

FY 2015 **MESQUITE**
T E X A S[®]
MARKETING
PLAN

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From the 2013 Annual Texas Hotel Performance Factbook:

TOTAL HOTEL ROOMS

1,643

REVENUE PER ROOM 2012

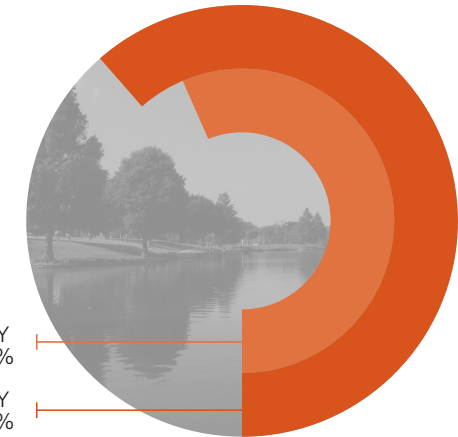
\$31.09

REVENUE PER ROOM 2013

\$33.24

ESTIMATED OCCUPANCY RATE 2012 **62.3%**

ESTIMATED OCCUPANCY RATE 2013 **64.5%**



ESTIMATED REVENUE 2012

\$17,813,117

ESTIMATED REVENUE 2013

\$19,932,135

PERCENTAGE CHANGE **11.9%**



AVERAGE DAILY RATE 2013

\$51.53

PERCENTAGE CHANGE **3.2%**



This Marketing Plan identifies and outlines primary goals, objectives, strategies and tactics for the Mesquite Convention & Visitors Bureau for fiscal year 2015, with estimated budget allocations and a Marketing Calendar for October 2014 – September 2015

OBJECTIVES |

1. Expand “Real. Texas. Flavor.” experience for visitors.
2. Use the annual marketing plan to enhance and expand “Real. Texas. Flavor.” brand messaging.
3. Reach new decision-makers and meeting planners for conventions and events.
4. Highlight and expand messaging for major annual events and attractions to draw in more overnight visitors.
5. Expand sports marketing initiatives.
6. Create viable marketing campaigns related to combinations of secondary and ancillary attractions and POIs.

Mission

WHY DOES THE CVB EXIST? |

The Mesquite Convention & Visitors Bureau is a destination marketing organization. Its mission is to solicit and service leisure, business, and group travelers to Mesquite, by promoting and assisting in the development of an enjoyable, quality experience.

Vision

WHAT THE CVB WOULD LIKE TO SEE ACCOMPLISHED THROUGH ITS EFFORTS

The CVB seeks to establish the City of Mesquite as an ideal and convenient location for new and return visitors to experience the authenticity and uniqueness of “Real. Texas. Flavor.” that can only be found through the aggregation of attractions, events, and the people indigenous to Mesquite.

Team

CONVENTION AND VISITORS BUREAU STAFF |

- Wayne Larson, A.P.R., Manager of Communications & Marketing
- Judy Skowron, CVB Director
- Carol Abbott, Mesquite Sales and Service Manager

Community Overview and Industry Outlook

The State of the Community, Mesquite

WHAT IS THE CURRENT COMMUNITY CLIMATE IN MESQUITE?

This S.W.O.T. analysis is a compilation of comments, opinions, and community insights shared by CVB staff during our initial discovery session and kickoff meeting for the Marketing Plan project.

The group was comprised of select stakeholders. Ideally, we would want to talk to primary stakeholders within the City, including members of the City Council, staff from the CVB and EDC, board members, community and business leaders and connected City residents.

As such, the S.W.O.T. analysis represented below should only be considered a starting point and stepping stone to further research and discovery conducted for Mesquite.

INSIGHTS

Although not singularly definitive, a few items of note from our preliminary S.W.O.T analysis, include:

1. A major strength of the City to be considered in future marketing efforts is the ownership of the Convention Center & Exhibit Hall. This is a unique space and selling point from other DFW suburbs and destinations.
2. Additionally, the access to a full video production studio presents a wide array of marketing opportunities not available to most DMOs restricted by budgets.
3. One point stressed as a Weakness for potential tourism is the lack of entertainment, nightlife and fine dining options in the area. In the Marketing Plan, we will consider how to combat this perceived weakness and counterbalance it with Mesquite's strong assets.
4. A looming opportunity for future travel into and out of Mesquite is the development of the local airport to facilitate more corporate travel, house more private planes and make Mesquite more accessible. This should be factored into both short-term and long-term planning to make the most of this economic opportunity.

