TOP 11 TACTICS FOR DMO SUCCESS

Destination Marketing Organizations (DMOs) are tasked with identifying opportunities, managing budgets, defining priorities and implementing a strategic vision for the future, all with the end goal of increasing visitation—and resulting revenues—for their region.

To help our DMO clients realize this goal, Dana Communications has tapped into our 35+ years of expertise to curate an 11-point checklist (below) that we use as a foundation to customize marketing tactics that deliver measurable results:

1. **Do the research.** Understanding your position in the marketplace (both where you are and where you want to be), your target audiences and your competition is a critical first step in the process.

2. **Build the brand.** Your research from step 1 will provide a solid framework for developing a unique brand position and compelling messaging that allows you to make that all-important emotional connection with your target audiences.

3. **Design a state-of-the-art website.** Ensure that it perfectly conveys your brand, captures organic search, lands advertising clicks and drives conversion. Database building should be another one of these key objectives for cost-effective communications down the line (see #7 for more on this).

4. **Fill the top of the sales funnel.** “Broadcast advertising”—both offline and digital—is crucial for establishing your brand and driving new prospects to your website. Don’t ignore or abandon these vehicles just because they’re harder to measure.

5. **Target the bottom of the sales funnel.** Remarketing, brand search and internal database outreach are ideal ways to capitalize on all of your branding efforts and marketing activities.

6. **Push for a co-op media plan.** Sell your constituents on the idea of pooling resources to create destination awareness through advertising. This helps you establish a powerful brand that is greater than the sum of its parts.

7. **Build a segmented database and market to it.** Your website should direct users to provide their email address and tell you what they’re interested in. Then you can design a lifecycle-based email marketing strategy that puts the right message in front of the right prospect at the right time to boost your bottom line.

8. **Take advantage of social media.** Engage followers in a meaningful dialogue—great “conversation” starters include captivating promotions and relevant content, all delivered on a regular basis.

9. **Create a plan to engage B2B targets.** Meeting planners, group tour professionals and travel agents can exponentially increase visitation to your destination, so it’s important to focus on efforts that bring these gatekeepers into the fold.

10. **Track, assess and adjust.** Ensure that your website and analytics are configured to accurately measure results. Employ an agency that knows how to interpret the data and finesse your tactics to optimize your spend.

11. **Report and inform.** Produce simple, clear reporting that educates members so they can clearly understand the value of your marketing program and continue—or, better yet, increase—their support of it.

Plus, Dana has even more ways to put your DMO on the map. To get started, contact Lynn Kaniper at Ikaniper@danacommunications.com or 609.466.9187 x 117.

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