

Partner Webinar: Digital Media Planning

March 19, 2024



fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Today's Objective

Share the basics of digital media planning and
why it is important to diversify your media mix.



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Today's Discussion

Media Planning Approach

Media Highlights

- Digital Media
- Paid Social
- Paid Search

Key Takeaways

Q&A

Media Planning Approach

Reach Consumers Across Multiple Touch Points

PROSPECTING

Introduce and Inspire

Purpose: See yourself in this place

Campaign Goals: Build and maintain brand awareness; drive more qualified audience intent from high-value travelers, guests and attendees

Messaging: Brand messages that introduce the area and encompass what we want consumers to associate with the destination and its attractions and events

INTENT

Influence and Engage

Purpose: Connect audiences with the Fort Myers experiences and its attractions and events

Campaign Goals: Create engagement with content; move consumers to seek out more information

Messaging: Emotional messages that create connections and demonstrate the variety of experiences available seasonally

CONVERSION

Drive Desired Action

Purpose: Create a sense of urgency to book travel activities and event attendance

Campaign Goals: Influence measurable visits to all areas of Fort Myers throughout the year

Messaging: Functional messages that deliver against consumer needs, drive action and promote good value

A background image showing two hands holding ice cream cones. The hand on the left holds a vanilla cone with white sauce, and the hand on the right holds a chocolate cone with chocolate sauce. In the background, a playground with a red and white structure is visible.

Media Planning Considerations

Measures of Success

Turn Organizational Objectives Into Campaign Goals

- **Identify organizational objectives:** What do you want to accomplish?
- **Establish actions to monitor:** What steps are needed to reach your objectives?
- **Outline media success metrics including measures of efficiency:** How can we quantify performance? What defines success?

Measure What Matters

- **Impressions:** How many people were reached with your campaign messaging?
- **Social metrics:** How did people engage with your social channels?
- **Website metrics:** How many people visited your site? How much time was spent on your site?
- **Bookings:** How many tickets were purchased?

A night photograph of a beach with palm trees and a starry sky. The sky is dark blue with many small white stars. Two palm trees are in the foreground, their fronds silhouetted against the sky. The beach is sandy and dark. In the background, there are some lights and more trees.

Media Planning Considerations

Campaign Timing

Suggested Campaign Timing for Year-Round Organizations and Attractions

- Align campaign strategies with seasonal travel intentions; distribute budget seasonally to meet demand and support need-period growth
- Launch campaigns in advance of typical booking windows to influence trip-planning decisions

Suggested Campaign Timing for Annual Events

- Deploy campaigns early enough for visitors and residents to plan ahead

Align Creative and Landing Pages With Relevant Messaging for the Promoted Season or Event



Media Planning Considerations

Target Markets

Consider Multiple Factors to Determine Market Mix

- **Market size and proximity:** How big is the target market? How close is it to Fort Myers?
- **Online demand measured by Google Analytics:** Do you see existing or potential demand in a target market? How does this interest vary seasonally?
- **VCB marketing:** Is the VCB targeting a key market and building greater destination awareness?
- **Relative advertising costs:** Is it expensive to run media in the target market?



Media Planning Considerations

Target Audiences

Find the Right Travelers and Attendees

- **Understand who your current visitors are:** Who is currently driving attendance? How do these guests change seasonally?
- **Identify new target audiences:** What types of higher-value guests and attendees would stay longer and spend more?
- **Get to know how your audience consumes media:** What media platforms does your target audience engage with? When will your target audience be most receptive to your messaging?
- **Consider messaging:** How can you align creative messaging and landing pages to be most relevant to your audience's interests?

Media Types

Broadcast: Consists of traditional formats like linear TV, cable TV and terrestrial radio. Supplement with digital extensions such as connected TV, streaming audio and podcasts.

Print: Includes standard print publishers along with their digital platforms and social channels to maximize consumer touch points.

Out-of-Home: Showcases messaging across high-impact billboards.

Digital: Encompasses all programmatic and site-direct inventory plus paid social and paid search.