Strengths

City <u>owns</u> Convention Center & Exhibit Hall
Combination: Convention Center/Exhibit Hall/Arena
Convention Center Hotel has Meeting planners on site w/ wedding specialization
Wifi (Convention Center)
Full-service catering for 1,000-4,000 people
On-site video production studio
Exhibit Hall drive entry height a plus
Well-suited to dog shows / a strong suit
Visitors perceive Mesquite as part of Dallas

Weaknesses

City <u>does not own</u> Hotel & Arena
No full-service hotel
No entertainment/nightlife adjacent to complex
Restaurants: chains & fast food only / no white table
Lacks infrastructure for horse shows
Sports facilities unsuited to national-level events
More than Rodeo but don't downplay its value
Limited public transport — visitors depend on taxis
Struggling to enlist support from hotels

Opportunities

Near Dallas & major highway access
Local airport upgrades facilitate corporate travel
Art Center near hotel w/ 500-seat performance hall
STAR to offer shuttle services for groups & elders
Potential to target video gaming shows
Potential to target film
CVB has option to do 88.5 KEOM radio show

Threats

Fewer amenities for conferences and groups
Competition w/ Waco
Competition w/ Dallas
WinCo Store & Shopping Center coming

- OWNERSHIP
- INFRASTRUCTURE
- AMENITIES
- PERCEPTION
- COMPETITIVENESS
- SUPPORT

The Tourism Marketplace for Mesquite

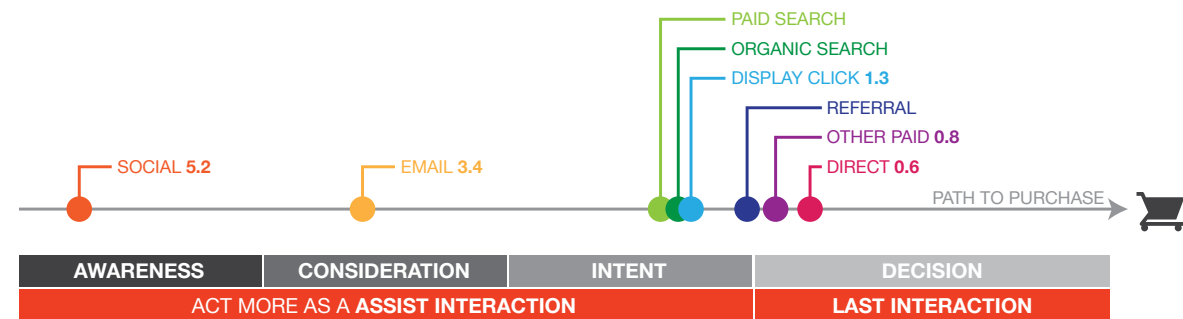
DIGITAL SHIFT

At Aria, we believe the future of marketing lies in creating branded experiences that lead to engaging conversations with consumers. This approach is about talking where they talk, interacting where they interact, and doing it on their terms, not yours. As a result, for the Mesquite marketing plan targeting the general leisure traveler, group leader and meeting planner we'll be focused on digital channels like social media, email, content marketing and out-of-the-box marketing to spark interest.

THE LEISURE TRAVEL LIFECYCLE

The Leisure Travel Lifecycle consists of five distinct phases. Well before planning, the traveler begins **Dreaming** of a trip and begins research. Dreams become reality during **Planning** where the traveler has decided on broad elements – the time of year, the type of trip, the desired attributes and more. Planning becomes **Booking** when the traveler narrows choices and selects transportation and lodging options. The moment the traveler leaves their residence, **Experiencing** begins. And post-trip, the traveler enters the **Sharing** stage with reviews, social postings and word of mouth.

We intend to reach the leisure traveler at the right time with the right message starting with social and email to capture their attention and drive them to booking. According to Google research, social and e-mail are the top two digital resources to get consumers into and further down the purchasing funnel.



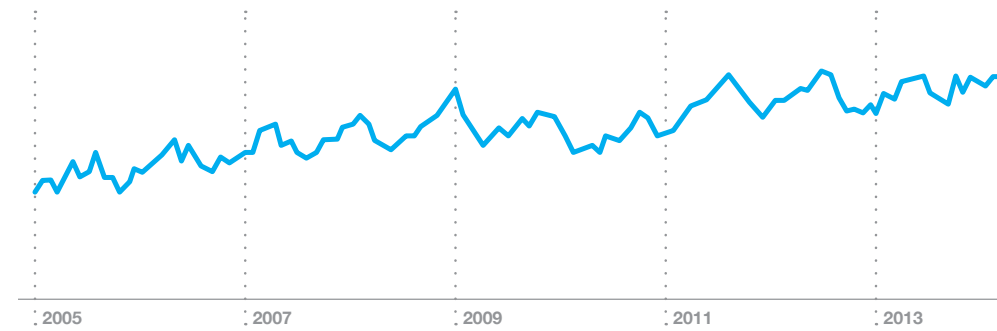
Source: <http://www.thinkwithgoogle.com/tools/customer-journey-to-online-purchase.html>

RIGHT MESSAGE, PLACE AND TIME

Attracting the meeting planners and the right kind of meeting planners or group leaders, is a different conversation than the leisure traveler who hunts on Pinterest for travel ideas. Meeting planners are looking for easy-to-access information, good prices and ease of planning. In this marketing plan we'll outline how to attract these planners via digital routes and less through traditional routes to get their attention.

