

October 2019

# Carson City Culture and Tourism Authority

## Strategic Communications Plan



[kps3.com](http://kps3.com)

## **THE TRIPLE THREAT OF COMMUNICATIONS:**

# **PR | Content | Social Media**

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The Visit Carson City communications strategy is designed to build and leverage relationships with partners and media while communicating effectively with our target audiences to tell the Carson City story. When public relations, content and social media complement one another, those synergies amplify our message. Our approach to developing objectives, optimizing reach, touching and engaging people all supports the goal of compelling storytelling.

This philosophy will also tie into our digital-first mindset, understanding opportunity and optimization can be found through data. We will be actionable in connecting brand-centric messaging with quantifiable insights for more meaningful returns.

# Target Audiences

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## PRIMARY AUDIENCES

### Older Weekday Travelers

Retirees are on the road and they're avid travelers. They like to take their time, avoid the crowds and value relaxation and rejuvenation. They're also interested in multi-generational travel, so it's important to them to go somewhere the whole family will enjoy.

### Millennial Families

Millennials travel more than other generations. Quality time, relaxation, safety and convenience are what's important for a millennial family. They're less interested in a metropolitan area and are attracted to destinations that are easy to get to. This lends more time to create memories and less time fussing over logistics.

## NICHE AUDIENCES

### Business Travelers

There is opportunity to reach this audience for extended stays or to recommend Carson City to family and friends.

### Railway Buffs

The V&T Railway and Nevada State Railroad Museum are huge draws for those seeking to experience railroad history.

### Mountain Bikers

With several major mountain biking events and trail systems geared toward all levels, Carson City is becoming a sought-out destination for biking trips.

### Capital Chasers

The accessibility and beauty of Carson City's Capitol Building and grounds is an uncommon and appealing quality for travelers.

### Highway 50 Trekkers

The first or last stop on U.S. 50 is Carson City, where you can get your NV HWY 50 Survival Guide Passport stamped and experience the loneliest highway.

# Our Aim/Goal

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The overall goal is to welcome more visitors to Carson City and help increase overnight stays.

## Public Relations

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### OBJECTIVES

1. Obtain 12 regional/national articles in the fiscal year with an overall publicity value of \$150K, focusing on key target markets.
2. Leverage and strengthen partnerships with Travel Nevada, the Reno-Tahoe Alliance and neighboring DMOs to deliver on the promise of being the centerpoint of the Nevada experience.
3. Help increase website traffic and hotel page conversions, generated in part by referral traffic, social media and media coverage.

### STRATEGIES

- » Forge relationships with regional and national print, online, broadcast media, and influencers/bloggers/vloggers for earned media exposure to increase awareness of Carson City.
- » Invite targeted media from our target markets to participate in Familiarization (FAM) visits with a focus on our brand pillars.
- » Collaborate and work with Travel Nevada on joint media relations efforts and integration with our Carson City public relations and content priorities.
- » Collaborate and partner with DMOs and other entities from the Reno-Tahoe Alliance to amplify our joint media relations efforts.

## **TACTICAL HIGHLIGHTS AND ACTIVITIES**

- » Develop pitch angles and pitch emails.
- » Pitch brand pillars relevant to a reporter's/writer's beat based on research on what they cover (e.g. history, arts & culture, outdoors).
- » Create and/or distribute press releases, as needed, supporting flagship events and travel-related news stories in Carson City.
- » Monitor media opportunities.
- » Use a FAM evaluation form and process of evaluation to select the right reporters, writers, influencers and bloggers who are a fit for us.
- » Collaborate with industry partners on joint FAM opportunities, media missions and distribution of content.
- » Carson City Culture and Tourism Authority (CTA) to coordinate and put together FAM itineraries and partner hotel, dining and activities. Most of these FAMs will be self-guided.
- » Respond to relevant HARO (Help A Reporter Out) inquiries.
- » Coordinate and collaborate PR, social media and original content on VisitCarsonCity.com as a synchronized effort to deliver a consistent message and inform the audience about our region.
- » Use Cision to monitor and track media.
- » Work with our internal digital and creative teams to align with our brand focus, understand referral traffic to the website, how content is performing and optimizing for greater results.
- » Generate monthly reports to highlight results and impact of efforts to the CTA Board.

