

# Tourist in Your Own Town Communications Campaign

## Tippie College of Business



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**In partnership with the Siouxland Interstate  
Metropolitan Planning Council**

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# Tourist in Your Own Town 2016



Lightning Bug Communications  
4441 Chouteau Avenue  
St. Louis, MO 63110

February 2, 2016

Erika Newton  
Sioux City Events & Facilities Executive Director  
801 4<sup>th</sup> Street  
Sioux City, Iowa 51101

Dear Erika Newton:

I'm pleased to be writing you about the opportunity for Lightning Bug Communications to assist in promoting and enriching Sioux City's "Tourist in Your Own Town" program.

Headquartered in St. Louis, Missouri, Lightning Bug Communications is an integrated marketing firm. Our name and mission are inspired by the words of Midwestern literary legend Mark Twain: "The difference between the almost right word and the right word is really a large matter—'tis the difference between the lightning bug and the lightning." With that spirit in mind, we are dedicated to finding the right and brightest solutions for our clients.

Based on preliminary research, here are the goals for the "Tourist in Your Own Town" Program" I'd like to discuss and research further:

- Increase awareness of the "Tourist in Your Own Town" program in Sioux City and the surrounding region
- Increase engagement between participating local tourists and Sioux City attractions
- Increase the number of passports submitted for the Sioux City prizes and the grand prize

Lightning Bug Communications appreciates the Midwest's hidden gems and delights in sharing them. I believe with the right communication solutions in place, Sioux City's "Tourist in Your Own Town" program can become a regional template for growing local tourism.

I look forward to learning more about Sioux City's "Tourist in Your Own Town" program and how Lightning Bug Communications can help make 2016 its most successful year yet.

Sincerely,

Rachel Landes  
Founder, Lightning Bug Communications



# Situational Analysis Highlights

## Location & Population

- Sioux City Metro area spans:
  - 3 states and 5 counties—Iowa, Nebraska, South Dakota
- Siouxland population: ~169,000

## Key Demographics

- Approx. 30% of adults in Siouxland area are 18-34 years old
- Lower than average unemployment rate: 4.6%
- Predominately white, non-Hispanic (82%), with a growing Hispanic population (12%)
- Approx. 18% has college degrees (national average: 26%)
- 36% have income less than \$35,000 (national average: 35%)

## Top Employers

- Tyson Fresh Meats
- Mercy Medical Center
- Sioux City Community School District
- UnityPoint Health
- City of Sioux City

## Media Trends

- Sioux City is defined as a small media market, focused largely on their daily newspaper and broadcast TV channels.
- Results of Pew Research Center Local News Ecosystems Survey done in 2014:
  - 68% of Sioux City adults often get their local news from local TV
  - 40% often get their local news from the daily newspaper
  - 28% from other local residents, which is higher than local radio and other local newspapers/magazines.

## Competitive Landscape

- Opportunity: Ability to draw audiences from neighboring areas, considering the metro spans three states alone.
- Threat: Convention and Visitor Bureaus for neighboring areas, such as:
  - Omaha Convention and Visitors Bureau
  - Greater Des Moines Convention and Visitors Bureau
  - Sioux Falls Convention and Visitors Bureau
  - Okoboji Tourism/Iowa Great Lakes Chamber of Commerce



# Target Audiences

After assembling all the data on areas within and surrounding Sioux City, we broke down the prevalence of the Nielsen PRIZM market segments across Sioux City and the surrounding areas and assembled the top 14 market segments. In order to be considered, the specific market segment had to appear at least three times among the compiled areas (Sioux City, IA; cities within 15 miles; Dakota Dunes, SD; Okoboji, IA). Here is the list of the top 14 segments, from most prevalent to least: Big Fish, Small Pond, Country Casuals, Big Sky Families, Mayberry-ville, Traditional Times, Fast-track Families, Family Thrifts, Young & Rustic, Mobility Blues, Back Country Folks, Sunset City Blues, White Picket Fences, Country Squires, and God's Country.

You can learn more about Nielsen PRIZM segments [here](#).

