



Touch Lake Tahoe 2017-18 Campaign Plan

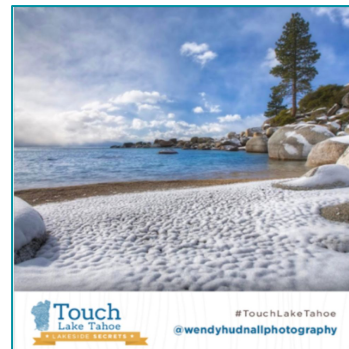


Situational Analysis

Previous Year Campaign Overview:

- 2014-15: Photo Contest (1.7K uses of hashtag; 685.9K campaign impressions)
- 2015-16: Map developed, scavenger hunt; photo contest (697 uses of hashtag; 6.3K map views; 904.9K campaign impressions)
- 2016-17: Coupon Map; photo contest (503 uses of hashtag); 96.6K campaign impressions

Through campaign evolution, it has been discovered that the value of the Touch the Lake campaign is to provide **regional inspiration** rather than direct connections to lakeside businesses.



Campaign Strategy

Goal: Encourage in-market North Lake Tahoe visitors to get down to the lake.

Audience: In-market visitors to North Lake Tahoe during the winter.

Strategic Approach: Use inspirational content and visuals to encourage lakeside visits, highlighting the message that “your visit to North Lake Tahoe isn’t complete without seeing the lake”

Campaign Objectives:

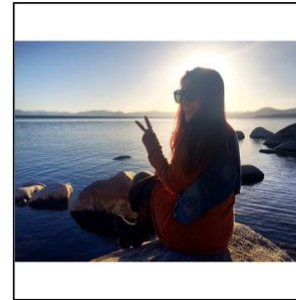
- To inspire reach in-market winter visitors with inspirational visual content around the lake
- To inform of visitors of potential experiences they can have around the lake
- To provide insight of each individual lakeside community



Strategy Overview

The following strategies & tactics will be employed to meet the campaign objectives:

1. **Update and expand online presence** to provide inspiration for activities
2. Use paid print ad in **Visitor's Guide** to reach in-market visitors
3. Use **social media photo contest, posting, video content and targeted ads** to create and promote inspirational user-generated content
4. Work with **regional influencers** for experiential insights



Plan: Online Presence

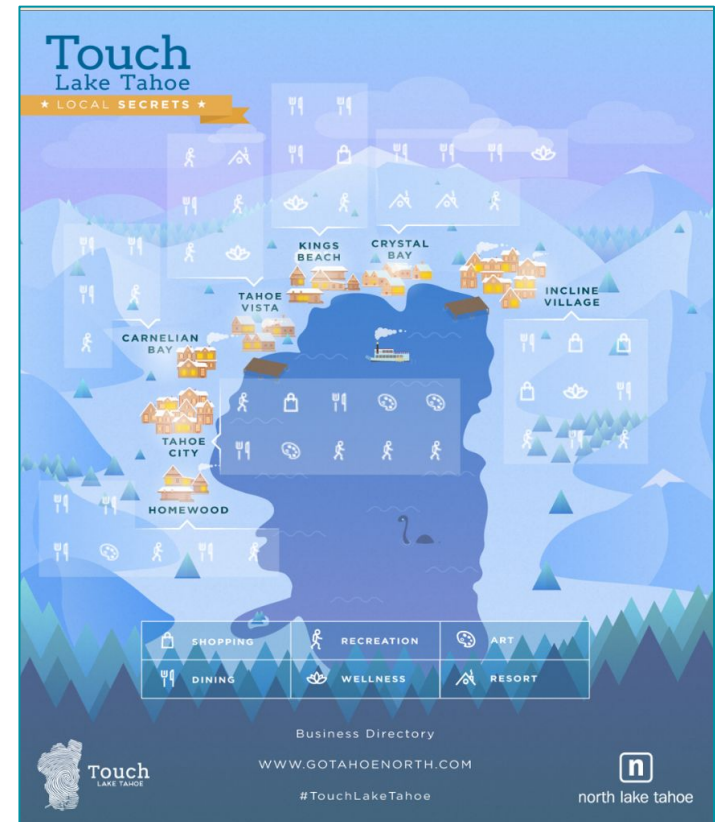
Strategy: Update and expand online presence to provide inspiration for activities

Tactics:

1. Update TLT map per committee's recommendations and seasonal information
2. Update Touch Lake Tahoe page on GTN website to provide more inspirational content and information on each lakeside community
3. Create a series of two (2) winter itineraries to live on the GTN blog and highlight winter lakeside activities

