



2020 Hermes Award Entry

AWARD ENTRY:

Integrated Marketing Campaign

SUBMITTED BY:

Madden Media

*Galena
Counts.*



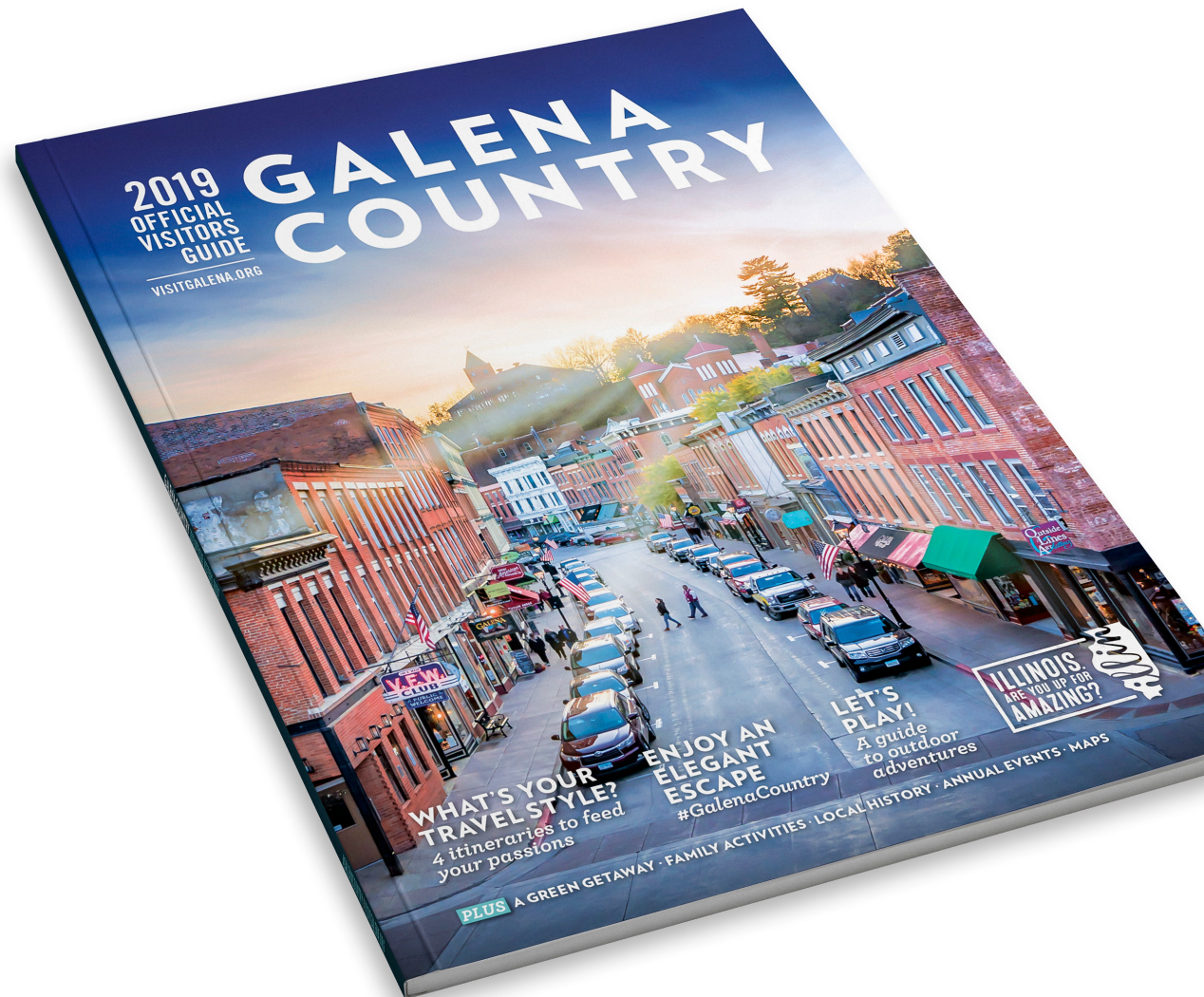
Galena Country's Comprehensive Tourism Marketing Campaign

Campaign Summary

Galena Country and Madden Media built an entire print and digital campaign around the Marketing Initiatives that were put in place for 2019. The Official Visitors Guide and complementary digital campaigns showcased and amplified the following themes through creative and paid media.

- History (Historically Amazing)
- Events in Galena Country
- Adventure Awaits
- Get to Galena Country

The omni-channel approach tied print and digital efforts together to form a tourism marketing campaign that used research to define the messaging shared across all media. The success of each tactic and element came together to support prospective travelers (and ultimately visitors) at each stage of their consumer journey—awareness, inspiration, consideration/conversion, in-market, and advocacy.