Taking into consideration the prevalence of each Nielsen PRIZM market segment within and surrounding Sioux City, IA, as well as the varying demographics, lifestyles, attitudes of each segment, we've created four profiles of our target audiences:

## 1. Amanda

- a. Household Income: between \$29,000-\$35,000
- b. Age: 33
- c. Household with children: Yes, 3 children
- d. Married: Yes
- e. Education: High school graduate
- f. Employment: Fulltime customer service representative
- g. Retail preferences: Walmart, Kmart
- h. Media tendencies: Heavy consumer of TV and radio
- i. Amanda lives a busy lifestyle juggling a full-time job and a household with three children and a husband. She's an early riser to care for her children and ensure they make it to school or childcare, and spends her evenings cooking, playing with her children, or watching television. She clips coupons, favors shopping at discount chains like Walmart & Kmart, and is always on the lookout for easy, inexpensive, family-friendly events around town to entertain her entire family.

## 2. Charlie

- a. Household Income: between \$42,000-\$48,000
- b. Age: 57
- c. Household with children: No
- d. Married: No
- e. Education: High school graduate
- f. Employment: Police Officer, retired
- g. Retail preferences: Sears, Office Depot
- h. Media tendencies: Heavy consumer of newspaper and TV



- i. Charlie is a retired police officer who enjoys filling his retirement days with leisurely activities. He is single, never married with no children, so relies heavily on a community of retired friends, largely from his days as a police officer, for social interaction. He would rather eat out at family-style restaurants than cook. When at home, he spends time reading, watching TV, playing cards, or surfing the internet. Outside the home, he enjoys going to movies, museums, and sporting events, and enjoys traveling to local attractions surrounding his hometown.

### 3. Will & Grace

- a. Household Income: between \$48,000-\$58,000
- b. Age: Will 42, Grace, 39
- c. Household with children: Yes, 2 children
- d. Married: Yes
- e. Education: Some college
- f. Employment: Will – electrician, Grace – homemaker
- g. Retail preferences: Target and Walmart.com for everyday purchases and groceries; Younkers and American Eagle for special occasion clothing, Sears/JC Penney for everyday clothing; Bass Pro shops for sporting equipment
- h. Media tendencies: Heavy consumers of televised media
- i. Will and Grace are a hardworking couple who devotes their life to providing their children with an active lifestyle including sports, outdoor recreation, and local travel. Will spends his days, and sometimes overtime, as an electrician while Grace ensures the kids are off to school, shuttled from all of their activities, and generally oversees the daily on goings of the household. As a couple, they enjoy cheering on their children at their sporting events and taking quick weekend trips to go camping, fishing, or see local attractions.

### 4. James & Catherine

- a. Household Income: between \$70,000 & \$85,003
- b. Age: James 54, Catherine 52
- c. Household with children: No
- d. Married: Yes
- e. Education: College graduate
- f. Employment: James – local bank branch manager, Grace – small business owner
- g. Retail preferences: Von Maur, Macys, Target, and specialty stores like Eddie Bauer and Coldwater Creek.
- h. Media tendencies: Heavy consumers of wireless and computer technology/internet
- i. James and Catherine have just become empty nesters within the last five years and both contribute to their overall household income. James works a steady job as the local bank branch manager and Grace runs a successful local boutique. As new empty nesters, James and Catherine are excited to



use their free time and disposable income to travel, go out to eat, and explore cultural attractions both near and far. They both love to use technology in their everyday lives, and they love the convenience of their smartphones and tablets.





# Campaign Theme & Goals

## Campaign Theme

“Sioux City: Your Passport Next Door”

- Acknowledges the idea of utilizing a passport to explore all that Sioux City has to offer
- Expands upon and beyond the “Tourist in Your Own Town” program by creating a more universal theme that can be applied to Sioux City’s tourism
- Highlights that Sioux City has a wide variety of attractions that many people would normally have to travel far distances for but they can access right “next door” (both for Sioux City residents and surrounding areas).

