Relaunching Your Marketing After COVID-19

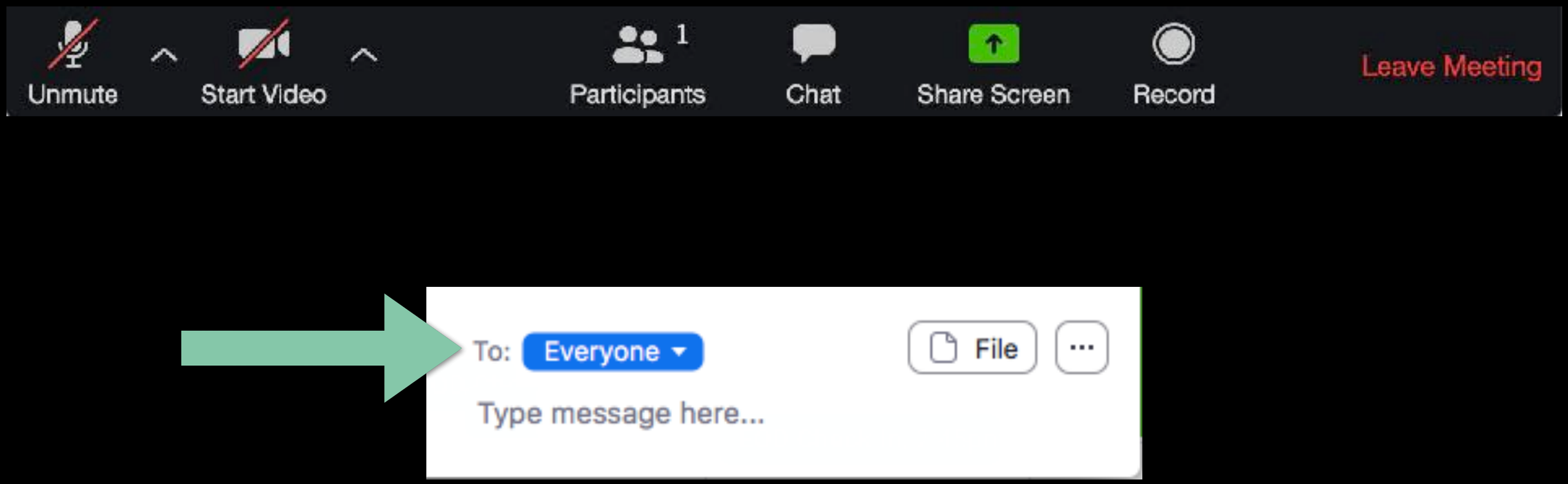
Florida Attractions Association

BLACKDOG

Speakers

- John Penney
  Founder & CEO
- Mitchell Meyers
  Director of Marketing
- Briana Klein
  Marketing Manager

How To Ask Questions



Attractions We Work With

Museums, Aquariums & Historic Homes

Deering Estate
Potter's Wax Museum
Sails & Rails
Key West Shipwreck Treasure Museum
St. Augustine History Museum
The Harry S. Truman Little White House
the Old Jail
Key West Aquarium
St. Augustine's Oldest Store Museum Experience

Tours & Attractions

Conch Tour Train
Yankee Freedom III
Fury Water Adventures
Ghosts & Gravestones
Jim McLean Golf Schools
Old Town Trolley Tours
Tree Umph!
Jungle Island

Bars, Restaurants & Entertainment Partners

Charlie Mac's
El Meson de Pepe
Fisherman's Wharf
Green Parrot Bar
Half Shell Raw Bar Key West
Mallory Square Market
Tropic Cinema Key West
Turtle Kraals

Don’t Forget About Guest Experience & Marketing

Marketing Action Items

Before Your Attraction Reopens

Make Data Driven Decisions

Locals and drive markets will be important audiences for attractions.