Interest in Mesquite, Texas — shown through Google search

Online interest in Mesquite has seen a steady increase since 2005. The chart below indicates the search volume on Google for queries relating to Mesquite in the United States. Since 2005, search queries have risen by 100% through 2014.



Source: <http://www.google.com/trends/explore#q=%2Fm%2F013md2&geo=US&cmpt=q>

INTEREST OVER TIME

Each annual peak on the line graph occurs during the summer months; May through August. This indicates that the interest in Mesquite is growing and shows that online search volume increases align with the rodeo season.

This overall growth of interest is also reflected in hotel room revenues. According to the Texas Hotel Performance Factbook, the city of Mesquite has seen hotel revenue increase by 11.9% from 2012 (\$17.8M) to 2013 (\$19.9M).

This hotel growth and increased interest shows that Mesquite is well positioned to begin forming strong Marketing objectives. The interest in Mesquite is there, it's time to bring more attention and feed the need for information and show visitors what "Real. Texas. Flavor." is all about.

The State of the Industry, Destination Marketing and Travel and Tourism

WHAT IS THE CURRENT CLIMATE WITHIN THE TOURISM INDUSTRY?

Destination marketing has permanently changed and will never be the same. Travelers trust reviews from complete strangers more than brand advertising. Consumers are now clearly in control, choosing what, when and how they digest information. Chaos and real-time is the new marketing "normal."

Today's marketing-savvy, advertising-jaded consumer expects more. Now consumers can instantly find rankings, read user reviews, and check out photos taken by vacationers who share the same interests and likes.

This cultural and technological paradigm shift has changed the way today's travelers research, plan and experience vacations, staycations, and new and familiar destinations.

For this reason, more so now than ever, destination marketing has become a real-time, responsive exercise that focuses on the online and digital space, and demands a consistency in brand messaging throughout all marketing materials - online, offline and experiential.



FY 2015 Mesquite CVB Marketing Plan Outline

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Goals

GOAL 1

Hotel Occupancy

Increase Hotel Occupancy by **5%** in 2015 over 2014

GOAL 2

Full Service Hotel

Hit & Maintain at least **75% occupancy** for two years at the Hampton Inn in Mesquite

GOAL 3

Sales Tax

Increase direct visitor spending at Mesquite **attractions, retailers, restaurants & entertainment activities.** Standard measurement to be established in FY 2015, with annual percent or revenue increases each subsequent year.

Non-accommodation spending = Total Travel Revenue to Mesquite (State of Texas Report, ex. Dean Runyan 2013, pg 90) – Total Hotel Revenue for Mesquite (provided by City) to determine spend.

Objectives, Strategies & Tactics



OBJECTIVE

1

EXPAND "REAL. TEXAS. FLAVOR." EXPERIENCE FOR VISITORS

STRATEGIES

Messaging & information is easy to access while visiting

Installations throughout the city

TACTICS

1. Brochures widely available at hotels, gas stations, etc.
2. Mobile-friendly site of where to find the "Real. Texas. Flavor."
3. Certification program for "Real. Texas. Flavor." locations

1. "Real. Texas. Flavor." signage to designate where the flavor is (for example, include tagline in signs dictating where the rodeo is, and pole banners along major streets)
2. Sculptures for photos (artistic rendering of Mesquite tree with sharable hashtag printed and displayed at events, for example)

ACTIVITIES BY QUARTER

Q1 2015

- Mobile-friendly site of where to find "Real. Texas. Flavor."
- Create brochures to distribute in gas stations, visitor centers, hotels, etc.
- Begin to establish "Real. Texas. Flavor." online certification program
- Decide what aspects are important to being certified (customer service, presentation, marketing skills, social media engagement, etc)

Q2 2015

- Gauge interest level with local attractions, hotels, stores and restaurants for certification program
- Create designated signage "Real. Texas. Flavor. Certified Location"
- Schedule date of program launch event, or series of dates
- Create sales pitch and other marketing tools to generate interest

Q3 2015

- Recruit participants
- Finalize details of online program
- Begin concepts for general "Real. Texas. Flavor." signage
- Begin concepts for Mesquite "sculptures" and establish release plan

Q4 2015

- Begin program release
- Distribute "Real. Texas. Flavor. Certified Location" signage as participants complete
- Update brochures to distribute at gas stations, visitor centers, hotels, etc.
- Print and distribute "Real. Texas. Flavor." signage
- Create Mesquite "sculptures"
- Initiate sculpture release plan

2

USE THE ANNUAL MARKETING PLAN TO ENHANCE AND EXPAND THE “REAL. TEXAS. FLAVOR.” BRAND MESSAGING

Expand social branded content and increase engagement

1. Email Newsletter

- Deploy monthly newsletters to audience segments with updates on things to do in Mesquite

2. Content marketing & blog

- Post regular videos and blog stories
- Create monthly content calendars to plan ahead

