



Montgomery, MD

INDUSTRY UPDATE

Marketing Fun
in Today's Normal



TODAY'S SPEAKERS



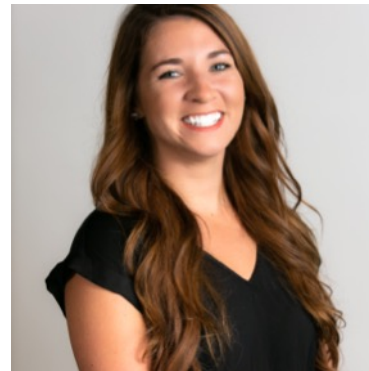
Cory Van Horn

Director of Marketing



Leticia Engel

Marketing Manager



Danielle Nations

Partnership & Events Manager





WHAT WE WILL COVER

- **Strategy and Planning:** Understanding the latest trends and consumer sentiment.
- **Content Development:** Tips and best practices for effective messaging.
- **Distribution:** Recommended channels and hashtag suggestions.
- **Ask the Marketers:** Q&A roundtable discussion

STRATEGY AND PLANNING



Traveler/Consumer Needs Span Across Five Themes

DESTINATION &
TIMING GUIDANCE

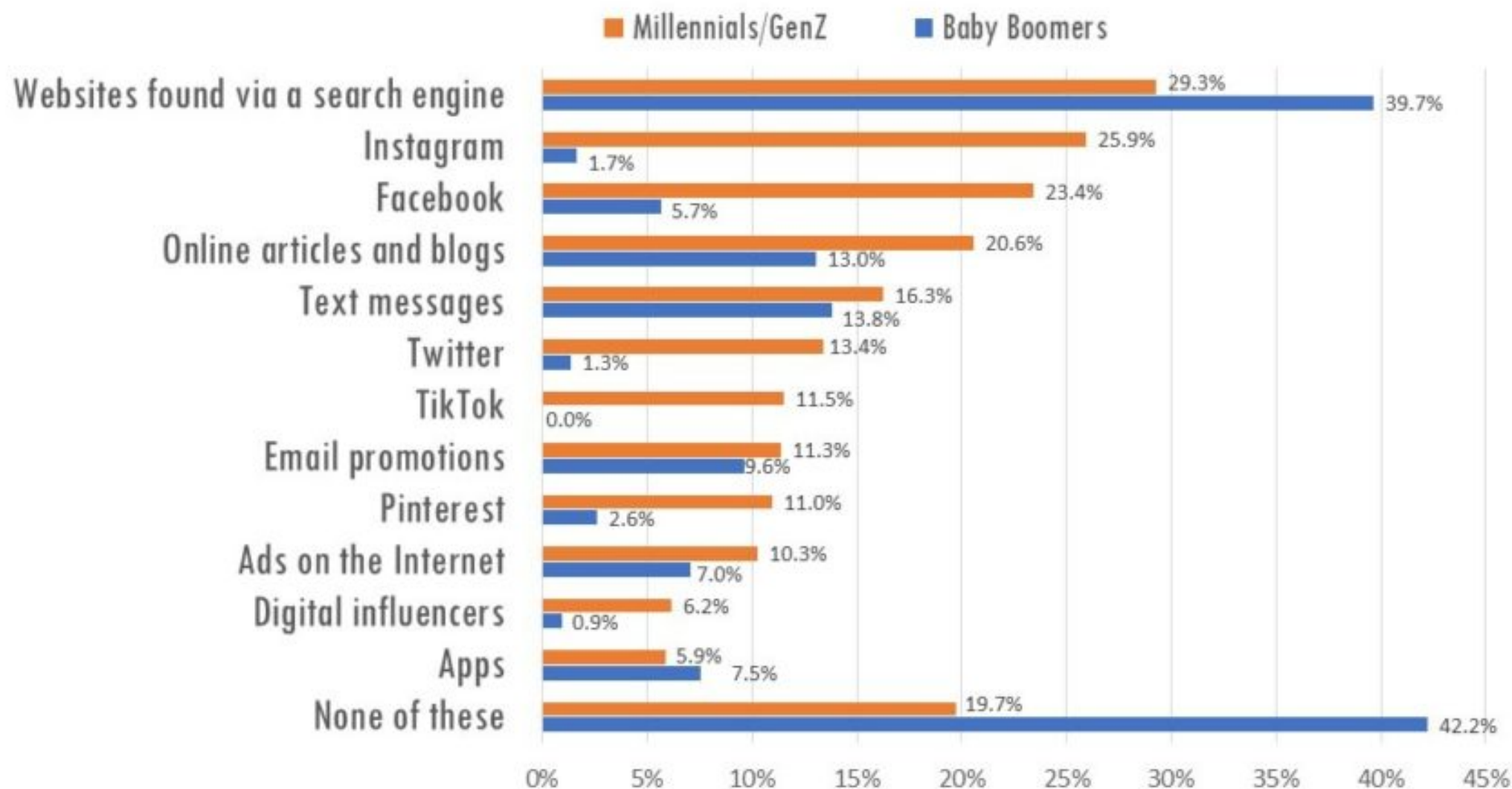
STAY LOCAL
& DRIVE

HEALTH & SAFETY

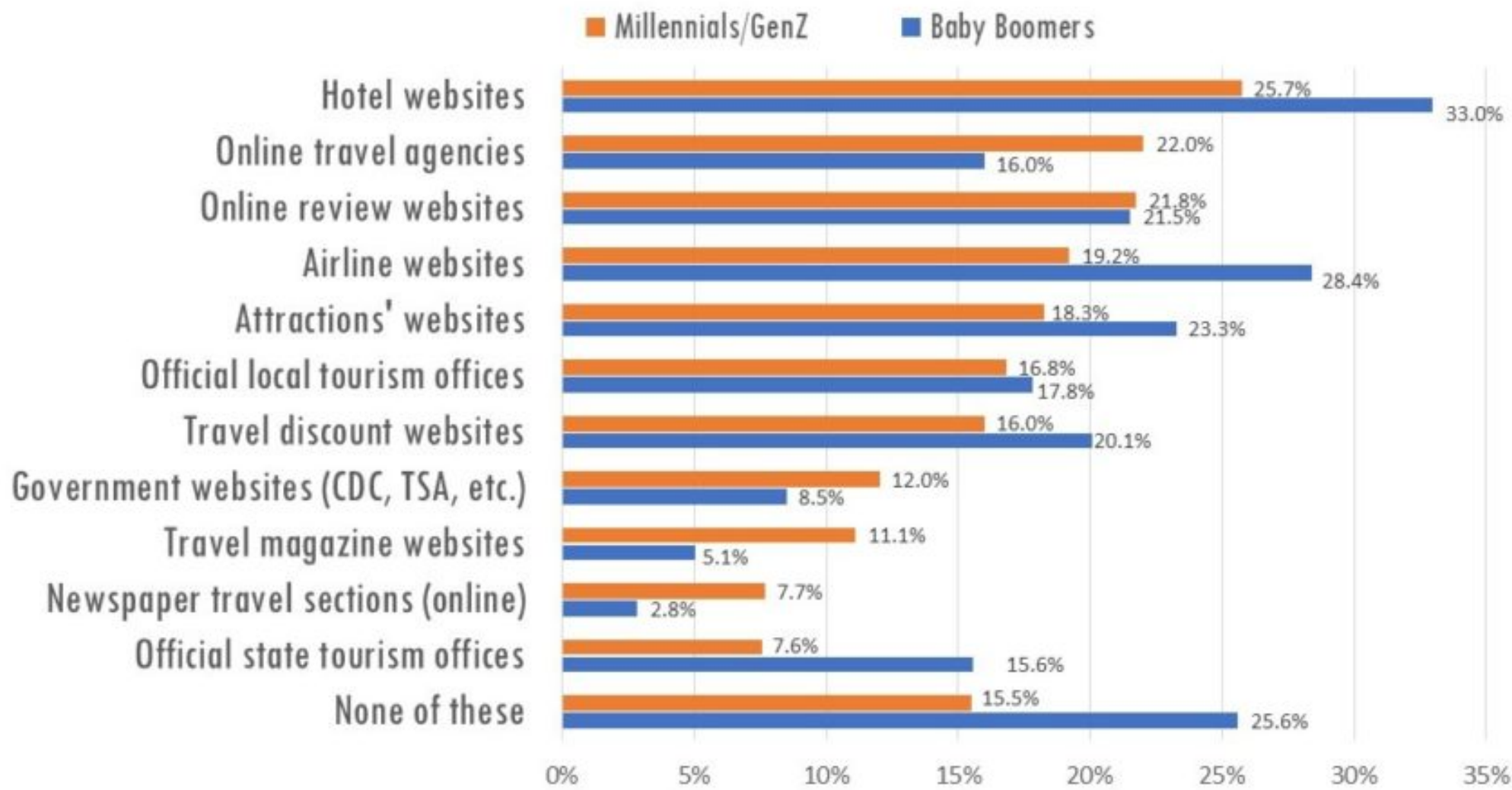
FLEXIBILITY

VALUE FOR THE MONEY

MEANS OF TRAVEL RESEARCH FOR NEXT LEISURE TRIP

