



# Office of Outreach and Engagement

## FINAL DELIVERABLE

<b>Title</b>	Travel Dubuque Advertising Campaign
<b>Completed By</b>	Morgan Smith, Peter Fassnacht, Tyler Foster, Bella Volfson, Brandon Luong, Miranda Wilson, Taylor McCunn, Glen Nagel, Michael Tagliamonte, Jaskiran Kaur, Joshua Chen, Jenna Schmidt, Mia Qu
<b>Date Completed</b>	May 2019
<b>UI Department</b>	Tippie College of Business
<b>Course Name</b>	Marketing Institute Scholars Seminar
<b>Instructor</b>	Peggy Stover
<b>Community Partners</b>	Travel Dubuque, Tri-State Mountain Bike Riders (TMBR)

This project was supported by the Provost's Office of Outreach and Engagement at the University of Iowa. The Office of Outreach and Engagement partners with rural and urban communities across the state to develop projects that university students and faculty complete through research and coursework. Through supporting these projects, the Office of Outreach and Engagement pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

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# Travel Dubuque Campaign Strategy

Team JM:

Mike, Jassi, Josh, Jenna, Mia

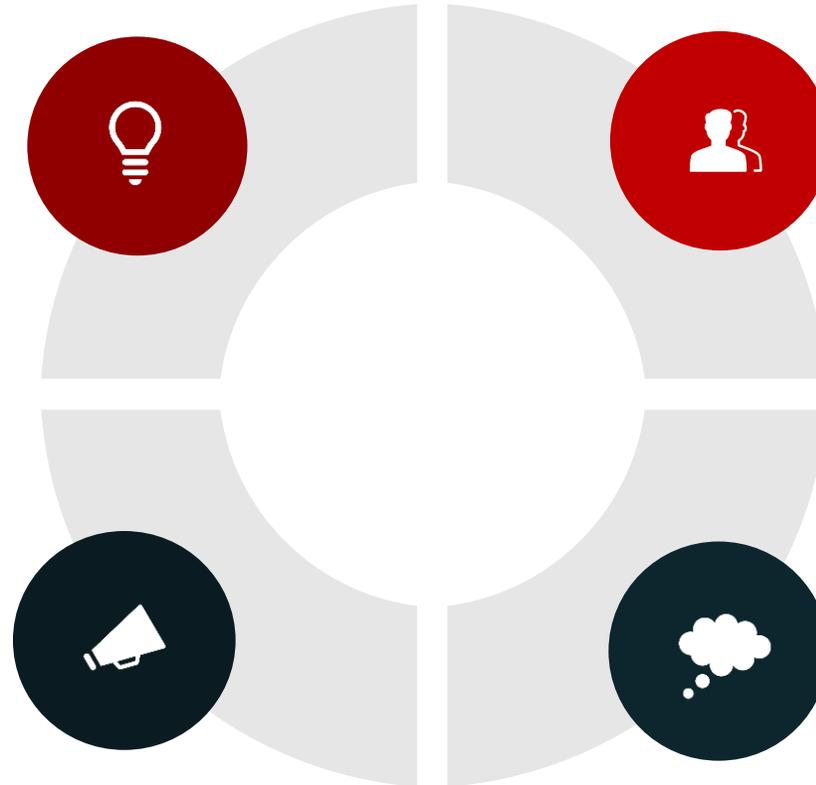
# Travel Dubuque Campaign Strategy

## Campaign Vision

- Key Objectives
- Campaign Message & Vision
- Target Market Analysis

## Website Framework

- Purposes & Goals
- Page Design



## Social Media Outlets

- Facebook
- Instagram

## Other Campaign Ideas

- Adventure Passport
- Adventure Map
- Travel Dubuque App



# Campaign Vision

## **Key Objective**

Attract new users to the Travel Dubuque Website who are enthusiastic about adventure and outdoors in the Midwest

Avg. Session Duration

00:02:44

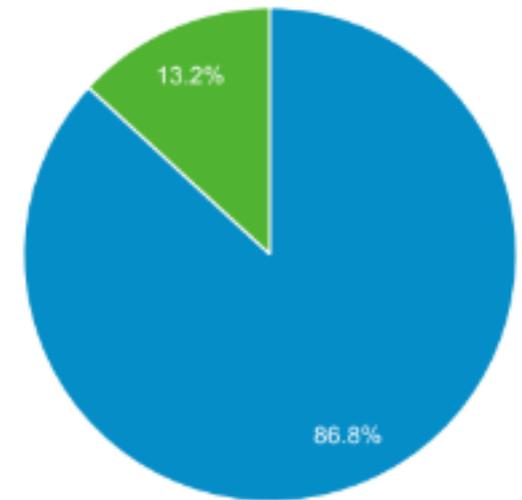


Bounce Rate

46.41%



■ New Visitor ■ Returning Visitor



# Key Objectives

1. Attract new users to the Travel Dubuque Website who are enthusiastic about adventure and outdoors in the Midwest
2. Increase the number of returning web users to the Travel Dubuque Website and further engage with them

# Target Market: Millennials

- Value independency, exploration, and inspiration
- Prefer to spend their money on experiences over things

"Young Millennials identify themselves with travel...They have an enthusiastic desire to immerse ourselves in another place and return rejuvenated, inspired, and ready for our next adventure."





# What do Millennials look for in travel experiences?

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- Displaying traveling experience is a form of social currency
  - Social media has allowed increased connections and attention
- Essential, authentic, and local experiences
  - A unique experience that cannot be found anywhere else
- Curated experience
  - Make it personal

**FIND YOUR** *Dubuque*

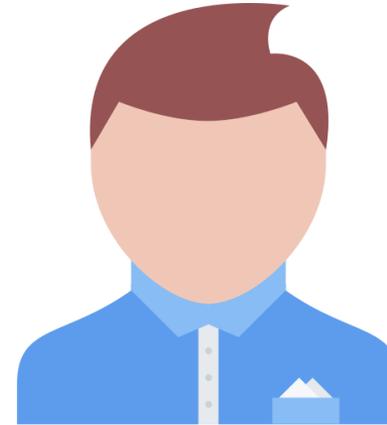
## **Main Vision**

Highlighting the experience that will resonate with the target population, making the experience sociable, personal, and accessible to evoke their interest in seeking what Dubuque has to offer

# Customer Persona

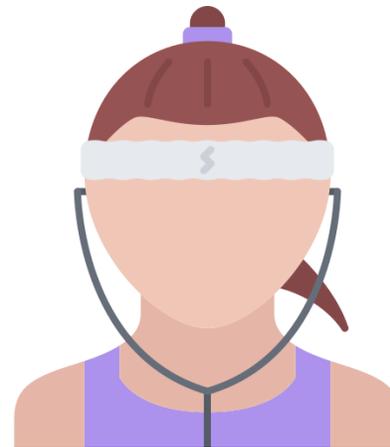
## Ryan/Rylee

- Young Adult (22-30)
- Single
- College Grad
- Salary 40-60k
- Active Friend Group
- Enjoys various events
  - Outdoors
  - Festivals
- Avid Social Media Users
  - Facebook
  - Instagram



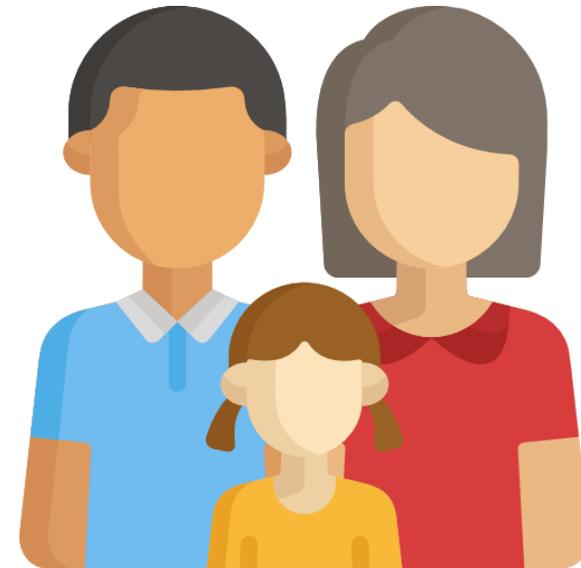
# Customer Persona Vance/Vivian

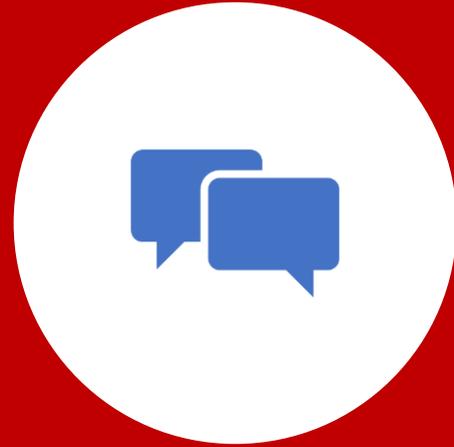
- Young Adult, Age 24-40
- Annual Income 40-80k
- Single/Married
- Enjoy Active Lifestyle
- Social Media for Events
- Visit Sports Gear Stores



# Customer Persona Adam/Abby

- Married, With Kids
- Age 30-50
- Annual Income 70-100k
- Care about Creating Memories
- Family Friendly Activities
- Enjoy Weekend Getaways
- Share Family Updates on Social Media





# Social Media Campaign

# Two Platforms

**facebook.**

&

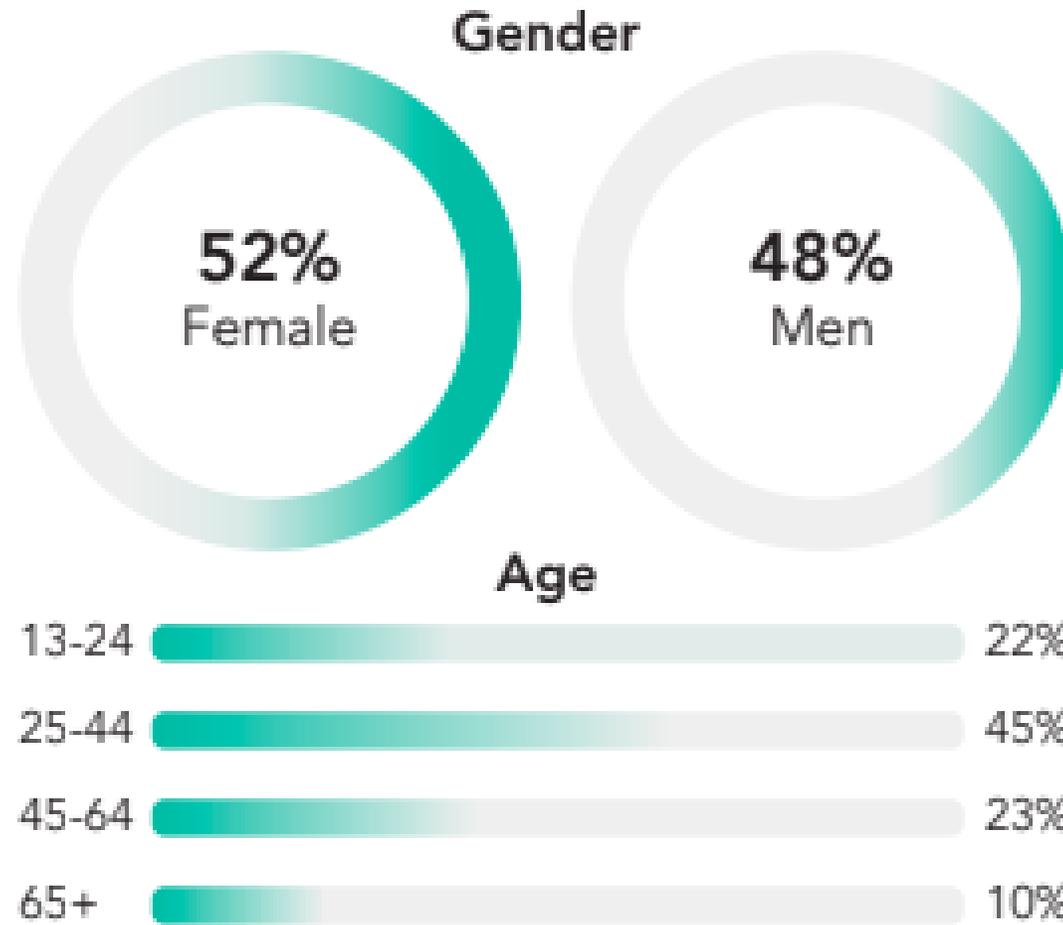
*Instagram*

Why these two  
platforms?

# facebook

- Most popular social networking site worldwide
- Facebook Ads, private/public groups, event pages
- 45-54 year age bracket is the fastest growing age group