3. Engage more fans on social media

- Deploy #RealTexasFlavor social media campaigns/efforts quarterly

4. Develop Public Relations assets and campaigns for “Real. Texas. Flavor.”

Q1 2015

- Establish design for newsletter
- Establish audience segments for newsletter
- Establish blog and authors
- Create and update monthly content calendars for video and blog stories
- Publish content according to calendar
- Setup for #RealTexasFlavor social media campaign
 - Create Instagram account
 - Begin populating Pinterest, Instagram, Twitter and Facebook with interesting photos and tagging #RealTexasFlavor
 - Update all pages with appropriate cover photos, icons, info, etc.
- Develop “Real. Texas. Flavors.” press materials

Q2 2015

- Create and update monthly content calendars
- Continue email campaigns
- Publish content according to calendar
- #RealTexasFlavor social media campaign efforts
 - Begin photo contest series
 - Use social digital ads to generate interest and solicit photos
 - Repost user generated content
- Issue “Real. Texas. Flavor.” press release on initiative

Q3 2015

- Create and update monthly content calendars
- Continue email campaigns
- Publish content according to calendar
- #RealTexasFlavor social media campaign efforts
 - Pinterest contest to show what is the audience’s #RealTexasFlavor
- Continue public relations campaigns

Q4 2015

- Create and update monthly content calendars
- Continue email campaigns
- Publish content according to calendar
- #RealTexasFlavor social media campaign efforts
 - Invite local Dallas bloggers to Mesquite for a day or weekend of #RealTexasFlavor
- Continue public relations campaign

OBJECTIVE

3

REACH NEW DECISION-MAKERS AND MEETING PLANNERS FOR CONVENTIONS AND EVENTS (SALES)

STRATEGIES



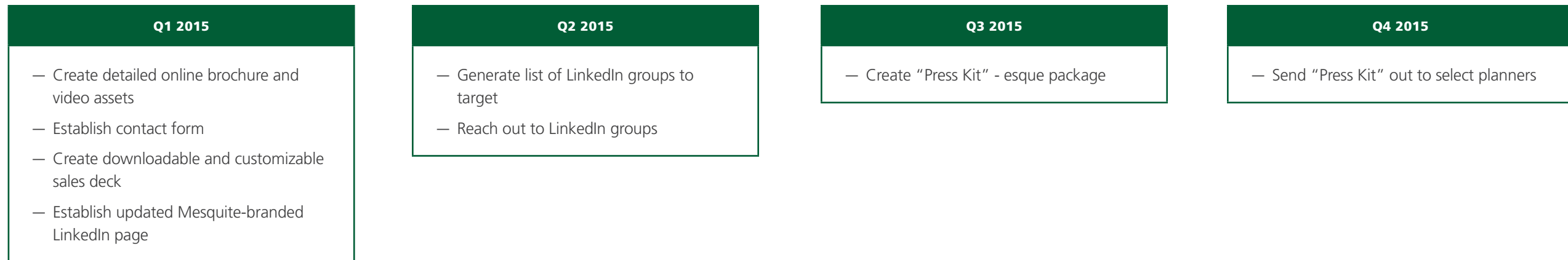
TACTICS

- 1. Detailed online brochure and video of spaces for various group and convention targets
- 2. In addition to the RFP form available through the website now, provide simple, direct contact information for individuals or general inquiries.
- 3. Downloadable and customizable sales deck provided
- 4. "Press Kit"-esque package

- 1. Provide marketing resources that walk meeting planners through their process
- 2. Transit deals available for easier group travel plans

- 1. Generate list of social network groups to target
- 2. Create marketing copy to be shared by event planners
- 3. Reach out to groups on LinkedIn through dedicated Visit Mesquite page

ACTIVITIES BY QUARTER



OBJECTIVE

4

HIGHLIGHT AND EXPAND MESSAGING FOR MAJOR ANNUAL EVENTS AND ATTRACTIONS TO DRAW IN MORE OVERNIGHT VISITORS

STRATEGIES

Easy to access info for each major event & attraction

Expand branded content for events and attractions

TACTICS

1. Event landing pages

- Desktop and mobile friendly through new website

1. Utilize email newsletter

- Include major events in monthly CVB newsletters
- Build newsletter list with giveaways for major events
- Use email lists to retarget to event attendees for future Facebook sponsored posts

2. Submit to existing event calendars

- Submit all major events to local event calendar websites, such as Culture Map Dallas.