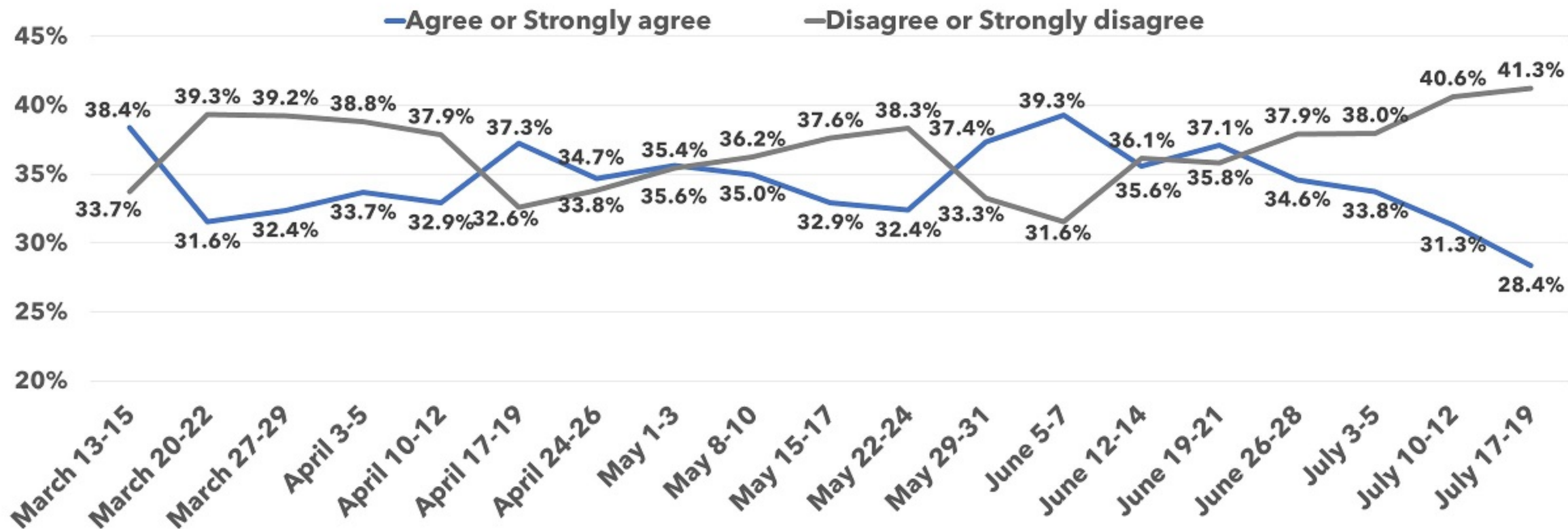


ONLINE TRIP PLANNING RESOURCES FOR NEXT LEISURE TRIP



HOW MOTIVATIONAL TRAVEL DISCOUNTS ARE FOR NEAR-TERM TRAVEL: MARCH—JULY 2020

STATEMENT AGREEMENT: THE CORONAVIRUS HAS LED MANY TRAVEL PROVIDERS TO CUT THEIR PRICES. THESE DISCOUNTS AND PRICE CUTS (AIRLINE, HOTEL, ETC.) MAKE ME MORE INTERESTED IN TRAVELING IN THE NEXT THREE (3) MONTHS.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12 and 17-19, 2020)