## Campaign Goals

Two key goals have been identified that cover both the summertime “Tourist in Your Own Town Program” and larger engagement with Sioux City attractions:

- Increase participation in the Sioux City “Tourist in Your Own Town” program by 15% this calendar year
- Increase overall awareness of Sioux City attractions

## Goal Rationale

Based on primary research from our Sioux City focus group, Sioux City hits the mark on their key travel considerations and types of attractions:

- Key Considerations:
  - Cost
  - Location
  - Variety
- Types of Attractions:
  - Music
  - Museums
  - Art
  - Nature
  - Festivals
  - Sports
  - History

Their top methods of gathering information on local activities and travel are:

- Online
- Family
- Friends

Taking all this information into consideration, we feel the goals identified directly address the needs and considerations of Sioux City and surrounding area residents.



# Creative Strategy

## Social Media

- **Influencer Marketing: *Leverage Midwest Travel Bloggers***
- Timeline: Heavy use March-May, continued use June-August
  - Utilizing the audience and reach of blogger influencers has been a rising trend in social media, and we believe it's a strategy that could prove beneficial for the Tourist in Your Own Town program. Bloggers are regularly open to collaboration on topics and programs like Tourist in Your Own Town, and it would be an excellent way to promote the event to a broader audience. The key to making this strategy successful is finding the right "niche" of bloggers whose content would align with this type of program and whose readership would be interested in this type of event.
  - The resource we would suggest is Midwest Travel Bloggers. It's a collective of Midwest travel bloggers and was started by two Midwest bloggers Sara Broers and Lisa and Tim Trudell. The goal of Midwest Travel Bloggers is to help destinations and attractions connect with bloggers who may have the audience they're looking to attract. The blogs in their stable house span across 11 Midwestern states, which would be great for attracting audiences outside Sioux City to the Tourist in Your Own Town program.
  - One of the features they offer is their monthly Midwest Travel Chat on Twitter. It's held the first Wednesday of every month and they use the virtual conversation to discuss Midwest travel and feature a destination of the month. We would suggest engaging in the upcoming Midwest Travel Chat and reach out to be considered as a destination of the month. Clear Lake, Iowa, was their featured destination in January this year, and the stats they provided on the reach of their Twitter chat are impressive: 9.7 million impressions, 228,000+ accounts reached, 831 tweets, and 70 contributors. Utilizing this tool could be one of the most efficient and effective means of broadcasting the Tourist in Your Own Town program to that large an audience.
  - Influencer marketing functions as a "word-of-mouth" form of marketing and there's evidence that supports this form of earned media over paid media.
    - According to Nielsen, 92% of consumers worldwide say they trust earned media, such as word-of-mouth marketing and recommendations from friends and family. Additionally, a McKinsey & Company study found that word-of-mouth marketing resulted in 37% greater customer retention and twice the amount of sales compared to paid advertising.



- **YouTube Video Highlights**
- Timeline: Heavy use March-May, continued use June-August
  - Looking at the media tendencies of the target audiences for the Tourist in Your Own Town program, they are heavy consumers of televised, radio, and online media. In order to provide more cost-effective visual content, we're recommending short (30-45 seconds, maximum) videos promoting the participating organizations/attractions and provide a "behind-the-scenes" look at what people can expect during the program. These short videos could then be shared across the social media accounts—Facebook, Twitter, Instagram, YouTube—of the participating organizations/attractions, local media, and the Sioux City Live, City of Sioux City, and Visit Sioux City social media accounts.
  - Linked below are two YouTube videos that provide an idea of the style of video we're recommending:
    - [Explore St. Louis: Serendipity Ice Cream](#)
    - [Omaha Weekend: Welcome to Girl Time](#)
- **Content Calendar**
- Timeline: Heavy use March-August
  - Maintaining a content calendar throughout the length of the campaign will ensure:
    - Consistent messaging and branding
    - Timely posts that the audience can rely on
    - Intentional posting to further the campaign goals
  - Content during the **March-May** part of the campaign should focus on:
    - Highlighting the participating attractions of the 2016 "Tourist in Your Own Town" program
    - Promotion of sponsored kickoff event at the beginning of June
    - Providing reasons why Sioux City should be our audiences' summer destination
    - How the program works and the prizes/benefits of participating
  - Content during the **June-July** part of the campaign should focus on:
    - Sharing user content of those participating (aggregate that content across platforms using #YourPassportNextDoor)
    - Engaging users to share, comment, like, tweet, re-gram their experiences (encourage the use of hashtags such as #SiouxCitySaturday or #SiouxCityTouristTuesday)
    - Providing updates on the progress of the program by asking for weekly totals of stamps distributed by the participating attractions or ask for users to comment/share how many places they've been to on their passport so far
    - Engage users in weekly scavenger hunts for local Sioux City spots and to share the item or location once they think they found it using #SiouxCitySummerScavenger and enter them into a drawing for prizes
  - Content during the **August** part of the campaign should focus on:



