancy, in collaboration with the Delta Protection Commission. Throughout the development of this plan, the Task Force provided suggestions and input on the contents of the plan and how it can best serve their needs and that of the Delta community. The Delta tourism and recreation website can be found at [www.visitcadelta.com](http://www.visitcadelta.com).



## Current Marketing Efforts

The current marketing and tourism structure of the Delta is nested mainly with the Delta Chambers and Visitors Bureau (Delta Chamber). The Delta Chamber works to “promote the assets of the California Delta through the combined efforts of other local chambers of commerce, visitors bureau, development associations, businesses, government agencies, and individuals throughout the Delta area.” The Delta Chamber holds various events throughout the year such as art tours, business mixers, boating events, and festivals such as the Delta Wine and Art Faire in the fall and the Taste of the Delta Festival every summer. The Delta Chamber has also developed a map of the Delta for visitors and provides tips and suggestions for visitors planning to visit the Delta.

Other events and activities to attract tourism to the Delta are held throughout the year by Delta businesses and organizations. A full list of events is [here](#) and included in the appendix.

## Acknowledgements

Funding for the marketing plan and website was provided by a local assistance grant from the U.S. Economic Development Administration within the U.S. Department of Commerce.

This grant was administered by the Sacramento-San Joaquin Delta Conservancy, in collaboration with the Delta Protection Commission.

Deepest gratitude is expressed to the extended Delta community for its support of this project, as well as the dedicated Delta Marketing Task Force who have driven this effort.

## Next Steps

With the finalizing of this 5-Year Marketing Plan and the website, the Delta Marketing Task Force, in collaboration with the Sacramento-San Joaquin Delta Conservancy and the Delta Protection Commission, will begin to explore ways to implement the strategies outlined in the plan, secure funding for these future efforts, and transition the plan and website to be Delta-owned and operated.



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## INTRODUCTION

### Mission

The Delta will be recognized as a world-class tourism destination and as a place for people, homes and businesses, filled with human history, cultural richness, and diversity.

### Long Term Vision for Delta - “What good looks like”

Investment in Delta Communities will proceed, agriculture and its support services will thrive, recreation offerings and quality will steadily expand and improve, and the Delta economy will continue to be based on agriculture, recreation, tourism and historic preservation rather than urban conversion, population growth, or non-agricultural industry.

### Objectives of the Tourism Awareness Project:

- » Increase awareness of the Delta as a multi-faceted tourism destination.
- » Increase awareness of the Delta as a place of great ecological and cultural importance.
- » Increase Delta tourism and tourism inquiries to a measurable degree.
- » Establish metrics for gauging the efficacy of the campaign.
- » Economic Development for Delta Regional Tourism

### Objectives of this Tourism Awareness Plan

- » Create a blueprint for a strategic approach to tourism and recreation development and marketing in the Delta
- » Position the Delta to capitalize on changing consumer needs and buying trends
- » Confirm priorities to focus existing resources and expand opportunities for new resources
- » Initiate promotion efforts, products and partnerships
- » Identify key strategic imperatives that require minimal investment
- » Assign metrics to measure progress and results
- » Bolster Cultural Heritage Assets: Enhance perception and increase awareness across multiple media.
- » Support and empower local tourism partnerships among groups such as the Delta Chamber, local town Chambers, Visit California and Visitors Bureaus



## Key Success Metrics

- » Increase direct tourism expenditures
- » Increase gross restaurant and lodging taxable sales
- » Increase the volume of first-time visitors
- » Grow off-season visitation consistently over the next 5 years
- » Increased website views and social media traffic
- » Increased engagement from existing and new visitors
- » Sustainable economic growth over the next 5 years

## BRAND IDENTITY BASED ON MARKETING RESEARCH\*

These characteristics are how the Delta currently sees itself, based on marketing research.

### WHY Brand Values

Approachable  
Caring  
Delightful  
Future-facing  
Historic  
Intriguing  
Optimistic  
Natural  
Precious  
Resourceful

### WHO Niche Audiences

Asian cultural history  
Avid hikers  
Craft beer lovers  
Boaters  
Cycling hobbyists  
Fishermen  
Foodies  
LGBT friendly  
Pet friendly  
Specialty Food connoisseurs  
(ex: Gilroy Garlic)  
Wildlife hobbyists  
Wine lovers  
Young Families

### WHAT Brand Icons

Bascule bridges  
Boats  
Cranes  
Cyclists  
Californian cuisine  
Wineries  
Family quality time  
Boating  
Local Produce (pears, orchards)  
Water  
Weddings  
Wildlife  
Preserved landscapes  
Pets



*\*Our summary of the Delta Marketing Research is located in the Appendix A.*

## SWOT ANALYSIS

SWOT means “Strengths, Weaknesses, Opportunities and Threats”. It’s a system to help analyze the current marketing landscape in order to create strategies to promote and improve the Delta in the future.

### Strengths

- » Historic importance & heritage
- » Wildlife (including some rare, endangered species)
- » Unique geography
- » Waterways and waterlife / ferries
- » Summer festivals and activities
- » Outdoor recreation / camping
- » Places to get lost and unplug
- » Agriculture (orchards, farmers market)
- » More approachable and affordable than nearby locations
- » Within 2 hours from urban centers (SF & Sacramento)
- » Engaged stakeholders and business owners
- » Iconic bridges (71 bridges) that connect the community
- » Premier wines
- » Historic resources throughout the Delta recognized by the California and National Registers

### Weaknesses

- » Need to define a center of gravity / landmark
- » Signage that needs to be improved
- » History centers need to be marketed
- » Safer bike lanes need to be developed
- » Perception of being “shabby” or “funky”
- » Needs central SEO-driven site to direct traffic and increase access to existing sites
- » A more cohesive external identity
- » Zoning challenges and issues

### Opportunities

- » Growth in more slow travel, off the grid, opportunities to wander and get lost, crowd-free
- » Protection of the wildlife and its natural assets
- » Growth in culinary and tourism travel
- » People wanting to work and travel to less known areas. Offers a nice alternative off the beaten path
- » Growth in adventure travel and outdoor recreational market — people are looking for new places to explore that are beyond the ordinary
- » If legislation is adopted, National Park Service assistance, funding, and promotion for the National Heritage Area
- » Growth in ecotourism as a more conscious, eco-conscious travel
- » Attracting Millennials toward more off-the-beaten track and eco-conscious travel
- » Appeals to adventurous crowd

### Threats

- » Poor image and perception
- » Wireless and internet connectivity needs improvement
- » Lots of options also within 2 hours of urban centers
- » Limited opportunities for promotions and media funding
- » Poor or insufficient signage
- » Insufficient lodging
- » Impression of only a seasonal destination — find ways to even out the curve



## KEY STRATEGIC IMPERATIVES

### Overview of Key Strategic Imperatives:

- 1) Create a unified tourist perception of the Delta
- 2) Empower partnership and collaboration with stakeholders
- 3) Bolster off-season visitation creatively
- 4) Add content marketing & crowdsourced content to current efforts
- 5) Improve the guest experience and visitor services
- 6) Share environmental efforts in engaging mediums

### STRATEGY 1

## CREATE A UNIFIED TOURIST PERCEPTION OF THE DELTA

### A. High Level Concept

Redefine the presentation of the Delta to maximize consumer engagement and new paying visitors. Build awareness through sharing stories on a wide distribution of media platforms and partner websites and collateral. Also develop a voice for the Delta brand, such as slogans and simple artifacts and merchandise that residents and visitors can promote individually.

It is critical to select a few key images that you'd like people to associate with the Delta, for example, an aerial shot of the delta-shaped region — and use those consistently on all branded materials. Playing up the positive imagery of the pristine beauty in the region, and displaying images that feature civic participation, such as clean up days, volunteering and festivals will help to bring a human element into the picture.

