



Surfside
FLORIDA
THE UPTOWN BEACHTOWN

**MARKETING PLAN
2018-2019**

PREPARED BY: JACOBER CREATIVE

SURFSIDE
**MARKETING
MISSION**

Our mission is to promote tourism in the Town of Surfside by supporting both hotel partners and local businesses, and by strengthening the Town's brand nationally and internationally.

THREE YEAR STRATEGIC PLAN

1. **Provide** a blueprint for future implementation of marketing efforts, and guide Resort Tax expenditures
2. **Relay** Insight into the qualitative and quantitative aspects of the Surfside visitor
3. **Deliver** a targeted industry analysis of local, national, and global trends
4. **Identify** unique opportunities for the Town of Surfside to capitalize on emerging trends
5. **Outline** strategies and tactics to further the Tourism Bureau goals over the following three years.

TIMELINE



1. **RESEARCH PHASE**

December, 2018 through
May, 2019

2. 1 month for analysis of Research:
June 2019

3. Report to be delivered July 2019

PRIORITIES



1. **Create Awareness** of Surfside as Miami's #UptownBeachtown
2. **Drive Business** to Surfside Hotels and Local Businesses
3. **Promote** the Town of Surfside as a destination Internationally and Domestically
4. **Position** the Town as a luxury destination

MARKETING PLAN 2018-19

OPPORTUNITIES

-
- Health and Wellness
 - The Power of Social
 - Mobile Bookings
 - Generational Marketing
 - A Focus on Experiences
 - Solo Travel

OPPORTUNITIES

HEALTH AND WELLNESS



WELLNESS SECTOR
OF TOURISM GREW

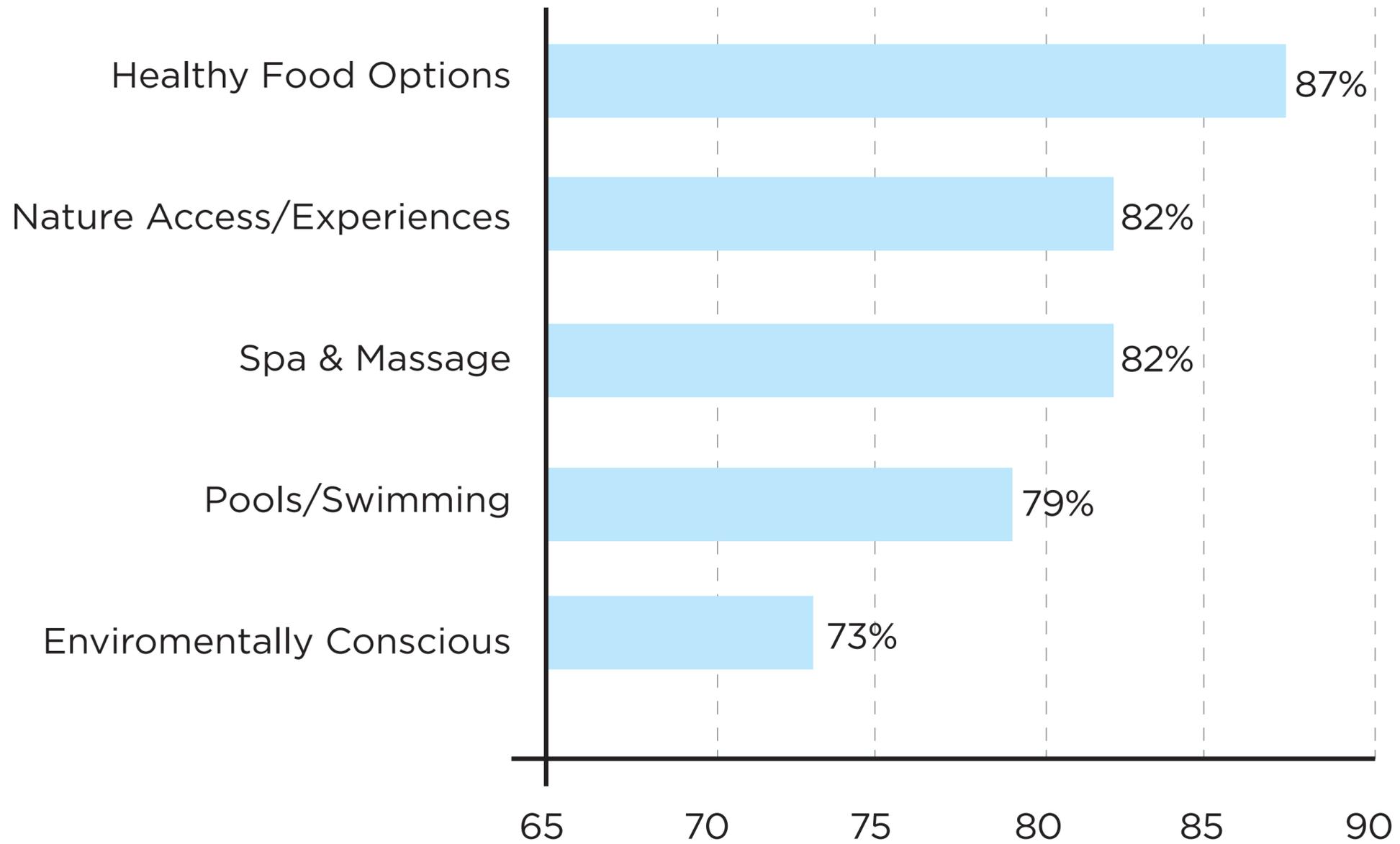
14%

IN THE LAST
TWO YEARS

Wellness travelers are **high-yield tourists**, spending more per trip than non-wellness travelers

Most wellness travel is done by domestic tourists, driven by short-haul and weekend trips, and accounts for **83%** of all wellness trips

Healthy Components Travelers Value Most



OPPORTUNITIES

THE POWER OF SOCIAL



Social Media is now the de-facto preferred conduit for the valuable **'word of mouth'** recommendation that influences travel

At least **1/3** of luxury travelers have selected a vacation destination based at least in part on what they've seen on social media

31%

ALSO SAY THEY POST VACATION PHOTOS ON SOCIAL MEDIA JUST TO MAKE THEIR FRIENDS AND FAMILY JEALOUS.

#TRAVELFOMO

OPPORTUNITIES

MOBILE BOOKINGS

Mobile Bookings are the new default —
increasing exponentially year over year

LAST FISCAL YEAR,
72%
OF ALL VISITORS TO
VISITSURFSIDEFL.COM
CAME FROM A
MOBILE DEVICE

Mobile website visitors cite the need for
a nimble website that's **easy to navigate**
and has a clear booking call to action