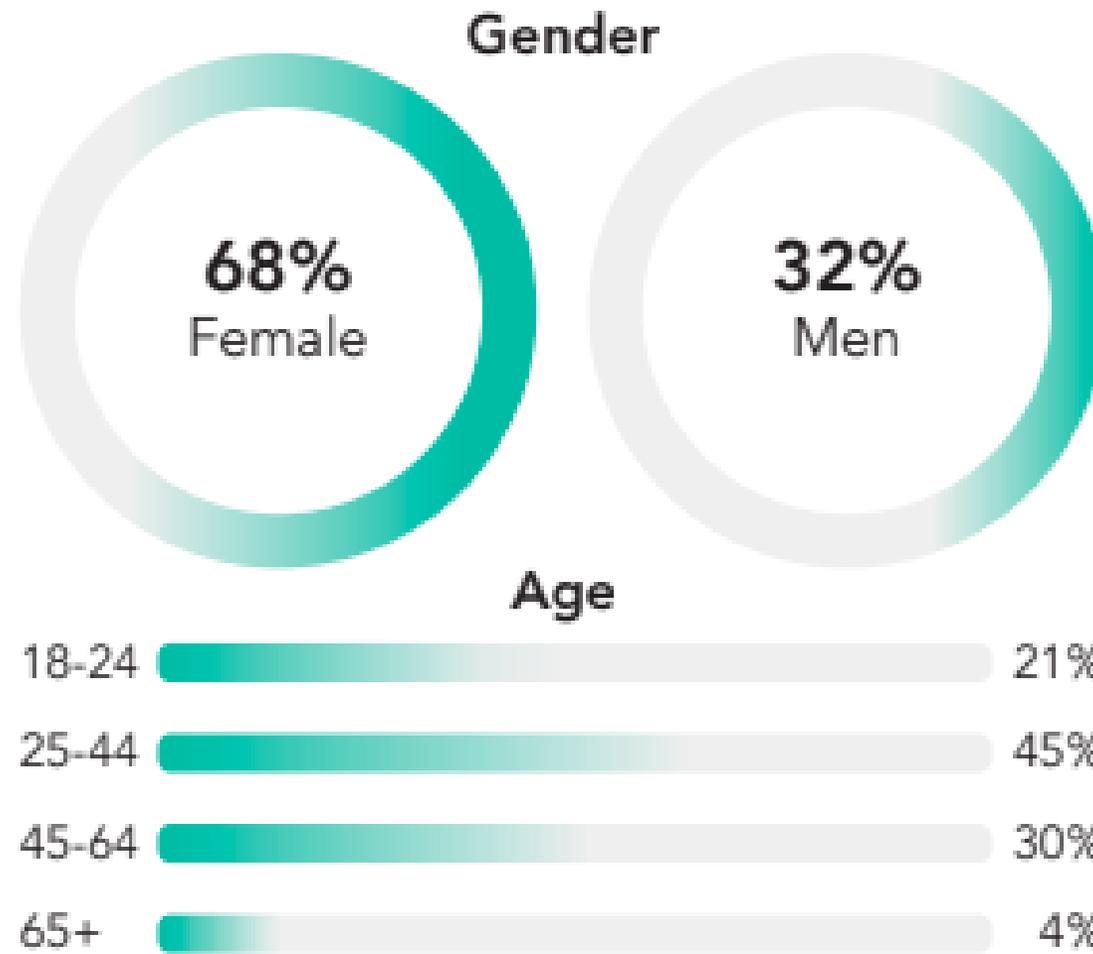


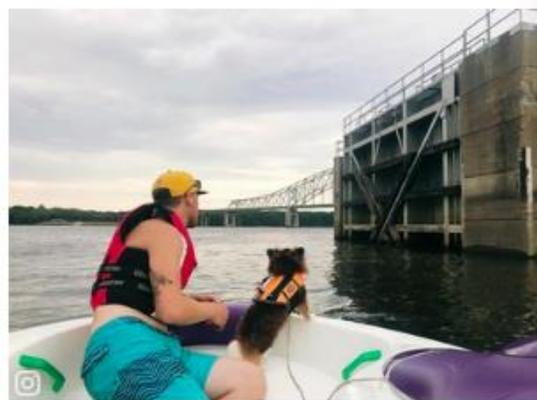




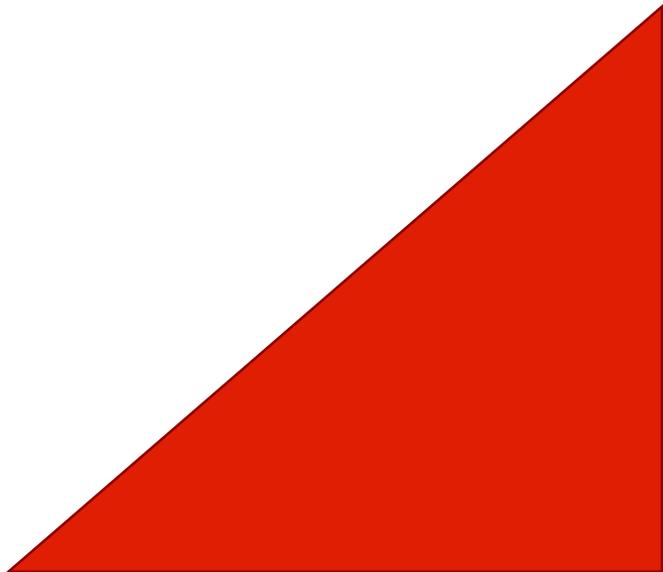
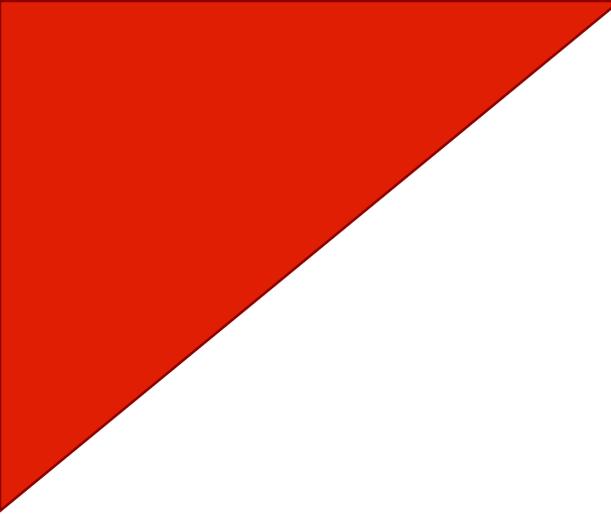
# Instagram

- Second largest social media platform
- Travel is among the list of businesses that thrive the most
- Helps build a brands visual identity
- Drives website traffic
- Most used platform for influencer marketing initiatives

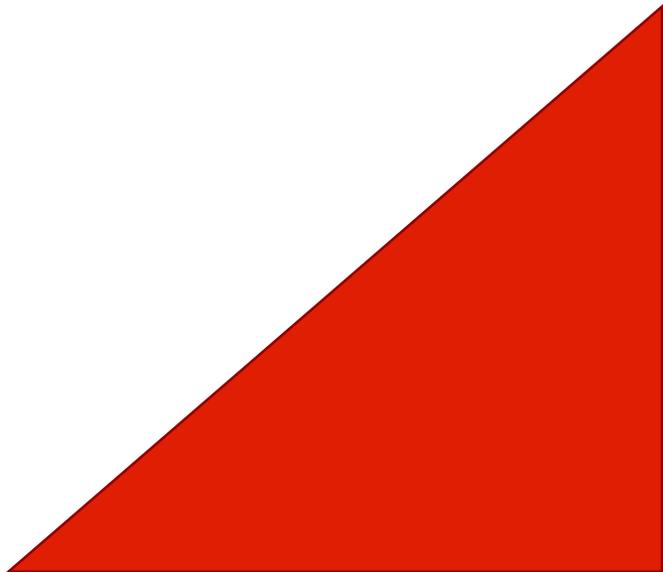
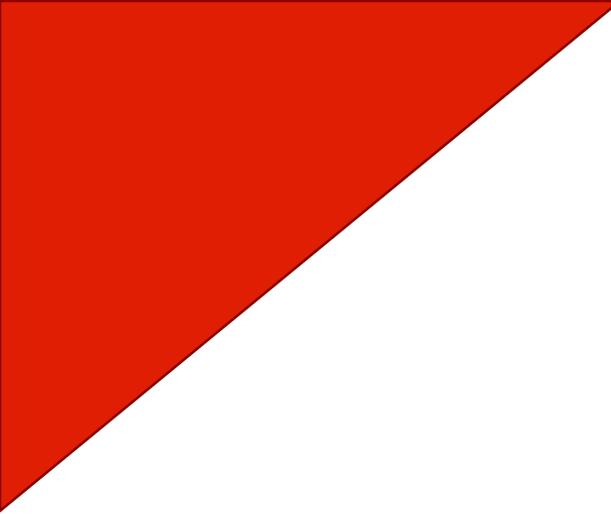




LOAD MORE



#FindYourDubuque



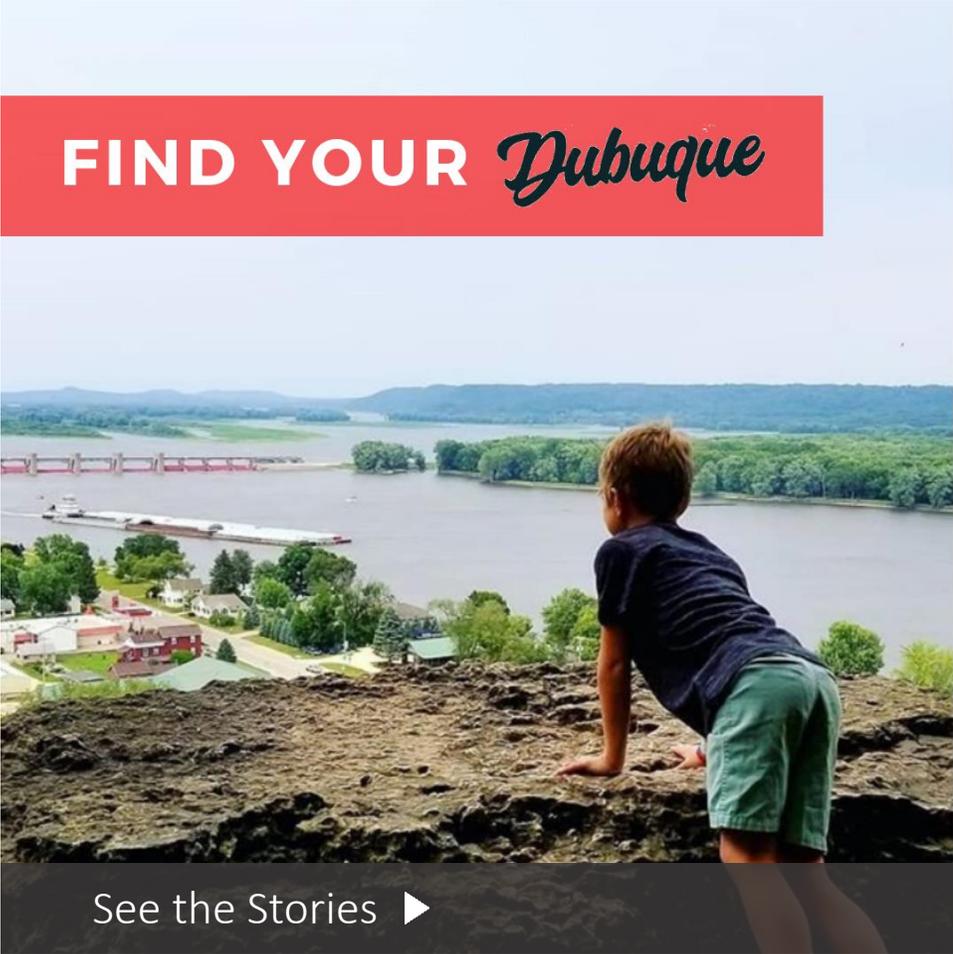
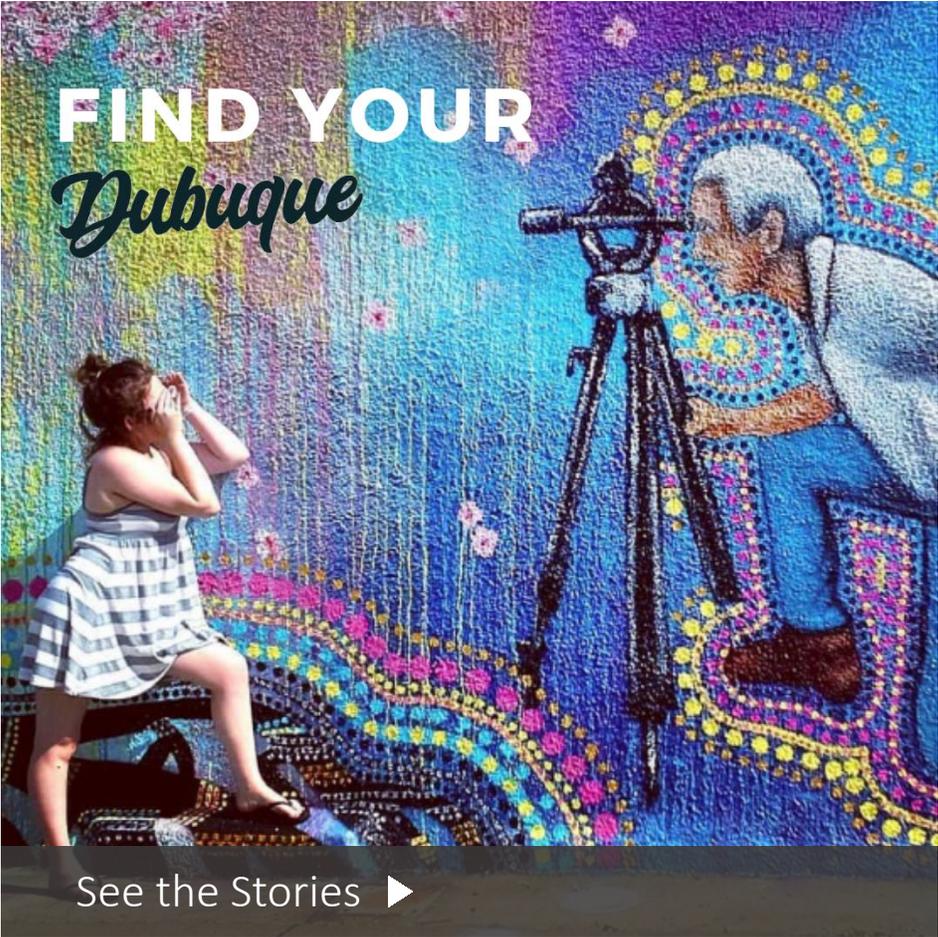
#MyDubuque

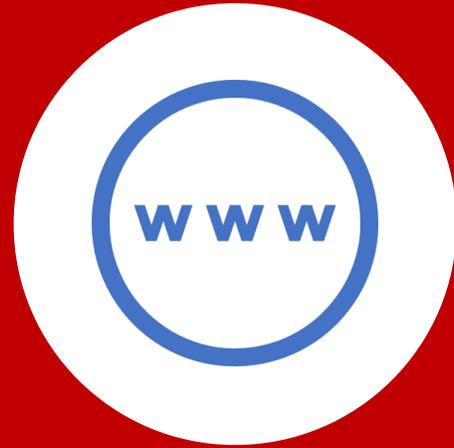


#ExploreIowa #Dubuque  
#WhereIowaStarted  
#ThisisIowa #IowaTravel  
#Travel #Iowa #Beauty  
#Nature #MidwestViews  
#Hiking #Outdoors



# Example Instagram Sponsored Posts





# Website Framework



# The separate webpage will include...

1. Campaign Message
2. Experiences shared by past visitors
3. Interest survey
  - Itinerary Creator
  - Pre-packaged itineraries
4. Build upon current content:
  - Travel Guide Download
  - Relevant Deals
  - To Dos or To Knows

Save Time



Tailor Cost

# Home Page Section - Key Goals

1. Reflect the campaign message
2. Create a visually engaged and action-calling site experience
3. Appeal to a broad audience while can be tailored towards different customer segments if needed

**FIND YOUR *Dubuque***

Two Layouts

Logo

Pages

Search Favorites Menu



Instructional  
Engagement



Video  
Clip

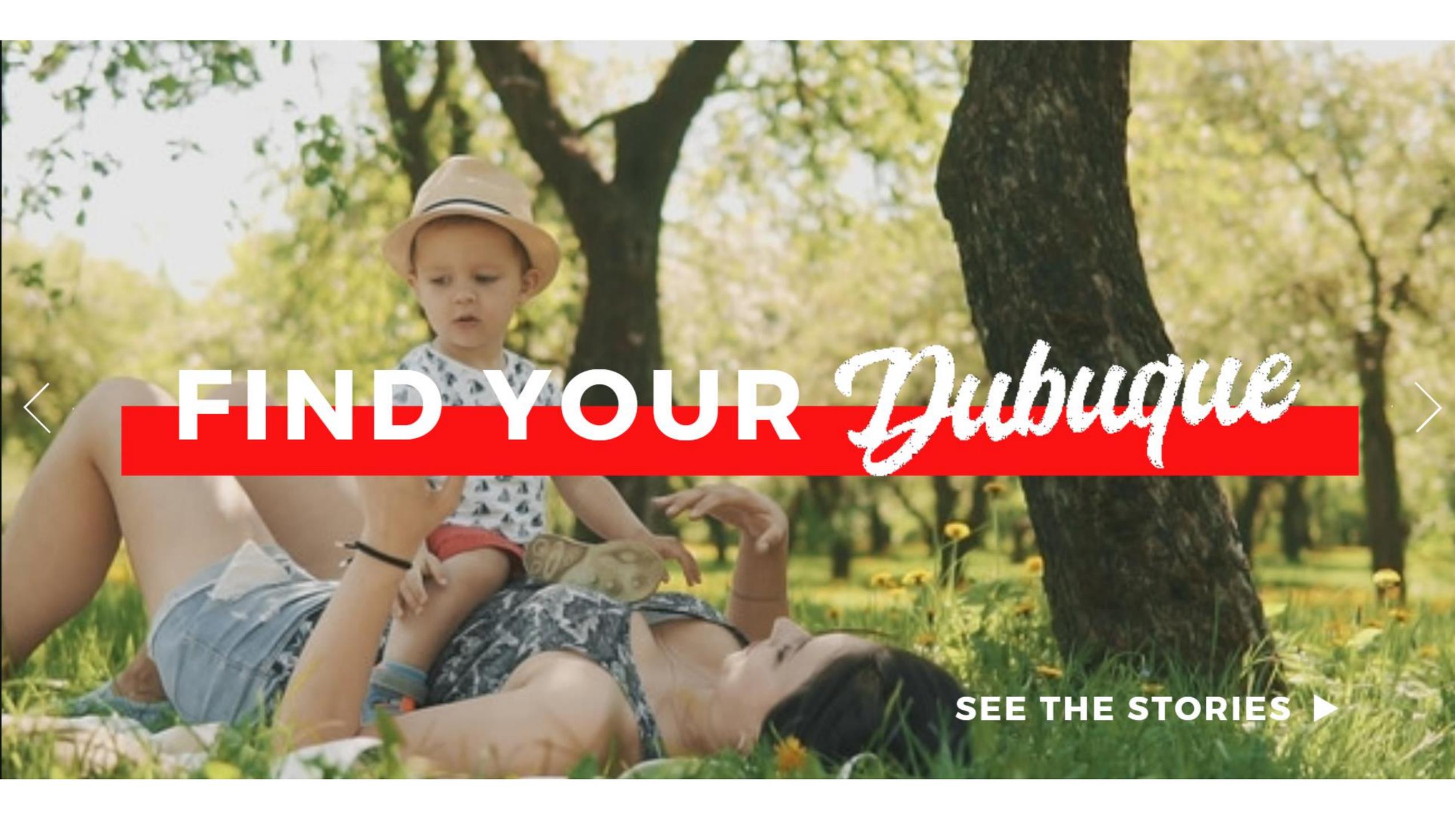
Learn More

A group of five young people are taking a selfie in a city street. A woman with curly blonde hair is in the center, smiling broadly with her mouth open. To her left, a woman with long dark hair is also smiling. To her right, a man with a beard and a woman with dark hair are smiling. On the far right, another man with a beard is smiling. They are all holding a smartphone on a selfie stick. The background is a blurred city street with colorful lights and buildings.

