

Sioux City Tourism Communications Campaign Tippie College of Business



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Client: Sioux City

Date: April 26 2016

Marketing and Communication Proposal

Prepared by: Tyler Mitchell

****CLIENT COPY ONLY****

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LETTER TO THE CLIENT

February 11, 2016



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Mr. Charlie Cowell
City of Sioux City Iowa
405 6th Street
Sioux City, IA 51102
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Mr. Cowell:

My name is Tyler Mitchell and I am a digital marketing specialist with Stoked Marketing. We are a small but mighty firm based in Davenport, IA. We specialize in creating comprehensive marketing and communication plans that reflect our client's needs. We do more than just perform some research and write a plan—we're with you every step of the way, helping to execute while providing constant feedback and making optimizations.

On that note, it has come to my attention that you are seeking growth opportunities within the Sioux City tourism industry. Davenport is a city very similar to yours with a variety of fun activities available and, unfortunately, a whole lot of people that know nothing about them. Luckily we can change that, and here's exactly how:

- **CREATION OF A COHESIVE BRAND** – Folks need a centralized location to find all the information they need. But this needs to be more than a website—we need a brand that both locals and tourists have an overwhelming desire to embrace. That access point is the core of the brand, helping consumers to seemingly discover a new restaurant or bar while strengthening their loyalty and love for Sioux City.
- **MEDIA AUDIT** – Let's look at what you're doing now and see how we can improve it. Does every media have a clear call-to-action? Is your copy engaging? Or does it leave people wanting more? Also, what's working and what isn't? Often enough we do things because we've always done them. It's time to scrap what's old and embrace what's new.
- **SOCIAL MARKETING** – Are you guys on Facebook or Twitter? Or what about Instagram? Social media is a large avenue filled with a lot of information, and it often helps people to decide how they might spend a Saturday afternoon. We should see what you're doing now and stride for better.

All in all, there is a lot for us to discuss. I would love to schedule a meeting with you in the coming days so I might gather further information and better familiarize myself with this project. Without a doubt though I know we can create a massive shift in how visitors and natives see fun in Sioux City.

Thank you so much.

Tyler Mitchell

SITUATIONAL ANALYSIS



Understanding the Bigger Picture

To be successful, it is first necessary to establish an understanding of how the cards have been dealt. It can sometimes take more than just a really clever marketing plan to sell a product; often there's the larger need for communication, relationship building, and reputation management. Shooting in the dark is easy, but aiming at your target sometimes isn't.

The same should be said about Sioux City. Rather than just whipping up a marketing plan to increase tourism, creating something that takes into account every factor would certainly have a better impact—and one that is far more long-lasting.

With that having been said, this situational analysis will focus on understanding the following:

- **Client/Company** – what is “Visit Sioux City”, and what kind of services does it typically offer to its customers?
- **Competitors** – who is Sioux City competing against within the tourism industry?
- **Customers** – who are the identified summer events currently targeting?
- **Collaborators** – who works with “Visit Sioux City” to make its summer events a reality? Who are the stakeholders? And how might they be impacted?
- **Climate** – in what sort of environment is “Visit Sioux City” currently operating? How do folks perceive Sioux City and its summer events?

Client/Company

Sioux City, IA, founded in 1854, is located in the western part of the state, bordering two other states including Nebraska and South Dakota. As of 2013, its population is about 82,000. It is the fourth largest city in the state of Iowa, some also considering it to be the hub of western Iowa.

The city itself is heavily engaged in an effort to increase tourism. According to Erika Newton, executive director at the Sioux City Convention Center, their efforts to market Sioux City as a destination are strong. These are media placements that have been identified thus far:

- A visitor guide published three times a year in partnership with the Sioux City Journal
- Co-op advertising at large with the state of Iowa
- Ads within Iowa Travel Guide, Midwest Living, and Midwest Traveler
- Google network mobile ads
- Newspaper wrap with the Omaha World Herald
- At-the-pump ads located at local Casey's gas stations in Sioux City

Sioux City’s effort to advertise aren’t just within a 50-mile radius; rather, they are making strides in diverse markets including Omaha and Kansas City. The majority of what they do is print with exception of the aforementioned Google ads. According to Newton, not much is done right now with social media whether paid or organic.

From the client’s perspective, the difficulty appears to be promoting each event individually. Every event is, in fact, different—and that means the tactics to market it should be, too.

In terms of priorities, this is what Newton has identified as needing attention:

- Sioux City’s hotel industry
- Various summer events including:
 - Awesome Biker Nights - June 16-18
 - Saturday in the Park - July 2
 - ArtSplash – Sept. 3-4

Here’s info about each of those events from VisitSiouxCity.org:

Awesome Biker Nights – June 16-18

There’s a roar louder than thunder and lots of leather as the streets of downtown Sioux City fill with motorcycles of every kind. It’s Awesome Biker Nights, the 16th anniversary of Northwest Iowa’s premier regional motorcycle event with attendance of over 10,000! This year, the rally will move 6 blocks west to the “Hard Rock/Pearl Street District”.

Saturday in the Park – July 2

This year’s Saturday in the Park Festival, presented by the Hard Rock Hotel & Casino Sioiux City, will be held at Grandview Park in Sioux City, IA, on Saturday, July 2nd!

This free music festival draws tens of thousands of people each year. The Saturday in the Park Festival was founded in 1991 by Dave Bernstein and Adam Feiges. In addition to a line-up of world class artists, the Saturday in the Park Festival also will feature the return of Arts Alley, Kids Zone, and some of the best festival food anywhere, and two beer gardens. The festival wraps up with a fireworks finale that continues to impress year after year.



ArtSplash – Sept. 3-4

The SPLASH Artist Program is designed as an alternative marketing opportunity for local Siouxland artists. The goal for the program is to help those artists who have not explored the festival market, providing a positive first time out.



A SPLASH artist is asked to either be attempting to launch a professional career in the arts or an artist taking his or her established career to the next level. Community and local artists with a significant body of art work, living within a 60 mile radius can apply for the SPLASH Artist program.

One factor towards understanding how to successfully promote these events is to be aware of what else might be going on around that time—i.e. the competition.

Competition

With respect to competition, there's a lot of it, especially during the summer months. But Sioux City's primary competition is Sioux Falls, SD, which is approximately 90 miles north. The town itself is considerably larger, about twice the size population-wise. What is perhaps most daunting in comparison are the number of events that seem to be happening in the area during the summer months.

Just as an example, [there are 32 events listed on Sioux Falls website during the days of June 16-18 alone](#). In fact, the website in general appears to have a better design, relying much more on visual dynamism. Sioux Falls website is also responsive, meaning it can be used on mobile devices and tablets—while Sioux City's cannot.

Sioux Falls also encourages participation, which contributes to an exciting culture where consumers can feel like they are a part of something bigger. One of their call-to-actions is to follow them on Instagram, and to use a hashtag #RoadToSiouxFalls.



Follow Us On Instagram

@visitsiouxfalls

#RoadtoSiouxFalls

Participation is huge, especially because of how it creates specific memories. And if those memories are trackable—as they are with a hashtag—this fosters further curiosity toward Sioux Falls as a possible destination.

A look at websites: responsive vs. non-responsive



VS



Customers

Each of the above events targets different demographics. **Awesome Biker Nights** likely appeals to an older audience, and a very limited one with a particular hobby or interest. **Saturday in the Park** is a family-friendly event as made evident by the event's online description. Like Awesome Biker Nights, **ArtSplash** also has a somewhat limited audience. Though what is interesting about this event is the fact that it targets two separate groups: artists who are interested in contributing their work, and those that want to see the art.

As discussed above, Visit Sioux City primarily relies on print methods to market its events. These traditional forms of media are typically consumed by older adults, which in many instances might be appropriate. Because many families will be vacationing during the summer, Mom and Dad will likely be the decision makers. But that doesn't mean that electronic means of communication should be counted out.

Collaborators

There are various collaborators and/or stakeholders invested in the success of the Sioux City tourism industry. They include:

- [Hotels/lodging](#)
- [Restaurants](#)
- [Other attractions in Sioux City](#)
- Local businesses
- Residents of Sioux City

Each of the aforementioned entities or organizations has some sort of investment in the overall success of Sioux City's tourism industry. The more people come to the town, the more money it makes. And that, without a doubt, ends up benefitting everyone.

Climate

Simply put, the currently existing climate is one that will allow for growth. With respect to its region, Sioux City is the largest city within a 50-mile radius, creating the potential to draw in a lot of people over the summer months.

But it also faces stiff competition with Sioux Falls just 90 miles north. The city is bigger, and it offers a diverse menu of events around the same time as Sioux City's summer options. Yet it is within this competition that opportunity present itself.

As Erika Newton described, Visit Sioux City's digital efforts are not too strong. That means there's a potential to greatly expand and take advantage of the following benefits:

- Access to a new, younger audience as described above in the consumer profile
- Targeted and measurable communication and marketing campaigns
- Save budget dollars by possibly decreasing traditional forms of media use that might be ineffective, and investing those dollars instead into digital marketing
- Establish a dialogue/conversation with web users
- Promote Sioux City attractions and events in a new and creative way

RESEARCH ASSESSMENT



Research is critical in helping us to know at Stoked Marketing just who exactly we should be talking to. Rather than shooting blind, we aim to provide you with the knowledge necessary to take action and make a significant impact.

CAMPAIGN GOAL: The current goal of this campaign is to create a digital marketing and communication plan to greatly strengthen Sioux City's reach into the tourism industry.

