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BLUFFTON, SC DIGITAL MARKETING REVIEW

**DRIVING
CONVERSIONS FOR THE
TRAVEL & HOSPITALITY
INDUSTRY** 

Bluffton Micro-site Overhaul

- ▶ The current Bluffton Web site platform is undergoing a complete overhaul.
- ▶ The new platform will contain more robust partner for all businesses within the Bluffton region.
- ▶ The site will contain more interactive features and clearly defined access to social channels.
- ▶ The creative interface will be more experiential and will be completely integrated with the upcoming “I’m in a ... A Bluffton State of Mind” campaign.
- ▶ A mobile version of the Bluffton Web site will be available for smartphone users.



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LODGING HISTORY & MUSEUMS EVENTS SHOPPING & ANTIQUES GOLF NEW TOWN LOCAL CUISINE MAY RIVER FARMERS MARKET ART & GALLERIES



I'm in a...
Bluffton State of Mind



FEATURED EVENT

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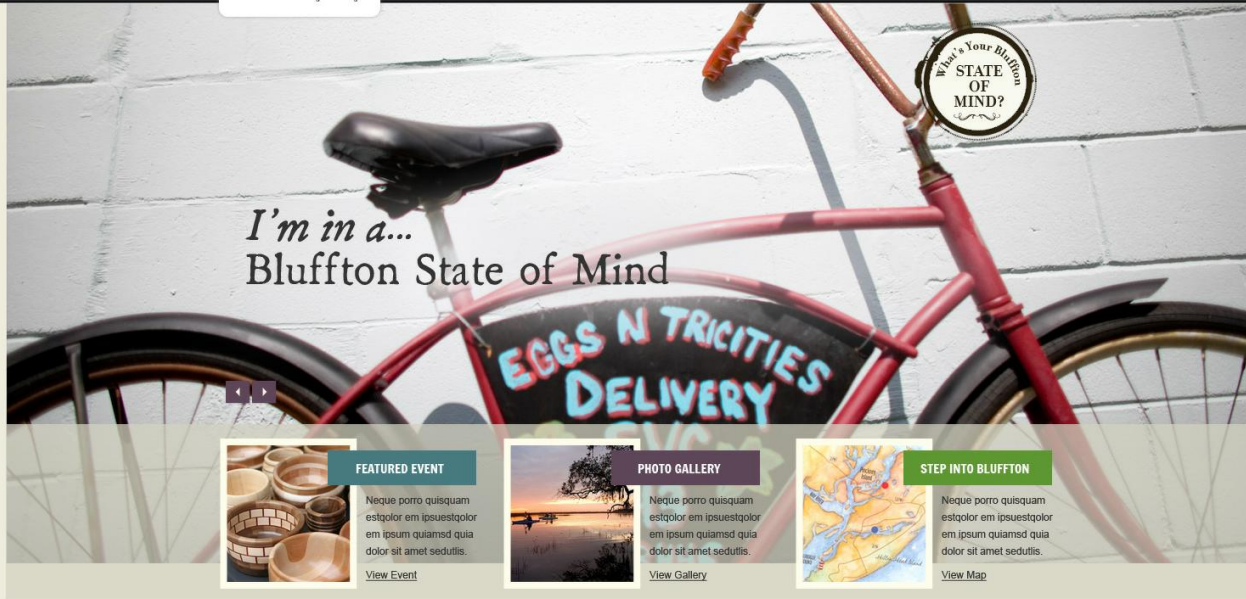
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Bluffton Search Interest

Google Insights for Search
beta

Web Search Interest: bluffton sc

Jul 2011 - Jun 2012, Jul 2010 - Jun 2011

United States

Categories: [Travel](#), [Food & Drink](#), [Real Estate](#), [Shopping](#), [Arts & Entertainment](#), [Health](#)



