

## **Public Relations Plan Template**

This public relations plan, prepared by Jake Hausmann & Ian Hanlin has been developed exclusively for Visit Duluth.

### **Executive Summary**

Visit Duluth aims to elevate its brand and boost tourism, emphasizing the allure of Lake Superior. The plan focuses on enhancing local partnerships and media relations to attract summer lake enthusiasts and urban dwellers seeking weekend getaways. Through an integrated approach involving social media, influencer partnerships, and collaboration with local businesses, the goal is to not only draw visitors but also strengthen community ties and economic prosperity. Key success metrics include increased website traffic, heightened social media engagement, and the establishment of impactful local partnerships, all within a strategically allocated budget. Overall, the plan positions Visit Duluth as a premier travel destination, fostering both local vibrancy and sustained growth.

### **Create a plan to support Visit Duluth by including the Lake.**

- Increase tourism to Duluth with marketing centered around Lake Superior
- Increase Brand Awareness
  - Social media
  - Influencer Partnerships
- Strengthen Local Partnerships
  - Partner with local businesses centered around the tourism industry

### **Background**

Visit Duluth is a tourism company that aims to connect new visitors to Duluth and help them plan their trips by showing what Duluth has to offer. They offer itineraries for the different seasons of the year to help tourists have a better understanding of what to expect.

Additionally, they aim to keep local residents up to date with extensive information on events/activities. The Visitor's Center at Grandma's is run by the local team that also focuses on meetings, conventions, events, and tourism. The marketing agencies handle the marketing including the website and social media channels. Visit Duluth also looks to drive traffic toward local businesses to help promote them.

## **Situation Analysis**

*Consumer Attitudes:* Current consumer attitudes towards Visit Duluth appear positive, as the company connects visitors with tailored itineraries and keeps locals informed about events. However, there may be opportunities to enhance engagement further.

*Competitive Positioning:* Visit Duluth is strong in highlighting seasonal attractions, but there may be potential weaknesses in maximizing local business collaborations and leveraging media relations. This suggests an opportunity for improvement in these areas.

*Public Relations Need:* A public relations program is needed to address potential weaknesses and enhance Visit Duluth's market position. This includes strengthening local partnerships and increasing media coverage to boost brand awareness.

## **Goal**

Visit Duluth's goal is to increase tourism in Duluth with their marketing strategy centered around Lake Superior.

## **Objectives**

- 1) [Objective one] Increase brand awareness of Visit Duluth and its support of local events.
  - a. [Reasoning] Increasing brand awareness for Visit Duluth is crucial to position the city as a premier travel destination, drawing attention to its unique offerings and creating a lasting impression on potential visitors.
  - b. [Benefits] Enhancing brand awareness for Visit Duluth fosters a stronger connection with potential visitors, encouraging tourism, local engagement, and economic growth.
  - c. Views, Likes, and Follower growth.

### 2) [Objective two] Strengthen Local Partnerships

- a. [Reasoning] Partnering with local businesses can be beneficial to collaborate with promotional channels, fosters a sense of community support, and helps Visit Duluth tap into local expertise.
- b. [Benefits] Better reputation as a business, collaboration with marketing channels, and fosters a sense of community.

c. [Measurement] Keeping track of partners before and after the PR plan is implemented

## **Target Audiences**

### *Summer Lake Enthusiasts*

Age: 25-55, both genders

Traits: Individuals who enjoy water activities, beachgoers, and lakeside experiences. Located in areas with warmer climates. Likely to engage with travel influencers on Instagram and follow travel-related blogs.

### *Local Residents & College Students*

Age: 18-35, both genders

Traits: Residents of Duluth and nearby areas, including college students. Actively engaged in community events and local news. Likely users of Facebook groups and local forums.

### *Twin Cities Residents:*

Age: 25-45 both genders

Traits: Urban dwellers with a desire for weekend getaways. Likely to appreciate cultural events, diverse dining options, and outdoor activities. Actively engaged in local social groups and community events. Regular users of social media platforms, especially Instagram and Twitter, to stay updated on city happenings and travel trends. Readers of local lifestyle magazines and blogs.