What is there to know about Sioux City?

- According to the website Sioux-City.org, Sioux City was, "Twice named an All-America City by the National Civic League, Sioux City, Iowa serves as the regional hub for business, employment, industry, retail trade, medical care, educational opportunities and tourism in Northwest Iowa, Southeast South Dakota and Northeast Nebraska. More than 140,000 people live in the tristate metropolitan area."
- In 2010 Forbes ranked Sioux City in the top 15 Best Places for Business and Careers. Sioux City ranked #1 in the Top 5 Metro Food Processing Industry Growth rankings, and ranked in the top 10 for Emerging Logistics/Distribution Growth Potential in an area with less than 200,000 residents. Sioux City maintained AA bond rating by Standard & Poor's and Moody's Investment Service. Coldwell Banker ranked Sioux City #3 for most affordable housing in the nation."
- Historical information about Sioux City is available [here](#).
- The Siouxland Chamber of Commerce [has a lot of information on its website](#).

Geographical Landscape

Sioux City, IA, is not necessarily isolated on its own. [According to the Siouxland Chamber of Commerce](#), the tristate region consists of the following:

- *IOWA* – Sioux City and Sergeant Bluff
- *NEBRASKA* – South Sioux City and Dakota City
- *SOUTH DAKOTA* – North Sioux City and Dakota Dunes



Much like the Quad Cities where our marketing firm is located, the aforementioned cities feed into one another yet still remain independent. Each have their own assets that allow folks to stay put, but tourism even from a few miles away is still very much an option.

The question then, for example, is how we get people that are dining out, seeing shows, etc., in Dakota City to come to Sioux City instead?

About the Population of Sioux City

As previously mentioned, Sioux City is by and large the most populated city in the region. [According to the 2010 census](#), there were, “82,684 people, 31,571 households, and 20,144 families residing in the city.”

The racial makeup breaks down to the following:

- 80.6% white
- 2.9% African-American
- 2.6% Native American
- 2.7% Asian
- 0.1% Pacific Islander
- 7.4% from other races

The census does note that Hispanic or Latino of any race were 16.4% of the population. Stoked is curious to know, however, how accurate that number is—hopefully more will be revealed during client interviews.

Age is another interesting factor within Sioux City and it looks like the following:

- 26.6% under 18
- 11.4% between ages 18-24
- 25.6% between ages of 25-44
- 24% between ages 45-64
- 12.4% 65+
- Median age = 33.7 years

For the purpose of digital media, the bulk of Sioux City does appear to be within the appropriate audience frame.

About the Population of Sergeant Bluff

Sergeant Bluff’s population is very small, reaching about 4,300 [according to the 2010 census](#). Here’s how that breaks down racially:

- 93.1% white
- 1.1% African-American
- 0.8% Native American

- 2.1% Asian
- 1.0% other races
- 1.9% two or more races
- 3.3% Hispanic/Latino

As for age:

- 32.1% under 18
- 6.7% between 18-24
- 26.3% between 25-44
- 25.4% between 45-64
- 9.3% 65+
- Median age = 35.5 years

About the Population of South Sioux City

South Sioux City is also pretty small in comparison to Sioux City, reaching close to 14,000 people [according to the 2010 census](#):

- 62.7% white
- 4.7% African American
- 3.0% Native American
- 2.9% Asian
- 0.2% Pacific Islander
- 23.8% other races
- 2.8% other races

As for age:

- 31.4% under 18
- 10.4% between 18-24
- 26.1% between 25-44
- 21.8% between 45-64
- 10.4% 65+
- Median age = 30.5 years

About the Population of Dakota City

The population of Dakota City is comparable to the aforementioned cities, though a bit smaller at just 1,900. [Here's the breakdown](#):

- 82.4% white
- 0.8% African American
- 1.9% Native American
- 4.5% Asian
- 8.3% other races

- 2.1% two or more races
- 29.3% Hispanic or Latino

And age:

- 29.3% under 18
- 7.9% between 18-24
- 28.9% between 25-44
- 24.2% between 45-64
- 9.8% 65+
- Median age = 34.6 years

About the Population of North Sioux City

The population of North Sioux City reaches about 2,530 people [according to the 2010 census](#).

As expected, here's the breakdown:

- 93.5% white
- 0.6% African American
- 1.3% Native American
- 0.6% Asian
- 0.1% Pacific Islander
- 1.4% other races
- 2.6% two or more races
- 3.8% Hispanic or Latino

Age:

- 24.7% under 18
- 7.7% between 18-24
- 27% between 25-44
- 27.4% between 45-64
- 13.1% 65+
- Median age = 37.4 years

About the Population of Dakota Dunes

The population of Dakota Dunes was at approximately 2,540 [according to the 2010 census](#).

Here's the breakdown:

- 92.05% white
- 1.61% African American
- 0.35% Native American
- 3.4% Asian
- 2.3% two or more races
- 0.3% other races

- 2.0% Hispanic or Latino

Age:

- 7.17% between 0-4
- 21.8% between 5-17
- 59.5% between 18-64
- 11.5% 65+

SWOT Analysis

A SWOT Analysis is a standard tool we use to understand the current state. It is with an understanding of that current state that we can best build towards our ideal:

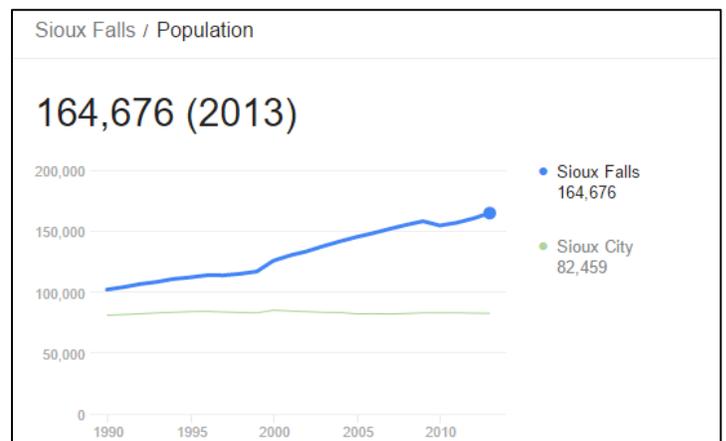
S = Strengths

W = Weaknesses

O = Opportunities

T = Threats

- **S** – Sioux City, Iowa, is by far the largest city in the Siouxland region, reaching almost 83,000 people. It is a cornerstone within the region, acting as a source of resources for surrounding communities. It possess a diverse tourism industry, thriving on a plethora of different restaurants, entertainment venues, and engaging activities for all ages. Geographically it is located within a tristate region.
- **W** - The population is fairly stagnant, not really experiencing any significant growth in almost 80 years. It is also competing against other—and perhaps larger—cities to capture tourists.
- **O** – One large area for growth is developing a strong digital presence in the Siouxland area. This would include social media, web, email, SEO, etc. While some of the tools are being employed in the current state, there is much to do to improve their impact and reach.
- **T** – One threat to be considered is Sioux Falls, which is located about 86 miles north of Sioux City. Its population has increased at a fairly steady rate since 1990. It also offers a fairly comprehensive package of activities, and has a strong presence digitally. Its website functionality is also up-to-standard, begging the question of how we can get Sioux City to be at the same or a similar level.



So who's the target audience?

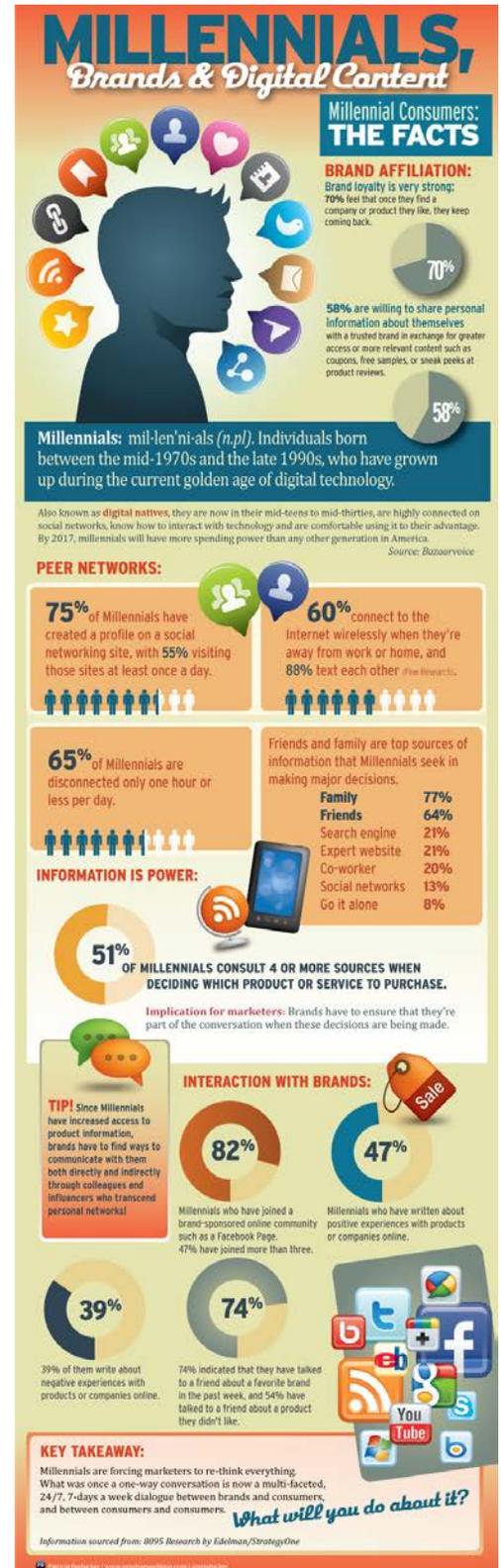
Ctrl + click the graphic to see it at full size!



