



# MARKETING ON A BUDGET

*South Dakota*

+



LAWRENCE & SCHILLER



# WEBINAR HOSTS



**MIKE GUSSIAAS**

GLOBAL MARKETING &  
BRAND STRATEGY DIRECTOR



**ERIN WEINZETTEL**

TRAVEL & TOURISM  
GROUP DIRECTOR

# WHAT WE WILL COVER

**1. POTENTIAL PARTNERSHIPS**

**2. POWER OF WORD OF MOUTH**

**3. MARKETING TIPS AND MEDIA BUYING STRATEGIES**

**4. ENHANCING ONLINE BRAND THROUGH GOOGLE**



# PARTNERSHIPS

*South Dakota* +  LAWRENCE & SCHILLER



A photograph of Mount Rushmore National Memorial in South Dakota. The four large granite faces of George Washington, John Adams, Thomas Jefferson, and Abraham Lincoln are carved into the mountain. The mountain is surrounded by dense evergreen trees, and the sky is a clear blue with some light clouds.

# PARTNER WITH OTHERS



# COMMUNITY & NEIGHBORS



- **TOURS**
- **EVENTS**
- **LOCAL AD PACKAGES**
- **THE LIST GOES ON...**



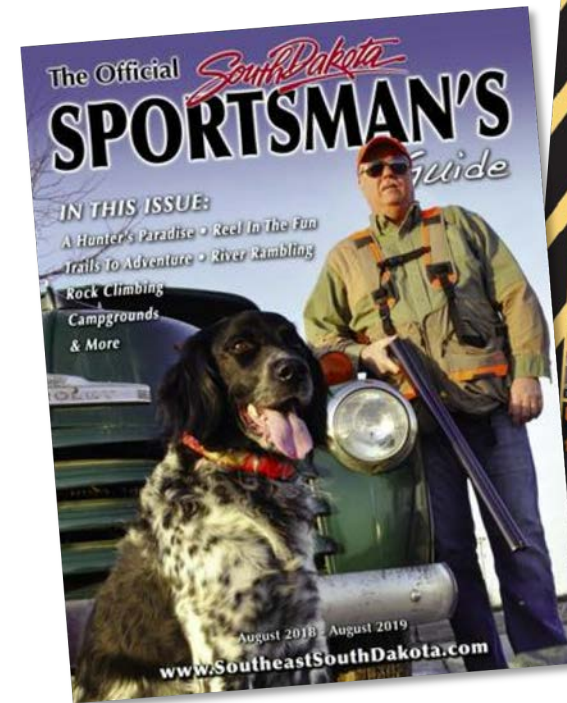


# PARTNER WITH YOUR REGION & CHAMBERS



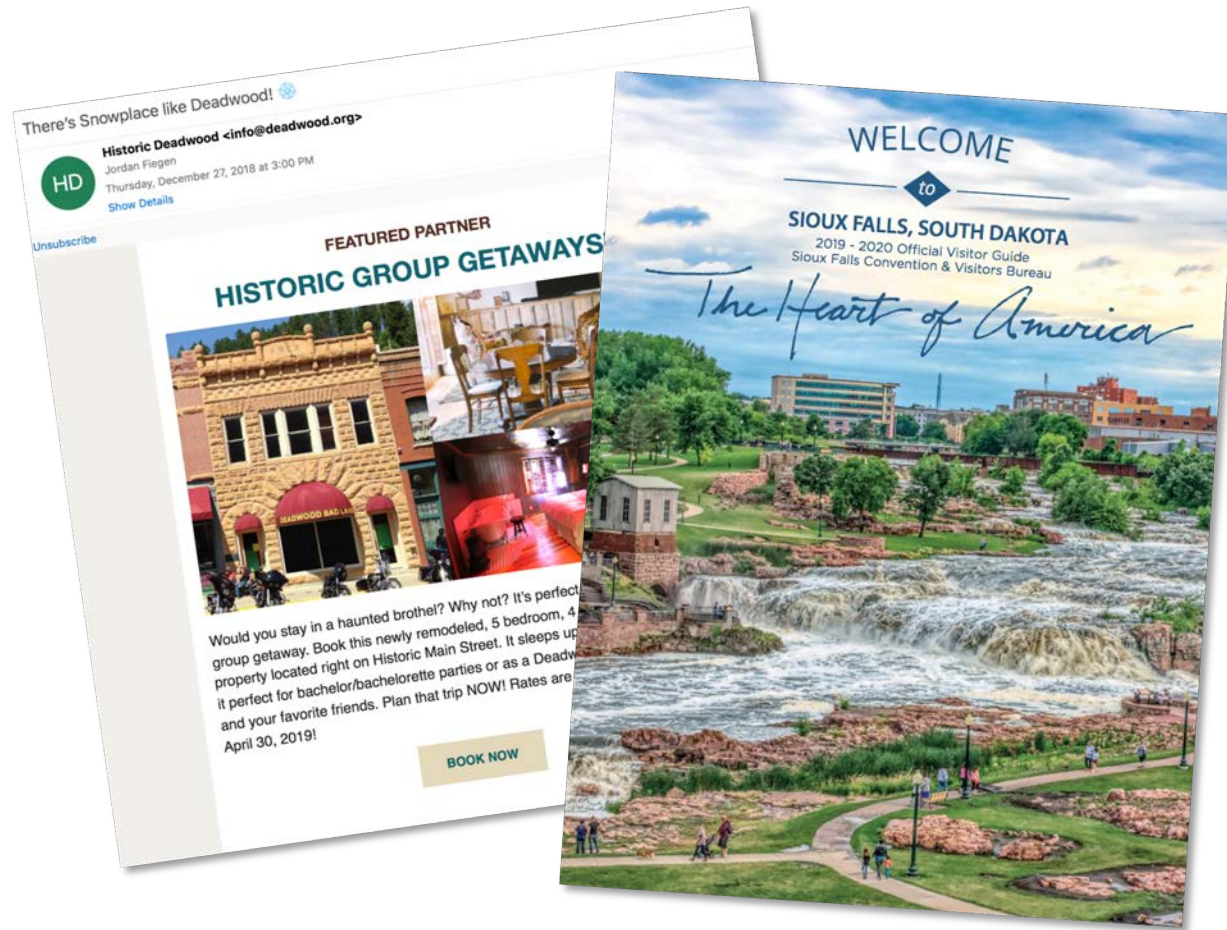
# REGION PARTNERSHIPS

- **GUIDES**
- **MAPS**
- **BROCHURES**
- **WEBSITES**
- **EMAILS**
- **SOCIAL MEDIA**
- **TRAVEL SHOWS**





# CHAMBER PARTNERSHIPS



- **GUIDES**
- **MAPS**
- **WEBSITES**
- **EMAILS**
- **SOCIAL MEDIA**
- **MARKETING**
- **EVENTS**



A photograph of Mount Rushmore National Memorial in South Dakota. The four large granite faces of the presidents are visible on the mountain peak. The foreground is filled with dense green pine trees, and the sky is a clear blue with some light clouds.

# PARTNER WITH THE STATE



# STATE PARTNERSHIPS

- **TRAVELSOUTHDAKOTA.COM**
- **COMMUNITY PARTNERSHIPS**
- **A LA CARTE PARTNERSHIPS**
- **GROUP TOUR**
- **VACATION GUIDE**
- **PUBLICATION PROGRAM**
- **FAM TOURS**