- Reminding users to turn in their passports/complete their summer journey to be entered for the grand prize
- Reflect on some of the best user content from the program
- Feature the winners of the various prizes along with why they participated and what was their favorite part
- Collect user feedback via Facebook posts or online survey to those who provided their email to receive their passport
- Continue to feature Sioux City attractions beyond the duration of the program
- Here are links to some of the content calendar templates we suggest:
  - [Curata](#)
  - [Hubspot](#)
  - [Shareaholic](#)

## Advertising

In addition to organic content distributed across the various social media platforms, we're also recommending the use of Facebook Advertising and Facebook Boosted Posts.

- **Facebook Advertising**
- Timeline: Heavy use March-July, no use in August
  - Budget friendly—more expensive than boosted posts, but more targeted results
  - Access to broader audience
  - Useful for increasing likes and brand awareness
  - This will help with the goal of growing the social media channels and create a better platform for increasing awareness of all Sioux City has to offer
- **Facebook Boosted Posts**
- Timeline: Heavy use March-August
  - Budget friendly, but more expensive to reach a larger audience
  - Reaches those who have liked your page and their friends
  - Useful for promoting an event or special offer
  - This will help with the goal of increasing awareness and participation in the program and Sioux City events
- Below are samples of Facebook Advertisements and Facebook Boosted Posts:



National and international artists are waiting for you next door.  
Start your Sioux City adventure by downloading your passport today!



VisitSiouxCity.org

Art, history, nature, entertainment, and more are just next door in Sioux City...

DOWNLOAD YOUR PASSPORT TODAY

Learn More

Like · Comment · Share · 👍 4 💬 2 ➦ 1

This summer, be in awe of what's right around the corner.  
Be a Tourist in Your Own Town this summer by downloading your passport today!



VisitSiouxCity.org

Art, history, nature, entertainment, and more are just next door in Sioux City...

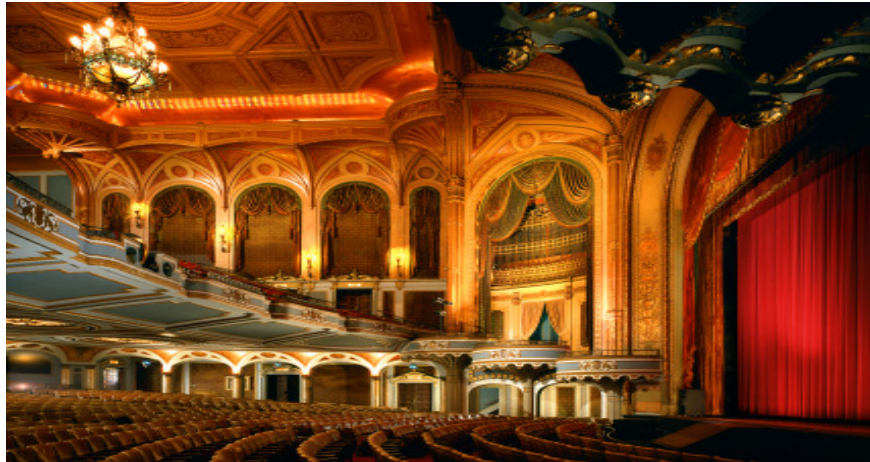
DOWNLOAD YOUR PASSPORT TODAY

Learn More

Like · Comment · Share · 👍 4 💬 2 ➦ 1



Begin your journey to Broadway right next door.  
Start your Sioux City adventure by downloading your passport today!



