

Blaine Turner

ADVERTISING, INC.

MARKETING AND PUBLIC RELATIONS

**Marketing Tips
for the Tourism Industry**

2013

BlaineTurner
ADVERTISING, INC.



BTAdvantage

A passionate group of strategic thinkers, creative minds and technical wizards . . . all under one roof.

We're in the business of using creativity to deliver real business results. It's simple: advertising should drive sales. That's how we deliver unmistakable value to clients in TOURISM, ENERGY, HIGHER EDUCATION, MANUFACTURING, and HEALTHCARE.

In 2011, BTA celebrated 25 years of business success.

We enjoy what we do and it shows.



WHO WE ARE

While highly successful, BTA has made every effort to remain mid-sized and manageable. Being lean allows the principals to maintain a hands-on involvement with every client. Equally important, it allows the agency to remain fast on its collective feet, with the capacity to respond quickly to an ever-changing marketplace.

Just think of us as a runaway pack — escapees from the big city. We don't have the hassles or the attitude. What we do have are talent and instincts to match up with any big city agency.

- Our overhead is lower.**
- Our heads are clearer.**
- Our work is better.**



WEST VIRGINIA ASSOCIATION
OF CONVENTION & VISITORS BUREAUS





THREE YEAR MARKETING PLAN

- Do you have a roadmap for integrated marketing?
- ... that identifies audiences vital to your continued success,
- ... that includes implementation calendars and assigns responsibilities,
- ... that establishes tracking mechanisms to measure conversion and performance?



Scan this QR Code for an 80-second presentation on marketing plans by BTA president Ginna Royce.

MAXIMO

The BTA Solution for Maximizing Your Marketing Online





BTA gave a city **MORE** personality, brought inspiration to a rehabilitation facility, made a non-profit look professional and scored points with sports fans!

BRANDING

Do you have a branding strategy for your destination?

Answer these seven questions and find out now!

1. Is your brand based on the well-researched perceptions and motivations of your target audiences?
2. Do you have a positioning statement and brand promise that you implement across all marketing channels?
3. Can your brand be easily matched by competitors?
4. Do your marketing messages contain immersive experiences?
5. Have you identified the core experiences that are essential to the delivery of your brand promise?
6. Do you have graphic standards that dictate the use of your logo, positioning statement, colors and graphic elements?
7. Do you have a plan to encourage support and adoption of your brand strategy by key stakeholders and partners?

Correct Answers: 1. Yes, 2. Yes, 3. No, 4. Yes, 5. Yes, 6. Yes, 7. Yes



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PRINT

Design that brings attractions and events to life . . .

This page was downloaded by more than 2,700 visitors in 2011, a 602% increase over 2010!



25 FREE things to do IN GREATER MORGANTOWN

- 1 Climb Sky Rock at Conway's Knob for a Mt.aine panoramic view of the area.
- 2 Spend some time with local punter Anna Brown at her studio and view, Brown's Creations in Clay.
- 3 Drop by "Everson's Little Village" historic Antebellum in the heart of FDR's "New Deal" town.
- 4 Find watch at Cranwell Sewing.
- 5 See the star show at the WVU Baseball Planetarium & Observatory.
- 6 Stroll through the current art exhibit at the Mosaic Galleries at the WVU Creative Arts Center.
- 7 Enjoy a wine tasting and tour at Forks-of-Cheat Winery.
- 8 Explore the WVU Core Kitchens.
- 9 Visit the specialty shops at Essence Center, a renovated glass factory.
- 10 Reflect a home of 50 years inside "Our Lady of the Pines," the smallest church in 48 states.
- 11 Remember local history at the USF WV West and Memorial, Ogilby Plaza, WVU.
- 12 Climb the 30 boulders in Rock City at Campers Knob.
- 13 Join Allegheny Riverways "Spokane" in their annual dip.
- 14 Discover the story behind the "Whiskey Stone" at the 1775 Forks-of-Cheat Baptist Church cemetery.
- 15 Check out the featured artist at the AMC Bookstore Gallery.
- 16 Look for the 30 species of wildflowers at Cathedral State Park.
- 17 Take your best friend to Steadler's Sport Day Fun.
- 18 Visit the Soil Abaca and Woodchuck Slings at the Croston Steamboat Ranch in Sights.
- 19 Take the kids to Fayetteville Depot Playground.
- 20 Browse the vintage, original WV Collection at the West Virginia University Library.
- 21 Schedule WVU facilities and campus tours with the WVU Visitors Resource Center.
- 22 Hike to the Coopers Rock overlook, a 1,200' drop to the mile-wide gorge below.
- 23 Climb to the site of a strategic Civil War battle, Cannon Hill, Huntington.
- 24 Visit the historic Dean's Run Covered Bridge in 1888 in Morgantown.
- 25 Walk the Red Trail in Star City and stop by the JFH Memorial.