OPPORTUNITIES

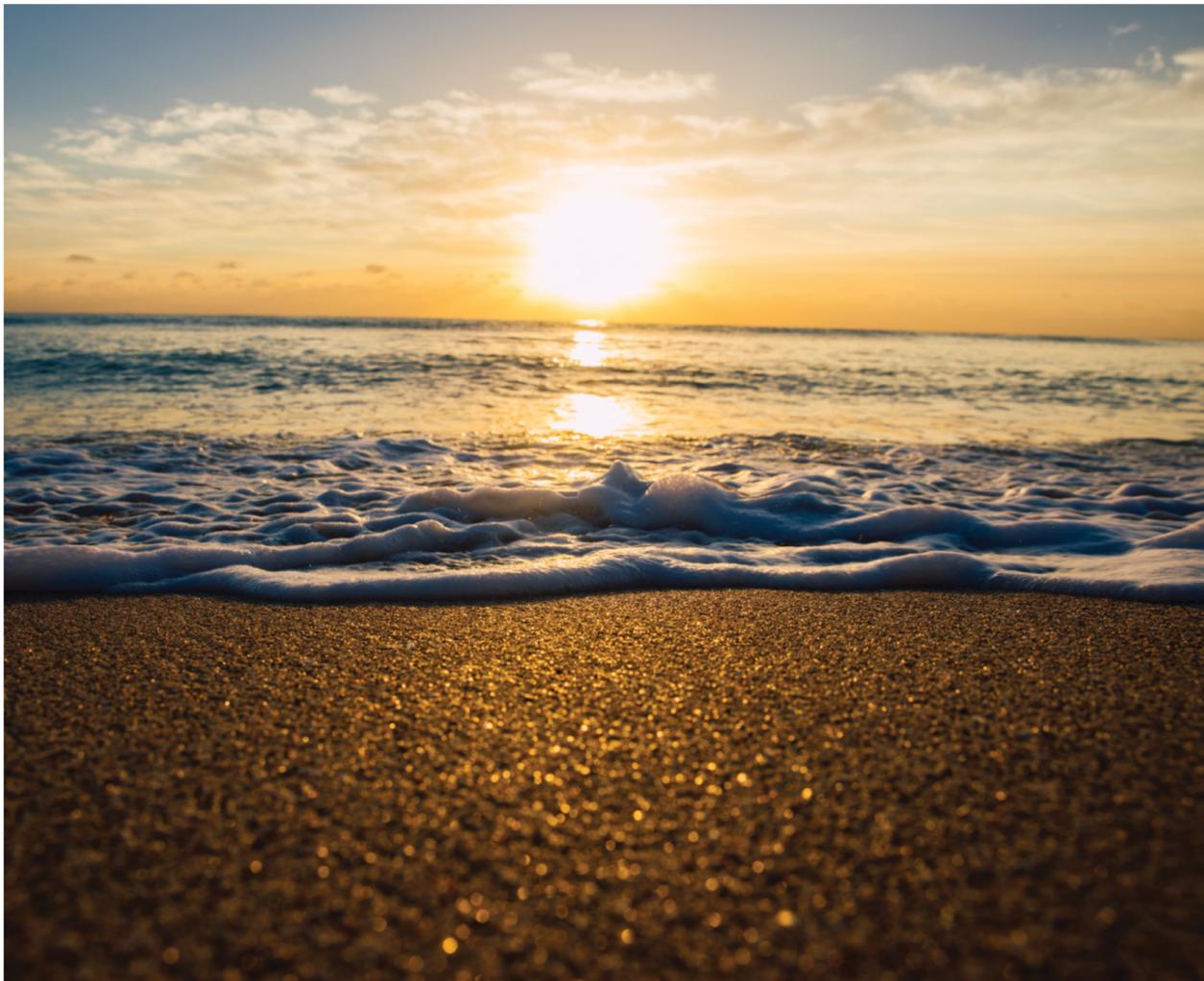
GENERATIONAL MARKETING



Gen X'ers (born 1965 - 1980) and Millennials (born 1981 - to 1996) are the generational segments that represent the **best value for Surfside**, noted by their propensity for Florida travel

Young families in particular (those traveling with children under 12) represent **19%** of all travelers or **11.2 million** households. These travelers are influenced to a greater degree by the needs and desires of their children

MOST GEN X'ERS ARE LOOKING FOR



1. The ability to relax and unwind
2. Family or group-focused travel
3. The option to work while on vacation
4. Uncomplicated travel

OPPORTUNITY

A FOCUS ON EXPERIENCES

“TRAVEL PROVIDERS
NEED TO REMEMBER THAT
AT THE **HEART** OF THE
GUEST EXPERIENCE IS
THE **EXPERIENCE** PART”

TREKKSOFT



What is **important** to travelers is becoming immersed in the local culture, connecting with the community and developing a rich knowledge and understanding of the place.

Taking that one step further, travelers are also looking at what they can get out of themselves, rather than a community — which reflects the increase in health and wellness seekers.

OPPORTUNITY

SOLO TRAVEL



Solo travel — **especially for females** —
is on the rise.

51%

OF US TRAVELERS
WILL TAKE THEIR
NEXT HOLIDAY SOLO

40%

OF REGISTERED SOLO
TRAVELERS IN 2017
WERE WOMEN



Economically, women today control more money than ever before, and their biggest concern while traveling is **safety**

Surfside's positioning as a safe and relaxed destination within Miami offers a **unique opportunity** to appeal to solo female travelers