### B. Market Opportunity: The value proposition & benefits

Consumers are in search of tourism experiences that inspire them (desire), inform them (educate) and allow them input (participate). The current opportunity is to completely build a fresh modern approach to branding that adds to the way tourism marketing has been



done in the past. The Delta has the opportunity to create a brand that people can recognize and start to identify with and proliferate organically on their own. Reinforcing the narrative that the Delta is a place that provides: habitat, recreation, agro-ecotourism, history and science learning opportunities is critical to shaping the image of the Delta for its current residents and new visitors.

## C. Key Actions

### No Cost:

- » Build on the current brand guidelines to create a series of slogans and key messages to promote the benefits and unique aspects of the Delta. These slogans can be placed on all kinds of items at a very low to no cost, such as on your websites, included on your newsletters and existing merchandise, or as a sticker or poster that you can display.
  - o "Protect the California Delta"
  - o "Made in the Delta"
  - o "Delta Provides"
  - o "Keep Delta Unique"

### Low Cost:

- » Leverage current efforts to produce and promote a series of merchandise and product offerings available to residents and visitors that can be distributed to local businesses and partners to sell and share. Current artifacts are T-shirts. Ideas of additional potential artifacts: Badges, Bumper Stickers, Bags, Mugs, Photography prints featuring Delta's pristine beauty.
- » Create a brand toolkit for partners and local businesses to help them effectively adapt the voice and/or style of Delta's brand campaign for their various niches, markets, regions, etc. A brand toolkit would be a folder that could include the logos, fonts, slogans, sample photography, and social media graphics that can be used and shared. To learn more about what brand toolkits are, visit here: <http://www.contentharmony.com/blog/great-brand-guidelines/>

### High Cost:

- » Produce a short "brand anthem" video featuring the face of the Delta, with each person sharing one word they love about the Delta, "What I love about the Delta is...." and slice it all together. This video can be posted on YouTube and Vimeo to share and go viral to a public audience, as well as posted on the Delta website and your business websites. You can use this as a viral marketing campaign that can be shared on social media (Facebook and Twitter) to spread the word. For example, leveraging existing videos such



as Huell Howser’s videos and others on Youtube to add together into a series on your website and Youtube.

## D. Key Measures of Success

- » Increased brand awareness (more people talking about and familiar with the Delta region as a tourism destination)
- » Incremental travel & spend
- » Sponsorship and media partnership revenue
- » Yearly growth in tourism
- » Yearly increase in local spending
- » Improved awareness about the Delta opportunities of tourism and/or the Delta brand.

## E. Key Case Studies

- » “Keep Tahoe Blue” campaign: <https://keeptahoeblue.org/>

### STRATEGY 2

## EMPOWER PARTNERSHIP AND COLLABORATION WITH STAKEHOLDERS

### A. High Level Concept

Your biggest asset is the people in the room. Finding innovative ways to create a different marketing initiative is the best strategy for making sure they happen and are successful. Create different incentive structures based on levels of involvement in helping produce your promotional strategies and spread the word.

### B. Market Opportunity: The value proposition & benefits

The benefit of collaborating on your initiatives and strategies is that it saves you budget dollars and can create momentum and “network effects” much faster. A “network effect” is a phenomenon whereby an item or service becomes more valuable when more people use it. The Internet is a good example. Initially, there were few users of the Internet, and it was of relatively little value to anyone outside of the military and a few research scientists.

## C. Key Actions

### No Cost

- » Work with neighboring cities, counties and regions to promote regional travel and develop cross-promotional marketing strategies. This could include something as simple as writing on each other's newsletters, posting promotions on each other's websites (with links to their website), or co-hosting an event together and displaying each other's logos on the event materials.
- » Ask stakeholders to create Twitter accounts to continue the dialogue online. Create a Twitter hashtag to bring the conversation together (i.e. #cadeltalife, #visitcadelta)
- » Apply for a local community grant from corporate social responsibility (CSR) programs within companies like REI who want to fund local parks. Annually, companies provide some funding for social impact programs that contribute to sustainability, conservation, etc. If you have a project or opportunity to engage their customers in community service or educational purposes, you could be eligible for a grant. Learn more about community partnerships and grants here: <https://www.rei.com/stewardship/report/2013/community/corporate-grants-and-community-partnerships.html>

### Low Cost

- » Try a new cooperative marketing program with related corporate brands. Partner with a values-aligned brand such as REI or Patagonia to produce exclusive trips and deals for their customers to come to the Delta. Such an example could be "Cycling Trip to the Delta, sponsored by REI, for a special price for REI members". This way, you gain access to REI's key customer base as well as build your credibility and brand equity by associating with a well-loved consumer brand. Go to their websites to learn more about their programs and process -- each company will be unique.

### High Cost

- » Bring together fundraising efforts to include the Delta Regional Foundation to secure improved and expanded infrastructure (Internet towers, air service, buses, trains, and shuttles from San Francisco and Sacramento). Fundraising efforts could include a fundraising dinner, raffle or a charity event such as a marathon or community service event.

## D. Key Measures of Success (KPIs)

- » Increased web traffic on Delta website from referred sources
- » Brand recognition of an ecosystem of partners, rather than one provider
- » Increase in paid visitors



## E. Key Case Studies

» REI Partnerships: <https://www.rei.com/stewardship/report/2013/community/corporate-grants-and-community-partnerships.html>

### STRATEGY 3

## BOLSTER OFF-SEASON VISITATION CREATIVELY

### A. High Level Concept & Market opportunity

The majority of tourism traffic occurs during the summer season while the rest of the year can often be sparse. To combat this common challenge, off-season visitation can be bulked up with seasonal festivals, events and promotions. Utilizing the draw of seasonal fall, winter and spring events, such as the pumpkin competition or the crane festival, provides a host of other interactive ways to engage potential visitors. Through the use of social media and media partners, creating seasonal promotional strategies can draw locals and visitors to places for special discount packages, or special VIP experiences that they usually wouldn't get access to, such as Restaurant Week.

### B. Key Actions

#### *No to Low Cost:*

##### Highlight the heritage assets:

- » Leverage current heritage/history assets, festival events, cultural experiences and Delta-made products by promoting complementary experiences.
- » Link visitors to Delta-made products to promote local foods, farmers markets, artisan shows, gallery tours, handcrafts, etc. Display a listing on the website of the top choices in each category.
- » Encourage visitors to experience more areas of the region by showcasing multiple artisan/craftsman trails throughout the Delta, with themes and art/craft/history/tribal highlights along each. Encourage artists to promote their work through a joint art fair or open studio.

##### Highlight the culinary assets of each season:

- » Work with local producers to create seasonal street cook-offs with local favorite chefs.
- » Leverage and promote the Sacramento Delta Grown map on your website of all the local vegetable stands and U-pick stations people can visit, and when.
- » Feature a top restaurant of the month cooking seasonal food on the website blog.

Highlight the outdoor activities and ecological assets of each season:

- » Feature a seasonal sport on the blog with links of the best places in the Delta to do those activities.
- » Create a chart of all the top parks, and water areas, organized by seasonal peak and other relevant information, and distribute to local businesses and national park billboards.
- » Create Science-based tours, potentially in partnership with aligned organizations (Water Education Foundation, universities, schools), that could be marketed to local school outdoor education programs as well as tourism platforms like TripAdvisor and WeTravel.

Leverage corporate seasonal activity and other limited offerings:

- » Create a sense of urgency by creating “limited packages” and seasonal specials for different activities (cycling, boat rentals, restaurant deals).
- » Build brand partnerships with like-minded brands (e.g., Patagonia, Snow Peak) to expand Delta’s relevance and awareness in corporate marketing campaigns (show Delta logo in their catalogs and website). For example, call the Marketing Director of these companies and offer a free stay or meal to write about their experience. Another example could be to get the Great Delta Trail logo included in their cycling store catalog and website, REI circulars, etc., in exchange for special access and offers for their membership (such as 20% retail and restaurants, 10% lodging).
- » Encourage Delta residents to “bring a friend”/“refer a friend” to create loyal off-season visitors by creating a discount code for all events for new visitors, could be NEWDELTA FRIENDS.
- » Direct attention and efforts towards the Meetings, Incentives, Conferences & Exhibitions (MICE) Market.
  - » Depending on your business type, you may like to touch base with your County Tourism Bureau marketing staff to discuss ways to enter into the MICE market – as meetings and events happen all year round, and are not restricted by seasons.
  - » Even if you are a small operator, there are always pre and post conference opportunities to get involved in, and often smaller conference groups are looking for more tailored, unique accommodation experiences, which opens up the door for many businesses to benefit from the external investment in the industry.
- » Build your email database all year round: Build up a database of people who are genuinely interested in your business, and who are wanting to hear from you on email (as they subscribed themselves to your database); they are more likely to buy from you than those who aren’t subscribed, especially if you throw special deals their way!