Create your detailed target audience from information such as: gender, geo-location, age, family composition, income level, and interest in your business

This is likely to be different than your normal target audience

Data Collection Sources

Google Analytics

Google Search Trends

ustravel.org

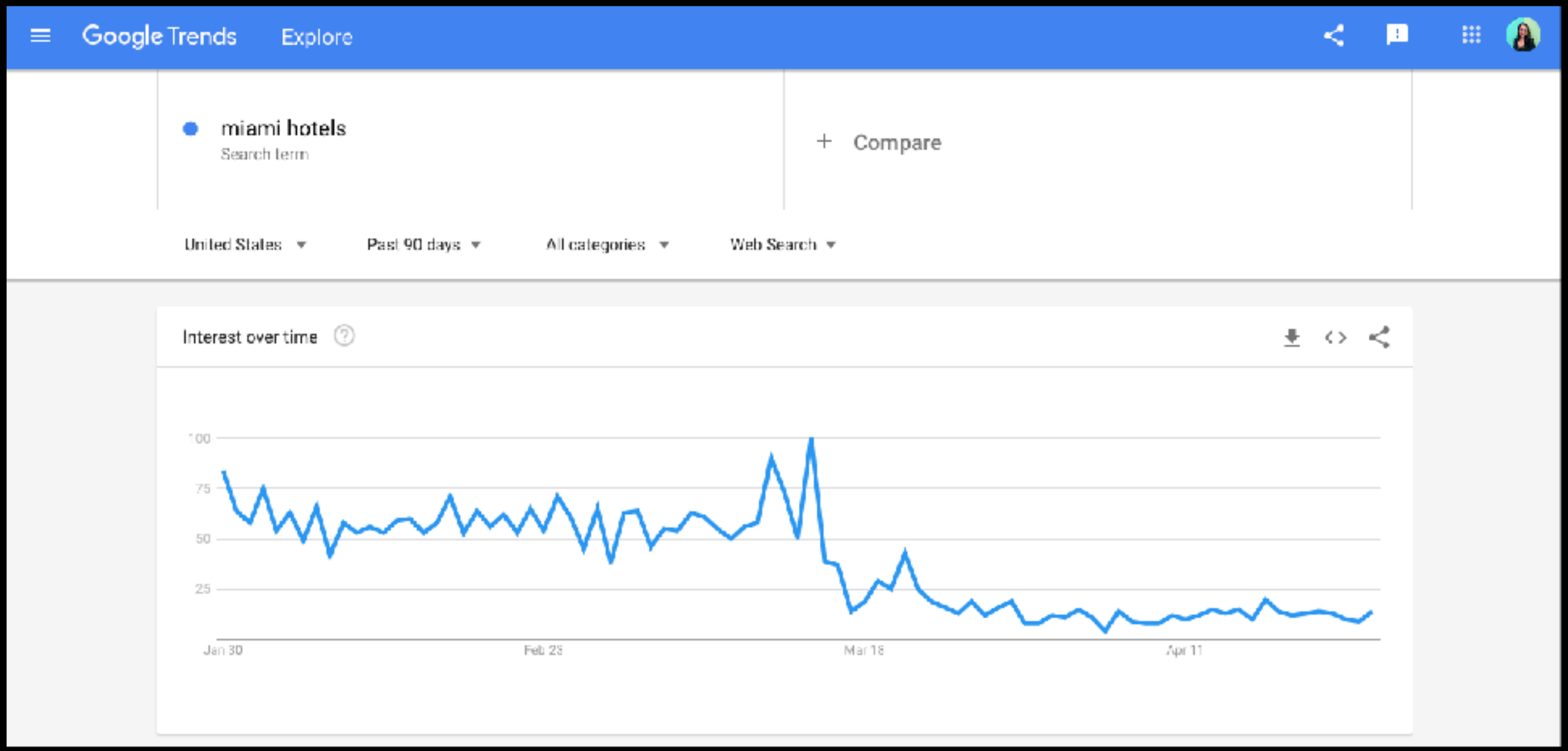