## **Target Media**

- WDIO
- KQDS
- KBJR
- Northern News Now
- Business North
- The North Shore Journal
- NorthShoreExplorerMN (Influencer)
- College Students (Influencer)
- St. Paul Pioneer Express
- The Minnesota Daily
- Duluth News Tribune

## **Messaging**

Duluth Small Business Support  
Business by the Lake  
Duluth Superior Showcase

## **Strategies**

### *Integrated Marketing Strategy:*

Leverage a comprehensive approach by initiating the #BusinessByTheLake social media campaign, incentivizing user engagement with free or discounted merchandise. Identify and partner with influencers like North Shore Explorer MN and local college athletes to boost campaign popularity. Promote limited edition merchandise to serve as both a marketing tool and revenue generator. Attract media attention through a compelling pitch and press releases highlighting partnerships and the Duluth Superior Showcase event in Canal Park, collaborating with local businesses for exclusive offers and encouraging bundled purchases of services and merchandise. Consistent social media posting and recaps ensure sustained visibility and engagement, creating a dynamic and cohesive marketing strategy for Visit Duluth.

## **Tactics**

### *Social Media*

Social Media Campaign #BusinessByTheLake -

Random winners will be awarded free merchandise or at a discounted rate if they use our hashtag and tag three other accounts to entice more exposure

Visit Duluth needs to post about them and have a recap of the campaign

### *Influencer Partnerships*

Influencers could be identified by the social media campaign but could also be partnered with before the campaign to help boost popularity.

Potential influencers that could benefit from this partnership would be North Shore Explorer MN. They are an advocate for travel & tourism, which is perfect for Visit Duluth's niche. Another partnership available could be college students in the area, particularly athletes. Some athletes have a very large following on social media, whether that would be their individual account or team account.

### *Promotional Content*

Limited edition merchandise for this campaign can also serve as a way for people to market your business through the purchases of your merchandise

### *Media Relations*

As for attracting the media, the first tactic should be a *media pitch*. This will highlight your upcoming event and current social media campaign highlighting Duluth and Lake Superior. Another tactic could also be a *press release*, highlighting partnerships with businesses or influencers

## *Canal Park Event: Duluth Superior Showcase*

Collaborating with other local businesses offering exclusive offers for this event. This could result in a bundle purchase of different services and merchandise from different businesses.

### **Timeline**

#### **Break it out by month or timeframe**

Month 1: Goals & Objectives	Month 2: Local Business Campaign	Month 3: Post Campaign	Month 4: Promoting Duluth Event	Month 5: Promotion & Event Prep	Month 6: Highlights/Thank yous
Week 1-2: Define Goals and Objectives  Week 3-4: Hashtag Promotion, Influencer Partnerships, and Media pitches/Press Release	Week 1-2: Launch Hashtag Contest and create Promo Merchandise  Week 3-4: Content Sharing and Engagement	Week 1-2: Giveaway Announcement  Week 3-4: Highlight Campaign Moments	Week 1-2: Start Teasing July Event through media relations and socials  Week 3-4: Early Registration Promotion	Week 1-2: Intensify Marketing for July Event  Week 3-4: Final Countdown and Logistics	Week 1: Highlight Video of event, and appreciating attendees & other local businesses in support

### **Budget**

Social Media Campaign \$500 for three months = \$1500

Newspaper ads: 400\$ each approximately once a month for two months = \$800

Flyers: 500, 99 cents each for a little over \$500

Merchandise: 100 shirts, \$11.09 each = \$1,109

Average Cost (More on the higher end) = **\$3,909**

### **Measurements / Key Performance Indicators**

Measurement of our progress during the campaign will be easy to track in our 6-month time period. we will be able to track website traffic, hashtag usage, and impressions during this campaign. Our most extensive measure of success will be through the use of the hashtag. During the start of the campaign, we should be looking more closely at impressions and hashtag use to see how much traction it's gaining. As it progresses, we should then start looking at website data to see where people are landing on the Visit Duluth website.

### **Future Steps/Recommendations**

This should be a yearly event put on by Visit Duluth. Leading off with the social media campaign to build up hype around the event, establish their social presence, and start building media relations. If they see success with the first Event they should keep building hype around it. With more impressions and website traffic, they can expand it by adding more prizes/discounts, attracting more people in the surrounding area and out of town.

Creative

