

Monona County Communications Campaign

Tippie College of Businesses



www.iisc.uiowa.edu/

Course led by Prof. Amy Jo
Reimer-Myers

Cyrus Dobre-Mofid

**In partnership with the Siouxland Interstate
Metropolitan Planning Council**

05.06.2015



A PROGRAM OF



Office of
**Outreach &
Engagement**



OUTREACH.UIOWA.EDU

outreach-engagement@uiowa.edu · 319-335-0684

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.

Research conducted by faculty, staff, and students of The University of Iowa exists in the public domain. When referencing, implementing, or otherwise making use of the contents in this report, the following citation style is recommended:

[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.

This publication may be available in alternative formats upon request.

Iowa Initiative for Sustainable Communities

Provost's Office of Outreach and Engagement

The University of Iowa

111 Jessup Hall

Iowa City, IA, 52241

Email: iisc@uiowa.edu

Website: <http://iisc.uiowa.edu/>

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The University also affirms its commitment to providing equal opportunities and equal access to University facilities. For additional information contact the Office of Equal Opportunity and Diversity, (319) 335-0705.



MONONA COUNTY CAMPAIGN: THE BEAUTIFUL GETAWAY

Presented by: Cyrus Dobre-Mofid



APRIL 26, 2016
UNIVERSITY OF IOWA
Strategic Campaigns

Be the Center of Attention With



January 26, 2016

Sarah SanGiovanni
111 Jessup Hall
University of Iowa
Iowa City, IA 52242

Dear Sarah,

Monona County is an area in Iowa that represents the many beauties of the state. As a matter of fact, 'Monona' is believed to mean 'beautiful' in the language of the Chippewa's Native American tribe. With a strategic and creative communication plan the beautiful parks and landscapes of Monona County can become the center of attention for tourism. And, with the National Travel and Tourism Week coming up in the first week of May it is important that Monona County begins to attract travelers nationwide.

For this reason, Spotlight Communication Solutions will propose a plan to put Monona County at center stage for tourist attractions. Spotlight specializes in creating effective tactics for online and social media communication. It also has expertise in creating effective traditional marketing tools that communicate the messages of any organization to get its audience to act. Now, it plans to specifically enhance and improve Monona County's communication and presence online. This plan will include:

- A situation and SWOT analysis
- A web critique
- An example video that advertises Monona's parks and activities
- Social media recommendations and examples
- A sample press release for the upcoming National Tourism Week

Spotlight will work directly with the Program Coordinator and any other recommended contacts to ensure a successful revamping process for Monona County. This project is to be completed by April 26th, 2016.

I look forward to working with you and your team to strengthen the communication and awareness for Monona County, Iowa. Please don't hesitate to contact me with any questions or feedback.

Respectfully,

Cyrus Dobre-Mofid
President

**404 Melrose Court
Iowa City, IA 52246
cdobremofid@outlook.com
(301)-538-2359**

Contents

Situation Analysis.....4

SWOT Analysis.....6

Research Assessment.....7

 Creative Strategy/Messaging 8

Website 9

Social Media 13

 Youtube/Video..... 13

 Facebook 14

 Instagram and Twitter 15

 Management/Measuring Success 16

 Advertising and Possible Budget17

Public Relations 19

 National Travel and Tourism Week..... 19

 Press Release 20

 Event/Celebrity Endorsement..... 20

Media List 22

Print Advertisement..... 24

Total Budget 25

Evaluation..... 26

Sources.....27

Situation Analysis

Monona County, Iowa is a beautiful location that many tourists are not aware of. It has had some tourist activity in the past, but the presence was not to its full potential. Monona County is now in a situation where it can expand the number of its visitors through an integrated marketing campaign. Spotlight Communication Solutions is leading this movement. It sees Monona County as a diamond that is covered by dust because its true beauty has not been experienced by the majority of this nation's tourists. This campaign aims to brush off that dust and help Monona County shine bright for everyone to see. This will be done primarily by an online campaign and rebranding of Monona County tourism.

This situation analysis will include history of Monona County and its position in the marketplace. It will also include its competition and goals for the campaign moving forward.

History/Industry:

Monona County, Iowa was established in 1851 (mononacounty.org). It is located on the western edge of Iowa, nestled along the Missouri River and the State of Nebraska. Monona County is about 40 miles from Sioux City, Iowa, and about an hour from Omaha, Nebraska (mycountyparks.com). Located right along the Missouri River, Monona's location offers beautiful picturesque views throughout the entire county. The county's name 'Monona' is believed to mean beautiful in the language of the Chippewa Native American tribe. And, it is safe to say that Monona County's history, landscapes, and scenery live up to its named beauty. The county is also nestled between the geographic phenomena, the Loess Hills, a popular tourist attraction. It is also home of the Veteran's Museum that honors the troops that defend our nation. For these reasons, its marketing potential is best seen in the tourism industry.

To support its tourism industry, Monona County also prides itself on its recreational parks. It consists of 16 parks and among those is the locally popular Lewis and Clark State Park. Like many of the other parks, the Lewis and Clark State Park is the perfect getaway for beautiful scenery and endless outdoor activities.

