

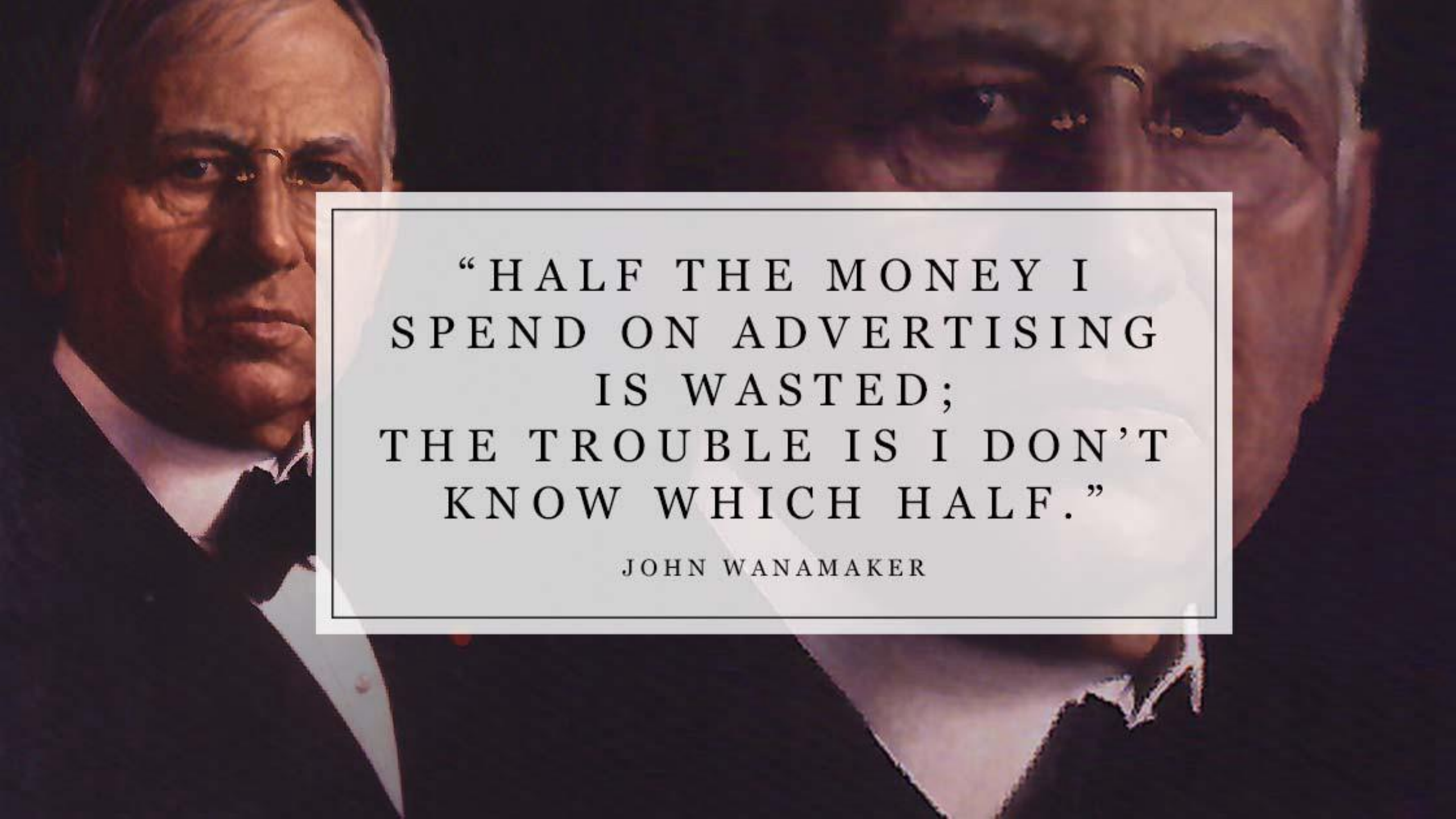
The 6Qs of Marketing

Steve Galyean

Planning & Partnerships Director

Virginia Tourism Corporation

VIRGINIA IS FOR LO♥ERS

The background of the image is a composite of two portraits. On the left is a portrait of John Wanamaker, an older man with glasses, wearing a dark suit and a bow tie. On the right is a portrait of another man, also with glasses, wearing a dark suit. A white rectangular box with a thin black border is centered over the image, containing the quote and the name John Wanamaker.

