

TECHNOLOGY MARKETING

2008-2009 Plan

Prepared by: Deborah Holland
Internet Marketing Manager

GOALS

Continue to increase website visitations to the consumer websites by 40% over the past year.

Develop additional joint online promotional programs with industry partners. Goal is 6 new online promotions for the year.

Increase interactive components to consumer website to improve loyalty. Measured by conversion rates, with an average increase of 20% higher conversions over the past year.

Continue enhancement of consumer website through third party software implementations, updated imagery, refreshed content, new landing pages and web re-design.

Update Search Engine Marketing initiatives and continue Search Engine Optimization efforts.

Expand online channels of distribution of area information through new technologies and diverse online communication vehicles.

STRATEGIES:

Expand social marketing activities through the website or related microsites.

Increase customer communication through expanded niche electronic newsletters.

Develop new landing pages based on requested info, promotions, online programs, ad campaigns, call to action initiatives or other drivers.

Review website content for relevance and refresh / update information on a continual basis.

Review paid search term lists quarterly and update based on effectiveness.

Determine further 3rd party websites where area content can be distributed.

Further implementation of search engine optimization “best practices”.

Implement new booking agent functionality.

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

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

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

Grow and maintain databases of customers receiving direct online communications.

Further improve functionality and usability of departmental websites.