**FIND YOUR**

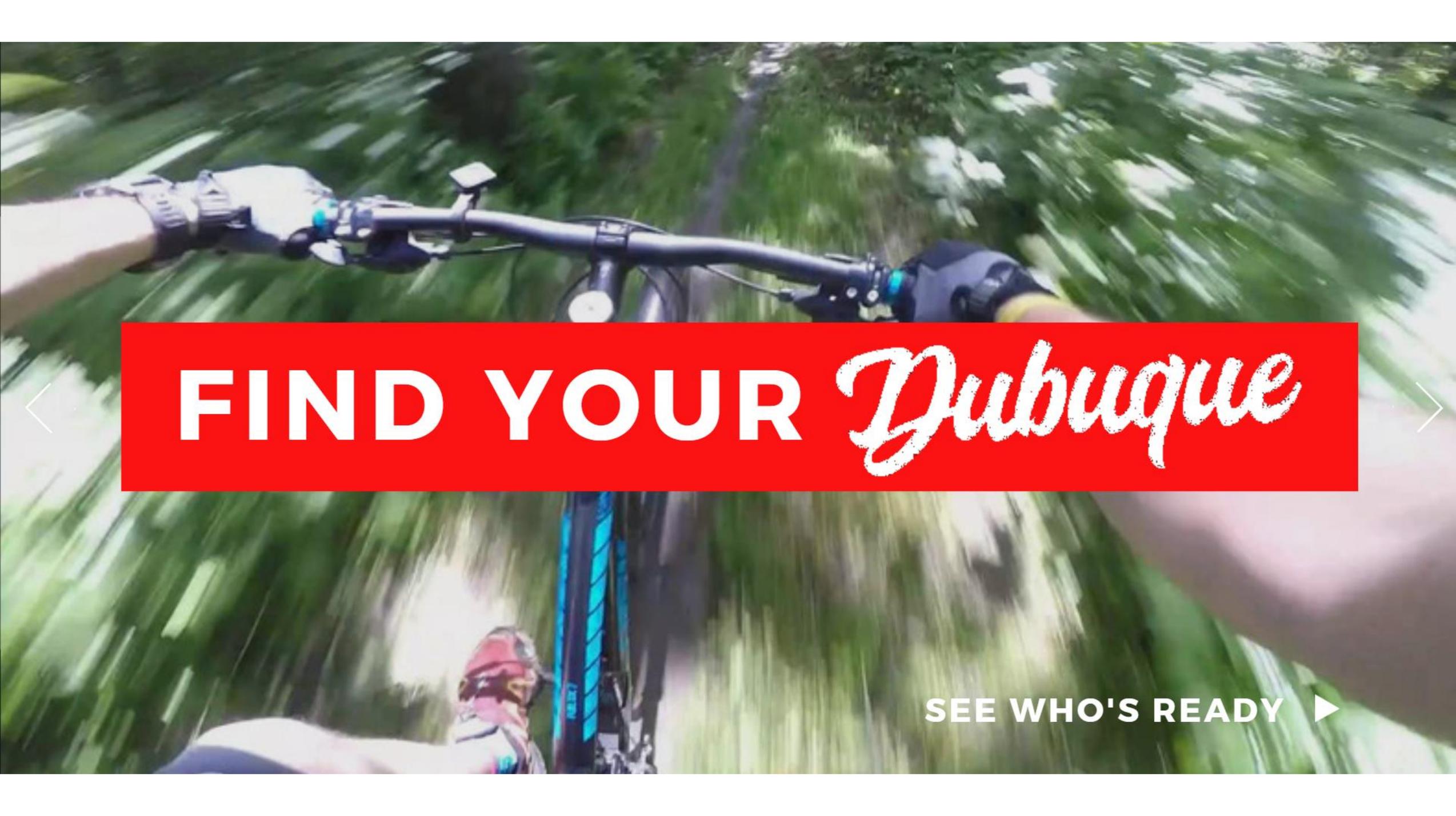
*Dubuque*

**SEE THE STORIES**



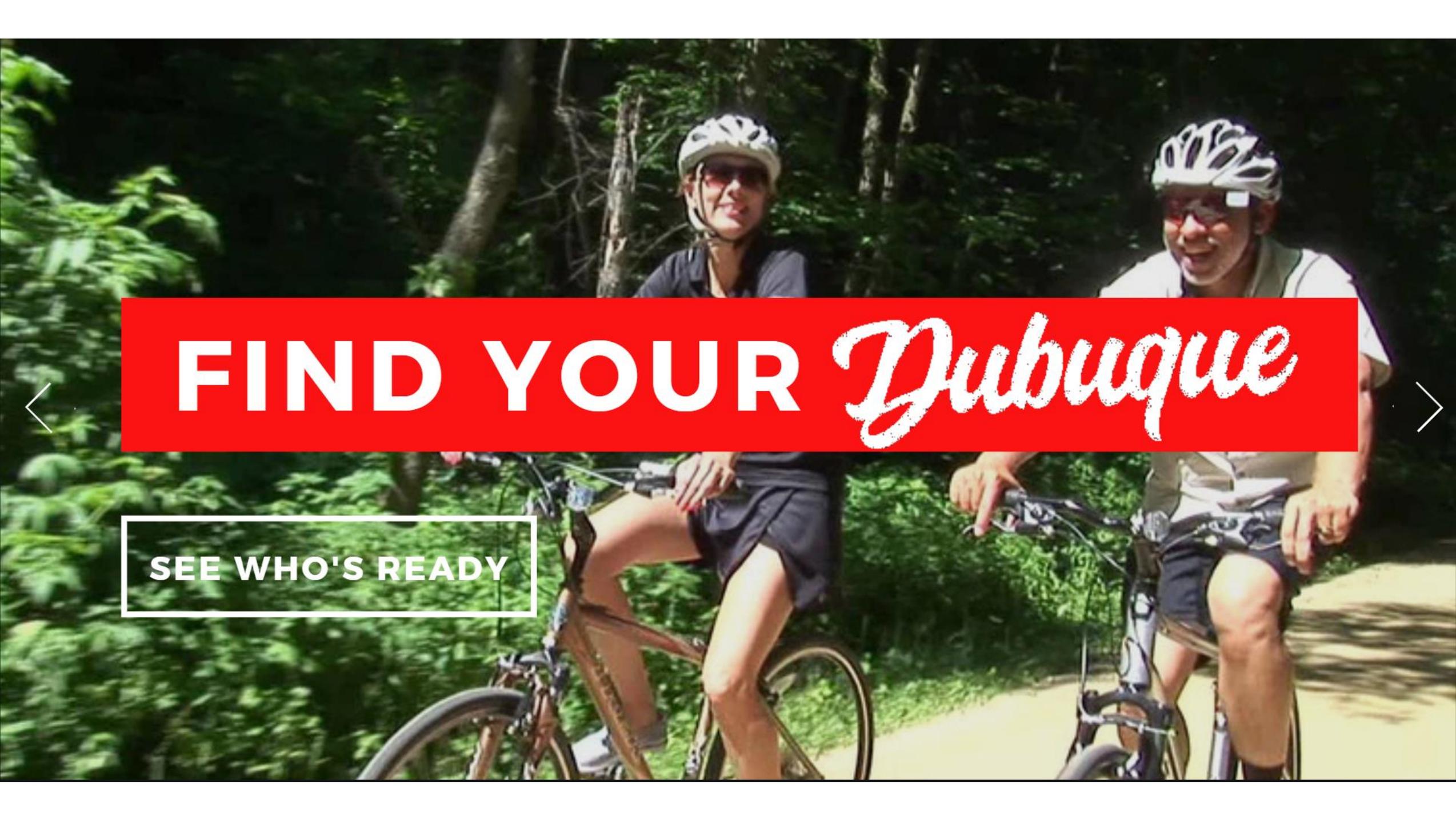
**FIND YOUR** *Dubuque*

**SEE THE STORIES** ▶



**FIND YOUR** *Dubuque*

**SEE WHO'S READY** ▶

A photograph of two people riding bicycles on a dirt path through a lush green forest. The person on the left is a woman wearing a dark blue cycling jersey and shorts, a white helmet, and sunglasses. The person on the right is a man wearing a light-colored cycling jersey and shorts, a white helmet, and sunglasses. They are both smiling and looking towards the camera. A large red banner is overlaid across the middle of the image, containing the text 'FIND YOUR Dubuque'.

**FIND YOUR** *Dubuque*

**SEE WHO'S READY**

Logo

Pages

Search Favorites Menu

Picture/Video

Campaign  
Connection

Video  
Clip

Learn More

Highlight

Highlight



# FIND YOUR DUBUQUE

See what others have shared about Dubuque and create your own memories.

[SEE THE STORIES](#)



# FIND YOUR DUBUQUE

See what others have shared about Dubuque and create your own memories.

[SEE THE STORIES](#)



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See what others have shared about Dubuque and create your own memories.

[SEE THE STORIES](#)



## 7 CLASSIC DUBUQUE EVENTS

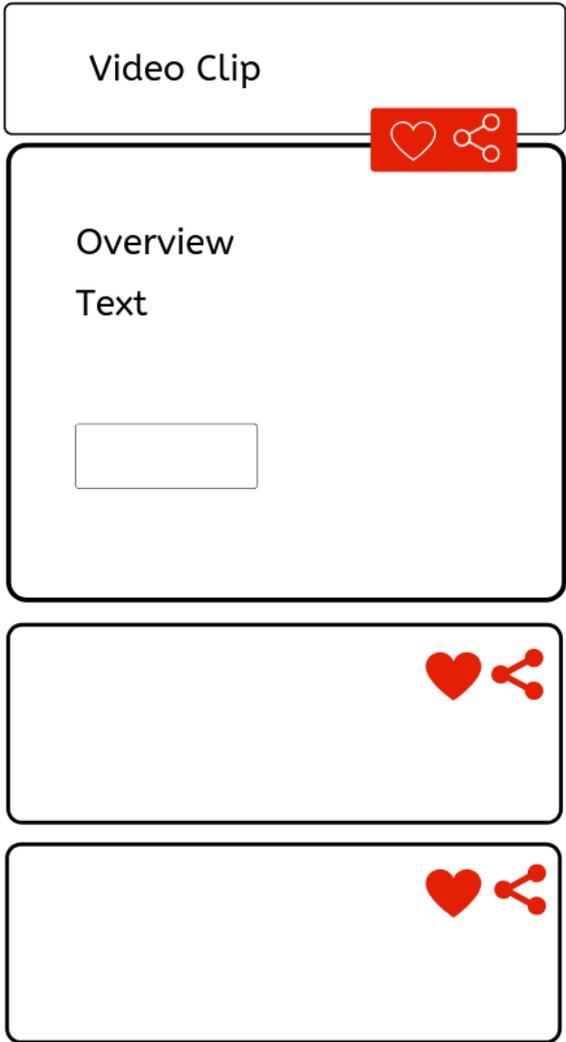
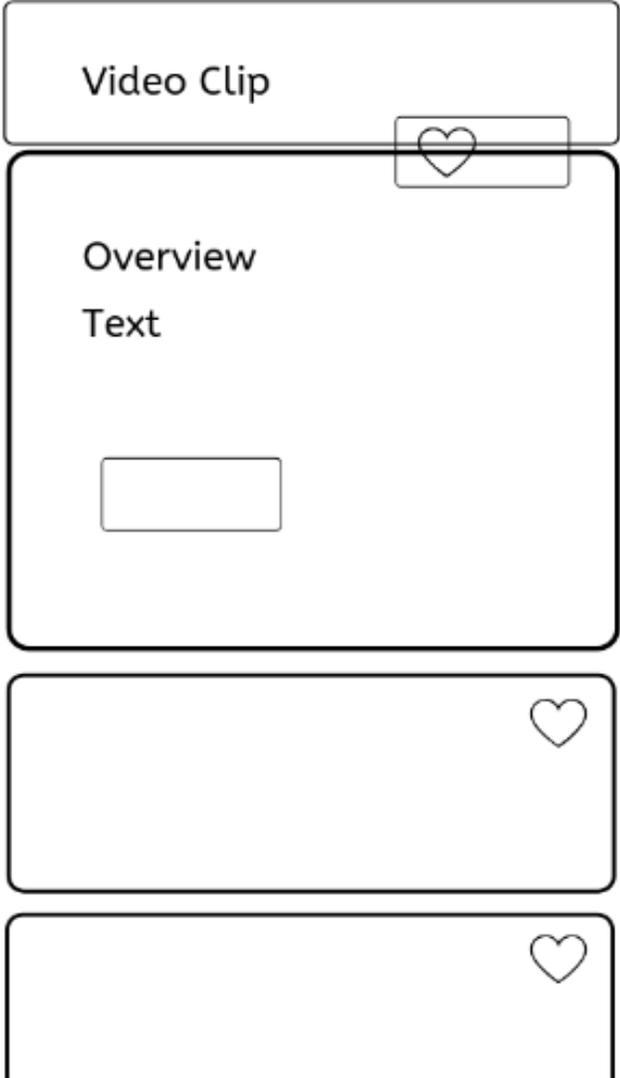
#EVERYONE

It's always party time #WhereIowaStarted and this summer is no exception. Kick off festival season at America's River Festival June 21-22.



## What's going on in Dubuque?





What's going on in Dubuque?





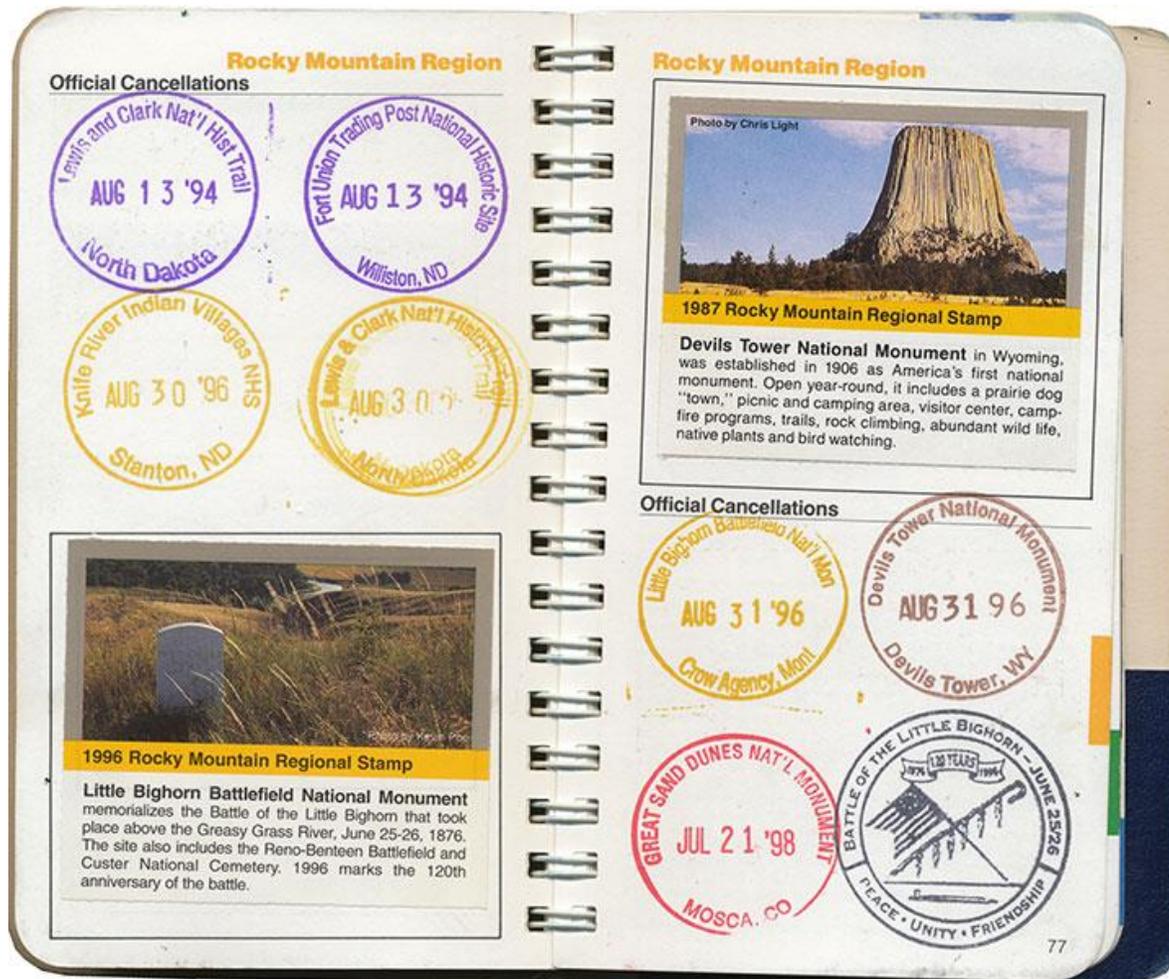
# Other Campaign Ideas



## Retaining Visitors

- Help spread the word
- Dubuque is not just a one-time visit
- Keep business flourishing and growing