VisitSiouxCity.org

Art, history, nature, entertainment, and more are just next door in Sioux City...

DOWNLOAD YOUR PASSPORT TODAY

Learn More

Like · Comment · Share · 👍 4 💬 2 ➦ 1

## Public Relations

- **Press Releases**
- **Timeline:** Heavy use March-May, continued use June-August
  - Our primary research also showed that our focus group members go to local papers/weekenders, radio and TV to learn about events, which is why utilizing press releases targeted toward key media partners will be important. We suggest timely press releases targeted toward the following media to help secure interviews, news/feature stories, and airtime regarding the “Tourist in Your Own Town” program:
  - **Television:**
    - KCAU (ABC affiliate): ABC9 New This Morning, ABC9 News Midday
    - KTIV (NBC affiliate): News 4 Today, News 4 at Noon
    - KMEG (CBS affiliate): Siouxland News at Sunrise
  - **Paper:**
    - The Sioux City Journal
    - Siouxland Life (monthly lifestyle magazine)
    - Siouxland Prime (monthly lifestyle magazine)
    - Visit Sioux City (magazine)
  - **Radio:**
    - KWIT (Sioux City NPR Member station)
    - KSCJ 1360 (Talk Radio)
    - Z98 (Rock)
    - Q102 (Modern Hits)
    - Y101.3 (Country)

- Given the nearly 70% that turn to local television for news, tapping into local news shows for possible airtime will help with the reach of the program. Targeting morning and midday programming will help push the message during times that our target audiences will be tuning in and will face less competition against hard-hitting or late-breaking news. Morning and midday news programming tends to offer more opportunities for “slice of life” pieces such as the “Tourist in Your Own Town” program.
- The second most popular source for local news is the daily newspaper. Reaching out to the news managing editor and features managing editor of the Sioux City Journal with a press release on the upcoming program would be beneficial to try and secure a news or feature story. Additionally, we’d recommend targeting the “Siouxland Life” monthly magazine and “Siouxland Prime” magazine, which are heavily focused on providing a guide to life in the Siouxland area and how to maintain an active lifestyle.
- Lastly, providing a feature story in the upcoming issue of the Visit Sioux City magazine, which is published by Visit Sioux City, would be an effective way to promote the program in a publication already owned by the Convention & Visitors Bureau.
- We’ve also provided a list of radio stations in the Sioux City area that provide local programming and may be interested in having a representative from the Convention & Visitor’s Bureau on their show to promote the upcoming event. Capturing drive-time audiences in close time proximity to the event could help reinforce the message about the upcoming program.
- **Kickoff Event: Sioux City Summer Ice Cream Social**
- **Timeline: Coincide with end of/last day of school and the start of the “Tourist in Your Own Town” program**
  - This event will be a kickoff event to both the summer and the “Tourist in Your Own Town” program. By leveraging sponsorships and partnerships around the community, we’ll be able to hold an even that allows for cross promotion of the participating sponsors and partners.
  - Below are the list of sponsors and partners we’d like to involve:
    - Sioux City Community Schools
      - Allows us access to promote the event to the entire school system and provides a safe, family-friendly way to engage in the community and kickoff summer
    - Sioux City Public Library
      - The three library branches will be the locations of the events so there will be three options for participants to attend at the location most convenient to them
      - Hosting the event at the library branches will allow the libraries to promote their summer reading programs among key audiences
    - Sioux City Bandits
      - Sioux City Bandits arena football will be wrapping up their season and this would be a great opportunity for them to out and about in the community offering fan interaction



- Blue Bunny/HyVee
  - We'll be looking to HyVee or the nearby Blue Bunny (La Mars, IA) to sponsor the ice cream for the ice cream social. This will provide exposure to both brands (or one, whoever would like to sponsor) and their ice cream products at a key seasonal moment
- Radio
  - We'll be looking to some of the local radio stations to provide their DJ skills onsite at each location to provide entertainment and promotion of the event.
- And most importantly, the Sioux City Convention and Visitors Bureau will be there having people register their email and receive their passport for the "Tourist in Your Own Town" program.