The Market/Competition:

As we can see, a trip to Monona County is perfect for lovers, families and friends to experience the great outdoors and live life to the fullest. But, this unique selling proposition is not communicated through Monona County's media. Monona County tourism is not branded and does not target its audience through its advertising. Rather, the advertising gives more of a description for its viewers instead of a purpose. This is why this campaign plan is essential for Monona County. Without a redefined campaign, Monona County's competition may takeover.

As a matter of fact, research reveals that the neighboring county, Woodbury County, shows to have a larger population growth than Monona County. Woodbury County had the greatest positive net-migration in the region with 833 new migrants (mcedp.org). In contrast, Monona County has experienced a decrease. Monona County had the highest percentage decrease in the region at -0.48 percent (mcedp.org).

An example of large scale competition for Monona County is the neighboring state Wisconsin. Locations in Wisconsin, such as Wisconsin Dells, offer similar attractions as Monona County for its target market.

These include museums, outdoor activities, and change of scenery. To compete, Monona County needs to emphasize its best features to attract people who are looking for an outdoorsy getaway.

Goals/Big Idea:

With a new campaign, Spotlight hopes to narrow Monona County's focus on its tourism, target market, and unique selling proposition. Monona County has not had a website dedicated entirely to its attractions and tourism. This plan has prepared a website that provides a theme for Monona County's tourism and it has the sole purpose of raising awareness for and attracting new visitors. Due to its beauty, Monona County will be branded as "The Beautiful Getaway."

It is recommended that the investment in this campaign is for the length of the summer. Within this timeline, the specific goals are to increase traffic to Monona County's website and online communication. Currently, Monona County's Facebook page has only 39 likes and 10 visitors. The goal is to increase the amount of likes and new website viewers to 1,000. We then expect that the amount of new visitors to Monona County will be a minimum of 150 people during the campaign's timeline. We also have the goal of making up for the -0.48 percent decrease in the county's population.

We were not able to find amounts on previous budgets for Monona County's marketing and promotion. But, we were able to find data on how the businesses within the county are doing. For example, miscellaneous retail stores are averaging a total of approximately \$70,692. Eating and drinking establishments are averaging a total of approximately \$205,117 (mcedp.org). With our campaign, we hope that an increase in tourists will result in an increase of at least \$50,000 dollars for these businesses throughout the year.

For the campaign, this plan includes:

- A SWOT analysis
- A research assessment
- A web critique
- Social media recommendations and examples
- An example YouTube video that advertises Monona County's tourism
- Public relations recommendations and media list
- An example print advertisement
- An approximate budget

Spotlight specializes in creating effective tactics for online and social media communication. It also has expertise in creating effective traditional marketing tools that communicate the messages of any organization to get its audience to act. Now, it plans to specifically enhance Monona County's brand and improve its communication and presence online.

SWOT Analysis

Strengths:

- Has many options for tourists (17 different parks)
- Very nice areas for tourism
- Contact information is clearly presented on the main webpage for questions about Monona County's parks
- Navigation on the website is easy

Weaknesses:

- The Monona County website could use more content and color (photos, videos, testimonials, etc.)
- The conservation's website could also use some reformatting (descriptions, activities section, etc.)
- There is little to no social media presence for these beautiful parks
- The communication for these parks is not enthusiastic and engaging, particularly on the website
- The website's "activity" section only lists cabin information and no information about other recreational activities such as fishing or hiking
- Information can be presented better on the website, especially for park descriptions

Opportunities:

- With National Travel and Tourism Week coming soon, it is a good time to start advertising Monona County's parks and tourist attractions
- Monona County parks can partner with one another to expand advertising and marketing
- Monona County can start communicating/marketing on social media platforms and work with organizations, such as Universities and Sioux City, to share posts and build awareness

Threats:

- Other parks and states may recruit more tourists if Monona County does not start advertising today
- Without effective communication, Monona County may not be successful in the first week of May (Tourism Week)

Research Assessment

The research assessment sets the grounds for the Monona County brand and the audience it is targeting. Monona County, Iowa is home to valued American history and attractions. The Loess Hills and Veteran's Museum are some of the most visited historical features of Monona County. And, it is important to note that these features attract certain target markets. At the same time, Monona County's parks, outdoor activities, and scenery may also attract a similar target market. These many attributes are what make Monona County "The Beautiful Getaway."

This assessment discusses the target audience and uses secondary data as support. The target audience identified in this research is then considered in the communication tools that follow in this plan.

Target Market:

Demographics

The goal of this campaign is to appeal primarily to the Baby Boomer generation (age 50-71), millennials and younger, lower to middle class families of the Midwest. Monona County will be communicated as a family-friendly place and the perfect location to "getaway" and relax. And, with using data from Monona County Economic Development the strategy is to appeal to an audience that has similar demographics to Monona County's residents. In this, we assume that the people who live there are attracted to it just like the people we are marketing to will be.