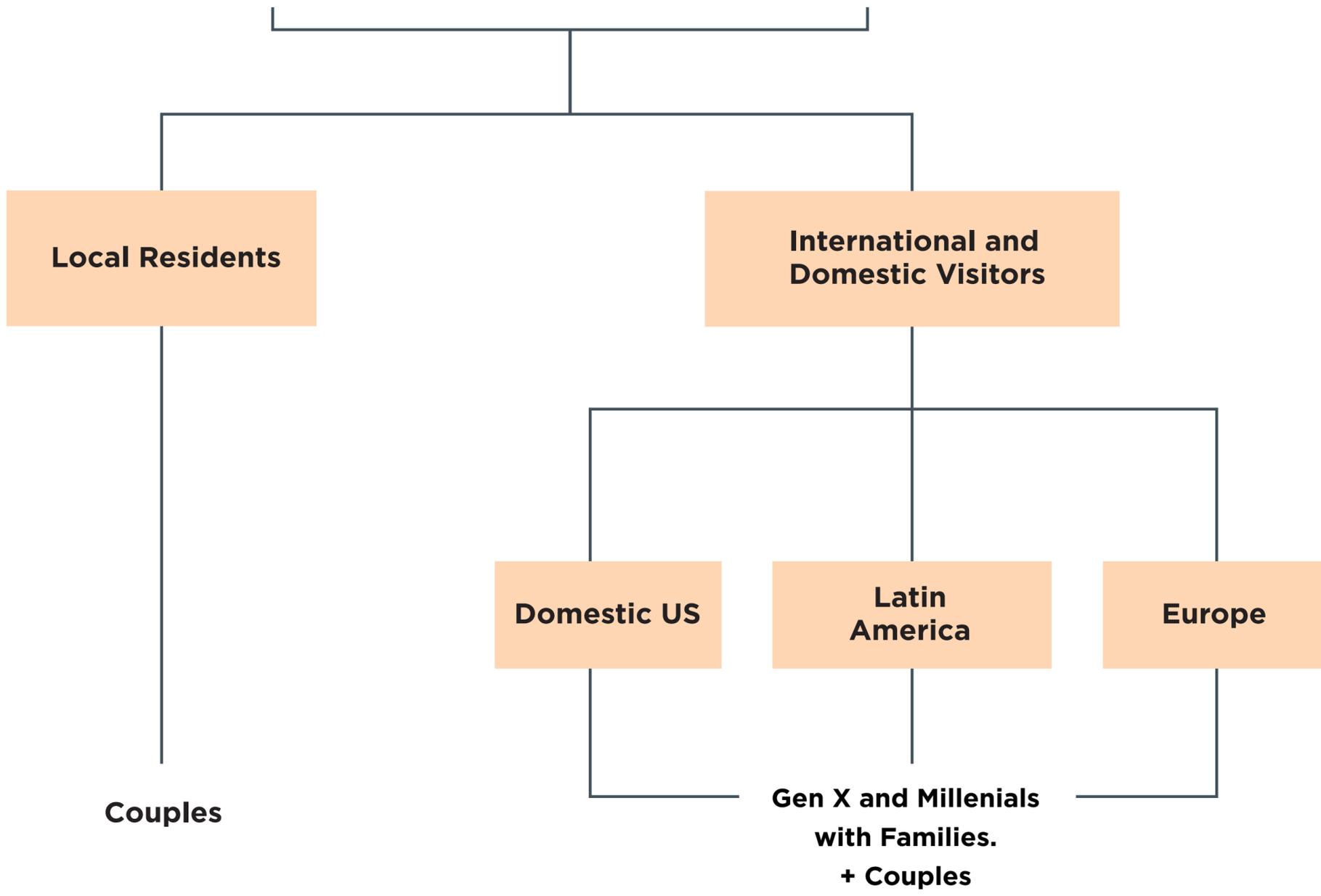
MARKETING PLAN 2018-19

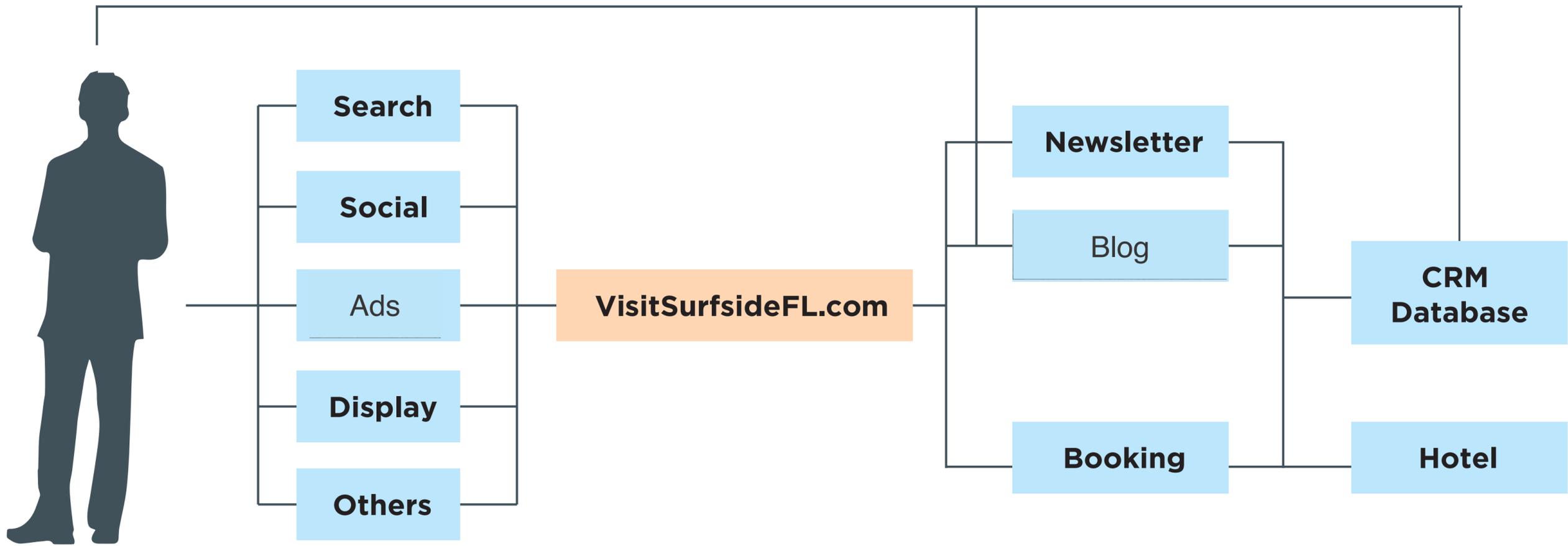
TARGET MARKETS

BASED ON GMCVB DATA

-
- Domestic
 - International
 - Americas
 - Europe

Surfside
FLORIDA
THE UPTOWN BEACHTOWN

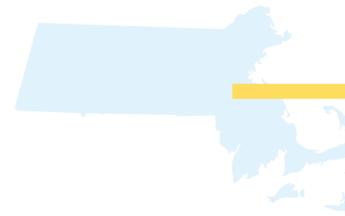




DOMESTIC



NEW YORK



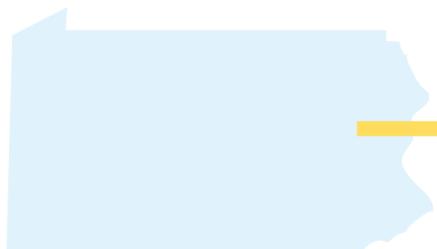
BOSTON



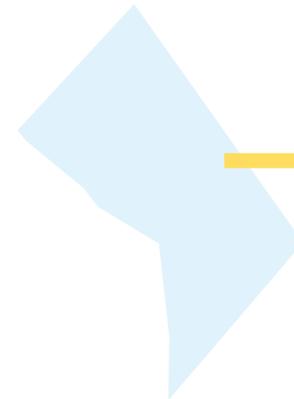
CHICAGO



ATLANTA



PHILADELPHIA



WASHINGTON DC

INTERNATIONAL

AMERICAS



CANADA



ARGENTINA



COLOMBIA



PERU



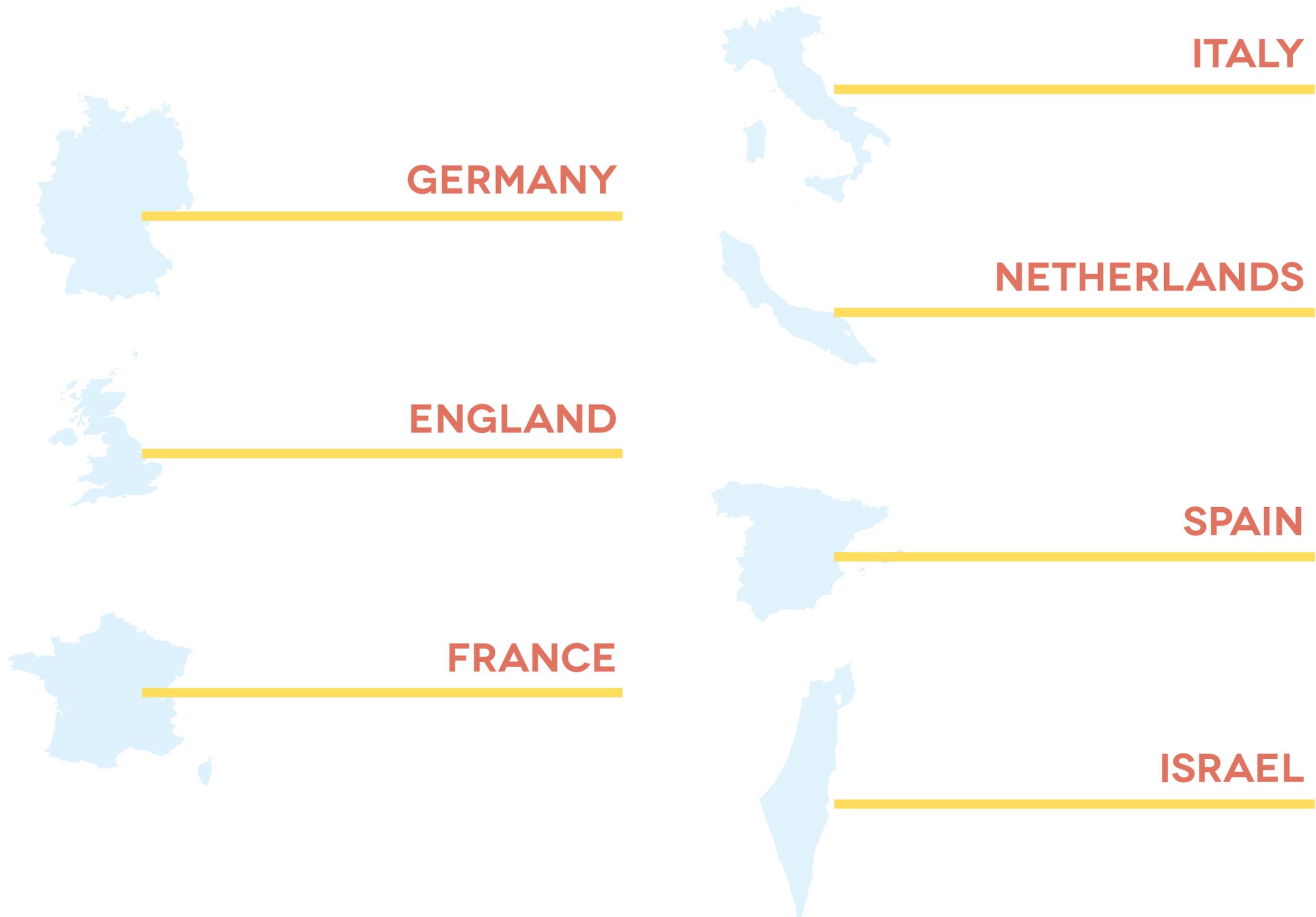
BRAZIL



MEXICO

INTERNATIONAL

EUROPE



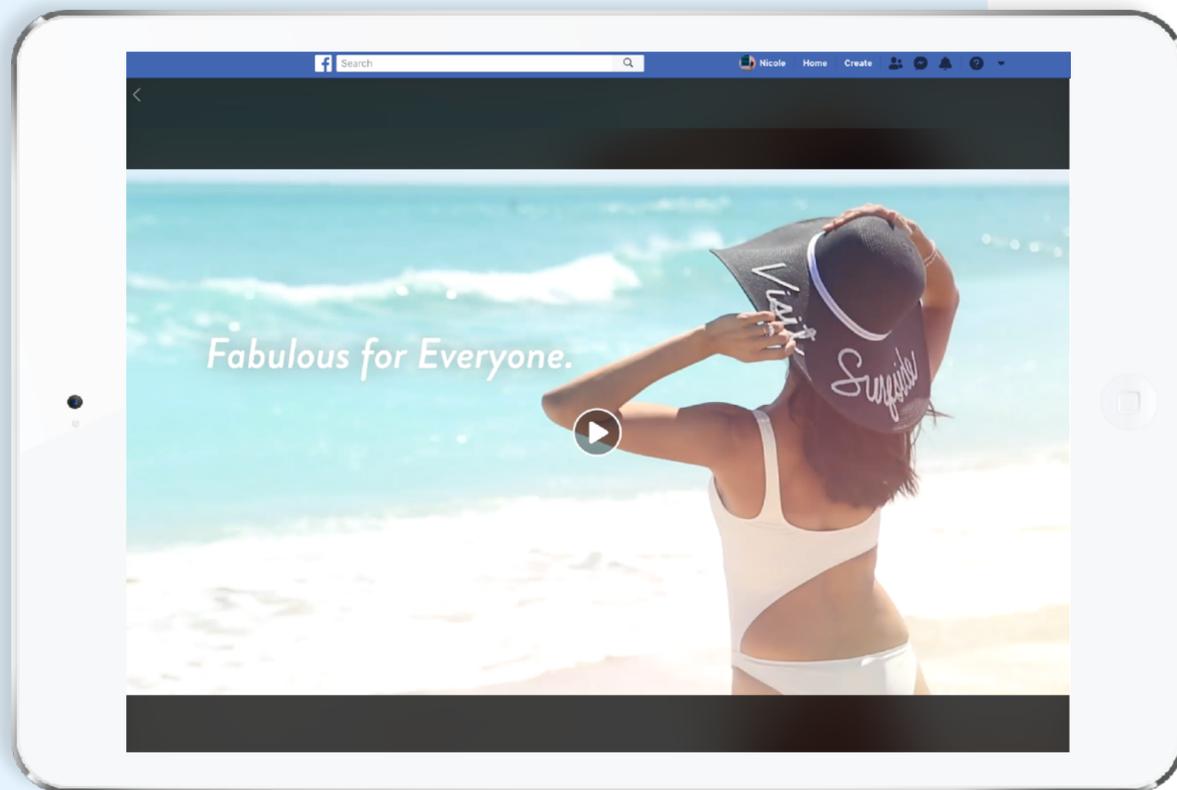
MARKETING PLAN 2018-19

CONTENT STRATEGY

-
- Video
 - User Generated Content
 - Local Love
 - Insider's Guide

CONTENT STRATEGY

VIDEO



FOCUS

Creating attractive and engaging video that resonates with prospective visitors to the Town of Surfside AND drives bookings.

MESSAGE

We'll continue to highlight Surfside's brand pillars as a family-friendly destination, that's at once luxe and homegrown, with plenty of fitness opportunities, and a proximity to everything that Miami has to offer.

TIMING

Spring 2019

CONTENT STRATEGY

USER GENERATED CONTENT