The median age for the Siouxland area as a whole is approximately 30-years-old, meaning the majority falls into the millennial generation. [These individuals mostly live at home with their parents/guardians, and are often willing to spend a little bit more for a product they interpret as being top notch.](#)

Who are millennials?

- Millennials are highly reliant upon technology; in fact, [according to Forbes](#), 87 percent of millennials use between two and three tech devices on a daily basis.
- They want to make contact with you on social networks. Forbes found that 62 percent of millennials will become loyal to a brand if said brand has engaged with them on social media.
- They're also ridiculously loyal, 60 percent saying they are loyal to a brand they often or always purchase.
- They often review blogs before making a purchase. In fact, Forbes found that 33 percent of millennials strongly rely on blogs before making a purchase.
- **Referring to the infographic on the right**, 82 percent of millennials have joined a brand-sponsored online community.
- Nearly 47 percent have written about positive experiences with products or companies online.
- About 39 percent have written about negative experiences online
- 51 percent of millennials consult four or more sources before making a purchase
- Family and friends are a top source for millennials with respect to making major decisions, 77 percent citing family and 64 percent citing friends.
- And this one will likely leave your jaw on the floor: **65 percent of millennials are disconnected only one hour or less per day**



Consumer Profiles

To review, our target audience consists of the following characteristics:

- Ages 18-34
- Require validation
- Technology-dependent
- Consumer review-dependent
- Likely lives at home with Mom and Dad
- Talks about the stuff they buy with their friends
- Prefer quality over less expensive alternatives
- Loyal to the brands they buy from
- Ridiculously active on social media
- Don't care that much about advertising
- Value organizations that are contributing back to society



Recommendations

- Conduct client interviews with the purpose of gathering additional data
- Continue to gather further demographic info about target audience, especially income.
- Perform digital content audit. This involves looking at the client's website, social, and other digital channels to establish an understanding of the current state.
- Put together a focus group with local millennials as participants.
- Develop digital brand outside of the already-established "Visit Sioux City" name.
- Create comprehensive social media plan targeting the above audience; this includes Facebook, Twitter, Instagram, Pinterest, etc.
- Create web content, or rewrite web content to be centered upon the millennial age group.
- Begin process of auditing and claiming Google "my business" pages.
- Consider reputation management as a long term solution—more to come on this.
- Recruit local writers that have an interest in blogging about life in the Siouxland area.
- Work with local businesses to create channels of cross promotion.

CAMPAIGN OBJECTIVES



Overall, the goal of this campaign is to effectively promote Sioux City's summer events via social media. With that in mind, Stoked Marketing will propose campaign tactics to accomplish the following:

- Create an overarching brand known as "Sioux City Summer Edition".
- Develop a social media strategy to promote this brand and upcoming summer events
- Establish a diverse arsenal of social media channels including Facebook, Twitter, and Instagram
- Propose a paid advertising campaign with respect to the larger overarching brand as well as specific to various summer events
- Utilize a consumer profile to make communication as effective and targeted as possible
- Ensure this campaign matches current brand standards
- Implement modes of measurement and evaluation so that data can be gathered for future reflection and use

The aforementioned campaign objectives have a focus to strengthen the relationship and brand awareness between Sioux City and social media users.

CREATIVE STRATEGY



Summer in Sioux City is a commodity in itself. The nature of the events offered is so wide, so diverse that literally anyone can participate. Yet at the very same time every city has an event or location that can't be found anywhere else. So it's really about creating a brand that entices the consumer to hop on the Sioux City bandwagon.

As mentioned above, Stoked Marketing recommends creating an overarching brand for the specific summer months. This brand should have a distinct look and feel that truly breathes the qualities that make up summer: hot, fun, and fresh. With that in mind, the following logo was created:



The logo itself follows the current design trend of flat design is very popular. The typefaces are simple and easy to read, yet still distinct in a way that is very attention-grabbing.

The colors are fresh and fun, the teal reflecting the relief one feels when taking a dip in the pool during the summer months. The dark orange is a somewhat burnt color, and was chosen because of how it contrasts with the teal in a very powerful way.

The logo also creates interest. By using the word "edition", we are further strengthening that sense of commodity and specialness.

Think of it this way: the "Sioux City Summer Edition" logo would act as a temporary replacement for the current "Visit Sioux City" brand. While it might seem odd to only momentarily swap out one brand for the other, the decision to do so further reflects the timeliness of the summer months. Once summer passes, Visit Sioux City revives itself.

Where to use the logo

Because this campaign is focused on social media, there will be some instances in which you will not be able to use the above logo. Ad guidelines for Facebook and Instagram are strict when it comes to the amount of text you can have in an image. But that doesn't mean you can't play around with the logo placement in a stock image to see what happens!

The logo is the brand: the color, the style, the look and feel. It should be present in any if not all forms of communication Visit Sioux City does during the summer months.

About the logo

While a vector file of the logo will most certainly be provided to the client, here's some important information to know:

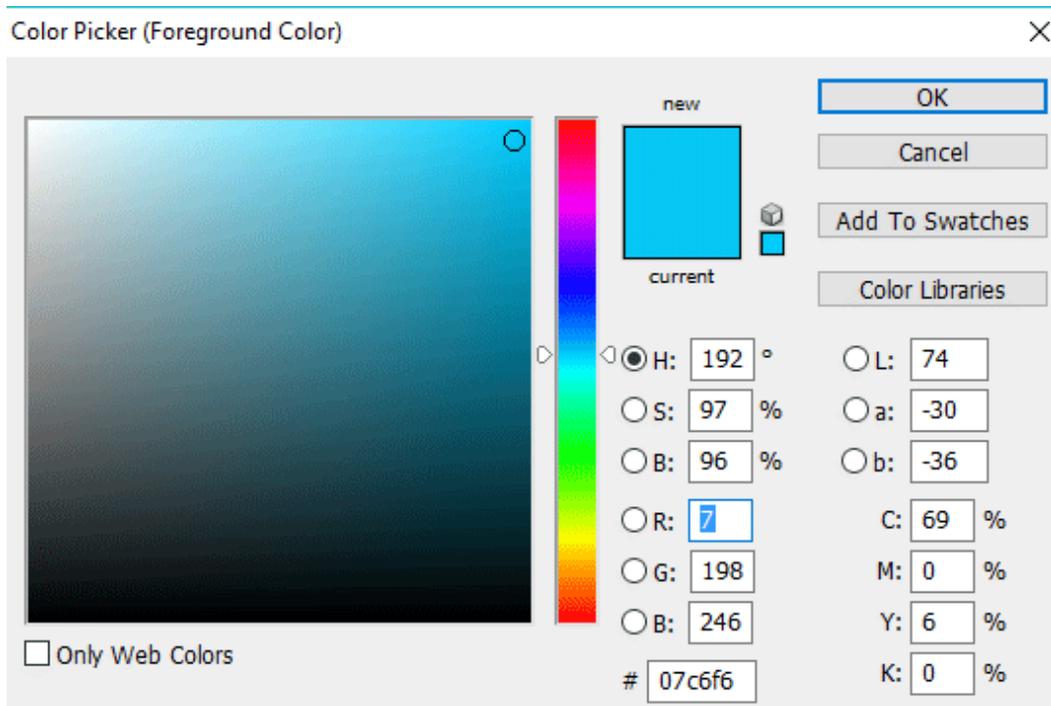


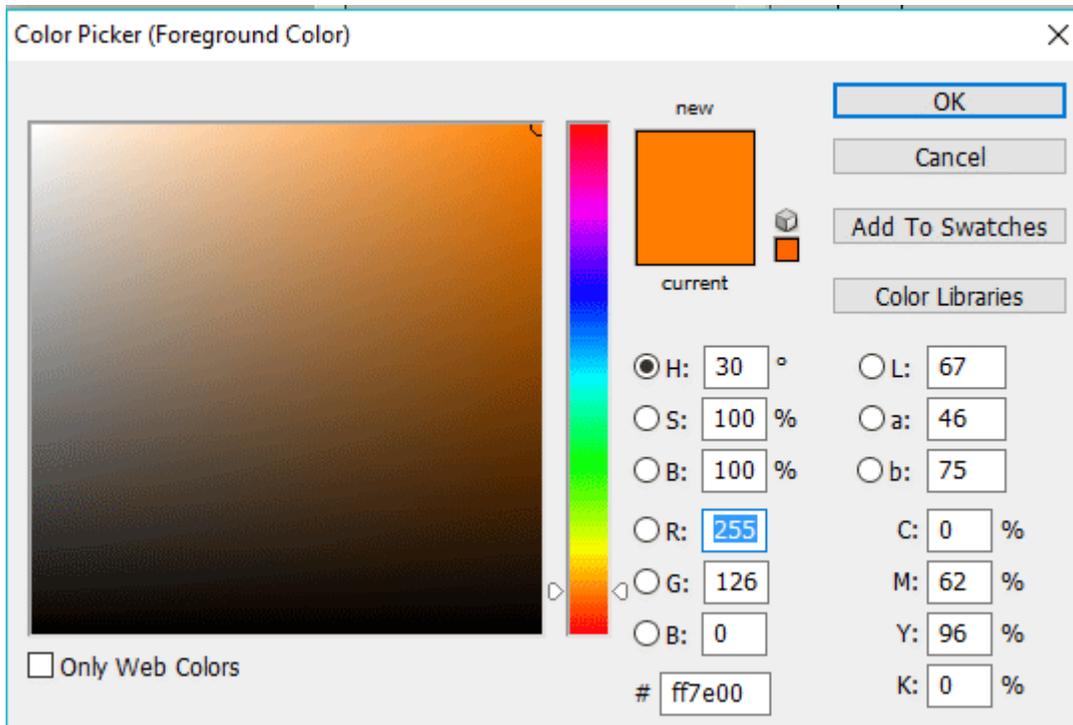
Font Faces:

Primary – Haettenschweiler (should be a default font)

Secondary – Snickles ([download here](#))

Color Hex Codes:

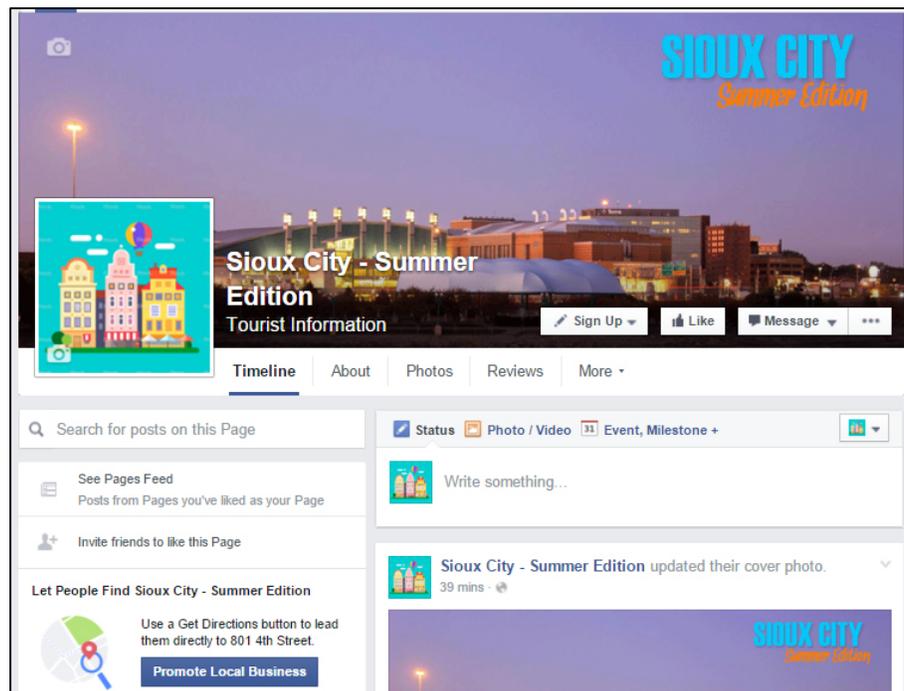




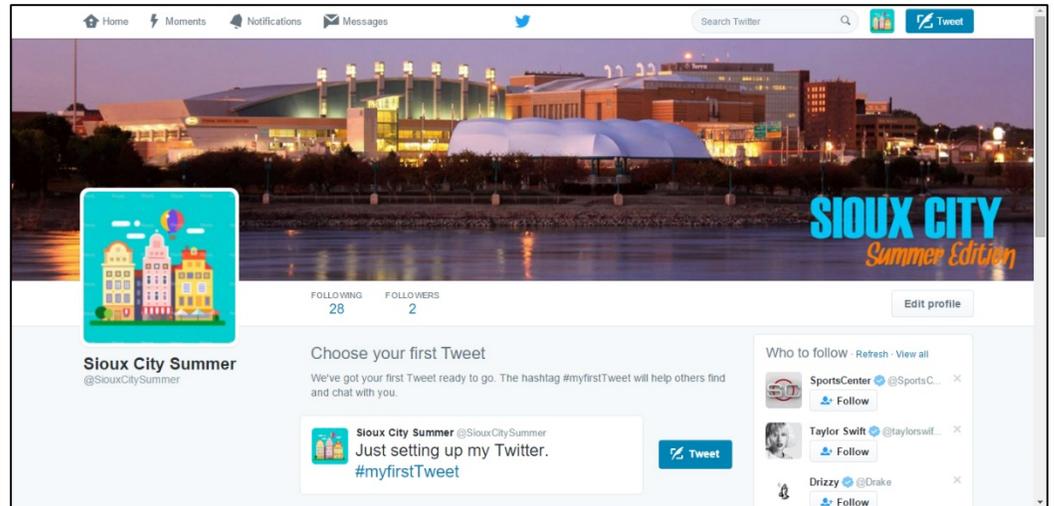
Social Channels

The core of a social media campaign is, well, social media. Below are screenshots of three social media accounts that have been created reflecting the Sioux City Summer Edition brand:

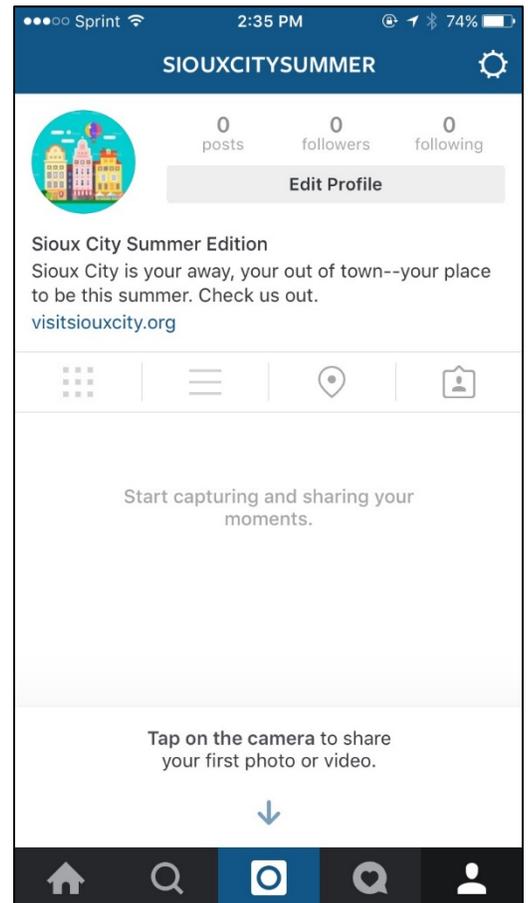
Facebook



Twitter



Instagram



General Brand Promotion

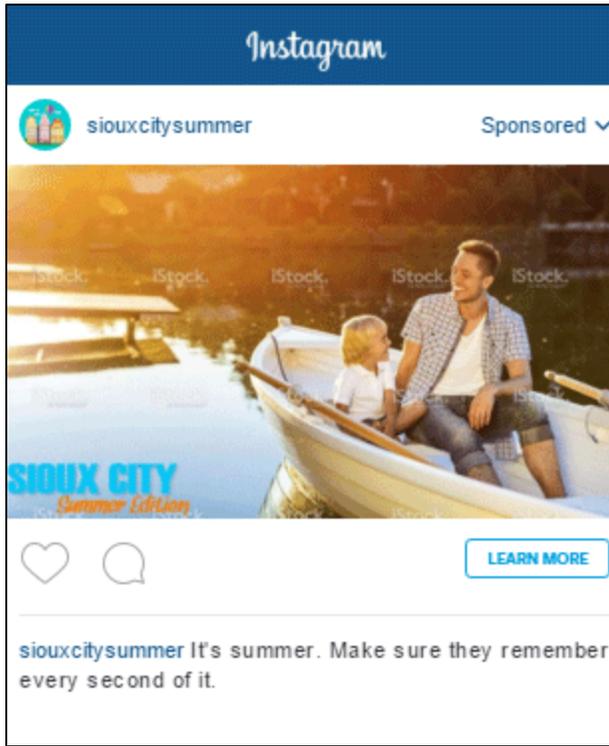
While promoting specific events is going to be the most impactful way to draw tourists in, general brand promotion is also necessary. Creating simple ads that appeal to social media-savvy users is our end goal. Here are some examples of ads that Visit Sioux City could run throughout the entire course of the summer:

Breweries in Sioux City



WHO TO TARGET: Men and women living in the Sioux City Area (plus 50 mile radius) between the ages of 18-34

Family Fun in Sioux City



The image shows a screenshot of an Instagram post from the account 'siouxcitysummer'. The post features a photograph of a man and a young child sitting in a small boat on a lake at sunset. The text of the post reads: "It's summer. Make sure they remember every second of it." There are icons for a heart and a comment, and a 'LEARN MORE' button. The account name 'siouxcitysummer' is visible at the top left, and the word 'Sponsored' is at the top right.

WHO TO TARGET: Men and women living in the Sioux City Area (plus 50 mile radius) between the ages of 35-55



The image shows a screenshot of a Facebook sponsored post. At the top, it says 'Sioux City - Summer Edition' with a 'Sponsored' label and a 'Like Page' button. The main image is the same boat scene as in the Instagram post. Below the image, the text reads: "It's summer. Make sure they remember every second of it." The post title is 'Family Activities in Sioux City', followed by the text: "Sioux City has a little bit of everything when it comes to family-friendly activities. From delicious restaurants to shows at the Tyson Events Center, we've got it all." There is a 'Learn More' button and the website 'VISITSIOUXCITY.ORG' at the bottom.



