

Monona County Communications Campaign Presentation

Tippie College of Business



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This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a program of the Provost's Office of Outreach and Engagement at the University of Iowa that 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 IISC 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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[Student names], led by [Professor's name]. [Year]. [Title of report]. Research report produced through the Iowa Initiative for Sustainable Communities at the University of Iowa.

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Monona County Campaign

By: Cyrus Dobre-Mofid

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Situation/Goals

- ▶ Situation:
- ▶ Monona County is a great place for tourism: Parks, Museum, Loess Hills
- ▶ Not gaining (migrants), losing when compared to competitors
- ▶ Needs marketing/communication plan

- ▶ Goals for summer long campaign:
- ▶ Create brand
- ▶ 1,000 new followers on website/social media (Facebook)
- ▶ 150 new visitors or more
- ▶ Increase profits for businesses by \$50,000
- ▶ Make up for decrease of migrants

Creative Strategy/Messaging

- ▶ Messaging based on interests of target market (Baby Boomers and Millennials)
- ▶ Message: Change of scenery, family and friends, place to relax (values)
- ▶ Also communicate attractions to accompany these values (attributes)

- ▶ Brand
- ▶ Slogan/USP labeled as “The Beautiful Getaway” (meaning of Monona)
- ▶ Logo
- ▶ Getaway Theme



Website

- ▶ No website dedicated solely to tourism
- ▶ First thing that pops up on Google >>>>>

The screenshot shows the homepage of the Monona County, Iowa website. At the top, there is a header with the text "Welcome to Monona County, Iowa" and three images: a church, a building, and the Board of Supervisors. Below the header is a navigation menu with links to various departments and services. The main content area features a large section for the Monona County Courthouse, including its address (810 Iowa Ave., Onawa, IA 51040) and hours of operation (Monday through Friday, 8:00 A.M. - 4:30 P.M.). There are also links to Monona County History, Economic Development, Job Application, and an Assistant to the Engineer opening. A notice about boat renewal for 2016 is also present. The footer includes links to the Zoning & Planning Commission, HMS ECI Board, and Iowa Flood Information website. A sidebar on the left contains a list of links for various county services, and a sidebar on the right contains links to the Employee Handbook, HPA Privacy Practices, and Healthy Communities Magazine.

- ▶ <http://mononathebeautifulgetaway.weebly.com/>

Social Media

- ▶ YouTube, Facebook, Instagram, and Twitter
- ▶ <https://www.youtube.com/watch?v=IDfrAN8GAas>
- ▶ How to communicate and call to action
- ▶ Management/Measuring Success



Ready to getaway and relax? This is the beauty that awaits you in Monona County. Click the link to find your getaway haven: <http://mononathebeautifulgetaway.weebly.com/lodging.html> #BeautifulGetaway #MononaCounty #LoessHills

A fun time with friends and family is why Monona County exists! Getaway to this Iowa County to make your memories count! #BeautifulGetaway

Social Media Content Calendar Template

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Theme	News	Scenery	Events	Activities	Fun Friday	Loess Hills	Testimonials
Channel							
Facebook (minimum 1 x day)							
Twitter (minimum 2 x day)							
Instagram (minimum 2 x day)							

Public Relations



- ▶ National Travel and Tourism Week and Travel Rally Day
- ▶ #NTTW16
- ▶ EJ Snyder
- ▶ Press Release to various media outlets



Print Ad


- ▶ To be put in travel magazines to raise awareness nationwide

http://mononathebeautifulgetaway.weebly.com/ to plan your trip.'"/>

Your Getaway

Begins Here

Monona County, Iowa is the new hotspot for Midwest adventures. Home to the Loess Hills, this county is the place for your change of scenery, fun, and relaxation. Don't miss out on this beautiful getaway!


Monona County
MONONA COUNTY

Visit our website at <http://mononathebeautifulgetaway.weebly.com/> to plan your trip.

Budget

Weebly Website (\$20.79 per month)	\$62.37 (summer long)
Travel Magazine Print Ad Color ½ page \$2,310.00 (per ad)	\$13,860.00 (for 6 ads)
Facebook CPC and CPM	\$900.00 (summer long)
<u>EJ Snyder Event (\$600.00-\$6,000.00)</u>	<u>\$6,000.00 (at most)</u>
Total Approximate Budget	\$20,822.37



spotlight
communication solutions

Q&A



Monona County
WISCONSIN