### *High Cost:*

- » Launch new and leverage existing special festivals during the off season period. See section below on “Potential Promotional Campaign Strategies” for more details & KPIs.
  - » Delta Pirate Festival
  - » “Go With The Flow” Delta Wine Passport Weekend
  - » The Great California Delta Festival

## **D. Key Measures of Success**

- » Increase in visitation during the off-season months
- » Raised awareness and attendance of current and new seasonal events and festivals
- » New stories and content generated for media platforms

## **E. Key Case Studies**

- » [Sacramento Dine Downtown Restaurant Week](#)
- » Gilroy Pyrate Festival: <http://pyratefestival.proboards.com/board/47>
- » Vacaville Pirate Festival (right near the Delta....)

### STRATEGY 4

## **ADD CONTENT MARKETING & CROWDSOURCED CONTENT TO CURRENT EFFORTS**

### **A. High Level Concept & Market Opportunity**

#### *What is Content Marketing?*

Content marketing is a modern approach to reaching your audience in a more authentic, effective way. Harness the creative talents and experiences of the Delta’s most enthusiastic and influential visitors into stories that inspire more people to come to the Delta. Identify key influencers who are avid bloggers, Instagrammers, and share generously with niche market groups about cool new experiences and places. By giving them incentives such as complimentary nights and meals in the Delta, in return they share their photos, stories and recommendations with their audience.

Likewise, partnering with influential and aligned media platforms to feature authentic stories from your users is both low cost and high impact. The key lever of power is high quality stories that will go viral. If you have interesting content for these platforms, they will often feature your stories for free vs. paying for an advertising spot.



***Suggested media outlets to partner with (send articles to publish, co-write a feature article on the Delta, or display ads):***

- » Sacramento Magazine
- » Bay Area News Group “Eat, Drink, Play”
- » Thrillist
- » Sunset magazine
- » Delta Yachtsman
- » Smaller individual blogs
- » Delta Life Magazine (when launched)

## **B. Key Actions**

### **No Cost:**

- » Work with the Delta Chamber to create curated article lists: Top 10 lists, curated lists (much better than itineraries, easy to go viral).
- » “Delta on Dime”: Budget itineraries for visiting the Delta” section on site / blog post.
- » Create a video series campaign to launch on Youtube and Vimeo to be distributed on social media featuring “Extreme Nature in Delta” — the coolest wildlife, outdoor life, and adventures in the Delta region.
- » Hire or attract talented “influencers” to cover “A Day at the Delta” and share with their fans and audience across channels.
  - » To find these influencers, look at the most popular tourism bloggers, athletes, photographers and journalists, by searching Twitter, Instagram, Google Searches, and local publications. Make sure to check how many followers they have, and how often they post new content. Look for influencers who do partnerships and sponsorships by checking out their website to see if they include external logos.
  - » To work with them, you could provide the itinerary with reservations at target restaurants and locations you’d like them to feature.

### **Low Cost:**

- » Hire a freelance writer / journalist to cover a corporate retreat or wedding taking place at the Delta and the benefits of hosting your special event.
- » Partner with a media group or TV channel to work with a local chef or agritourism host to produce a cooking show special or foodie feature for a magazine on the region. For example, Sacramento Magazine could do an article with Darrel Corti (of Corti Bros) and Biba Caggiano (of Biba’s) tie-in. Target your searches on Google for the Sac/Stockton/ Bay Area feeder markets.





- » Launch a photography competition on Instagram and Facebook for the best photos of the Delta, to win a free wedding at a winery or a boating trip. Track the competition with your custom tag, such as #deltaphotocompete.
- » Crowdsource the “best of” lists from people, stories from people’s trips and filter the best to feature on the website. You could feature these articles on your home page and blog as a “Special Community Story” and ask people who contributed to the story to share on Facebook, Twitter, etc.

#### **High Cost:**

- » Crowdsource literary stories based on the Suggested Narratives PDF as prompts in a competition (see Social Media strategy document for details on the Suggested Narratives).
- » Competitions for Media: Win a free stay, special winery production tour with the owner, two bottles of wine, and dinner, etc.
- » Tie into the film commission in Sacramento County. Pitch the region as a great place to film. Look at Vancouver as a case study.

### **C. Key Measures of Success**

- » Increase in web traffic from the highest number of sources
- » “Stickiness” and virility of content: high number of shares and reposts on channels
- » Increase in feature articles on reputable media platforms

### **D. Key Case Studies**

Successful Listicles covering the Delta:

- » Top 5 places to eat with a view of the Delta (ex: <http://www.sacbee.com/food-drink/restaurants/article2591595.html>)
- » Best restaurants worth the drive: <http://www.sacmag.com/Sacramento-Magazine/October-2007/Restaurants-Worth-The-Drive/>

Events & Deals:

- » “Camp Grounded” festival in Mendocino: <https://campgrounded.org/northern-california/>
- » Tahoe Packages: <http://tahoemouth.com/deals/>

## STRATEGY 5

# IMPROVING THE GUEST EXPERIENCE AND VISITOR SERVICES

## A. High Level Concept and Market Opportunity

Hospitality is defined as “the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.” This should be the ethos of creating your visitor experience. By starting with empathy and a spirit of service, how might the Delta community design an ideal experience for its guests, especially for first-time guests?

The competition for tourism is increasing as places try to attract and retain their visitors year after year. Those who are able to capture the hearts and minds of their visitors by creating an unforgettable experience for them, succeed. In this digital age, tourism bureaus need to understand how technology can play a big role in trip planning and overall brand perception of a destination. Millennials and “the creative class” use technology for most of their trip planning, and say that “they prefer user-generated content when searching for hotel options, prefer social hubs with quality food and beverage” and “33% of Millennials are more likely to buy a product if it has a Facebook page”.

The concept is to create digitally-savvy services for visitors to improve their overall experience and increase the likelihood of prospective guests and return business. Taking a hospitality approach, create a chat or phone concierge service for prospective guests to help answer questions, plan out their trip and provide curated suggestions that might up-sell more services. During their stay, improve the overall experience by improving their navigation with maps and road signage, offering a help phone line, as well as feedback surveys to let them know their opinion matters. The result is a more seamless experience that will be something worth writing home about and sharing on social media.

## B. Key Actions

### No Cost

- » Twitter hashtags: Even though connectivity is an issue, some people will still want to post their photos when they return to their hotel or after the trip, therefore it is important to have key hashtags to connect stories and track sharing for analytics ongoingly.
- » Feedback surveys: Feedback is critical to improving the guest experience over time. Create an easy 5-minute online survey for guests that businesses can send as follow up and have a short paper survey for visitor centers and locations to hand out. All resulting data should be collected in the same place online, such as a Google Document or Dropbox folder that could be shared and updated by anyone in the community.

### **Low Cost**

- » Work with the Delta Chamber to promote and enhance their Help Support Line: Create a 1-800 number that can be accessed from anywhere at any time. This could be helpful for roadside assistance, directions or any questions. This would be useful if you are in a data-dead zone and needing support.

### **High Cost**

- » Work with the Delta Chamber to promote and enhance current online Concierge Service that can be accessed by phone, email, or text chat message. You could hire a few passionate and friendly community members (from multiple generations and backgrounds to add diversity) to be on call to provide support services like a travel agency, but serving the entire community. People could contact the concierge for recommendations on lodging, restaurants and things to see, help with making a booking, or answering general questions.
- » Improve Delta's Location Strategy: One of the main complaints from surveys has been the poor signage and hard-to-find locations. While some people want to get lost, some people would rather not. Having improved road signs offering directions is key, as well as a downloadable foldable map for all guests. Specifically create coordinated signage that leverages existing "Entering CA Delta" signage, such as "You are X miles from the Bridge", etc.