## **TARGET MEDIA**

Our approach is to primarily target the leisure travel audience as well as niche audiences to generate stories and content around Carson City.

- » Regional Travel Print, Broadcast and Online
  - Primary Markets: On a DMA (Designated Market Area) basis
    - Los Angeles
    - Reno
    - Sacramento-Stockton-Modesto
    - San Francisco-Oakland-San Jose

- Secondary Markets:
  - Las Vegas
  - Portland
  - Denver
  - Phoenix (Prescott)
  - Seattle-Tacoma
  - Salt Lake City
- » National Travel Print, Broadcast and Online
- » Family-friendly Bloggers/Influencers
- » Boomer Bloggers/Influencers
- » General Travel Bloggers/Influencers
- » Niche – Outdoor, Railroad, History, Business/Bleisure, Road Trippers, Multi-generational

# Content Strategy

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## **CONTENT CURATION APPROACH**

Connecting with our visitors in a deeper way and on a personal level is how we will build long-term engagement. We believe in authentic, curated content based on the key values of a brand. As content creators, we put our journalism hats on and approach content that relates to and engages our audiences.

The team will be developing new and fresh content on the website. Our content/strategic comms team sits next to our search team to ensure that what we're writing is captivating to the right audience and showcases topics that have potential for search volume.

The content calendar will be informed by keyword search volume and will help us identify content gaps that our targets are looking for when searching for their next getaway.

These will be mainly focused on the main attraction categories that are also reflected on the homepage of the website:

- » Historical
- » Outdoor
- » Arts & Culture
- » Family Friendly

## **CONTENT ACROSS CHANNELS**

There are many ways a piece of content can be used and repurposed across multiple channels. From website to social media to e-newsletters, content can expand reach to our audiences. Our priority is to ensure this effort is synced across channels for maximum exposure.

## **VIDEO CONTENT CURATION**

We will feature a locals' perspective video piece every two months in the first year starting in November, which will showcase a local talking about his/her experiences and why they love Carson City. They can expand across community leaders, small business owners, arts and culture members and more. Videos will be showcased on VisitCarsonCity.com and on social media. Content curation will be led by the creative team members.

## CONTENT CALENDAR

The content calendar has been built with anticipated events and seasonality in mind.

JULY	AUGUST	SEPTEMBER
Blog: Golfing	Blog: V&T	Blog: Carson City Mint – 150th Anniversary
OCTOBER	NOVEMBER	DECEMBER
Blog: Haunted History of Carson City	Blog: Best Ways to Experience Fall in Carson City  Video: Explore Like a Local Video 1	Blog: Kit Carson Trail Blog Post
JANUARY	FEBRUARY	MARCH
Blog: Museums Roundup  Video: Explore Like a Local Video 2	Blog: Making the Most of Your CC Business Trip	Blog: Road Trip Tips  Video: Explore Like a Local Video 3
APRIL	MAY	JUNE
Blog: Weekend Wellness in Carson City	Blog: Where to Find Live Music in Carson City  Video: Explore Like a Local Video 4	Blog: Hiking around Carson City

## EVENT UPDATES ON WEBSITE

KPS3 recommends that CTA continue to update existing event pages with updates and photos and add new ones as needed throughout the year with the most up-to-date information and optimized for search in the CMS (content management system). We believe that event pages will be searched by our users so this section needs to be kept updated throughout the year.

# Social Media

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The Carson City social media plan ensures all social media be seamlessly connected with the Carson City brand, featuring Carson City as the centerpoint of an essential Nevada experience. A well-established social media strategy ensures that the best, most engaging photos, events and posts are shared across Instagram, Facebook, Twitter and Pinterest.

The approach focuses on quality of posts, paying special attention to unique engagement opportunities on our posts and others. Facebook, Instagram and Twitter will have slightly different voice and tone iterations designed to capture the specific audiences on each platform while reinforcing the overarching Carson City brand pillars: Rich History, Heritage and Cultural Influence, An Inclusive Community, Family Friendly, and Room to Discover and Wander.

## OBJECTIVES

- » Position Carson City as the Nevada destination to launch from, and where pertinent, promote overnight stays.
- » Push our brand tone.
- » Inform audiences about events and attractions happening in and around the region.
- » Increase audience followings on Facebook, Twitter, Instagram and Pinterest by a combined 20 percent.