DID YOU KNOW?

"Doc" Knotts (July 21, 1924 - February 14, 2006) was born in Morgantown, West Virginia and graduated from Morgantown High School. The actor was best known for his portrayal of Johnny Ebs on the 1960s television sitcom *The Andy Griffith Show*, a role which earned him two Emmy Awards. He also played Sanford Blake Farley on the 1980s television sitcom *Three's Company*. Knotts starred in over 80 movies including several with Chevy Chase and was recognized in 2000 with a star on the Hollywood Walk of Fame. In 1998 Morgantown's South University Avenue was officially changed to Doc Knotts Boulevard. The city also honored the former resident with a Doc Knotts Festival in 2008 and has a star in front of the Metropolitan Theatre in downtown Morgantown.





BTA's work for Greater Morgantown Convention and Visitors Bureau was awarded "Stars of the Industry" Best Overall Marketing Campaign at the 2012 West Virginia Governor's Conference On Tourism.

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PRINT

We'll explain why you should *avoid using the names of attractions and events in print!*

2012 VISITORS GUIDE

charleston west virginia convention & visitors bureau

WILD & WONDERFUL

TAKE A BREATH OF fresh air

Answer the call of the great outdoors in Charleston West Virginia and its breathtaking countryside. From a leisurely stroll through one of the city's golf courses to a leg stretching hike inside our majestic parks, this area is blessed with some of Mother Nature's finest work. Take a breath of fresh air and indulge your outdoor side in Charleston!

Walk the Walk

- **KANAWHA BOULEVARD**

The diversity of scenery in Charleston makes for a tough decision when it comes to a stroll in or around the city. Just blocks away from Charleston's downtown hotels is the Kanawha Boulevard. This paved walkway runs alongside the Kanawha River and is perfect for those who want to take a leisurely stroll or get in an intense jog while in town.

- **KANAWHA STATE FOREST, AND COONSKIN PARK**

Just seven miles south of the city is Kanawha State Forest. Some of the state's most popular picnic areas are here, along with significant hiking, mountain biking, and cross-country skiing opportunities. Coonskin Park is just 10 minutes from downtown and encompasses over a thousand acres of woodland, hiking and biking trails as well as bike rentals, pedal boat rentals and a modern playground area. Both locations are perfect for family outings such as picnics, camping and swimming.

Kanawha State Forest
7500 Kanawha State Forest Dr. | 304-558-3500
kanawhastateforest.com

Coonskin Park
2000 Coonskin Dr. | 304-341-8000
kcprc.com

- **SUNRISE CARRIAGE TRAIL**

Closer to Charleston is the Sunrise Carriage Trail. Just 100-yards from downtown Charleston, the estate provides a welcome respite from city adventures with its natural forest and lazy path that meanders from the Sunrise Mansion to MacCorkle Avenue. The trail is a favorite among local walkers, joggers and bikers.

740 Myrtle Rd. | 304-342-7676

2012 VISITORS GUIDE - CHARLESTON WEST VIRGINIA CONVENTION & VISITORS BUREAU

www.charlestonwv.com | 1.800.733.5489

free THINGS WE LOVE ABOUT CHARLESTON

Put Your Wallet Away and Enjoy These Free Things To Do Around Charleston

- A stroll through the indoor / outdoor Capitol Market, an uncommon shopping environment housed in a renovated railway station. The building is stocked with West Virginia-made items and local foods. A leisurely meal or quick snack at the market's restaurants is a bonus ... or, simply relax outside on the porch.
- Sightseeing around the impressive 293-foot state capitol dome plated in 23-1/2-karat gold. Architect Cass Gilbert based his design of the West Virginia state Capitol dome on the Paris building housing Napoleon's tomb. The Governor's Mansion and state Capitol grounds are also nearby must sees.
- Taking the self-guided interactive journey through the Mountain State's colorful history at the newly remodeled \$17 million West Virginia State Museum located in the Culture Center. A bonus: stop by the State Archives and Collections library and research your genealogy!