## **C. Key Measures of Success**

- » Satisfied customer feedback surveys
- » Increase in return customers
- » Increase in word-of-mouth referrals at local businesses
- » Increase in social media
- » Deeper connection between engaged residents and visitors

### **STRATEGY 6**

## **SHARING ENVIRONMENTAL EFFORTS IN ENGAGING MEDIUMS**

### **A. High Level Concept & Market Opportunity**

Environmental consideration is the new standard mandate across social, economic and cultural imperatives, and for the Delta, this has been the case for a while. Residents and



conscious Californians need to deeply care about protecting the Delta. Visitors to the Delta come because of its natural beauty and opportunity to get lost in the relatively untouched landscape. This is a huge asset and an opportunity for the Delta to harness the passion and connection to the land that ecotourism offers.

The key concept is to create assets that organize, synthesize and distribute the most relevant and interesting information about the Delta's landscape and ecology into an interactive and accessible way for a wide audience beyond the Delta. This content should be communicated in modern ways that get people engaged and interested, especially if you've never heard of the Delta. Then, share the content on current platforms such as Youtube, Facebook, Twitter, Apple TV, as well as educational platforms geared towards schools and channels like PBS.

The desired result from this effort is for deeper engagement, awareness and connection to the Delta, which would lead to increased visitation and tourism in the long term.

## B. Key Actions

### No Cost

- » Create an Instagram competition for people to share the most exotic and beautiful locations around the Delta. Prize is a free night stay in the best B&B.
- » Submit stories to be published on media platforms that have a wide reach and targeted demographics, such as the Outdoor California magazine (<https://www.wildlife.ca.gov/Publications/Outdoor-California>), Outside magazine (<https://www.outsideonline.com/>), or the Adventure Sports Journal (<http://adventuresportsjournal.com/>).

### Low Cost

- » Get an exhibitor's table at Cal Expo, Sportsman Expos, fairs and festivals to promote the Delta ecosystem.
- » Gather research from educational institutions that have or are currently producing research on the Sacramento-San Joaquin region's environment in order to synthesize and share.
- » Post a series of stories on social media (blog, Facebook and Twitter) featuring top scientists, athletes and explorers and their adventures and discoveries in the Delta.
- » Host a crowdfunding challenge for community members to raise funds and awareness for conservation efforts. Create a video and toolkit for anyone to run their own campaign and tell their family and friends.



### High Cost

- » Conduct an audit of all the ecological sites that are key to the Delta; this could include some of the cultural heritage sites as well. Have a ranking system to show the levels of conservation and locations at risk. Keep this guide updated and publish it in PDF and print form for a small cost (for example, \$10).

## C. Key Measure of Success

*Note: This is a long term strategy and has the potential to have the most return on the investment over time.*

- » Bolstered status as a leader in environmental conservation
- » Increased awareness, understanding and passion for the Delta, beyond its residents (state-wide and nationally)
- » More kids, young adults and families visit the Delta
- » Increase in tourism dollars over the long term

## D. Key Case Studies

- » Big Sur Land Trust: <http://www.bigsurlandtrust.org/>
- » Keep Tahoe Blue: <https://www.keeptahoeblue.org/>
- » Mill Valley Outdoor Art Club: <http://www.outdoorartclub.org/history.html>

# POTENTIAL PROMOTIONAL CAMPAIGN STRATEGIES

## Promotional Campaign Concept Overviews

### 1. Photography Scavenger Hunt

In conjunction with the Vacaville Pirate Festival, the entire Delta region can participate in a Pirate Scavenger (or Treasure) Hunt. This is a photo-based contest in which participants compete to take the highest number of photos of select iconic Delta “must-sees,” for ex.: bridges, birds, wildlife, historic places, etc. The number can be from 10 to 100. Delta business participants will display a Scavenger Hunt icon that competitors will need to capture on camera to be eligible for the Grand Prize, which could be a two-night stay at an historic Delta lodging property, complimentary meals at participating restaurants, wine tasting, and more. The Delta region alone does not have the resources to compete with



Vacaville for another Pirate event but piggybacking on to an existing event that already draws visitors to the area may be a win-win for all involved.

Rules for engagement in the Scavenger Hunt:

- Engage local business partners to display an icon in windows and stores
- Each photo needs to contain the icon somewhere in the image
- Each photo needs to be postmarked with date and time
- Post on Instagram and then include a #piratehunt in the description
- Geotag the location within Instagram, which can be used to track high traffic areas

### ***Campaign Mascot: The Delta Breeze***

The Delta Breeze is an idea for the “mascot” of the Delta. He would be a bootlegger and would tie into the pirate/bootlegger theme of the campaign. The idea would be that he’d show up to various events in and around the Delta, Bay Area, Stockton, etc... to provide information about the Delta, gear up excitement, and give away prizes for “finding him”.

## **2) Delta Pirate Festival**

The Taskforce suggested that the Delta declare the weeks between Fourth of July and Labor Day to be “Delta Pirate Days”. Participation in this event can be as much or as little as each Delta business desires. Some suggestions have been:

**Pirate Parades:** Yacht clubs, marinas hold Pirate Parades and have awards for the best costume, best decorated boat, etc.

**Pirate Discounts:** Restaurants and bars can offer discounted or 2 for 1 deals to patrons in pirate attire and have live music or other attractions during this time.

**Pirate Themes:** Museums can design exhibits around Delta history featuring bootlegging, smuggling and other illicit uses of Delta waterways.

**Existing Festivals:** If an existing festival falls during Pirate Days, stores can offer discounted tickets to patrons in costume or add a pirate theme to their event.

The Pirate Days would be promoted through VisitCalifornia, the Delta website, the Delta Chamber and business websites and linked to other Pirate Festivals around the country for pirate enthusiasts. Suggestions include a logo or eyepatch that participating businesses could give away as a promotional item. The Pirate Days could also be envisioned as a two or three day festival and concentrate all of these activities into a smaller span of time.



Pros – Pirate Festivals are VERY popular, the Delta is perfect for it, all kinds of businesses can get involved as much or as little as they want, and the span of time and wide distribution avoids the congestion of one event at one place. It is a very welcoming concept, fun and funky which is a very good fit for the Delta. Looking ahead, it is also a good concept for attracting a major sponsor such as Captain Morgan or even Budweiser.

### 3) “Go With The Flow” Delta Wine Passport Weekend

The Isleton Chamber of Commerce and representatives from Lodi suggest that a Delta-wide wine trail be created, combining the wineries of the Clarksburg appellation with Lodi wineries who have vineyards in the Primary Zone to form a wine trail that extends from Freeport to Isleton. In September (California Wine Month), small wineries without tasting rooms would identify locations along the 160 corridor – either renting or collaborating with existing businesses – to participate with wineries along the river and Clarksburg wineries. A map could be created, along with passports, and the event would be promoted through [VisitCalifornia.com](http://VisitCalifornia.com), the Delta website, the Delta Chamber website, advertising, and social media from the wineries, farms and businesses on the route.

The event would last three days and would sell a “passport”, allowing patrons to get stamps at participating wineries, restaurants and businesses over the course of the weekend. These efforts would build upon the Sac River Delta Grown passport weekend.

The event would have three points of entry – Clarksburg, Lodi and Isleton – in order to keep folks moving and minimize congestion in any one spot.

Passports get turned in for a drawing, and the winner gets a donated prize, something along the lines of a free night at the Ryde Hotel, a free boat tour of the Delta, a free houseboat rental, kayak tour or something else that would bring the winner back to the Delta.

Restaurants can participate by pouring Go With The Flow wines that weekend, or offering free corkage to patrons bringing in Delta wines, etc. Farms and agritourism points can offer tastings, pairing dinners, picnic packages, etc. Non-wine businesses can participate as passport locations as well.