# WORD OF MOUTH



# FAMILIARIZATION TOURS

*South Dakota* + **LS** LAWRENCE & SCHILLER



# FAM TOURS





# BRAND AMBASSADORS

*South Dakota* + **LS** LAWRENCE & SCHILLER



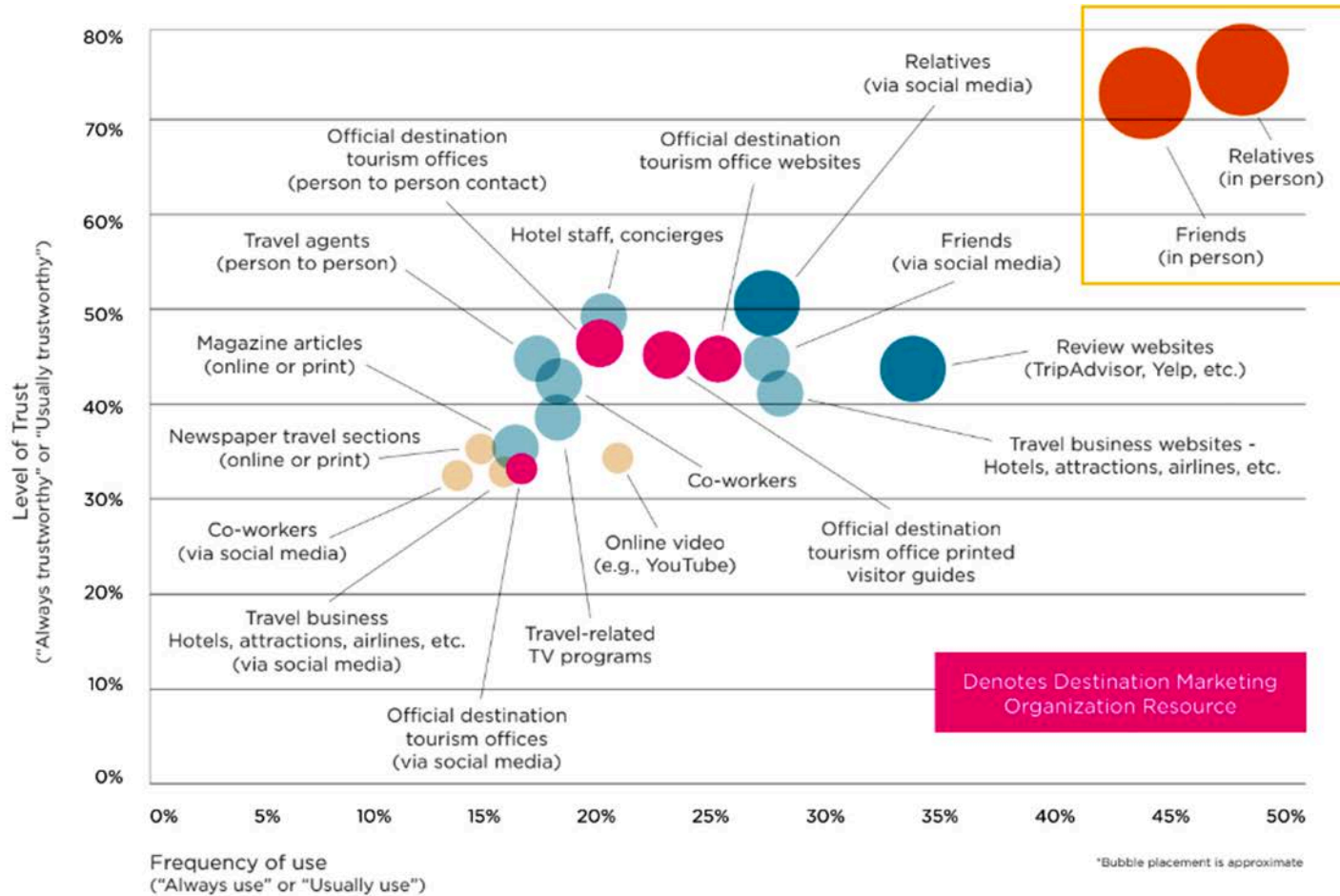
# BRAND AMBASSADORS





# CUSTOMERS





# CUSTOMER EXPERIENCE





# MARKETING EFFORTS

A woman in a blue and white patterned swimsuit is bending over, playing with two young children in the shallow ocean waves. The children are wearing red life preservers. The background shows a sandy beach and distant hills under a clear sky. The word "PROMOTIONS" is overlaid in large, white, bold, sans-serif capital letters.