- Participating in the Mountain Stage audience. This National Public Radio show tapes live performances at the Culture Center each Sunday evening at 7:00 p.m.
- Seeing Charleston up close and in all our glory during the area's annual festivals! Some of our favorites are Vandalla Gathering (May), Charlie West Blues Fest (May), FestivALL (June), Multifest (August), and SportsFEST (August).
- Tapping our toes and clapping our hands during the Live on the Levee concert series Friday evenings at Haddad River Park, Memorial Day weekend through Labor Day.
- Browsing Charleston's thriving art scene during ArtWalk—a showcase and celebration of local artists and their creations. The walking tour is held in downtown once a month.
- Gathering the family for a memorable trip to Magic Island: summer movies, beach volleyball, Jet Ski races and unparalleled events you won't find anywhere else!

2012 VISITORS GUIDE - CHARLESTON WEST VIRGINIA CONVENTION & VISITORS BUREAU

www.charlestonwv.com | 1.800.733.5489



BTA's Web Site Production for Greater Morgantown Convention and Visitors Bureau has been recognized by the West Virginia Governor's Conference On Tourism "Stars of the Industry," "Web Marketing Association Leisure Standard of Excellence," and "WV Living Magazine."

WEB SITE PRODUCTION

World Wide Wow . . . Ask for BTA's "Seven Things You Need to Know Before Redesigning Your Web Site."

Here's One:

Design your site around personas. Create fictional representations of your ideal customers—and craft your content around those personas.

- Segment by demographics
- Identify their needs
- Develop behavior-based profiles

According to tourism trending, the most popular content is

1. Updates on Special Events and Festivals
2. Travel Discounts and Special Offers
3. Ideas for Road Trips



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MOBILE WEB SITE

While the main reason to bring a mobile phone on trips remains making calls, 38% of travellers have used their mobile devices to plan a trip and 60% of respondents said they have downloaded travel apps on their mobile devices, according to a TripAdvisor survey.

When asked what parts of the travel planning process they conduct on their mobile devices, the TripAdvisor survey found:

- 52% researched restaurants
- 46% read about destinations
- 45% read traveller reviews
- 42% booked or researched accommodations
- 34% booked or researched flights

While travelling, 46% research attractions.



The design and functionality of your mobile Web site can be founded on 20 rules . . .
we'll give you five right now!

1. Use basic fonts
2. Use a single-column structure
3. Use high contrast colors that enhance reading
4. Make Contact Us a one-touch feature
5. Limit scrolling to one direction – vertical - and try to keep the page to one “screen”

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SOCIAL MEDIA

Why? Because only 14% of consumers trust advertisements . . . and 78% trust peer recommendations!



Warholian used a "donut" illustration photo to explain social media in a humoristic way:

Twitter - I'm eating a donut

Facebook - I like Donuts

Foursquare - This is where I eat donuts

Instagram - Here's a vintage photo of my donut

YouTube - Here I am eating a donut

LinkedIn - My skills include donut eating

Pinterest - Here's a donut recipe

Last FM - Now Listening to "donuts"

G+ - I'm a google employee who eats donuts

Uploading a video is only half the battle.

- define the key points that differentiate your region from other regions, and
- produce a short, entertaining, informative, story-based video that is keyword optimized, and syndicated across various social media channels.

Use Twitter! Google indexes Twitter Feeds and drives traffic to your website. **Remember the 3&3 rule – three tweets and three re-tweets per day.** (but make sure it is authentic)

Did you know that Facebook has the greatest influence over 25-34 year-olds' holiday choices, and the greatest influence over men?



Should your CVB be on Pinterest?
BTA has a roadmap that will tell you in 10 seconds or less!



FACEBOOK CAMPAIGN

What is “Frictionless Sharing” and why is it important to your Facebook marketing?
(Ask Us!)



Read how BTA increased “Likes” by 345% with a Facebook campaign at www.facebook.com/BlaineTurnerAdvertising

Try these three Facebook Marketing Strategies.
There are five more we’d like to share with you!