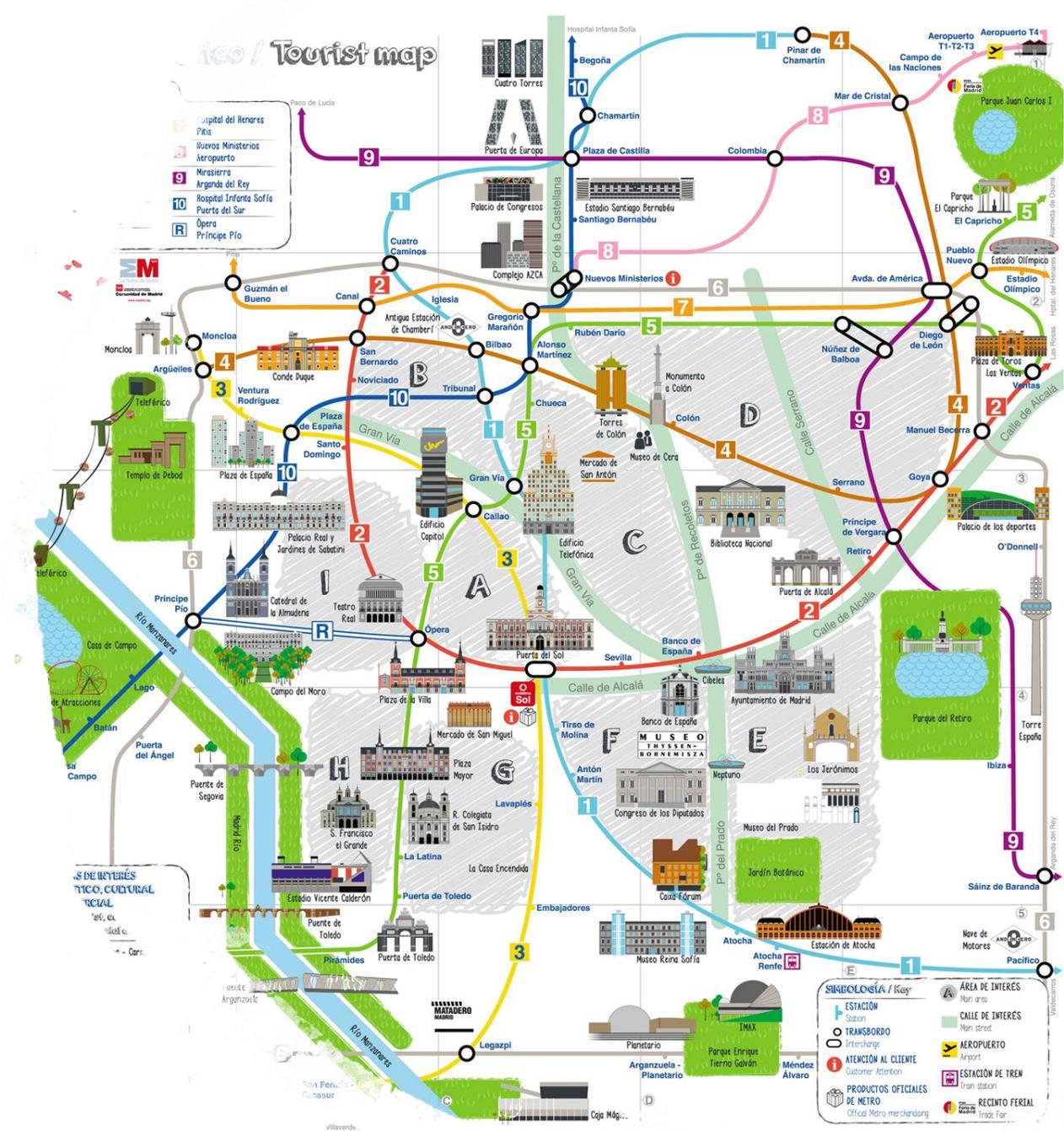
# Adventure Passport

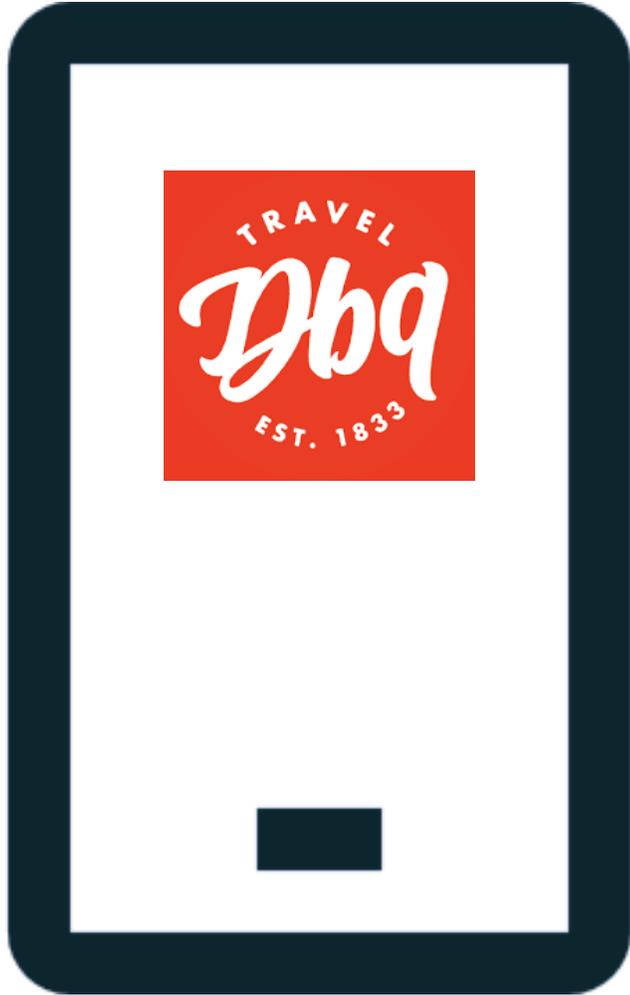


- Similar to the idea of a seasonal pass
- Keep the market engaged and excited to come back
- Provide discounts to Dubuque sites

# Adventure Map

- Give the people an idea of the different types of activities
- Opens up options for the market to engage in
- Better alternative to having several smaller maps
  - Combine to one big one





# Travel Dubuque App

- Online passport/map
- Digital efficiency

# Sports Store Posts

- Bike shops
- Outdoor supply stores



**TRAVEL**  
*Dubuque*

**TMBR**  
THE MOUNTAIN BIKE RIDE  
DUBUQUE

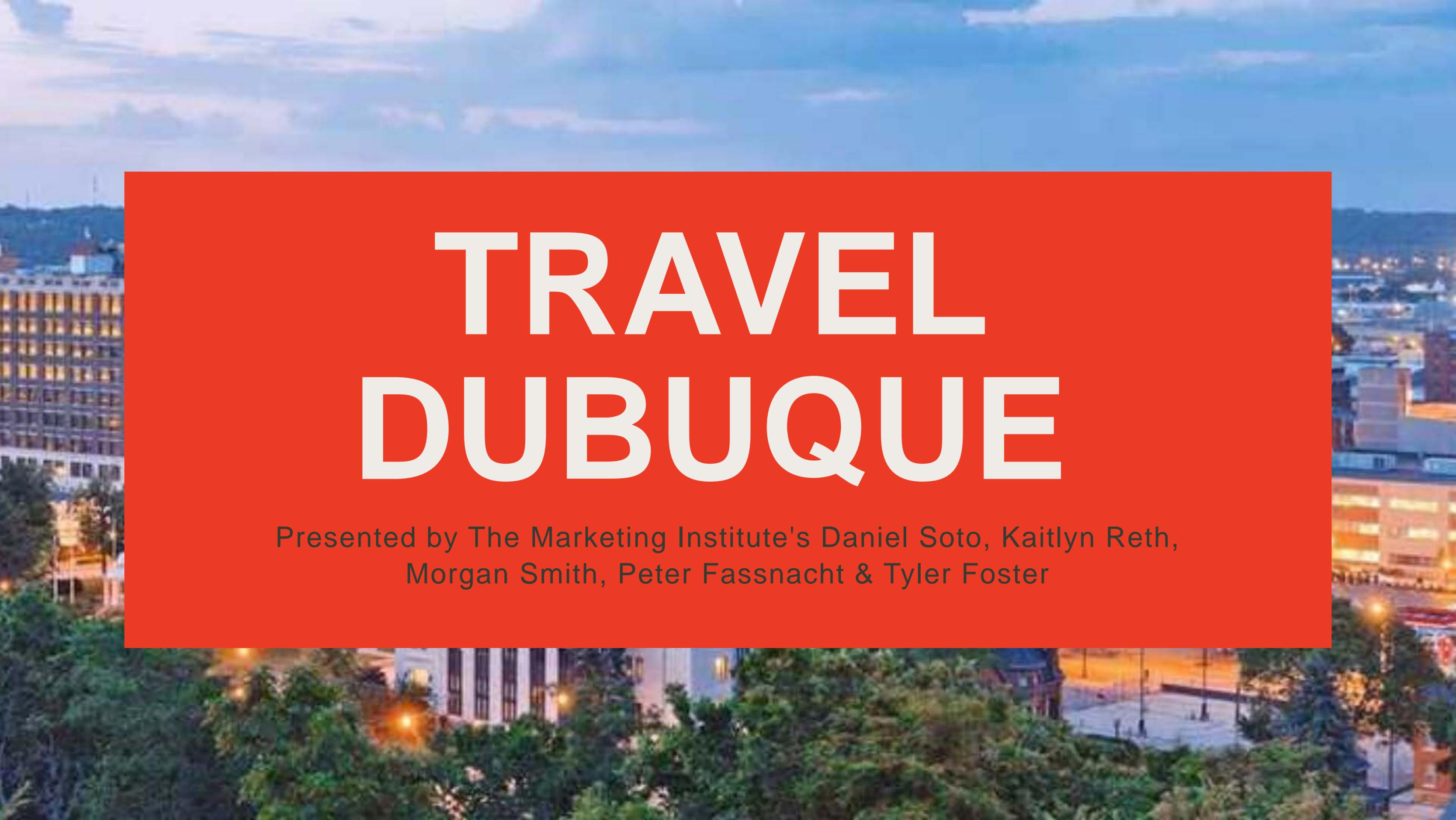
**FIND YOUR *Dubuque***

See events at [traveldubuque.com](http://traveldubuque.com) or join the community



# Summary

- We presented to you the deliverables central to our project abstract
  - We presented to you a campaign strategy that appeal to a broad audience while can be easily tailored to specific customer segments
  - We demonstrated an effective website framework for the campaign
- We tailored this campaign to your needs
- We provided various ideas to create a complete campaign process

An aerial photograph of Dubuque, Iowa, taken at dusk. The city lights are visible, and the sky is a mix of blue and orange. A large red rectangular overlay covers the center of the image, containing the title and presenter information in white text.

# TRAVEL DUBUQUE

Presented by The Marketing Institute's Daniel Soto, Kaitlyn Reth,  
Morgan Smith, Peter Fassnacht & Tyler Foster

# OBJECTIVES:

AD CAMPAIGN to reach the masses

WHO are the target markets

HOW to appeal to each target market  
and initiate the Ad Campaign



# SOCIAL MEDIA STANDINGS



## FACEBOOK

Five posts shared using #TravelDubuque this current year – zero were from visitors

## INSTAGRAM

Total of 123 posts with #TravelDubuque in last four weeks – 48 were from visitors of Dubuque

## TWITTER

Ten posts with #TravelDubuque – only two were posted by visitors



# INTRODUCING: #SHAREDUBUQUE

## WHO?

Travel Dubuque  
Content  
Use of Influencers  
User-Generated  
Content

## WHAT?

Encourages the sharing of  
experiences in Dubuque  
through social media  
Post pictures using  
#SHAREDUBUQUE and  
be entered in a chance  
drawing

## HOW?

Travel Dubuque  
showcases how they  
#SHAREDUBUQUE  
Source Influencers  
Utilize local businesses to  
sponsor prize drawings

Social Media

**Campaign**

Strategy

Target  
Markets

Outdoor  
Enthusiasts

Couples

Young  
Professionals

Timeline

#SHAREDUBUQUE

# #SHAREDUBUQUE

Share your pictures, videos, or stories of your adventures in Dubuque with **#SHAREDUBUQUE** and tag **@TravelDubuque** to be entered for a chance to win our monthly prize drawing.

**@TravelDubuque**



#SHAREDUBUQUE

*Share Dubuque!*

Have an experience you want to share? Share your photo, video, or captivating story about why you chose to #TravelDubuque. Use the #ShareDubuque in your post and be entered here for our featured profiles.





# WHY #SHAREDUBUQUE:

- Reaches a whole new audience of similar consumers - the domino effect
- MVMT Watches Ad campaign grew from \$1 million to \$60 million in sales in less than four years
- 71% of consumers who have had a positive experience on vacation are likely to share their experience and recommend it to their friends
- 75% don't believe advertisements, but 92% believe brand recommendations from friends
- Free advertising

Social Media

Campaign

Strategy

Target  
Markets

Outdoor  
Enthusiasts

Couples

Young  
Professionals

Timeline

# TARGET MARKETS:

1. Bikers/Outdoor Enthusiasts

2. Families/Couples

3. Young Professionals

Social Media

Campaign

Strategy

**Target  
Markets**

Outdoor  
Enthusiasts

Couples

Young  
Professionals

Timeline

#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

## WHO ARE THEY?

- All genders and income levels, but they are mainly ages 25-34
- Travels from all over the midwest (primarily Chicago, Des Moines, and Madison areas)
- Millennials who seek meaningful outdoor experiences in their everyday lives
- Their money is spent on gear and vehicles, as well as on trips and travel