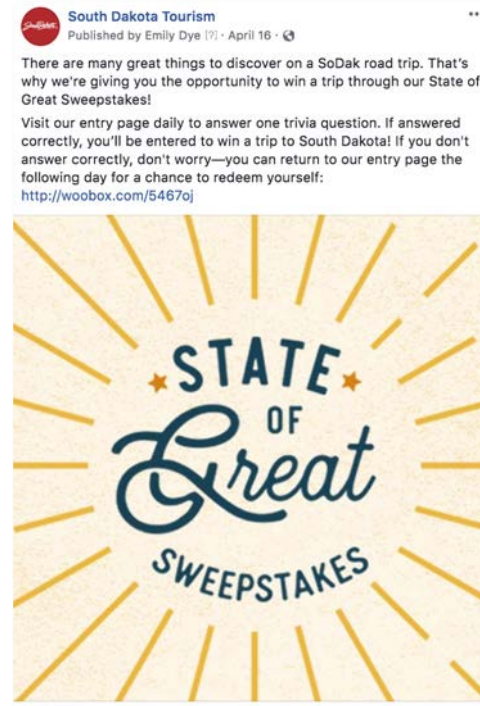
# PROMOTIONS



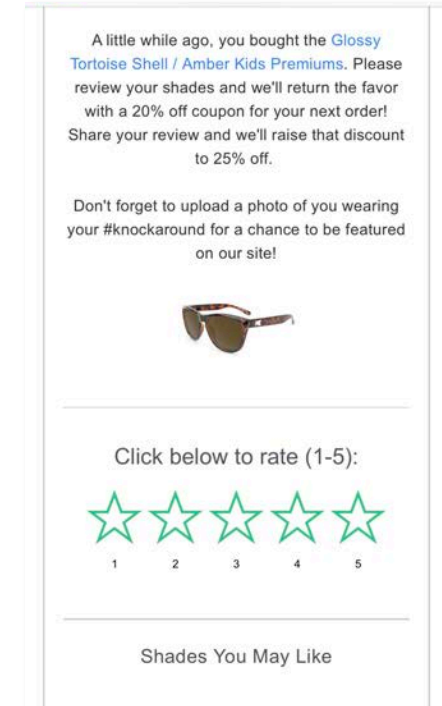
# PROMOTIONS



**COMMENT/SHARE**



**ENTER TO WIN**



**LEAVE A REVIEW**



# REPURPOSING CONTENT



# REPURPOSE CONTENT

**SHARE W/  
CUSTOMERS**

**WEBSITE**

**FACEBOOK**



**NEWSLETTER**

**EMAIL**

**INSTAGRAM**

A woman in a blue and white patterned swimsuit is bending over, playing with two young children in the shallow ocean waves. The children are wearing red life preservers. The background shows a sandy beach and distant hills under a clear sky. The text 'MEDIA BUYING' is overlaid in large, white, bold, sans-serif capital letters.

# MEDIA BUYING



# MEDIA BUYING



## KNOW AUDIENCE

AUDIENCE PERSONA:  
AGE, GENDER,  
HOUSEHOLD INCOME,  
INTERESTS AND  
LOCATION



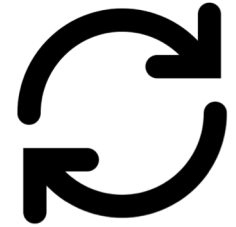
## RESEARCH AUDIENCE

HOW DO THEY  
CONSUME MEDIA?  
SOCIAL, MAGAZINE,  
TELEVISION?



## REQUEST INFORMATION

ASK WHO THEIR  
OFFERINGS TARGET,  
DEMOGRAPHICS,  
COVERAGE, ETC.



## MEDIA MIX GOALS

REACH LARGE  
PERCENTAGE OF  
AUDIENCE WHILE  
BUILDING FREQUENCY



# NEGOTIATING



# NEGOTIATING & ADDED-VALUE

- **ALWAYS ASK – EVERYTHING IS NEGOTIABLE**
- **DO YOUR RESEARCH**
- **BE CONFIDENT**
- **MAKE SURE IT'S A WIN-WIN FOR BOTH PARTIES**
- **ASK FOR ADDED VALUE THAT BUILDS ON EXISTING ELEMENTS**





