

2022 Marketing Plan



This year, we are sharing the Mercer County Convention and Visitors Bureau marketing plan, which includes our objectives and strategies. Please take a look through this plan for 2022. If you have any questions, please email us at info@visitmercercounty.com

Travel Guide



20,000 travel guides feature area attractions and lodging. This is our largest direct mail response and is also available throughout the County. A digital version is available on our website.

Visitor Personas

The Mercer County CVB has developed visitor personas to provide guidance and to further inform marketing and advertising tactics and strategies that are tied to the goals outlined in this plan. These personas will help define specific target audiences and guide the development of campaigns and collateral, specifically designed to resonate with these groups.



ATV PERSONA

- Age 18 and 49
- Income \$65,000 or more
- Enjoys hunting and fishing, as well as other off-road activities
- Part of a group trip
- Stays in cabins/lodges for 2 or more nights
- Is willing to travel a long distance to ride the Hatfield McCoy trails (from out of state markets)



HIKING PERSONA

- Age 35+
- Income over \$50,000
- Predominantly college educated (some college or college degree)
- Casual hiker (not looking for epic adventures)
- Staying close to home to hike



LOCAL TRAVELER PERSONA

- Age 25-54, Female, Married
- Income \$75k or more a year
- Some college/college grad
- Top activities: visiting family, shopping, sightseeing



Goals

- Promote the new Mercer Co CVB website
- Provide enhanced ATV information that allows for engagement
- Broaden our reach, identify new potential target markets
- Three photo/video shoots: Winter (contingent upon snow), Spring/summer and Holiday (December 10, 2022 for the Holiday of Lights and Bramwell Home Tour.)



Measurable Objectives

- Increase website traffic by 20%
- Increase newsletter database by 20%
- Increase social media followers by 15%
- Increase guide requests by 15%



Campaigns

- General Seasonal Campaigns
- Visitor Guide campaign \$35,400
- ATV campaign \$23,600
- Summer
- Fall
- Shop Local Holiday
- Newsletter campaign
- Boosting 24 blog posts

Strategies

Strategies for 2022 will continue to rely on data and analytics that will provide information for our targeting strategies that will include a number of psychographic categories and geographic areas. Additionally, we will utilize analytics to track and learn from the actions and interests of website visitors and the ongoing optimization of advertising performance.

Branding/Prospecting campaigns to create initial brand awareness and support travel guide requests would include:

Locations: Washington DC, West Virginia, Virginia, Kentucky, Maryland, Ohio and Pennsylvania
Ages: 21-65
Interests: Outdoor recreation, Outdoor enthusiast, Frequent Travelers
ATV and Off-Road campaigns to cast a wide net geographically with specific ATV related interests would include: Locations: Georgia, Indiana, Kentucky, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia
Ages: 18-65
Interests: ATV, Off-Road Sports, ATV Rider Magazine, Frequent Travelers

The learnings from these efforts will be continuously monitored to provide the information required to make ongoing improvements and refinements to all aspects of the marketing and advertising plan and will assist in building retargeting and look-a-like audiences to further refine targeting. Campaign performance and updates will be reviewed during weekly status meetings between the Mercer County CVB and Digital Relativity teams.

2022 Budget

Expenses

Account Support/Management, Creative, Content, Social Support, and Web Support	\$120,000
Internet Marketing	\$130,000
WV Co-ops	\$22,000
Marketing, misc	\$21,000
Print Materials	\$20,000

Total Advertising and Marketing \$313,00

Expenses as a Percentage of Total Revenues