The data shows that the average age for residents of Monona County is 46.8 years old, while the average age for Iowa as a whole is 38 years old (mcedp.org). Therefore, we do not want to rule out appealing to younger audiences who want to getaway to some fun. Below, we can see the age distribution of the Monona County population:

- 18 percent of residents are aged 0-14 years old
- 10.1 percent are aged 15-24 years old
- 18.9 percent are aged 25-44
- 29.2 percent are aged 45-64
- 23.8% are aged 65+

(mcedp.org)

Based on this assessment we can see that our target market, the Baby Boomers, occupy more than half (53 percent) of Monona County's population. The rest of the population may be occupied by millennials and younger, lower to middle class income families. Our research shows that Monona County has the greatest median household income (\$44,254) in the region. And, less than 50.0 percent of their family households earn \$50,000 or more per year (mcedp.org).

Knowing this, we want to attract more millennials from the region that are looking for an outdoorsy and affordable getaway.

Psychographics

Our campaign also targets our markets' psychographics. For our messaging, a source that confirms the interests/motives of our Baby Boomer target market is the data of the American Association of Retired People (AARP). We want to use these motives to attract our millennials and younger families in the region as well.

The AARP finds that the top motivators to getaway are:

- 57 percent to get away for a change of scenery
- 55 percent to spend time with family and friends
- 54 percent to relax

(AARP)

Creative Strategy/Messaging:

The good news is that our branding for Monona County communicates all these things. Our unique selling proposition is that Monona County is "The Beautiful Getaway." It appeals by offering a change of scenery for our target audience with the featuring of the Loess Hills and variety of parks. We also communicate that Monona County is a great place to spend time with family and friends. The museums, festivals, and outdoor activities are perfect for making memories, and we know an adventurous tone may appeal to the millennials and younger families. And finally, we appeal to the motive of getting away to relax and rejuvenate. Appealing directly to our Baby Boomer target market, we communicate that Monona County is the best place to relax. In our online campaign we feature the multiple campgrounds, boat rides, bed and breakfasts, and taverns that they can use to relax.

Let's now look at how the Monona County brand is expressed through certain media. We start with the website creativity!

Website

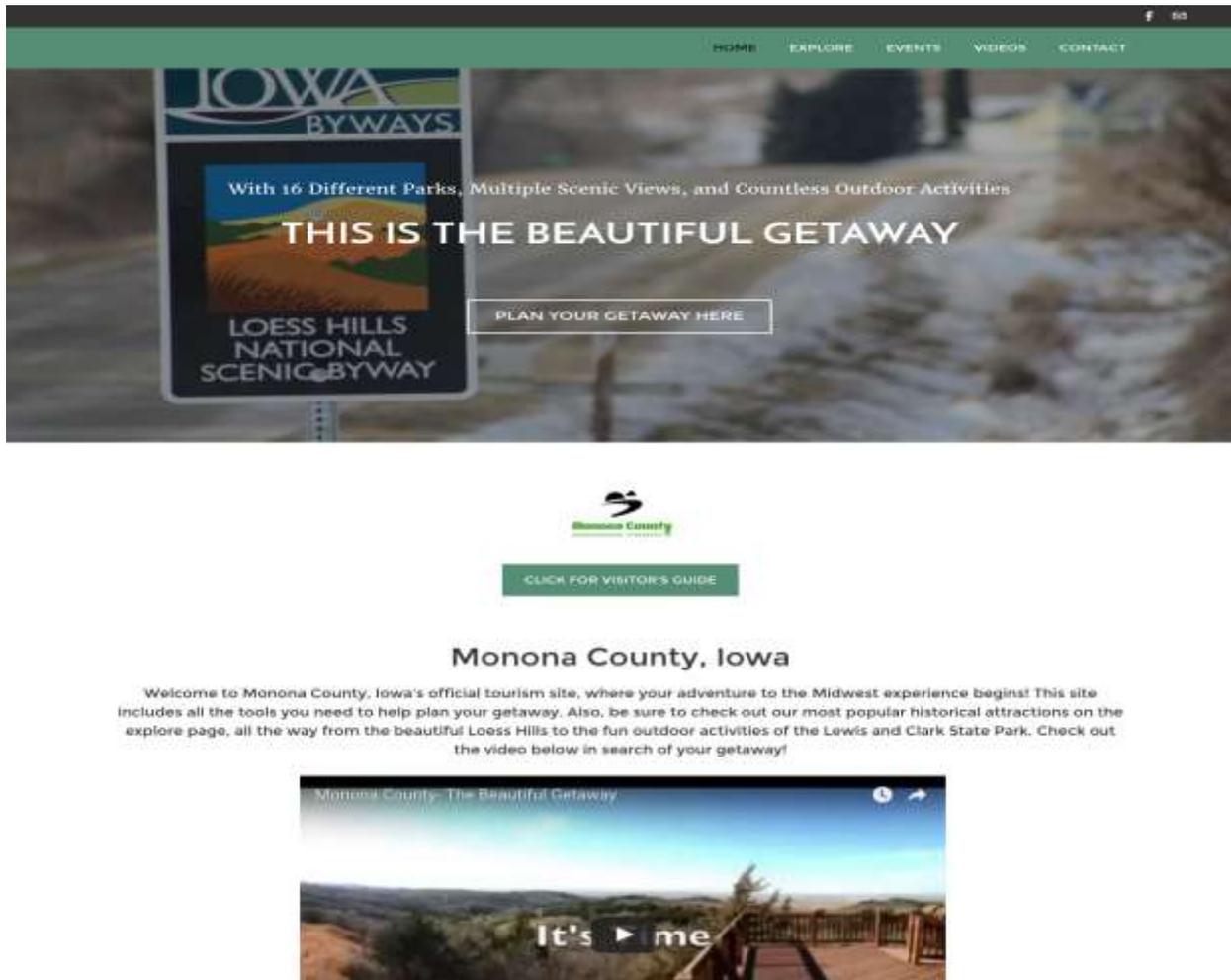
Now that we know the target audience and what the brand will represent, it is time to see the creative strategy and messaging in action. Spotlight has done this by creating a website solely dedicated to Monona County's tourism. It follows "The Beautiful Getaway" theme and stands out when compared to Monona County's current website. Let's look at a comparison and critique!