Core Digital Platforms of Success

| DIGITAL PLATFORMS | DEFINITION | SAMPLE VENDORS |
|----------------------------|---|--|
| Programmatic | <ul style="list-style-type: none">Serves relevant advertising using artificial intelligence and automation. Prioritizes reaching the right audience, wherever they may be browsing the web. | <ul style="list-style-type: none">Sojern |
| Travel Endemic | <ul style="list-style-type: none">Displays media on contextually relevant sites within the travel vertical. | <ul style="list-style-type: none">Tripadvisor |
| Online Travel Agency (OTA) | <ul style="list-style-type: none">Includes placement in web-based marketplaces that allow consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities, and more, directly with travel suppliers. | <ul style="list-style-type: none">ExpediaHotels.com |
| Paid Social | <ul style="list-style-type: none">Sponsors placement on third-party social networking platforms with the goal of targeting specific customers. | <ul style="list-style-type: none">FacebookInstagramPinterest |
| Paid Search | <ul style="list-style-type: none">Allows companies to pay search engines to place their ads higher on relevant search engine results pages with the goal of driving traffic to their site. | <ul style="list-style-type: none">Google AdsMicrosoft Ads |



Media Planning Considerations

Media Mix

Diversify Media Mix to Maximize Impact

- Match media mix to consumer behavior and media trends
- Prioritize digital channels for measurable performance

Sample Media Mix for Year-Round Organizations and Attractions

- Digital: 60%–70% of total investment
- Paid social: 15%–20% of total investment
- Paid search: 15%–20% of total investment

Sample Media Mix for Annual Events

- Digital: 40%–50% of total investment
- Paid social: 20%–30% of total investment
- Paid search: 15%–20% of total investment

Q&A

Media Highlights



Consumer Behavior

Multitasking Leads to
Longer Days

Source: eMarketer

32 is the new 24.

Blending routine activities with technology and media is allowing consumers to extend their days to 32 hours.

**13 hours are spent
daily with media
and technology.**

Consumers look to video and audio as accompaniments to work and non-work activities.

Digital Media Touch Points

PROSPECTING

Introduce and Inspire

Placement Types: Display banners, video, native

Targeting: High-impact, premium publisher and endemic sites using demo tactics

Measures of Success: Reach, net new consumers, off-site and on-site media engagements

INTENT

Influence and Engage

Placement Types: Display banners

Targeting: Behavior, context, purchase, travel intent and competitive conquering

Measures of Success: Off-site and on-site media engagements, qualified leads

CONVERSION

Drive Desired Action

Placement Types: Display banners

Targeting: Tactical site, social and search retargeting

Measures of Success: Off-site and on-site media engagements, bookings, ticket sales

The background image shows two blue bicycles parked on a sandy beach. Each bicycle has a wire basket on the handlebars containing a promotional sign. The sign on the front bicycle reads "BIKE'S PHONE BOARDS AND KAYAKS!" and "Rentals". The sign on the back bicycle is partially visible and also appears to be a promotional sign. The beach is wide and sandy, with a cloudy sky in the background.

Digital Media

Planning Considerations

Benefits

- Provides advanced targeting
- Aligns with consumer media usage
- Offers measurable performance

Challenges

- Higher minimum spend requirements
- Requires vendor support
- Polished assets preferred

Vendor Selection Criteria

- **Targeting:** Will the recommended tactics reach my target audience?
- **Creative:** Can the vendor help with creative development based on provided assets?
- **Measures of Success:** What post-campaign reporting is available? What site tracking is needed?

Core Digital Platforms for Success

| DIGITAL PLATFORMS | SAMPLE VENDORS | TARGETING | ADVERTISER TYPE | SUGGESTED BUDGET |
|----------------------------|--|---|--|--|
| Programmatic | <ul style="list-style-type: none">• Sojern | <ul style="list-style-type: none">• Travel intenders and confirmed bookers• Competitive conquesting• Site retargeting• In-market targeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events | <ul style="list-style-type: none">• Minimum \$5K per month |
| Travel Endemic | <ul style="list-style-type: none">• Tripadvisor | <ul style="list-style-type: none">• Travel intenders• Competitive conquesting• In-market targeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events | <ul style="list-style-type: none">• Minimum \$5K per month |
| Online Travel Agency (OTA) | <ul style="list-style-type: none">• Expedia• Hotels.com | <ul style="list-style-type: none">• Travel intenders and confirmed bookers• Competitive conquesting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events | <ul style="list-style-type: none">• Minimum \$5K per month |

A woman with blonde hair, wearing a white tank top and a long, patterned skirt, is walking away from the camera on a wooden boardwalk. The boardwalk is surrounded by dense green foliage, including palm trees and other tropical plants. The scene is bright and sunny, with sunlight filtering through the leaves.