The screenshot shows the top navigation bar of the 100% Pure New Zealand website. The header includes the logo, a location dropdown set to 'United States', and links for 'Sign in', 'Sign up', 'Wishlist', and a search bar. Below the header is a main menu with categories: Home, Destinations, Things to do, Facts, Travel to NZ, Recommended trips, Transport, and Accommodation.

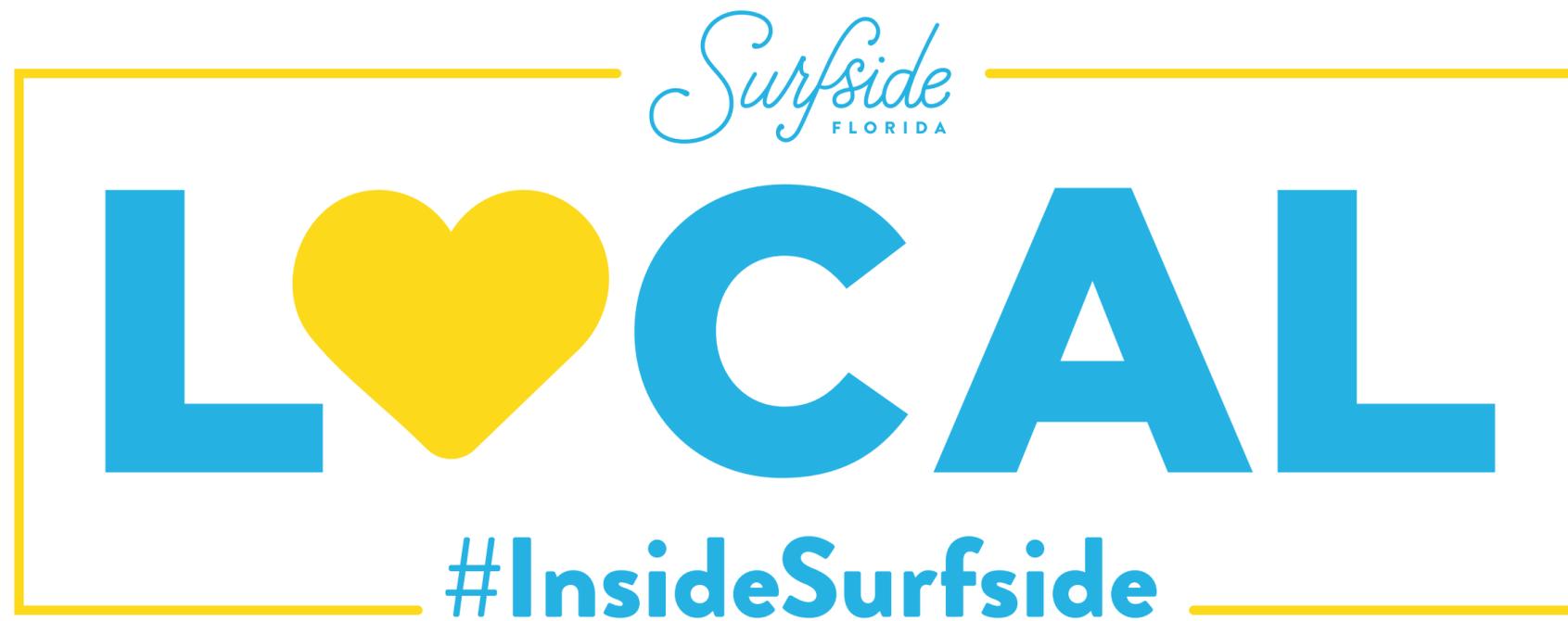
The main content area features a horizontal gallery of five images. The first image on the left is a selfie of a smiling couple. A red dotted line connects this image to a lightbox overlay that appears when the image is clicked. The lightbox contains the same selfie, an Instagram post from user 'rjohnson2112' with the caption 'Here's one from the honeymoon. Raglan Beach' and a 'Book This Trip' button with a smaller version of the selfie image.

Now when this photo is clicked on in a gallery, the lightbox will include a call to action to the linkable image, driving conversions.

By emphasizing User Generated Content, we're able to tap into a larger trove of images to share with the world. Use of UGC also helps build a more authentic relationship with the audience, and encourages visitors to share their Surfside experiences on social.

CONTENT STRATEGY

LOCAL LOVE



Part of the Tourist Bureau's mission is to encourage patronage of local shops and restaurants. The aim of the **Local Love** initiative is to give local businesses a robust digital platform to better communicate and engage with visitors.