Reasoning:

- *Itineraries have been reported as one of the most-used tools by travelers*



Plan: Advertising

Strategy: Use paid print ad in **Visitor's Guide** to reach in-market visitors

Tactics:

1. Develop inspirational print ad to tie into social media contest and itineraries
2. Place ad in Visitor's Guide

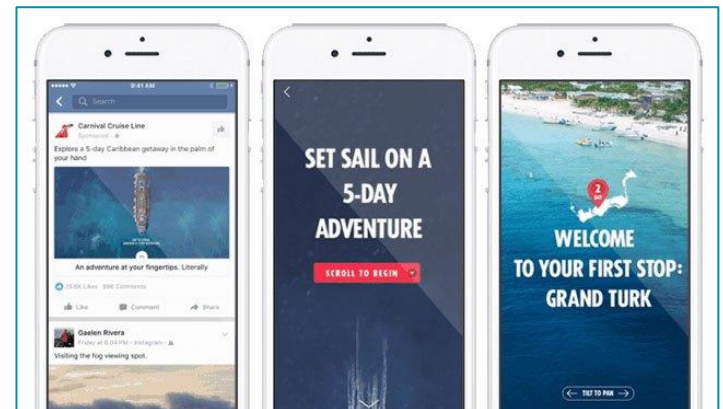
Strategy: Use **social media advertising** to reach in-market visitors

Tactics:

1. Create a social media canvas ad to bring itineraries and visual content to life
2. Target ad to relevant in-market visitors

Reasoning:

- **Canvas Ads** experience 2x higher CTR, 50% lower CPC and great engagement

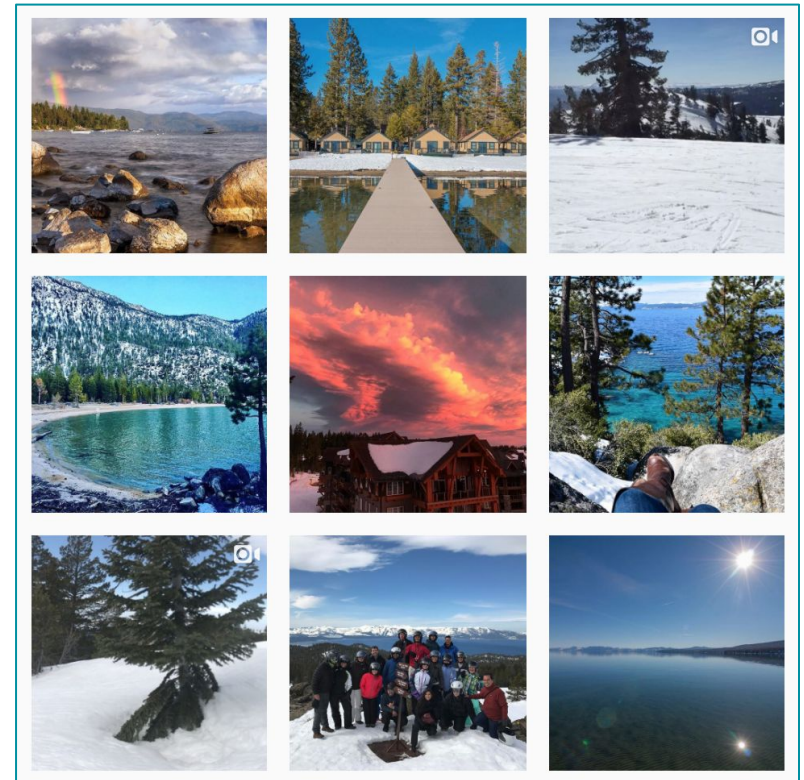


Plan: Social Media

Strategy: Use social media to create and promote inspirational user-generated content

Tactics:

1. Launch social media contest for winter-long campaign, awarding 2-3 prizes throughout the winter
2. Halfway through winter, use weekly photo prompts to encourage diversity of activities
3. Post “Touch Lake Tahoe” content and messages 3x/month during campaign on North Lake Tahoe channels (Facebook, Twitter, Instagram)