Current Monona County Website Main Page:



This is Monona County's main page. Although it has pictures, it does not stand out as an exciting and engaging website. It looks to be more like an information site or directory rather than a tourism site. That being said, this site does not look to be branded. It is missing a logo, slogan, theme, overview video, and mission statement. While this main page and site may have information about Monona County, it does not have any motive to attract people. In addition, Monona County does not have a page or website solely dedicated to its tourism and attractions. That is why Spotlight is here to help! On the next page is a visual of the new website for Monona County.

New Monona County Website Main Page:



This new website includes everything that is needed for spreading the beauty of Monona County. It includes a new logo, theme, overview video, and purpose/mission Monona County serves. We have also incorporated the “Visitor’s Guide” created by Monona County Economic Development to provide visitors with more essential information for planning their getaway. This site is also very easy to navigate for the viewer. The tabs are simple and a viewer can click explore to search by interest.

On the next page are some example images of how the new site appears for a user in search of their getaway.

HOME EXPLORE EVENTS VIDEOS CONTACT

BY INTEREST
BY CITY

HISTORICAL ATTRACTIONS
OUTDOOR ACTIVITIES
CASINOS & GAMBLING
DINING & TAVERNS
LODGING
SHOPPING

, and Countless Outdoor Activ

FUL GETAWAY

Y HERE

HOME EXPLORE EVENTS VIDEOS CONTACT

GETAWAY SENSATIONS

Recommended Places to Eat and Drink



Iron Mike's Bar & Grill

Looking to have a refreshing drink, fresh food off the grill, and an overall good time with



Midway Tavern



Beef N' Brew

Enjoy a nice breakfast, lunch, or dinner at Mapleton's Beef N' Brew restaurant. With

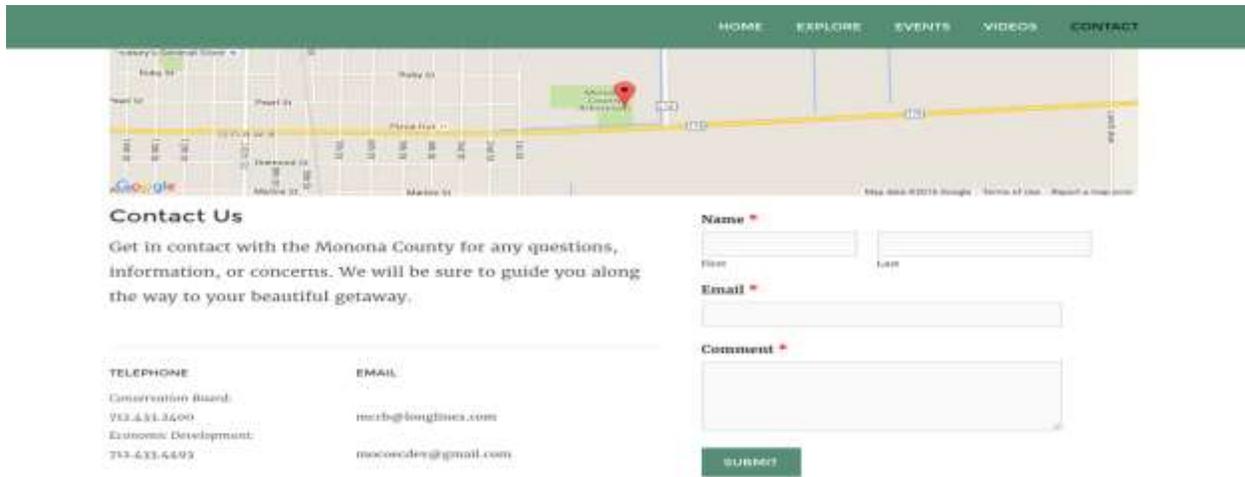
HOME EXPLORE EVENTS VIDEOS CONTACT

Meet the Cities

Monona County is home to ten great cities, from big to small they cover it all! Start your getaway in one of these great cities today! Click on each city to explore more!