PHASE 1

INTERNALLY FOCUSED, ENSURING THAT
ALL LOCAL BUSINESSES ARE AWARE
AND PARTICIPATING IN THE PROGRAM

PHASE 2

EXPANDS THE AWARENESS CAMPAIGN
OUTWARD AND ENCOURAGES VISITORS
TO SHARE THEIR INSIDER EXPERIENCES
WITH **#INSIDESURFSIDE**



FEATURING:

THE CARROT

HER ROYAL HOUSEHOLD

RONI SHOES

PEIKEN FINE JEWELERS

GOURMET TEMPTATIONS

ALEXIA + FRANKIE'S
BEAUTY BAR

CHAI WOK

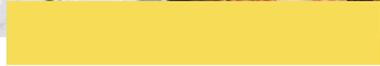


Surfside
FLORIDA

LOCAL

#InsideSurfside







CONTENT STRATEGY

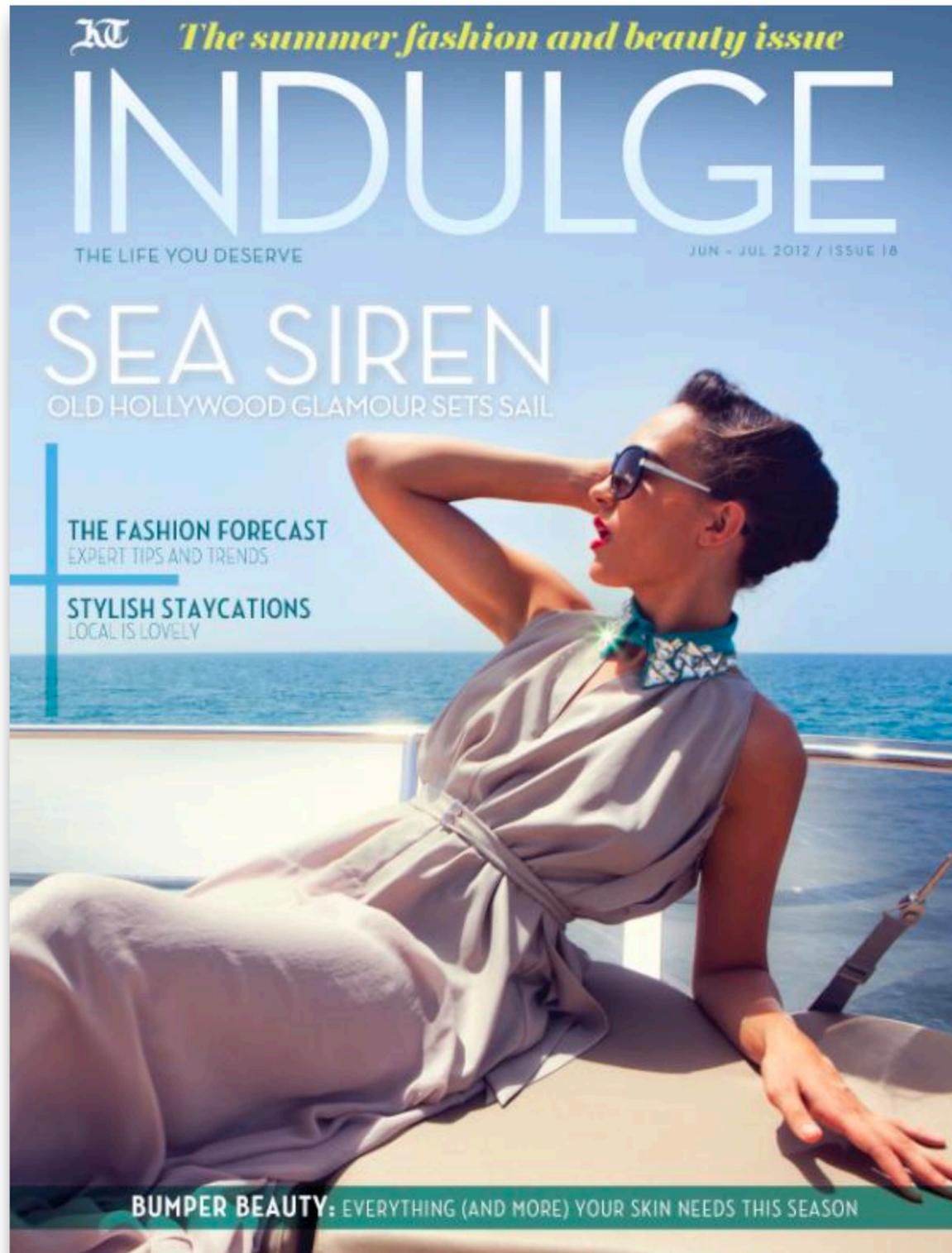
INSIDER'S GUIDE



Surfside is re-thinking the concept of a visitor's guide and rebranding the booklet as an **Insider's Guide**.

With completely new editorial, a larger spotlight on specialized itineraries, and historical context to the Town of Surfside





LOCAL MEDIA

A modest media budget has been allocated toward a local digital buy to support the patronage of hotels and local businesses by South Florida locals during the summer months

MARKETING PLAN 2018-19

DIGITAL STRATEGY

-
- PPC
 - SEO
 - Business Portal

PPC



By focusing our advertising dollars on a digital first strategy, we can more effectively and efficiently speak to prospective visitors and drive bookings

70/30
PROSPECTING AND
RETARGETING

PPC

- **LOOKALIKES**

As part of our search and retargeting efforts, we will also begin to target lookalike audiences — groups that match existing audiences and are expected to behave the same way.

- **CONTINUOUS OPTIMIZATION**

As our geographic targets shift throughout the year, optimizing our spend on the markets that have the highest conversion rates will allow us to stretch our ad dollars and increase ROI

BENCHMARKS FOR SUCCESS

1. Referrals to Hotel and Business sites
2. Booking Portal Referrals
3. Time Spent on Site

SEO



Our **strategy** of directing users to the Visit Surfside site that already express a predisposition to Miami vacations and travel is working

We'll continue to **optimize** these search terms and expand to the point of diminishing returns

BUSINESS PORTAL

We will also create a secure site within the website where each hotel, business and restaurant can have their own page to upload files, stats and other resources.



1. Login protected
2. Easy to build
3. Businesses can quickly upload their own promotions, discount codes, etc., for use in the newsletter, email blasts and other forms of advertising

MARKETING PLAN 2018-19

EVENTS

- Boot Camp & Brews
- Third Thursday
- Paddletopia
- First Fridays

BOOT CAMP & BREWS

- Furthering Surfside's fitness focus, we propose a bootcamp followed by a celebratory craft beer tasting
- Offers the opportunity to partner with a local brewery (there are many in South Florida)
- Sponsorship opportunities with several wellness brands abound

2 EVENTS
LATE JANUARY -
EARLY FEBRUARY



THIRD THURSDAY



3 EVENTS

FEBRUARY 21
MARCH 21
APRIL 18

PADDLETOPIA



2 DAYS

EARLY MAY

FIRST FRIDAYS



2 EVENTS

AUGUST 2
SEPTEMBER 6

MARKETING PLAN 2018-19

PR

-
- Objectives
 - Strategy
 - Media Targets
 - Beach Nourishment Plan

PR OBJECTIVES

1. Position Surfside as a destination of distinction among leisure travelers and drive hotel room nights and revenue spent at local businesses through creative messaging
2. Create awareness for Surfside as a “bleisure” (business and leisure) destination, tapping into the new convention center and encouraging conference/show attendees to lengthen their stay
3. Communicate Surfside’s philanthropic, social responsibility and sustainability programs to today’s conscious consumers
4. Protect the reputation and public perception of Surfside, particularly on issues that affect travel (e.g. beach beautification project, hurricane season, travel security) via 24/7 media monitoring and carefully crafted, timely messaging

SAMPLE STORY ANGLES

Luxury

Family / Multi-Generational Travel

Culinary / Foodies

Events

Eco-tourism

Soft Adventure / Nature / Outdoors

Couples / Romance / Weddings & Honeymoons

Local "Staycations"