Search terms Jul 2011 - Jun 2012

Top searches

1. [hilton head](#)
2. [hilton head sc](#)
3. [beaufort sc](#)
4. [bluffton, sc](#)
5. [bluffton south carolina](#)
6. [hilton head island](#)
7. [bluffton sc county](#)
8. [bluffton real estate](#)
9. [weather bluffton sc](#)
10. [bluffton sc jobs](#)

Regional interest



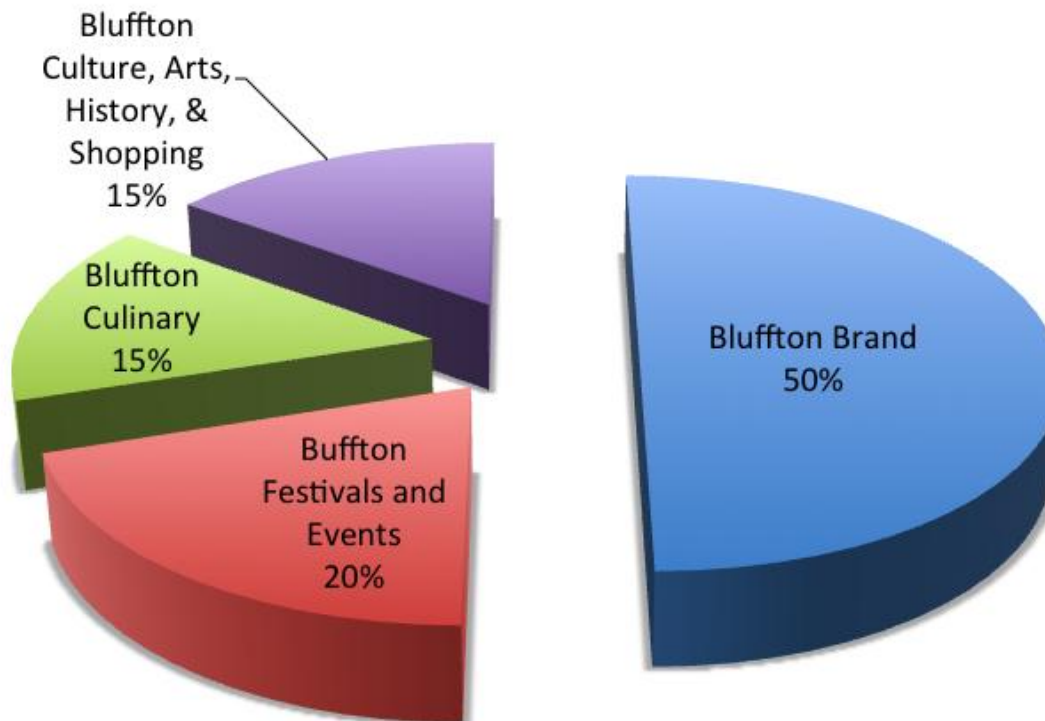
1. [South Carolina](#)
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6. [Virginia](#)
7. [Maryland](#)
8. [Ohio](#)
9. [New Jersey](#)
10. [Connecticut](#)

VERB



Online Marketing Campaign Overview

- ▶ A 10 month PPC/contextual ad SEM (Search Engine Marketing) campaign
- ▶ August 2012- May 2013 timeframe
- ▶ Drive targeted, qualified traffic to specific pages on VisitBluffton.org
- ▶ Program focus:



Online Marketing Channels

Leverage multiple online channels to maximize targeting, reach, measurability, efficiency and effectiveness of online marketing efforts.