FANS

- 1 Feature a Fan of the Month
- 2 Ask questions of your fans
- 3 Do market research
- 4 Ask for fan content
- 5 Ask fans to Share your content
- 6 Ask fans to Share on same day
- 7 Ask for their biggest challenge

EVENTS

- 8 Debut a product launch
- 9 Throw an online party
- 10 Stream a press conference
- 11 Stream a panel webinar
- 12 Guest post on other pages
- 13 Host a scavenger hunt
- 14 Coordinate a joint challenge
- 15 Add a media room

CONTESTS

- 16 Award a prize to fans who share
- 17 Integrate contests on all social platforms
- 18 Host a joint contest
- 19 Crowdfund new product ideas
- 20 Crowdfund content & videos
- 21 Host a reality-television-type competition
- 22 Issue a fan challenge
- 23 Hold a Favorite Things contest



Industry standard click-through rate is .05%. BTA manages 25 Google AdWord Campaigns that consistently deliver more than 1.5% click through rate.

GOOGLE™ ADWORD CAMPAIGN

Google™ AdWords provides several advantages over other types of advertisements ...

- Immediate visibility
• Complete accountability
• Budget flexibility
• Terrific analytics that help optimize the business results of the campaign

Do you know why this ad performed 635% more than this one? WE DO! WV Wine & Jazz Festival Sept 17-18, Camp Muffly in Morgantown! More Info Here. www.TourMorgantown.com

ADWORDS QUALIFIED PROFESSIONAL Google

(We know what we're doing!) with thumbs up emoji

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EMAIL MARKETING

BTA has identified nine Best Practices to
Get Your Web Site Visitors to ✓ Opt-In.

Here are three:

(Email Sarah@blaineturner.com for the other 6!)

1. Prominent call to register

Request email addresses often and in multiple locations on a site. Include opt-ins on every page and go from there.

2. Content

Explain in detail exactly what messaging the recipient will receive when they register.

3. Value Added Incentives

Seventy-one per cent of users claimed they did not like registering because they had to give personal information, but would do so to obtain content or information they really wanted. Simply rework existing site content into:

- Top 10's
- Hints and tips
- Product news
- Notification updates
- Best practices
- Discount and sales notices
- Contest and sweepstakes



TRADE SHOW MANAGEMENT

We know that name recognition drives traffic to your exhibit, therefore, pre- and at-event promotions that raise awareness will get your exhibit on the "must see" list of an attendee. Nearly 76% of visitors come to shows with an agenda and two-thirds of the exhibits that are visited are preselected! However . . .

- Just 1% of booth visitors were prompted by an invite
- Only 2% reported ads or sponsorships prompted their visit
- A greeter prompted 13% of attendees to visit

Four Rules for Giveaways:

1. Use giveaways to communicate a message, reinforce a communicated message, reward visitors for participation or just recognize them for taking time with you.
2. Giveaways should be given selectively, not allowed to just be taken.
3. Giveaways should have a high perceived value to assure they will be saved and generate memorability.
4. Make sure the giveaway can be easily packed and will pass TSA inspection!

Call Carissa, BTA Project Coordinator, at (304) 599-5900. She'll provide promotional giveaway ideas and pricing at no charge!



carissa@blaineturner.com

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YOU MIGHT ALSO LIKE . . .

Understanding Marketing - Provides a wealth of "Do-It-Yourself" marketing and PR information and advice to small businesses in every industry so that they can remain competitive and also realize tight budgets.

<http://www.understandingmarketing.com>

Drew's Marketing Minute - Drew is one of the world's top marketing and branding bloggers (and a good friend of BTA). The *Wall Street Journal* calls him one of 10 bloggers that every entrepreneur should read.

<http://www.drewsmarketingminute.com>

New Media Trend Watch - A service for tourism marketing professionals that monitors the latest trends for tourists using the internet to make their travel decisions.