The image shows a screenshot of a Facebook promoted post by user 'Tyler Mitchell @tjmit8' dated 'Dec 31'. The text of the post says: "Summer is here, and they deserve memories that will last a lifetime. Take your next vacation in Sioux City." Below the text is the same boat scene image. Underneath the image, it says 'Plan your trip now' with a link to 'visitsiouxcity.org'. At the bottom, there is a 'Promoted' label.

Food in Sioux City

Instagram

siouxcitysummer Sponsored

Some say you should eat to live, not live to eat. We wholeheartedly disagree.

LEARN MORE

siouxcitysummer Some say you should eat to live, not live to eat. We wholeheartedly disagree.

Sioux City - Summer Edition Sponsored

Like Page

Some say you should eat to live, not live to eat. We wholeheartedly disagree.

Amazing Food in Sioux City

From Castle Pub & Grill to Crazy Bob's Barbecue, Sioux City has a diverse menu of restaurants that'll make your taste buds really, really happy.

VISITSIOUXCITY.ORG

Learn More

WHO TO TARGET: Men and women living in the Sioux City Area (plus 50 mile radius) between the ages of 18-34

Tyler Mitchell @tjmit18 · Dec 31

Calling all foodies: Sioux City is the place to eat. Not to mention we're just a short drive away. Check us out.

Take your taste buds on a journey

visitsiouxcity.org

Promoted

Awesome Biker Nights

Because Awesome Biker Nights has its own digital media outlets, much of what Sioux City does to promote this event will need to link to those channels. But that does not mean Sioux City can't develop its own original content. So long as it is general, it will likely do very well. Here's a plan:

- Gather testimonials from those impacted by the charities benefited from Awesome Biker Nights
- Promote specific activities including
 - Bike raffle
 - Poker Run
 - Bike Show
 - Texas Hold 'Em Poker Tourney
- Market the headline musical acts: In This Moment and Cheap Trick

WHO TO TARGET: Men and women living in the Sioux City Area (plus 50 mile radius) between the ages of 40-60



Saturday in the Park

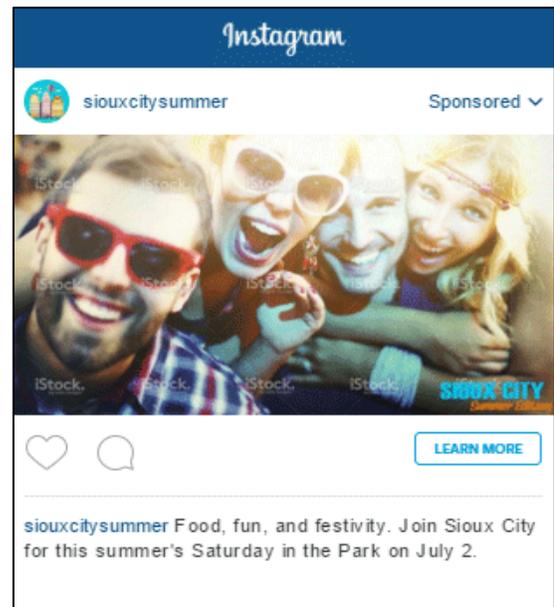
An annual event since 1991, Saturday in the Park offers a full gamut of activities to entertain literally everyone. As of right now it does not appear that musical acts have yet to be confirmed, meaning the marketing for that specific aspect of the event can be rather vague and illusive.

However, the general good food and nice weather might be enough to draw people in. Stoked Marketing proposes focusing on the following:

- The tradition of an event lasting 26 years
- A “coming soon” approach to the musical acts
- A fun-filled event to be enjoyed by all



A Facebook post for "Sioux City - Summer Edition". The header includes a profile picture of three drinks, the name "Sioux City - Summer Edition", and a "Like Page" button. The text reads: "Food, fun, and festivity. Join Sioux City for this summer's Saturday in the Park on July 2." Below the text is a large image of four people smiling and wearing sunglasses. The bottom of the post features the text "Saturday in the Park", "Presented by Hard Rock Hotel & Casino, bringing you good music in the park for 26 years.", and a "Learn More" button. The URL "SATURDAYINTHEPARK.COM" is visible at the bottom left.



An Instagram post for "siouxcitysummer". The header shows the Instagram logo, the username "siouxcitysummer", and a "Sponsored" label. The main image is the same group of four people as in the Facebook post. Below the image are icons for a heart and a comment, and a "LEARN MORE" button. The caption reads: "siouxcitysummer Food, fun, and festivity. Join Sioux City for this summer's Saturday in the Park on July 2."

WHO TO TARGET: Men and women living in the Sioux City Area (plus 50 mile radius) between the ages of 18-34



A Facebook post by Tyler Mitchell (@tmit18) dated Dec 31. The text says: "The annual event is back and better than ever. Everyone is going to be there, so you'd better join us on July 2." Below the text is the same group photo of four people. The caption reads: "Saturday in the Park: Food, Fun and Festivity" and "saturdayinthepark.com". A "Promoted" label is at the bottom left.

Sioux City - Summer Edition
Sponsored · Like Page

Last year Foster the People and Aretha Franklin rocked it. Who will take the stage in 2016?



This Year's Saturday in the Park Musical Acts
Presented by Hard Rock Hotel & Casino, bringing you good music in the park for 26 years.

SATURDAYINTHEPARK.COM [Learn More](#)

Instagram

siouxcitysummer Sponsored



♡ 💬 [LEARN MORE](#)

siouxcitysummer Last year Foster the People and Aretha Franklin rocked it. Who will take the stage in 2016?

WHO TO TARGET:
Men and women
living in the Sioux
City Area (plus 50
mile radius) between
the ages of 18-34

Tyler Mitchell @tjmit8 · Dec 31

Last year Foster the People rocked the stage. Who will this year? Sign-up for our email so you're the first to know.



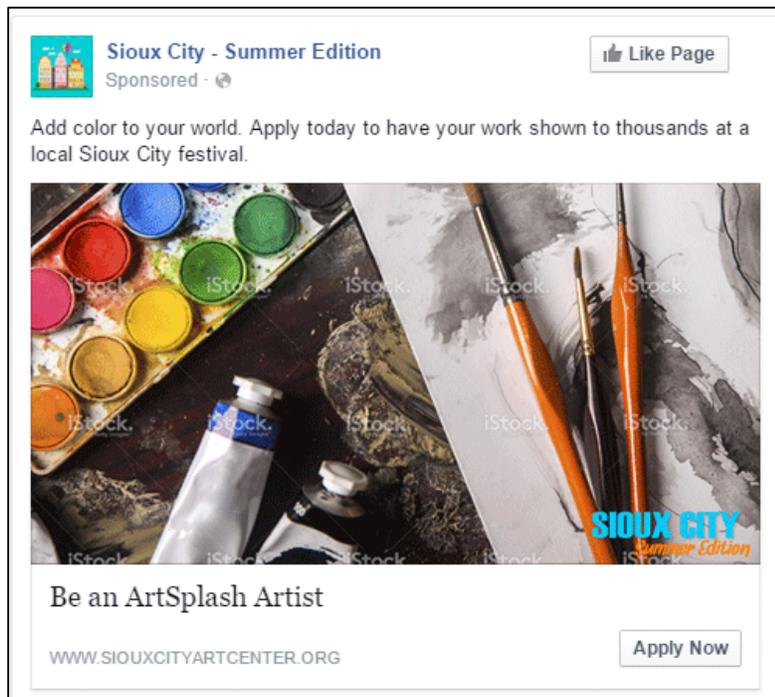
Coming Soon: this year's Saturday in the Park musical acts
saturdayinthepark.com

ArtSplash

ArtSplash is a really fun event, mostly because there are two different audiences to market to:

- Potential artists
- The general public

With that in mind, Stoked Marketing proposes separate pieces of communication targeted at those audiences.



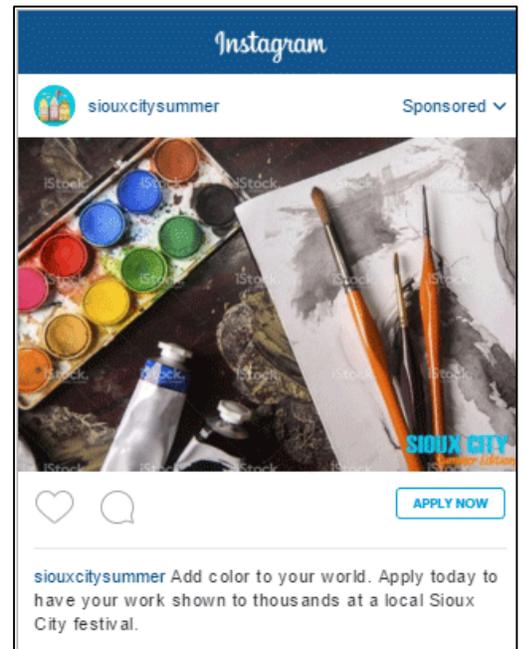
Sioux City - Summer Edition
Sponsored · 🌐 Like Page

Add color to your world. Apply today to have your work shown to thousands at a local Sioux City festival.



Be an ArtSplash Artist

WWW.SIOUXCITYARTCENTER.ORG Apply Now



Instagram
siouxcitysummer Sponsored ▾



♡ 💬 [APPLY NOW](#)

siouxcitysummer Add color to your world. Apply today to have your work shown to thousands at a local Sioux City festival.