As you can see, the site is simple to use yet very engaging and fun. It follows the getaway theme for each interest and makes it easy for the user to contact Monona County about any questions as seen in the image below:



All the information on the website is written in concise and simple sentences/descriptions. This differs from the current Monona County site which includes paragraphs of information that may make users resistant to read. Below is an example of this from the current site:



Overall, this comparison and critique proves that Monona County needs a website dedicated to its tourism. That is why Spotlight has put together the new site that communicates the brand. And, it is sure to strengthen the image of the county and accomplish the goals mentioned in the situation analysis. Below is the link to the new website that Spotlight has created for this campaign:

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

Social Media

A strong social media presence is essential for Monona County's success. Optimization of various social media platforms will not only raise awareness, but it will also strengthen the brand. Spotlight Communication Solutions has put together the following plan to help enhance and expand Monona County's presence online. It follows the theme of "The Beautiful Getaway" and the social media content provides information for its audience as it calls for action. The strategy for the social media is that it serves as an attention grabber that will take viewers to the webpage, where they will then proceed to plan their getaway.

First, we will start with YouTube!

YouTube:

YouTube is a necessary platform for video content. Currently, Monona County's websites and Facebook pages do not have any video. Although, there are a couple videos that have been shot for Monona County. These videos are titled, "Graffiti Night", "The Lewis and Clark Keelboat", "Preparation Canyon State Park", and "The Loess Hills." These videos are fun to watch but they are not unified and easily accessible to the audience on the websites or platforms. Spotlight recommends that videos like these are used on the Monona County websites and social media platforms.

As previously mentioned, Spotlight has created a new website for Monona County that focuses on its tourism and parks. This website is essential because Monona County does not have one website dedicated to marketing itself and increasing its awareness. All of the YouTube videos mentioned above are included in this website as examples. Spotlight has also created an overview video for Monona County that can be used to attract tourists. This YouTube video is on the main page of the new website. This kind of video is recommend for sharing on all social media platforms as well. The link to the video is below:

<https://www.youtube.com/watch?v=IDfrAN8GAas>

Facebook:

Now we move on to Facebook, where the YouTube content can be presented. First, be sure to create a Facebook business account. With this, the platform that can advertise the brand and its calls to action in addition to the page's posts. This will be later discussed in the "possible budget" section.

As far as branding and communication goes, Monona County's main Facebook page has its courthouse building as its profile picture, but does not have a timeline picture. Spotlight recommends that the Loess Hills would be perfect as the timeline picture.

This page does have pictures with descriptions, but they have grammar errors and minimum calls to action. Like the website discussion, Spotlight recommends that Monona County creates a Facebook page dedicated to its tourism.

It recommends the use of its new logo as the profile picture and the Loess Hills as the timeline picture with the slogan "The Beautiful Getaway" titled over it. As previously seen in the new website images, the logo represents a path to adventure. "Monona County" is colored an outdoorsy green and reflects off of what could be water below it. Spotlight made sure that it is a logo that depicts a getaway:



An engaging Facebook page is very important. This is the social media platform that will reach all the demographics of Monona County's audience. Pew research shows us that 72 percent of all internet users use Facebook. Our audience, Millennials and Baby Boomers, are a large portion of that. 82 percent of 18-29 year olds and 79 percent of 30-49 year olds use Facebook. These age groups include many of our millennials. On the other hand, 64 percent of 50-64 year olds and 48 percent of 65+ year olds use Facebook. These statistics include our Baby Boomer generation (Duggan).

With these statistics in mind, Monona County must be sure to appeal to the demographics in its messaging. The messages should also include links to the tourism website and can include a unique hashtag such as, #BeautifulGetaway.

Our client, Teresa, has provided us with pictures that can be used for posts. Below, are a couple Facebook example posts that are recommended for Monona County:



Get in touch with your Midwest dream. Monona County is the perfect place for friends and family to getaway and have some fun. The endless fun activities, wildlife and beautiful scenery are only the beginning to what can be the start of your Midwest adventure. Click this link to get started:

<http://mononathebeautifulgetaway.weebly.com/historical-attractions.html> #BeautifulGetaway
#MononaCounty



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

Instagram and Twitter:

We put Instagram and Twitter in the same category because although the messages are presented differently, the audience is the same. A larger portion of our millennials will be present on these platforms. The Baby Boomers, not so much.

Monona County does not have an Instagram presence. Spotlight recommends that it creates one to help with raising awareness amongst millennials. For our millennials, Pew Research shows that 55 percent of online adults ages 18-29 and 28 percent of 30-49 year olds use Instagram. The number of users are then much lower for our Baby Boomer audience with 11 percent and less (Duggan).

Therefore, the appeal is obvious here. With Instagram posts, more emphasis should be put on fun activities for family and friends because millennials tend to look for more active adventures than just relaxing ones. This platform is all visual and considering the audience it is recommended that photos of activities are shown more often than scenery. Below is an example:



Getaway to adventure in Monona County! Take advantage of the weather this spring and visit the Lewis and Clark State Park. Visit our website to kick start your adventure with friends and family!

