<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Travel Dubuque Advertising Campaign</th>
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<tbody>
<tr>
<td><strong>Completed By</strong></td>
<td>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</td>
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<td><strong>Date Completed</strong></td>
<td>May 2019</td>
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<td><strong>UI Department</strong></td>
<td>Tippie College of Business</td>
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<tr>
<td><strong>Course Name</strong></td>
<td>Marketing Institute Scholars Seminar</td>
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<td><strong>Instructor</strong></td>
<td>Peggy Stover</td>
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<td><strong>Community Partners</strong></td>
<td>Travel Dubuque, Tri-State Mountain Bike Riders (TMBR)</td>
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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
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."

Source: Forbes, How Millennials Travel And What It Means For Business
What do Millennials look for in travel experiences?

• 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
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
Why these two platforms?
• Most popular social networking site worldwide

• Facebook Ads, private/public groups, event pages

• 45-54 year age bracket is the fastest growing age group

Source: Chelsea Krost, LinkedInLearning
Second largest social media platform

Travel is among the list of businesses that thrive the most

Helps build a brand's visual identity

Drives website traffic

Most used platform for influencer marketing initiatives

Source: Chelsea Krost, LinkedInLearning
#FindYourDubuque
#ExploreIowa #Dubuque
#WhereIowaStarted
#ThisisIowa #IowaTravel
#Travel #Iowa #Beauty
#Nature #MidwestViews
#Hiking #Outdoors
Example Instagram Sponsored Posts

- **Find Your Dubuque**: See the Stories
- **Find Your Dubuque**: See the Stories
Website Framework
A separate webpage
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

Example Webpage: https://sites.google.com/view/marketinginstituteproject/home
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
Instructional Engagement

Video Clip

Learn More
FIND YOUR Dubuque

SEE WHO'S READY
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
FIND YOUR DUBUQUE

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.

READ ARTICLE
Video Clip

Overview
Text

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
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
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:
#SHAREDBUQUE

**WHO?**
- Travel Dubuque Content
- Use of Influencers
- User-Generated Content

**WHAT?**
- Encourages the sharing of experiences in Dubuque through social media
- Post pictures using #SHAREDBUQUE and be entered in a chance drawing

**HOW?**
- Travel Dubuque showcases how they #SHAREDBUQUE
- Source Influencers
- Utilize local businesses to sponsor prize drawings

#SHAREDBUQUE
#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
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

Data obtained from Impactbnd.com
TARGET MARKETS:

1. Bikers/Outdoor Enthusiasts
2. Families/Couples
3. Young Professionals
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
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
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
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
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
COUPLES/FAMILIES
#SHAREDUBUQUE

Social Media Campaign Strategy Target Markets Outdoor Enthusiasts Couples Young Professionals Timeline

#SHAREDUBUQUE
COUPLES/FAMILIES

HOW TO #SHAREDUBUQUE:

Social Media
Campaign
Strategy
Target Markets
Outdoor Enthusiasts
Couples
Young Professionals
Timeline

#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
YOUNG PROFESSIONALS
#SHAREDUBUQUE

Social Media  Campaign  Strategy  Target Markets  Outdoor Enthusiasts  Couples  Young Professionals  Timeline

#SHAREDUBUQUE
YOUNG PROFESSIONALS
HOW TO #SHAREDUBUQUE

• #SHAREDUBUQUE through Travel Dubuque so consumers don't have to think about what their trip would entail
AD CAMPAIGN TIMELINE

WITHIN 30 DAYS
Recruit two influencers for biking and gather sponsors of monthly drawing

WITHIN 60 DAYS
Launch influencer and Travel Dubuque side of #SHAREDUBUQUE campaign

WITHIN 90 DAYS
Double amount of incoming pictures with #SHAREDUBUQUE

#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

#SHAREDUBUQUE
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.
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
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

TARGET AUDIENCE

**THEY ADD LONG TERM VALUE**
Gen Z is approaching prime spending years

**THEY SEEK EXPERIENCES**
Gen Z spends less on material goods and more on experiential activities

**THEY TRAVEL LESS**
Gen Z has less disposable income to spend on traveling far distances

**THEY ARE CONNECTED**
Gen Z spends the most time on social media and seeks out authenticity

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

Source: UI Marketing Institute, Gen Z Survey (2019).
UI Marketing Institute, Dubuque Survey (2019).
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

Source: UI Marketing Institute, Gen Z Survey (2019).
CHANNEL SELECTION

**YOUTUBE & INSTAGRAM**

- 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.

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

Walt Disney World, Theme Park Map. n.d.
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

MINES OF SPAIN
DUBUQUE, IA

TRAIL RUNNING

PADDLING

BIRD WATCHING

HIKING
CAMPAIGN STRATEGY

INSTAGRAM CAROUSEL
Focusing on Gen Z creates opportunity

Social media encourages sharing

Destination marketing places emphasis on Dubuque
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.