3. Social media promotion

- Using Mesquite’s social media networks post regularly about upcoming events
- Request and post user-generated content
- Create Facebook event pages for major events for fans to share with friends
- Use paid sponsored posts to reach a larger audience
- Post behind-the-scenes photos of the set up and prep for events
- Share blog posts and other content via social channels

4. Blog posts/ content marketing

- For each event, blog and content should be published and shared leading up to the event

5. Video

- Capture moments at attractions and events
- Use video to advertise events/ attractions in the future

6. Blogger outreach

- Invite local bloggers to attend events with special access, drink/food certificates, etc.
- Work with bloggers to spread message of the event leading up to event date.
- (type of content produced will depend on which bloggers are chosen)

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ATTRactions TO USE THE ABOVE TACTICS

Convention Center
Devil’s Bowl Speedway

Mesquite ProRodeo & Arena
Town East Mall

Sport Fields

7. Content and giveaways for specific events

JANUARY

Texas Tackle Hunting and Boat Show

CONTENT

- Posts on top ten new lures
- What's new for 2015

JANUARY

Monster Trucks—O'Reilly Auto Parts Outlaw Nationals

CONTENT

- Attach a GoPro to the front select Trucks
- Post stories about the individual trucks
- Show before/after photos of trucks and past events
- Post stories about the drivers - biographies, training and scariest moments

MARCH – OCTOBER

Devil's Bowl Speedway events

CONTENT

- Reach out to those who say they've been attending Devil's Bowl for years
- Behind-the-scenes access and interviews
- Video shoots of races and in-races

MAY – AUGUST

Mesquite ProRodeo

CONTENT

- Blog post highlighting and congratulating those that placed at the rodeo

GIVEAWAYS / CONTESTS

- Weekly ticket giveaway contests, entries are Tweets and Facebook shares
 - Use emails gathered through giveaway to retarget on social media for future rodeo events

APRIL

Annual Real. Texas. Festival.

CONTENT

- Follow bands or karaoke contest winner through process of getting to festival
- Take a GoPro on rides and through the festival
- Blog topics such as "what not to miss at the festival"
- Itinerary post, showing visitors what else they can do while in town for the festival

GIVEAWAYS / CONTESTS

- Promote photo contest already put on by festival
 - Further the campaign by encouraging users to use a designated hashtag to submit photos (#RealTexasFestival)
- Coloring contest for kids
 - Have kids color a printout of a car to promote car show, parents submit a pic and let folks vote on their favorite.
- Karaoke contest
 - Have contestants submit a sampling of their talents via YouTube. Winner gets 30 minute time slot on the secondary stage during festival.
- Follow the process to their big day for content/blog

JUNE

Rotary Bike Ride

CONTENT

- Highlight riders who have an interesting story or have been riding in this race for many years
- Attach a GoPro to a few bikes to get a cool view of the race
- Take high quality photos during the event for use in next year's promotions
- Training tips from the pros

GIVEAWAYS / CONTESTS

- "What are you riding for?" campaign to promote the Mesquite Rotary
 - Give riders options to select different charities. Have riders tweet to #RealTexasFlavor and include additional hashtag depending on chosen charity.

OCTOBER

Cowboys of Color National Finals

CONTENT

- Follow story of competitors leading up to the event
- History/timeline of Cowboys of Color
- Fashion checklist
- How ICREA, Inc (charity benefiting from the rodeo) changes lives

GIVEAWAYS / CONTESTS

- Enter to win two VIP passes
 - With every tweet or Facebook share, you get more entries/ chances to win

NOVEMBER

Texas Motorsport Expo and Auction

CONTENT

- Post on what to look for in the auction
- Post on how the auction works
- Photos of what people will have the opportunity to bid on

NOVEMBER/DECEMBER

Christmas in the Park

CONTENT

- Begin a Secret Santa program
 - It begins with leaving "Real. Texas. Flavor." holiday baskets on someone's front porch and asking them to send out to 5 of their friends.
 - Track success by asking people to use a hashtag
- Interview Mesquite residents who have been attending festival for years
- Create Pinterest board about Christmas crafts/ snacks/activities to promote the event

GIVEAWAYS / CONTESTS

- Photo contest
 - Ask users to submit how they are starting to celebrate the holidays for special access to the festival or gift certificates

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Objective 4 Continued

ACTIVITIES BY QUARTER

Q1 2015
<ul style="list-style-type: none"> — Begin promotions/planning for Real. Texas. Festival. — Begin promotions/planning for Rotary Bike Ride — Monster Trucks—O'Reilly Auto Parts Outlaw Nationals occurs — Texas Tackle Hunting and Boat show — Begin promotions/planning for Mesquite ProRodeo — Devil's Bowl Speedway season begins

Q2 2015
<ul style="list-style-type: none"> — Real. Texas. Festival. occurs — Rotary Bike Ride occurs — Mesquite Rodeo season begins

Q3 2015
<ul style="list-style-type: none"> — Begin promotions/planning for Cowboys of Color — Begin promotions/planning for Texas Motorsport Expo and Auction — Mesquite Rodeo season ends — Devil's Bowl Speedway season ends

Q4 2015
<ul style="list-style-type: none"> — Cowboys of Color National Finals occurs — Texas Motorsport Expo and Auction occurs — Begin promotions/planning for Monster Trucks—O'Reilly Auto Parts Outlaw Nationals — Begin promotions/planning for Texas Tackle Hunting and Boat Show — Begin promotions/planning for Devil's Bowl Speedway events

