



2022 TOURISM SUMMIT

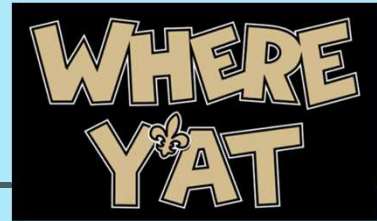
October 19, 2021

MARKETING REVIEW

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-Where Are We Going? -

Southern Jewish Life



- Focus & Messaging
 - Weekend getaways, History & Culture, Events, Food & Drink, Road Trips, Outdoor Adventure, Nightlife.
- New Print/Digital Marketing Publications for FY'22
 - Adventure Cyclist (March 2022)
 - African American Cultural Heritage Guide (GTL)
 - Local Palate
 - Pride Journey's
 - Where Y'at Magazine
 - Southern Jewish Life Magazine
- Rebuy Media
 - Southern Living
 - USA Today Saints Yearbook, Black History Month
 - National Trust for Historic Preservation Magazine
 - Mississippi Magazine
 - 225 Magazine & Country Roads



Digital Marketing

October 2021 – September 2022

- Partnering with Advance Travel and Tourism
- Website Objectives:
 - Site Traffic Growth in target markets
 - Increase in new users from target markets
- Analytics Events & Goal Completions
 - 2+ pages/sessions
 - E-newsletter signups
 - Visitor guide downloads/requests
 - Outbound partner clicks (where people leave our site)
- Reporting/KPIs
 - Number of ads delivered, clicks, impressions, engagement, number of goal completions comments, shares, visitors tracked back to market, etc.

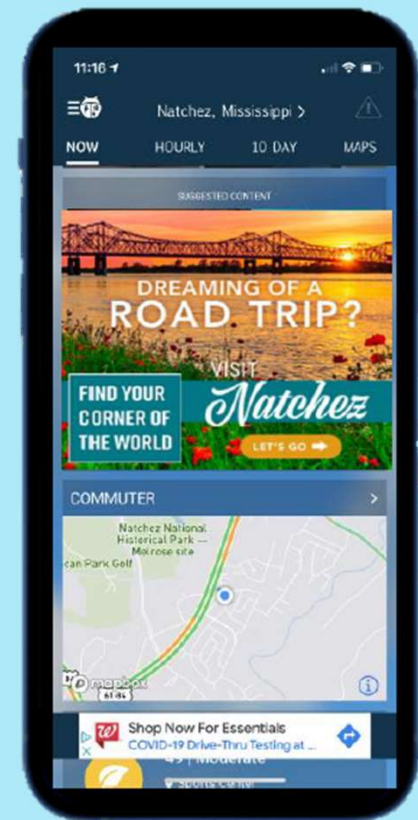


*400 Mile Radius (Approx. 6-hour drive)

- Digital Campaigns are nimble, and we can optimize campaigns for the best results.

Advance Travel & Tourism - Digital Tactics

- How will the Natchez message be seen?
 - Search Display (CPC/Segmented)
 - Mobile Display (Geofencing)
 - Social Media (Facebook/Instagram)
 - Paid Search Ads (Delivered on Google, Bing)
 - YouTube Skippable Video (Feb – July 2022)
 - Email Marketing (E-blasts)
 - Content Marketing (Sponsored Articles: planning)
 - Niche Campaign (Awareness/branding/engagement)
- Target specific audiences
 - Foodies who travel, History Buffs, Civil Rights Interests, Outdoor Enthusiasts, Travel Intenders, 'Like Audiences' from our followers.)
- Segments
 - Events, Hotels, Restaurants, Museums, B&Bs, Shopping, Hiking/Outdoor, Road Trips, Civil Rights

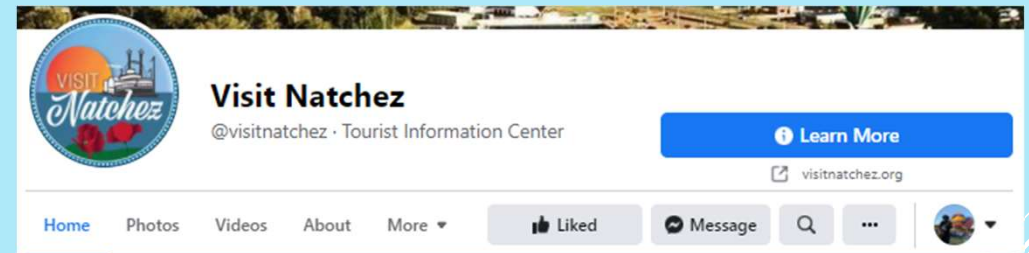


Social Media

Facebook, Instagram, Twitter

@[VISITNATCHEZ](https://www.facebook.com/visitnatchez)

- Posting frequency continues to be consistent month over month
 - 4 posts/week on Instagram
 - 5-6 days on Twitter and Facebook
- Followers by Channel
 - Facebook – 40K
 - Instagram – 13.8K
 - Twitter 3K



Like & follow us!

- Goals
 - Grow followers, engagement, impressions
 - Diversify our content portfolio
- Insights
 - Recommend doing more partner “Instagram Take overs”
 - Would you like to take over our Instagram for a day? Contact me!

#VisitNatchez

Tag and use our hashtag on your social media pages – we use user generated content to promote Natchez

PUBLIC RELATIONS

- Working with the Lou Hamond Group to secure influencers, travel writers, and journalists.
- Press releases about happenings and events in Natchez
- Natchez In The News:
 - Southern Living – Off-the-Radar Weekend Getaways (8.8.2021)
 - MyNewOrleans.com - Natchez providing long-term stays for Hurricane Ida Evacuees (9.10.2021)
 - Escapes RV Club – Discovering Natchez (August/September 2021)
- HOT TIPS:
 - Email from Katie Ernst regarding time sensitive media inquiries
 - Look for emails with the subject “HOT TIPS”
 - Respond easily by clicking the button in the body of the email
- Help us host journalists, travel writers, and influencers
 - LHG recommends hosting several journalist and influencers throughout the year.
 - All media requests are vetted and come recommended from LHG
 - By providing comp meals, ticket, accommodations or media rates you can help us continue our reach to multiple audiences far and wide.



Email us your HOT TIP!

Accolades

- The 15 Best Small Towns to Visit in 2021 – Smithsonian Magazine
- Natchez won “Best Day Trip” and “Best Girlfriends Getaway” – Mississippi Magazine
- Mississippi’s Hidden Gem Cycling Paths: Natchez Trace Parkway – bicycling.com
- Natchez nominated in the USA TODAY’s 10 Best Reader’s Choice – Best Historic Small Town



VOTE NOW!



Vote for Natchez
Best Historic Small Town

Since its settlement in 1716 by French colonists, Natchez has played an essential role in developing the lower Mississippi River Valley. Once the capital of the Mississippi Territory, wealthy Southern planters and riverboat captains built their mansions here before the Civil War, many of which are well preserved today. Visit the Natchez Museum of African American... [Read More](#)