

# ADVERTISING & DIGITAL MARKETING PROGRAM OF WORK 2016/2017

## OCTOBER 2016 – SEPTEMBER 2017

### **Social Media**

Promotional programs will continue to drive engagement for Miami on key social media platforms including Facebook, Twitter, Instagram, Pinterest, YouTube and Snapchat. Targeted international markets include the United Kingdom, Germany, Brazil and Latin America. Meeting Planner efforts will center on Linked In and Facebook in order to increase awareness and consideration of the Miami Beach Convention Center among Meeting Planners, and drive RFPs.

## OCTOBER 2016 – SEPTEMBER 2017

### **Paid Search Engine Marketing**

Target Google and Bing users searching for travel and destination content with advertising highlighting Miami's Places to See, Things to Do, Events and Special Offers

## OCTOBER 2016 – SEPTEMBER 2017

### **Always On Advertising**

The digital Always On program will continue, retargeting Miami and Beaches site visitors with media driving to partner Special Offers. The campaign goal is to increase clicks to our partner sites. Media will increase during the traditionally softer summer and fall seasons. Digital efforts will leverage pay-for-performance networks to ensure efficiency.

## JANUARY 2016 – SEPTEMBER 2017

### **Consumer Awareness**

Consumer advertising campaign focused on driving brand awareness and consideration of Miami among key consumer segments, domestically and internationally. Domestic media efforts will focus on top fly and drive markets, and use programmatic media buying, site visitor modeling and retargeting to reach prospective visitors. Native media (advertorial-style placements on third-party websites) will be leveraged in order to syndicate Miami and Beaches web content across the Internet, and drive web traffic. International efforts will leverage Brand USA and Visit Florida cooperative advertising programs where possible to increase reach.

## APRIL– MAY 2017

### **Summer Travel**

The Summer media program will provide additional media exposure to Miami and the Beaches during key need periods.

## NOVEMBER 2016 – SEPTEMBER 2017

### **Multicultural**

Program targeting the African American and U.S. Hispanic markets through multicultural publications, digital and traditional, as well as social media.

## OCTOBER 2016 – SEPTEMBER 2017

### **LGBT**

Program targeting the LGBT market through gay publications and online properties. The program includes an advertising partnership with the Miami Beach Gay Chamber.

## OCTOBER 2016 – SEPTEMBER 2017

### Consumer Booking Co-op

Targeted program designed to drive bookings and extend partner dollars.

## OCTOBER 2016 – NOVEMBER 2017

### Meetings Awareness

Advertising programs designed to attract meetings and conventions to Greater Miami. Includes efforts in major meeting and convention publications, as well as meeting planner lead generation websites such as CVENT.

## JANUARY 2017 – FEBRUARY 2017

### Winter Weather

The Winter Campaign will target cold-weather climate fly markets during the peak winter months, through digital and social media.

## OCTOBER 2016 – SEPTEMBER 2017

### WEBSITE ENHANCEMENT

#### Organic Search Engine Optimization

Increase Miami and Beaches visibility on search engines by conducting ongoing search engine optimization, including tagging, redirects, content creation, and other tactics designed to increase visibility and elevate placements within organic search listings.

#### Simpleview

Implement a website translation layer to facilitate the first phase of transition from the D3000 database to the Simpleview database.

#### Search Enhancements

Further Identify improvements to the search functionality on the site, site organization, and content taxonomy.

#### Content Creation & Distribution

Website content will continue to be expanded, based on brand drivers such as heritage, arts, culture, and dining, as well as determined based on web user and Google search behavior. Expanded Art of Black site section planned in Fall 2016.

#### Website Redesign

Conduct functionality and content audit in anticipation of a website redesign, which will increase the website's usability and engagement across all devices, with mobile as a priority.

## OCTOBER 2016 – SEPTEMBER 2017

### Email Marketing

The GMCVB produces a monthly consumer email newsletter, with versions segmented to prospective visitors, locals, and international guests. The consumer welcome email contact stream delivers targeted

information based on visitor interests and the re-engagement email attempts to re-engage with users that have not responded in a period of time. The quarterly Meeting Planner newsletter is focused on driving meeting planner engagement with the goal of increasing Miami Beach Convention Center bookings and destination-wide meetings.

#### **OCTOBER 2016 – SEPTEMBER 2017**

##### **GMCVB Digital Library**

The GMCVB Digital Library ([gmcvbdigitallibrary.com](http://gmcvbdigitallibrary.com)) will be grown further, to host a variety of easily searchable photo and video assets, which may be shared with GMCVB partners for promotional use.

***NOTE: Program of Work reflects major scheduled activities based on planning process. Additional opportunistic activities are considered throughout the year and others may be subject to change.***

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