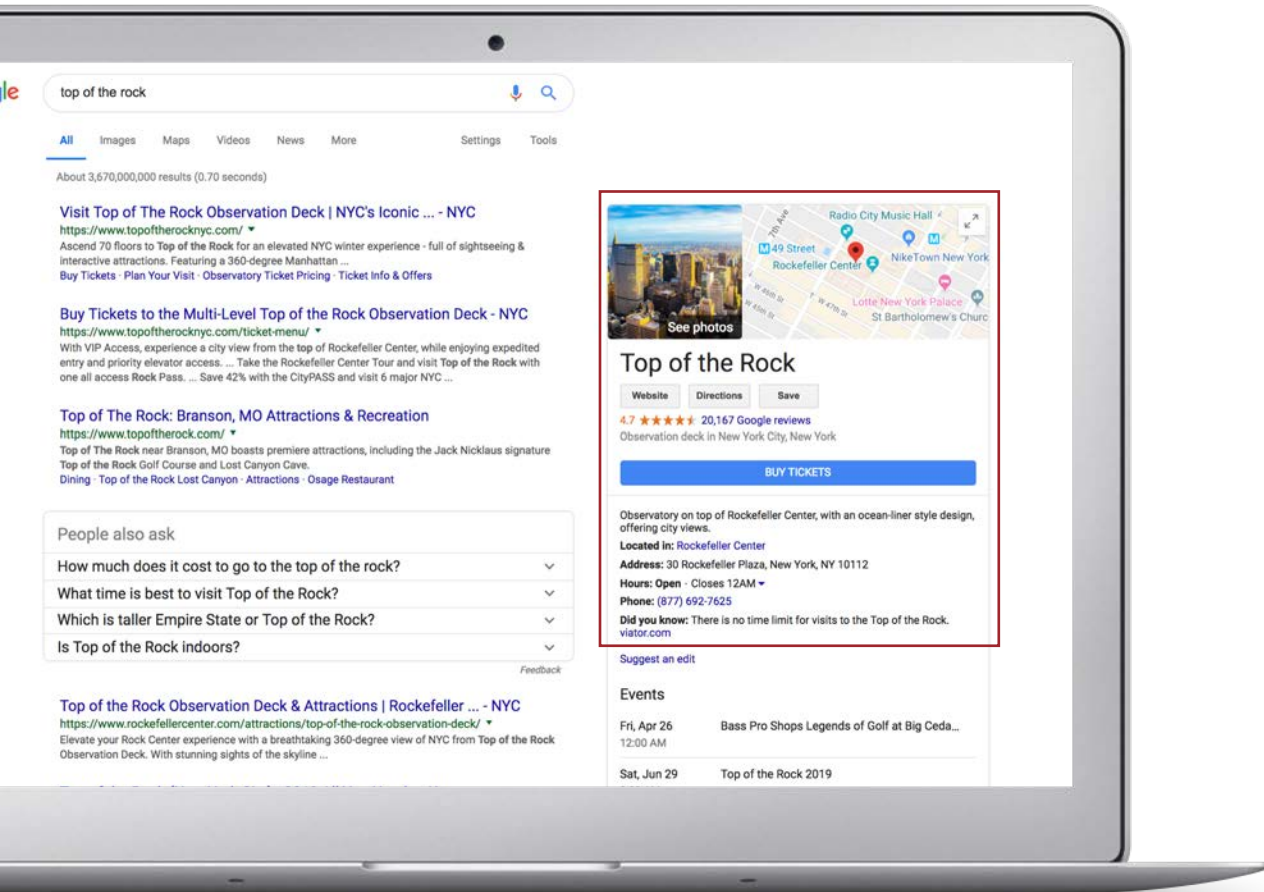
# ENHANCING YOUR ONLINE BRAND



# GOOGLE MY BUSINESS



# LISTING IS UP-TO-DATE



- **BUSINESS NAME**
- **ADDRESS**
- **PIN YOUR BUSINESS ON MAP**
- **PHONE NUMBER**
- **WEBSITE**
- **BUSINESS HOURS**
- **BUSINESS CATEGORY**
- **DESCRIPTION**
- **ATTRIBUTES & FEATURES**