Digital Media

Creative Considerations

Images

- Use imagery and motion to create intrigue, not just to capture attention.
- Choose the right image for the size. Match vertical images to vertical placements and landscape images to horizontals.

Messaging

- End on a clear call to action. Tell the viewer what to do next.
- Keep the message to a single thought. The website where it drives viewers can explain in more detail.

Digital Media: Sample Creative



Digital Media: Sample Creative

**BREAKING NEWS:** Judge says Georgia DA Fani Willis can stay on Trump election case - if she removes special prosecutor

U.S. Elections Sports Entertainment Life Money Tech **Travel** Opinion

47°F

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TRAVEL NEWS

Solar Eclipse 2024

Add Topic +

A list of solar eclipse events across the nation from Texas to Maine

**Kathleen Wong**
USA TODAY
Published 3:01 a.m. ET March 15, 2024 | Updated 3:01 a.m. ET March 15, 2024





EXCLUSIVE ACCUWEATHER FORECAST
VIEWING POTENTIAL FOR ECLIPSE
APRIL 8, 2024

VIEWING CONDITIONS
FAVORABLE FAIR LESS FAVORABLE

SYRACUSE
ERIE
CINCINNATI
LITTLE ROCK
DALLAS
AUSTIN

So joining us now with important tips on staying safe during the eclipse is Dr.  AccuWeather

How to keep your eyes safe during the solar eclipse

By this point, you've probably heard that you need special eclipse glasses, but depending on how you're planning to watch the eclipse, there may be more you need to know.

On April 8, the moon will obscure the entire face of the sun, resulting in a few minutes-long sudden transformation of day into night. Over a dozen lucky U.S. states are located in the eclipse's path of totality, spanning from Texas to Maine – and they're getting ready to welcome travelers for the exceptional natural



