

INTERNET MARKETING

2010-2011 Plan

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GOAL

Increase website conversion rates therefore increasing web visitor interest level and interaction, ultimately resulting in increased destination visitation.

STRATEGIES:

Identify and confirm most relevant online conversion factors that result visitor destination visitation.

Review and update content plan and ensure current and engaging content (including video, imagery, mapping or other website content) is continually refreshed in order to provide an absorbing website experience and increase conversions.

Incorporate new technologies on website (as available) to further integrate print, phone and web interactivity. These could include but are not limited to readable bar codes, smartphone applications and camera phones directing readers/viewers to designated landing pages on the website.

Expand database of consumers who perform online conversions for follow-up marketing applications via online campaigns.

Continue refinement of SEO (search engine optimization) and SEM (search engine marketing) efforts to drive web traffic and result in higher conversion rates.

Continue understanding of web visitor via web analytics to determine any potential hindrances to online conversions.

GOAL

Increase online promotional programs including user generated consumer content and industry partner participation.

STRATEGIES:

Develop promotional calendar to be implemented via online campaigns.

Use third party platform incorporating some VSPC branding for consumer generated content engagement.

Incorporate established communication outreach tools (social media, texting, e-newsletter) as part of consumer engagement in promotional programs.

Engage industry partners for online promo campaign participation and providing local content knowledge.

GOAL

Provide greater opportunities for partners to actively participate on the VisitStPeteClearwater.com website.

STRATEGIES:

Provide increased opportunities for paid advertising by partners on the website and develop various option levels for participation.

Provide increased joint VSPC/partner promotional opportunities on the website.

Expand the content amount and type that partners can include as part of their listings.

GOAL

Improve traffic and usage of Film and Sports Commission websites.

STRATEGIES:

Conduct website research on Commission sites to determine functionality and usability of websites.

Redesign of Commission websites to feature new branding, improved SEO components, more relevant content, improved usability and greater visitor interaction on the websites.

GOAL

Continue VSPC department expansion and use of the Simpleview CRM system.

STRATEGIES:

Designate a VSPC database point person to coordinate departmental Simpleview efforts.

Develop further integration between website and CRM databases.

Expand Simpleview templates and reports as needed by VSPC departments.

Develop a standards and procedures guide for VSPC Simpleview users.

Identify areas for enhancements and new uses of the Simpleview system to better engage with industry partners.