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TARGETING & OBJECTIVES

To create the overarching strategy for Galena Country's 2019 Tourism Marketing Campaign, key audiences and objectives were identified and kept at the core of all promotion efforts. Each tactic and component of the campaign tied back to the following criteria:

Purpose & Objectives

Galena Country's marketing efforts center around creating a positive perception of the destination, showcasing extraordinary offerings, and creating a strong emotional connection with new and returning visitors. To accomplish this, three leading objectives were developed.

OBJECTIVES

- Build awareness of Galena Country's destination and brand
- Drive relevant traffic to resources on-site for remarketing opportunities
- Increase overnight visitation and audience engagement

To achieve the established goals, we centered the promotion of Galena Country around an inspirational visitor guide that pushes the boundaries of traditional printed collateral. Additional campaign components included:

- Digital Storytelling & Content Hub
- Display Advertising
- Social Media Marketing
- Video Creation & Distribution
- Search Engine Marketing

All tactics worked together to guide prospective visitors from awareness to inspiration to conversion.

Target Markets & Audiences

Personas were created to better define the interests of Galena Country's target audiences. While demographics, geographic location, and buying behaviors come into play, we target these personas primarily by the travel intents they exhibit.

PRIMARY TARGETS

- Romantic Couples
- History Enthusiasts
- Adventure Seekers
- Event-Centered
- Girlfriend Getaways

SECONDARY TARGETS

- Motor Enthusiasts
- Art Enthusiasts
- Pet Lovers
- Green Travel
- Family Vacationers

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STRATEGY EXECUTION

Inspirational Guide

The first ever Official Visitor's Guide for Galena Country was designed and developed for a January 2019 reveal. From the kickoff call to the delivery of 40,000 beautifully printed guides, all decisions made were data-driven. The editorial plan included feature topics derived from keyword research in addition to themes appealing to target audiences:

- Sparkle & Shine (Romance)
- Go Green in Galena (Green Travel)
- A Storied Past (History)
- While in the Wild (Outdoor & Adventure Seekers)
- Galena Your Way (Art, Dining)
- New Event Calendar (Event-focused)

The high-impact design of the guide used the latest best practices and innovations, including large photographs with a first-person point of view that engages the reader and makes them feel like they're part of the action. The 52+4 page guide was also different from traditional guides in that no ads were sold—this provided the freedom to fully showcase the wonderful events, attractions, shops, dining options, and things to do in Galena Country.



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STRATEGY EXECUTION, CONTINUED

Digital Storytelling & Content Hub

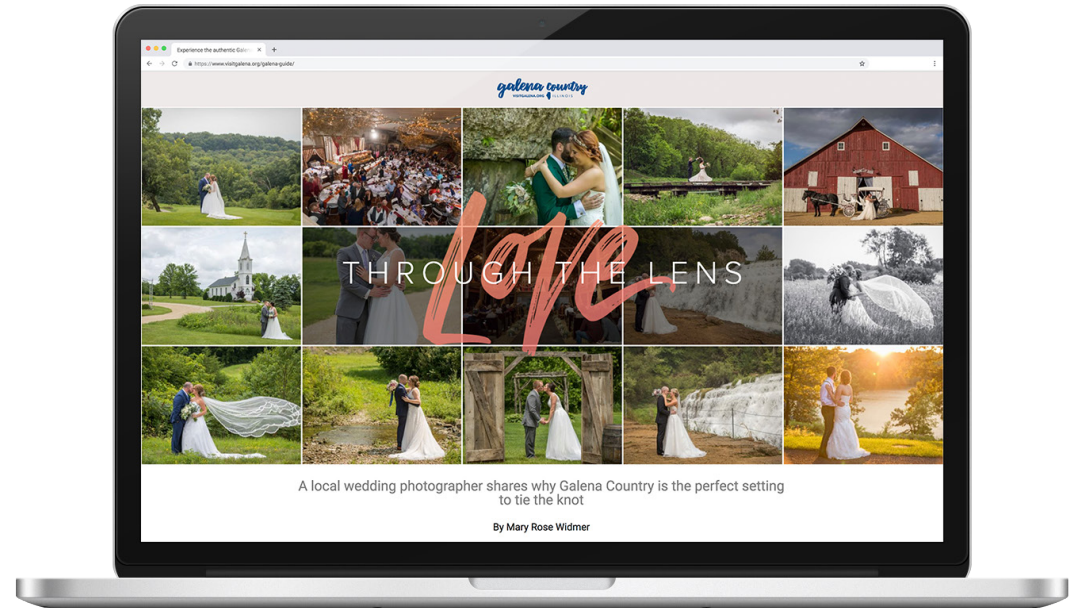
To create an omni-channel experience with cohesive content and design, Galena Country invested in a Content Hub in addition to a digital version of their guide. New digital-exclusive stories that paired well with the guide's features were housed online at [VisitGalena.org/galena-guide](https://www.visitgalena.org/galena-guide) so that readers could continue discovering new content. Each of the new stories are designed and developed with an interactive landing page called a Presentation Layer. Photos, videos, animations, and links encourage readers to explore other pages on Galena Country's site. Stories included:

- [Trailblazers](#)
- [Galena Country Roads](#)
- [Love Through A Lens](#)
- [#GetToGalena: Jess & Neal's Weekend Getaway Guide](#)

Video Creation & Distribution

Four new videos were created as part of the awareness and inspiration campaign;

- Seasonal Inspiration and Events
- Food & Dining
- Beer & Wine
- UGC-inspired Girls Getaway



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STRATEGY EXECUTION, CONTINUED

Paid Media

To drive traffic to Galena Country's stories, online guide, and other relevant pages on the website, designers created complementary native, display, and social ads using the four key creative themes and persona targeting parameters.

DISPLAY

Prospecting and Remarketing Display Ads were used to increase site traffic and awareness. The themes of these ads included Shopping, Pet-friendly areas, and Requesting a Visitors Guide.

SOCIAL

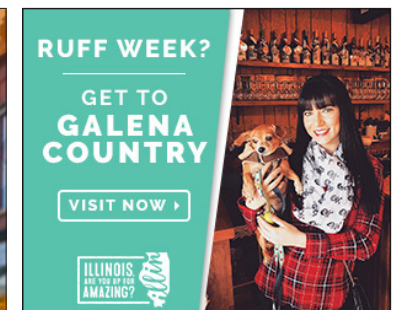
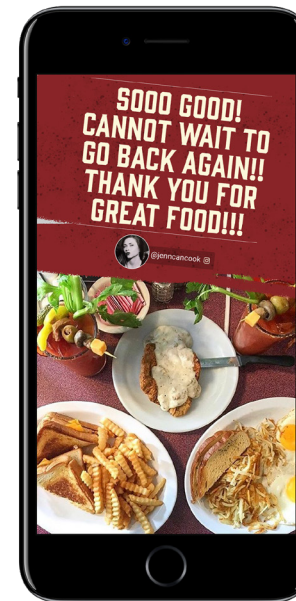
Beyond the standard newsfeed images and ads, Galena Country's Facebook & Instagram marketing focused on Stories to create a better connection with audiences. The "Seasonal: Fall & Winter" and "Shopping in Galena" Instagram Stories were most effective in boosting awareness, inspiration, and audience engagement.

SEARCH

In addition to these consistently optimized marketing efforts, Search Engine Marketing played a huge role in driving site traffic. SEM Ad Groups included:

- Visit
- Attractions
- Events Calendar
- Agritourism
- B&Bs
- Shopping
- Dining
- Historic Sites

All efforts worked together to reach each target audience with the ad type that was most effective for their interests.



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IMPACT & RESULTS

The success of Galena Country's Tourism Marketing Campaign was measured at granular levels in order to create a full picture. At the top level, Galena Country and Madden were able to implement the guide into more channels and incorporate guide requests and downloads into year-round ads. Data informed all decisions about the campaign, including research, analysis of components, and continuous optimization.

Results

GUIDE & STORYTELLING

- 17,173 sessions with the digital guide
- 94,916 paid ads celebrating the guide and related stories; over 30MM impressions
- On Facebook
 - 12,755 Post Reactions
 - 846 Post Comments
 - 2,184 Post Shares
- 120,000+ Page Views
- Average Time on Page 2:30 minutes (compared to the 1:04 site average)

DISPLAY

- 19,469 Clicks and 9.56MM+ Impressions
- 0.37% CTR, well above the display average of .10%

INSTAGRAM STORIES

- Over 2.25MM Impressions

VIDEO DISTRIBUTION

- 92,568 Views
- 35.82% View Rate (well over the 22% benchmark)

SEARCH

- 146,859 total visits to the site through SEM with an amazing 11.74%, way over the 4.68% travel and tourism benchmark

100,000

READERS SPENT MORE THAN 3,500 HOURS READING GALENA COUNTRY'S STORIES