

WINTER 2024 CHAUTAUQUA

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Presented by

**NORTHWEST
GEORGIA**
Travel Association



Useful Marketing Tools That Won't Break the Bank

GIVE US YOUR
FEEDBACK

- Promote your blog posts, which drive traffic to your website
- Directly dialogue with followers to express your brand voice and garner more engagement.
- Run polls and request feedback.
- Take excerpts from longer forms of content and create quick and informational posts that are easier to digest.

THINK:



Consistency

Community

Collaboration

Commitment

Incorporate # Hashtags

1. Broad or Trending Hashtags
2. Specific Hashtags
3. Location Based Hashtags
4. Custom Hashtags

LinkedIn is a major social media site that is often under-utilized. Don't just add network connections and sign out; enter into dialogue with the connections you make, share your blog posts and offers, join and contribute to forums, and share others' quality content.



If you're on a small marketing team, the sole marketing person at your organization, or you're running all facets of your business, you know what it's like to wear multiple hats. With countless deliverables to push out to keep your small association running, social media marketing can seem like a non-essential tactic that is easy to push to the wayside when things get hectic.

But I wouldn't write social media off that quickly.



Develop an Email Marketing Plan

Email marketing is a great way to get new visitors engaged with your destination, as well as maintain relationships with your existing visitors. And though email marketing isn't new, it's still one of—if not the—*most* reliable way to achieve a strong return on your marketing investment.





Here's some ways to ensure that investment is successful:

- ✓ Put thought and creativity in your subject lines
- ✓ Make sure every email has an offer to encourage your readers to take the next step
- ✓ Track your performance and run tests on what copy and offers resonate with your list
- ✓ Get new website visitors to sign up for your newsletter by offering a **bonus content piece** or coupon/discount for subscribing.

Target Marketing

What is It?

Sending personalized marketing messages to a targeted list of email addresses. These email lists are curated to specifically align with your marketing goals—whether it's a list of potential visitors in your area or customers with attributes similar to your current visitors.

Why is it Important?

People use email every day (multiple times per day!), It reaches consumers directly, It can drive users to take an action, It keeps your business top of mind, and it's easily tracked.

How does it work?

You can use a CRM (Customer Relationship Management) software, or you can try an email marketing platform—there are even some free email marketing services you can use like [MailChimp](#).

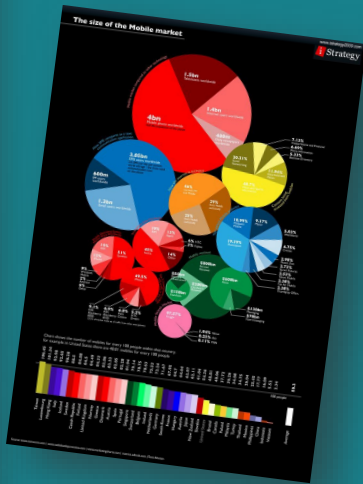
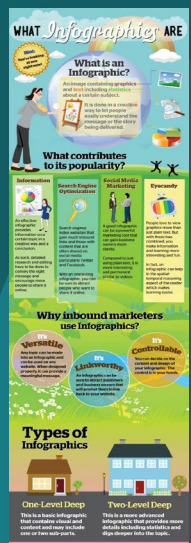
What is Email Marketing Best Practices

- ❖ **Personalize your messages**
- ❖ **Use segmentation-not all visitors are alike**
- ❖ **Create the right subject lines and email content**
- ❖ **Outline a year-long email marketing strategy**
- ❖ **Plan to amplify your promotions - coupons & discounts**
- ❖ **Get the word out about your events**
- ❖ **Promote your business through informational content (educate/how to's)**
- ❖ **Tie email marketing to your full strategy**

Create Data-Rich Infographics

Infographics are powerful as marketing tools. They visually catch the eye and are easy to digest. People love to share them, so they're a great way to drive up referral traffic and links.

You can make your own with free tools like Canva, Adobe's free vector kits, or Visme, that provide all the elements needed to make a clever, sharable infographic. Not sure where to start they have beginner and advanced examples for you to browse through.