<http://mononathebeautifulgetaway.weebly.com/outdoor-activities.html> #BeautifulGetaway

#SpringBreak #MononaCounty

Monona County does not have a Twitter presence either. Creating one can help with search engine optimization. Twitter serves the same target group and should have similar messaging. Pew Research shows that 30 percent of online adults under 50 use Twitter, compared with 11 percent of online adults ages 50 and older (Duggan). And, the majority of the adults under 50 using Twitter are millennials. Therefore, the messages should be mostly about activities and adventure. Remember, Twitter posts are limited to 140 characters, so less must show to be more in these messages. Below are some examples for Monona County:

Plans for spring break? Travel to Monona County for an adventure you won't regret!

www.mononathebeautifulgetaway.weebly.com#BeautifulGetaway

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

Tour the majestic Loess Hills in Monona County for the ultimate Voyage! This world wonder awaits you. #BeautifulGetaway #LoessHills #Iowa

Management/Measuring Success:

With all these platforms it is important to be organized and know how to measure success. It is recommended that Monona County's uses the software "Hootsuite" to organize and manage of all the social media platforms it will use. With this software Monona County can schedule messages for future publishing, analyze how well social media efforts are being received, and securely monitor what the audience is saying about the brand (Hootsuite).

Another option for guiding the direction of social media and evaluating its success is "Google Analytics." This software will monitor:

1. Which of the social media platforms bring the most traffic and conversions
2. Which of the platforms are performing the worst
3. The top content
4. What people click on most and are searching for on the website (Kissmetrics)
5. The Target Audience

Finally, in addition to these software it is recommended that a social media editorial calendar is used for organizing the types of messages to be posted and when they are to be posted. Each day on the calendar can have its own theme. Below is an example template:

Social Media Content Calendar Template

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

Advertising and Possible Budget:

The good news is that social media spending is not as expensive as other spending for other mediums, such as a television commercial. Because most of the target audience is on the Facebook, we recommend that the spending for advertisements is focused here. Monona County must also be sure that it has a business account, which is free to create.

The process starts with creating the advertisements. Our example posts can be used as models for the advertisements. The advertisements can be created at this link on the Facebook for Business platform: <https://www.facebook.com/ads/manager/creation/creation/?act=621135011302885&pid=p1>.

Step two is to pick an advertising objective at the link: <https://www.facebook.com/business/help/517257078367892>. All these sources can be found on the Facebook business account.

Spotlight recommends that the objectives are “clicks to website” and “page likes” to promote the Monona County brand and expand awareness.

After this step, the possible budget begins. Facebook will allow a bid for ads in two ways: cost per click (CPC) or cost per 1,000 ad views (CPM). When setting up advertisements for this campaign, we recommend to start with CPC. This will bring viewers to the Monona County website. In the United States, the average click costs advertisers \$0.24 (Prosser). Therefore, assuming this campaign will be active throughout the summer with the goal of getting 1,000 new viewers, the cost for CPC Facebook advertising will be approximately \$240.00.

If there is a decision to add in CPM as well, the average that advertisers spend per view is \$0.66 (Prosser). Therefore, the total price for 1,000 ad views would be approximately \$660.00. Overall, the total budget for CPC and CPM advertising on Facebook will be approximately \$900.00 for the summer.

Remember, all the contents of this plan are only recommendations for the Monona County campaign. As a firm specializing in social media, Spotlight Communication Solutions is confident that its social media and online communication strategies and tactics will create more awareness for the beauties that Monona County has to offer its visitors. Onward and upward!

Public Relations

Public relations initiatives are essential for the Monona County campaign. The initiatives would strengthen the brand and the message being sent to the target audience. As mentioned previously, Monona County is to be communicated as “The Beautiful Getaway.” It is the perfect place for adventure, relaxation and change of beautiful scenery. Spotlight Communication Solutions has put together some strategies and materials that can help Monona County’s public relations efforts.

So, let’s get started!

National Travel and Tourism Week

An event that could be in relation with “The Beautiful Getaway” is National Travel and Tourism Week. This event, hosted by the U.S. Travel Association, is taking place this year in the first week of May. It was created to promote the tourism industry as one of the hottest topics this election season. By joining this movement, Monona County can raise awareness for itself and bring in new visitors.

National Travel and Tourism Week encourages tourism locations, like Monona County, to get involved with its event by sending an email to awroblewski@ustravel.org. The tourism location, Monona County, may then receive support for its own “Travel Rally Day.” Monona County can also become involved through social media by posting details about “The Beautiful Getaway” on its platforms using the hashtag #NTTW16 (ustravel.org). Its information will then appear on the National Travel and Tourism Week’s social media wall. This will be sure to raise followers and awareness for “The Beautiful Getaway.”

Press Release

To expand its message Monona County should also consider reaching out to media outlets with its own press release. It can put together a press release that displays the county’s benefits and its association with National Travel and Tourism Week. This story would not only provoke media attention, but it will also create awareness for the beauties of Monona County. And, depending on where it is released it may bring in more of a certain target market. Below is an example press release for “The Beautiful Getaway” that may be released in Iowa City, Iowa.