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OBJECTIVE

5

EXPAND SPORTS MARKETING INITIATIVES

STRATEGIES

Provide easy to access information

Establish Mesquite as a "thought of" sports location

TACTICS

1. Create landing pages with all necessary information
2. Reach out to local organizations to spread awareness

1. Create/host branded tournament
 - Ex. "Real. Texas. Flavor. Lacrosse Tournament"
2. Utilize Sports Marketing "wins" in PR campaigns

BY QUARTER

Q1 2015

- Gather all necessary information from sports facilities (fields, onsite facilities, directions, special instructions, etc).
- Create necessary content such as field maps, parking maps
- Create contact/rfp process for vetting tournaments and events

Q2 2015

- Create landing pages housing all necessary information - desktop and mobile friendly
- Begin planning for Mesquite-hosted tournament

Q3 2015

- Create and update monthly content calendars
- Publish content according to calendar
- #RealTexasFlavor social media campaign efforts
 - Pinterest contest to show what is the audience's #RealTexasFlavor

Q4 2015

- Reach out to local sports organizations with updated landing pages

OBJECTIVE

6

CREATE VIABLE MARKETING CAMPAIGNS RELATED TO COMBINATIONS OF SECONDARY AND ANCILLARY ATTRACTIONS AND POIS

STRATEGIES

Create an umbrella campaign

Provide readily-available information on secondary attractions and POIs

Generate content specific to this campaign

TACTICS

1. All secondary attractions, events and POIs to be grouped by similar audience targets and interests
2. Seasonal campaigns to run showcasing timely events and activities

1. Make "Did you know..?" info available during booking process
 - Add little-known Mesquite facts, tidbits and secondary attraction information throughout sales funnel
2. Make information available to visitors during their stay

1. Include in editorial for blog and social media
2. Create a PR campaign dedicated to umbrella creative campaign

Target Visitor Profiles



RODEO ATTENDEE

APPROACH

Create content resources through articles and interviews with Rodeo staff, event organizers, participants, and attendees to suggest other rodeo events in addition to the ProRodeo

CONTENT

Blog series following the road to qualification for Rodeo participants

SAMPLE EVENTS/ATTRACTIONS

- Cowboys of Color
- Mesquite ProRodeo



EAST TEXAS RESIDENT TYPICAL DAYTRIPPER

APPROACH

Create specialized email newsletter to focus on special events and attractions in Mesquite and then supply them with other things to do to fill a weekend

CONTENT

Share videos filmed by GoPros during Rotary Bike Ride, share blog posts on Town East Mall, share itineraries for ways to fill their weekend at ancillary attractions when coming for the weekend

SAMPLE EVENTS/ATTRACTIONS

- Devil's Bowl Speedway
- Real. Texas. Festival.
- Rotary Bike Ride
- Town East Mall
- Big Town Events Center



FAMILY LEISURE TRAVELERS

APPROACH

Provide access to easy trip planning inspired by family-friendly events

CONTENT

Free trip giveaways, blogs posts on events happening in Mesquite

SAMPLE EVENTS/ATTRACTIONS

- Mesquite ProRodeo
- Cowboys of Color
- Christmas in the Park
- Monster Trucks—O'Reilly Auto Parts Outlaw Nationals



GROUP TRAVEL AND MOTORCOACHES

APPROACH

Offer large group discounts, itineraries and exclusive opportunities for travel

CONTENT

Online time-sensitive travel packages available through the website and social media groups, using unique group codes

SAMPLE EVENTS/ATTRACTIONS

- Mesquite ProRodeo
- Devil's Bowl Speedway
- Texas Tackle Hunting and Boat Show
- Monster Trucks—O'Reilly Auto Parts Outlaw Nationals
- Sport Fields



MEETING PROFESSIONALS

APPROACH

Make planning as simple as possible and reach out to new planners in new ways

CONTENT

Online brochure, "press kit" esque package

SAMPLE EVENTS/ATTRACTIONS

- Convention Center
- Mesquite ProRodeo and Arena



DFW AND MESQUITE RESIDENTS (SECONDARY)

APPROACH

Communicate events that locals can come visit Mesquite for the day

CONTENT

Encourage consumer generated content to share

SAMPLE EVENTS/ATTRACTIONS

- Christmas in the Park
- Rotary Bike Ride
- Mesquite ProRodeo
- Devil Bowl Speedway
- Cowboys of Color
- Texas Tackle Hunting and Boat Show

Creative Brief

OVERVIEW

Mesquite has a brand that is so clear, simple, good, and perfectly representative of people's expectations and experiences. The imagery that immediately pops into most people's heads when they hear the word "Mesquite" is smoke... barbecue... rodeo. Real, unapologetic, bold, Texas. The logo and tagline adopted by Mesquite parodies this well, mirroring these images through the slightly stylized serif font, the flame replacing the dot in the letter i, and the tagline: "Real. Texas. Flavor."

