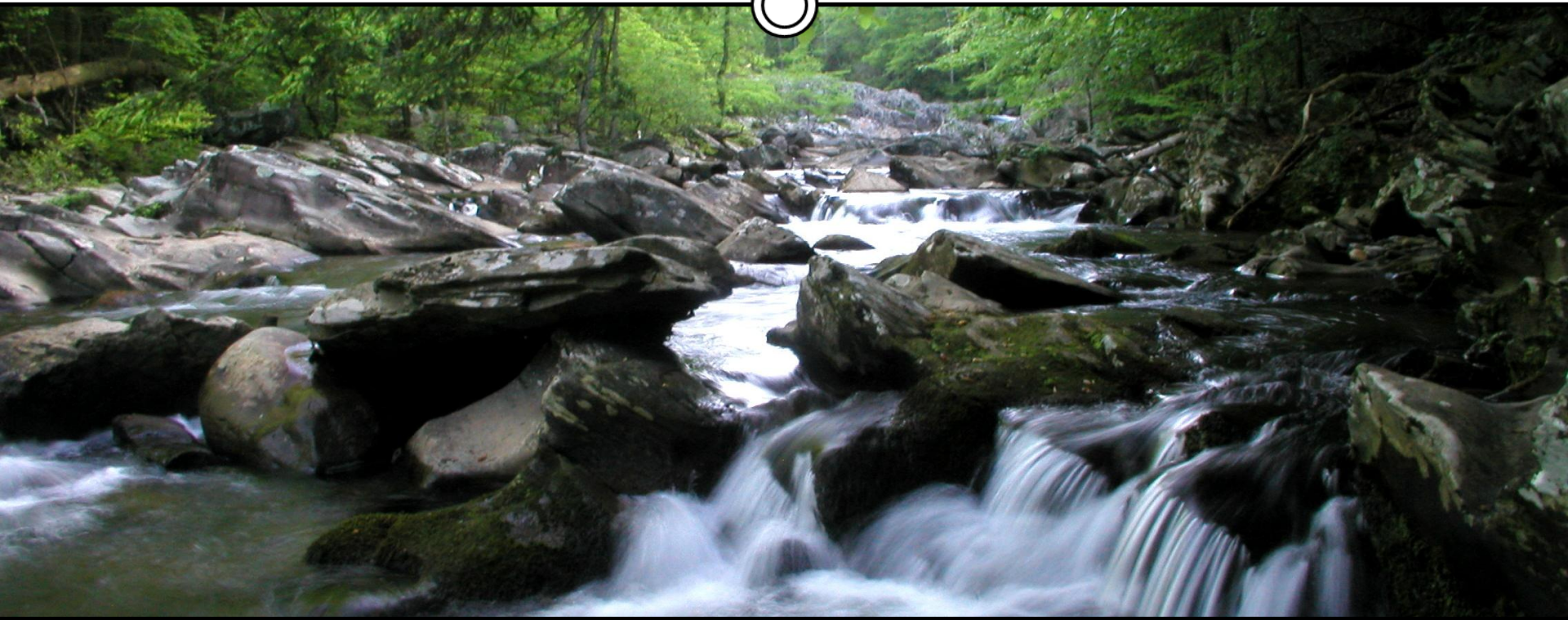




Marketing Overview



February 21, 2013

Sally Winchester
Marketing & Communications Manager

Marketing Staff and Responsibilities

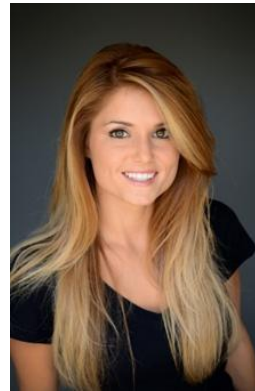


Linda Patrick, Web and Graphics Coordinator – web site, print and advertising production, photography (Panola Mt)

Kim Hatcher, Public Affairs Coordinator – publicity, public and media relations, calendar listings, social media, copy writing. (Red Top)



Nicole Barber, Events Coordinator – trade shows, event assistance, displays, gopher bookings (Panola Mt)



Lisa Liu, Marketing Coordinator – site marketing, promotions, advertising/media, brochure and promotion inventory & distribution, social media & internet marketing, customer loyalty programs (Red Top)



Marlene Turner, Admin Assistant – record keeping, invoices, time sheets, etc (Panola Mt)



Stakeholder Business Plan Meetings



Engage Community Stakeholders

- Local elected officials, business leaders, Chamber of Commerce &/or Economic Development office, travel industry/tourism organizations (CVB, Regional Tourism rep or association, Visitor/Welcome Center, civic and community groups, news media, education groups (school systems, colleges, home schoolers), District Health Agencies, Area Agency on Aging (senior programs), church/faith-based leaders, youth groups (YMCA, scouts, sports teams), park visitors, activity groups (running/biking clubs, equestrians, geocachers)

Joint invitation from Park & Friends

Site overview

- Unique features, economic impact, #s served, target visitation, facility needs

Business Goals/Partnership Development/Marketing/ Revenue Generation

- Presentation templates will be developed and made available

New Marketing Consultant



- **100% destination marketing** including outdoor recreation, state parks, golf
- 57 years in **tourism** publishing
- 58 destinations and 10 resorts
- 14 years of web publishing experience
- 43 **destination websites**, including the top-trafficked state website in the U.S.
- 150+ million page views annually
- 10 mobile websites, 6 apps, 9 iPad guides
- 10 years of **email marketing** experience
- 23 email marketing programs for destinations
- 60 million email messages annually

