

UNDERSTANDING YOUR AUDIENCE & WHY IT MATTERS

Primary Target Audiences

The South Dakota Department of Tourism targets the following audiences during the Peak marketing timeframe.

FAMILIES AUDIENCE

Demographics

- Age 25-44
- Income: \$60K-\$150K
- Children in household

Preferences

- Message to female planner
- Show lots of child-friendly activities
- Plan 3-6 months prior to travel

SEARCHERS AUDIENCE

Demographics

- Age 25-44
- Income: \$50K-\$100K
- No children in traveling party

Preferences

- Show high interest in active vacations
- Prefer traveling to new destinations
- More interest in experiences than possessions

WANDERER AUDIENCE

Demographics

- Age 50+
- Income: \$100K+
- No children in household

Preferences

- Message to female planner
- Show breathtaking, once in a lifetime experiences
- Lots of planning and lead time

Audience Learning Questions

Encourage staff to learn about visitors to improve your offers and marketing efforts.

- Where are they from?
- How did they hear about you?
- When did they decide to visit?
- What was the best part?
- What could be improved?

Find ways to track and learn about your audience through tools and resources available.

- Google Analytics
- Customer Surveys
- Car Count
- Booking or Transaction Information

Meeting Your Audience at the Right Time

Focus on meeting your audience where they are in the decision-making funnel and focus on those areas.



Consider the Timing of Your Messaging

- When should I start and stop marketing?
- What months need boosted efforts?
- Which months can have less marketing?

Opportunities to Reach Your Audiences

- Pre-travel planning
- While traveling to South Dakota
- While experiencing South Dakota
- Post trip follow up

Be Where Your Audiences Typically Find You

- Use your data to understand how visitors find you
- Are there tactics that are missing from your marketing mix?

Targeting your Audience in the Right Location

Look to available resources to identify the target markets and locations to where your potential visitors are located.

- Drive Time – Distance
- Past Engagement or Interest
- Length of Time in Market
- Share of Voice – Competition
- Media Cost
- Target Population – Total Audience Size
- Market Economy
- Geographic Attributes