Traveler/Consumer Experiences People Seeking

- Outdoor Dining
- Cooking at Home & While Away
- Scenic Drives
- One or Two Night “Quickcations”



- Parks & Boating
- Outdoor Adventure Activities
- Farms, Fresh Produce & Ag Reserve
- Camping & Unique Accommodations

Insights & Thought Starters

- Consumers are hungrier more than ever for content that both inspires and provides practical ideas of things to do.
 - Food & drink topics remain popular. Focus has shifted to the finding safe experiences with food vs. only ordering takeout or delivery at home.
 - People are looking for more detail on what to expect. Give specifics about things they will experience when they arrive.
 - Safety is the first priority, then experience. Deals and discounts are not currently a motivating factor.
 - Consider packaging experiences through partnerships with nearby restaurants, attractions and accommodations to give people a reason to stay longer in the area.
- 

CONTENT DEVELOPMENT

Visit Montgomery's Digital Reach

Website



420,177 Sessions

↑ 60% YOY

990,440 Pageviews

↑ 84% YOY

2.36 Pages Per Session

↑ 15% YOY

1:03 Time on Site

Blog Content



147,939 Pageviews

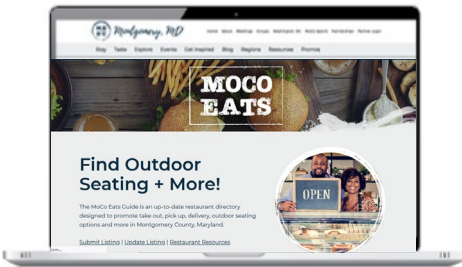
↑ 1,590% YOY

65,038 Entrances

↑ 1,564% YOY

0:36 Time on Site

MoCo Eats



Launched mid-March

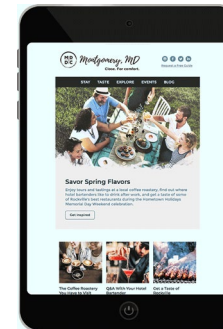
147,949 Pageviews

65,038 Entrances

800 Restaurants Listed

0:46 Time on Site

Email Newsletter



72,430 Subscribers

Social Media Following



46,000 Followers



6,421 Followers



7,129 Followers

WAYS TO PROMOTE

*Contact Danielle Nations if
you have questions about
partnership opportunities.*



VisitMontgomery.com

- Become an official Visit Montgomery partner.
- Add promotions and deals to the website.
- Update listing on MoCo Eats or MoCo Stay.
- Add virtual events to our Events Calendar.
- Send press releases to marketing@visitmontgomery.com
- Advertising opportunities are also available.

VisitMaryland.org

- Add events to their calendar.
- Create a business listing.
- Subscribe to their free industry newsletter.
- Connect with the MD Tourism PR team.
- Follow and tag #MDinFocus.
- Submit photos to be considered for MD Tourism publications.



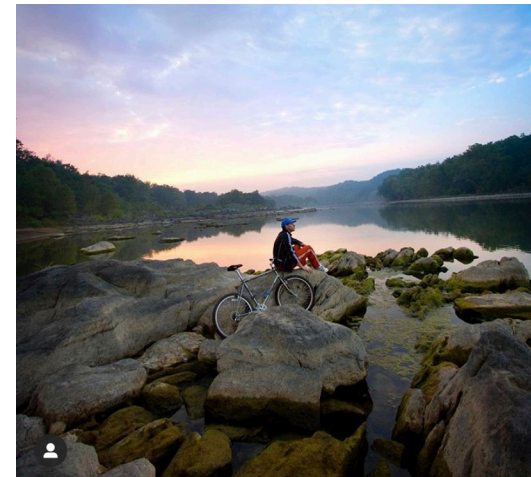
EVERYTHING TIES TO AN OUTDOOR EXPERIENCE

- **Food & Drink**
- **Daily Activities**
- **Weekend Getaways**
- **Shopping**
- **Arts & Culture**
- **Historic Sites**

Accommodations have the opportunity to promote these activities within close proximity to the property.

