



2007 – 2008 Online Marketing Plan

GOALS

- I. Increase and enhance online communications with consumers and department specific audiences.
- II. Further knowledge and understanding of online customers and their needs.
- III. Increase website visitations to consumer website, departmental websites and microsites.
- IV. Advance and maximize technologies used to communicate with visitors and potential visitors.
- V. Maintain consistent CVB messaging and positioning with non-online communication vehicles.
- VI. Develop and implement online promotional campaigns with industry partners.



STRATEGIES

Segment customers receiving direct online communications based on interests, life-style and key consumer audiences and target messaging accordingly.

Continue to expand and enhance consumer website content based on customer interests and lifestyle.

Improve functionality and usability of departmental websites.

Further development of online content focused at international visitor via foreign language microsites.

Grow and maintain databases of customers receiving direct online communications.

Continue online website research with consumers and utilize findings for website improvements in 2007-2008.

Utilize data gathered through website analytics to further enhance consumer online experience and maximize impact of online marketing activities.

Further integrate data gathered via consumer intercept surveys with data gathered online.

Expand website optimization efforts to improve organic and paid search results.

Continue adding interactive functionality and use of new technologies on the website as they become available.

Continually coordinate with advertising to ensure consistent messaging and optimize online advertising opportunities.

Determine needs of industry partners related to joint online promotional activities in order to further utilize online communications as a driver for overnight visitation top St. Pete/Clearwater, Florida's Beach.