adara.com/traveler-trends-tracker

Visit Florida/ Free Access to Skift Data

2020 Gate Sales Data

BEFORE OPENING

Google Trends



BEFORE OPENING

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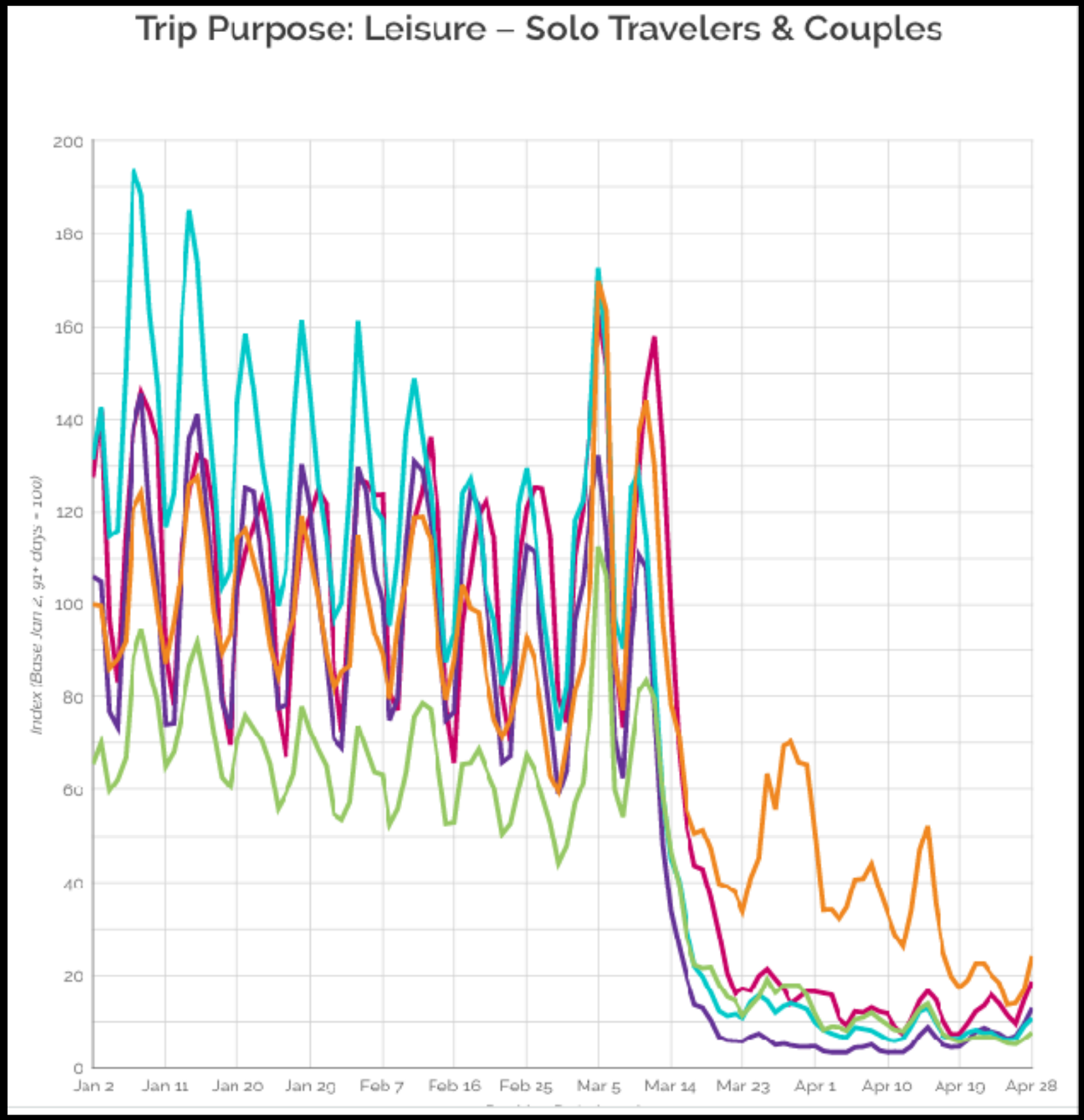

BEFORE OPENING

5 Questions For Evaluating Data

Who

Is there a shift in who wants my products/services?