FOR IMMEDIATE RELEASE

Contact:
Cyrus Dobre-Mofid
(301)-538-2359
cdobremofid@outlook.com

The Ultimate Midwest Adventure

This Iowa county is home to some of the best historical attractions, sceneries, and events

IOWA CITY, IOWA (April. 22, 2016) – As National Travel and Tourism Week approaches, Monona County, Iowa continues to be a fascinating place to visit. Monona County is home to the legendary Loess Hills, Lewis and Clarke State Park, Veteran’s Museum, and more!

“Monona County is the perfect getaway for families, retirees, and any young group of friends that are looking for some adventure,” said Executive Director Teresa Miller of Monona County Economic Development. “We have cabins alongside the beautiful Loess Hills and many outdoor activities in our parks.”

Monona County is home to over 15 state parks and cabins that surround beautiful scenery. It also offers many bed and breakfasts and places to eat in its inner cities.

The Loess Hills continue to be one of the most visited tourist attractions in the county. They are one of the two rare geographic features of our world tracked all the way from the Ice Age. Shaanxi, China, is the only other location where the loess layer geographic phenomena is found.

Monona County is known as “The Beautiful Getaway.” It is the right place for a change of scenery, to be with friends and family, and to relax. It serves all seasons and is a hotspot for the National Travel and Tourism Week which takes place on the first week of May this year.

Tourists can plan their getaway at <http://mononathebeautifulgetaway.weebly.com/>. Don’t miss out on the fun of Monona County, Iowa!

###

This release could be sent to the Daily Iowan with the purpose of reaching college students and millennials. It could attract students as a local vacation.

A media list for other possible outlets is provided following this public relations section.

Event/Celebrity Endorsement

Another public relations strategy that Spotlight recommends is the use of a celebrity endorsement. Creating an event for a celebrity endorsement is sure to produce earned media attention for Monona County. Monona County is to be communicated as an outdoorsy experience and adventure. Therefore, it is recommended that the celebrity endorsement relates to this theme.

The celebrity that Spotlight recommends is one like EJ Snyder. Snyder is a celebrity extreme survivalist as seen on Discovery Channel's TV series "Naked & Afraid." He is the only man who has completed the challenge three times. EJ is also a retired 25 year army veteran that served in the 1991 Gulf War and Operation Iraqi Freedom (Gigmasters).

An event promoting the celebrity veteran EJ Snyder would be perfect for Monona County. Especially if it was held near Monona County's Veteran's Museum. EJ is experienced in hiking and the great outdoors and can attract a lot of attention from fellow veterans. This event could tie all of Monona County's special features together, from the adventurous Loess Hills and state parks to the honorable Veteran's Museum.

An event of this status is sure to attract people from all ages and backgrounds. EJ Snyder is an accomplished motivational speaker and can give tips to his audience about the outdoors, leadership, teamwork, and military and survival topics. The earned media covering this event will most likely raise awareness for Monona County and will inspire tourists to visit.

To get in contact with EJ and book an event you can go to <https://www.gigmasters.com/motivational-speaker/ej-snyder>.

Spotlight is sure that Snyder would be happy to help as it would be an honor for him to speak at the Veteran's Museum and Memorial.

As you can see, there are many options for Monona County to expand and enhance its brand through public relations. In this plan, Spotlight was sure to match the theme of the Monona County brand to the public relations initiatives. And overall, these strategies and tactics are sure to shine light on and communicate "The Beautiful Getaway."

Media List

Local and Midwestern News Media Outlets:

The Daily Iowan

<http://daily-iowan.com/>
E131 Adler Journalism Building, Iowa City, IA 52240
(319) 335-6063
daily-iowan@uiowa.edu

The Des Moines Register

www.desmoinesregister.com
400 Locust St., Ste. 500, Des Moines, IA 50309
(515) 284-8065

Associated Press (Iowa)

www.apiowa.org
505 Fifth Ave., Ste. 1000, Des Moines, IA 50309
(515) 243-3281
apdesmoines@ap.org

Associated Press (Nebraska)

<http://www.ap.org/company/Contact-Us>
909 North 96th Street, #104, Omaha, NE 68114-2508
(212)-621-1500

Sioux City Journal

<http://siouxcityjournal.com/>
515 Pavonia St. Sioux City, IA
(712)-293-4273

Dickinson County News

<http://www.dickinsoncountynews.com/>
3000 Hwy 9 #400, Spirit Lake, IA 51360
(712)-336-1211

Fremont Tribune

<http://fremonttribune.com/>
135 N Main St, Fremont, NE 68025
(402)-721-5000

Le Mars Daily Sentinel

www.lemarssentinel.com/
41 1st Ave NE, Le Mars, IA 51031
(712)-546-7031

The Daily Nonpareil

<http://www.nonpareilonline.com/news/>
535 W Broadway #300, Council Bluffs, IA 51503
(712)-328-1811

Storm Lake Pilot Tribune

<http://www.stormlakepilottribune.com/news/>
527 Cayuga St, Storm Lake, IA 50588
(712)-732-3130

