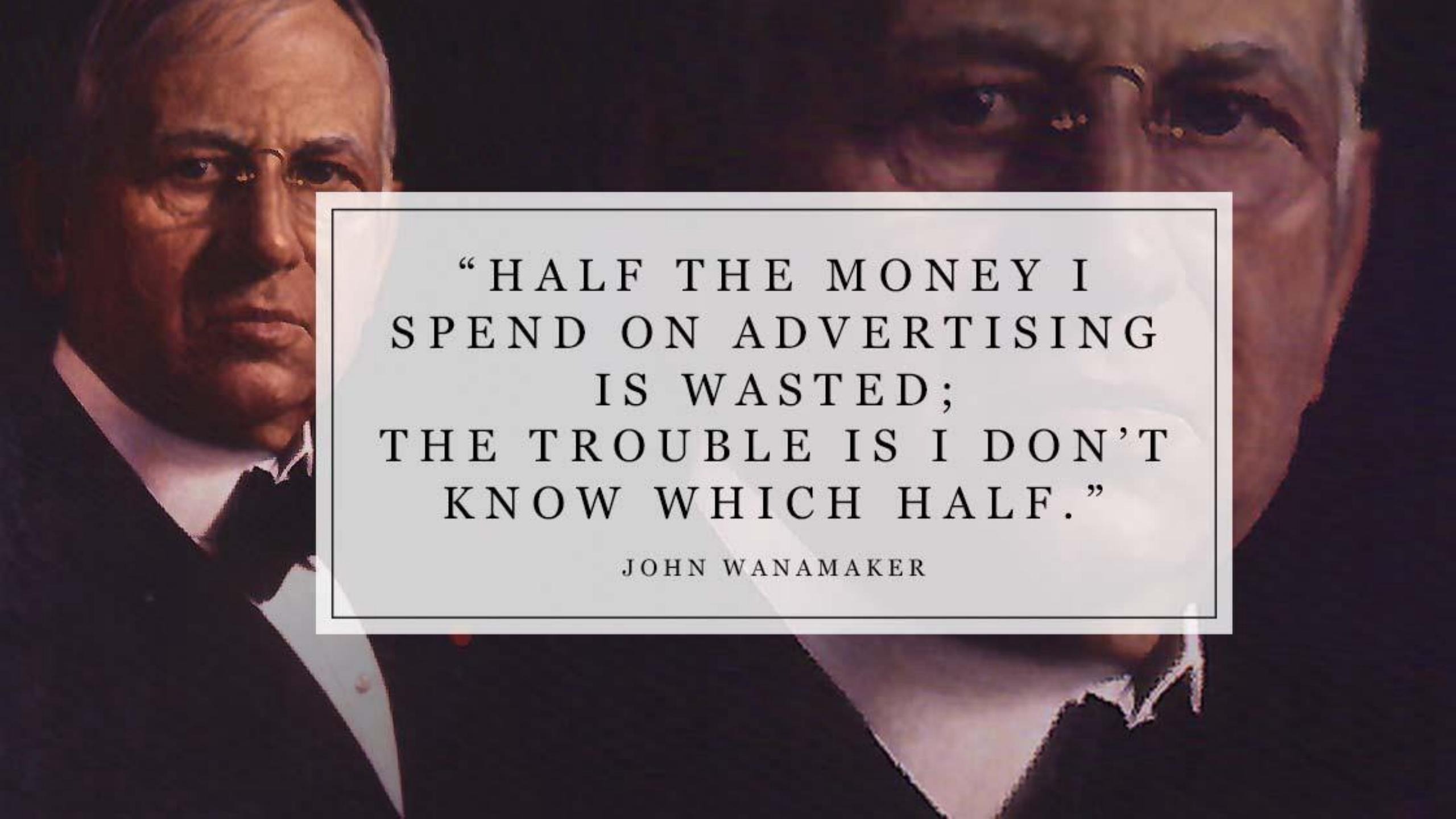


The 6Qs of Marketing

Steve Galyean

Planning & Partnerships Director
Virginia Tourism Corporation

VIRGINIA IS FOR LO^{VE}RS[®]