Social Media

Campaign

Strategy

Target  
Markets

**Outdoor  
Enthusiasts**

Couples

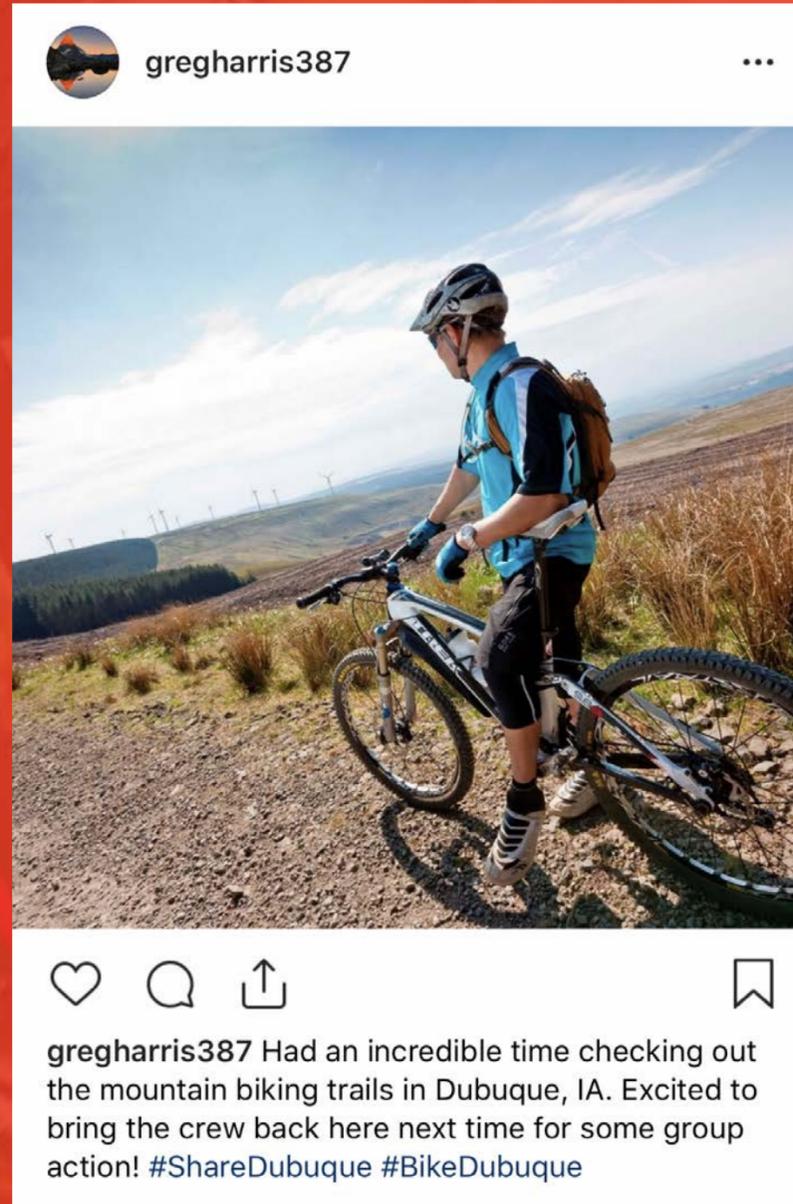
Young  
Professionals

Timeline

#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

#SHAREDUBUQUE



Social Media

Campaign

Strategy

Target  
Markets

**Outdoor  
Enthusiasts**

Couples

Young  
Professionals

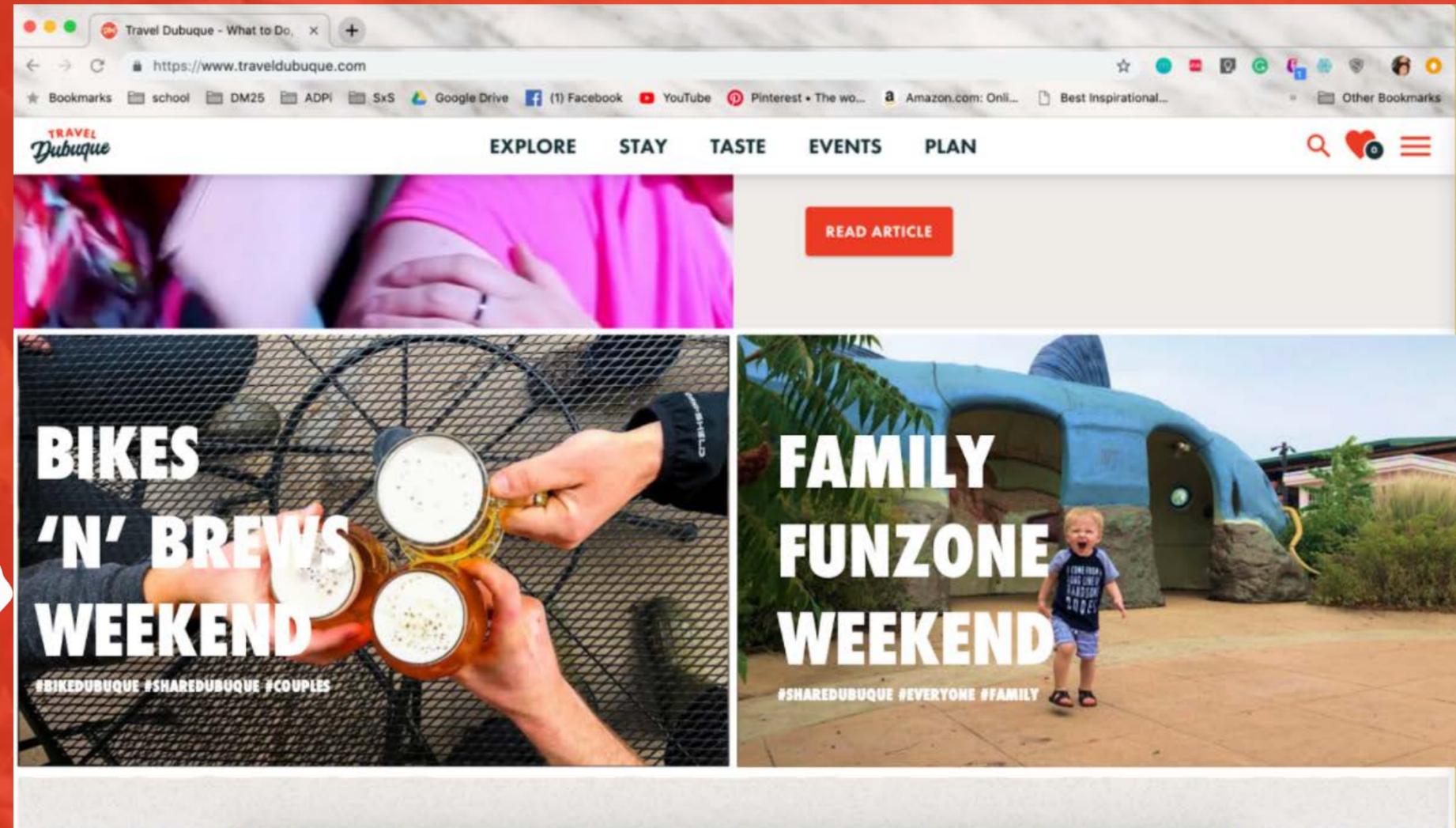
Timeline

#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

## HOW TO #SHAREDUBUQUE:

- #SHAREDUBUQUE through Travel Dubuque so consumers don't have to think about what their trip would entail



Social Media

Campaign

Strategy

Target Markets

Outdoor Enthusiasts

Couples

Young Professionals

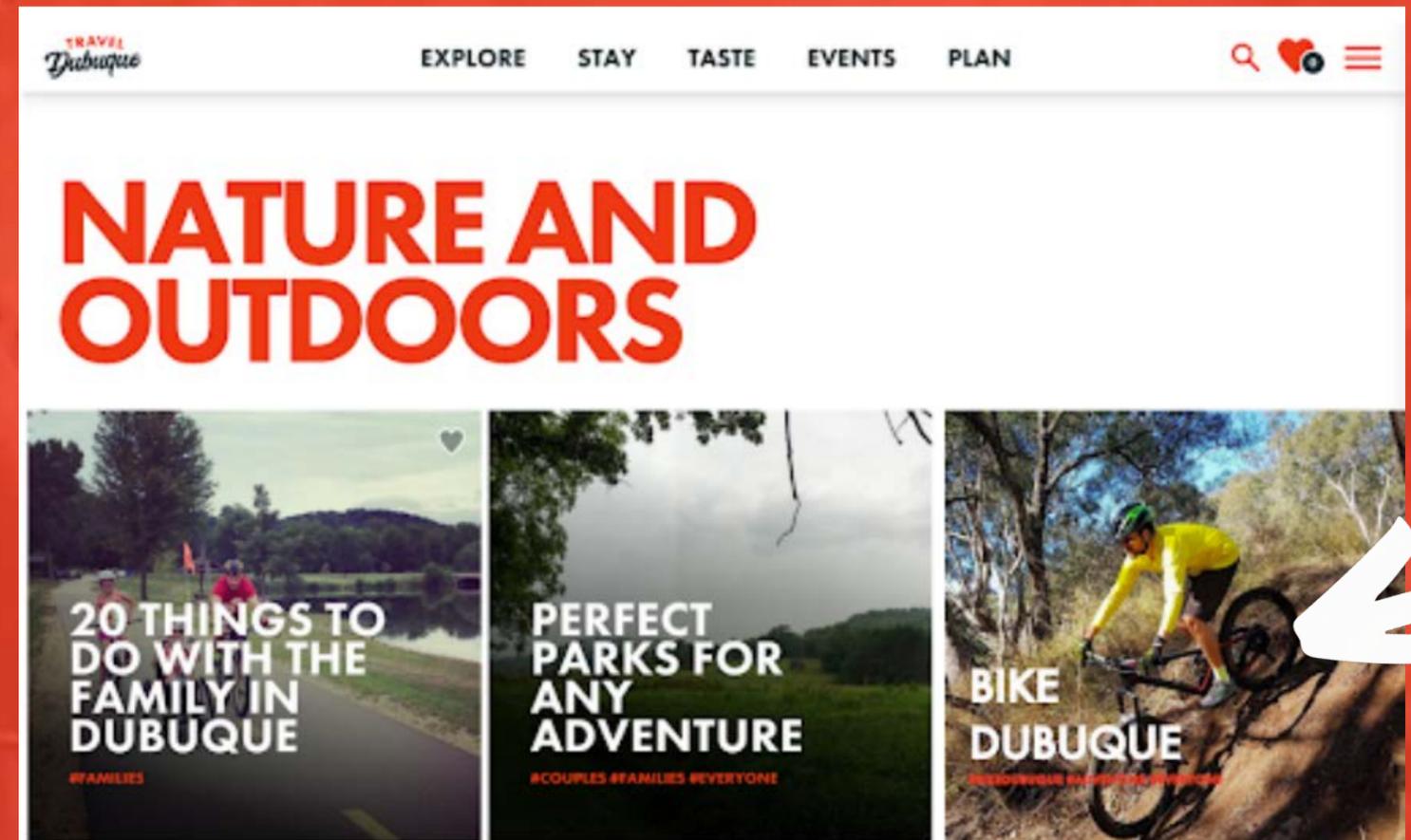
Timeline

#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

## HOW TO #SHAREDUBUQUE

- User generated content that starts with post from influencers in mountain biking
- Specific page on website for user videos
- A few “key” rides
- Instagram “celebrity” influencers



Social Media

Campaign

Strategy

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Outdoor  
Enthusiasts

Couples

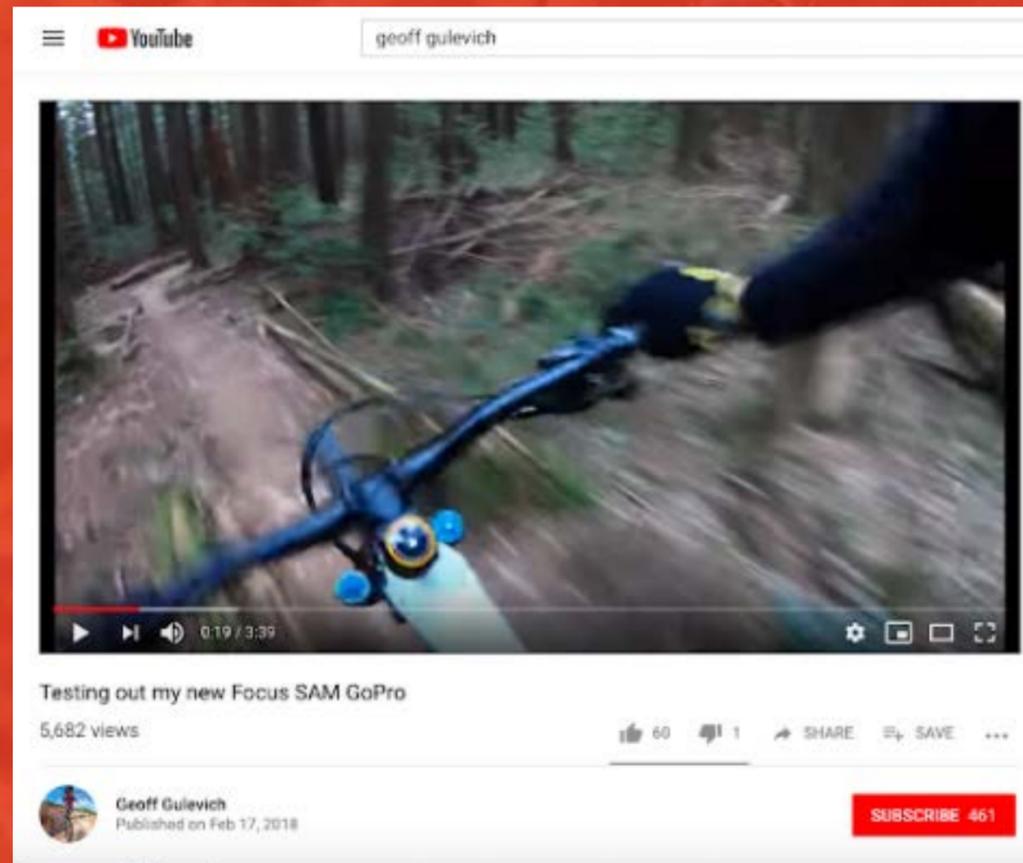
Young  
Professionals

Timeline

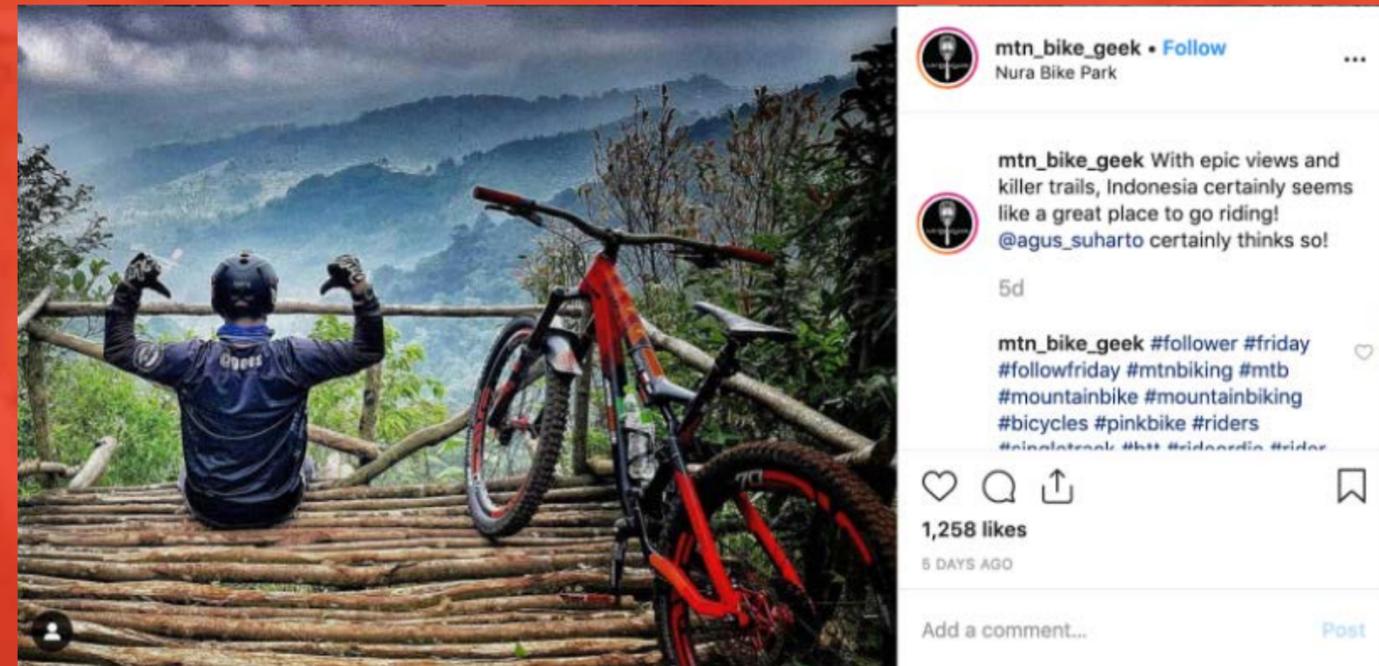
#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