WHO TO TARGET:
Men and women
living in the Sioux
City Area (plus 50
mile radius) between
the ages of 18-65+



Tyler Mitchell @tjmit8 · 🌐 Dec 31

Show people the world through art. Apply today to be an ArtSplash artist and have your work shown to thousands.



Add color to your world. Be one of this year's ArtSplash artists
www.siouxcityartcenter.org

📌 Promoted

Sioux City - Summer Edition
Sponsored · 🌐

Like Page

Appreciate color and beauty from local artists at the ArtSplash Festival on Sept. 3-4

ArtSplash at Riverside Park

WWW.SIOUXCITYARTCENTER.ORG

Learn More

Like Comment Share

Instagram

siouxcitysummer Sponsored ▾

♡ 💬

LEARN MORE

siouxcitysummer Appreciate color and beauty from local artists at the ArtSplash Festival on Sept. 3-4

WHO TO TARGET:
Men and women
living in the Sioux
City Area (plus 50
mile radius) between
the ages of 18-65+

Tyler Mitchell @tjmit8 · 🌐 Dec 31

Appreciate art and beauty from local artists at the ArtSplash Festival on Sept. 3-4

ArtSplash at Riverside Park
www.siouxcityartcenter.org

🚩 Promoted

SOCIAL MEDIA ANALYSIS

Simply Put, Social Media Is Necessary



In the year 2016, it is impossible to escape social media. Even those that aren't on it feel its effects, watching those around them as they're fed information faster than ever before. From a marketing standpoint, it is nearly impossible for a business or organization to be successful if it's not engaging with its audience online via social platforms.

[According to the Pew Research Center](#), 65 percent of Americans are on social media. Here's what those users look like:

- Users ages 18-19 make up the majority with 90 percent of that age group on social media
- Use among adults 65+ has increased dramatically, reaching 35 percent as of 2015
- Use among men and women is about equal
- Those with a higher income are more likely to be on social media
- Use among different ethnicities is fairly consistent; 65 percent of whites and Hispanics use social media, while just 56 percent of African-Americans are engaging in social networking
- Those who live in rural areas are less likely to use social media, but that use has still managed to increase significantly within the past decade. Approximately 58 percent of rural residents use social media, followed by 68 percent of suburban residents, and 64 percent of urban residents

So What?

Pretty much everyone and their cousin uses social media. And for those that don't, they probably know someone who does. Besides being able to connect with a lot of people, social media carries the following benefits:

- Got a message you only want women ages 45-55 to see living in Sioux City? Perfect. You can do that. Social media has an awesome ability to target. From gender to location, to language preferences and consumer habits, it's almost creepy just how specific you can get
- Good news: you can change your message at any time. If something isn't working or you made a mistake, just go back and change it. Unlike print, you're not set in stone...or paper
- It's cheap. In comparison to traditional media where you can easily spend \$4,000-\$5,000 for a full page color ad in the Sunday newspaper, you can run the same message for multiple days on social media for a fraction of that price
- You can test and see what works and what doesn't. Ever heard of A/B testing? Try releasing the same ad but with two different headlines to see which one works better.

This means you're learning more about your target audience and not wasting a lot of money

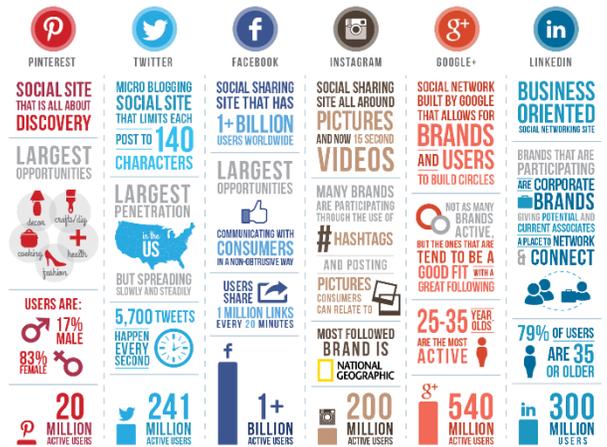
Honestly, the benefits go on and on. Besides the marketing potential, just having a social media account gives you presence. It helps to build your top-of-mind awareness, and establishes a really personal way to communicate with your customer.

If a customer wants to ask you a question or make a comment, why not post it to your Facebook timeline instead of trying to call you? Or maybe they'll just direct message you. In the year 2016, social media shouldn't be an option—it should be something you're doing each and every day to make your brand stronger.

The Different Channels

I could take the time to go over details about every social network out there, but I'll let this dynamite infographic do the talking instead:

It's as simple as this: which social medium you use is dependent upon the audience you're trying to reach. For example, let's say you're promoting a brewery that just opened in Sioux City. Breweries cater to a lot of people both young and old, so it's necessary to have different marketing strategies targeting those different audiences.



For the 20-year-olds, Instagram has a lot of potential. Instagram has over 200 million active users, and the majority of them are very young. Because Instagram's value is in its visual dynamism, crafting a campaign that focuses on the beauty of beer would take full advantage of the medium.

For the 30-year-olds, Facebook is where it's at. Facebook does an excellent job at balancing both text and visuals. But where you could really get people's attention is by using a video, [especially since brands are more often uploading videos to Facebook than YouTube.](#)

The fact of the matter is it's important to have a presence on a social media channel when necessary. The ability to pay for advertisements means you can always reach users outside of your followers, so you're really never late to the game. But the sooner you start playing, the better.

Social Audit

In terms of driving tourists to Sioux City—which again is the primary goal of this campaign—three social media accounts exist with that goal:

- [Tyson Events Center Facebook Page](#)
- [Visit Sioux City Twitter Account](#)
- [Visit Sioux City YouTube Channel](#)

Twitter analytics as of 3/20/16:

- 2,390 tweets
- Following 27 other accounts
- 528 followers
- Last tweet: 2/21/14

YouTube analytics as of 3/20/16:

- 42 total uploads
- 25 subscribers
- Last upload: 3 months ago

Facebook analytics as of 3/20/16:

- 56,521 page likes
- Rating of “very responsive” to messages
- 4.1 out of 5 stars coming from 2,402 reviews
- 48,346 users have “checked in” at the location
- Last post: 1 hour ago as of 18:11

Content Analysis

When writing for social media, it is crucial to get the information across as quickly as possible. Without a doubt this example accomplishes just that; it's short, sweet, and to-the-point, not wasting the reader's time. And while that's good, it does lack the proper information to immediately act.

As is the case with all communication, **a clear call-to-action is a must**. And unfortunately, the current call-to-action requires a level of commitment that the user likely won't agree with.

The goal of this post is clear: we want you to purchase tickets. And the post does indeed refer to the box office opening at noon, which does give the reader a time to keep in mind. But there's no phone number to call or, preferably, a link to click where tickets can be purchased.

If I go to the Sioux City Bandit's Facebook page, I have to dig to find a link. Then, when I arrive to the website, I have to do even more digging to purchase tickets. **It should be as easy as possible for the consumer to act. Deliver the call-to-action to them in the most direct way possible.** Don't waste their time, because if you do, you'll likely lose a sale.

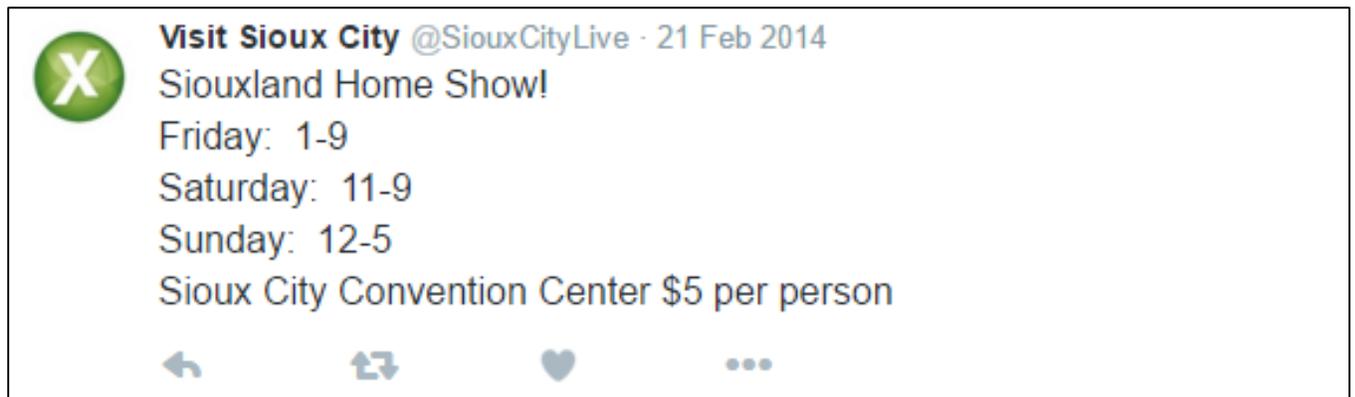
Some tips for Facebook:

- Use an attention-grabbing headline to draw in the reader. Make it **scream** for attention
- Keep in mind the basic who-what-where-when-why and how. But don't waste time. Get to the point as quickly as possible
- **ALWAYS** use a photo or video to further your point. Without one your post will get lost among the muck
- Shorten links using a tool like [Bitly](#)
- Keep mobile in mind. While you might be posting from your computer, the majority of your page visitors will be on their phones. So make sure to preview your content on a mobile device prior to publishing

The same rules pretty much apply to Twitter, too. Of course, with Twitter you do have a 140 character limit. But that just means you have to be even better about getting to the point as quickly as possible.