“HALF THE MONEY I
SPEND ON ADVERTISING
IS WASTED;
THE TROUBLE IS I DON'T
KNOW WHICH HALF.”

JOHN WANAMAKER

The 6Qs of Marketing





What do
you want to
accomplish?





- **What is YOUR Brand?**
- **Where are you now?**
- **Is what you say you want to accomplish REALLY what needs to be accomplished?**
- **What are your GOALS?**



S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME BOUND

Human Capital

Research and Data

Financial Resources

**What resources do you have and
what resources do you need?**

Technical Assistance

Experience

Relationships



Who is
your
audience?



The Key to your Success and the Foundation of Your Marketing Plan

What do know about your audience?
customers?
board?
funders?



- Start at Home – Data from your business or organization is the best!
- Your Customers
- Your Community
- Your Local Government
- Your DMO (Destination Marketing Organization)
- Your PDC (Planning District Commission)
- Your Educational Institutions
- Trade and Professional Associations
- State Agencies – ***VIRGINIA MAIN STREET!***
- Federal Agencies







- What are their priorities?
- What are their challenges and can you help be a solution?
- Who do they know?
- What other issues are they facing?
- What is the “tipping” point?



What sets you apart from your competitors?

The 6Qs of Marketing

- **Who You Are**
- **Your Goals**
- **Identified Your Customers/Audience**
- **Your Competition**

SO.....

- **How Do You Reach That Audience?**

**The Right Message
to the
Right Audience
with a
Call to Action**

Oh...Now I get it



VIRGINIA'S LARGEST SELECTION

HUNTING & FISHING EQUIPMENT

10% OFF

ALL BUCKSHOT & SLUGS

Remington

Hornady

Winchester

FEDERAL
PREMIUM

WINCHESTER
RIFLES AND SHOTGUNS

BRENNER
USA



10% OFF

SELECT USED FIREARMS



10% OFF



ALL AVERY® GREENHEAD GEAR
& GOOSE DECOYS

JANUARY 15TH-18TH
4 DAY BASS-N-MORE SALE

WITH SAVINGS UP TO 50%
ON FISHING TACKLE

ALL LURES ON SALE



PLUS 20% OFF
ALL FLYFISHING TACKLE

WE BUY FIREARMS
FREE ESTIMATE ON ANY FIREARMS

Consignments Available on Selected Collections



6 miles north of Richmond
Phone (804) 550-2188

visit us online

www.GREENTOPHUNTFISH.com

GIVE A...
GIFT CARD

Always a Perfect Fit!
and NEVER expires!



Savor the secrets of Surry

County, Virginia



Bacon's Castle



Smith's Fort Plantation



Let us surprise you . . .

Experience the free ferry ride to Surry from Williamsburg; discover the site of the first Colonial uprising and the rest of the story of Pocahontas. Feel the exciting heartbeat of Native American drums and taste authentic country smoked ham and non-GMO, pesticide free fresh produce.

Which one of our secrets will become your passion?



Discover all the "Secrets of Surry" at
www.surrycountytourism.com

Virginia is for Lovers 

**THE
THING
YOU WANT
WHEN YOU
ORDER
SALAD.**



**YOU SAW YOUR
GIRLFRIEND
ON TINDER.**



Some days
you just want
to forget.

8.2%
ABV

What's Your Plan?



**Your Marketing Plan is How You
Will Reach Your Audience**

Checklist



- Does your plan support your message?
- Is your plan trackable?
- Is (most) every item justified to reach your audience?
- Have you asked your vendors who their media outlet reaches?
- Do you have media kits from your vendors?



BLUE RIDGE outdoors

go outside and play.