Pros – Wine tourism is HUGE, and sure to draw Bay Area, Sacramento and Lodi/Stockton audiences. Two days and three entry points ease congestion, and the design of Trail encourages contact with all Delta businesses. Design of promotion encourages wide participation and return visits, and Isleton, with its historic, compact downtown, is an ideal site to become the Murphys of the Delta.



#### 4) The Great California Delta Festival

This festival is envisioned as a three-day festival in the spring, with a high educational component. Specific themes of Delta history/culture/daily life will be developed, each to be celebrated at a different venue, for example:

Big Break could host a Delta levees/reclamation history event all weekend long (partnering with the Dutra Museum?) with speakers, demonstrations and tours.

State, federal and local governments, Reclamation Districts and NGOs could host venues/events at particular locations to share with the public why they are involved with the Delta.

A Gold Rush event could be hosted with speakers, gold panning and sluice displays, tying the Gold Rush to the Delta.

Partner with Sutter's Fort as Sutter passed through the Delta in 1839 and did commerce between Sacramento and San Francisco.

Tie it in with the annual scow schooner trip up to the Delta with a number of replica boats sponsored by the Maritime Museum in San Francisco.

An Asian/Pacific Islander celebration could be held in Locke, with displays, dances, cultural talks, etc. Farms could host Bounty of the Delta events, with tastings, in-the-field dinners, pony rides, kid's events, etc. Boat tours could be offered with speakers on board at designated times and boarding places, i.e. the Endangered Wildlife boat tour leaves at 11, 1 and 3 from one marina while the Smuggling/Bootlegging Tour leaves at 10, noon and 2 from another, etc.

Bridge houses could be open for tours of bridge operations.

A kickoff dinner could be held on one of the Bascule bridges like Sacramento's Farm to Fork. The Friday of the event will be designed for school field trip tours (the event is meant for spring so schools will be in session and many farms will have something to show) while the Saturday and Sunday are for the public and families. A Festival map would be created showing all the venues, their theme and the times of special events at each venue and the festival would be promoted on VisitCalifornia, the Delta website, the Delta Chamber and business websites, advertising and social media promotions.

Pros – the educational component draws schoolchildren from the urban areas that surround the Delta, and research shows that children come back with their parents. The widespread locations each concentrating on one thing, relieves congestion and allows patrons to design their own experience.

## 5) Secondary Promotional Campaign Concepts:

- » On an annual basis, have professional photographers and videographers with a consistent look and feel shoot the Delta. Each photographer submits 10 photos into a communal library that anyone from the community can use (with a Creative Commons License).
- » Partner with a local radio station and podcast channel to create a short podcast episode about the Delta. The episode could include interviews with local agritourism businesses and culinary tours, or an environmental advocate speaking about the wonders of the Delta.
- » Sponsor the creation of a short documentary featuring the ecological wonders of the region that can be shared in local museums, schools and galleries, targeted at families.
- » Organize a familiarization (FAM) program with leaders and influencers to generate enthusiasm and “buzz” for the region.

A full list of current events in the Delta is here: <http://www.delta.ca.gov/recreation/events/>

## KEY PERFORMANCE INDICATORS (KPI)

The goal for promotional campaigns is to raise awareness of the Delta region and increase visitation.

### *How to Measure Success:*

Analytics are important. Create a plan and execute it.

- » PLAN: Analyze the landscape and craft a strategic content plan.
- » OPTIMIZE: Ongoing measurement fuels the planning process for future strategies.
- » MEASURE: Identify your plan’s progress toward success and it’s impact on the business.
- » EXECUTE: Implement the plan by simply publishing content across channels.

### *Recommended Strategies:*

- » Track Instagram followers as the campaign rolls out; find your current baseline and establish a goal for each month.
- » Promote the promotional campaign on Facebook to raise engagement rates and increase Likes; track engagement via Facebook Insights.
- » Track progress of the campaign on Facebook and advertise and boost as engagement grows.

- » Encourage social followers to submit their own content by running successful contests and hashtag campaigns, and engaging with followers.
- » With media attendance, sign up for a clipping service (i.e., Burrelles Luce) to track media engagement, impressions, and advertising equivalency.
- » Track website visitation via Google Analytics; drill down to find out the demographics of website visitors and their location, and switch up site and social media content to better reach those potential visitors.
- » [Content and social media have a symbiotic relationship](#): Without great content social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects.
- » There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.
- » The type of content you should post on each social network relies on form and context. Form is how you present that information—text only, images, links, video, etc.
- » Posting frequency is as important as the content you share. You don't want to annoy your fans or followers, do you?
- » Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlikes and unfollows. Use Facebook Insights to see when your fans are online and engaging with your content.
- » Publish content that naturally encourages click-throughs or creates discussion. Objects such as creative games that require a response (i.e., trivia or caption contests) open up opportunities to add highly weighted interaction and build affinity with new users.
- » Add a comment that encourages users to open the photo and add comments of their own.
- » Publishing content that users want to share and interact with has always been vital to any Facebook marketing campaign.
- » [To generate more engagement reactions](#), tweak your content to ask questions, publish content worth sharing and compel your fans to like it! Next, do an audit to spot existing content that's doing well and create similar posts in the future.
- » Takeaway: If your Viral Reach metric is significantly lower than your Fans Reached metric, you need to work on getting your content shared more often.





## CONCLUSION

There is enormous potential in the Delta to position and market itself more strategically and authentically and to bring more economic and social returns than ever before. It will require everyone to contribute — consumers, business owners, and local actors. The result of sustainable economic development in the Delta will have a ripple effect on the rest of the State of California, therefore visitation to the Delta maintains and improves the services provided to everyone at a state level. The opportunities and existing assets for agritourism and ecotourism industry in the Delta is a massive opportunity; one which, if leveraged well, can bring about abundant improvements and benefits to its citizens and beyond.

Our hope is that this plan provides a blueprint and practical plan to activate the existing resources, local talent and marketing potential of the Delta region.



A landscape photograph featuring a field of tall, green grass in the foreground, with several trees in full bloom of pink cherry blossoms in the middle ground. The sky is a clear, pale blue. The word "APPENDIX" is centered in the image in a white, sans-serif font.

# APPENDIX



## APPENDIX A: SUMMARY OF MARKETING RESEARCH

### Global Context and Opportunity

***From “Visit California’s report” on Global Brand Landscape:***

“California is synonymous with abundance. Combined with California’s unique brand character — the California Attitude — this positioning is the foundation for the statewide global brand program. The Dream Big platform allows for greater consistency and connectivity from one execution to another, from one initiative to another, and across channels and markets, allowing the industry to build an even stronger global brand for California.

As Visit California continues to expand and enhance the industry’s marketing program, a global brand messaging framework that allows for aspirational storytelling while also providing an opportunity to draw down to the experiential will fuel California’s competitive advantage.”

The “Delta Protection Commission Market Research Project” uncovered some deep insights into the market trends that are significant to the Delta region, such as the growth of visitation and spending in the following markets:

- » Agritourism & Wineries
- » Ecotourism
- » Asian Travelers from China and Japan
- » Water Recreation
- » Science Tours
- » Trail Hiking and Cycling
- » Fishing
- » Millennials and “The Creative Class”

***The top activities for Cultural & Heritage travelers include:***

- » Festivals and fairs
- » Historical and heritage buildings
- » Historic and Native American sites
- » Historical re-enactments
- » Museums and living history museums
- » Cultural & historic tours
- » Natural history museums, art museums and galleries



According to the book, *The Delta Primer*, by Jane Wolff, “[a]ll the powerful and conflicting forces that are shaping the California landscape today converge in the Delta: suburban development, environmental politics, the changing economics of agriculture, and the endless demand for water.

The range of people who want something from the Delta has grown to include local farmers; farmers in central valley; ecologists and environmental activities; boaters, fishermen, windsurfers, birdwatchers, hunters, and other recreational users; suburban developers in cities and towns that ring the Delta; and the inhabitants of Southern California. Their goals for the landscape are different; they understand it in the different ways; and they imagine its future differently. The fault lines among the Delta’s constituents are complicated, variable, and sometimes counterintuitive.”