Health / Wellness

PR STRATEGY OVERVIEW



1. **Media Relations**
Develop press releases to support niche “wellness” messaging as well as the overarching “Uptown Beachtown” campaign
2. **Events & Trade Shows**
Participate in relevant media events and trade shows
3. **Social Media & Influencers**
Leverage social media opportunities to facilitate pitching, connecting and engaging with influencers to amplify awareness
4. **Partnerships**
Generate strategic alliances and partnership business opportunities

PR STRATEGIES

Media Relations

- Press Releases - Issue a series of press releases to build media momentum, including “What’s New in Surfside” round-ups and holiday-themed releases, among others
- Media/Influencer Visits - Curate unique Surfside experiences that will create buzz and excitement
- Customized Pitches - Promote key messages, trends, news and events via targeted pitches

PR STRATEGIES CONTINUED

Events

- Utilize local events such as Third Thursdays and First Fridays as a story hook to entice media and influencers
- “Newsjack” wellness events to position Surfside within the Greater Miami story

Trade Shows and Media Conferences

- Participate in trade shows with a strong consumer and trade media presence such as the New York Times Travel show as well as media conferences (TravMedia Marketplace)
- With the participation of local hotels and businesses, coordinate media tours and media deskside appointments around trade show calendar

PR STRATEGIES CONTINUED

Social Media

- Develop a strategic social media influencer program to drive buzz for Surfside as the “Uptown Beachtown,” generating instant, organic content
- Utilize influencer photography and video to grow and refresh Surfside’s library
- Amplify earned media through Surfside’s social media channels to increase the destination’s appeal among target audiences

PR STRATEGIES CONTINUED

Partnerships

- Identify and secure strategic partnerships, sponsorships and alliances with a focus on media partners for photo shoots and filming
- Brainstorm, develop and participate in “meet ups,” “Tweet & Eat” events, Twitter Chats and other interest group gatherings that will not only raise awareness for Surfside but also place heads in beds and increase revenues at local businesses

TARGET MEDIA

Secure editorial coverage in lifestyle, consumer travel, travel trade, meetings trade, bridal, culinary and business media outlets, including print, broadcast and digital

Coverage will include local, regional, national and international media outlets with an emphasis on the following geographic markets:

Primary: New York, Boston, Philadelphia, Chicago, Washington, D.C

Secondary: Canada, Argentina, Brazil, Colombia

Beach Nourishment Communications

LEAD AND MANAGE THE CONVERSATION. DON'T REACT.

Pre-launch communications strategy:

- Set up 24/7 monitoring of all broadcast, digital and social media mentions related to Surfside's beach as well as real-time dashboards on reach, share of voice, sentiment and topic momentum to stay ahead of the media
- Prepare statements/FAQ, including talking points on the project's sea turtle protection efforts, for inbound media inquiries and share with hotels, businesses and other stakeholders to communicate from one cohesive voice
- Draft and distribute press release on new ride-share campaign (Uber or Lyft), making Surfside the ideal basecamp for "all things Miami"

BEYOND THE BEACH

Communications strategy during the re-nourishment:

- Shift PR messaging to other story angles, making Surfside the ideal choice for wellness, shopping, dining and citywide events — capitalizing on the new convention center and drawing meeting attendees for pre- or post-stays
- Showcase the “future Surfside” in target markets, from experiential “pop up” activations to augmented reality and renderings
- Develop, support and highlight local events taking place on Harding Avenue to build Surfside’s content library

CAPITALIZE ON MIAMI'S "NEWEST" BEACH

Post-project communications strategy:

- Promptly position Surfside as Miami's "newest" beach through press releases, targeted media pitching, media tours, press conferences, media desksides and beach awards/accolades (e.g. Dr. Beach)
- Host media and influencer visits to experience Miami's "newest" beach
- Create a family-friendly beach festival that showcases the renourished beach to the public, visitors and local residents
- Immediately deploy messaging through online channels and Surfside's social media ambassadors as soon as beach conditions return to normal
- Launch a user-generated content campaign to encourage video and photos of Surfside's new beach