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

JOHN WANAMAKER

The 6Qs of Marketing



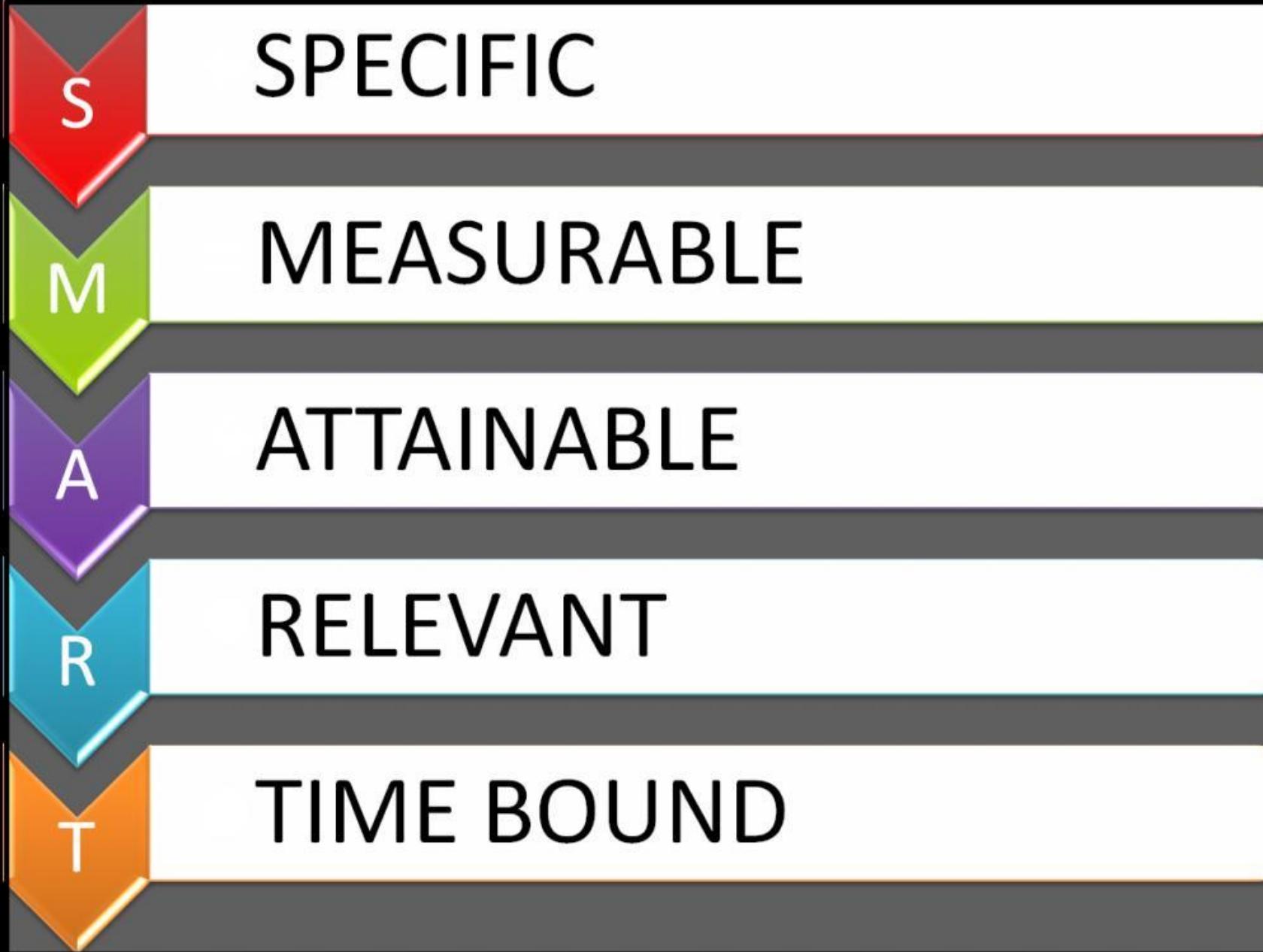


What do
you want to
accomplish?