<http://www.newmediatrendwatch.com>



AWARDS

West Virginia Governor's Conference On Tourism

"Stars of the Industry"

Best Overall Marketing Campaign

West Virginia Governor's Conference On Tourism

"Stars of the Industry" (2012)

Best Web Site

www.tourmorgantown.com

Telly Award

Video Production – The Palliative Care Center at Sundale

www.youtube.com/sundalecare

Telly Award

Television Commercial – United Hospital Center

Obstetrics and Gynecology

www.youtube.com/user/unitedhospitalcenter

International Healthcare Advertising Awards

Video Production – The Palliative Care Center at Sundale

www.youtube.com/sundalecare

Aster Award

Web Site – United Hospital Center

www.thenewuhc.com

International Healthcare Advertising Awards

Newsletter – United Hospital Center

International Healthcare Advertising Awards

Web Site - WVU Health Sciences Center

International Healthcare Advertising Awards

Web Site - Physician Private Practice – WV Plastic Surgery

www.wvplasticsurgery.com

International Healthcare Advertising Awards

Web Site – Medbrook

International Healthcare Advertising Awards

Web Site - Blanchette Rockefeller Neurosciences Institute

West Virginia Governor's Conference On Tourism

"Stars of the Industry" (2006)

Best Web Site

www.tourmorgantown.com

Web Marketing Association

Leisure Standard of Excellence Award:

Greater Morgantown Convention and Visitors Bureau

Addy Award

Best Interactive Media Web Sites / Consumer:

WVU Sports Communications

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THE TEAM



Ginna Royce, *President and Creative Director*

While owning an ad agency was never in my dreams, I can't think of a better way to spend my life—with the exception of being the next Food Network star! The opportunity to experience different industries, personalities and technology through our clients is an amazing part of every day; the chance to share this with my husband—my partner—is a blessing.

I have a passion for this business . . . better yet, I have lifelong friends that entered my life disguised as clients and employees. It doesn't get better than that.



Delbert Royce, *Vice President and CFO*

Eleven years in advertising at the *Dominion Post* was only a primer for the past 26 years at BlaineTurner. What started out as a boutique design agency by my wife Ginna, is now a full service agency representing clients worldwide. We've been fortunate to develop relationships with growing industry leaders while expanding our in-house talent base. I couldn't ask for a better group to be working with.



Galen Shaffer, *Art Director / Multimedia Specialist*

I attended the Art Institute of Pittsburgh, where I graduated with honors in 1987. I joined BlaineTurner Advertising, Inc. in 1992 as a designer and I became Art Director in 2001 and have never stopped learning. Our clients trust us to provide them with creative solutions to their marketing and media projects; delivered on-time and on-budget.

My latest distraction is mobile technology -- especially Android Tablets and Phones. The Android OS appeals to the inner geek in me. No black turtle necks, skinny-jeans and tennies for me! My goal is to begin developing mobile apps; first for myself to get the feel for it and then for our clients.



Sherea Mercure, *MBA, Director of Marketing and Analytics*

In 2006, my high need for new experiences met with my husband's need to build his own home. So with my one-year-old son just starting to walk, I willingly put on my baseball cap and boots to work in the cement and learn to frame walls. At the same time I stayed true to my own desire for knowledge, I returned to WVU and received my MBA. I worked for a short time at the

American Red Cross and then found my way to BlaineTurner where my need for new experiences has found the ideal environment. Every day brings an opportunity to learn about different industries and use new technology to increase awareness for our clients. I am privileged to be a part of the talented and creative team at BlaineTurner.



Sarah Swartz, *MBA, Account Manager*

After spending the better part of the last decade in Morgantown, I have become more than just a Mountaineer alumna. Not only did I graduate with a MBA in '09, but I also developed a passion for marketing, thanks to some very influential professors.

Growing up as an only child, I always found an interest in others. I was excited to learn things about new people and enjoyed building relationships. To this day, I work hard to remember little things about people, knowing that at a given time, I might make their day a little brighter. I think it is no coincidence that my love for marketing and developing relationships has found its way together at BlaineTurner Advertising.

THE TEAM



Rick Gatrell, *Senior Web Developer and Designer*

I attended ITT Tech in Pittsburgh, Penn. where I received an AS in Web Development. I have always been interested in computers and technology (I am a huge Sci-fi Nerd) and I have been designing Web sites for more than 13 years. I was hired in 2004 as a Electronic Media Specialist. I have my thumb in just about every aspect of Web site creation and management: everything from design, scripting, online marketing and advertising. In my free time I play guitar, read a lot and run a very large guild for Warhammer Online.



Becky Hutchinson, *Senior Graphic Designer*

During my childhood, I went from “y’all” to “you guys” too many times to count, well, almost... From Chicago to New Orleans to Denver to Houston... even spent a couple years in Egypt! (My dad worked for an oil company.) We have settled... well... for now, at least.