MARKETING PLAN 2018-19

TRADE

- Tradeshow goodies
- Solo Booth + Solo Tradeshows
- GMCVB Sponsored Tradeshows

TRADE

TRADESHOW GOODIES



COLLAPSIBLE DOG BOWLS

WORKOUT TOWEL



PEDOMETER

SUNSCREEN



TURTLE KEYCHAIN



BATH SALTS

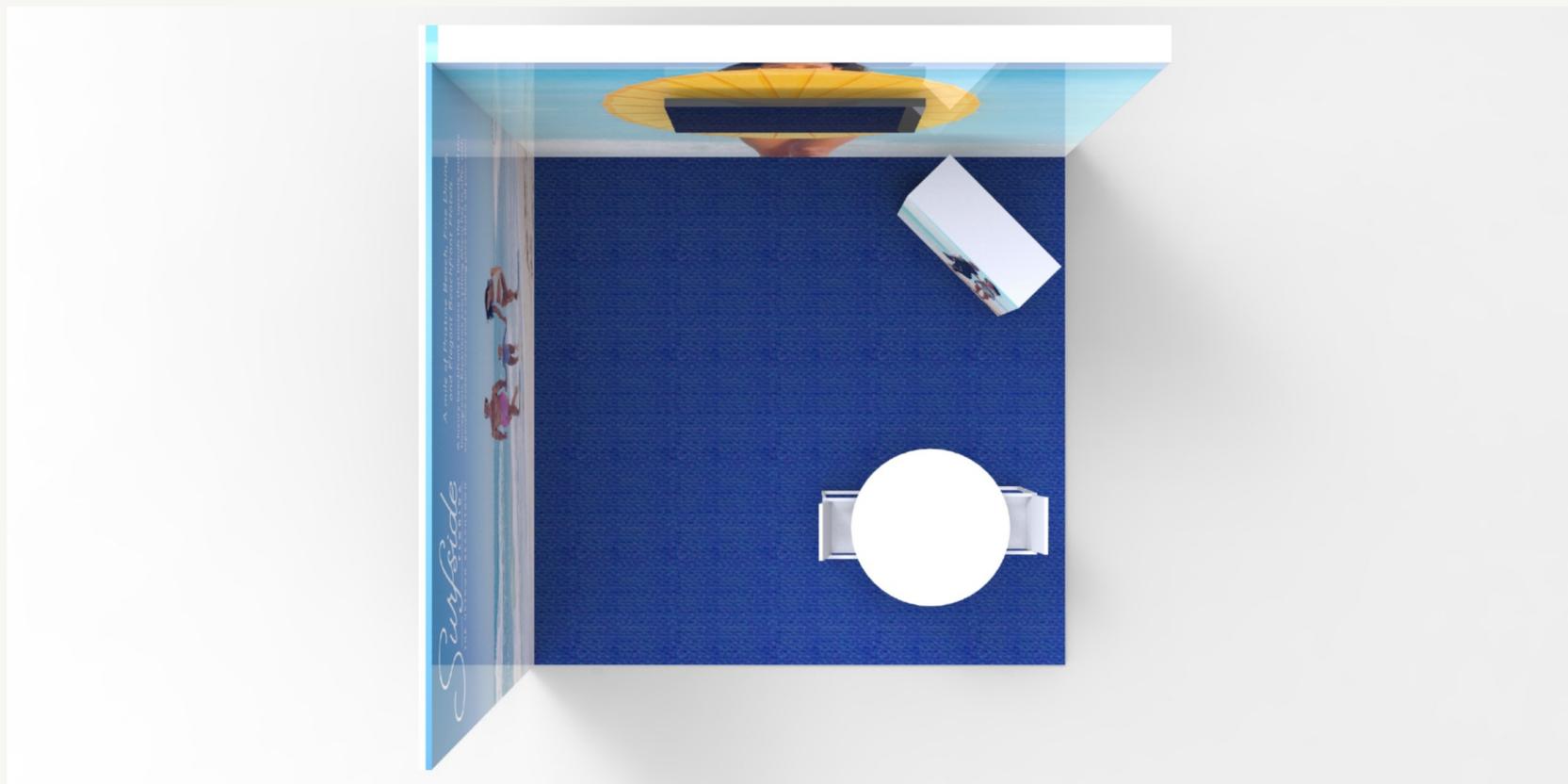


INFUSER

TRADE



1. Solo Booth + Solo Trade Shows
2. GMCVB Sponsored Trade Shows



TRADE BOOTH OPTION 2

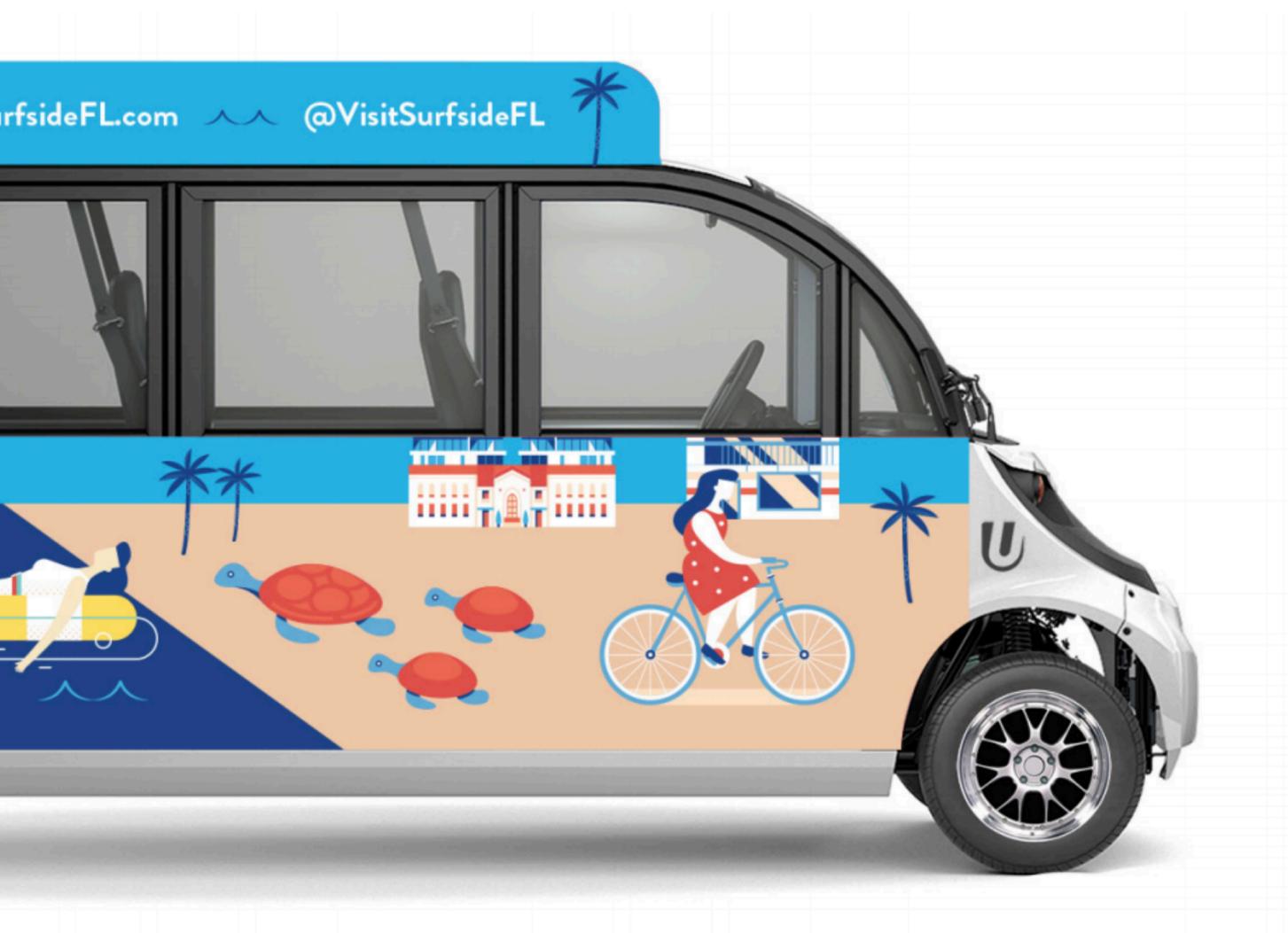


TRADE BOOTH OPTION 1

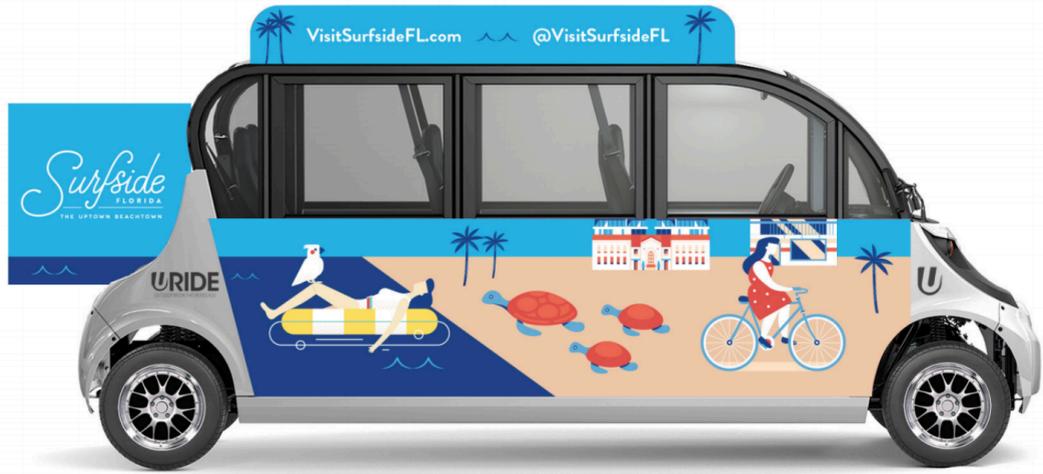
MARKETING

OTHER INITIATIVES

U-RIDE SHUTTLE



- 2-month test pilot: November 1 to December 30, 2018
- 8 hour daily rotation escorting hotel guests into downtown