## HOW TO #SHAREDUBUQUE



- Geoff Gulevich
- 90k Instagram followers and 145k Facebook likes



- Mountain Bike Geek
- 90k Instagram followers and 20k Facebook likes

Social Media

Campaign

Strategy

Target Markets

Outdoor Enthusiasts

Couples

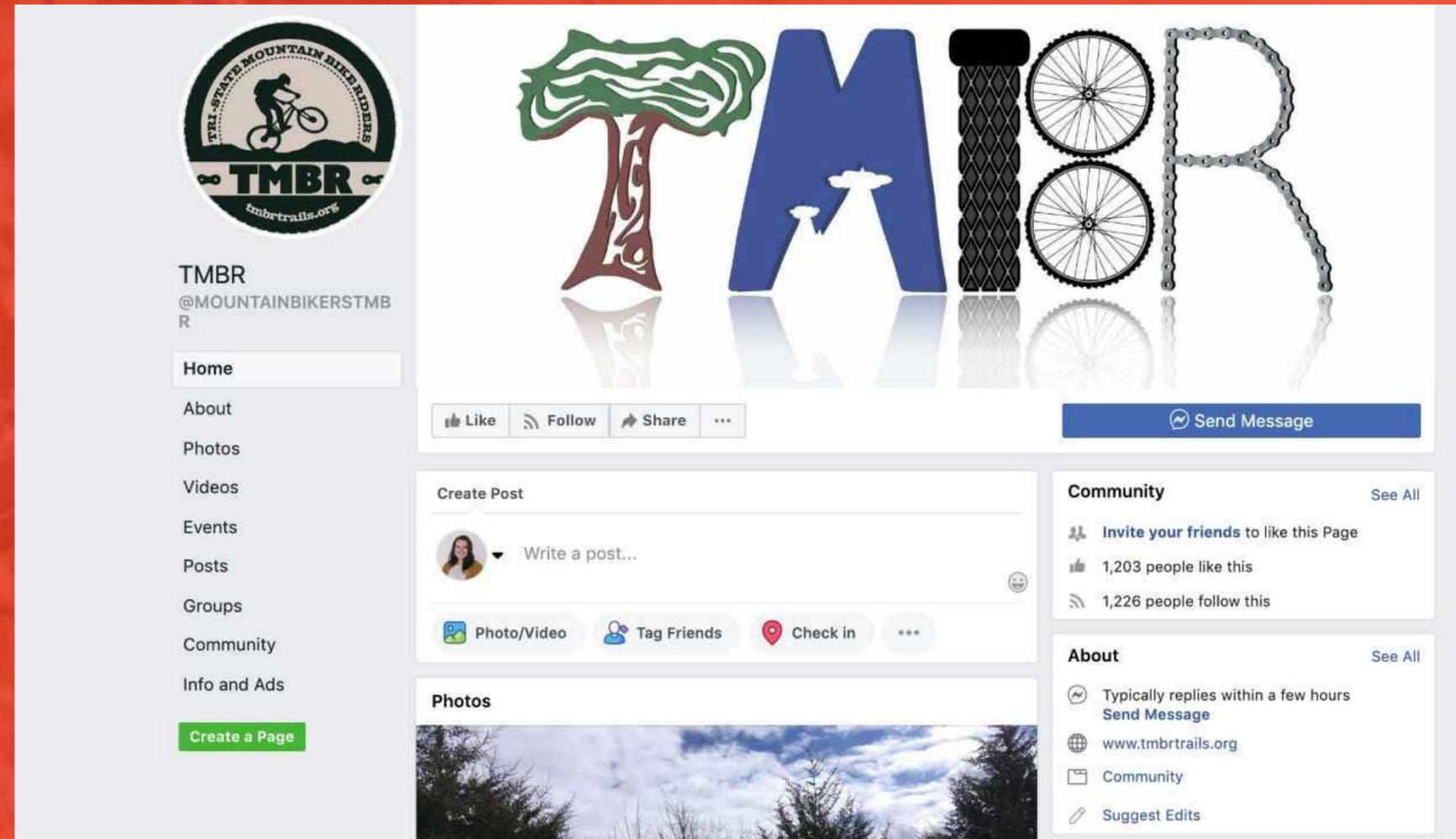
Young Professionals

Timeline

#SHAREDUBUQUE

# BIKERS/OUTDOOR ENTHUSIAST

## HOW TO #SHAREDUBUQUE



Utilize TMBR

Social Media

Campaign

Strategy

Target Markets

**Outdoor Enthusiasts**

Couples

Young Professionals

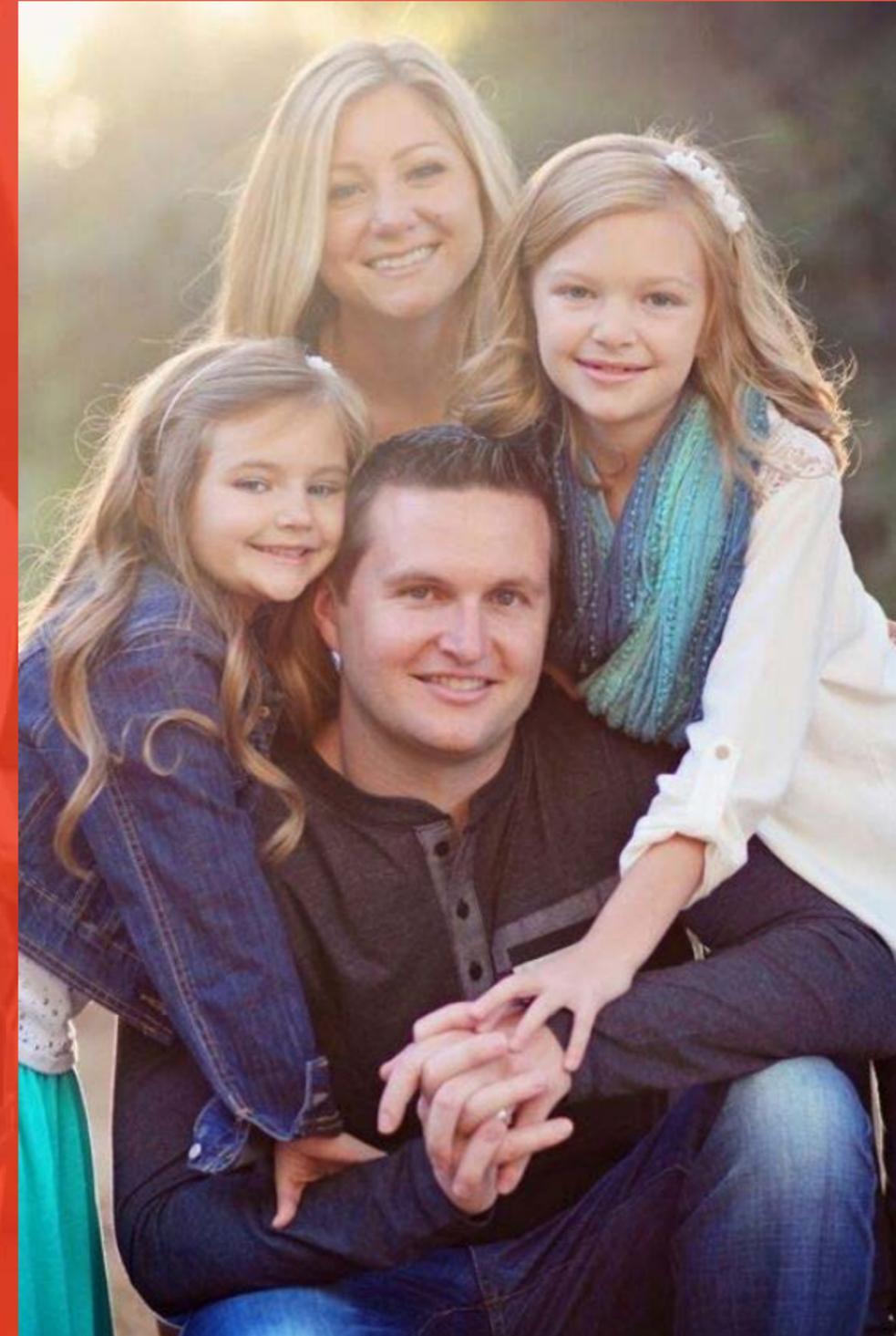
Timeline

#SHAREDUBUQUE

# COUPLES/FAMILIES

## WHO ARE THEY?:

- Families or Couples Usually between ages of 25-44 with kids
- Activity Oriented
- Adventurous
- Midwesterners
- Salary ranges from \$50,000 - \$124,000



Social Media

Campaign

Strategy

Target  
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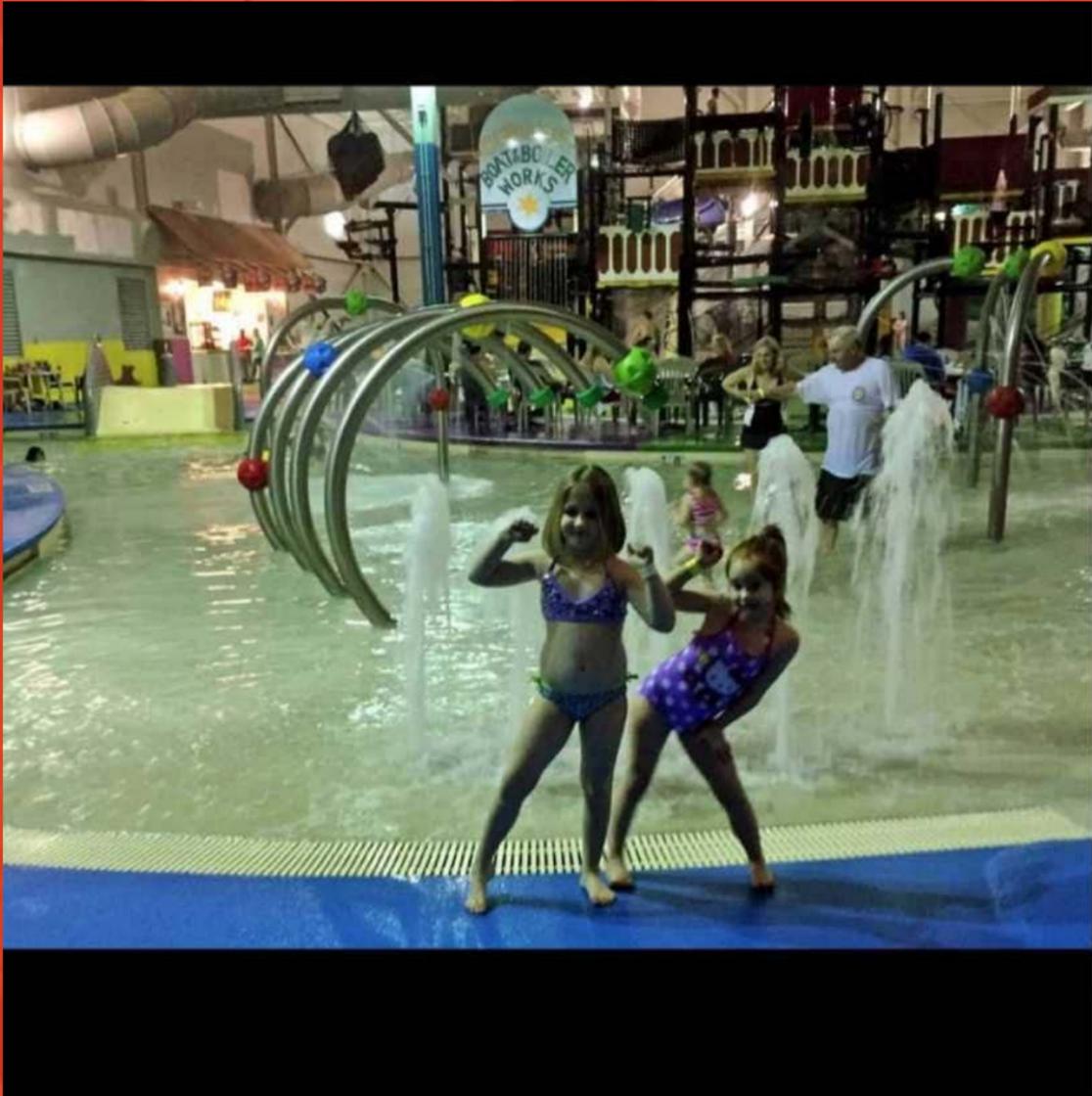
Young  
Professionals

Timeline

#SHAREDUBUQUE

# COUPLES/FAMILIES

## #SHAREDUBUQUE



karen\_anderson1965 • Follow

karen\_anderson1965 Andersons having a great family weekend in Dubuque Iowa!!! Loving our stay at Grand Harbor Water Park! #ShareDubuque

3w

1 like

MARCH 25

Add a comment...

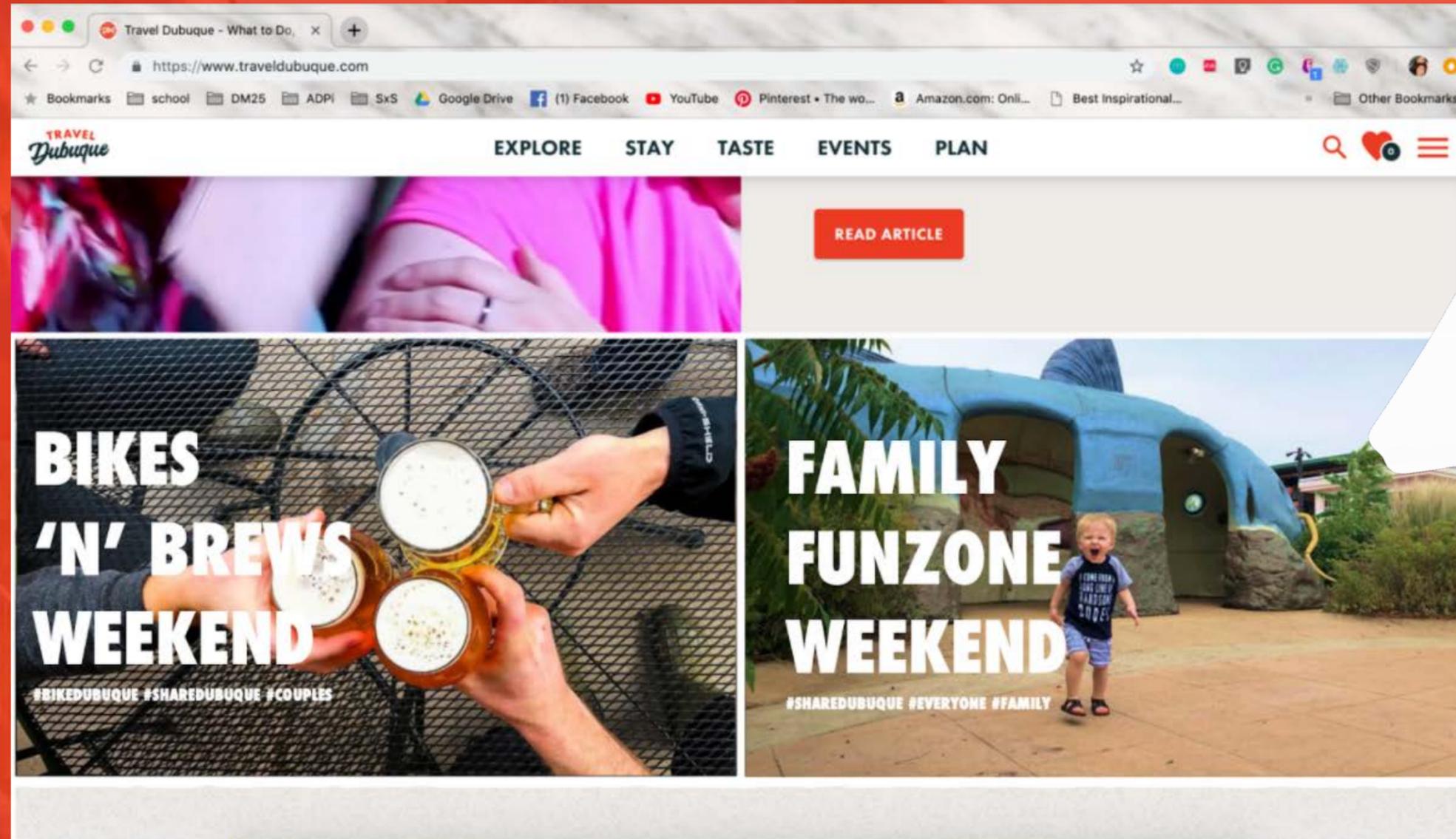
Post



#SHAREDUBUQUE

# COUPLES/FAMILIES

## HOW TO #SHAREDUBUQUE:



Social Media

Campaign

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Enthusiasts

Couples

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Professionals

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#SHAREDUBUQUE

# YOUNG PROFESSIONALS

## WHO ARE THEY?

- Young, non-married adults (22-28 years old)
- Income < \$50,000
- Explorative and enjoy the outdoors, looking for an event organized weekend
- Lives within Drivable Distance: (e.g. Des Moines, Minneapolis, Cedar Rapids greater area, also NW Illinois, SW Wisconsin)
- Young professionals are largely influenced by friends and parents



