



# VISIT CARSON CITY

## 2021-2022 Communications Plan

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VISIT  
**CARSON**  
**CITY** NV

# OVERVIEW

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.

# OUR AIM/GOAL

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



# PRIMARY TARGET 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
- Railway Buffs
- Mountain Bikers
- Capital Chasers
- Highway 50 Trekkers



Objectives

# PUBLIC RELATIONS

1. Obtain 30 regional/national stories in the fiscal year with an overall publicity value of \$225K, focusing on key target markets.
2. Leverage and strengthen partnerships with Travel Nevada, the Reno-Tahoe Territory and neighboring DMOs to leverage our centerpoint location and work together to achieve co-operative coverage.
3. Help increase website traffic and hotel page conversions, generated in part by referral traffic, social media content and media coverage.

Strategies

# PUBLIC RELATIONS

- Monitor and adjust COVID recovery messaging as needed and focus on responsible travel to align with Tahoe's messaging.
- Continue to forge relationships with local, regional and national print, online, broadcast media and influencers/bloggers/vloggers for media exposure to increase awareness for Visit Carson City.
- Invite targeted media from our target markets to participate in Familiarization (FAM) visits with a focus on our brand pillars.

Strategies

# PUBLIC RELATIONS

- Collaborate and work with Travel Nevada and the Reno-Tahoe Territory on joint media relations efforts and integration with our Visit Carson City public relations and content priorities.
- Collaborate and partner with DMOs and other entities to amplify our joint media relations efforts.



## Tactical Highlights and Activities

# PUBLIC RELATIONS

- 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. food, history, arts & culture, outdoors).
- Create and/or distribute press releases, as needed, events as they return, new attractions (e.g. Prison Tours) and news stories in Carson City.
- Monitor media opportunities.

## Tactical Highlights and Activities

# PUBLIC RELATIONS

- Use a FAM evaluation form and process of evaluation to select journalists, writers, influencers and bloggers who are a fit for us.
- Collaborate with industry partners on joint FAM opportunities, media missions and distribution of content.
- Visit Carson City 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.

## Tactical Highlights and Activities

# PUBLIC RELATIONS

- 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 optimized for greater results.
- Generate monthly reports to highlight results and impact of efforts to the board.

# PUBLIC RELATIONS

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

- **Regional and National Travel Print, Broadcast and Online**
  - **Primary Markets:**
    - Lake Tahoe
    - Nevada (Discover your Capital)
    - On a DMA (Designated Market Area) basis: Las Vegas, Los Angeles, Sacramento-Stockton-Modesto, San Francisco-Oakland-San Jose
  - **Secondary Markets:**
    - Denver, Houston-Dallas, Phoenix, Portland, Seattle-Tacoma, Salt Lake City
- Family-friendly, Boomer and general travel Bloggers/Influencers
- Additional media to include: Outdoor, Railroad, History, Business/Bleisure, Road Trippers, Multi-generational

# CONTENT STRATEGY

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.



# CONTENT STRATEGY

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 short getaway. 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. .

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

# CONTENT STRATEGY

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 Creation

# CONTENT CREATION

We will feature a locals' perspective video piece, 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](http://VisitCarsonCity.com) and on social media. Content curation will be led by the creative team members.

Content Calendar

# CONTENT STRATEGY

This content calendar has been built to assist with search, prioritized activities/events/topics and seasonality in mind.

<b>July</b>	<b>August</b>	<b>September</b>
The Levitt AMP Series is Back!	Road Trip Tips in 2021	A Kid's Guide to the State Capital
<b>October</b>	<b>November</b>	<b>December</b>
The Ghost Walk Returns	A City of Murals	Winter Fun

# CONTENT STRATEGY

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<b>January</b>	<b>February</b>	<b>March</b>
A Peek at Carson City's Prison Tours	Carson City's Historic Railroads	Under-the-Radar Hikes
<b>April</b>	<b>May</b>	<b>June</b>
Gone Fishing	A Foodie's Paradise	A Guide to Summer Events

Social Media Strategy

# CONTENT STRATEGY

The Visit Carson City social media plan ensures all social media is 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.



Social Media Strategy

# CONTENT STRATEGY

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 Visit Carson City brand pillars: Rich History, Heritage and Cultural Influence, An Inclusive Community, Family Friendly, and Room to Discover and Wander. Visit Carson City will continue to manage social media content management, creation and monitoring in house, in addition to digital search.

## Overall Approach

# CONTENT STRATEGY

- Continue to position Carson City as the Nevada destination to launch from, and where pertinent, promote overnight stays.
- Promote special events that drive room nights by way of a data informed special events strategy.
- Push our brand tone.
- Inform audiences about events, activities and attractions happening in and around the region to drive room nights.
- Increase audience followings on Facebook, Twitter, Instagram and Pinterest by a combined 15 percent.



# THANK YOU

FOR THE OPPORTUNITY TO PRESENT THIS  
COMMUNICATIONS PLAN.



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