Search Trends & Keywords

- Outdoor Activities
- Ice Cream
- Crabs legs
- Fun Things to Do Near Me
- Outdoor Activities for Kids Near Me
- Weekend Getaway



Top Blog Posts Since March 2020

15 Ways to Eat & Drink Outdoors Around Montgomery County

The 12 Most Instagrammable Spots in Montgomery County

3 Sites that Just Might be Haunted in Montgomery County

The Guide to Montgomery County Farmers Markets

Where to Get Your Ice Cream Fix in Montgomery County

Best Places to Cool Off in Montgomery County

Stop and Smell the Flowers at These Public Gardens



Blog Post Thought Starters

- Outdoor dining experiences
- Creative ways to camp in the area
- Golf and alternatives to golf
- Historic sites in the context of exploring outdoors
- Anything about breweries and wineries
- Virtual event round ups, particularly if they are on the weekend



Video

Grassroots/Real Time



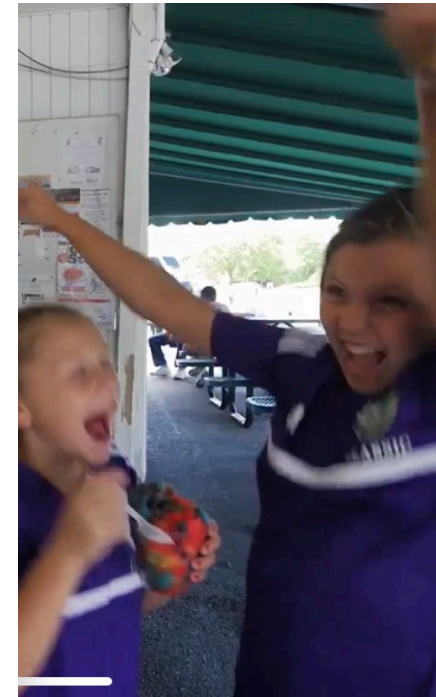
Instructional




Virtual Tours



Quick Clips



Insights & Thought Starters

- Google Analytics is your friend. Track top ranking pages and posts. Build out those pages to continuously improve SEO ranking and deepen engagement to other parts of the site.
 - Leverage top pages for spin-off content and additional round-up posts.
 - Create cross-links to boost traffic to low ranking pages and track website behavior.
 - Revisit older content, update for the times, and republish. Do not change post link to help keep SEO ranking.
 - A picture is worth a 1,000 words in today's normal. A video is worth 1,000,000.
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- A decorative graphic at the bottom of the slide featuring several overlapping, horizontal brushstrokes in various shades of teal and dark blue, creating a textured, painterly effect.

DISTRIBUTION

*GETTING THE RIGHT
MESSAGE OUT THERE*

DISTRIBUTION CHANNELS ARE ALL CONNECTED

- **Website**
- **Blog Posts**
- **Social Media**
- **YouTube**
- **Events Calendar**
- **Email Newsletters**
- **Strategic Partnerships**
- **Printed Brochures & Guides**

Focus on digital distribution methods whenever possible. Though there is still significant interest in printed materials.

Virtual Events


- Majority of events held in the foreseeable future will be a virtual or hybrid model.
- Consumers are hungry for experiences – Virtual events are successful when they have an interactive component.
- Virtual site visits/tours are a unique opportunity to showcase your venue to the general consumers/meeting planners.
- Utilize live stream capabilities or prerecorded interviews and speeches to engage your audience.
- Incorporate a comment box or live Q&A section to gauge feedback and provide live updates to your viewers.
- If a previously scheduled in-person event has been cancelled, plan to announce the cancellation with a rescheduled virtual event.
- Share virtual events through email and social channels.
- [Events.visitmontgomery.com](https://events.visitmontgomery.com) is a great resource to expand promotion of your virtual event. (Insert page views).