Therefore, coming together to share conversations is the best plan of action. Gaining consensus and buy-in is the most important investment that can be made right now.

## Key Target Demographics for the Delta

*from “Delta Protection Commission Market Research Report”*

### **Visitation to County Areas:**

A. San Joaquin County had over 4 million visitors in 2012. There were 3,394,700 (83%) leisure tourists and 695,300 (17%) were business tourists. Tourism generated 6,190 employment opportunities, of which 60% was in accommodations and food service. County receipts generated by tourists totaled \$9,500,000.

B. Sacramento County had over 105 million visitors in 2012. There were 70,400,250 (67%) leisure tourists and 34,674,750 (33%) were business tourists. Tourism generated 917,000 employment opportunities, of which 59% was in accommodations and food service. County receipts generated by tourists totaled \$114,000,000.

## The Rise of Ecotourism

“Eco-conscious” consumers travel more frequently than the average consumer. During 2009, 75.6% took at least two vacations away from home and 22% took five to eight vacations during that time. That’s far more than the national average.

### **General Ecotourist Profile:**

- 35-54 years old
- 57% female and 43% male



- 82% were college graduates
- A majority (60%) of experienced ecotourism respondents prefer to travel as a couple
  - 15% prefer to travel with their families
  - 13% prefer to travel alone
- 50% prefer trips lasting 8-14 days
- Top three responses were (1) wilderness setting, (2) wildlife viewing, (3) hiking/trekking

According to a 2012 survey, the 'green' travel trend is gaining momentum among TripAdvisor members, as 71% said they plan to make more eco-friendly choices in the next 12 months compared to 65% that did so in the past 12 months. This growth of ecotourism is being driven by a number of lifestyle trends. These trends suggest that the demand for responsible tourism is likely to remain strong into the future.

***These trends include:***

- » A desire to connect to nature: By 2010, half of the world population was living in cities, for the first time in human history. In response, urban workers are seeking to spend their leisure time in areas where they can "reconnect with nature." Hiking, camping, wildlife viewing, snorkeling and scuba holidays (all trending upward) offer a chance to escape from urban environments and busy work lives. Some urbanites, particularly younger ones, turn to active outdoor adventure travel to meet the need to reconnect with nature while maintaining their fast-paced lifestyle.
- » A demand for authenticity: Travelers today want authentic experiences – vacations that are engaging, personable and memorable.

## **The Rise of the Millennials & The Creative Class**

According to a recent MMGY Global Study, Millennials (who range in age from 18 to 35) are vacationing more than ever before. Approximately one in four Millennials are planning leisure trips in 2014. They are also expected to spend incrementally more on travel services than any other age segment during the next 12 months. It works out to an average of \$887 gain on a previous-year base of \$4,499 – for a total of \$5,386.

## **Summary of Focus Group Feedback on the Delta Brand**

Throughout the discovery process, consistent themes, opinions and feedback were conveyed. Whether in small groups, large sessions or one-on-one interviews, the feedback was consistent with our own experiences visiting the Delta region. A summary of that feedback includes the following:

### 1. Words that describe the Delta:

Natural, beautiful, a sense of community, fun, surprising, scenic, a step back in time, priceless, valuable, quaint personality, has character.

### 2. The Delta's personality is:

Slow-paced, Huck Finn, calm, serene, colorful, full of heart, casual, friendly.

### 3. What do we want the brand to do?

Create openness to new ideas, tell our unique story, educate visitors around the value of the Delta, retain who we are, bring the people.

### 4. What are the main features of the Delta?

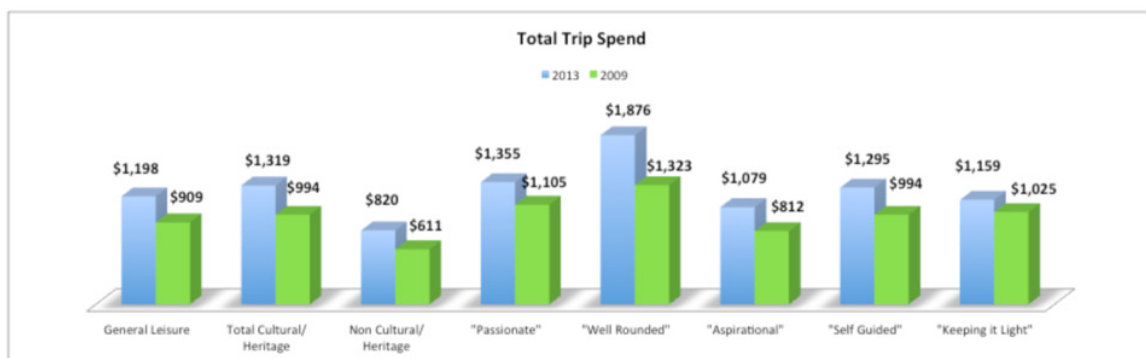
Water activities Recreation, wine, legacy towns, dining, farming.

### 5. Are there any visuals or symbols you would like to see associated with the Delta brand?

Mt. Diablo, egrets, herons, water, fish, boats, sunsets, a sense of peacefulness, bridges, show the "Delta Magic", this is a magical, natural playground, don't over-romanticize it, cultural impact; incorporate something of historical and cultural reference.

## Key Market Statistics

According to the Delta Protection Commission Market Research Report, overall spending on quality, authentic experiences has significantly increased within 4 years, and continues to increase in 2016.



### Water Recreational Statistics:

» 15% of Bay Area and Central Valley residents go power boating annually



- » Fishing remains the most popular activity current participants engaged in while boating during 2013
- » Nearly 6 of 10 (57.8%) fished while boating, 19.3% canoed, followed by tubing (17.8%) and water-skiing (14.6%)
- » Millennials are rising as the primary participant in water recreational activities



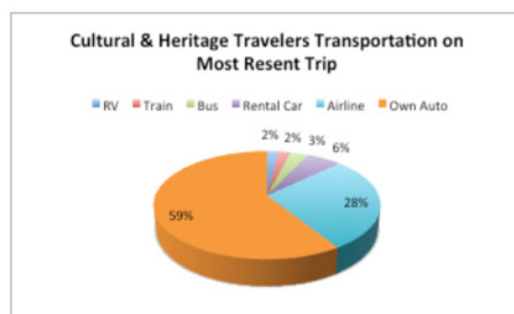
## Cultural Heritage Visitation Growth

### Key California hobbyist interests:

- » Outdoor Active
- » Outdoor Passive
- » Gourmet Culinary
- » Entertainment
- » Culture

### Growth in these tourism areas:

- » Cultural and Heritage growing market and the opportunity for the Delta
- » Agritourism / Culinary Travel
- » Water Recreation Trends — 15% go annually. Big opportunity for Delta
- » Cycling as a strong and still growing market
- » Multi-generational travel is a growing market
- » Ecotourists travel more than normal travelers



## APPENDIX B: SOCIAL MEDIA & SEARCH ENGINE OPTIMIZATION (SEO) STRATEGIES

### Social Media Marketing Strategies Overview

#### *Key Social Media Dynamics to Keep in Mind:*

- » Consumers are looking to their favorite social media influencers for advice, often following those who align with their personal aesthetics and lifestyle aspirations
- » A two-pronged approach — top down (professional) & bottom up (consumer) — drives both reach & powerful influence
- » Social is influential across all generations of travelers
- » Key values to remember: Trust • Authenticity • Personal Interaction
- » Social media analytics offers important insights into what's cool & trendy, so pay attention to the analytics to make your business strategies
- » Establish a reporting program e.g. Sprout Social to create monthly reports
- » FAMs and media visits – create a clipping service account to track print and online articles that show impressions and advertising equivalency, etc.
- » The best marketing trends and strategies to watch for 2017: <https://www.brandwatch.com/blog/content-marketing-trends-2017/>

#### *Potential key influencers and partners for the Delta:*

- » Sacramento Magazine
- » Bay Area News Group “Eat, Drink, Play”
- » Thrillist
- » Sunset magazine
- » The Yachtsman
- » Smaller individual blogs
- » Delta Life Magazine

#### *Suggested Marketing Strategies:*

- » Create a video series campaign to launch on Youtube and Vimeo to be distributed on social media and on the visitor-facing website.
- » Enlist talented “influencers” to cover “A Day on the Delta” and share with their fans and audience across channels.

