



INSIDE ANZA-BORRERO

Marketing Concept



KEY OBJECTIVES

Raise awareness of Inside Anza Borrego as a destination

Identify target markets and inform them about Inside Anza Borrego and what the visitor can experience there

Increase length of stay in Borrego Springs and Anza Borrego Desert State Park

Motivate target markets to plan and take multi-day trips to experience Inside Anza Borrego attractions, and shop, dine, and sleep in Borrego Springs and the Park

Build a long-term constituency

Use online networking and proactive outreach to generate a community of followers for Inside Anza Borrego and inspire repeat visits to the region.

KEY MESSAGES

The town of Borrego Springs is...

the hospitality hub of Anza Borrego Desert State Park.

the visitor's main gateway to exploring the attractions of Anza Borrego Desert State Park and the near by towns, federal lands, state and county parks and attractions

a catalyst for sustaining the Inside Anza Borrego's natural assets, offering educational opportunities and building a thriving community.

Inside Anza Borrego Brand Pillars

Nature

Outdoor Recreation

Arts and Culture

Science

Events

Hospitality and Cuisine

Inside Anza Borrego: Target Markets

Regional	Domestic	International
San Diego	California	Canada
San Diego County	Pacific Northwest	Mexico
Southern California	Northeast	Germany
Palm Springs	Mid – Atlantic States	Other Europe
		Japan
		China

Inside Anza Borrego – Target Markets

Travel	Motivation
Outdoor Nature Lovers	Patrons of Art and Culture
Cycling and Golf Enthusiasts	Star Gazers
Retirees and Snowbirds	Rest and Relaxation Seekers
Science and Learning	Health and Wellness

MARKETING ACTIVITIES

Communication Materials

Print materials and signage that encourages visitors to join IAB'S online community and participate in campaigns, etc.

Story Telling Blog

A central storytelling platform with vibrant, dynamic content.

Social Media

The use of blogging and Facebook to build an active and engaged online community.

Digital Advertising

Highly targeted placement of clear calls-to-action in Facebook and Google ad networks

Media & Public Relations

Proactive outreach and engagement of traditional and digital media, including newsworthy events for broad audiences.

E-Mail

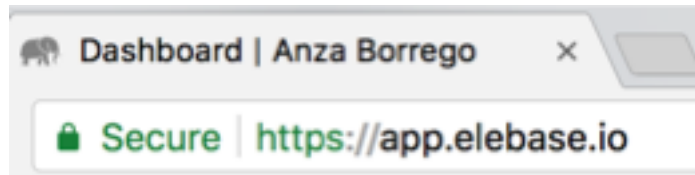
Targeted periodic newsletters and e-blasts to keep Borrego Springs and ABDSP top of mind.