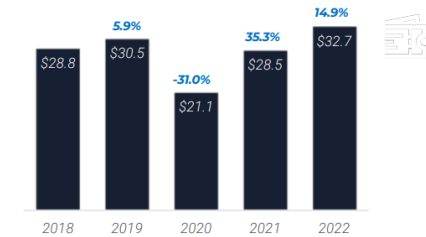
If you don't have any original, proprietary data to use in an infographic, you can find existing data and breathe new life into it. For government data, check out data.gov or The Census Bureau. Ultimately, you'll have to find source data that relates to your industry and audience interests. But there's a ton of freely available data out there!

Visitor spending of \$32.7 billion in 2022

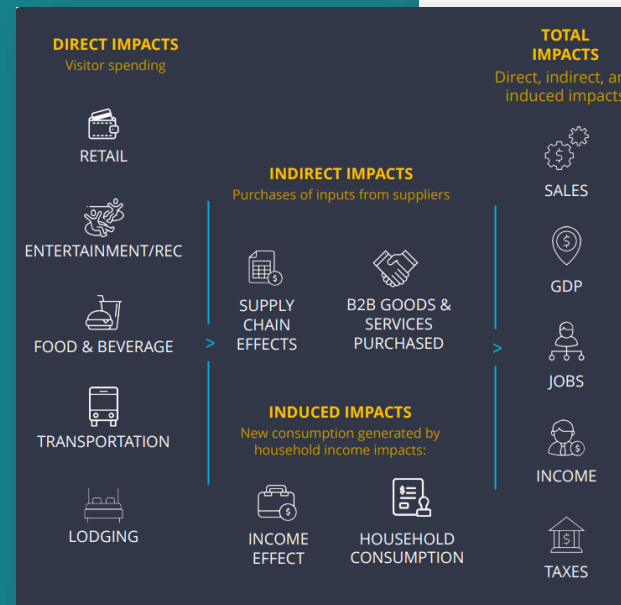
Spending increased \$4.2 billion.

2022 results 7% higher than 2019 (pre-pandemic levels). This compares to overall US recovery at 1% above 2019 spending levels.

Georgia direct visitor spending
Amounts in \$ billions



Source: Tourism Economics

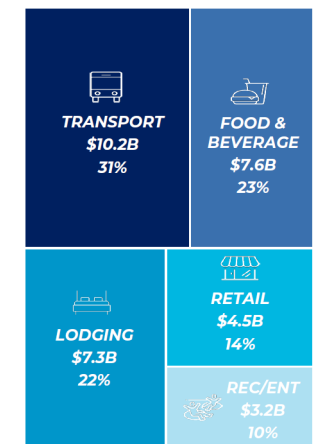


Visitor spending of \$32.7 billion in 2022

Lodging spending reached \$7.3B, growth of 23%, 9% higher than pre-pandemic.

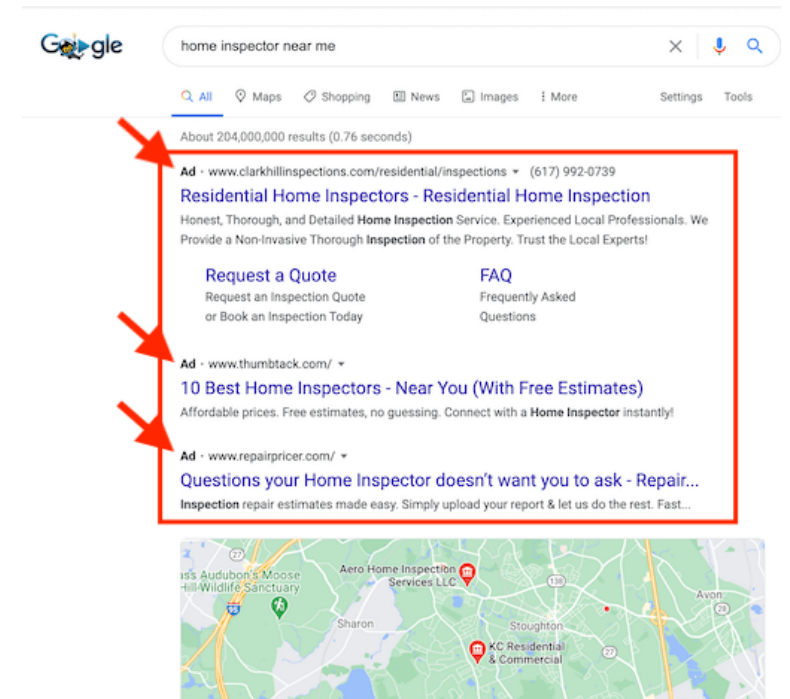
Recreational spending grew 10% and is 10% higher than 2019 levels in 2022.