# Budget

<b>March</b>	
<b>Facebook</b>	
Facebook Ads (4 ad sets x \$3 daily budget x 30 days)	\$360.00
Boost Post (1 post/week x \$50 lifetime budget x 4 weeks)	\$200.00
<b>YouTube</b>	
Production cost (\$200/video x 2 videos)	\$400.00
<b>March Total</b>	<b>\$960.00</b>
<b>April</b>	
<b>Facebook</b>	
Facebook Ads (2 ad sets x 1 ad per set x \$.64 CPC x 2500 clicks)	\$3,200.00
Boost Post (2 posts/week x \$50 lifetime budget x 4 weeks)	\$400.00
<b>YouTube</b>	
Production cost (\$200/video x 3 videos)	\$600.00
<b>April Total</b>	<b>\$4,200.00</b>
<b>May</b>	
<b>Facebook</b>	
Facebook Ads (2 ad sets x 1 ad per set x \$.64 CPC x 4000 clicks)	\$5,120.00
Boost Post (2 posts/week x \$50 lifetime budget x 4 weeks)	\$400.00
<b>YouTube</b>	
Production cost (\$200/video x 6 videos)	\$1,200.00
<b>Kickoff Event</b>	
Collateral for Sioux City Community Schools	\$3,000.00
Event Space (Sioux City Library Branches)	Covered by Sponsorship
Ice Cream (HyVee or Blue Bunny)	Covered by Sponsorship
Music (Y101.3, Z98, Q102)	Covered by Sponsorship
<b>May Total</b>	<b>\$9,720.00</b>

<b>June</b>	
<b>Facebook</b>	
Facebook Ads (2 ad sets x 1 ad per set x \$.64 CPC x 2500 clicks)	\$3,200.00
Boost Post (3 posts/week x \$50 lifetime budget x 4 weeks)	\$600.00
<b>June Total</b>	<b>\$3,800.00</b>
<b>July</b>	
<b>Facebook</b>	
Facebook Ads (2 ad sets x 1 ad per set x \$.64 CPC x 2500 clicks)	\$3,200.00
Boost Post (3 posts/week x \$50 lifetime budget x 4 weeks)	\$600.00
<b>July Total</b>	<b>\$3,800.00</b>
<b>August</b>	
<b>Facebook</b>	
Boost Post (2 posts/week x \$50 lifetime budget x 4 weeks)	\$600.00
<b>August Total</b>	<b>\$600.00</b>
<b>Campaign Total</b>	<b>\$23,080.00</b>



# Evaluation

To evaluate the success of the program, we're going to look to the following metrics:

- Number of passports distributed (in person and online)
  - This will help us determine what our overall reach was and how many people showed interest in participating in the program. This will help us understand if we improved upon previous year's reach.
- Number of stamps distributed
  - This will help us determine how many people took the next step and actually utilized the passport and went to at least one attraction. This will help us understand if we're missing some sort of conversion between them receiving a passport and acting on using it.
- Number of passports returned
  - This will help us determine what our ultimate engagement was—how many people “closed the loop” in participating in the program from start to finish. This will help us understand if we were successful in keeping participants engaged or if we're missing some sort of conversion between them participating but not submitting their passports for prize consideration.
- Click-through Rate of Facebook Advertising and Boosted Posts
  - Utilizing Facebook's ad metrics, we'll be able to see throughout the lifecycle of the campaign what ads are working and what ads need improvement. We'll also be able to see overall how many people clicked through to learn more and receive a passport online.
- Growth of Social Media Channels
  - Analyzing the following of the social media channels at the start of the campaign and after will help us understand how much did we increase our visibility and subsequently our reach for providing awareness of Sioux City and Sioux City's attractions?
- Participant Feedback
  - To gather feedback directly from the participants we suggest adding a “how did you hear about this year's program” checkbox to the passport and “did you get your passport online or in person” to help determine what tactics worked and what was most effective. For those who received their passports online, you can provide an online survey to their email addresses to solicit their feedback. We'd also recommend making the feedback social by posting on Facebook, Twitter, Instagram asking for feedback on this year's program and what was their favorite part. This will all help in identifying successes and areas for improvement.

