

2023

# MARKETING PLAN





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## Vision

The Drumheller Region is an  
iconic Canadian Destination

## Mission

To promote Drumheller and  
region as a premier year-round  
desintation

## Values

Passion  
Authenticity  
Knowledge

Uncover  
Wonder





# Marketing Objectives

## AWARENESS

- Present and promote Drumheller as a premier tourism destination
- To move visitors around the valley and region
- Increase visibility locally raising awareness of Travel Drumheller within the Valley

## BRANDING

- To solidify Travel Drumheller as a brand
- To increase Travel Drumheller's standing as a recognizable and trusted brand in the community
- To increase Travel Drumheller's standing as a recognizable and trusted brand around the world

## BUSINESS SUPPORT

- Increase the number of partnerships within the local and regional tourism industry

## EVENT SUPPORT

- Increase events through entertainment grants
- Increase community pride through events showcasing the wonders of the Drumheller Valley

## CAMPAIGNS & SOCIAL MEDIA

- Campaigns and tactics to increase awareness of the Drumheller Valley beyond just dinosaurs



# Awareness

- Present and promote Drumheller as a premier tourism destination
- To move visitors around the valley and region
- Increase visibility locally raising awareness of Travel Drumheller within the Valley

Tactics	Budget	Audience	KPIs
<b>Newsletters</b> <ul style="list-style-type: none"> <li>• Visitors Quarterly Newsletter</li> <li>• Stakeholders Monthly Newsletter</li> </ul>		Visitors, potential visitors, families, stakeholders, local businesses	5% increase in subscribers, 12 stakeholder newsletters distributed
Attend meetings such as Chambers, Town Council, CBA (Community Business Association)		Local business, stakeholders, community members	Attend 5 CBA meetings, present two times to the TOD council , one presentation each to Kneehill Co., Starland Co, Wheatland Co and Special Areas
Destination Development Planning Town Halls		Community boards and committees, event organizers, municipal staff	
<b>Drum Discovery</b> Increase the number of local ambassadors through the Drum Discovery program including FAM Tour	\$10,000	Local businesses, newcomers, summer workers, young locals	40 participants
<b>Exploration Guide</b> <ul style="list-style-type: none"> <li>• Start implementing QR codes everywhere</li> </ul>	\$30,000	Regional, National and International visitors and potential visitors, locals, other VICs and DMOs	12,000 guides distributed 30,000 online views

# Awareness

- Present and promote Drumheller as a premier tourism destination
- To move visitors around the valley and region
- Increase visibility locally raising awareness of Travel Drumheller within the Valley

Tactics	Budget	Audience	KPIs
<b>Giveaway and Contests</b> Create social media giveaways and contests to increase followers and spread awareness of the Drumheller Valley <ul style="list-style-type: none"> <li>• Regional Spring/Summer</li> <li>• Regional Fall/Winter</li> </ul>	\$5,000	Regional visitors and potential visitors	Two social media contests with 5,000 engagements
<b>Trade Shows &amp; Event Booths</b> Attend various events and trade shows to promote Drumheller	\$10,000	Regional visitors and potential visitors	500 interactions at booths
<b>Ambassador Summer Job Position</b> - to increase the awareness of local events and businesses throughout the peak summer tourism season	\$6,000	Visitors and potential visitors, locals, stakeholders, event organizers	Two successful candidates hired
<b>Zoo Activations</b> - Easter & Fall	\$1,000	Calgary and Area families	200 contestants 500 interactions at the booth
<b>Influencer Campaigns</b> - Spring, Summer/Fall, Christmas	\$15,000	Influencer audiences across Canada	200,000 impressions

# Branding

- To solidify Travel Drumheller as a brand
- To increase Travel Drumheller's standing as a recognizable and trusted brand in the community
- To increase Travel Drumheller's standing as a recognizable and trusted brand locally and around the world

Tactics	Budget	Audience	KPIs
<b>Awareness</b> Create and solidify brand awareness through <ul style="list-style-type: none"><li>• social media campaigns</li><li>• Increased visibility at local, regional, and provincial events</li><li>• Information campaign on the value of Tourism in Drumheller &amp; campaign on DMF's</li><li>• Social media branding consistency across all channels</li></ul>		Everyone	
<b>AGM</b> Annual Report - Create an annual report for transparency and accountability. Budget includes room rental, refreshments and printing of the annual report	\$2,000	Everyone	40 attendees to the AGM
<b>Collaboration with other DMO's and Travel Alberta</b> Collaborate proactively with other Tourism organizations to create the on-brand stories/messaging we want them to tell			Hold 3 meetings other DMOs, hold one roundtable



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Tactics	Budget	Audience	KPIs
<b>Brand Guidelines</b> To create a complete Brand Guideline package for the establishment of the Travel Drumheller brand. To create a cohesive look, feel, and voice for the Travel Drumheller brand, making it recognizable through all platforms, print materials, campaigns, and public relations.		Everyone	Completion of Brand Guidelines Branded items available Brand Guidelines consistent across all platforms
<b>Website</b> <ul style="list-style-type: none"><li>• To create a website that continues the Travel Drumheller brand while creating a visually appealing and high-quality user experience. To continue to promote the Drumheller valley with accurate information that creates an audience desire to experience all that is offered.</li><li>• Develop and maintain Website Industry Hub</li></ul>	\$10,000	Everyone	Website launch 10% increase in visitors to the website
<b>Community Trust</b> To continue to repair and build the Travel Drumheller brand while improving the trust and reputation within the Drumheller valley. To collaborate and connect with the community, partnerships with local businesses, and stakeholders.		Local business, stakeholders, community members	Carry out a resident sentiment survey ? % rate tourism as important to the economy ?% rate tourism as important to quality of life





