



FY 2025 Marketing Plan

I. Advertising

Goal: Generate \$ 400,000 in (Sussex County) hotel bookings by creating 4 (four) seasonal advertising campaigns while researching additional opportunities in feeder markets and target lifestyle groups.

A. Measurement

Each advertising vehicle's return on investment will be based on the following key performance indicators:

- 1) Number of hotel searches - Adara
- 2) Number of hotel bookings and revenue generated -Adara
- 3) Click-through rate (CTR) – Google Analytics (G.A.)
- 4) Reader Responses (when applicable) - publications
- 5) Number of Impressions – G.A. and Adara
- 6) Number of Unique Viewers Reached – G.A.

B. Content & Messaging

Create new and enhance existing messaging to further target visitors interested in:

- 1) Culinary adventures and dining (Culinary Coast™)
- 2) Tax-free shopping
- 3) Pet-friendly opportunities
- 4) Outdoor fun
- 5) Meetings and Retreats

Overall Messages

Revive your senses...Experience it, taste it, see it

Life is...

...better here

...more good natured here

...tastes better here

...less taxing here

...more inspired here

...timeless here

C. Designated Market Areas (DMAs)

Maryland -Howard, Montgomery, Prince Georges & Anne Arundel Counties, Baltimore Metro

Delaware- New Castle County

Pennsylvania- Philadelphia Metro, Harrisburg Metro, Lancaster, Delaware, Chester, Bucks, and Montgomery Counties

NJ: Mt. Laurel & Cherry Hill

Washington DC Metro

VA- Arlington & Springfield, Fairfax, Loudon, and Prince William Counties

NY- NYC and Long Island

D. Demographics

- Age 25+ with financial means to travel
- Primary interests include travel, beaches, outdoor activities, culinary, history, culture, shopping.

E. Advertising Outlets

Outlet	Distribution/Reach	Designated Market Area (DMA)
Paid Digital Social Media	2.4 million impressions	MD, DE, PA, NJ, VA
State DTO coop	12.6 million impressions	Philly,Hilly Philly, NYC, Richmond, Wilkes Barre/Scranton,DC
EffecTV	338,766 impressions	Philly,Hilly Philly, NY, DC, NJ
Compass Magazine	575K readership, 2.6 million imp	DC, KY, NC, OH, PA, SC, VA,WV
AAA World	300,000 emails	DE,PA,VA, MD, NJ,NY, CT, DC
Baltimore Magazine	Print 2.5Mil, Dig-2.2 mil	Baltimore, MD and surrounding areas
USA Today Magazine	Digital 100mil/day	DE,PA,VA, NJ,NY, CT, DC,VE,WV, MA, MD
Rec News	282K monthly print/Dig/web	Metro DC and Metro Baltimore
Ferryvision	227,195 viewers	Philly, Wilmington Airport, Philly Vision Network (apple, Roku etc)
No VA Magazine	17,000 print, 150,0000 monthly online	Loudon, Fairfax, Fauquier, Prince William, Stafford Cos, Arlington, Alexandria & Falls Church
Arlington Magazine	20,000 print online	Mcclean, Falls Church, Arlington
Philly Magazine	405,000	77% PA, 16% NJ

Southern Living	354,600 (Mid-Atlantic)	NY, NJ, PA, MD, VA, DC, DE
Military Times	3.9 million online	Natl with Mid Atlantic Target
Mid Atlantic Events	19,928 Digital	DE,MA, NJ, PA, VA, DC
Newsday	Daily print-437K, Dig Monthly-880K	Long Island and Queens NY
Metro Kids	TBD when buy is planned	southeastern PA, southern NJ