Social Media

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#SHAREDUBUQUE

# YOUNG PROFESSIONALS

## #SHAREDUBUQUE



Social Media

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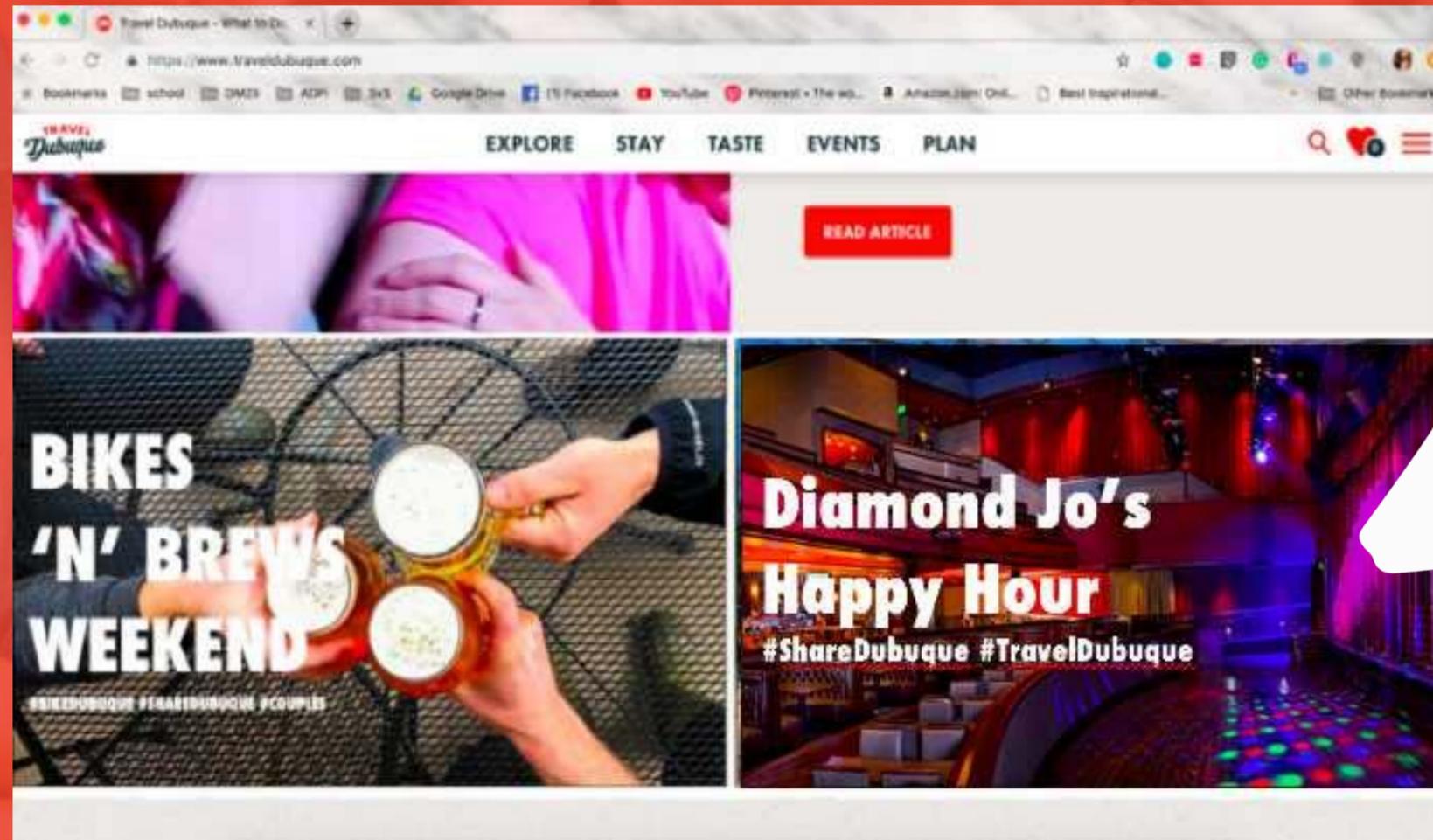
Timeline

#SHAREDUBUQUE

# YOUNG PROFESSIONALS

## HOW TO #SHAREDUBUQUE

- #SHAREDUBUQUE through Travel Dubuque so consumers don't have to think about what their trip would entail



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#SHAREDUBUQUE

# AD CAMPAIGN TIMELINE



**#SHAREDUBUQUE**

Social Media

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Timeline

#SHAREDUBUQUE

# OVERVIEW

## AD CAMPAIGN

#SHAREDUBUQUE  
through the power of  
social media

## TARGET MARKETS

Focus on Bikers/Outdoor  
Enthusiast,  
Couples/Families,  
& Young Professionals

## WHO'S SHARING DUBUQUE?

Utilize Travel Dubuque,  
Influencers, and  
Visitors



**QUESTIONS?**





**TRAVEL**  
*Dubuque*  
**CAMPAIGN STRATEGY**

Bella Volfson | Brandon Luong | Miranda Wilson | Taylor McCunn | Glen Nagel

# PROJECT OBJECTIVE

**To generate and increase awareness of all the outdoor activities Dubuque has to offer.**

WHERE  STARTED

# MAJOR DECISIONS

---

## TARGET AUDIENCE

Focusing on Gen Z  
creates opportunity

---

## CHANNEL SELECTIONS

Social media  
encourages sharing

---

## CONTENT STRATEGY

Destination  
marketing places  
emphasis on  
Dubuque

# RESEARCH METHODS

## **PRIMARY DATA**

Survey 1: focused on people familiar with Dubuque's recreational activities

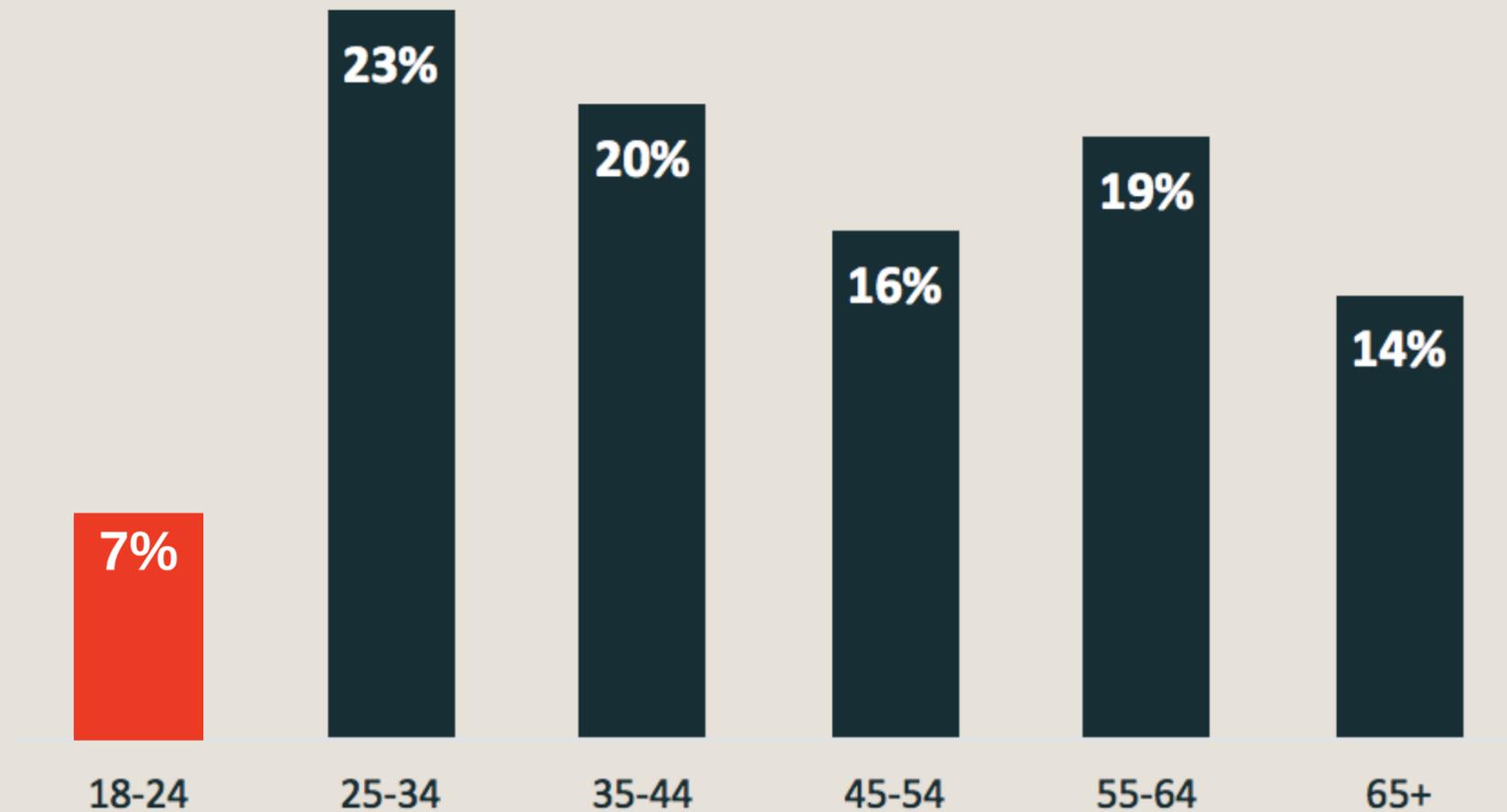
Survey 2: focused on Generation Z

## **SECONDARY DATA**

Mintel & Statista

Provided by Travel Dubuque

Percentage of Web traffic by Age



# TARGET AUDIENCE

## CURRENT WEB TRAFFIC

Millennials generate the most traffic on Travel Dubuque's website

Generation Z presents an opportunity for growth

Source: Google Analytics, Travel Dubuque. Demographics Overview (2018).

# PERCENTAGE OF THOSE WHO HAVE PARTICIPATED IN OUTDOOR RECREATIONAL ACTIVITIES:

80%

GENERATION Z

73%

MILLENNIALS

Source: Mintel, Outdoor Enthusiasts - US (2017).

# TARGET AUDIENCE



## THEY ADD LONG TERM VALUE

Gen Z is approaching prime spending years



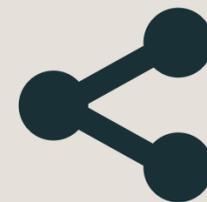
## THEY TRAVEL LESS

Gen Z has less disposable income to spend on traveling far distances



## THEY SEEK EXPERIENCES

Gen Z spends less on material goods and more on experiential activities



## THEY ARE CONNECTED

Gen Z spends the most time on social media and seeks out authenticity

Sources: Mintel, Marketing to the iGeneration - US (2018).  
Mintel, Outdoor Enthusiasts - US (2017).  
UI Marketing Institute, Gen Z Survey (2019).

# PERSONA #1

## THE ADVENTURE SEEKER

Upper Gen Z (22-24)

Full-time Worker

Unmarried

75 mile radius, roughly

Discretionary income for activities & hobbies

Loves the thrill and challenge it brings

Enjoys the community aspect of sharing experiences

Interested in trying new adventurous activities



# PERSONA #2

## THE LEISURE EXPLORER

Upper Gen Z (18-22)

Student/Intern

Unmarried

75 mile radius, roughly

Does not have the income for special gear

Loves the beauty of their surroundings

Enjoys the community aspect of sharing experiences

Interested in trying new leisure activities



# CHANNEL SELECTION

## YOUTUBE & INSTAGRAM



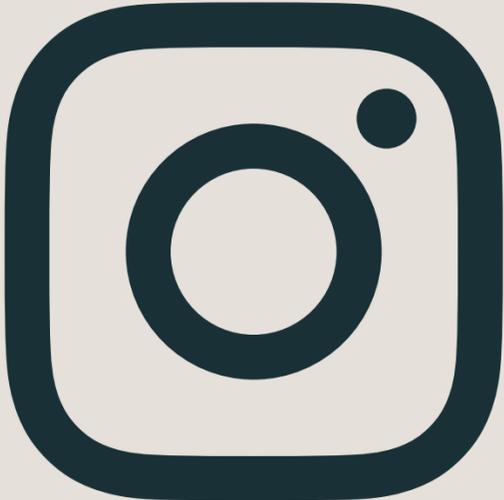
**VIDEO ADS**

Instagram and YouTube have the 2nd and 3rd highest reach for Gen Z

Both platforms encourage shareability

Both platforms showcase visual content

Both platforms allow for extensive targeting



**PROMOTED POSTS**

Sources: Statista, Social Media Usage in the US (2018).  
UI Marketing Institute, Gen Z Survey (2019).



# CONTENT STRATEGY

## DESTINATION MARKETING

Campaign is intrinsically tied  
to Dubuque

# CONTENT STRATEGY

## LANDING PAGE: INTERACTIVE MAP

### IDEOLOGY

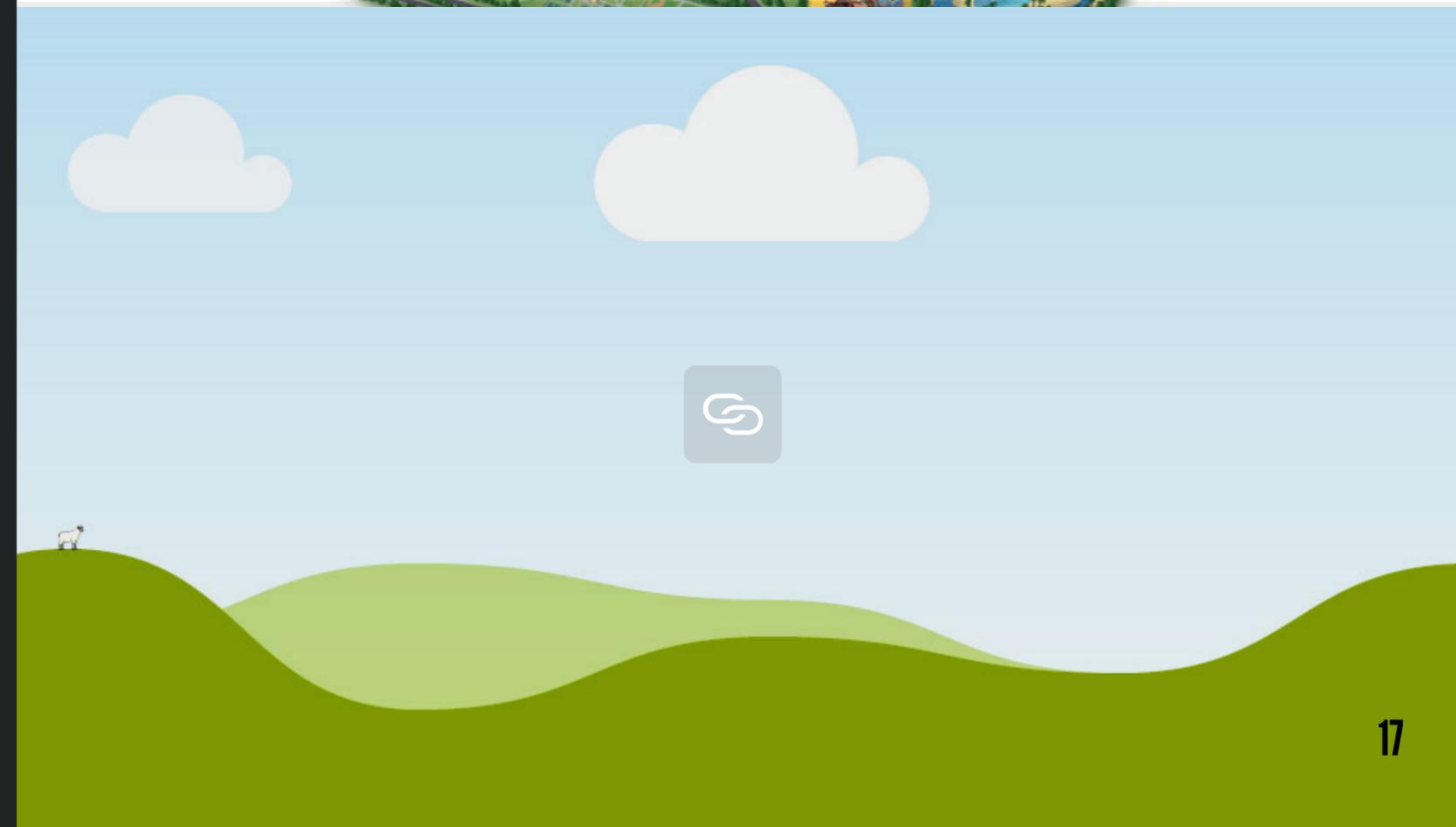
Reinforces destination marketing

Visual aspect is helpful for new visitors

### LOOK & FEEL

Meshes with new brand guidelines

Nostalgic and universally appealing



# CAMPAIGN STRATEGY

## SOCIAL MEDIA AD STRATEGY

### **BE STRATEGIC IN SELECTING HUBS**

Choose the hubs you include on the social side of the campaign wisely, but include them all on the website.