SIDE 1



SIDE 2



SIDE 1



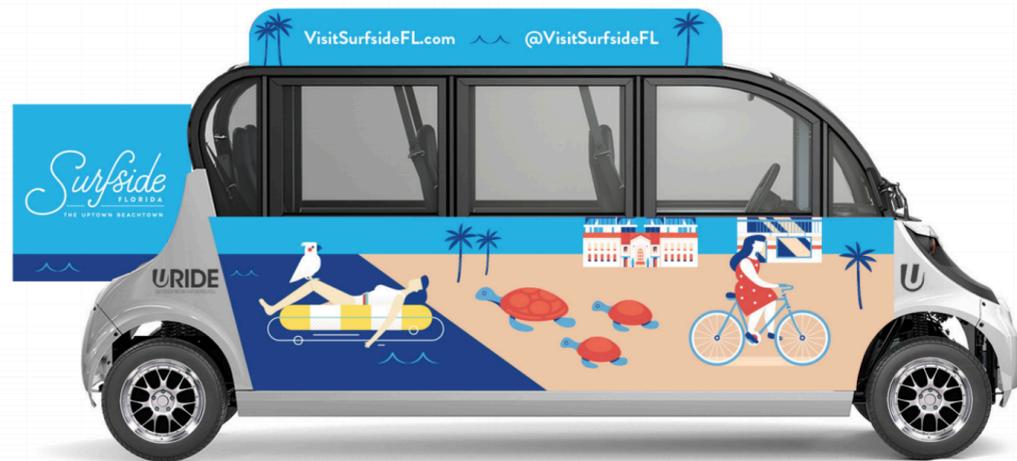
SIDE 2



SIDE 1



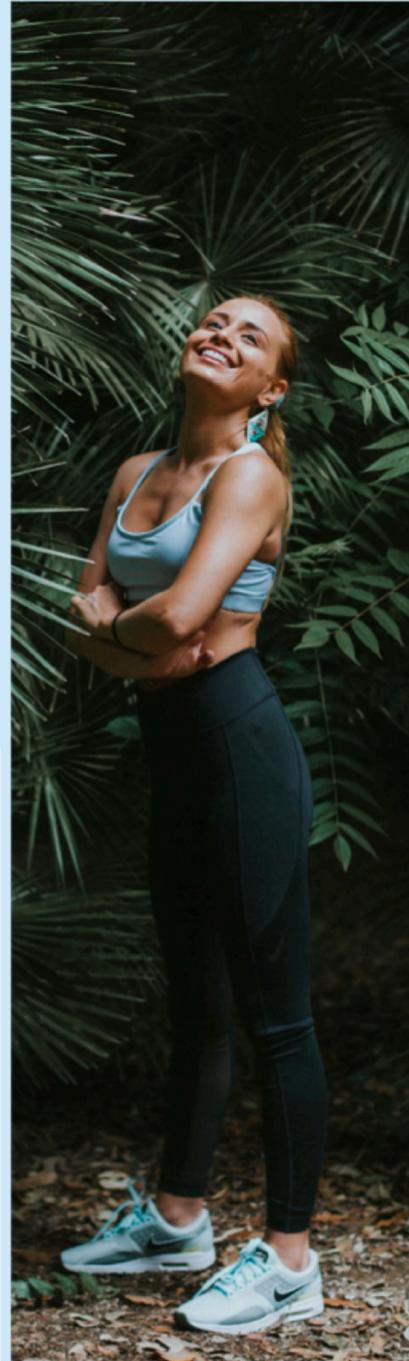
SIDE 2



SIDE 1



SIDE 2



NEWSLETTER

FITNESS PERSONALITY PROFILES

“What type of fitness profile are you?”
Provide a quiz on Surfside’s newsletter
IG stories and posts.

THE SIGHTSEER

Enjoys slow paced walks and prefers to
enjoy the beach views and smell of the
ocean breeze.

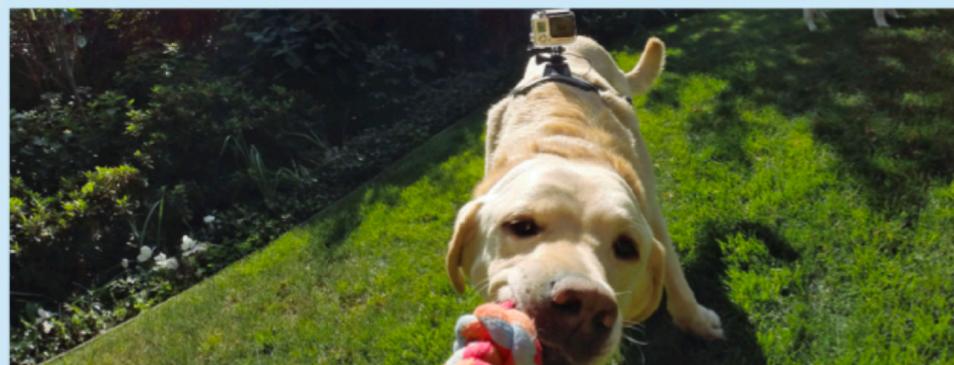
THE MORNING JOGGER

Early to rise, early to run.

THE OLYMPIAN

Completes 3 laps in 5 minutes, etc.

Create a deck of cards or trading card-
like graphics with each personality type
and visitors can share their personality
on social media



STORIES
DOG
GO PRO

Series where we see from a dog's perspective on his morning walk with his owner at Surfside and throughout the walk you see others also being fit at Surfside.

It's an opportunity to show some of the diversity of the people at Surfside.

The dog can be approached by a fellow jogger or a family with kids, or a couple on their way back from a tennis match, etc.



SERIES
NATURE
SERIES



Invite a guest speaker (knowledgeable in their field) to take over the Surfside instagram to educate and inform people with turtle life and conservation live on Surfside beaches. Engaging and fun, think: “The Bill Nye of Surfside” “The Turtle Teach”

SPONSORSHIP OF MIAMI SPICE PARTICIPATION



- Subsidize restaurant participation in GMCVB Temptation Program: Miami Spice
- August & September, 2019

BUDGET BREAKDOWN

MARKETING PLAN

\$233,000

SEO	\$35,000
WEBSITE PORTAL	\$4,500
PR EXPENSES	\$22,000
SOCIAL MEDIA	\$35,000
ADVERTISING	\$50,000
GMCVB	\$6,500
VIDEO	\$40,000
LOCAL MEDIA	\$12,000
RESEARCH	\$28,000

PRINTING	\$10,000
BANNERS	\$17,000
SOFTWARE LICENSING	\$31,000
TRADESHOW SUPPORT	\$78,000
URIDE (JAN & FEB)	\$9,000
GMCVB SPICE	\$10,000
EVENTS	\$121,000
FIREWORKS	\$6,000
HOLIDAY LIGHTS	\$82,000
CONTINGENCY	\$12,000
WIFI FOR DOWNTOWN	\$9,000
TOTAL SPEND	\$618,000

SURFSIDE MARKETING PLAN

JACOBBER CREATIVE AGENCY RETAINER

SCOPE OF SERVICES

Design:

Ongoing branding, advertising and marketing print and digital design needs

Editorial:

Copywriting, Visitor Social, Blog and Email Content Creation

Marketing:

Email Marketing, Social Media Management, Media Strategy,
Media Buying, Digital Advertising, Experiential Marketing

Website:

Website Maintenance, Content Creation, Blog Updating and Optimization

Client Services:

Dedicated Account Executive, Monthly Reports to Surfside
Tourism Director, Quarterly Updates with Tourism Board,
Reporting and Analytics

93 HOURS PER MONTH
\$135/HOUR

ANYTHING BUT ADVERTISING

SCOPE OF SERVICES

- Develop and implement a strategic, results-oriented PR campaign that aligns with the Town's marketing objectives
- Develop a strong positioning statement that differentiates Surfside while placing the destination within the greater Miami story
- Introduce Surfside to the agency's comprehensive database of targeted media outlets and influencers
- Build Surfside's photo and video library by contracting social influencers with strong photography and videography
- Develop a detailed crisis communications plan and Provide crisis communications management as needed
- Work hand-in-hand with the advertising agency to create a master calendar for aligned PR and social media campaigns, including pitching topics, press releases and community events/festivals
- Identify and secure partnerships, sponsorships and alliances with a focus on media partnerships for photo shoots and filming
- Identify and develop home-grown Surfside influencers to serve as "roving reporters" for an "insider's perspective" on real-time events, utilizing new tools such as Facebook Live
- Increase engagement with "FAN" trips in which the media and social influencers ask fans for itinerary input before *and* during the visit while collaborating with partners
- Identify and engage international social influencers to increase VisitSurfsideFL.com's traffic (Canada, Brazil, Colombia, Argentina, the U.K., Germany, Israel and China)

ANYTHING BUT ADVERTISING

SCOPE OF SERVICES

- Secure and manage “Instagram takeover” partnerships
- Brainstorm, develop and participate in “meet ups,” “Tweet & Eat” events, Twitter Chats and other interest group gatherings that will promote local experiences throughout Surfside’s hotels, restaurants and businesses
- Coordinate media tours/desk sides such as the New York Times Travel Show, the Florida Governor’s Conference on Tourism, Florida Huddle, etc.
- Create or revise a comprehensive press kit, including fact sheets, bios and news releases
- Develop targeted key messages that speak to each key segment as well as to niche media
- Build buzz by communicating with the media and influencers daily, both upon inquiry and proactively via press releases and pitching
- Set up media monitoring (broadcast, digital and social) and real-time news alerts for trending stories where Surfside can lend its voice
- Identify opportunities for industry and editorial/readers’ choice awards and submit nominations as needed or introduce to editors and key decision makers
- Meet with partners from Visit Florida, the Greater Miami CVB and their respective agencies to maximize those partnerships
- Participate in town/tourist board meetings and community events
- Prepare monthly and quarterly activity reports
- Serve as spokesperson when necessary

\$3,000/MONTH

Surfside
FLORIDA

JACOBBER CREATIVE

