



## FY 2024 Marketing Plan

### I. Advertising

**Goal:** Generate \$1.2 million 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) – 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) Traditions – new and old across all generations; rekindling traditions while establishing new ones
- 2) Family trips and gatherings
- 3) The charm, comfort and enjoyment of home grown, fresh and local goods, agritourism, small towns, and old-fashioned fun (such as boardwalk amusements and outdoor movies)
- 4) Having your next big moment
- 5) Meetings and retreats – *to increase mid-week hotel bookings*
- 6) Culinary adventures and dining (Culinary Coast™)
- 7) Tax-free shopping
- 8) Pet-friendly opportunities
- 9) Outdoor fun
- 10) Road trips

### 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

#### Co-op DMAs

AAA World: Mid Atlantic  
 Effectv: DC Metro, Philadelphia, Harrisburg- Lancaster, Baltimore  
 Ferry Vision: Philadelphia, New Jersey

### D. Lifestyle Groups

- Families (35-45 years old, \$125k+ HH income, with teen children, homeowners saving for college)
- Baby Boomers (50+ years old, empty nesters, \$100K HH income, homeowners)
- LGBTQ

### 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

FY24 Draft One

| Summer 2023                      | JUL-SEP  | Fall 2023                      | OCT-DEC  | Winter 2024             | JAN-MAR  | Spring 2024               | 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 | 21,000   |
| Programmatic (Display & Native   | 15,000   | Programmatic (Display & Native | 20,000   | Programmatic (Display   | 14,500   | Programmatic (Display &   | 20,000   |
| Social Boosts                    | 708      | Social Boosts                  | 500      | Social Boosts           | 500      | Social Boosts             | 500      |
| Total Digital                    | 25,708   | Total Digital                  | 40,500   | Total Digital           | 25,000   | Total Digital             | 41,500   |
| Digital/ Print Combo             |          | Digital/ Print Combo           |          | Digital/ Print Combo    |          | Digital/ Print Combo      |          |
| AAA World                        | 2,400    | AAA World coops (Nov)          | 3,000    | USA Today               | 3,000    | AAA World -SDT            | 2,000    |
| Arlington Magazine               | 2,000    | Reunion /Group                 | 3,000    | Compass Magazine        | 3,250    | AAA World Coops           | 2,160    |
| DTO Coop                         | 10000    | Military Reunions              | 3,500    | Mid Atlantic Events     | 1,000    | Mid Atlantic Events       | 1,000    |
| Recreation News                  | 1,500    | Southern Living                | 4,000    | Philadelphia Mag (Oct)  | 3,000    | Philadelphia Magazine     | 3,500    |
| Baltimore Mag (sept)             | 3,000    | Northern Virginia Mag          | 2,000    | DC Blade                | 2,000    | Delaware Business Times   | 1,900    |
| Delaware Business Times          | 1,500    | Metro Kids                     | 2,000    | Metro Kids              | 2000     | State Coop copays         | 8,000    |
|                                  |          |                                |          | Newsday                 | 4,000    | Northern Virginia Mag     | 3,000    |
| Total Digital/Print Combo        | 20,400   | Total Digital/Print Combo      | 17,500   | Total Digital/Print Com | 18,250   | Total Digital/Print Comb  | 21,560   |
| Video                            |          | Video                          |          | Video                   |          | Video                     |          |
| EffecTV                          | 10,000   | EffecTV                        | 16,000   | EffecTV                 | 6,000    | EffecTV                   | 16,000   |
| EffecTV coops                    | 1,500    | New Streaming                  | 4,000    | New Streaming           | 8,000    | EffecTV coops             | 5,300    |
|                                  |          |                                |          |                         |          | Ferryvision coops         | 14,000   |
| Total video                      | 11,500   | Total video                    | 20,000   | Total video             | 14,000   | Total video               | 35,300   |
|                                  |          |                                |          |                         |          |                           |          |
| Total Summer                     | \$58,358 | Total Fall                     | \$78,295 | Total Winter            | \$57,750 | Total Spring              | \$98,360 |

**Booked**

**Total**

**292,763**

|                       | Annual         |
|-----------------------|----------------|
| Print                 | 1,545          |
| Digital               | 132,708        |
| Digital/Print Combo   | 77,710         |
| TV/Streaming          | 80,800         |
| <b>Total Ad Spend</b> | <b>292,763</b> |

## II. Public Relations

**Goal:** Generate \$400,000 in publicity value for travel to Sussex County by hosting and assisting travel journalists.

- A. Measurement: Utilizing the Muck Rack PR Platform, coverage and publicity value 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 2023 Mid-Atlantic Tourism Public Relations Alliance (MATPRA) Marketplace in Bethesda, MD July 31 – August 2, 2023.
- 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

### III. Visitor Guide Printing & Distribution

- A. Update SDT's Visitor Guide and print 60,000 copies
- B. 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 – \$80,000

### 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: \$20,000

## V. Other Products

- A. SDT SouthDel Sidekick App
  - Expand hotel and local business participation on Bike & Stay and Paddle & Stay Promotions. Experiment with other hotel package interest areas (i.e. gardens, wellness)
  - Work with county partners to add more Super Deals
  - Increase the number of Sussex County hotels using the On-Stay component to a total of 30+.
- B. Work with W Films and the SDT team to increase the number of visual stories a month on social media.
- C. Further develop SDT's online marketing toolkit for partners
- D. Budget: \$10,000+\$8,000

## VI. 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) Outdoor Committee
  - 6) Agritourism Committee