

2025 MARKETING PLAN

Welcome to our neck of the woods! Take a look at the Mercer County Convention and Visitors Bureau's 2025 marketing plan, outlining our objectives and strategies for the year. If you have any questions, don't hesitate to email us at info@visitmercercounty.com.



TARGET AUDIENCES

Mercer County seeks to attract individuals, couples and families for a short getaway during the weekend and throughout the week to participate in its unique offerings and encourage those traveling through the area to stop and explore the county.

In the 2025 fiscal year, our target audiences will be refined into the four key personas listed below, expanding to re-engage an older demographic that dropped off in 2024.

- ➔ ATV persona
- ➔ Paranormal persona
- ➔ Hiking persona
- ➔ Golden Explorer persona

In addition, the geographical target market segments include:

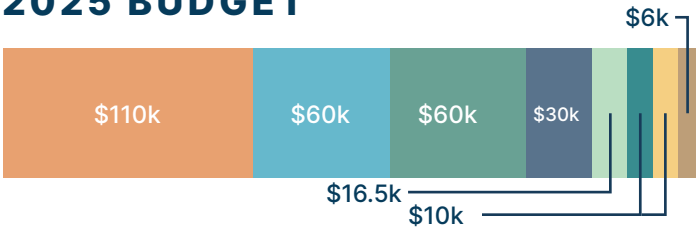
- ➔ West Virginia
- ➔ Pennsylvania
- ➔ Georgia
- ➔ Kentucky
- ➔ Virginia
- ➔ Tennessee
- ➔ Ohio
- ➔ North Carolina
- ➔ Michigan
- ➔ South Carolina

The ATV audience is expanded to other states within the southern, northeastern and midwest regions as analytics show this expanded audience engages with Mercer County ATV content.

TRAVEL GUIDE

The Mercer County Travel Guide is set for a reprint and distribution in 2025, with an updated cover design to offer a modern and fresh experience to readers. This is our largest direct-mail response and is available throughout the county and state of West Virginia. Digital and physical versions can be requested on our website at visitmercercounty.com/travel-guide-request.

2025 BUDGET



- Traditional/Digital Advertising
- Print Materials
- Public Relations
- WV Tourism Co-Op Ads
- Social Media Marketing
- Branded Expenses
- Media Trips
- Research/Data

ADVERTISING MIX

To keep in accordance with the target markets and overall industry trends, we are maintaining a solid mix of advertising outlets, including:

- ➔ Print and digital advertising
- ➔ Social media
- ➔ Blog content
- ➔ Analytics strategy
- ➔ Billboard promotions
- ➔ Email marketing

BRANDING AND MESSAGING

We will continue using the updated Mercer County CVB branding along with the “Uniquely Appalachian” messaging in the 2025 fiscal year to reflect the distinctive spirit of Mercer County. The messaging will be used to promote ATV riding on the Hatfield-McCoy Trail System and the area’s leisurely outdoor activities, such as:

- Sightseeing
- Biking
- Ziplining
- Hiking
- Horseback Riding
- Fishing



Mercer County’s brand voice reflects the authentic Appalachian culture that shapes the community. In 2025, new messaging will build on this identity, encouraging visitors to discover Mercer County in their own way. The introduction of the **“Uniquely Appalachian, Uniquely You”** messaging for general advertising and **“All Terrain, All Yours”** for ATV-focused advertising reinforces the idea that every visitor can connect with the county’s outdoor beauty and rich culture. With a more heartfelt tone, our brand voice aims to create deeper relationships with both travelers and residents alike.

CAMPAIGNS

The campaigns will promote general activities and attractions in Mercer County, leisurely outdoor activities in the area for visitors to experience and ATV riding on the Hatfield-McCoy Trail System.

- 2025 Things to Do Google Search Campaign
- 2025 Great Outdoors Campaign
- 2025 ATVs Campaign

RESEARCH

In 2025, we are increasing our research initiatives to improve and refine our marketing strategies. These initiatives include:

- Incorporating new AirDNA insights on vacation rentals in Mercer County.
- Introducing a forthcoming research product to better understand visitation patterns to Mercer County.
- Continuing our subscription to Smith Travel Research for occupancy data.
- Conducting grassroots surveys via email lists and onsite QR codes to gather ATV data and more.
- Creating a new persona, the Golden Explorer, to re-engage an older demographic that dropped off in 2024.

GOALS

Our overarching goal is to increase visitation to Mercer County in order to improve the local economy. Below is an outline of the 2025 goals to drive positive growth in visitor numbers and overnight stays.

- Goal 1 → Attract more day-trippers and overnight guests through targeted marketing efforts and strategic partnerships.
- Goal 2 → Improve regional and national recognition of the destination’s brand and core offerings.
- Goal 3 → Drive tourism-related spending to support local jobs, businesses and infrastructure.

