

Outline

Jefferson County Board of Tourism Outline of proposed Content-1 Services

The Jefferson County Tourism Caucus on March 19th, 2021 provided Content-1 both an opportunity to better understand the current state of tourism stakeholders' organizations, objectives and collaborative initiatives, and to present best practice processes involved in the development and implementation of digital marketing efforts. With this understanding and with the interest expressed by stakeholders in developing more effective and measurable marketing efforts, Content-1 suggests the following outlined course of action meeting once a month for six months.

Formation of a Tourism Stakeholders' Committee

Marketing representatives from each of the organizations in attendance at the March 19th Caucus will be invited to form a committee for the purpose of further developing each of their brands, identifying their objectives and KPIs to measure their success, and creating personas and effective messaging to be used for digital marketing purposes in the future. The committee will then work together to roll-up their individual organizations' findings to agree upon a brand that will serve as an umbrella to all of the organizations (Visit Madison). Key messaging for the brand will be created and plans for how the diverse Madison tourism groups will collaborate with each other in the future will be addressed.

Before the first committee meeting

Start with a form-based marketing audit for each organization to complete in advance of the first committee meeting (Content-1 will provide). This provides a current state understanding of where each organization is from a branding and messaging perspective.

Meeting 1 – Discovery

Identify a Secretary to take minutes

Why are we here and what do we hope to accomplish?

Discuss deliverables each organization will walk away with at the end of 6 months

Review marketing audit (completed before the meeting) with each organization to establish a current state.

Explain homework for the next meeting

Meeting 2 – Brand Development

Walk organizations through the Branding process including:

- Marketplace Analysis
 - Brand Equities – elements of Trust, Quality, Exclusiveness
 - Market Valuation
 - Audience Segmentation

- Brand Building
 - Values
 - Beliefs
 - Purpose
 - Brand Equity

- Points of Differentiation
- Points of Parity
- Brand Character
- Brand Assets
- Execution
 - Messaging
 - Tag Line
 - Campaign formation

Meeting 3 – Objectives and KPIs

Identify Brand Objectives for individual organizations

Identify measurable Key Performance Indicators (KPIs) corresponding to each objective

Meeting 4 – Persona Development

Persona Development

Identify important personas expected to best respond to messaging from each organization and where they can be found

Meeting 5 - Messaging

- Developing key messages
- Comparing messages to brand development exercise
- Matching messages to personas
- Content calendar
- Influencers
- Proper frequency
- Campaign development
- Paid, earned and owned media

Meeting 6 - Umbrella Brand

- The role of Visit Madison and the role of its stakeholders
- Developing umbrella brand
- Developing umbrella messaging
- Future stakeholder collaboration

Cost

Our suggested cost structure for supporting these efforts is \$1,200 per month.

Deliverables

Suggested deliverables to be developed by each organization during the 6-month process include:

- Current state marketing audit
- Brand understanding - including marketplace analysis, brand characteristics and messaging
- Brand objectives and matching Key Performance Indicators (KPIs) for measurement of success or failure
- Key personas or target audience descriptions
- Brand messaging unique to each organization
- Foundation for umbrella branding and messaging
- Foundation for future committee collaboration