- » Enlist freelance writer/journalist to cover a corporate retreat, wedding or other event taking place in the Delta region.
- » Partner with a media group or TV channel to work with a local chef or agritourism host to produce a cooking show special or foodie feature for a magazine about the region.
- » Post itineraries that will appeal to families, outdoor enthusiasts, boaters, wine-lovers, etc.
- » Get compelling corporate endorsement of the Delta area in the digital space with co-branded stories, and co-written content on corporate media channels.

*Target demographics could include the following:*

- » Ecotourists
- » Recreational boaters
- » Fishermen
- » Heritage and cultural tourists
- » Agritourism and farm-to-fork enthusiasts
- » Wine-tasting and special event customers

## SOCIAL MEDIA PLATFORMS

*Recommended Social Media Platforms All Tourism Businesses Should Use:*

1. Facebook
2. Twitter
3. Instagram
4. Pinterest

### Facebook Overview:

Facebook now has 1.79 billion monthly active users. No platform in the history of media has ever had that kind of reach, so it's no wonder brands are keen to make the most of their Facebook marketing campaigns. With algorithm changes constantly reducing the organic reach of posts, businesses need to ensure they are producing engaging campaigns that make the most of Facebook's ad features.

### Recommendations:

- » Post engaging content two to three times per week; at least one original story or blog post, and the others can be re-posts from other blogs.



- » Monitor posts for engagement. Does audience connect more with event information or gorgeous images? Then adjust content based on what you learn from Facebook analytics.
- » Photo contests are very successful and easy to run. Pay to promote posts mentioning the contest.
- » Facebook ads are easy to set up and very effective. Use keywords to create a campaign that is relevant to your business.

#### **Case Studies:**

- » The Best Facebook Campaigns and Why They Work: <https://www.brandwatch.com/blog/facebook-marketing-campaigns/>

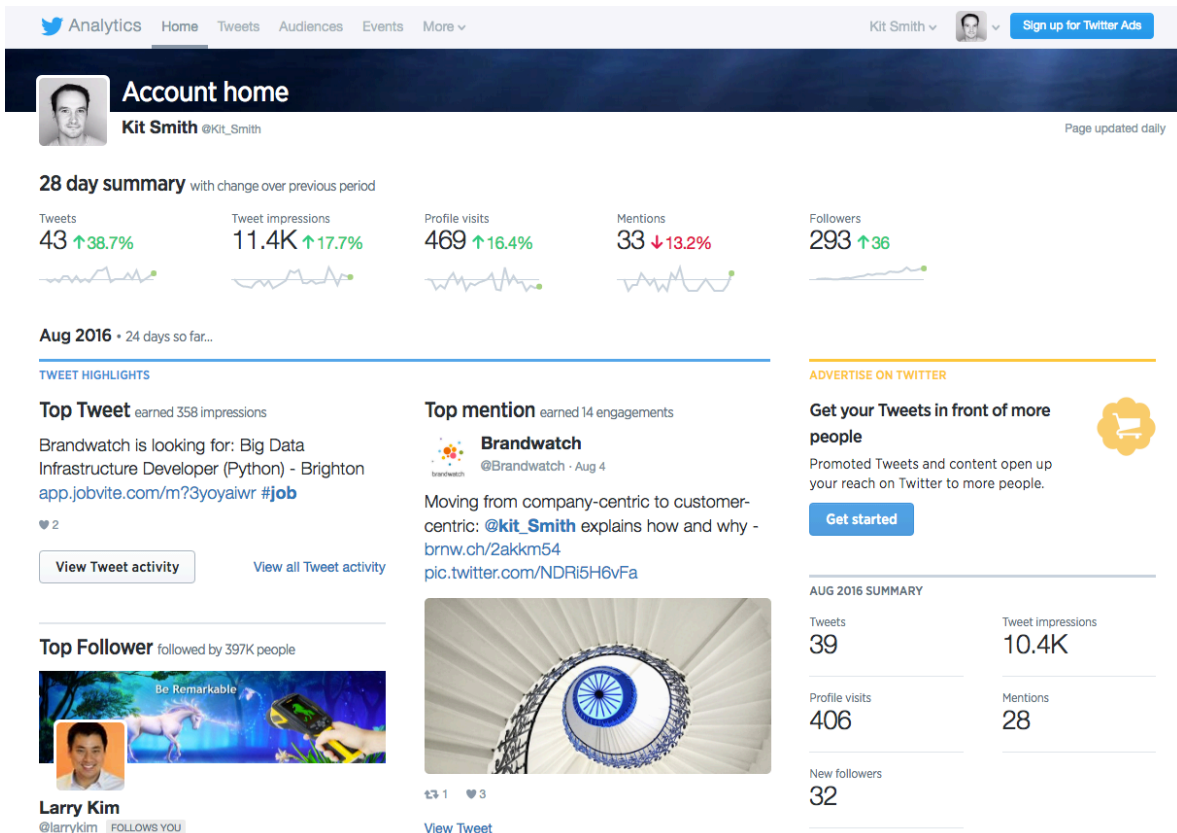
#### **Twitter Overview:**

##### **Recommendations:**

- » Be a resource, not an advertiser: Share content that is actually helpful for your viewers.
- » Create great content: "Create great content that solves pain points and work on building as much earned attention on social media that is as global and engaged as possible".
- » Share the same content more than once, in a different way each time
- » Consistency: Develop a cadence of posting (1x/day, 10x/week, etc.).
- » Set up an Analytics account for your business to track engagement (see image below).

#### **Case Studies:**

- » #SpeakBeautiful – Dove Campaign
- » Tweet Drive – BMW i8 Campaign



## Instagram Overview:

### Recommendations:

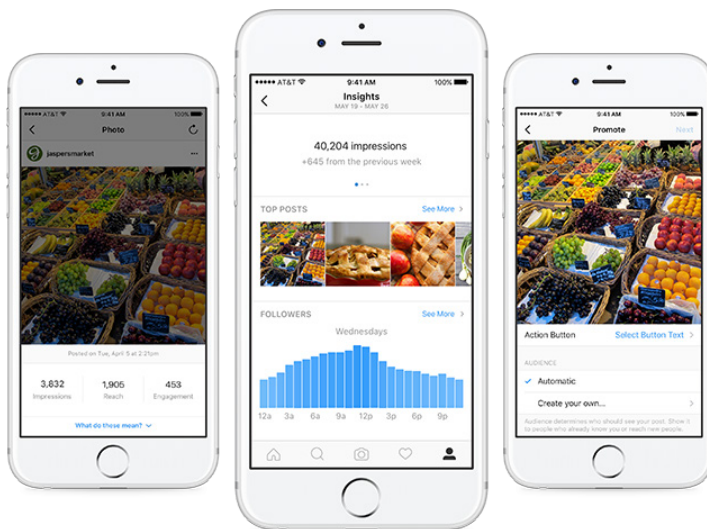
- » Post once per day for the best traction.
- » Create a business account.
- » Set up a few hashtags (#) to associate with your business.
- » Make sure your business is registered on Foursquare so that Instagram users can geotag the location of your place and they can track that information.
- » Set up your analytics system for your account. Instagram recently announced it has released an analytics measurement tool for businesses. Read more here: <http://www.adweek.com/news/technology/instagram-launching-insights-tools-businesses-171732>
- » Look at successful Instagram accounts for inspiration for content.
- » Have a member of you team find an image that is relevant and attractive to post once a day on your Instagram feed.

- » Follow all relevant hashtags and people that use that hashtag. Look at their followers and try following them as well to grow your network.
- » Find influencers (people who have over 1,000 followers) in your space and follow them to gain inspiration and repost favorite posts.