Cross-Platform Campaigns

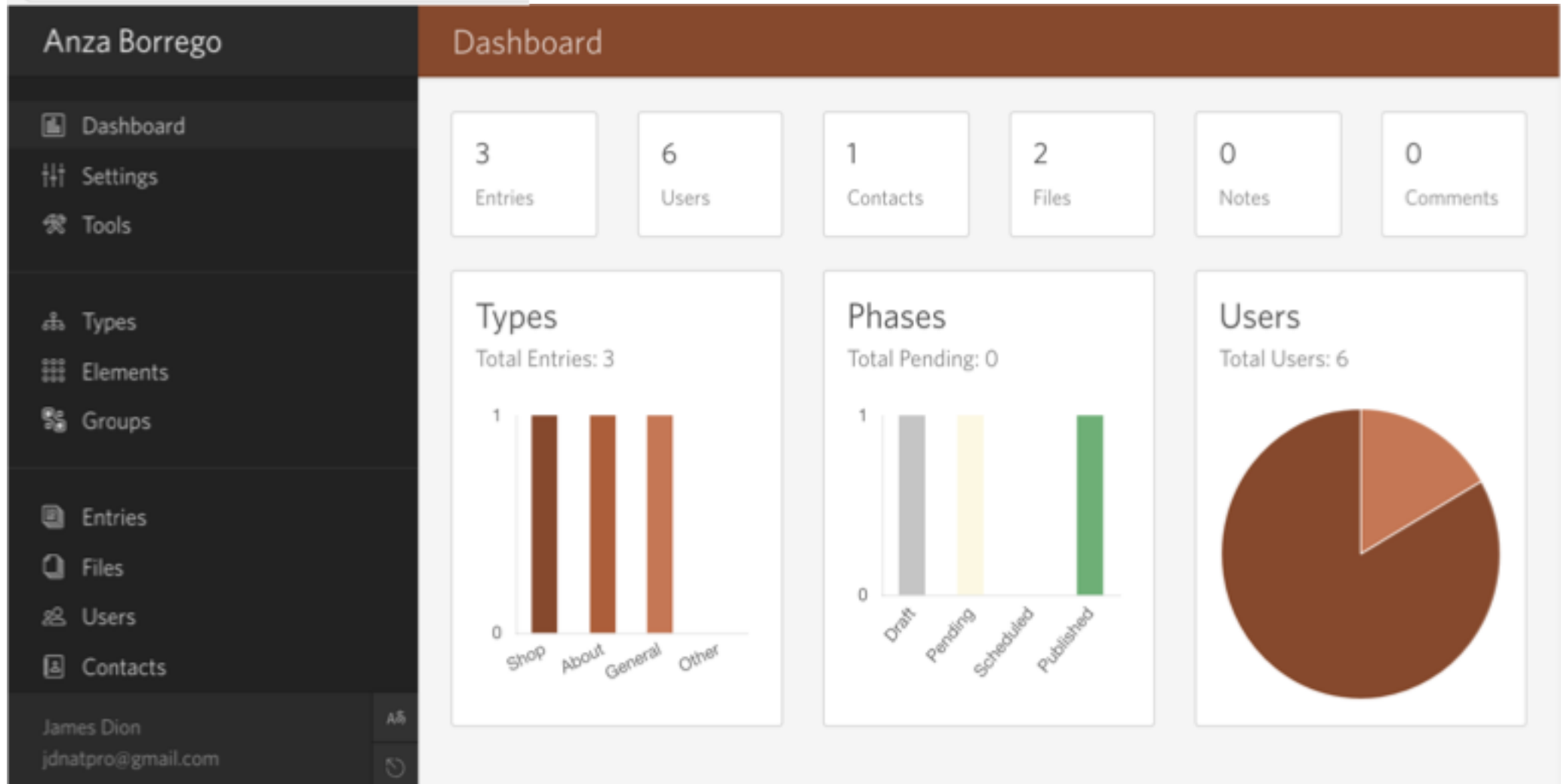
Implement campaigns utilizing all platforms, with a strong call to action, based around rewards opportunities, (discounts, "win a trip" to the region) with the goal of highlighting travel to the region

Components of the Marketing Campaign

Inside Anza Borrego Website



Elbase Content Management System



Anza Borrego

Dashboard

Dashboard | Anza Borrego x

Secure | https://app.elebase.io

Dashboard

Settings

Tools

Types

Elements

Groups

Entries

Files

Users

Contacts

James Dion A&S
jdnatpro@gmail.com

3
Entries

6
Users

1
Contacts

2
Files

0
Notes

0
Comments

Types
Total Entries: 3

Type	Count
Shop	1
About	1
General	1
Other	0

Phases
Total Pending: 0

Phase	Count
Draft	1
Pending	1
Scheduled	0
Published	1

Users
Total Users: 6

User Role	Count
Admin	1
Editor	1
Author	1
Contributor	1
Subscriber	0



Plan your visit to Whitefish

[FIND A PLACE TO STAY](#)

Located in the Northern Rocky Mountains of Montana, Whitefish is nestled at the edge of Glacier National Park. Each season offers breathtaking opportunity to experience the millions of acres of mountains, forests, lakes, and rivers.