// 2019 PRINT + DIGITAL MEDIA KIT

// OUR READERS

DEMOGRAPHICS

54% MALE / 46% FEMALE
AGES 25-54, MEDIAN AGE 38
64% MARRIED
52% PARENTS

EDUCATION + EMPLOYMENT

95% COLLEGE EDUCATED
64% HOMEOWNERS
AVERAGE HOUSEHOLD INCOME: \$96,000

TRAVELERS

AVERAGE 4.5 ADVENTURE TRIPS PER YEAR
85% USE *BRO* TO PLAN TRAVEL
90% PLAN OUTDOOR ACTIVITIES ON TRIPS
90% TAKE WEEKEND / LONG WEEKEND TRIPS
55% TAKE WEEKLONG TRIPS
81% TRAVEL 4+ HOURS TO DESTINATIONS
65% STAY IN HOTELS / B&BS
80% TRAVEL WITH SPOUSE OR PARTNER
43% TRAVEL WITH CHILDREN

LIFESTYLE

97% ATTEND OUTDOOR FESTIVALS
72% OWN PETS
58% USE *BRO* TO BUY OUTDOOR GEAR

105,000 TOTAL MONTHLY
CIRCULATION + 341,250 READERS

THE LARGEST OUTDOOR LIFESTYLE
MAGAZINE IN THE REGION!

ACTIVE + OUTDOORSY



91% ENJOY HIKING

66% ENJOY BIKING



61% ENJOY RUNNING

57% ENJOY PADDLING



53% ENJOY FISHING

52% ENJOY SNOWSPORTS



51% PARTICIPATE IN RACES

76% ENJOY CAMPING



67% ENJOY A DRINK BY THE FIRE

// TESTIMONIALS

“I’ve been advertising with *BRO* since I managed the advertising for Virginia State Parks. I cut my print budget for one year because of the “Is print dead?” debate, but quickly came back and secured an ongoing annual campaign of monthly print, e-newsletters, and digital advertising with them. *BRO* is a great partner, yes, but I also needed something in my media mix that was tangible, something consumers trusted, an outlet where my ads would be placed around relevant content and where I felt I understood their audience. *BRO* offers these things and more!”

SHANNON JOHNSON,
BRAND DIRECTOR, VIRGINIA TOURISM CORPORATION

“We have happily advertised in *BRO* for years because, as Michelle and I put it, “These are our people.” As a specialty running shop in a mountain town, we know that people who read *BRO* are our customer base. We do very little print advertising because you simply get lost in a large newspaper, but I always feel well represented in *BRO* and I constantly get feedback from customers who say, “I saw your ad in *BRO*”—that makes it worthwhile right there! We are always treated well by the sales team, and the design team is awesome to work with.”

JOHN AND MICHELLE ANDERSEN,
CO-OWNERS, CROZET RUNNING

“As an agency, it is paramount to deliver for our partners and ensure they are able to maximize their marketing and advertising budgets. Working with the team at *BRO* to develop creative, integrated campaigns is one of the ways we do that. *BRO* reaches an incredibly important and diverse audience in a variety of channels, both traditional and digital, to provide great engagement and return for our partners.”

