

FY2019 STRATEGIC APPROACH

Continue a Print / Digital multiplatform approach, but with an **increased spend on digital channels YOY** based on its proven ability to drive strong increases in traffic to the site

Reduce Print spend to increase Digital; Focus on publications that provide impact with both their print and digital channels

Place additional emphasis on **Mobile Geo-Fencing;** increase the number of events to be targeted

Investigate digital **targeting to reach Student/Youth Travel** Group Tour Planners/ Operators

Include digital media associated with local business print targeted to Jacksonville business leaders to increase awareness of **Bring It Home JAX!**

YOY BUDGET PROJECTION BY CHANNEL

Digital will command the largest share of dollars in FY2019;
an inverse of FY2018 spending allocation between print and digital

FY2019			FY2018			
Medium	Est. Net Cost	% Allocation	Medium	Actual Spend	% Allocation	% Change YOY
Print	\$53,366	36%	Print	\$96,734	56%	-45%
Digital	\$94,458	64%	Digital	\$74,894	44%	+26%
TOTAL:	\$147,824	100%	TOTAL:	\$171,628	100%	-14%

FY2019 SITE TRAFFIC GOAL

Projected goal at a **25% increase** from FY2018