Social Media Tips

- Sharable content performs well on Facebook.
- Inspirational and high-quality photos receives high engagement on Instagram.
- User-generated photos perform well on Instagram.
- Promotional content belongs in the stories section.
- Create a “Instagram” landing page for links when sharing on Instagram.
- Don't forget about Twitter. Sharing links to web pages improves SEO.



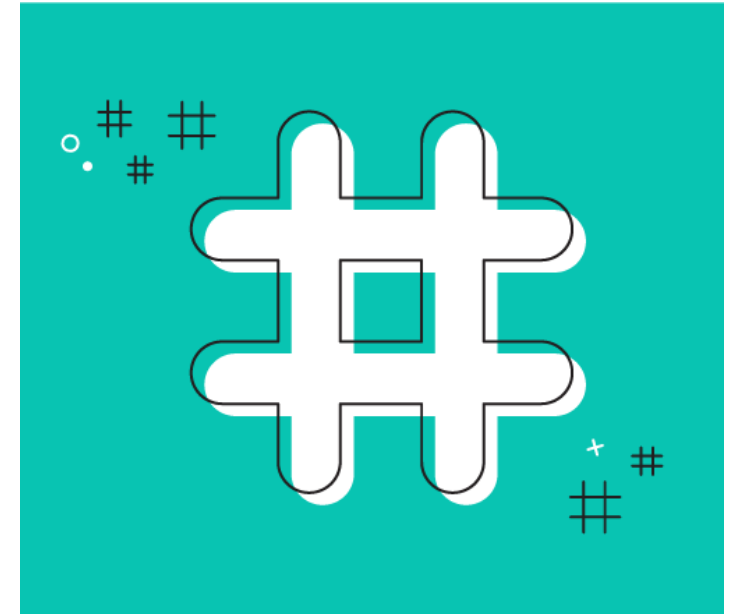
Social Media Hashtags

- Definition: a word or phrase preceded by a hash sign (#) used on social media websites and applications, especially Twitter, to identify messages on a specific topic.
 - Hashtags are a specific way to connect your content to a topic, event, theme, or conversation.
 - When used correctly, your content becomes more discoverable from certain audiences. Popular hashtags with millions or billions of postings are not always the most effective.
 - Users find content by following certain hashtags.
 - You can use up to 30 hashtags per post (10 per story) however, 8-11 is recommended.
 - Instagram allows you to search hashtags to see how many posts have been tagged with the hashtag, it also suggests similar hashtags.
 - To receive a large amount of engagement, use a mix of popular hashtags as well as niche and locally used hashtags. For example, #visitmoco (8.2k posts), #montgomerymoment (1.6k posts), and #montgomerycountymd (56.4k posts).
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- A decorative graphic at the bottom of the slide featuring several overlapping, horizontal brushstrokes in various shades of teal and blue, creating a textured, painterly effect.

Popular Local Hashtags

Don't forget to tag @visitmoco or #visitmoco

#MoCoEats #visitmoco #montgomerymoment
 #montgomerycounty #montgomerycountymd #visitmaryland
 #mdinfofocus #walkwithlocals #dmvtrails #optoutside
 #nevermissasunset #moco eats #dmvfoodie #mocolife
 #weekendroundup #MoCoLife #VintageMoCo #Rockville
 #Gaithersburg #TakomaPark #ChevyChase #Kensington
 #Laytonsville #Poolesville #Bethesda #Germantown #SilverSpring
 #AspenHill #Clarksburg #NorthBethesda #NorthPotomac #Olney
 #Wheaton #WhiteOak #MoCo #DMV #Maryland
 #MontgomeryCountyMD #SandySpring #Brookeville #Ashton
 #PikeAndRose #dclife #MDinfoFocus #MoCoParks



ASK THE MARKETERS

Q&A Roundtable Discussion



THREE QUESTIONS

- **What marketing tactics are performing best for your business?**
- **What is your biggest challenge in “Today’s Normal”?**
- **What is an ideal collaboration to help promote your business?**

THANK YOU &
SEE YOU SOON!