More Stories

**Woman, 41, on American Airlines flight dies after medical emergency**
TRAVEL

**'Huge pop': United plane tilts, rolls onto grass during landing**

Digital Media: Sample Creative



Q&A

Media Highlights

Paid Social

Consumer Behavior

Travelers Search for
Inspiration on Social Media

Source: eMarketer

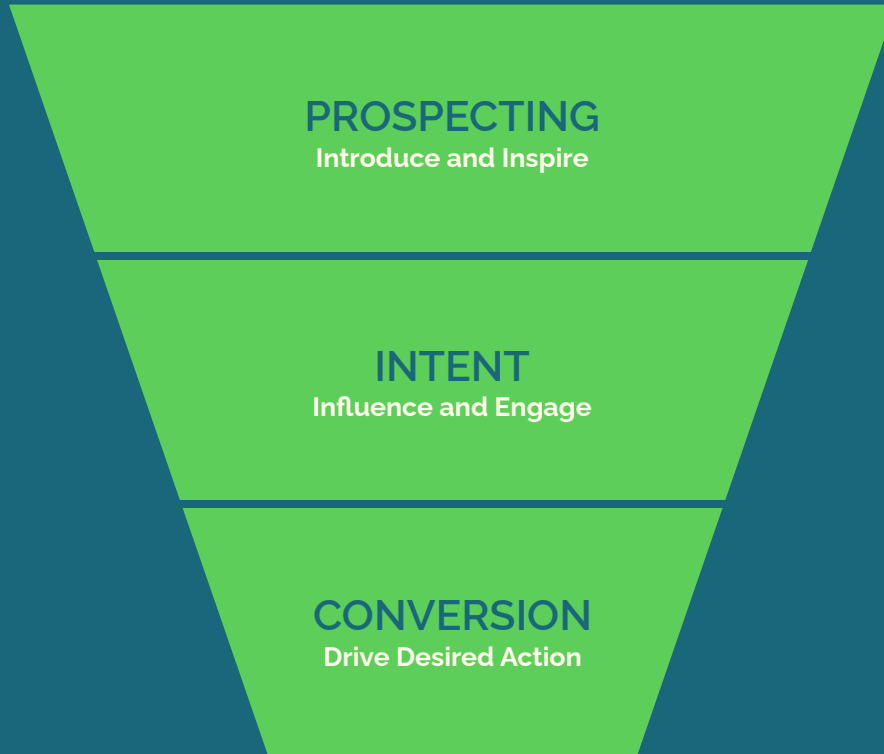
**Travelers are
active on social.**

84% of active leisure travelers have a personal account on one or more social media channels.

**Social is driving
travel purchases.**

52% of consumers have selected a vacation destination based on information viewed on social media. It is imperative to lean into specific, customized messages for each social platform.

Social Media Touch Points



PROSPECTING
Introduce and Inspire

Placement Types: Video, images
Targeting: Interest-based, look-alike, keyword
Measures of Success: Reach, awareness, video views

INTENT
Influence and Engage

Placement Types: Video, images, carousel
Targeting: Interest-based, look-alike, keyword, retargeting
Measures of Success: Web traffic, post engagement, custom conversions

CONVERSION
Drive Desired Action

Placement Types: Images, carousel
Targeting: Interest-based, look-alike, keyword, retargeting, custom audience retargeting
Measures of Success: Web traffic, lead forms, custom conversions

Social Media

Planning Considerations

Benefits

- Strong consumer engagement
- Accommodates less polished creative
- Highly targeted, variety of targeting tactics

Challenges

- Lack of platform support
- Requires agency support
- Potential community backlash, comments

Vendor Selection Criteria

- **Targeting:** Will the recommended platforms and tactics reach my target audience? Which social platforms are used most by my target audience?
- **Creative:** Do we have the assets for the greatest resonance on each platform?
- **Measures of Success:** What post-campaign reporting is available? What site tracking is needed?

Core Social Platforms for Success

| SOCIAL PLATFORMS | TARGETING | ADVERTISER TYPE |
|------------------|---|--|
| Facebook | <ul style="list-style-type: none">• Interest-based• Look-alike• Site visitor retargeting• Custom audience targeting• Website event/behavior retargeting• Engaged user and follower retargeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events |
| Instagram | <ul style="list-style-type: none">• Interest-based• Look-alike• Site visitor retargeting• Custom audience targeting• Website event/behavior retargeting• Engaged user and follower retargeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events |
| Pinterest | <ul style="list-style-type: none">• Interest-based• Look-alike• Keyword• Site retargeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events |
| TikTok | <ul style="list-style-type: none">• Interest-based• Look-alike• Site retargeting | <ul style="list-style-type: none">• Year-round organizations and attractions• Annual events |

A lush tropical landscape with palm trees and a pond with flamingos. The scene is vibrant with green foliage and blue water, featuring two pink flamingos in the foreground and several palm trees in the background.

Social Media

Creative Considerations



Images

- Most people will view on mobile devices. Use vertical shots.
- Lead with the destination or experience. People should not be the focus.
- Images perform better when they feature the destination as much as or more than people.
- Avoid “stock” or overly produced or treated images.


Messaging

- Try speaking as a friend, not a salesperson.
- Authentic, inspirational and engaging language performs better.




Social Media: Sample Creative



Visit Fort Myers  Sponsored · 

Check out our new webcams and get a live view of our islands, beaches and neighborhoods! 📺




Explore Downtown... [Learn more](#) **Sp Sa**



 Like  Comment  Share




Visit Fort Myers  Sponsored · 



Grow closer together when you explore our islands, beaches and neighborhoods. Start planning your next family vacation. ☀️




[visitfortmyers.com](https://www.visitfortmyers.com)
Make Memories As a Family [Learn more](#)

  79 1 comment 1 share



 Like  Comment  Share




Visit Fort Myers  Sponsored · 

See why our islands, beaches and neighborhoods keep bringing visitors back for even more #MyFortMyers fun.



