Monona County Communications Campaign Presentation
Tippie College of Business

Class Led by Prof. Amy Jo Reimer-Myers
Cyrus Dobre-Mofid
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Monona County Campaign
By: Cyrus Dobre-Mofid
Contents

- Situation/Goals
- Creative Strategy/Messaging
- Website
- Social Media
- Public Relations
- Print Ad
- Budget
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 >>>>>>

- [http://mononathebeautifulgetaway.weebly.com/](http://mononathebeautifulgetaway.weebly.com/)
Social Media

- YouTube, Facebook, Instagram, and Twitter
- [https://www.youtube.com/watch?v=lDfrAN8GAas](https://www.youtube.com/watch?v=lDfrAN8GAas)

- 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](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

<table>
<thead>
<tr>
<th>Social Media Content Calendar Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
</tr>
<tr>
<td>Theme Channel</td>
</tr>
<tr>
<td>Facebook (minimum 1 x day)</td>
</tr>
<tr>
<td>Twitter (minimum 2 x day)</td>
</tr>
<tr>
<td>Instagram (minimum 2 x day)</td>
</tr>
</tbody>
</table>
Public Relations

- National Travel and Tourism Week and Travel Rally Day
- #NTTW16
- EJ Snyder
- Press Release to various media outlets
To be put in travel magazines to raise awareness nationwide

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!

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