### **DRIVE TRAFFIC TO LANDING PAGE**

Each social media ad will be linked to the landing page so that the audience can explore Dubuque via the interactive map.

### **TARGET BOTH PERSONAS**

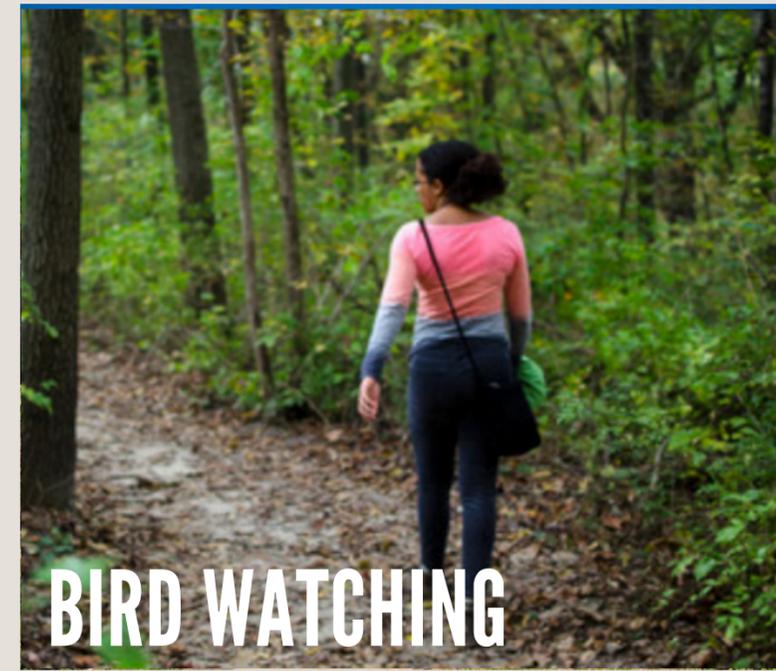
Include adventurous & leisure activities and show that you offer their current hobbies in addition to potential new interests.

### **USE PROFESSIONAL PHOTOS**

A photo shoot will capture the beauty, allow you to include those who appeal to Gen Z, & provide an opportunity to be more inclusive.

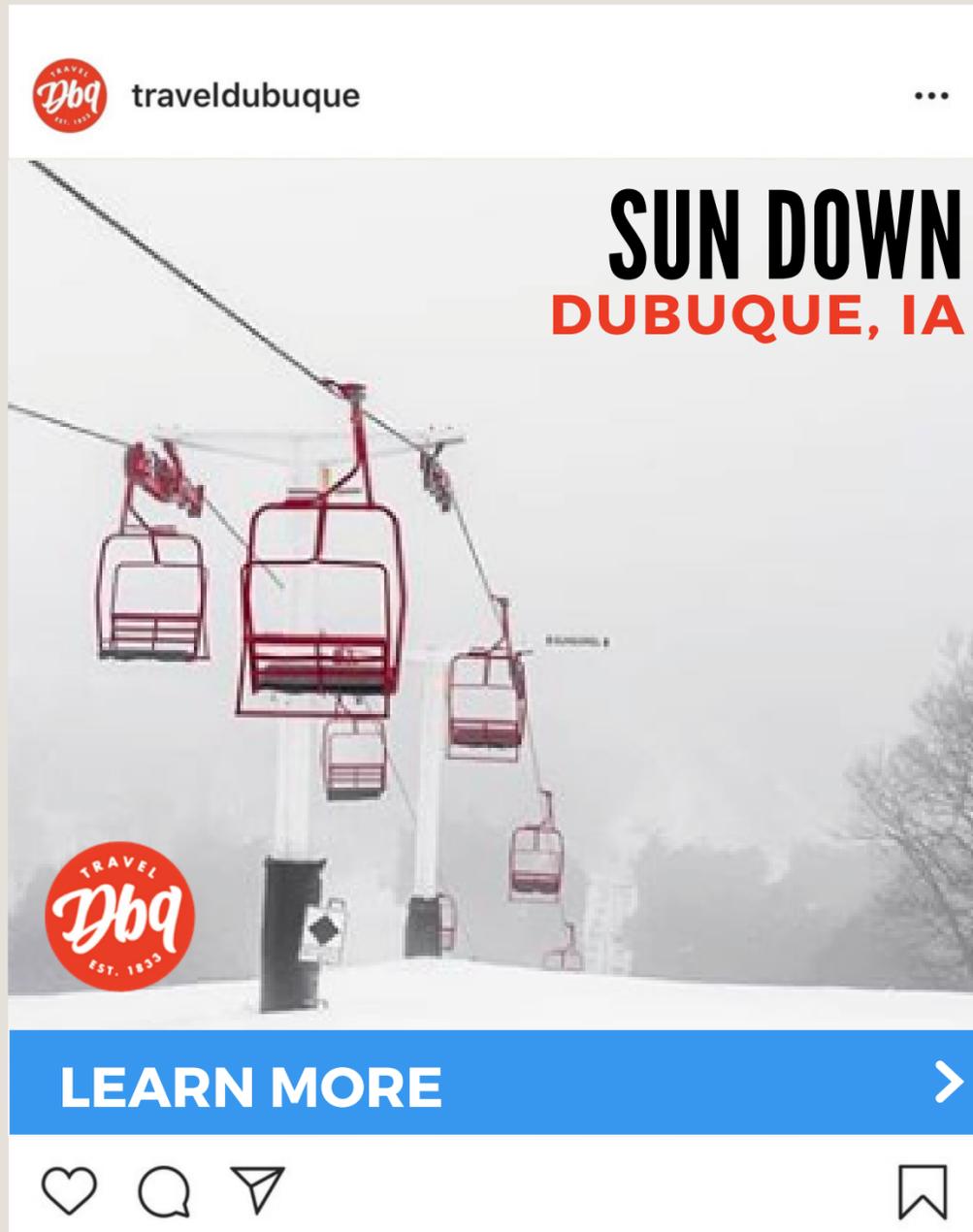
# CAMPAIGN STRATEGY

## YOUTUBE STORYBOARD



# CAMPAIGN STRATEGY

## INSTAGRAM CAROUSEL



traveldubuque

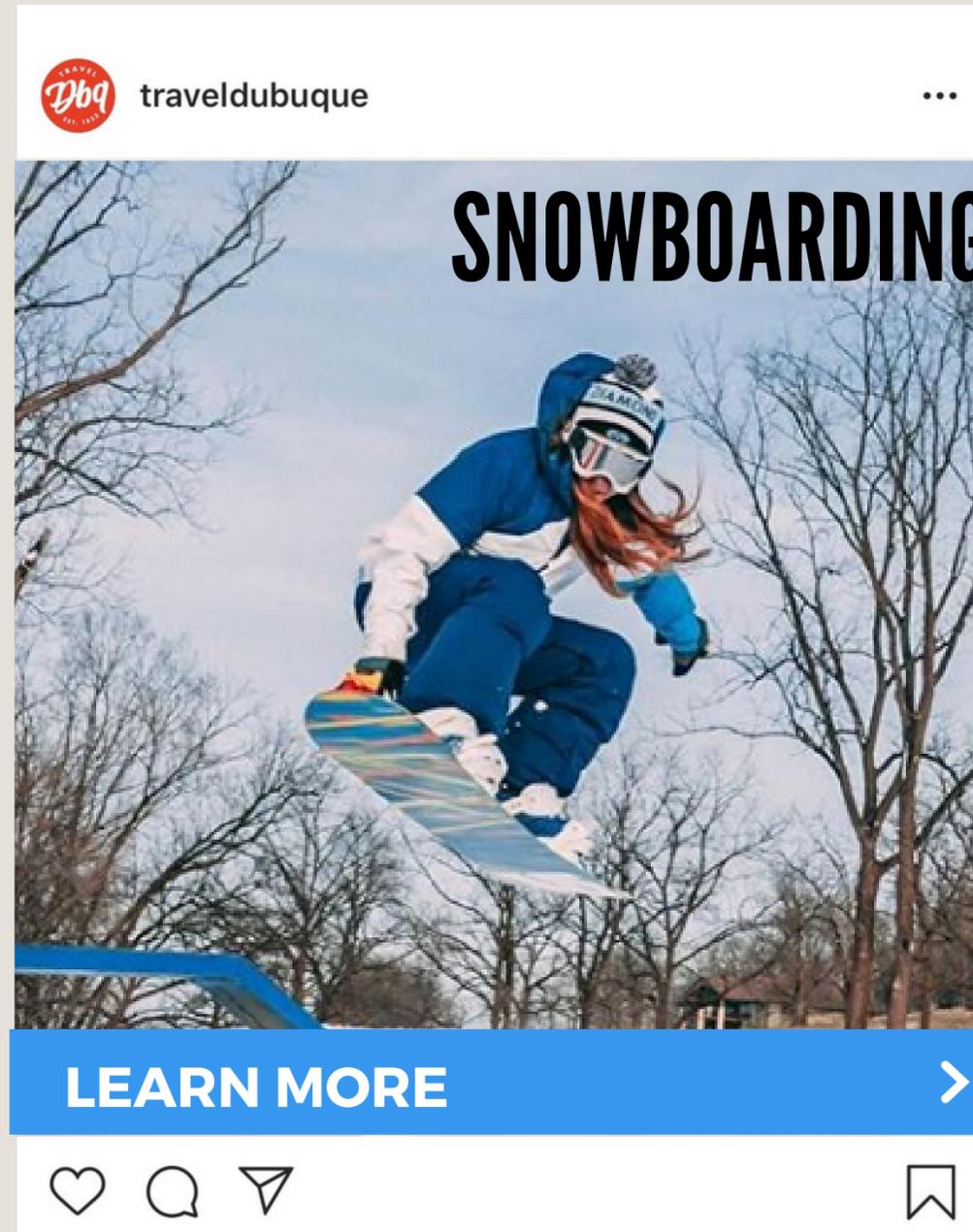
### SUN DOWN DUBUQUE, IA

LEARN MORE >

Instagram interaction icons: heart, comment, share, bookmark

Travel Dubuque logo (bottom left)

Background image: Ski lift chairs against a hazy sky.



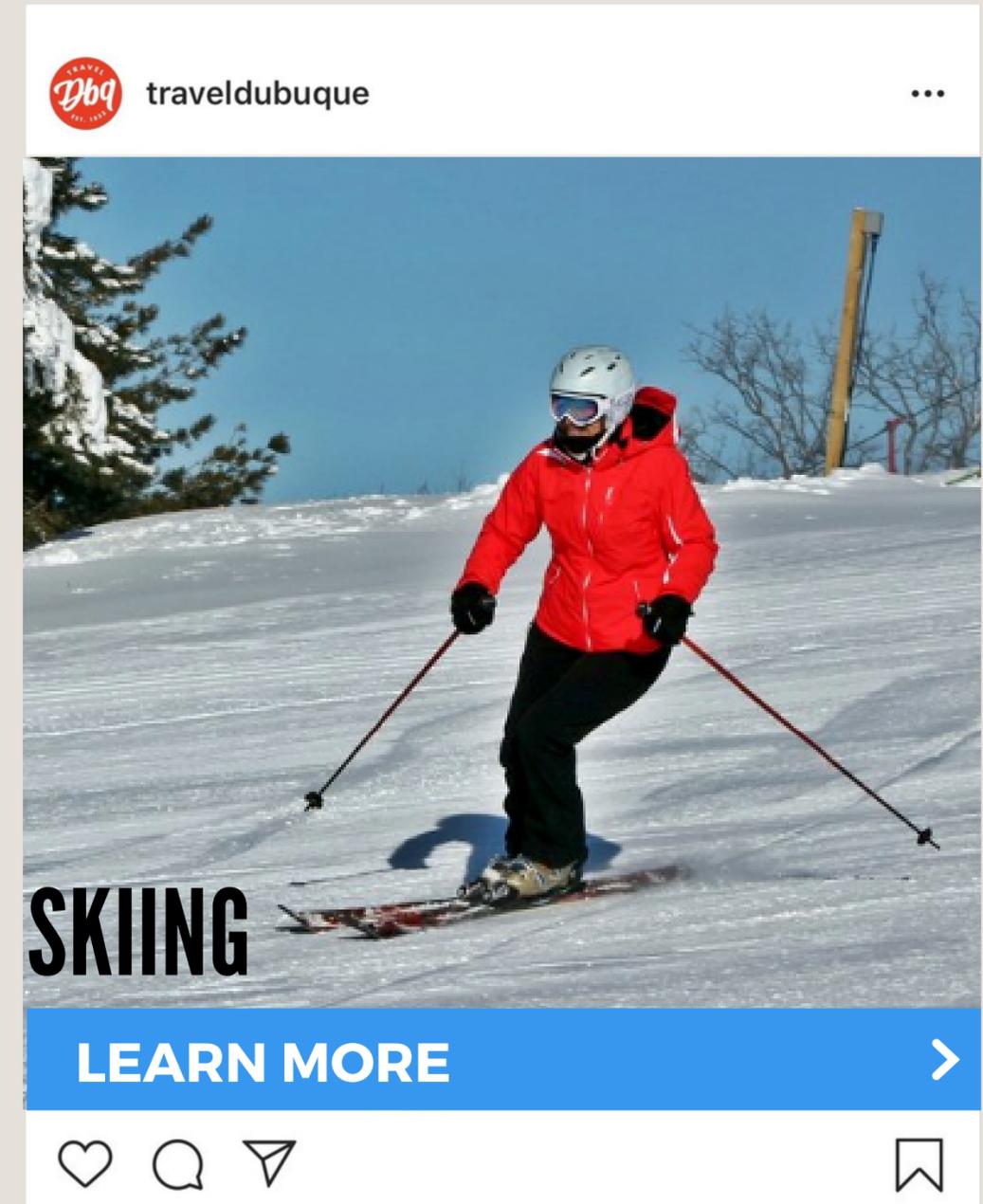
traveldubuque

### SNOWBOARDING

LEARN MORE >

Instagram interaction icons: heart, comment, share, bookmark

Background image: A snowboarder in a blue and white outfit performing a jump.



traveldubuque

### SKIING

LEARN MORE >

Instagram interaction icons: heart, comment, share, bookmark

Background image: A skier in a red jacket and black pants skiing down a slope.

# MAJOR DECISIONS



## TARGET AUDIENCE

Focusing on Gen Z creates opportunity



## CHANNEL SELECTIONS

Social media encourages sharing



## CONTENT STRATEGY

Destination marketing places emphasis on Dubuque



# **APPENDIX**

## **PRICING OPTIONS & KEY SURVEY FINDINGS**

# PRICING OPTIONS

## YOUTUBE & INSTAGRAM ADS

Both platforms give you the option for how long you want any particular ad to run and how much you want to spend per day on that specific ad. You can run an advertisement for as long as 30 days or as little as one. Similarly, you can spend as little as \$1/day or as much as \$100/day. Instagram estimates your reach based on those decisions as well as where you want to target (we recommend a 75 mile radius of Dubuque), who you want to target in terms of demographics (18-24 year olds), and what those people are interested in (you can input things such as "outdoor recreation", "hiking", "mountain biking", etc.). Overall, we suggest that you spend somewhere in the middle, depending on how many hubs/locations you choose to include in the campaign.