### Case Studies:

#### » Starbucks #WhiteCupContest

In April 2014, Starbucks launched their #WhiteCupContest on Instagram. While it's one of the best Instagram campaigns, it took minimal effort from the brand itself. The idea had been suggested by customers on the My Starbucks Idea page. In fact, the white cups had long been used as a canvas by many budding artists, who would then often post the results on social media.



### Pinterest Overview:

With 72.8 million active users on Pinterest, and 85% of those users being female, it is most definitely one of the most underrated social media platforms for the tourism industry.

Pinterest is commonly regarded as a fantastic social platform for the retail industry, but it can also be an extremely valuable tool to help inspire and plan holiday trips. But, rather than go into how people can use Pinterest for travel planning & inspiration, here is WHY Pinterest is so important when it comes to driving visitation and sales.



Pinterest has been regarded a hugely efficient, and extremely powerful search engine. With users constantly pinning webpages of tourism experiences to their boards, it's not only a great way to stay top of mind with potential customers as they refer back to their planning references, but it also allows your webpages to be found when people search for content in Pinterest itself. This ultimately means that your webpage content can then obtain ongoing, increased reach and drive traffic from a social market that it perhaps wouldn't have received otherwise.

Pinterest can improve your webpage's Google Rankings. So, the more webpages you have pinned to various boards in Pinterest (including boards of your own!) the better chance you will have of Pinterest users finding your content, and clicking through to your website – and therefore, demonstrating to Google that your content is clearly authoritative, and worth ranking well in their search engine results pages for relevant search terms.

#### **Recommendations:**

- » To get more content seen in Pinterest's search engine, we recommend that you create a Pinterest account for your business or destination, and start pinning all of your content on 'experience' related boards!
- » To encourage more people to 'Pin' your webpages to their boards, you'll need to integrate the pin it button on all of your webpages (or your blog post pages as a min.).  
Link: <https://business.pinterest.com/en/save-button>
- » With WordPress websites, you can also download the plugin Pinterest Pin it Button for Images which will add a 'Pin It' button on all of the images on your site. This means that when a website user hovers their mouse over the image on your webpage, a Pin It button appears in the top right hand corner, allowing them to pin the image directly to their chosen board. Link: <https://wordpress.org/plugins/pinterest-pin-it-button-for-images/>

#### **Case Study:**

- » Honda Campaign: <https://youtu.be/eloAPdsn3IM>

## **SEARCH ENGINE OPTIMIZATION (SEO)**

Before placing keywords in your website, it's important to know the different content that search engines rank, as this will determine all of the potential content that you will need to optimize for your website.

### ***Search Engines rank different content types:***

- » Standard Web Pages. You can make any page on your website available to search engines.
- » Local Web Pages. You can create web pages that target local searchers, to be found when a location specific key phrase is entered. Google recently changed its Google Places listings into Google + Local and you can see Google + Local listings in search engine results.
- » News Articles. For a news article to be indexed you must ensure that your site is included in Google News – follow the guidelines on submitting a dedicated news sitemap.
- » Videos. Google includes YouTube and Vimeo video matches in its search results.
- » Images. Sometimes you will see images in the main body of the search results, though this is not the case for all searches. In the top menu on Google there is a tab for 'Images' which enables people to search specifically for images that are relevant to their search queries / keywords.
- » Discussions. In the top menu in Google you will see a tab called 'Discussions' that enables searchers to refine their search to only show relevant discussions online. This tab is only enabled when there is a Discussion available, and only applies to current online forums and discussion groups.

### **SEO Recommendations:**

#### **1. One Keyword/Search Query Per Webpage**

Each webpage has the ability to rank in search engine results for relevant search queries. Therefore, when optimizing webpages for validated search queries, we need to only select one search query per page. This will ensure that we are being as specific with our content as possible, and also allows us to be super focused on the content we are delivering for our users and also for search engines.

If you try and optimize your webpages for more than one search query, you start to dilute the message to your visitors, and search engines, therefore not giving yourself the best chance for your individual webpages to rank as high as possible in search engine results.

#### **2. Optimize Off-Page Elements**

You need to ensure your keyword is placed in the URL of your web page. Most content management systems will offer the option to personalize your URLs, except for your home page.

NOTE: If you do change your URLs, make sure it does not affect any of your URL redirects, or menu structures.

Ensure your keywords are placed once in your page title, and once in your meta description. The meta description doesn't get used by search engines for ranking purposes anymore, but it is still good to place the keywords here for user relevance – think of it as a two line sales pitch. Keep your Page Title to under 55 characters, and Meta Description to under 150 characters. And whatever you do, don't use the Meta Keywords tag – as no search engines use this to rank pages.

## The best software tools for analytics and SEO:

### 1) *Sprout Social*

With a single platform, Sprout Social centralizes all of your social activity to help you gain efficiency and find real results.

Price: \$99 – \$1500 USD/month

### 2) *Facebook Analytics*

You can learn about your business page on Facebook with this app. It focuses on 3 core areas:

- » Page Likes: Total and new Likes for your page
- » Post Reach: Total number of unique people who were shown your page and posts
- » Engagement: Total number of unique people who engaged with your page, as well as different engagement types

Price: Free

### 3) *Keyhole*

Use Keyhole to measure, in precise detail, a brand or trend's impact on Twitter, Facebook and Instagram. Giving you access to an intuitive and shareable dashboard, it tracks hashtag, keyword and campaign metrics in real-time. These include reach, impressions, periods of high activity and more.

You can also leverage its data to lead your influencer outreach efforts. Clicking the dashboard's Influencers tab will reveal information surrounding accounts that have the



highest reach and interaction numbers. To boost your engagement, identify important accounts in your niche and re-share their most popular content.

Price: \$89 – \$3,000+ USD per month

#### **4) *Brandwatch***

Offering a suite of tools that work across major social media platforms, Brandwatch is perhaps best used as a research suite. It provides information about the markets you own and want to enter, such as demographic data about gender and occupation. You can even monitor your brand's reputation in real-time, seeing if users are posting positive or negative messages about you. Best of all, the data is accurate – Brandwatch filters spam and duplicate mentions.

Price: Contact Brandwatch to discuss a unique plan

#### **5) *Google Analytics***

As the clear top choice for analyzing website traffic, it's also ideal for evaluating certain social media metrics. You can use it to measure the value of traffic coming from social sites, determining how visitors behave and if they convert.

Price: Free – \$150,000 USD per month

#### **6) *Hootsuite***

Similar to Buffer, Hootsuite is a social media management dashboard. On top of scheduling posts and aggregating content, you can use its analytics tools. The platform not only tracks standard engagement numbers, but measures your team's performance. For example, it records resolution times for customer service issues.

Price: Free; advanced plans vary

#### **7) *Klout***

Test out Klout to quantify your influence on each major social platform. Giving you a mark out of 100, it grades you based on your ability to engage and drive action. You can see on which platforms you're most influential, giving you an idea about how to successfully interact with your audience.

Price: Contact Klout to discuss a unique plan



## Recommended Free Resources

- » Tourism School: Wonderful, useful articles on everything from content marketing to social media best practices. <http://tourismeschool.com/>
- » Brand Watch: Tips and strategies on analytics and creating successful social media marketing campaigns. <https://www.brandwatch.com/>
- » Curated list of top social media analytics tools: <http://keyhole.co/blog/list-of-the-top-25-social-media-analytics-tools/>

## Workshops & Online Learning Resources

We also recommend Delta businesses look for free workshops to learn more about how to use social media (Facebook, Twitter, Yelp) and other marketing services to promote your businesses.

General Assembly: <https://generalassemb.ly/>

Skillshare: <https://www.skillshare.com/>

Coursera (free): <https://www.coursera.org/>



An aerial photograph showing a winding river or canal system flowing through a landscape of agricultural fields. The fields are in various stages of harvest, with some appearing golden yellow and others brown. The river is dark blue and winds through the landscape, creating a complex pattern of curves and bends. The text "THANK YOU." is overlaid in white, centered in the middle of the image.

THANK YOU.

[www.delta.ca.gov](http://www.delta.ca.gov)