## STRATEGIES

- » Develop personalities for Facebook, Instagram and Twitter to identify the tone of each channel.

- » Maintain a posting strategy and schedule outline for Facebook, Instagram, Twitter and Pinterest to ensure social media presence is consistent and that these channels work together to reinforce key messages; CTA to continue managing posting and monitoring.
  - Posting four-six times per week on Facebook.
  - Posting every other day of the week on Instagram.
  - Posting a minimum of three original tweets per week on Twitter.
  - Posting or re-pinning two pins minimum per week on Pinterest.
- » Focus on meaningful, original posts that feature striking photography and will resonate with and provide value to our audience.
  - Storytelling by introducing the region and all it offers to our audience.
  - Driving the connection between a Nevada experience and Carson City as an essential centerpoint.
  - Sharing media stories that demonstrate all Carson City has to offer, from rich history to limitless outdoor experiences.
- » Highlight friendly culture and local experiences by sharing user-generated content.
  - Re-posting related communications provided by both guests to the region and locals.
- » Accomplish the specific engagement goals for each social media platform in followers, likes, reach and shares.
  - Improving content quality and targeted messaging.
  - Encouraging audience dialog with timely responses to comments and inquiries.
  - Being strategic about posting cadence and consistency.
  - Using hashtags to increase post visibility on Instagram.
  - Frequently monitor hashtags in the social sphere.
- » Connect with and follow travel media and writers and key influencers to build followers and increase engagement across all platforms.
- » Engage with the media we work with.
- » Monitor social media conversations, questions and comments, and engage with the audience.
- » Develop recurring themes on Instagram with unique hashtags, the management of social media contests, and the management of Instagram takeover events.

## **SOCIAL MEDIA PROMOTION IDEA**

KPS3 will use a portion of the social media planning budget to assist with the planning, implementation and evaluation of a social media promotion or giveaway for Carson City after the launch of the website. The promotion can be customized to meet specific goals, such as increased followers, increased engagement, increased use of a hashtag, etc. The promotion would be contingent on budget parameters, goals, time of promotion, topic of content and value of the prize(s).

## **INSTAGRAM HASHTAGS**

Hashtags are the best way to expose your posts to a wider audience. They help people interested in the hashtag topic see posts they may not see otherwise. Hashtags are for use on Instagram and should be used on every post relevant to a topic below. If the post does not fall into a prescribed topic, use the general hashtags.

### **Photo Credit**

( #  @USER )

### **General Travel**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #TheOriginalRoadTrip #Travelgram #NVRoadTrip #AuthenticTravel #Wanderlust  
#RoadTrip

### **History**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #CarsonCityHistory #Nevada #TravelNevada  
#NevadaStateCapitol #NevadaCapital #SilverState #SilverStateTravel #SilverStateHistory #NevadaLove  
#NevadaHistory #History #NevadaStateCapitol #NevadaCapital #HeartOfNevada #NevadaHeritage

### **Food**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #NevadaEats #CarsonCityEats #GoodEats #Foodie #Foodstagram #Food  
#NevadaEats

### **Beer**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #DrinkGoodBeer #BeerGathering #CraftBeer #CraftNotCrap #775Beer  
#NevadaBeer #NevadaBrew #Cheers

### **Family Friendly**

#VisitCarsonCity #Highway50 #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState  
#SilverStateTravel #NevadaLove #HeartOfNevada #FamilyTravel #Kidstagram #CarsonCityFamily  
#NevadaFamily #FamilyGram

### **Hiking**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #HikeNevada #Hiking #Hike #HikingNevada #GetOutside #TahoeHikes  
#NevadaHikes #HikeTahoe

### **Cycling**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #NevadaCycling #CycleNevada #CycleNV #PedalNevada #CycleCarsonCity  
#NVCycling #Bike

### **Arts & Culture**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #NevadaArts #Arts #ArtsAndCulture  
#NevadaCulture #ArtWork #Arts #CarsonCityArt #SilverStateArt #ArtoftheDay #TravelNevada #SilverState  
#SilverStateTravel #NevadaLove #HeartOfNevada #NVLove

### **General**

#VisitCarsonCity #CarsonCity #CarsonCityNevada #Nevada #TravelNevada #SilverState #SilverStateTravel  
#NevadaLove #HeartOfNevada #NVLove

# Thank You

for the opportunity to present this communications plan.



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