Marketing Strategic Plan

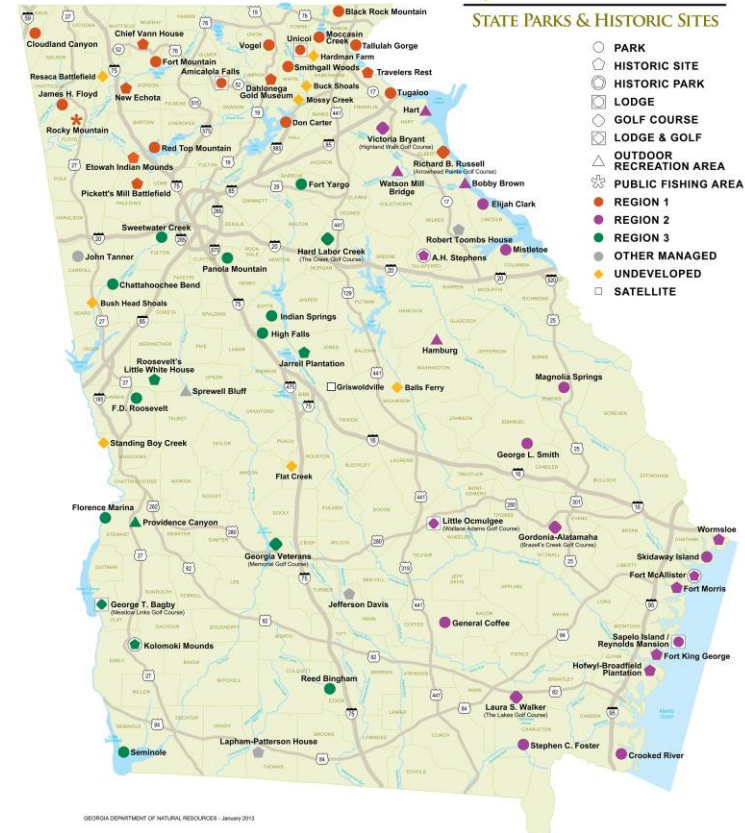


Development of a long-range (3 – 5 year) marketing plan that will include:

- **Situation analysis** – i.e.) customer analysis, competitive analysis, economic/cultural/technological climate analysis
- **Product analysis** – SWOT
- **Pricing analysis** – including price sensitivity
- **Market segmentation analysis** – Who are we reaching? Who are we missing? Who should we be targeting?
- **Marketing strategies** – branding, advertising, promotion, PR, digital, publications and sales collateral, direct marketing
- **Partnership development strategies**
- **Identify goals, future direction and funding needs**

Site-Specific Marketing

- Marketing Planning Workshops beginning week of March 4
- New agency involvement
- Goal is Top 21 Priority Sites by May 1
 - Establish objectives
 - Stakeholder relationship development
 - Maximize site exposure
 - Events
 - Media relations
 - Social media
 - Maximizing revenue/ROI
 - Budget



Site-Specific Marketing



- Goal is Top 21 Priority Sites by May 1

Amicalola Falls

Vogel

Richard B. Russell

Mistletoe

Gordonia Alatomaha

Wormsloe

GA Veterans

Kolomoki

Red Top Mountain

Panola Mountain

Elijah Clark

Cloudland Canyon

Unicoi

Tugaloo

Little Ocmulgee

Skidaway Island

Fort King George

Little White House

Reed Bingham

Sweetwater Creek

Fort Yargo

- Others on an as needed basis after May 1

Site-Specific Marketing

Tentative Schedule for Marketing Workshops



Date	Time	Site	Region	Meeting Location	Accommodations needed
Tue., March 5	Morning	Amicalola Falls	1	Vogel	
Tue., March 5	Afternoon	Cloudland Canyon	1	Vogel	Vogel - cottage
Wed., March 6	Morning	Vogel	1	Vogel	
Wed., March 6	Afternoon	Unicoi	1	Vogel	
Tue., March 12	Morning	Richard B Russell Arrowhead Pointe	1	Richard B Russell	
Tue., March 12	Afternoon	Tugaloo	1	Richard B Russell	Richard B. Russell - cottage
Wed., March 13	Morning	Elijah Clark	2	Richard B Russell	
Wed., March 13	Afternoon	Mistletoe	2	Richard B Russell	
Mon., March 25					Little O – lodge rooms
Tue., March 26	Morning	Little O Little O Golf Course	2	Little O	
Tue., March 26	Afternoon	Gordonia Alatomaha Brazell's Creek	2	Little O	Fort McAllister - cottage
Wed., March 27	Morning	Skidaway Island	2	Fort Mc	
Wed., March 27	Afternoon	Wormsloe	2	Fort Mc	Fort Mc - cottage
Thur., March 28	Morning	Fort King George	2	Fort Mc	
Mon., April 22					Lake Blackshear - cottage
Tue., April 23	Morning	GA Vets Golf - ?	3	GA Vets	
Tue., April 23	Afternoon	LWH	3	GA Vets	Lake Blackshear - cottage
Wed., April 24	Morning	Kolomoki	3	GA Vets	
Wed., April 24	Afternoon	Reed Bingham	3	GA Vets	
Tue., April 30	Morning	Red Top	1	Red Top	
Tue., April 30	Afternoon	Sweetwater Creek	3	Red Top	
Wed., May 1	Morning	Panola Mt	3	Panola Mt	
Wed., May 1	Afternoon	Fort Yargo	3	Panola Mt.	