A Perfect Day in Whitefish - June

Suggested Itineraries



Five Unexpected Discoveries in Whitefish

Inspiration



Actually, It's Easy to Get Here

Travel Tips

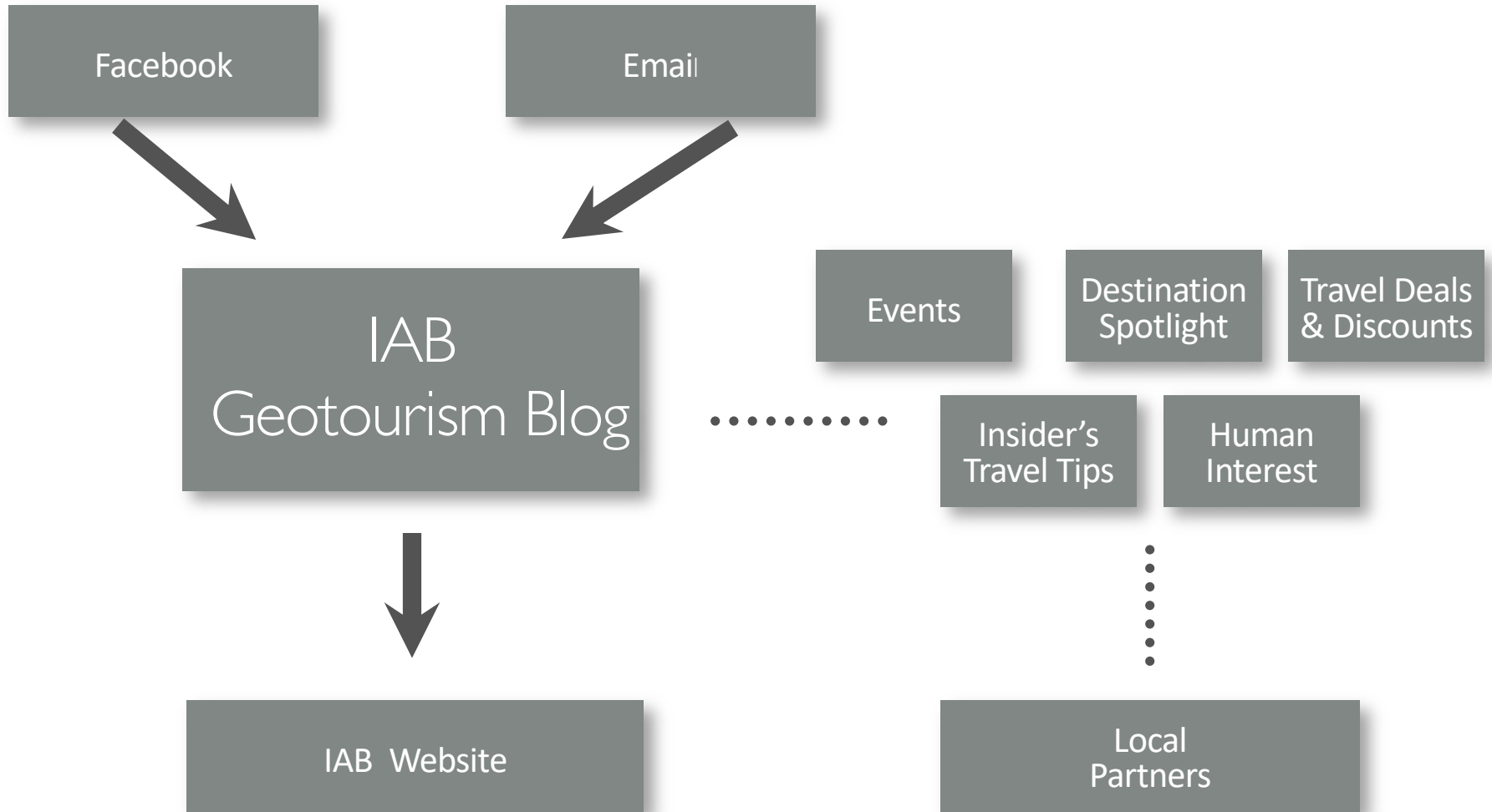


Glacier National Park or Recreation

Park or Recreation

Customized Public Facing Expression

Blog



IAB will embed a blog feature into their website and publish one post each week.

A blog is a platform that allows the user to post timely, topical information to a website. Blogs supplement static website content that does not change and is descriptive of a product or service. Blog posts are generally 300 - 500 words and include several images and videos. They are full of rich links that drive users to other posts or important information on the website.

Blogs can include curated content (developed by the IAB), shared content (generated by other partners) and visitor content (telling the stories, or highlighting the comments from visitors).

When embedded in a website, blogs improve SEO by allowing the user to create content around specific keywords and key phrases, intended for very specific audiences at very specific times. By writing and publishing content strategically, IAB will position itself to capture a significant increase in website traffic among target markets.