PAT STRADER
FOUNDER AND CEO, DIGITAL RELATIVITY

// CIRCULATION

105,000 TOTAL MONTHLY CIRCULATION

The largest outdoor lifestyle magazine in the region

READERSHIP: 341,250

Average 3.25 readers per issue

IN ALL THE RIGHT PLACES

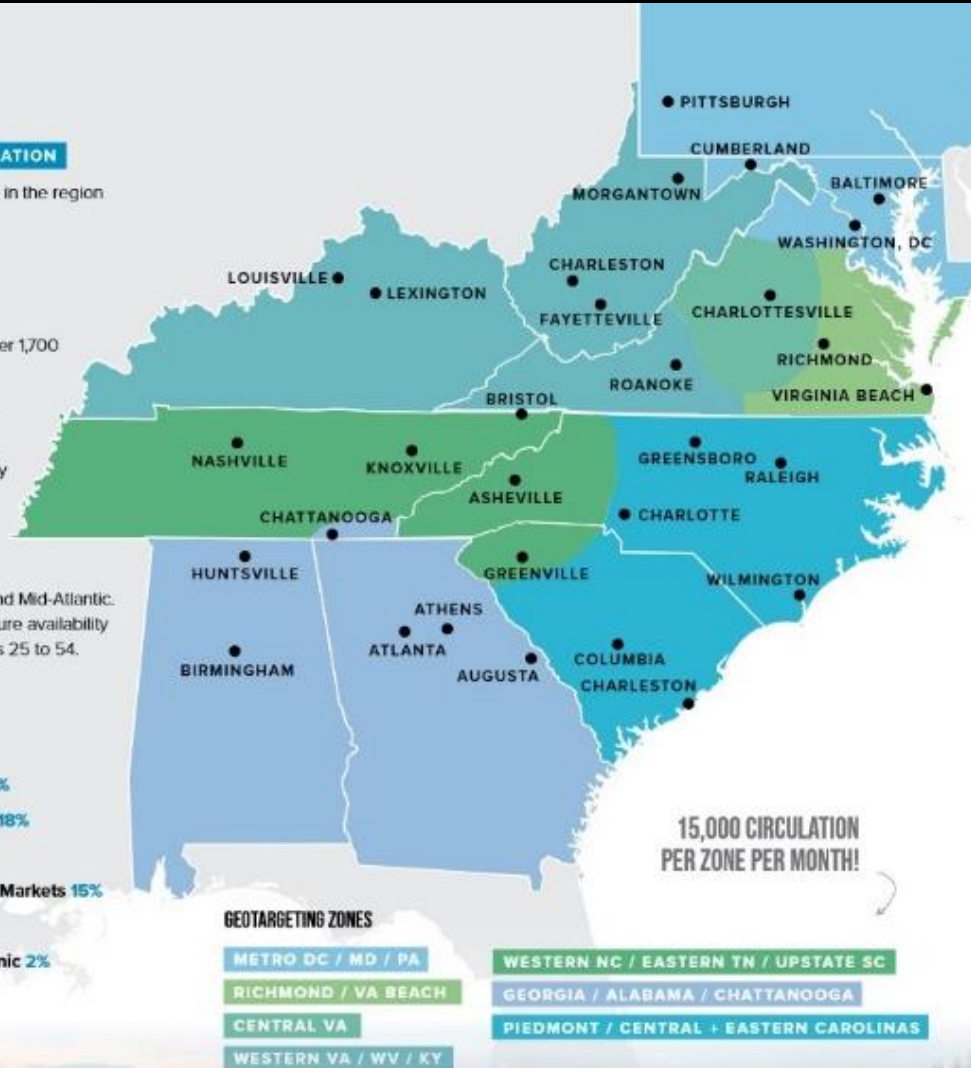
BRO is distributed free of charge in over 1,700 locations that are hand-picked to maximize exposure to active, affluent adults. Our distribution manager coordinates the logistics of magazine delivery, and stops are audited monthly to ensure accuracy.

MARKET CONCENTRATION

Circulation is concentrated in the population centers of the Southeast and Mid-Atlantic. Distribution points are selected to ensure availability in locations rich with active adults ages 25 to 54.

DISTRIBUTION LOCATIONS

- Outdoor Specialty Retailers 20%
- Visitor and Community Centers 19%
- Restaurants, Breweries and Cafes 18%
- Health Clubs and Gyms 18%
- Grocery, Health Food and Organic Markets 15%
- University Campuses 6%
- Orthopedic and Sports Medical Clinic 2%
- Races and Events 2%
- Subscriptions 2%



70:20:10 Approach

**Were You
Successful?**



**Your Baselines
Compared to
Your Results**



- Did You “Move the Needle?”
- Did you reach your goals?



The 6Qs of Marketing

Now it is YOUR turn!



The 6Qs of Marketing

Steve Galyean

Planning & Partnerships Director

Virginia Tourism Corporation

VIRGINIA IS FOR LO♥ERS