Back to call-to-actions. This tweet doesn't have one:



Phone number? A link? This tweet doesn't tell us much of anything unfortunately.

Some tips for Twitter:

- Try to include an image or video. Yes it takes up some of your characters, but the information that additional media can communicate makes all the difference
- As with Facebook, shorten your links. It's even more crucial with Twitter because of the character limit
- Have some fun with hashtags. But not too much fun. Try to limit it to 2-3 at the most, otherwise your tweets will just look obnoxious
- If you're talking about someone or something that has a Twitter account, include their handle by using the @ sign
- Feel free to tweet multiple times a day. Your engagement with each post will remain about the same, unlike with Facebook where engagement is easily lost as content is piled onto itself

As for YouTube, the video content itself is king. Here are some tips:

- Keep your videos short to about 2-3 minutes at the very most
- Tag your videos with the appropriate categories so that people can easily find them
- Include links to your other social media accounts as well as additional pertinent information within the video description
- Make sure your video title includes keywords to further improve searchability
- Use the video editor tool to make simple improvements that can leave your videos looking clean and professional

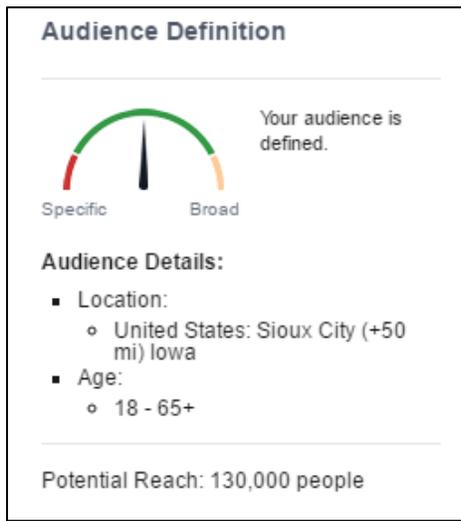
Proposed Campaign

The goal of this campaign is to incite fervor for attractions in Sioux City both within and outside of the community. While this effort will encompass more than just social media, I propose we do the following:

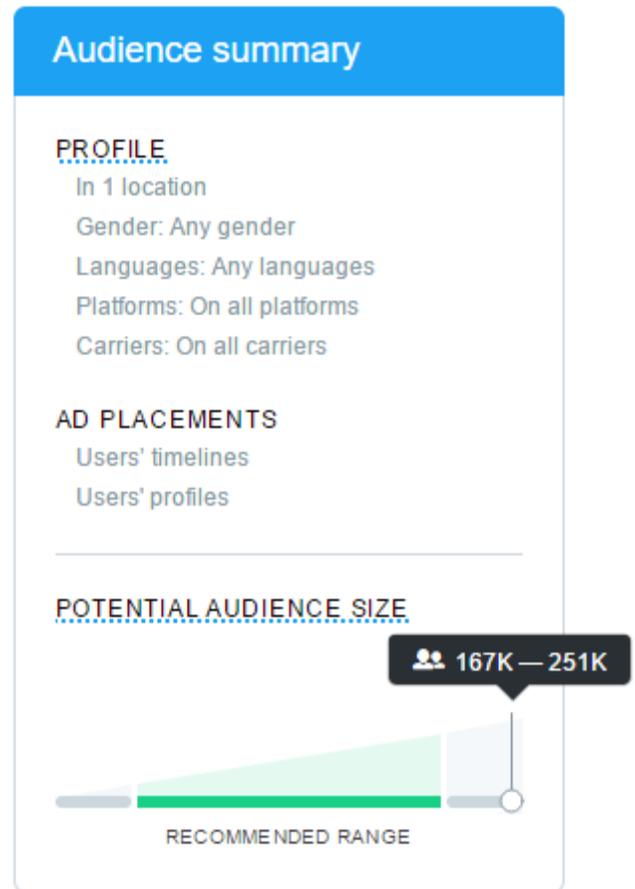
- Establish a consistent visual brand across all social media channels. This means updating profile photos, cover photos, etc., to possess the same look and feel. After a user visits “Visit Sioux City’s” Facebook page, they should have a sense of déjà vu upon visiting the corresponding Twitter account
- Devise a content strategy that stresses the consistent use of certain keywords/brand terms. Sioux City is an exciting place to visit, and every word within every piece of communication should reflect that
- Create new social media accounts, and train the “Visit Sioux City” team on how to write for those specific social media
- If it’s not already happening, promptly begin paid advertising on Facebook, Twitter and Instagram. Grow familiar with the [different types of Facebook/Instagram ads](#), and the [different kinds of Twitter ads](#)
- Know what the Facebook/Instagram users and Twitter users look like in the Sioux City area. Below is approximately how many users live in Sioux City plus a fifty mile radius.

NOTE: Instagram is owned by Facebook and operates through the same ad manager, hence the grouping of the two together

FACEBOOK/INSTAGRAM



TWITTER



To detail a specific demographic to target each and every time is not an effective long-term strategy. What age, gender, race, etc., to target should vary depending on the product/attraction that is being promoted.

Conclusion

The current use of social media to promote the Sioux City tourism industry does not suffice. While the Tyson Events Center Facebook page is very active, other accounts are not. Moreover, a diverse selection of social media accounts does not exist, meaning potential targets are being missed. There are a lot of improvements to be made, all of which are entailed above.

When all is said and done, social media can be used as a cheap but effective route to reach an audience that is as specific as you wish it to be. While it is not the entire campaign, it will certainly contribute towards creating an atmosphere of interest and excitement around the tourism industry in Sioux City.

PUBLIC RELATIONS ACTION PLAN



Marketing is selling your product; PR is selling your soul

It might seem like a grave statement, but it's true. The difference between marketing and public relations seems miniscule to many, yet in reality it's huge. A big part of this plan is selling the products within Sioux City to possible consumers. But what about selling Sioux City on a deeper level? What about altering that top-of-mind awareness so that folks continue to regard Sioux City in a positive way?

That's the essence of public relations—the management of image and reputation.

To help do just that, Stoked Marketing will assess the need for the following:

- Community initiatives
- Sponsorship considerations
- Media list
- Media release template
- Media kit
- Crisis management plan

Community Initiatives

#SiouxlandSocial

An initiative that might hold a lot of potential for Visit Sioux City and its various events is the #SiouxlandSocial project. Supported by the Siouxland Chamber of Commerce, the goal is to encourage collaboration in regards to social media platforms. Further activities include:

- Candid roundtable discussion to help attendees learn about emerging social media platforms
- Explore social media in basic or new ways
- Provide basic to advanced information on business strategy with various social media
- All skill levels are invited to attend and contribute feedback and questions



This project has the potential to impact Visit Sioux City in a very large way, especially if multiple community members participate in the panel. Sharing ideas to inspire action across community channels develops a full frontal momentum that is tough to defeat.

If this panel is no longer happening or not sponsored by the Siouxland Chamber of Commerce, one should be started immediately to bring community members together.

Community Enhancement

The Siouxland Chamber of Commerce is also dedicated to enhancing the aesthetics within the community. Visit Sioux City could encourage local businesses to sponsor developments within the community including recreational structures like benches, exercise equipment, etc.

Some other ideas include:

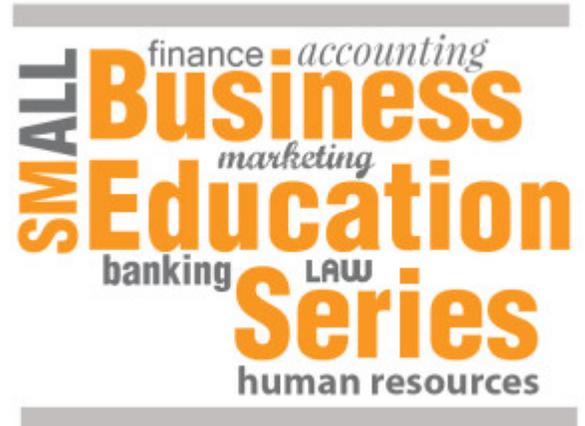
- Starting a community garden. They are currently very trendy and relatively inexpensive if maintained at the community level.
- Building a community workspace/co-working space, i.e. a spot or venue where folks could get together to trade ideas, assist one another in projects, etc. This could be as simple as finding a large unused space and inviting people to set up temporary offices.
- Got a concrete wall that no one is using? Do something cool with it by creating a poetry and/or art wall. Invite the community to decorate it...but be warned of the slightly inappropriate messages that might result.
- Encourage local businesses to plant a tree in a local park by donating a small sum of money
- Create an online blog where Sioux City residents can write about why they love their hometown so much. What do they get out of it? Promise to publish their content and promote it via social media at a minimal cost!

The stronger Sioux City is as a unified community, the more people will enjoy it as a tourist location. Ultimately the attractions are what's marketed, but it's the people and feel within the community that act as a deal breaker. If they don't love and invest in their own community, how can those outside of it be expected to do the same?

Small Business Education Series

If it's not already happening, make sure Visit Sioux City has a regular presence at the monthly Small Business Education Series. [More information about that can be found here.](#)

Small businesses are always unique, especially because of the large impact they have on the local community. They are typically based locally, employ locals, and produce products that larger companies do not have.