To reach and attract target markets, IAB will post articles that address frequent traveler questions, highlight IAB's attractions and showcasing site contributors. Blog posts will link to specific landing pages where appropriate.

Blog

Action Plan

Objectives

- Create a platform to share timely, relevant and inspirational information to key audiences
- Improve IAB's website SEO and drive traffic
- Introduce unique brand voice and communicate key messages

Outcomes

- 24 new original blog posts
- Improve website search engine ranking for 30-40 new keywords or phrases

Activity	Responsible Party	Month																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Set up and integrate blog platforms	Webmaster	█																
Identify and train staff on blogging best practices	Marketing Advisor		█															
Identify sourced content needs (descriptions, images, videos)	Content Specialist			█				█				█						
Build content bank	Content Specialist		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Publish content	Content Specialist				█	█	█	█	█	█	█	█	█	█	█	█	█	█
Review blog KPIs (visitors, keyword rankings)	Sales & Marketing Manager							█			█							

Blog Publication Checklists

Checklist for SEO best practices:

- ✓ Blog post targets 1-3 keywords
- ✓ Keyword(s) appear naturally 3-5 times in post
- ✓ Blog post title contains (at least) one keyword
- ✓ Blog keyword is used in “slug” (blog URL)
- ✓ Blog post uses keywords in H2 titles
- ✓ Blog post title is less than 75 characters
- ✓ Blog post is at least 300 words
- ✓ Blog post contains clear call to action
- ✓ Keywords are identified in blog metadata
- ✓ Metadata is fewer than 155 characters
- ✓ Images contain unique alt tags
- ✓ Blog contains 1 link to external website
- ✓ Blog post contains 1-3 links to IAB website pages and blog posts
- ✓ All links open in a new window

Blog style guide:

- ✓ Blog author is identified by name, photo, and bio
- ✓ Blog title is compelling: a question, a list, a checklist or an authoritative statement
- ✓ Blog post is 300 - 800 words
- ✓ Blog content follows consistent grammar rules
- ✓ Blog post contains at least one image
- ✓ Blog tone is informal but informative
- ✓ Avoids conditional words like “probably, maybe, should, might, potentially”
- ✓ May use infrequent contractions (won’ t, aren’ t, don’ t, I’ ve, you’ ve, we’ re)
- ✓ Do not assume that reader has seen previous blog posts
- ✓ Paragraphs are 2-6 lines
- ✓ Sentences are short and to the point

Website Keywords

IAB will enhance its ranking on search engine results pages by targeting specific keywords.

Keywords are popular phrases internet users type into Google for information about what to do and where to stay in Borrego Springs and ABDSP.