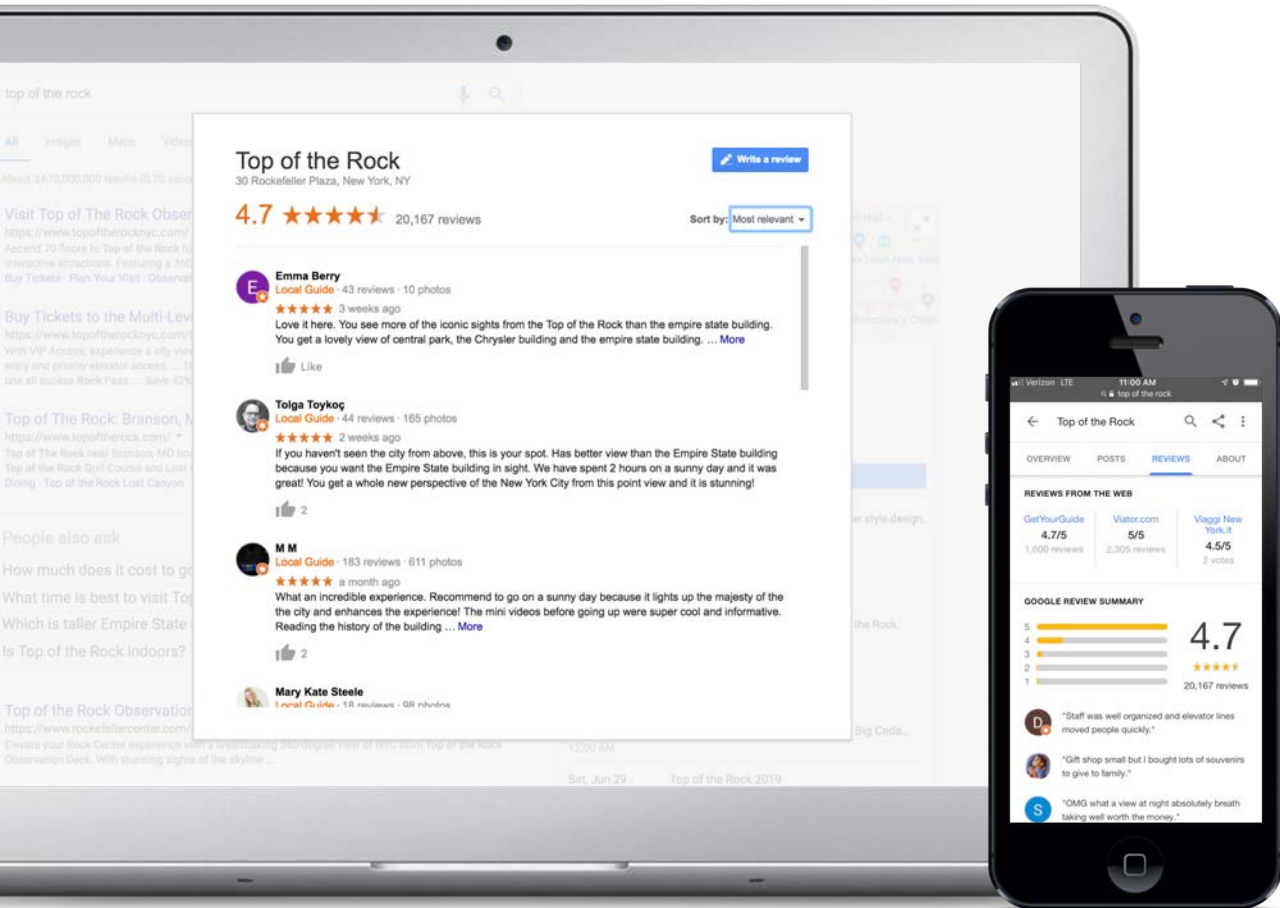


# HIGH QUALITY PHOTOS



- **BUSINESS LOGO**
- **COVER PHOTO**
- **BUSINESS FEATURES PHOTOS**
- **UP TO :30 LONG VIDEOS**

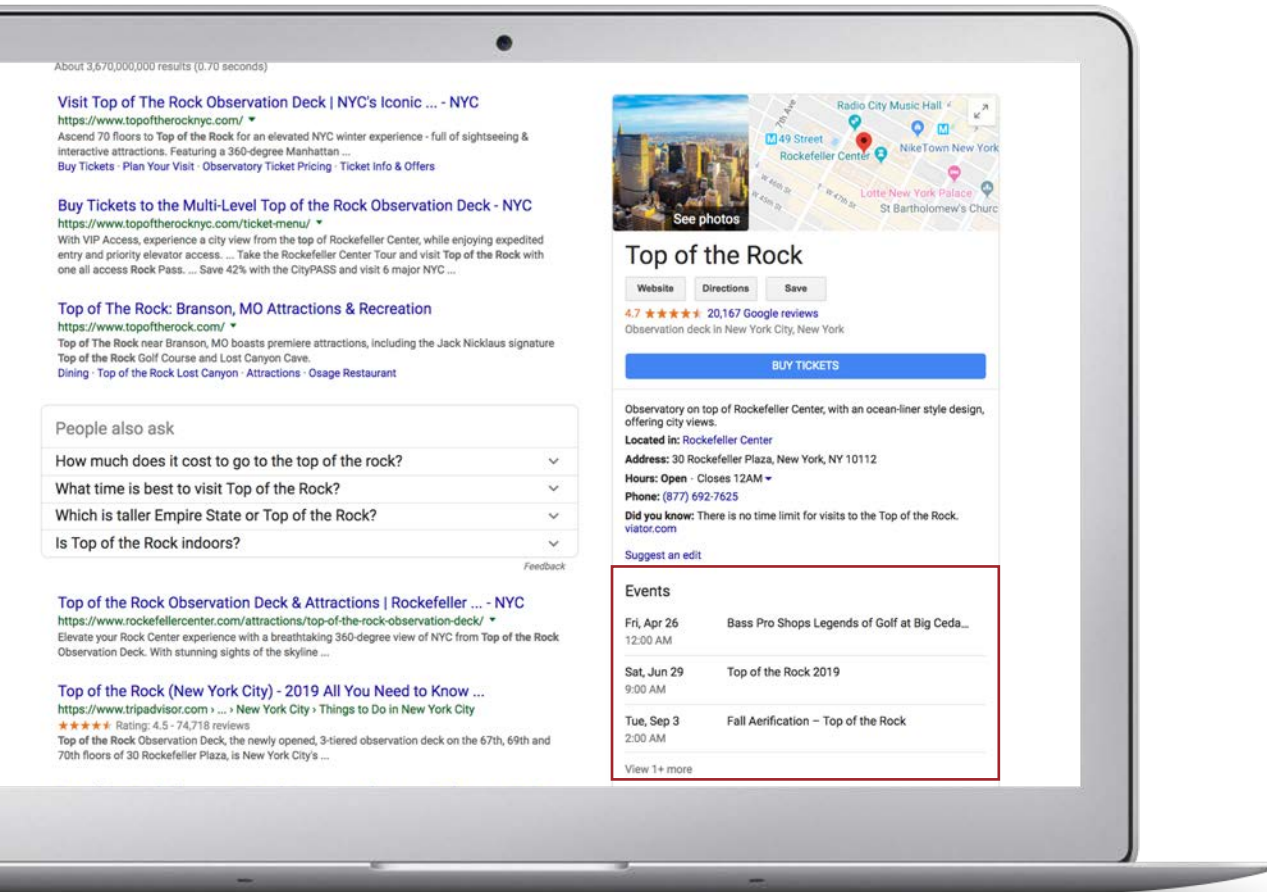
# MONITOR & REPLY TO REVIEWS



- **USERS SEE BOTH CUSTOMER REVIEWS & RESPONSES**
- **REVIEW CAN MODIFY RATING AFTER NOTIFIED OF RESPONSE**
- **MAKE SURE TO FLAG INAPPROPRIATE REVIEWS**