- **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?**



Human Capital

Research and Data

Financial Resources

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

Technical Assistance

Experience

Relationships

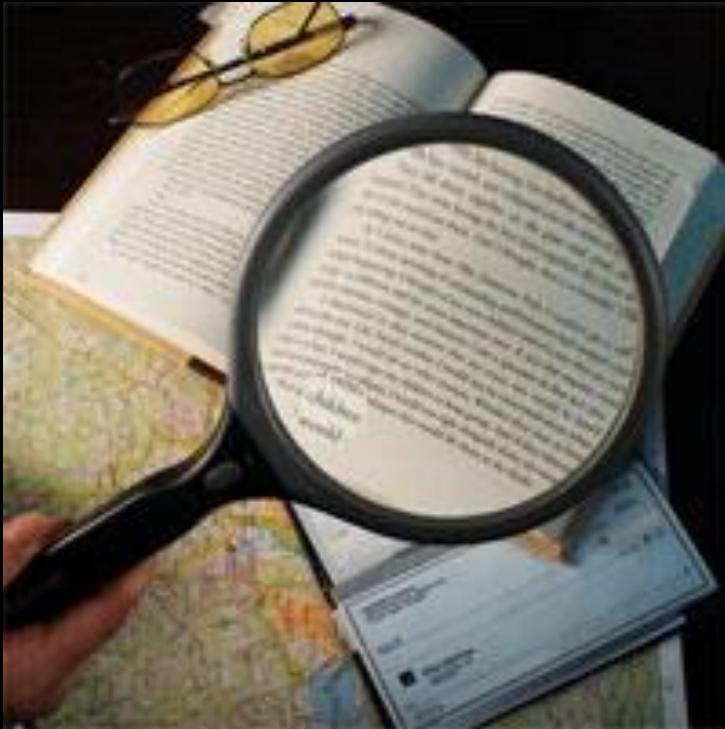


**Who is
your
audience?**



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

What do you 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

GREENHEAD GEAR

FEDERAL
PREMIUM

WINCHESTER

BRENNICK
USA

10% OFF

ALL AVERY® GREENHEAD GEAR
& GOOSE DECOYS



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



JANUARY 15TH-18TH
4 DAY BASS-N-MORE SALE
WITH SAVINGS UP TO 50%
ON FISHING TACKLE

WE BUY FIREARMS
FREE ESTIMATE ON ANY FIREARMS

Consignments Available on Selected Collections

visit us online
www.GREENTOPHUNTFISH.com

10% OFF

SELECT USED FIREARMS



ALL LURES ON SALE



PLUS 20% OFF
ALL FLYFISHING TACKLE

**GIVE A...
GIFT CARD**

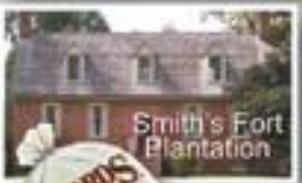
*Always a Perfect Fit!
and NEVER expires!*



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?



Savor the Secrets of Surry

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?



IN 60 SECONDS...

1
NEW
DEFINITION
IS ADDED ON
URBAN

1,600+
READS ON
Scribd.

13,000+HOURS
MUSIC
STREAMING ON
PANDORA

12,000+
NEW ADS
POSTED ON
craigslist

370,000+MINUTES
VOICE CALLS ON
skype®

98,000+
TWEETS



20,000+
NEW
POSTS ON
tumblr.



320+
NEW
twitter
ACCOUNTS



100+
NEW
Linked in
ACCOUNTS

Y! THE
WORLD'S
LARGEST
COMMUNITY
CREATED CONTENT!!