Chronicle Times

<http://www.chronicletimes.com/>
111 S 2nd St, Cherokee, IA 51012
(712)-225-5111

Vermillion Plain Talk

<http://www.plaintalk.net/>
201 W Cherry St, Vermillion, SD 57069
(605)-624-2695

The Norfolk Daily News

http://norfolkdailynews.com/site/contact_us.html
525 Norfolk Avenue, Norfolk, NE 68701-0977
(402)-371-1020

Mapleton Press

<http://enterprisepub.biz/publications/mapleton-press/>
504 Main St, Mapleton, IA 51034
(712)-881-1101

Cedar Rapids Gazette

www.thegazette.com/
500 3rd Ave SE. Cedar Rapids, Iowa 52401
(319)-398-8211

Print Advertisement



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!



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

This is an example of a print ad for Monona County. Its images communicate the theme of a getaway and the message pops out to the viewer. The body copy is brief and appeals to the psychographics of the target market research. This is important because it presents the audience with a need that the brand can fulfill.

The slogan “beautiful getaway” is used as the last sentence to reinforce the brand of Monona County.

The body copy is then followed by the new Monona County logo. Below the logo is a link to the website. This is the signature of the brand and tells the audience to take action.

Spotlight recommends that prints ads be placed into at least six different travel magazines. These include: “Travel+Leisure”, “Sunset”, “Afar”, “Backpacker”, “Outdoor Life”, and “National Geographic Traveler.”

Total Budget

The dollar amounts in the budget presented below are approximations based on national averages of costs per different communication mediums. The costs include advertising mediums recommended from this campaign plan. The mediums that will require financing are the website, Facebook, print advertisement and the event for EJ Snyder.

For your convenience, the budget costs are mended for a summer long campaign. For certain items prices may be higher or lower depending on agencies used for production and advertising.

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

Evaluation

Spotlight is confident that this plan has the tools necessary to accomplish the desired goals for Monona County. The tools are designed to brand Monona County and communicate that brand through the best mediums possible.

This plan gives Monona County all the tools it has been missing to create awareness and market tourism. All the way from a new website to a new video, all these tools are meant to give Monona County a true identity and purpose for the potential customer.

The research and focus on the target audience has been key in the creation of this plan. It has narrowed down the message to be communicated. Monona County is the getaway that serves any tourists' needs and wants. It is the place to relax, hang with friends and family, and to get a change of beautiful scenery,

The Beautiful Getaway is a unique place in the United States and it is time for people to experience it. It is an adventure that many people long for and this campaign brings that adventure within reach.

Spotlight Communication Solutions is grateful for this opportunity of working with Monona County and it wishes all the best.

For any additional questions you can contact Cyrus Dobre-Mofid at cdobremofid@outlook.com or call at (301)-538-2359.

Thank you.

Sources

AARP. "Travel Research: 2015 Boomer Travel Trends." SpringerReference (n.d.): n. pag. aarp.org. Web. 23 Feb. 2016.

Duggan, Maeve. "The Demographics of Social Media Users." Pew Research Center Internet Science Tech RSS. Pew Research Center, 19 Aug. 2015. Web. 14 Mar. 2016.

Gigmasters. "EJ Snyder." Celebrity Speaker from Fayetteville, NC - Will Travel up to 3000 Miles. N.p., n.d. Web. 08 Apr. 2016.

Hootsuite. "Home." Social Media Management Dashboard. N.p., n.d. Web. 24 Nov. 2015.

Kissmetrics. "9 Awesome Things You Can Do With Google Analytics 5." 9 Awesome Things You Can Do With Google Analytics 5. N.p., n.d. Web. 24 Nov. 2015.

"Magazine Advertising Rates." Quirks Marketing Research Media. N.p., n.d. Web. 21 Mar. 2016.

mcedp.org. "Data & Policy Information." Monona County Economic Development Partnership for Growth 418 E. Iowa Ave. Onawa, Iowa 51040712.433.4493 mocoecdev@gmail.com. N.p., n.d. Web. 23 Feb. 2016.

mononacounty.org. "Courthouse Document." Courthouse Document. mononacounty.org, n.d. Web. 30 Mar. 2016.

mycountyparks.com. "Monona." mycountyparks.com., n.d. Web. 30 Mar. 2016.

Prosser, Marc. "How Much Does Facebook Advertising Cost?" How Much Does Facebook Advertising Cost? N.p., 16 July 2013. Web. 16 Mar. 2016.

ustravel.org. "National Travel and Tourism Week." U.S. Travel Association. N.p., n.d. Web. 08 Apr. 2016.
<<https://www.ustravel.org/events/national-travel-and-tourism-week>>.

Wong, Jeremy. "Weebly Pricing | Starter, Pro & Business Plans Worth It?" Best Website Builder Reviews for 2016. N.p., 27 Feb. 2016. Web. 21 Mar. 2016.

Monona County Facebook Page Link:

https://www.facebook.com/pages/Monona-County-Iowa/123017494410432?fref=ts&ref=br_tf