MESSAGING

Mesquite is what Texas tastes like today. It's not a throwback to the 1800s like the Stockyards are, and it's not fighting to define Texas' future like Austin, Houston and Dallas are.

We suggest always using the "Real. Texas. Flavor." tagline, paired with great headlines that reference it in fun ways:

CURRENT IMPLEMENTATION

Beyond the logo, and the usage of the tagline, the brand is applied very sparingly, and in most cases with a hand that is simply too light, almost as if the connotation with BBQ, Rodeo, and Texas lifestyle has to be apologized for and minimized.

The modified usage of the tagline by replacing the last word to denote other Mesquite attractions or offerings—Real. Texas. Dining.—devalues the core tagline. "Real. Texas." isn't the uniquely ownable part of the tagline. "Flavor" is. Mesquite owns "Flavor", not "Real Texas", which many towns and cities can reasonably claim.

Imagery used in marketing materials often revolves around family and events, but is set in non-specific areas or settings, making it generic and too soft.

Here's what's on the shopping menu

Here's what's on the entertainment menu

RECOMMENDED IMPLEMENTATION

It is our recommendation that Mesquite leverage the incredibly valuable set of assets at its disposal. The logo evokes an immediate emotional response, the core tagline ensures you know the logo was only the tip of the iceberg, and imagery of Texas, the rodeo, barbecue, farm houses with white picket fences, bluebonnets, etc., are what people can relate to. Those things paired with creative headlines and ties into the brand create a cohesive image that is ownable and unique to Mesquite, Texas.

Instead of playing off "Real. Texas.", we recommend playing off "Flavor" which is much more finite. Some would argue that Fort Worth Stockyards are real Texas, or that the ballpark is real Texas, or that San Antonio is real Texas. What they cannot claim is that any of those are "Real. Texas. Flavor." Flavor is the differentiator, and a concept that can be played off of to position Mesquite uniquely against its competitors inside the State.

A smörgåsbord of fun

Taste real texas flavor. Only Mesquite, Texas.



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Billboard Ad



Marketing Channels

ADVERTISING

We suggest a heavier focus on digital advertising, very minimal print advertising, and broadcast, co-op and OOH advertising only at deep discounts with community partners through milestone events, attractions and POIs.

- | | |
|--|---|
| Print <ul style="list-style-type: none">— Recommendations for TTIA co-op print ops? | Online <ul style="list-style-type: none">— Search— Display— Video— Social Advertising<ul style="list-style-type: none">— Twitter<ol style="list-style-type: none">1. Promoted Tweets— Facebook<ol style="list-style-type: none">1. Website visitor retargeting2. Email list retargeting3. Sponsored posts4. Promote giveaways |
| Broadcast <ul style="list-style-type: none">— Radio — Utilize free local radio KEOM 88.5 year 1 | |
| Coop | |
| Out-of-home (OOH) <ul style="list-style-type: none">— Billboards | |

DIRECT MAIL

Without purchasing user lists, we will seek opportunities to use marketing partners' databases and target audience publication lists for possible direct mail opportunities.

Flyers

Inserts

PUBLIC RELATIONS

All PR efforts will be in support of this plan's major objectives and will increase Mesquite's media presence through a proactive media plan aimed at key markets.

Traditional PR

- Media collateral and media kits
 - Media kit to include, at minimum, about Mesquite, travel statistics, travel information, popular attractions, events and locations, FAQs, video and image galleries, and contact information
- Media hosting and pitching
- Press releases

User-focused campaigns (TripAdvisor, Yelp)

- Particularly in support of secondary attractions objective (Obj. 6)

WEBSITE

New site

- Anticipated launch October 2014
- Need SEO-friendly vanity URL redirects (visitmesquitetx.com and visitmesquitetx.org)

Microsites

Mobile needs

EMAIL CAMPAIGNS

We will introduce a dedicated CRM program by building segmented email database, targeting audiences by demographics, geographics and interests.

Utilize free email campaign tool, MailChimp, which allows for subscriber bases up to 2,000 email addresses at no charge.

SOCIAL MEDIA

Mesquite will actively seek to build engagement on all social media platforms by promoting #RealTexasFlavor with quarterly campaigns. In addition, these social media platforms will be used to promote major events and attractions throughout the year.

Facebook

- Create event pages for major events
- Use the Facebook timeline feature to highlight historical milestones for Mesquite
- Promote #RealTexasFlavor campaigns
- Post user generated content
- Promote events & attractions

Twitter

- Connect with major influencers
- Promote #RealTexasFlavor campaigns
- Promote and give live updates for events/ attractions
- Encourage real-time updates from Twitter followers for unique events and happenings in Mesquite
- Post user-generated content

Pinterest

- Create boards to promote events and attractions in Mesquite
- Boards will mirror new website navigation for easier content grouping
- House user-generated photos
- Promote #RealTexasFlavor campaigns

Instagram

- Connect with major influencers
- Promote #RealTexasFlavor campaigns
- Post user-generated content
- Promote events & attractions
- Content focus on high quality photos or behind the scenes captures
- Create aggregate posters and slideshows of Instagram content using #RealTexasFlavor

YouTube

- Share content created to showcase Mesquite, its events and its attractions.
- Use video captured at events and attractions for end of year videos or recaps
- Use video captured at events and attractions for marketing in 2016 and future events.