What

Is there a shift in what type of product or service these customers want?

How

Is there a shift in how customers want to receive my product/service?

When

When will these customers be ready for my attraction again?

Innovate

How can my attraction innovate to fill changing needs?

Pick Your
Pricing Strategy

Pick a Pricing Strategy

Discount

- Good for attractions with high volume attendance and repeat business
- With decreased capacity and discounted tickets, margins may be small

Premium

- Good for attractions with lower volume attendance and less repeat business
- High value experiences or products create value
- Opportunity for any attraction to pivot to a premium experience

Advertising should communicate your value proposition first and the discount second

Develop an Offering For Locals

Even if locals aren't a normal audience for your attraction, find a way to pivot your offerings to cater to them. This will help your business recover quicker.

Key Insight:

Be prepared for surges in business
For Example: Weekend Business

Three Crucial Marketing Strategies
For Reopening

#1 Make a Splash in your Community

Your business is not top of mind.

When you reopen, you will have to remind your community that you are a cornerstone of their area.

BlackDog Tips

Make a Splash

Treat this Reopening as a new business launch (including having a launch celebration of some kind).

Open well instead of opening quickly.

Introduce a product/service that is new & exciting.

Shop Local Trend

#2 Start Your Paid Marketing

You will need to push people to your business, but you can do it in a flexible and cost effective way.

BlackDog Tips

Paid Marketing

Use digital marketing channels that will allow you to quickly pivot your marketing based on what is working.

Digital marketing channels allow you to watch results closely and reallocate money to the highest performing areas.

Recommended Marketing Channels

Digital Marketing Channels

- Google & Bing Paid Search
- Paid Social Media
  - Facebook
  - Instagram

Minimum: $500/week

#3 Lean into Safety

Advertise all the great things you are doing to keep things clean and safe.

Exceed guidelines where possible.

Show the safety measures you are talking about.

Plan For The Future:

Ongoing Marketing Considerations

Track Everything

Make sure your Google Analytics Accounts, Social Media pixel, Email link tracking, etc… are properly set up.

Evaluate your marketing data, at minimum, weekly to determine its successes and failures.

Pivot your plans based on this data.

Be Flexible & Creative in All Areas of Business

- Products
- Hours/Operations
- Marketing

What Should I Be Marketing?

Ask yourself the following:

What is the best thing my attraction does?

How can I do that to the best of my ability?

Do That & Advertise It.

You Are What Makes Your Community Unique

BlackDog's Reopening Marketing Checklist For Attractions

blackdogadvertising.com/covid-faa

BLACKDOG

COVID-19 Marketing Relaunch Checklist For FAA Attractions
Presented by BlackDog Advertising
May 2020

	Complete	Initials	Notes
Questions to Ask Yourself About your Attraction			
Is there a shift in who wants my products/services?			
Is there a shift in what type of product or service these customers want? Is there a shift in how customers want to receive my product/service?			
When will these customers be ready for my attraction again?			
How can my attraction innovate to fill changing needs?			
What is the best thing my business does?			
How can I do that to the best of your ability?			
Business Plan			
Campaign Document(s)			
Launch Strategy			
New Revenue Goals & Forecasts New Product Offerings/Pivot			
Rebranding (If Needed)			
Operations Plan (Hours, Staff, etc...) Paid Media Plan/Budget			
New Target Audiences (Early Adopters			

4-Part COVID Series

1. Communicating During COVID-19
2. Customers Go Digital Amidst Social Distancing
3. Measuring Post-COVID Customer Behavior
4. Relaunching Your Marketing *(Coming Soon)*

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Q + A