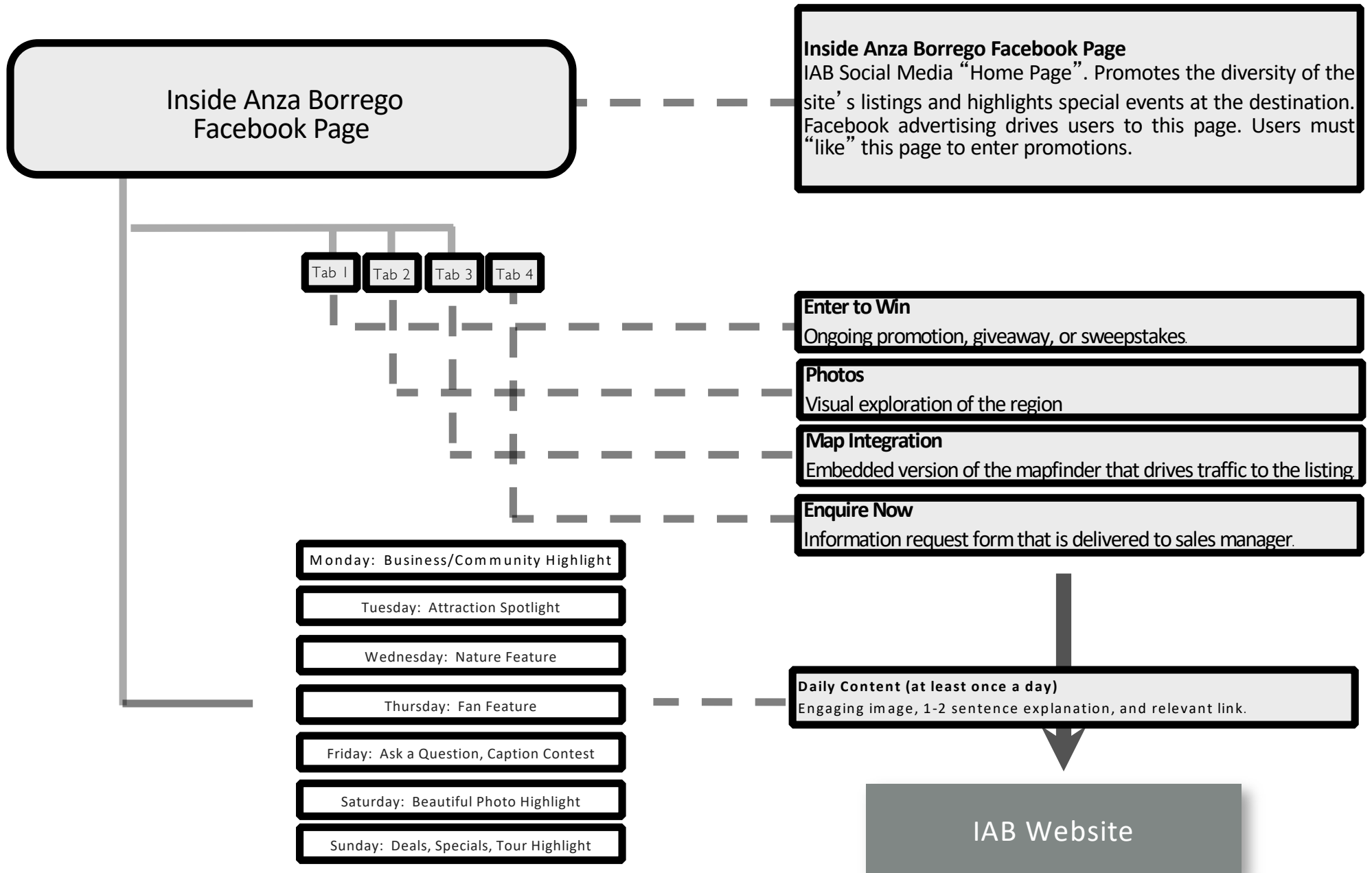
A targeted keyword database will be developed with **50-60 keywords and phrases** that will drive blog content. Each will be weighted based on competition, search volume, and relevance as well as the program's focus on thematic travel to undiscovered gems across the region

Of these, **30-40 priority keywords** with the highest value will be selected to drive total website content. These will be selected with input from state tourism offices to prevent duplication and minimize competition.

