

INTERNET MARKETING

2009-2010 Sales Plan

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GOAL

Increase website visitation and improve the website experience and online conversions for web visitors, ultimately resulting in increased destination visitation.

STRATEGIES:

By using a more flexible booking engine from Travelocity, consumers will have the ability to search dynamically for accommodations, including amenity, rate and location, making the online accommodations reservation process easier and more effective.

Provide consumers with a more dynamic website experience through completion of a web redesign, therefore making navigation and the ability to find information easier and faster.

Utilize more social media components on the website, including advice from “experts”, consumer contests, blogging, videos and links to external social media outlets with additional Visit St. Pete/Clearwater information.

Increase the quantity and provide new foreign language content on the German, Spanish and French websites.

Submit a new Google website mapping of the redesigned website, therefore increasing the chances of the search engine to catalog the website information and improving the organic website rankings for VisitStPeteClearwater.com.

Improve traffic and usage of departmental websites via web re-design of current department specific websites such as Sports, Meetings, PR, Leisure Travel Trade and Film Commission.

Develop strategy for improved visibility of VisitStPeteClearwater.com via other search engines and other emerging technologies.

Update Search Engine Marketing plan to ensure optimization of paid search terms and other search engine marketing tools.

GOAL

Expand online channels and increase the amount of information about the St. Pete/Clearwater area via third party websites and diverse online communication vehicles.

STRATEGIES:

Develop a mobile based version of the VisitStPeteClearwater.com website allowing consumers to easily get information about the area through mobile devices.

Update linking strategy and increase the number of reciprocal links to the website therefore increasing the possibility of entries to VisitStPeteClearwater.com via other websites.

Submit area information to relevant third parties for inclusion on their website.

Develop a promotion to industry partners highlighting the ability to link to the “concierge” website in order to provide additional area information to consumers and meeting attendees not including accommodations information.

GOAL

Utilize technology to more effectively communicate with industry partners and in turn increase departmental efficiencies and improve the ability to respond to varied external client requests throughout the Visit St. Pete/Clearwater organization.

STRATEGIES:

By utilizing the newly integrated Simpleview CRM system, more efficiently distribute and track RFPs in an electronic format by departments such as Meeting Sales and the Sports Commission who need to secure room blocks for incoming events. This web-based system allows for easier and automated RFP distribution using customized templates and enhanced tracking capabilities that can be used in or away from the office.

Using the Simpleview system, develop a method for the PR department to easily store and electronically distribute customized messaging to publications and editors wanting information about a variety of topics regarding the St. Pete/Clearwater area.

Provide the ability for enhanced online event (fam trips, luncheons, meetings, etc.) tracking, management and invoicing via utilization of the Simpleview technology.