Sponsorship Opportunities

The beauty of sponsorships is that sometimes they can be as simple as writing a check and the work is done. But that's only sometimes. [According to a MoreBusiness.com article](#), here are some of the benefits to participating in a sponsorship:

- Access to a wide range of audiences such as decision makers in business, government entities, and potential customers.
- Allows business owners to interact directly with their customers
- Heightened visibility, thus strengthening overall top-of-mind awareness
- Possibly free publicity/media coverage

Simply because there are a number of benefits to participating in a sponsorship doesn't mean you should throw your money at every opportunity. Visit Sioux City must consider how sponsoring a particular event will affect its public perception. It's crucial to ask the following questions before agreeing to a sponsorship:

- What's the target audience? Will that audience endorse and/or support my product?
- What exactly is required of my business upon agreeing to sponsor? Will the ends justify the means?
- How has this event been perceived in the past? Has it generally been received positively?
- What sort of marketing and/or promotion will be done prior to? Is that cost included in the initial sponsorship?
- Is media coverage included in the sponsorship contract? Or will that have to be generated?

When all is said and done, every sponsorship opportunity should be considered independently, especially with respect to the overall ROI and how public perception will be altered.

What to Sponsor

Visit Sioux City should consider sponsoring events of the following nature:

- [National Small Business Week](#), which is happening May 1-7
- Partner with [Mercy Sioux City](#) or [UnityPoint](#) to sponsor wellness-focused events such as walks, fairs, etc.
- Work with local restaurants to host a “eat local, drink local” food fair
- Bring in local/fresh produce by sponsoring a city-wide farmer’s market
- Get citizens involved with the local legislative process by sponsoring community forums

Media List

Below is a list of local media’s contact information to be used when gaining coverage:

KTIV News 4

2929 Signal Hill Drive
Sioux City, IA 51108
Switchboard: 712-239-4100 or 800-234-KTIV(5848)
News Tips: ktivnews@ktiv.com
General Email: ktivreception@ktiv.com

Sioux City Catholic Globe

PO Box 5079
Sioux City, IA 51102
(712) 255-2550
news@scdiocese.org
Joanne Fox, Managing Editor - joannef@scdiocese.org

ABC9 KCAU-TV | SiouxLandMatters.com

625 Douglas
Sioux City, IA 51101
Newsroom: (712) 277-2345 ext. 221
Newsroom Fax: (712) 277-4298

KMEG 14 FOX 44

100 Gold Circle
Dakota Dunes, SD 57049
Newsroom: 712-252-5634
news@siouxlandnews.com

KSCJ Radio

2000 Indian Hills Dr.
Sioux City, IA 51104
Newsroom: 712-239-2107
news@kscj.com

Siouxland Public Media

4647 Stone Avenue
Sioux City, IA 51106
712-274-6406 ext. 1259
Duane.Kraayenbrink@witcc.edu

Sioux City Journal

515 Pavonia St.
Sioux City, IA
Newsroom: (712) 293-4211
ddreeszen@siouxcityjournal.com

Siouxland Business Journal

515 Pavonia St.
Sioux City, IA
712-224-6279
Fax: 712-255-7301

Media Kit

So what is a media kit? Why should Visit Sioux City have one? And are they really useful?

A media kit is essentially a compilation of pertinent information. The nice thing about it is the fact that you're delivering the information to the media instead of them going out and finding it themselves (which they could do anyway, of course).

Media kits are especially useful to have on-hand during events and news conferences. And yes, even small businesses should have them.

Al Lautenslager, a contributor for Entrepreneur.com, [really nails it](#): "Press kits aren't just for large, high-profile businesses. Whatever your size or line of business, whether you are a start-up entrepreneur, a franchise, a broker or a large commercial company, you need a press kit. While many companies adopt aggressive marketing campaigns, when it comes time to address the media's request for a press kit, many entrepreneurs are at a loss.

What's in a Media Kit?

[According to a 2010 Branch post](#), there are 10 things you should definitely include in a media kit:

1. An introduction to yourself and your business
2. Your mission
3. Testimonials
4. Frequently asked questions
5. List of notable clients
6. Services offered
7. Packages and rates
8. Stats (if applicable)
9. Processes
10. Contact Information

In the case of Visit Sioux City, a lot of the aforementioned information could likely be acquired via the website. And while a lot of this information will remain consistent from event-to-event, some of it might change.

For example, when it comes to Sioux City's upcoming summer events, it would be advantageous to include a news release about that specific event. And because Visit Sioux City truly exists as a brand through its events, individual media kits for each event could in fact be developed.

[Click here to view some seriously legit media kits.](#)

Crisis Management

Planning ahead for a crisis might seem pessimistic—or just weird. But truthfully it's very necessary, because unfortunately a crisis can happen at any moment with little warning.

Although a little aged from 2010, the following infographic still summarizes very well the steps that should be taken before, during, and after a crisis:



Assemble a communications team – It is crucial to designate individuals as members of a communications team during crisis. Often enough these members will be from an organization's communication department. But it is necessary to include any process owners from relevant departments. For example, if you are planning for a crisis related to job layoffs, having a member on your team from human resources would be extremely beneficial.

Identify a spokesperson – Who will act as the face and voice of your organization during the crisis? This person will be responsible for communicating with the media throughout the course of the crisis. It is advantageous that this person already have an established rapport with local media outlets.

Assess the situation – Just how bad is it? What are the current circumstances? And how can you and your communications team work effectively to reduce the damage as much as possible?

Communicate – Finally, say something. Transparency is best in these situations. Although it is often beneficial to communicate only what must be communicated.

Take accountability – In some way or another, accept ownership for what’s happened. This doesn’t necessarily mean giving in to the full brute of criticism, but rather looking at what you could’ve done and publically stating so.

Reach your audiences – Identify who you need to communicate with and ensure they get your message, and that they understand your message. However, it is important to not over communicate. It is often best to respond when reached out to. Though that approach is heavily dependent upon the specific situation.

Hold a press conference – This is your chance to somewhat control media coverage. While having a press conference isn’t necessary in every situation, it should indeed be considered, especially if you’re getting a lot of requests for comment. Gather the media in a place that’s comfortable and familiar to your organization. A home turf advantage can make a huge difference.

Record lessons learned – Within every crisis is information that can be impactful and helpful in future crisis. Take note of those and provide insight to better respond the next time around.

Monitor what’s being said – Pay attention to local media to see what’s being said about your organization. The most you can do is reduce the damage. And sometimes it is best to acknowledge that time is the only solution. But again—it is important to monitor public opinion so that you can address concerns in the most comprehensive way possible.

Final Thoughts

When it comes to long-term strategy, communication is just as important--if not more--than marketing. No matter how miraculous a product is, it can be difficult if not impossible to sell it if the organization’s reputation and relationship with the public is based in dislike. Identifying your target audience is crucial, that way you can understand its demographics, beliefs, and values. With that information in hand, and with knowledge of the climate around you, an organization can begin crafting an effective public relations plan.

BUDGET AND TIMELINE



Campaign Name	Social Channel(s)	Cost	Timeline
General Brand Awareness	Facebook, Instagram and Twitter	\$1500	May 15-Sept. 4
Awesome Biker Nights	Facebook	\$1000	May 16-June 18
Saturday in the Park	Facebook, Instagram and Twitter	\$1000	June 1 – July 2
ArtSplash	Facebook, Instagram and Twitter	\$1000	July 18 – Sept. 4

TOTAL COST: \$4500

EVALUATION TACTICS

Knowing whether a marketing and communication plan was successful or not requires evaluation and measurement criteria. Stoked Marketing recommends the following:

- Using Google Analytics to measure overall site traffic
- Monitoring social media analytics
- Creating transactional call-to-actions on campaign landing pages; sign-up for a newsletter, fill out this form, etc.
- If making a purchase, find out how the customer heard about the event

GALLERY OF IMAGES

City image - <http://www.istockphoto.com/vector/different-urban-landscapes-gm475485094-65658467?st=ed19670>

Brewery - <http://www.istockphoto.com/photo/barrels-in-brewery-gm484958160-72105041?st=53817ae>

Dad and son in boat - <http://www.istockphoto.com/photo/at-sunset-gm505408168-83668231?st=424331d>

Food - <http://www.istockphoto.com/photo/grilled-salmon-steak-with-cream-sauce-gm496265312-78447617?st=cbfd707>

Motorcycle - <http://www.istockphoto.com/photo/motorcycle-gm539282937-58148018?st=ba302ea>

Poker - <http://www.istockphoto.com/photo/poker-chips-large-sum-concept-gm534604375-56950730?st=c1b3d96>

People at festival - <http://www.istockphoto.com/photo/young-people-having-fun-at-concert-gm474199948-65220377?st=b2749fd>

Coming soon - <http://www.istockphoto.com/photo/coming-soon-neon-sign-shining-on-black-brick-wall-gm510870610-86437827?st=b9fe8cb>

Paint and brushes - <http://www.istockphoto.com/photo/watercolor-paints-gm465028076-59438004?st=fba9f46>

Painted hands - <http://www.istockphoto.com/photo/painted-hands-gm506791038-84375971?st=f94b953>

About Stoked Marketing

Based in Davenport, IA, Stoked Marketing is a small but mighty firm with the ability to do big, big things. Our team focuses on creating campaigns that are not only cool and creative, but also inspiring. We want people to be just as excited about your product as we are. We work with our clients to create personalized, powerful marketing plans that include the ability to edit and measure into each and every step.

Thanks for taking the time to consider us as your partner in crime!