Retail activity moderated in 2022 as people interests shifted, increasing only 4%.



Claim FREE Ad Promo Credits

While massive ad campaigns may be out of your budget, there are often discounts and coupons floating around for Facebook or Google Ads. Some web hosting services offer advertising discount codes as part of their membership offerings. Of course, receiving the promo is easy, but you'll still want to brush up on your Pay Per Click skills to get the best results and audience insights.



Google Ad Grants helps nonprofits share their causes with the world.

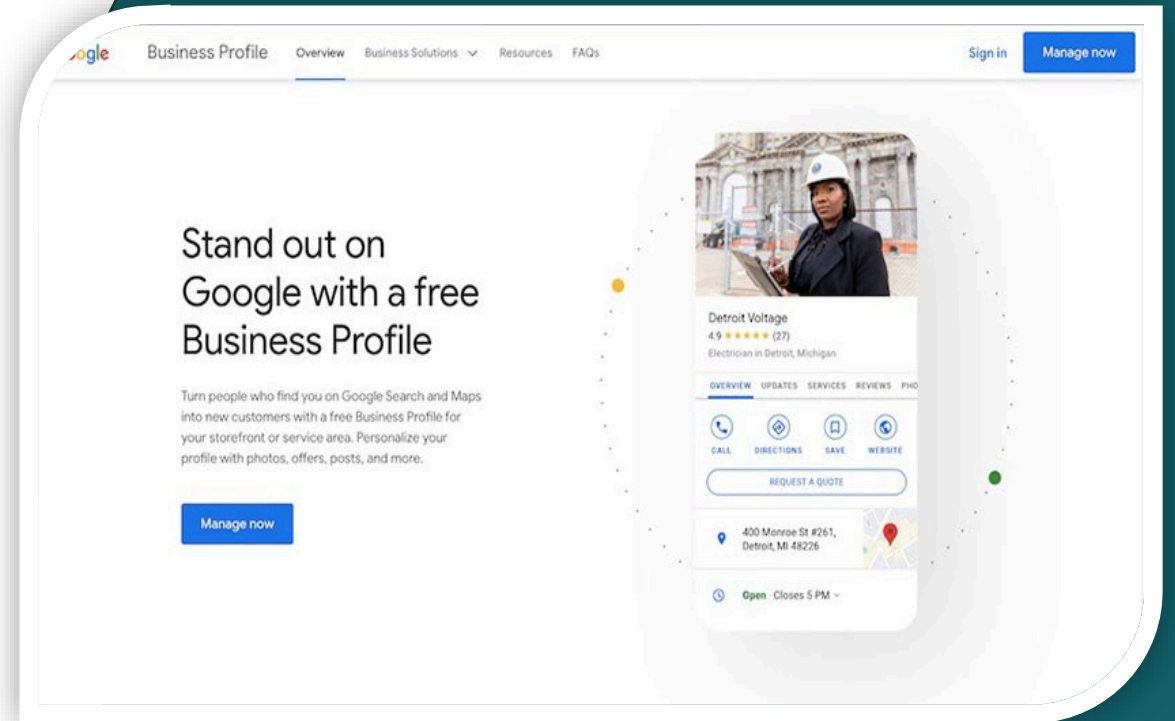
“Adding your products and services to free advertising sites is a quick, easy, and affordable way for your business to gain exposure. “

Here are the 16 best free advertising sites for entrepreneurs and digital marketers:

- [Messenger](#)
- [Google Business](#)
- [Meta Marketplace and Shops](#)
- [eBay](#)
- [Craigslist](#)
- [Locanto](#)
- [Oodle](#)
- [OLX](#)
- [ClassifiedAds](#)
- [Adpost](#)
- [Gumtree](#)
- [Sales Spider](#)
- [PennySaver](#)
- [Geebo](#)
- [Hoobly](#)
- [Flipsnack](#)

Take Advantage of Google Ad Incentives

If you're new to Google Ads or haven't advertised in a while, Google will give you \$500 in ad credit after you spend \$500 to help you get started. Check your Google Ads account to see if you have any available ad credits and incentives directly from Google. You can also get these codes when setting up your free Google Business Profile (GBP).



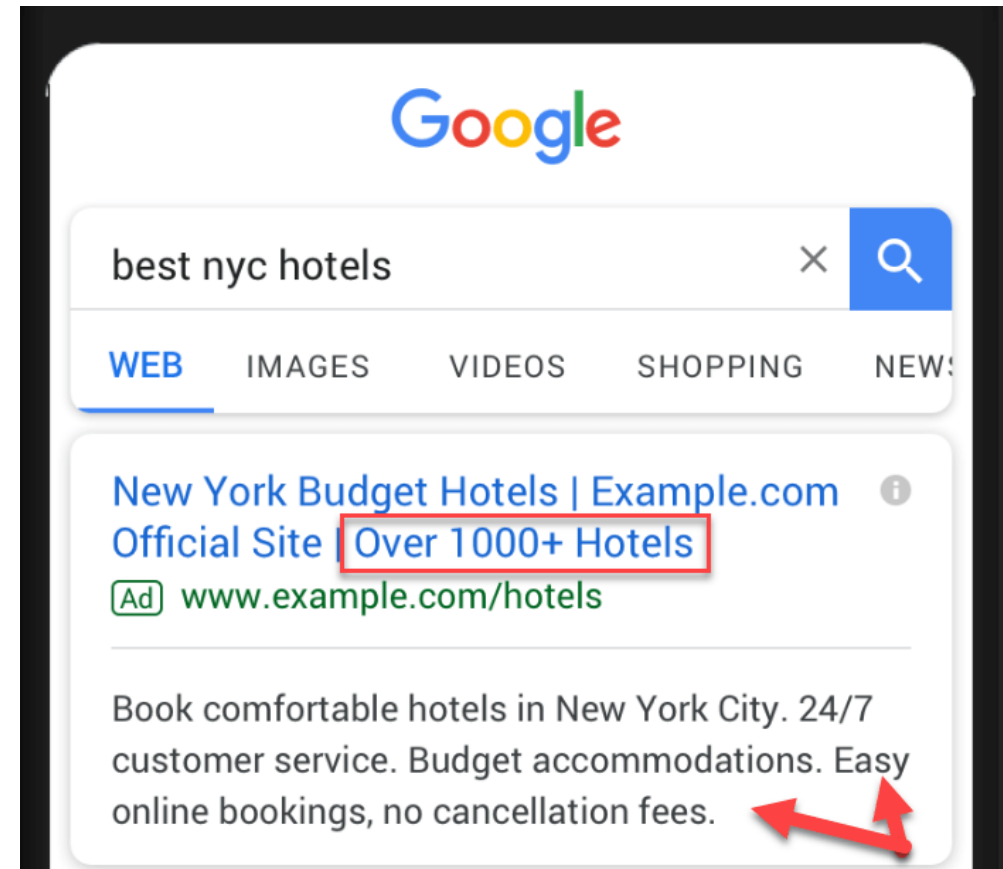
Here are other advantages of having a business profile on Google:

- It boosts your credibility
- It helps your local SEO
- It helps customer conversion
- Cost-effective way to get more visibility
- High-quality backlinks



Publish Great Content

Content marketing, is a highly effective tactic that doesn't require a huge budget. Not only does this serve to demonstrate your authority, expertise, and genuine desire to benefit your audience; but also, Google prioritizes high-quality content that best answers the questions its users are asking. So, it makes your website more visible on Google and brings in more free traffic.