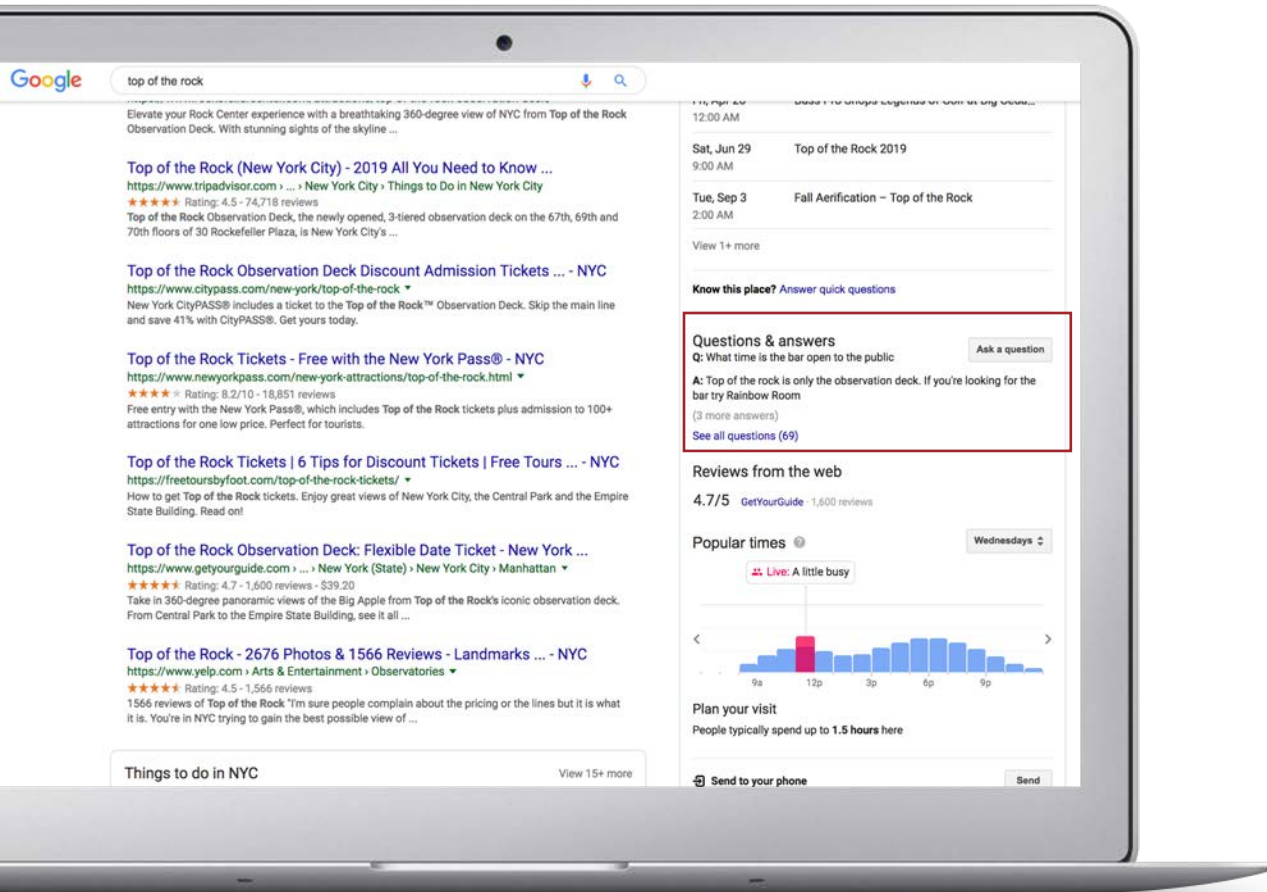


# USE GOOGLE POSTS



- **PUBLISH EVENTS, PRODUCTS, AND BUSINESS SERVICES**
- **POSTS CAN INCLUDE TEXT, VIDEO OR PHOTO CONTENT**
- **PROVIDES MORE TIMELY INFORMATION FOR CUSTOMERS**

# USE THE Q&A FEATURES



- **ACTIVATE 'NOTIFICATIONS' IN SETTINGS TO RECEIVE Q&As**
- **YOU CAN RESPOND OR OTHER USERS CAN RESPOND**
- **COMMONLY ASKED QUESTIONS SHOULD BE POSTED TO FAQ's**



# KEY TAKEAWAYS

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- 1. PARTNER WITH OTHERS TO MAKE YOUR MARKETING EFFORTS GO FURTHER**
- 2. UTILIZE WORD OF MOUTH FROM AMBASSADORS TO CUSTOMERS**
- 3. REPURPOSE CONTENT AND ALWAYS NEGOTIATE**
- 4. FOCUS ON BUILDING YOUR BRAND ON GOOGLE**



A person is silhouetted against a sunset sky, standing on the edge of a dark, grassy cliff. In the background, a large steel truss bridge spans a body of water. The sky is filled with soft, orange and pink clouds, and the water reflects the light from the bridge and the sky.