LinkedIn

- Engage and connect with meeting planner groups

Measurement Metrics

ADVERTISING

2015 MEASUREMENT

Track all advertising efforts with unique URLs, short codes or promotional codes

KPIS

Click thrus, direct contact with the CVB and signals of intent to travel

DIRECT MAIL

2015 MEASUREMENT

Reach increased and costs lowered by partnering with coop

KPIS

Response rates including direct CVB inquiries, website visits, special offers claimed and trips booked

EMAIL CAMPAIGNS

2015 MEASUREMENT

Increase database through audience segments

KPIS

Increase click-thru rate by 5%; Increase subscriber database by 50%

PUBLIC RELATIONS

2015 MEASUREMENT

Reach and circulation of publications and online outlets covering pitched topics..

KPIS

Increase traditional coverage and user reviews (TripAdvisor and Yelp) by 50%. Tracking costs budgeted monthly for PR database and measurement tool.

SOCIAL MEDIA

2015 MEASUREMENT

Track awareness and engagement through social media Analytics.

KPIS

Awareness metrics through fan/follower totals and engagement metrics through post likes, comments and shares.

WEBSITE

2015 MEASUREMENT

Include website call to actions in all marketing materials.

KPIS

Increase web traffic month-over-month; Increase engagement statistics month-over-month. Install conversion metrics

Marketing Calendar



FY 2015 Mesquite CVB Marketing Plan Outline

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Marketing Channels & Production	JAN-15	FEB-15	MAR-1	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15	OCT-15	NOV-15	DEC-15
ADVERTISING												
Planning & Strategy and Management team assigned	[Orange]				[Orange]				[Orange]			
Print	[Orange]											
Online	[Orange]											
Broadcast	TBD in association with signature event and campaign partners											
Co-op	TBD in association with signature event and campaign partners											
Out-of-Home	TBD in association with signature event and campaign partners											
COLLATERAL												
Real. Texas. Flavor.												
Certification programming	Planning			Sales pitch			Launch					
Branded brochures and at-location material	Create and Distribute											
Branded signage				Certification signage			Real. Texas. Flavor.					
Branded Installations							Concepts created		Produce and Distribute			
Meetings & Event Planners												
Online brochures	Create and Publish											
Customizable sales deck	Create and Publish											
"Press Kit" for niche targets							Create and Publish		Produce and Distribute			
Signature Events												
Blog content production	TBD in association with content calendar											
Video event setup and at-event activities	Monster Trucks– O'Reilly Auto Parts Outlaw Nationals		Devil's Bowl	Real. Texas. Festival. & Devil's Bowl	Rodeo & Devil's Bowl	Rotary Bike Ride & Rodeo & Devil's Bowl	Rodeo & Devil's Bowl	Rodeo & Devil's Bowl		Cowboys of Color	Motorsport Expo	Christmas in the Park
Sports Marketing												
Sports planning sales packs (maps, parking, capacity, etc.)	Create											
Planning & Strategy for hosted tournament				Vet in area and against competitors								
Secondary Attractions and POIs												
Planning & Strategy	[Orange]											
Necessary collateral TBD		[Orange]										

Marketing Channels & Production Continued	OCT-14	NOV-14	DEC-14	JAN-15	FEB-15	MAR-15	APR-15	MAY-15	JUN-15	JUL-15	AUG-15	SEP-15
DIRECT MAIL												
Flyers												
📍 Inserts				[Active]					Create Madden Fall 2015 insert			
EMAIL CRM												
Management tool established	[Active]											
Planning & Strategy for database and segmentation	[Active]											
Campaigns	[Active]											
PUBLIC RELATIONS												
Planning & Strategy and management team assigned	[Active]				[Active]				[Active]			
Campaigns	[Active]											
Collateral Production (content, graphics & video)		[Active]				[Active]				[Active]		
SOCIAL MEDIA												
Planning & Strategy and management team assigned	[Active]				[Active]				[Active]			
Campaigns	[Active]											
Collateral Production (content, graphics & video)		[Active]				[Active]				[Active]		
Meeting planner outreach				[Active]								
WEBSITE												
Tracking & Measurement established	[Active]											
New site launch	[Active]											
Blog established and management team assigned	[Active]											
Event landing pages for signature events	[Active]											
📍 Microsite development	Real. Texas. Flavor.				Sports Marketing target landing pages							
📍 Mobile needs and updates												
REPORTING & METRICS												
Monthly measurements	[Active]											
Quarterly deep-dive and analysis			[Active]			[Active]			[Active]			[Active]

**FY 2015
 Mesquite
 CVB
 Marketing
 Plan
 Outline**