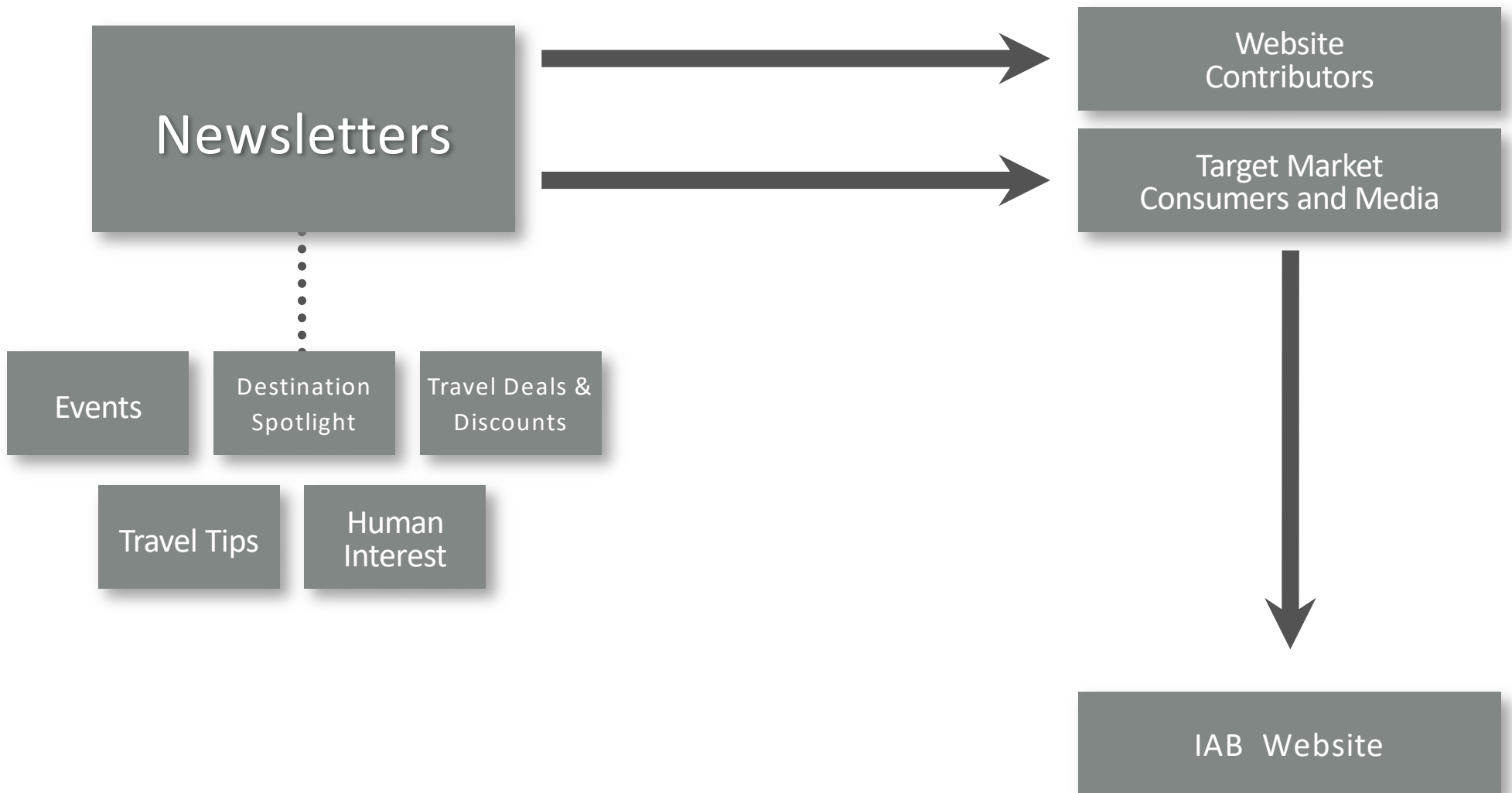


Search Engine Optimization

Facebook Setup and Content Overview



E-Mail Marketing

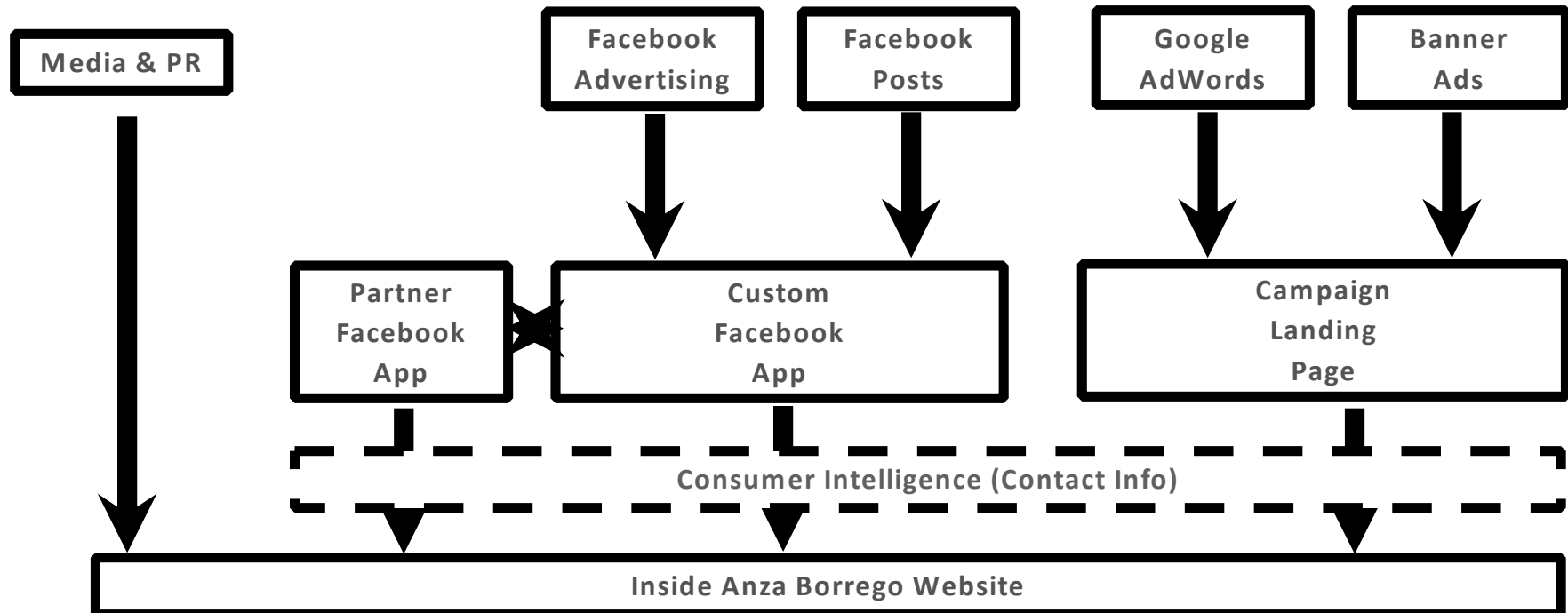


Cross-Platform Campaigns

Campaigns are opportunities to synchronize all social and online marketing activities to amplify awareness of a particular product, rapidly grow the online community size and generate a significant amount of interest and awareness about Inside Anza Borrego

Campaigns are defined by a strong, effective call to action: “book now,” “enter to win,”

One campaign will be delivered building off of the launch of the IAB website, and one 6 months later to coincide with spring and summer travel planning.



Local Work Force Development - Learning-by-Doing

In parallel to the marketing activities outlined in this concept, the program will identify two local people to train so they can implement similar programs in the future to drive traffic to the website and inform visitors about opportunities on how they can experience IAB

This will include:

- In person and online webinars on the concepts and rationale behind the marketing program, followed by collaborative planning on the timing and specific components of the marketing program to engage local people in the process.
- Marketing training seminars to solidify concepts and finalize the marketing activities of the program. Local trainees will implement marketing initiatives of their own design
- Joint implementation of marketing program – building the skills for managing and effectively communicating through the social media platforms to have maximum impact as well as implementing the sweepstakes and other components of the program.
- Post-Program webinar of in-person seminar to review the campaign, lessons learned and how to apply the skills learned in future programs.

Targets & Objectives

Indicator	One Year Implementation Phase
Website Visits	50,000
