

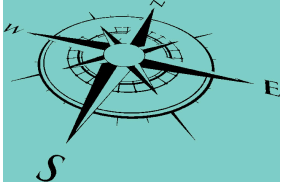
# Marketing Plan for HHI

The content of this StratML rendition were rekeyed from screen shots of a virtual presentation by Ariana Pernice during the Hilton Head Town Council's virtual meeting on June 2, 2020.

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## Hilton Head Island-Bluffton Chamber of Commerce (HHIBCC)

### Description:

The Chamber of Commerce is the Designated Marketing Organization (DMO) for Hilton Head.

### Mission

To market Hilton Head Island as a destination for visitors

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# 1. Brand

*Strengthen brand awareness and marketing*

## 1.A. Partnerships & Endorsements

*Utilize third-party media partnerships and endorsements to further amplify our voice and brand.*

**Stakeholder(s):**

**Media**

### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

## 1.B. Search Engines

*Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).*

### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

## 1.C. Qualification & Targeting

*Leverage a strategic mix of targeted methods to identify and reach the most qualified users.*

### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

## 1.D. Content & Messaging

*Deliver clear, consistent and relevant messaging and optimized content for proper indexing by search engines.*

### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

**1.E. Social Media**

*Create content and measurements to adapt to social media platforms.*

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

**1.F. E-Mail**

*Create and distribute personalized, informative and strategic email content.*

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

**1.G. Website**

*Optimize high-quality content on the website that is engaging, entertaining and conversion-driven.*

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

**1.H. Public Relations**

*Employ a public relations plan designed to increase visibility and consideration.*

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

## 2. Meetings & Groups

*Expand meetings and groups*

### 2.A. Shoulder- & Off-Seasons

*Market the destination to prospects in all meetings and group market segments to grow shoulder and off-season business.*

#### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

### 2.B. International Presence

*Continue to grow our international presence.*

*(Paused until the appropriate time.)*

#### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

### 3. Development & Management

*Energize destination development and management*

#### 3.A. Tourism Products

*Develop a strategic framework that will identify tourism product development opportunities (new or through existing infrastructure) within the destination.*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

#### 3.B. Vision

*Support Hilton Head Island's goal to develop a Destination Management Plan that encompasses a bold and shared long-term vision for the destination to create a competitive advantage.*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

### 4. Innovation & Sustainability

*Sustain and innovate*

#### 4.A. Research Platforms

*Use research platforms to influence future marketing efforts.*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

#### 4.B. Imagery & Content

*Create a collateral piece with compelling imagery and content about the destination.*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

#### 4.C. Resources

*Align internal and governance resources to support Strategic Plan and "Community Cornerstone".*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

#### 4.D. Visitor Experience

*Establish an organizational framework in collaboration with the Town of Hilton Head Island and private sector to manage a positive visitor experience.*

##### Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		



## 5. Alignment & Engagement

*Improve alignment and community engagement*

### 5.A. Partnerships & Engagement

*Increase community partnerships and engagement to leverage resources for the destination and organizations.*

**Stakeholder(s):**

**Community Organizations**

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

### 5.B. Visitor Experience

*Enhance residents' awareness and appreciation for the tourism and visitor experience.*

**Stakeholder(s):**

**Visitors**

**Tourists**

**Residents**

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

### 5.C. Strategic Relationships

*Expand awareness and advocacy efforts leading to strategic relationships with elected community leaders.*

**Stakeholder(s):**

**Elected Community Leaders**

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

**5.D. Outreach**

*Orchestrate staff participation in outreach programs with community groups and industry organizations.*

**Stakeholder(s):**

**Community Groups**

**Industry Organizations**

**Performance Indicators**

Description	Type	Start Date	End Date
	Target		
	Actual		

**Administrative Information**

**Start Date:**

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**Submitter:**

**Given Name:** Owen

**Surname:** Ambur

**Email:** [Owen.Ambur@verizon.net](mailto:Owen.Ambur@verizon.net)

**Phone:**

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