1
associatedcontent
NEW
ARTICLE IS
PUBLISHED



50+
WORDPRESS
DOWNLOADS



125+
PLUGIN
DOWNLOADS

2
QUESTIONS
ASKED ON THE
INTERNET...

100+
Answers.com
40+
YAHOO! ANSWERS



600+
NEW
VIDEOS

25+ HOURS
TOTAL
DURATION



70+
DOMAINS
REGISTERED

60+
NEW
BLOGS

1,500+
BLOG POSTS

168 MILLION
EMAILS
ARE SENT



694,445
SEARCH
QUERIES



1,700+
Firefox
DOWNLOADS



695,000+
facebook
STATUS
UPDATES

79,364
WALL
POSTS

510,040
COMMENTS

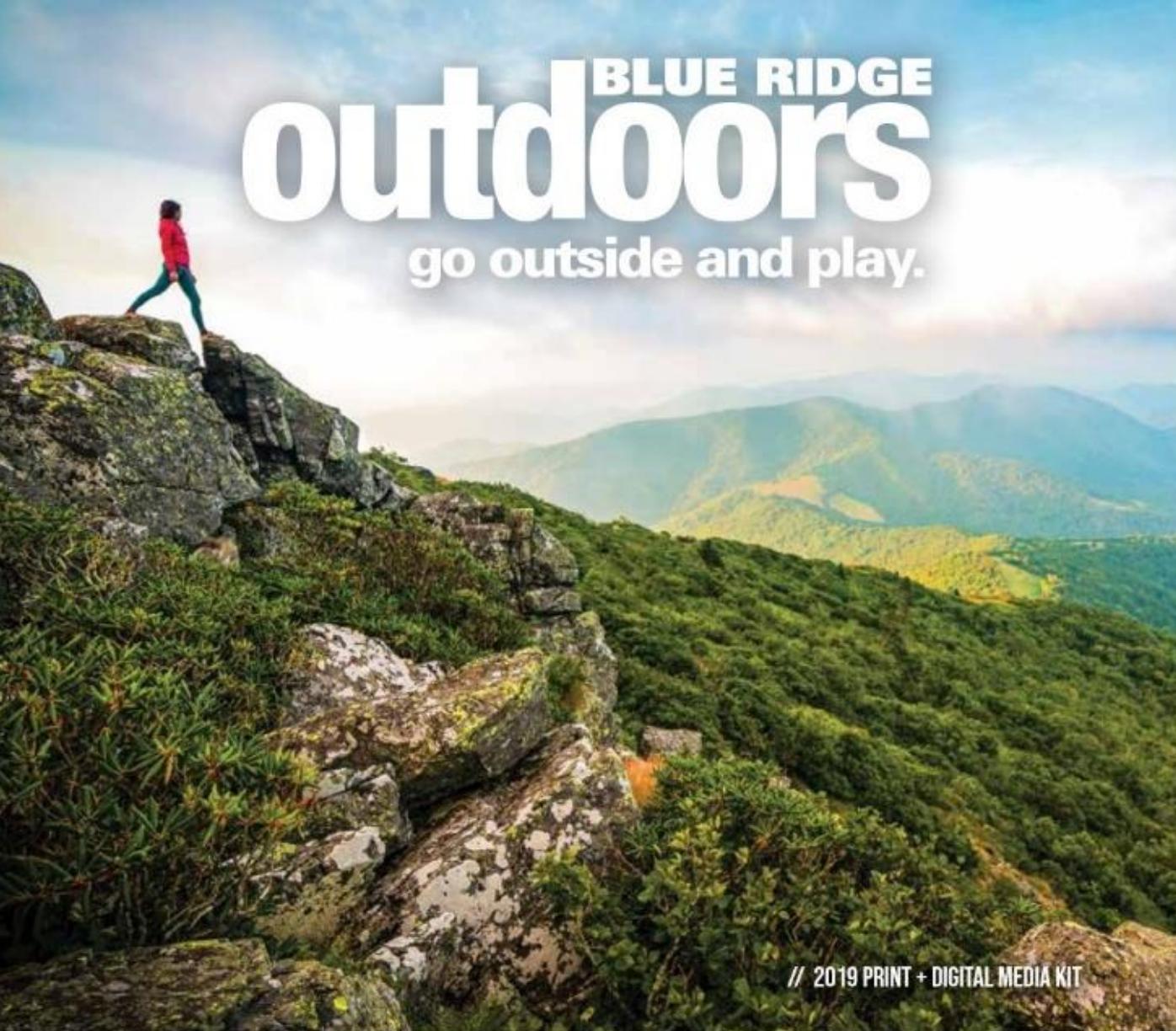


**Your Marketing Plan is How You
Will Reach Your Audience**

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!