Email Subscribers	500
Emails Distributed	5,000
Facebook Fans	5,000
Blog Posts	24
Online Marketing Impressions (Campaigns/Advertising)	10 million
Online Earned Media Placements	10

Investment: \$25,000

The budget estimate could range to upwards of \$50K according to the human resources available locally, if an outside firm is contracted, travel requirements, *sponsorship*, and the level of advertising and promotional spend.

Potential for *sponsorship* as the marketing efforts could result in the sponsor to benefit from the program. "Sponsors" could provide funding and / or hospitality "gifts" to support promotions and sweepstakes "win a trip to IAB" campaign.

Media and Trade Outreach

- Develop travel trade marketing, sales, and educational materials to be hosted on the “Media” section of the IAB website
- Develop media kits to be hosted on the Media section of the website
- Develop and maintain a database of travel trade and media contacts to be used to target, track communications, interests, and outreach efforts
- Develop story ideas and pitch journalists
- Organize and host an annual media trip for select VIP journalists
- Follow VIP journalists on social media and engage tactfully
- Partner with Visit California to promote Inside Anza Borrego
- Attend travel trade shows in the region
- Attend IPW
- Have presence on Brand USA website

Inside Anza Borrego Revenue Models

- Grants
- Sponsorships
- Advertising
- Destination Marketing Partnerships
- Private Sector Marketing Partnerships

Year One Revenue and Expense Estimate

Revenue		Costs	
Sponsorship	\$ 5,000	Fixed Costs	
San Diego County CEP	10,000	Personnel	\$ 3,000
USDA RBD	10,000	Overhead and Expenses	1,000
		Variable Costs	
		SEO	2,000
		Website marketing	9,000
		Social Media Platforms	1,000
		Writers	3,000
		Influencers	3,000
		BVA Administrative Support	1,000
		Printing, design, materials	2,000
Total	\$ 25,000	Total	\$ 25,000