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Tactics	Budget	Audience	KPIs
<b>Graphic Designer</b> To create on-brand visually stunning work that will elevate the brand or marketing pieces	\$10,000	Everyone	
<b>Printing</b> Various printing needs on as required basis	\$5,000	Everyone	

# Business Support

- To solidify Travel Drumheller as a resource for local businesses
- To mentor local businesses in preparation for heavy tourism seasons

Tactics	Budget	Audience	KPIs
<b>Partnerships</b> Increase the number of partnerships within the local and regional tourism industry		Local business, stakeholders, community members	55 partners signed up
<b>Job fairs</b> Facilitate a minimum of one job fair to support local businesses in sourcing and acquiring talent for the upcoming season	\$2,500	Local business, stakeholders, community members	11 businesses attend, 60 job seekers attend
<b>Social Events/Industry Nights</b> Creating monthly social events to provide space for business owners to share ideas, network, and build relationships within the local business community	\$2,500	Local business, stakeholders	8 social events are held 100 people attend
<b>Town Halls</b> Provide various town halls to inform the business community a space to learn about new and proposed changes potentially affecting the community as a whole		Local business, stakeholders, community members	2 events, 50 attendees



# Business Support

- To solidify Travel Drumheller as a resource for local businesses
- To mentor local businesses in preparation for heavy tourism seasons

Tactics	Budget	Audience	KPIs
<b>Boost Your Business Workshops</b> Creation of various hands-on workshops to help businesses learn and develop various different techniques to help their businesses expand and reach specific target markets	\$3,000	Local business, stakeholders	8 workshops delivered 80 businesses attend
<b>Mentorships</b> To support tourism businesses to enhance their marketing and grow their businesses through customized training and coaching in areas such as: <ul style="list-style-type: none"><li>• Establishing Marketing Goals</li><li>• Writing a Marketing Plan</li><li>• Planning Social Media Content</li><li>• Website Development</li><li>• Marketing Analytics</li><li>• and more</li></ul>		Local business, stakeholders	10 Businesses participate in mentorship

# Event Support

- Increase events through entertainment grants
- Increase community pride through events showcasing the wonders of the Drumheller Valley
- Supporting local events through marketing and branding support and awareness campaigns

Tactics	Budget	Audience	KPIs
<b>Marketing and Branding Support</b> Support local events by creating awareness and assisting event organizers through marketing tactics and campaigns		Event coordinators, committees, locals, visitors, local businesses	
<b>Entertainment Grants</b> Support various events in the community with up to \$5,000 in grant funding	\$25,000	Event coordinators, committees, locals, local businesses	
<b>Awareness</b> To increase awareness and support events within the community		Event coordinators, committees, locals, visitors, local businesses	
<b>Celebration of Excellence Awards</b>	\$2,000		



# Campaigns & Social Media

- Increase community pride through entertainment grants
- Increase community pride through events showcasing the wonders of the Drumheller Valley

Tactics	Budget	Audience	KPIs
<b>Be A Good Visitor Campaign</b> Campaign targeting those who visit the Drumheller Valley to be aware and create guidelines to mitigate potential problems within the community		Visitors, locals, facebook and instagram followers	20,000 impressions 3,000 page visits
<b>User Generated Content</b> Utilize UGC for various events and social media campaigns	\$15,000	Website users, instagram folllowers, partners, influencers, content creators	
<b>Uncover Wonder Campaigns</b> Seasonal campaigns to increase visitors during peak, shoulder, and off-season <ul style="list-style-type: none"><li>• Spring</li><li>• Summer</li><li>• Fall</li><li>• Winter</li></ul>	\$80,000	Visitors, families, potential visitors, locals	20 million impressions
<b>Social Media Summer Job Position</b> Hire a summer student during the peak tourism season to support Travel Drumheller in content creation and social media support	\$6,000	Visitors and potential visitors, locals, stakeholders, event organizers	Successful candidate found

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Tactics	Budget	Audience	KPIs
<b>Zoo Sponsorship</b> Sponsor the Calgary Zoo to create awareness and interactions with Regional Visitors <ul style="list-style-type: none"><li>• Easter Activation</li><li>• Fall Activation</li></ul>	\$20,000	Calgary and area based families, potential visitors to Drumheller	
<b>Locals Guide To Campaign</b> Creating innovative new ideas to expand the typical Drumheller visit		Visitors, families, potential visitors, locals	
<b>I Love Drumheller Valley Campaign</b> A quarterly campaign aimed to increase the local pride of those living and working within the Drumheller Valley	\$15,000	Locals, business community, stakeholders	
<b>Content Creation</b> Photography and content creation for various campaigns	\$15,000	Locals, business community, stakeholders Regional visitors and potential visitors to Drumheller	