Plan: Influencers

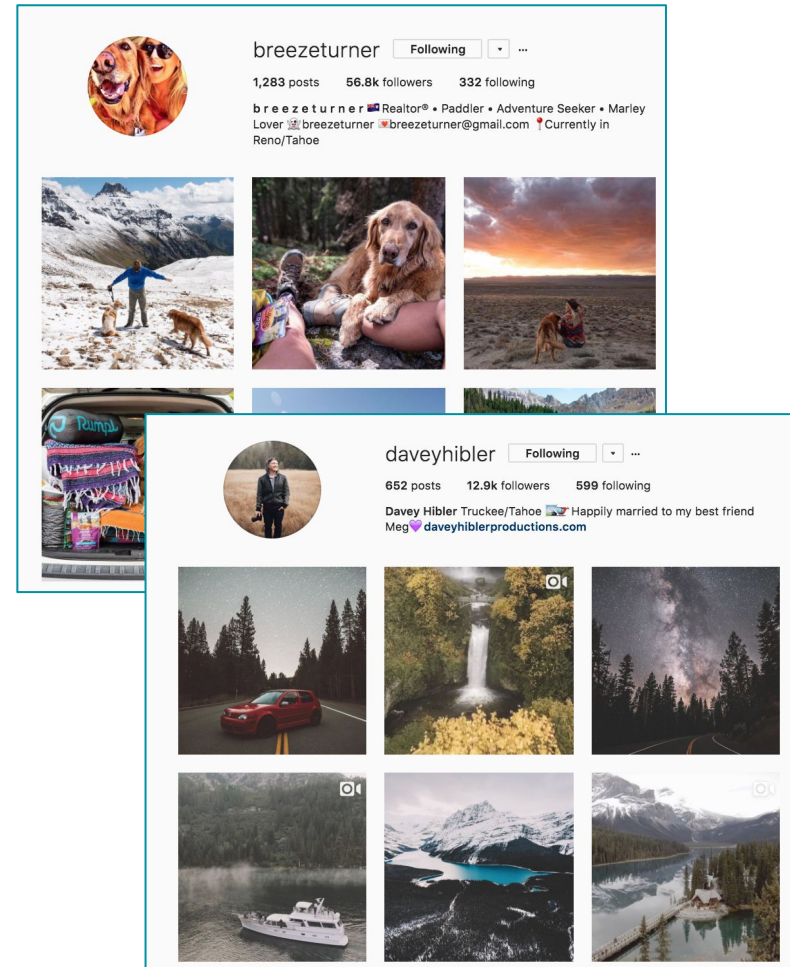
Strategy: Work with regional influencers to bring itineraries to life through social media

Tactics:

1. Select 2 key influencers to reach in-market audience
2. Coordinate with influencers for real-time posting on their accounts, authentically exposing targeted audiences to Touch Lake Tahoe experiences

Reasoning:

- **84% of consumers trust peer recommendations over brand content**
- **Influencer content marketing delivers up to 11x the ROI than other content marketing**
- **Influencer campaigns have proven effective for over 80% of marketers who've tried them**



Measurements of Success

To gauge success over the 2017-18 Touch Lake Tahoe campaign, the following Key Performance Indicators (KPIs) will be established and reported on:

1. **Awareness:** Number of campaign impressions; reach of campaign
2. **Engagement:** Number of engagements on campaign assets; engagement on map
3. **Ambassador Sharing:** Number of UGC posts with #TouchLakeTahoe; number of shares on campaign content

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Timeline

| | |
|-----------------|---|
| October | <ul style="list-style-type: none">● Campaign plan developed, finalized, approved |
| November | <ul style="list-style-type: none">● Coordinate updates to map and web page● Develop and launch itineraries for website (pre-Thanksgiving)● Develop print ad for Visitor's Guide● Coordinate and prepare for photo contest● Develop social media canvas ad |
| December | <ul style="list-style-type: none">● Launch photo contest● Launch social media canvas ad● Propose and select social media influencers |
| January | <ul style="list-style-type: none">● Continue social media photo contest● Continue social media canvas ad● Execute first influencer promotion |
| February | <ul style="list-style-type: none">● Continue social media photo contest, using weekly prompts● Continue social media canvas ad● Execute second influencer promotion |
| March | <ul style="list-style-type: none">● Continue social media photo contest, using weekly prompts● Continue social media canvas ad |
| April | <ul style="list-style-type: none">● Continue social media canvas ad |
| May | <ul style="list-style-type: none">● Provide comprehensive campaign report |

Campaign Budget

| Description | Amount |
|---------------------------------------|-----------------|
| Map & Web Page Updates | \$800 |
| Itinerary Series (2) | \$1,200 |
| Visitor's Guide Ad Design | \$800 |
| Visitor's Guide Ad Cost (Hard Costs) | \$1,500 |
| Influencer Promotion (2) | \$1,400 |
| Social Media Management | \$3,400 |
| Social Media Advertising (Hard Costs) | \$4,500 |
| Social Media Contest Prizes | \$1,000 |
| Campaign Management | \$5,400 |
| TOTAL | \$20,000 |