Waterfront Restaurants [Learn more](#) **Ye: Su**

  270 16 comments 4 shares

 Like  Comment  Share

Q&A

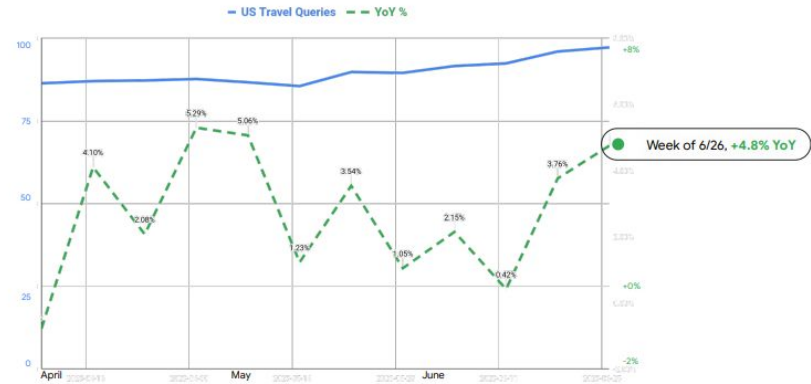
Media Highlights

Paid Search

Consumer Behavior

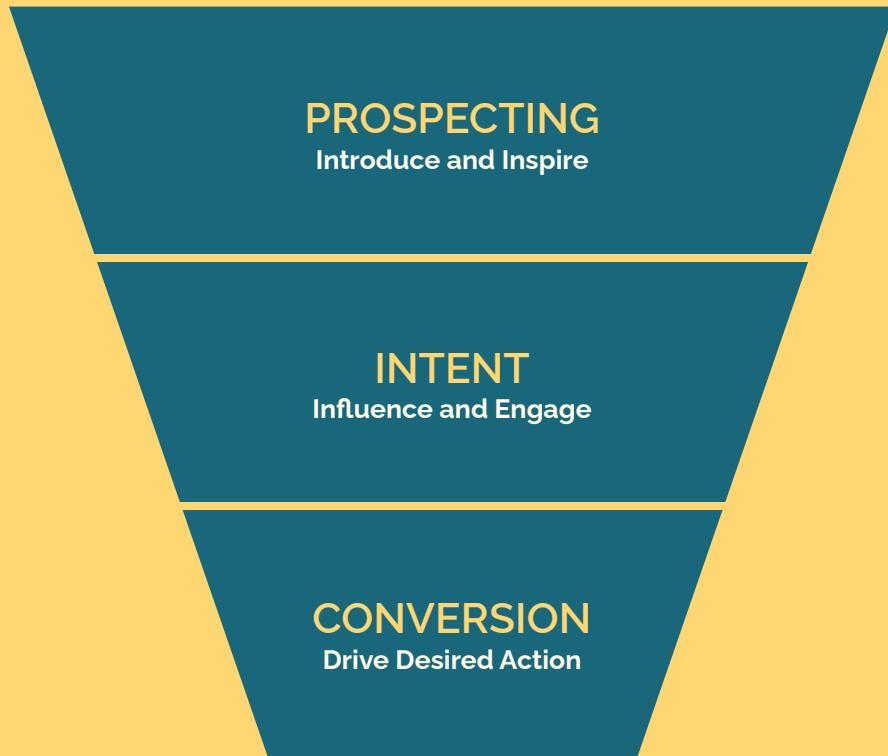
Traveler Inquiries
Continued to Grow in 2023

Source: Google Ads



Source: Internal Google Search Data (QLM)

Paid Search Touch Points



Placement Types: Text, Discovery Ads
Targeting: Keyword
Measures of Success: Site traffic

Placement Types: Text, Discovery Ads
Targeting: Keyword
Measures of Success: Site traffic

Placement Types: Text
Targeting: Keyword
Measures of Success: Site traffic, lead forms, bookings, ticket sales



Paid and Organic Search Webinar

Thursday, May 2 at 3:00 p.m.

