



LET'S CREATE

FY2019 STRATEGIC APPROACH

Continue with a multiplatform approach, but allocate majority of **spend in digital channels** based on its proven ability to drive strong increases in traffic to the site

Place greater emphasis on channels driving strong site traffic: **native, paid social, paid search**

Increase spend against targeting tactics that are driving bookings, such as **travel intent data targeting and IP address targeting**

Consider opportunities and partners that include more **video and high impact units to build awareness levels**

Continue local market effort in Atlanta to sustain momentum; re-introduce Charlotte to capitalize on potential

Increase **YOY spend in spot cable** to take advantage of its positive impact on site traffic

MEDIA PARTNER SUMMARY

CHANNEL	NOT RETURNING	RETURNING	NEW
DIGITAL			
PRINT			
RADIO			
CABLE	TBD based on negotiations		
OOH	TBD based on negotiations		
IN-FLIGHT			

YOY BUDGET PROJECTION BY CHANNEL

CHANNEL	FY2018 PURCHASED	FY2019 PLANNED	YOY +/-%
IN-FLIGHT PROMOTION	\$ 29,295	\$ 36,795	26%
PRINT	\$ 59,187	\$ 52,644	-11%
DIGITAL	\$ 818,870	\$ 815,561	0%
RADIO	\$ 72,500	\$ 30,000	-59%
OUTDOOR	\$ 66,030	\$ 40,000	-39%
CABLE	\$ 179,965	\$ 250,000	39%
CONTINGENCY / LOCAL SPORTS TEAM PROMOTION	\$ 49,357	\$ 50,000	0%
GRAND TOTAL	\$ 1,275,000	\$ 1,275,000	0%

YOY BUDGET PROJECTION* BY CAMPAIGN

CAMPAIGN NAME	FY2018	FY2019
ALL CAMPAIGNS	44%	46%
ACTIVE/OUTDOOR	19%	21%
HISTORY/CULTURE/ARTS	18%	23%
SPORTS	12%	7%
CULINARY	6%	4%
GRAND TOTAL	100%	100%

*Subject to change based on finalized media plan.

@ FY2018 Website Success Metrics

A ten percent (10%) annual increase in **website traffic to the City's official tourism website.**

An annual five percent (5%) increase in **leisure market visitors/tourists** as determined by the *Longwood Travel USA Jacksonville Visitor Report*.

An annual five percent (5%) increase in **total tourist development tax collections.**

MARKETING PLAN



@ How is “Website Traffic” Currently Defined?

- Currently defined as **total visits to VisitJacksonville.com, inclusive of:**
 - **Paid media traffic:** Traffic to the site specifically driven by paid advertising.
 - **Organic traffic:** Inclusive of all search engine traffic. Heavily influenced by Google’s search algorithms and Google’s own growing travel results sections.
 - **Referral traffic:** Consists of traffic driven from links on other websites (coj.net; firstcoastnews.com; visitflorida.com; jaxmomsblog.com; etc.). Heavily dependent on traffic and placement from outside sites we do not control.
 - **Direct traffic:** Includes visits coming from bookmarks, or where the URL is directly typed into the browser; often the by-product of organic traffic, with up to 25% of direct visitors typically come from within Jacksonville, depending on season
 - Because KPI is inclusive of inclusive all channels, total visits **can be heavily skewed by factors beyond our control.**

@ Proposed Website KPI Change for FY2019

Redefine "web traffic" as **site visits directly driven by paid media**

By excluding channels heavily dependent on factors beyond our control, we can **more accurately assess the true influence of our campaign year-over-year.**

A 5% target for FY 2019 will **bring website goals into closer alignment with other success metrics.**

MARKETING PLAN