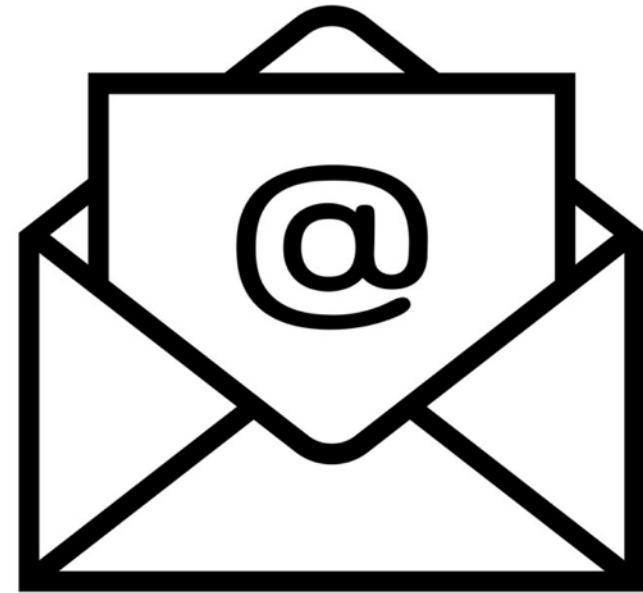
# QUESTIONS?

# WRAPPING UP



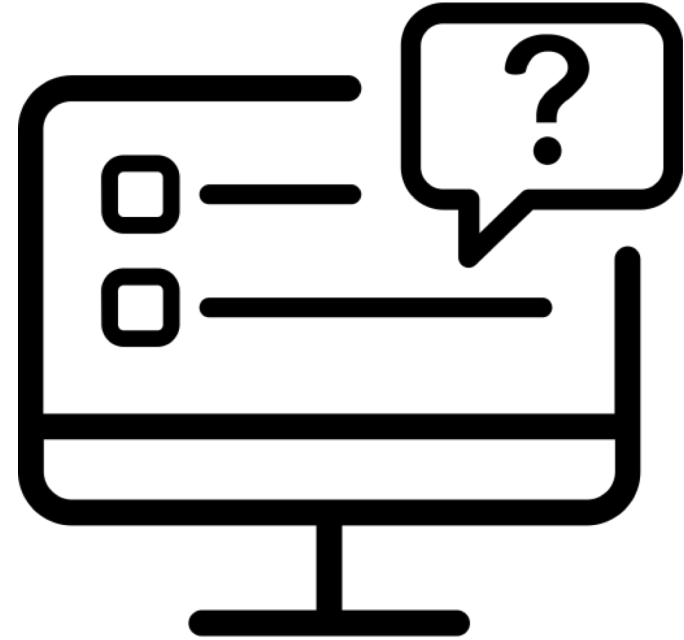
# ADDITIONAL RESOURCES

COMING TO YOUR INBOX



# SHARE YOUR THOUGHTS

WEBINAR SURVEY





# INDUSTRY OUTREACH AND MARKETING UPDATE MEETINGS

## **HOT SPRINGS**

**TUESDAY, APRIL 16, 1:00-3:30 PM (MT)**  
Mueller Civic Center – Annex Room

## **HISTORIC DEADWOOD**

**WEDNESDAY, APRIL 17, 9:00-11:30 AM (MT)**  
SpringHill Suites – Roosevelt Room

## **RAPID CITY**

**WEDNESDAY, APRIL 17, 2:00-4:30 PM (MT)**  
SD Game, Fish and Parks, Outdoor Campus – West

## **ABERDEEN**

**TUESDAY, APRIL 23, 1:00-3:30 PM (CT)**  
Ramkota Hotel

## **SHIOUX FALLS**

**WEDNESDAY, APRIL 24, 9:00-11:30 AM (CT)**  
SD Game, Fish and Parks, Outdoor Campus – East Theatre

## **MITCHELL**

**WEDNESDAY, APRIL 24, 2:00-4:30 PM (CT)**  
Corn Palace Main Floor

## **PIERRE**

**THURSDAY, APRIL 25, 9:00-11:30 AM (CT)**  
Capitol Lake Visitors Center – Lower Level Conference Room

# KEEP IN TOUCH WITH THE DEPARTMENT



**JACEY JESSOP**

**INDUSTRY OUTREACH &  
DEVELOPMENT REPRESENTATIVE**

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*South Dakota*

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