Best Practices for Paid and Organic Search in 2024

- How to analyze the effectiveness of your search campaigns
- How Google is ranking websites in 2024
- Transitioning to Google Analytics 4 (GA4)
- Google Ads new campaign types

Key Takeaways



Digital Media Planning

Key Takeaways

Establish Campaign Parameters

- Identify measurable goals
- Consider optimal campaign timing, target markets and target audiences
- Understand media types and how your target audience engages with media

Prioritize a Digital Media Mix

- Consider digital media for its highly targeted reach and post-campaign reporting
- Look at paid social advertising to reach your target audience where they are spending significant time engaging with content
- Include paid search tactics for highly targeted conversion-driven results

Digital Media Planning

Key Takeaways

Free Resources

- [Google Analytics](#)
 - [Reporting resources](#)
 - [Reporting tutorial](#)
- [Google Trends](#)
- [Google Ads](#)
- [Facebook Audience Insights](#)
- [Facebook Business Manager](#)
- Lee County VCB resources
 - [Statistics](#)
 - [Performance Dashboard](#)

Free Courses

- [Facebook and Instagram courses](#)
- [Google Analytics courses](#)

Q&A



Thank you!

Appendix

Appendix

Glossary

Glossary | Media Types

| MEDIA TYPE | DEFINITION |
|-------------|---|
| Broadcast | <ul style="list-style-type: none">• Consists of traditional formats like linear TV, cable TV and terrestrial radio• Supplements with digital extensions such as connected TV, streaming audio and podcasts |
| Print | <ul style="list-style-type: none">• Includes standard print publishers along with their digital platforms and social channels to maximize consumer touch points |
| Out-of-Home | <ul style="list-style-type: none">• Showcases messaging across billboards, posters, cinemas, transit, airport and non-traditional spaces |
| Digital | <ul style="list-style-type: none">• Encompasses all programmatic and site-direct inventory plus paid social and paid search |

Glossary | Digital Platforms

| DIGITAL PLATFORM | DEFINITION |
|----------------------------|---|
| Programmatic | <ul style="list-style-type: none">• Serves relevant advertising using artificial intelligence and automation. Prioritizes reaching the right audience, wherever they may be browsing the web. |
| Travel Endemic | <ul style="list-style-type: none">• Displays media on contextually relevant sites within the travel vertical. |
| Online Travel Agency (OTA) | <ul style="list-style-type: none">• Includes placement in web-based marketplaces that allow consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities, and more, directly with travel suppliers. |
| Paid Social | <ul style="list-style-type: none">• Sponsors placement on third-party social networking platforms with the goal of targeting specific customers. |
| Paid Search | <ul style="list-style-type: none">• Allows companies to pay search engines to place their ads higher on relevant search engine results pages with the goal of driving traffic to their site. |

Glossary | Targeting Tactics

| TARGETING TACTIC | DEFINITION |
|------------------|--|
| Demographic | <ul style="list-style-type: none">• Reaches users based on their age, gender, household income, etc. |
| Behavioral | <ul style="list-style-type: none">• Targets users based on their web browsing behavior, such as pages visited, content viewed or actions made on a site(s) |
| Contextual | <ul style="list-style-type: none">• Matches advertising to the content of the website |
| Geo (In-Market) | <ul style="list-style-type: none">• Displays content based on automated or assumed knowledge of an end user's position in the real world |
| Purchase | <ul style="list-style-type: none">• Targets based on shopping patterns and purchase history |
| Interest-Based | <ul style="list-style-type: none">• Displays messaging based on a user's assumed interests |
| Look-Alike | <ul style="list-style-type: none">• Reaches an audience similar to existing consumers |
| Keyword | <ul style="list-style-type: none">• Targets based on a specific word(s) entered into a search engine |

Glossary | Targeting Tactics

| TARGETING TACTIC | DEFINITION |
|-------------------------|---|
| Travel Intenders | <ul style="list-style-type: none">• Targets users based on travel intent expressed through online searches |
| Confirmed Bookers | <ul style="list-style-type: none">• Reaches users who have completed a travel booking |
| Competitive Conquesting | <ul style="list-style-type: none">• Targets consumers who are searching for competitive destination, attractions and/or properties |
| Retargeting | <ul style="list-style-type: none">• Messages to those who have visited your site or social channels prompting a return visit or conversion• Applied as site retargeting, engaged user and follower retargeting and custom audience retargeting |

Google Analytics Reporting Highlights