- ▶ **Search Engine Marketing (SEM)**

- ▶ Reaches the right customer at the right time
- ▶ Global, targeted, measurable
- ▶ *Most efficient and effective advertising*

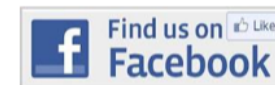


- ▶ **Display/Banner Advertising**


- ▶ *Content and Re-marketing* campaign focused
- ▶ Reaches qualified users and utilize multiple targeting criteria
- ▶ Focus on performance-based pricing options (pay-per-click)

- ▶ **Additional Opportunities**

- ▶ Social Media ~ Facebook “Like” campaigns
- ▶ Video ~ *YouTube* (the 2nd largest global search engine)



Facebook – Optimizing the Platform

facebook  

User Name Home ▾





Visit Hilton Head

8,256 likes · 332 talking about this · 103 were here

Beach Resort · Beach · Vacation Home Rental

1 Chamber of Commerce Drive, Hilton Head Islan...

+1 800.523.3373


Open until 5:00 pm.



6 ▾

PhotosHilton Head InsiderGolfCulinary

 Post

 Photo

Write something...

 User Name added 6 photos to the album Facebook Timeline Visit Hilton Head.
February 21 – March 1

Recent Activity 

 User 1 add a life vent to his timeline.

 User 1 and User 2 are now friends.

 User 1 likes Visit Hilton Head

 User 1 add an event in is lifestyle.

11

VERB 



Visit Hilton Head

✓ Liked



HILTON HEAD ISLAND
come away with me



What's Your Bluffton
STATE OF MIND?

WIN A 4-NIGHT GETAWAY
TO BLUFFTON, SC!

DETAILS

ENTER

VIEW SUBMISSIONS

INVITE FRIENDS

What You Need To Do:

- 1 WHAT'S YOUR BLUFFTON STATE OF MIND?**
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Online Marketing Campaigns Campaigns

- ▶ Individual campaigns enable marketing efforts to focus against specific groups of consumers and interests, offer/messaging, conversion metrics and budget control.
- ▶ Dedicated channel and products campaigns would be developed to promote:



- ▶ All campaigns will be tracked against key performance indicators:
 - ▶ Spend > Clicks > Shoppers > Conversions

Interest Categories

- ▶ *Behavioral targeting* ~ users recently identified as interested in specific categories
- ▶ *Custom combinations* of interests + geography targeting
- ▶ *Multiple media formats* available including text, banner and video ads
- ▶ *Performance based pricing* ~ cost-per-click > only pay when users respond by clicking

Relevant Categories for HHI

Global users

▶ World Locations > USA > South Carolina	500k – 1M
▶ World Locations > USA > the South	10M – 20M
▶ Travel > Destinations > Historical Sites	1M – 2M
▶ Travel > Hotels & Accommodations	50M +
▶ Travel > Vacation Offers	5M – 10M
▶ Travel > Destinations > Beaches & Islands	5M – 10M
▶ Shopping > Antiques & Collectibles	5M – 10M
▶ Arts & Entertainment > Art Museums & Galleries	< 1M
▶ Food & Drink > Farmers' Markets	< 1M



Additional Online Marketing Opportunities

- ▶ YouTube is the 2nd largest search engine behind Google.com
- ▶ Facebook is the largest social network
- ▶ 14% of current visitbluffton.org site visitors are on a mobile device

YouTube

Search results for **bluffton sc**

About 5,870 results



Facebook Campaigns

Generate “Likes”

Sponsored Stories

Mobile Campaigns

Mobile Search

Mobile Events, etc.

YouTube Campaigns

Video Search

Bluffton Channel

Smithsonian.com

PreservationNation.org

Heritage Travel



- ▶ All campaigns will be tracked against *channel specific* conversion metrics

Key Metrics for Hilton Head Island

Visitors



Shoppers



Conversions

Traffic to HiltonHead.org:

- Direct
- Organic Search
- Search Marketing
- Display Advertising
- Social Media / CRM
- Other Sources

Visits to key pre-conversion engagement pages:

- Lodging
- Tours
- Contact Us
- Request Vacation Planner

Completion of target action:

- Links to partners/hotels
- Email Sign-ups
- Facebook, Twitter
- Completed contact forms

Key metrics are tracked and trended and used to continually optimize marketing campaigns over time.

Questions?