

# Destination Marketing on a Shoestring Budget

October 18, 2023



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# DISCOVER:

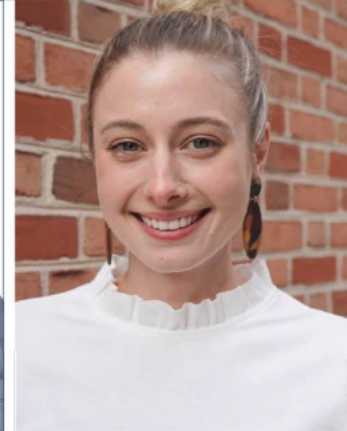
## Best Practices for Destination Marketing on a Shoestring Budget

Practical tips and concrete examples of destination marketing strategies, whether your budget is \$0, \$500, or \$5,000.

### FEATURING:



**Kaitie Burger**  
Madden Media



**Hannah Beard**  
Downtown Inc

**VIRTUAL**



**OCT. 18 | 8:30 AM**

# DOWNTOWN INC DESTINATION MARKETING

- Primary Objective: Increase foot traffic and visitorship, and overnight stays.
- Secondary objective: Increase audiences through paid efforts, not only organic (a micro to macro approach).
- Two Campaigns through Explore York Grant:
  - #1: \$65,000
  - #2: \$200,000
- Google Discovery Ads: 1.2M impressions
- Google Video: 65k impressions, 57% view rate
- META: 592K impressions
- TikTok: 285K impressions
- Spotify: 65K impressions
- Paid Influencer
- Baltimore Magazine and Philadelphia Magazine



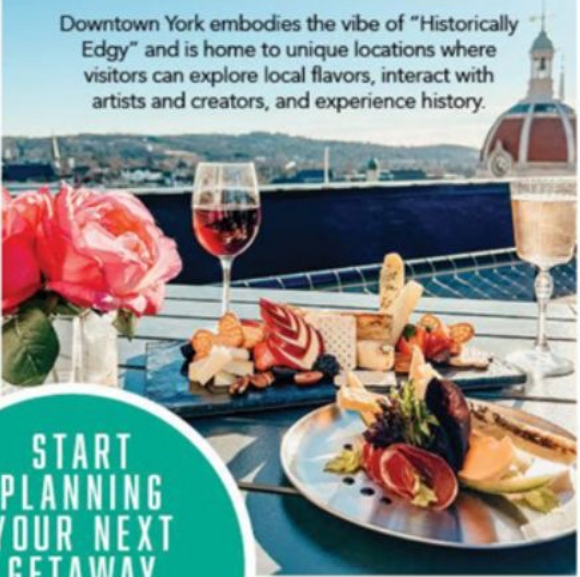
# Philadelphia Magazine

Philadelphia

A SPECIAL MESSAGE FROM OUR PARTNER



Downtown York embodies the vibe of "Historically Edgy" and is home to unique locations where visitors can explore local flavors, interact with artists and creators, and experience history.



START  
PLANNING  
YOUR NEXT  
GETAWAY

LET'S DO THIS



At the intersection of classic Americana and hip happenings, Downtown York embodies the vibe of "Historically Edgy." The city's central business district is home to unique locations where visitors can explore local flavors, interact with artists and creators, and experience history – all within a few blocks' radius. Extend your time with a stay at the Yorktowne Hotel, a newly-imagined Tapestry Collection by Hilton hotel complete with a rooftop bar.

Start planning your  
next getaway at  
[DowntownYorkPA.com](https://DowntownYorkPA.com)





# Review & Reporting: @bymeghang

## RESULTS:

- 47 Posts
  - 43 Instagram Stories
  - 2 Instagram Reels
  - 2 TikTok Videos
- Total Impressions: 53,994
- Total Video Views: 6,245
- Potential Reach: 2+ Million
- Feed Engagements: 593
- Engagement Rate: 0.15%
  - Instagram ER: 0.52%
- Post Saves & Shares: 22

98 Brand & Hashtag  
Sticker Taps  
114 Partner Taps

0.86x Sponsored  
Engagement Lift  
0.78x Organic  
Engagement Lift

most engaged story content



Total Earned Media Value:  
**\$4,327**

# 6 APPLICABLE SOCIAL MEDIA TIPS

## 1. Keep Personal and Business Accounts Separate

- Create a handle that reflects the business name
- Add a differentiator if needed

## 2. Add Business Information to Social Media Profiles

- Hours, address, offerings, website

## 3. Know Your Audience

- Customers and clients
- Analyze their demographics
- How do they interact with you on social media?



# 6 APPLICABLE SOCIAL MEDIA TIPS

## 4. Post Consistently and at Peak Times

- Capture a captive audience
- Post 1x a day or every other day
- Use Meta Business Suite to find peak times to post

## 5. Use Meta to Schedule Posts Ahead of Time

## 6. Analyze Your Results

- Use Meta's Insights to see results, audience, overview, performance, retention

# DESIGN PROGRAMS

- Design Wizard
- Piktochart
- VistaCreate
- Microsoft Publisher
- Canva
  - Free and paid versions
  - Sized templates (social media, presentations, videos, printables, etc)
  - Brand standards
  - Photos, elements, videos, music
  - Team design feature
  - QR Codes

# 3 Tips to Market Your Event for Free

## 1. Utilize Free Advertising Options

- Downtown Inc: First Friday Promo Form
- York365.com
- Explore York Online Calendar
- Call on your business neighbors to help spread the word

## 2. Post the Event to Your Socials

- Create a Facebook Event
  - Update the event regularly by posting in the Event Discussion
- Make the event accessible on all your platforms

## 3. Add Events to Your Website

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## Presenter

Kaitie Burger

Strategy Director at Madde  
Media



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