F. Budget

SDT Marketing Budget FY25-Draft One

Revised 4-1-24

Summer 2024	JUL-SEP	Fall 2024	OCT-DEC	Winter 2025	JAN-MAR	Spring 2025	AP-JUN
Print		Print		Print		Print	
Little League Senior Softball WS	750	Slam Dunk to the Beach Progra	295	Delaware Beach Book	500		
Total Print	750	Total Print	295	Total Print	500	Total Print	0
Digital		Digital		Digital		Digital	
Paid Social - Miles Media	10,000	Paid Social - Miles Media	20,000	Paid Social - Miles Med	10,000	Paid Social - Miles Media	20,000
Programmatic (Display & Native	15,000	Programmatic (Display & Native	15,000	Programmatic (Display	14,500	Programmatic (Display &	15,000
Social Boosts	708	Social Boosts	500	Social Boosts	500	Social Boosts	500
Total Digital	25,708	Total Digital	35,500	Total Digital	25,000	Total Digital	35,500
Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo		Digital/ Print Combo	
AAA World	3,000	Military Times	3,500	Mid At. Events	3,000	USA Today	3,000
Arlington Magazine	2,400	Philadelphia Mag	3,000	Compass Magazine	3,550	Miles Coops	8,000
Recreation News	1,450	Mid Atlantic Events	3,000	Metro Kids	2,000	Mid Atlantic Events	2,400
Edible Delmarva	2,000	AAA World	3000	AAA World	3,000	Northern Virginia Mag	3,200
Cape Gazette Sidekick	1,490	Baltimore Magazine	3,000	Philly Magazine	3,500	Southern Living	4,000
Newsday	4,000	Northern VA	3,200	Newsday	4,000	State Coop	10,000
Preservation Magazine	2500	Edible NY	4000	Edible Philly	3,000	Edible DC	3,000
Total Digital/Print Combo	16,840	Total Digital/Print Combo	22,700	Total Digital/Print Con	22,050	Total Digital/Print Combo	33,600
Streaming/Video		Streaming/Video		Streaming/Video		Streaming/Video	
EffecTV	10,000	EffecTV	12,000	EffecTV	8,000	EffecTV	16,000
EffectV coops	1,500	Forever Media	5,000	Forever Media	5,000	EffectV coops	2,000
inusa.org(Konrad digital)	5,000	Effectv coops	1,500	Effectv Coops	1,500	Ferryvision coops	10,500
Total Video	16,500	Total Video	18,500	Total Video	14,500	Total Video	28,500
Total Summer	\$59,798	Total Fall	\$76,995	Total Winter	\$62,050	Total Spring	\$97,600
						Total	\$ 296,443
						Annual	
				Print		1,545	
				Digital		121,708	
				Digital/Print Combo		95,190	
				Streaming/Video		78,000	
				Total Ad Spend		296,443	

G. Asset Development

- Design budget\$25,000
- Video production.....\$ 7,500

Total.....\$32,500

II. Public Relations

Goal: Generate \$3.5 million in earned media value for travel to Sussex County by hosting and assisting travel journalists.

A. Measurement: Utilizing the Muck Rack PR Platform, coverage and earned media value (AVE) will be primarily estimated by calculating advertising equivalency as monetary value of articles based on the media outlet's popularity.

B. Create and distribute at least 8 press releases.

C. Work with Baltz & Company and SDT culinary partners to strengthen Southern Delaware's reputation as The Culinary Coast™

- 1) Secure 25 Culinary Coast™ articles in major news outlets and publications
- 2) Provide story ideas to Baltz on a regular basis (Every 2 weeks)

D. Attend the 2024 Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Marketplace in Roanoke, VA August 27 – 29, 2024.

E. Contribute regular tourism columns and op-eds in local and statewide publications.

- Morningstar Business Report
- Cape Gazette
- Seaford Star
- Coastal Point
- Delaware Business Magazine

F: Content Creation

- Freelance writer blogs
- Destination takeovers by influencers (STR leg permitting)

III. Visitor Guide Printing & Distribution

A. Update SDT's Visitor Guide and print 50,000 copies.

B. Maintain distribution schedules and work with distribution companies to distribute the visitor guides in travel centers and travel kiosks in Pennsylvania and Maryland.

C. Fulfillment for Visitor Guide Requests via SDT's website

D. Budget – \$65,000

IV. Event Marketing

Goal: Generate 1,000 qualified contacts and build awareness of Southern Delaware's travel assets and unique offerings.

- A. Partner and co-op with the Delaware Tourism Office to exhibit at consumer travel shows at the Chicago, NYC, and Washington D.C. Travel & Adventure Shows.
- B. Budget: \$15,000

V. SDT SouthDel Sidekick App

- A. Expand hotel and local business participation on Bike & Stay and Paddle & Stay Promotions. Experiment with other hotel package interest areas (i.e. gardens, wellness)
- B. Work with county partners to add more Super Deals
- C. Increase the number of Sussex County hotels using the On-Stay component to a total 30+.

VI. SDT County Tourism Ambassador Program

- A. Promote to county tourism partner businesses
- B. Promote to our local communities
- C. Establish rewards from our tourism partner businesses
- D. Certify 50+ ambassadors

VII. Marketing (Niche Partner) Sub-Committees

- A. To meet three to four times per year
- B. Niches / Categories
 - 1) Hotel Committee
 - 2) History-Heritage Committee
 - 3) Arts & Entertainment Committee
 - 4) Culinary Coast™ Committee (monthly)
 - 5) Agritourism Committee