With each move came different experiences working as a Graphic Designer in a variety of environments including design studios, marketing agencies, magazines and newsweeklies. Since BlaineTurner Advertising offers such a variety of products and services, it has been a perfect match for me and I feel so lucky to have found such a fulfilling job and such wonderful people to work for and with!



Jessica Atsas, *Graphic Designer*

Though a few years ago I didn’t even know about Morgantown, I couldn’t imagine myself in a better place. From a very young age I always had a passion for drawing and art, and I owe it to Youngstown State University for helping me find a career doing something that I love. I knew I was coming to Morgantown after graduation, and kept my fingers crossed

about finding a job that would somehow be related to my studies. I did not expect to find my dream job so quickly. I have learned so much and continue to learn more each day. Also, I couldn’t have wished for a better group of co-workers.



Carissa Herman, *Project Coordinator*

I grew up in York, Penn., and attended University of Maryland, College Park to pursue a major in International Business. However, it turned out I didn’t have life as “figured out” as I thought I did. I moved to Oahu, Hawaii where I spent four years discovering the islands, working in food and wine, and learning about myself. In 2010, I moved back to the mainland.

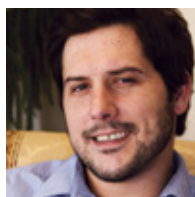
A combination of fate and strategic planning led me to Morgantown, W.Va. where I finished my studies at Maryland, continued my career in food and wine, and met Ginna and Delbert Royce of BlaineTurner Advertising. I am excited to continue the journey as I assist our clients in meeting their goals and pursuing business adventures they may never have thought possible.



Kelly Lambruno, *Office Manager and “Director of First Impressions”*

I spent most of my college career at WVU, but graduated from Cameron University in Lawton, Okla. with a degree in Communications. After running the BTA ASI department for six years, I was given the opportunity to take on a bigger role at BlaineTurner – Office Manager. My main duties now include job tracking, managing budgets, billing and customer service, all of which make for a busy day

– and I love it! I look forward to continuing to be a part of BlaineTurner’s growth and increasing success.



Mike Davis, *Web Developer and Designer*

I got my first computer at 14 and by 15 I created my first Web page. I have studied in many areas of the IT world: I was a Network Engineer for an ISP for 2 years, a graphic designer, and now my main focus is Web development. Every good and bad choice I have ever made I have learned from and I regret nothing. It all led me to BTA and I wouldn’t change it for the world.



TOOLS WE USE TO DRIVE SALES

PRINT

- Logos
- Brochures
- Corporate Identity
- Product Packaging
- Billboards
- Posters
- Newspaper
- Magazine
- Signs
- Catalogs
- Direct Mail
- Transit
- Newsletter
- PowerPoint Template
- Point of Purchase
- Annual Report
- Media Kits
- Books

VIDEO

- Television (Script Writing, Casting, A/V Editing and Production)
- Long Format Video
- Documentary
- Instructional
- You Tube
- Animation
- Podcasts

WEB SITE

- Back End Coding
- Programming (Database development)
- Database Marketing
- Site Analysis
- Design
- Flash Development
- Mobile Sites
- E-Commerce
- Content Management System
- Google Analytics

AUDIO

- Radio (Script Writing, Casting, Editing, Production)
- Message On Hold

INTERNET

- Banner Advertising
- Google AdWords
- Search Engine Optimization
- Webinars
- E-Blasts / E-Newsletters

SOCIAL MEDIA

- Facebook Ad Campaigns
- Facebook Page Management
- Facebook Promotions
- Facebook Page Skin
- You Tube Channel
- Twitter Channel
- Twitter Management
- LinkedIn

EVENT/TRADE SHOW

- Management
- Exhibit Design
- Pre-, During, Post-Show Marketing
- Hostesses
- Entertainment
- Promotional Giveaways
- Lead Retrieval
- Personnel Training

COPYWRITING

- Technical
- Scripts
- Media Releases
- SEO Content
- BLOG
- Sales Letters

MARKETING PLANS

MARKET RESEARCH

MEDIA PLANNING AND PLACEMENT

BRANDING

PUBLIC RELATIONS

FOCUS GROUPS

SURVEYS

UNCONVENTIONAL

- Movie Theater Ads
- Vehicle Skins
- Floor Graphics

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