// 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

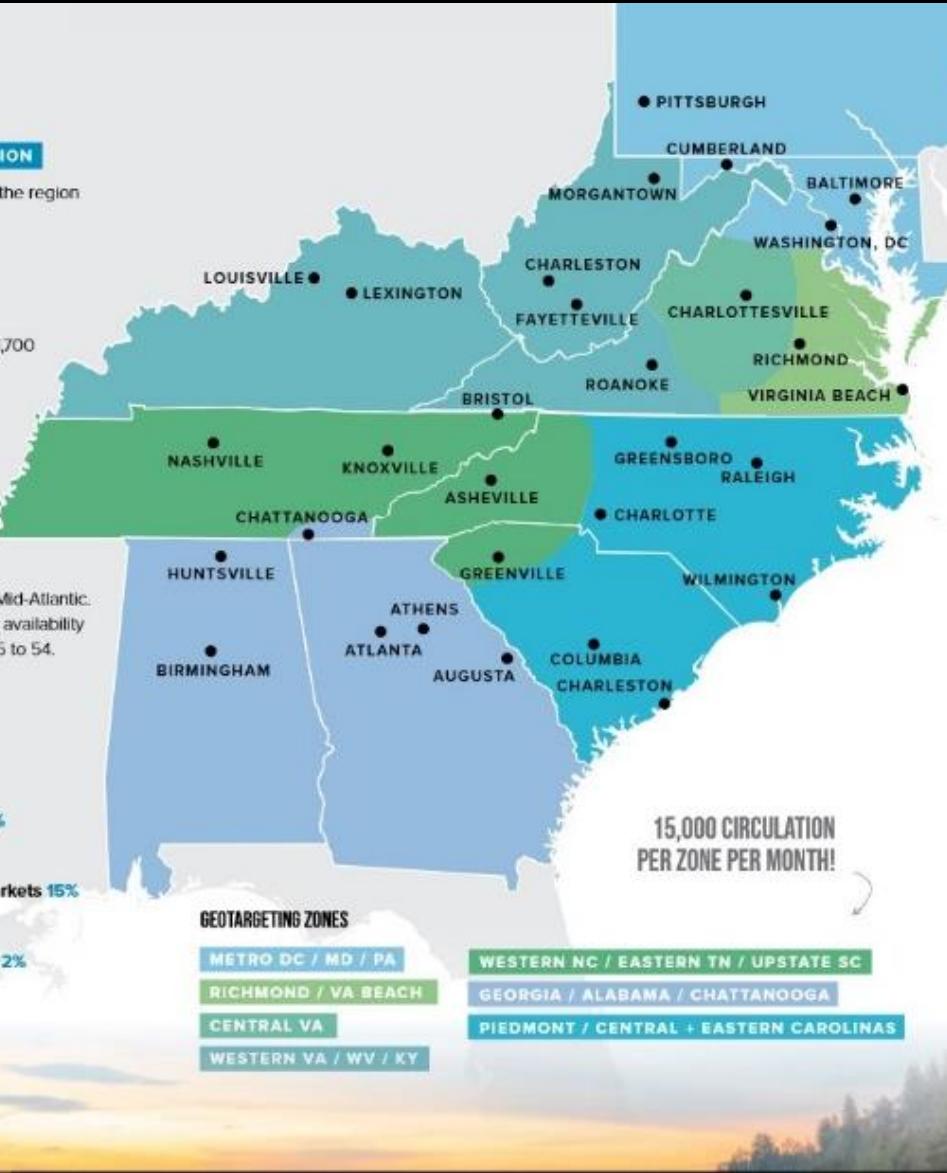
BRO is distributed free of charge in over 1,700 locations that are hand-picked to maximize exposure to active, affluent adults. Our distribution manager coordinates the logistics of magazine delivery, and stops are audited monthly to ensure accuracy.

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 16%
- 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!



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