Think writing isn't your strong point? Remember, good content helps educate your audience through simple, easy-to-understand language—not fancy jargon, so don't make it difficult, just share your expertise!

A Few Things to Remember

Most things that are second nature to you are often foreign to your visitors. You are the expert! Original, authentic, and useful content is the key here—**how-tos, top ten lists, tip collections, best practices, data insights, thoughtful leadership pieces**, and the list goes on.

For more help with quality content creation, check out these [32 Free \(& Almost Free\) Content Marketing Tools](#).



Start a blog

The screenshot shows a MyBlog website interface. At the top, there is a navigation bar with a large 'B' logo, the text 'MyBlog', and a 'SIGN IN' button with fields for 'username' and 'password'. Below this is a blue banner with the text 'CREATE YOUR OWN BLOG' and 'MyBlog offers you instant communication with the online world. LEARN MORE'. On the left side, there is a vertical menu with links for 'HOME', 'SUPPORT', 'ABOUT', and 'HELP'. Below the menu, there are sections for 'NEW' and 'OLD' posts, with dates ranging from 20.06.14 to 02.06.14. A calendar view shows the months from June to January. The main content area features a blog post titled 'Theme park trip' by Lara, dated 20 June, 2014 at 18:25. The post text describes a theme park trip, mentioning a coach, a traffic jam, and rides like the Abyss and Xtreme. It includes two images: one of three young women smiling and another of a roller coaster. The post concludes with the text 'It was a really good day ... so much fun ... can't wait to go again!!'.

One great way to make content a regular part of your marketing efforts is to start a blog.

Small businesses use blogging to drive traffic to their website, increase user engagement, improve their online visibility, and strengthen their overall SEO. It's a completely free way to [promote your small business](#) online, through tales about your business and useful information your potential clients are seeking out.

Blog posts don't have to be long and complex—speak in simple terms, target a different topic with each post, and incorporate the keywords you're targeting into each post in a natural way.

Join in on Local Events

When your community hosts annual celebrations, weekly farmers markets, or other events, make it a point to attend these events to get to know your local audience. This is the best form of market research. If applicable, set up a table or booth at the event, become a sponsor, or donate a product or service of yours as a raffle or contest prize. It's a low-cost way to raise awareness of your business.



Form Industry Partnerships



Introducing New Ad Opportunities for Members! Promote Your Destination or Business in the Visitor Guide and on VisitNWGA.com

Team up with communities or destinations related to your industry for joint projects. This can be done locally and offline through some kind of special event, or online (which could still be locally) with a webinar or promotional giveaway or co-op opportunity.

Partnering with others means twice as much notice and exposure to a whole new audience related to your niche.

Industry partnerships are a great marketing tactic because they allow each partner access to marketing know-how, technology, and visitor bases that they could not have achieved on their own. You need to put careful thought and effort in, if you want to form a profitable partnership. Clarify expectations, engage with and vet different possible partners, assess how you can work together, and have several conversations before making things official.

Looking to Optimize Your SEO?

Here are some steps to improve your rankings:

- Review Existing Content Before Creating New Content
- Structure Your Content for Featured Snippets
- Insert Useful Images and Optimize Them Effectively
- Make Sure Your Site Is Mobile-Friendly
- Add Internal Links with Descriptive Anchor Text





Here are some local SEO must-dos:

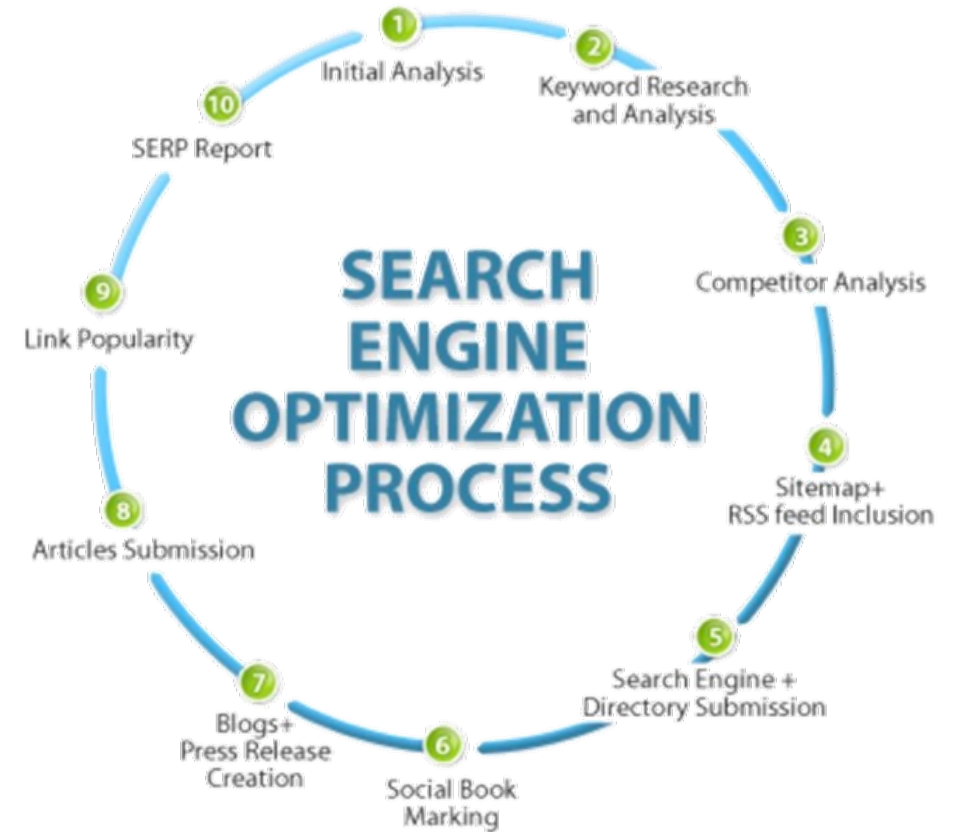
- Add location -based keywords (think: Rome Bakery) to the titles, headings, and body content of your main website pages.
- Get listed in online directories, making sure your information is identical across platforms.
- Publish pages or blog posts specific to the area you serve.

What are SERPs?

Search Engine Results Pages (SERPs) are the pages that search engines like Google display in response to a user's search query

Why SERPs Matter for SEO:

Most people click on **organic results** found on the first page of SERPs, rarely venturing to page two. Ranking on the first page is crucial because being on page two or beyond makes you practically invisible.



Why YouTube is Important in 2024

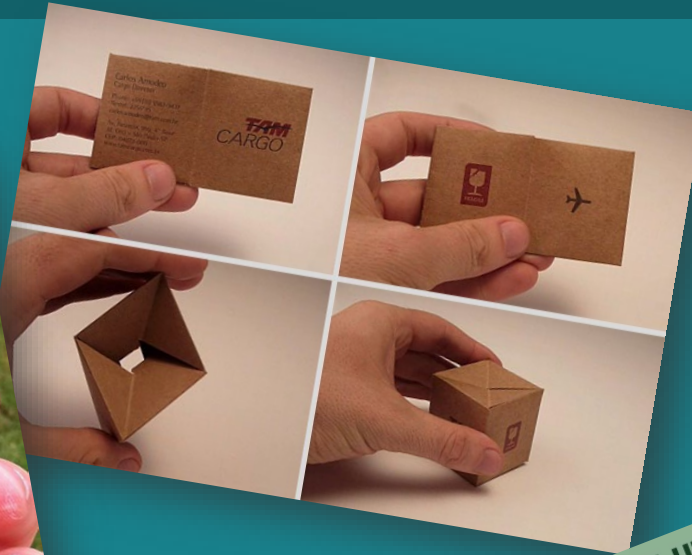
SEO Is A Waste Of Time in 2024



SEO is undergoing a massive shift in 2024, and it's a change that will make the traditional way of SEO completely useless, according to this writer. In this video, he is gonna show you WHY traditional SEO is a complete waste of time in his opinion, the new strategy that's replacing it, and the easy way you can get started towards massive results that SEO could NEVER give.

Get Some Awesome Business Cards

Get yourself some snazzy business cards, then give them to every person you lay eyes on. Every handshake should come with a business card. The more people who find out about you, the better – even if it's just a quick glance at a business card.





Feeling Brave? Give Guerilla Marketing a Try

Guerilla Marketing emphasizes creativity over budget, and strategies are often cheap and easy to implement, especially when localized. Broadcast your X handle with sidewalk chalk, use an abandoned storefront as a canvas for street art, or plaster custom stickers on urban décor that makes those who stroll by look twice.



Pros & Cons of Guerrilla Marketing



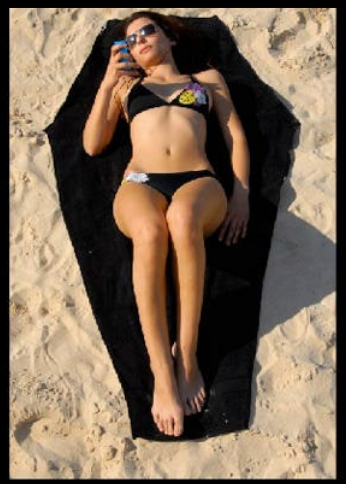
PROS

- Cheap to execute
- Allows for creative thinking
- Grows with word-of-mouth
- Publicity can snowball



CONS

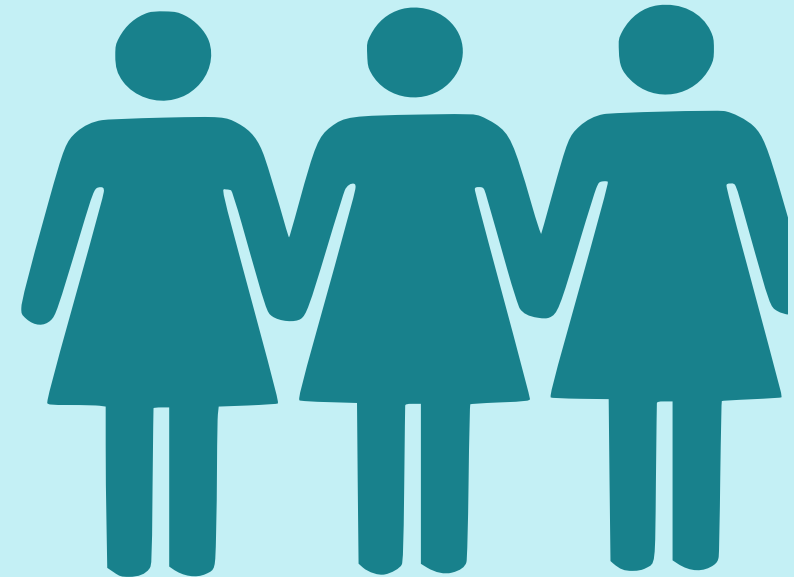
- Mysterious messages can be misunderstood
- Authority intervention
- Unpredicted obstacles
- Potential backlash



Make advocates out of your employees



Good leadership and proper treatment of your employees will naturally turn them into advocates for your business. Hold brainstorm sessions, encourage employee blog post contributions, host fireside chats, get them involved in local events, run family and friend promotions—value them and they will value the business they work for. You can then encourage social media sharing and equip them with news and tools to effortlessly spread the word about your business.



THANK
YOU!

SANDY WHITE

President & CEO

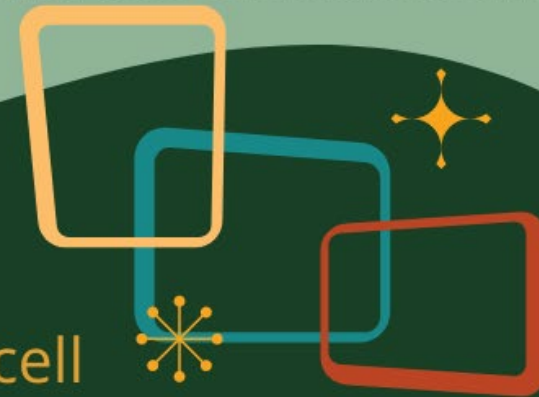
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