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Discover. Stay. Dine. Play.

THE
BRAND
ADVOCATES
ON BRAND. ON MESSAGE. ON TARGET.

City of Fort Lauderdale
Beach Business Improvement District (BBID)

MARKETING PLAN



APPROACH TO SCOPE OF WORK

KEY MARKETING AND COMMUNICATIONS OBJECTIVES

- Retire the current "My Fort Lauderdale Beach" branding and pivot to fresh, new "Discover FTLBeach" branding, which builds on the momentum created through the joint co-op campaign with Visit Lauderdale in 2021.
- Attract overnight lodging, restaurant and recreational visitors and expand brand awareness of the Fort Lauderdale Beach area to increase the aspirational desire to vacation. This increases lodging demand.
- Achieve 10 million organic social media impressions and 200K leads utilizing the BBID website over a 12-month period.
- Generate 100 million paid and earned media impressions over a 12-month period.
- Drive 10 million impressions to BBID website over a 12-month period.



- Use robust analytics and data-driven insights to shape creative messaging and determine the most effective distribution channels for paid media, while utilizing integrated proactive public relations efforts, content development strategies, specialized promotions and an engaging social media outreach program to amplify the new "Discover FTLBeach" brand.
- Use the "Discover FTLBeach" campaign to launch new social media platforms and a new website (DiscoverFTLBeach.com) to develop a strong digital presence for the brand as a destination.
- Prioritize the fact that the BBID is the entity that designed the "Discover FTLBeach" campaign in an effort to promote businesses located within its boundaries, and the destination as a whole.
- Avoid falling into the "sea of sameness" perception that can plague other destinations. "Sea of sameness" is a phrase coined by Sarah Schaffer, Visit Baltimore's chief marketing officer.
- Unify BBID businesses and partner to make them advocates for the "Discover FTLBeach" brand.
- Attract visitors who serve as a customer base for BBID businesses and spend tourist dollars within its boundaries.



KEY PERFORMANCE INDICATORS AND METRICS

ADVERTISING

Monitor the performance of individual media channels, using media buying software and Google Analytics to complete the picture. There is no cost to the BBID because TBA, and its media buying partner Delta Media, already has this software.

PUBLIC RELATIONS

Measure branding awareness using media value, impressions and audience reached, using Cision for media intelligence, and data insights. Measure spikes in website traffic and social media engagement aligned with publicity coverage dates.

SOCIAL MEDIA

Monitor and evaluate brand engagement using metrics like social impressions, website referrals, engagements, reach and shared media value, using Meltwater for statistical analysis, and data insights.

WEBSITE

Drive traffic to DiscoverFTLBeach.com, increase total unique visitors, mobile visitors, organic search traffic, page views and user interaction, using Google Analytics for insights and data analysis.



DESTINATION POSITIONING

- Fort Lauderdale Beach is a destination on a mission to drive tourism, whether it'd a staycation for local residents or a dream vacation for a family from France. Fort Lauderdale Beach welcomes everyone under the sun. We want everyone to know that time spent in Fort Lauderdale Beach is an opportunity to refresh and recharge, while meeting new people and trying something unexpected. And best of all, you can discover, dine, stay, and play in a safe and clean environment.
- With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, Fort Lauderdale Beach is a pristine gem, located in the heart of South Florida.
- Fort Lauderdale Beach boasts 24 miles of beautiful turquoise water, golden sand, and a dazzling array of exciting outdoor dining and unique leisure activities.



TARGET AUDIENCES

- Fort Lauderdale Beach loyalists who have traveled to the destination in the past, and have fond memories of their trip.
- Active adults of all ages who embrace diversity, including LGBT+ and multicultural travelers.
- Multigenerational travelers visiting the destination as a family.
- Meeting planners and conference coordinators.
- Trip and travel advisors.
- Persons with disabilities who want to experience the accessible amenities that Fort Lauderdale Beach has to offer.



DEMOGRAPHICS

- Millennials without children, Household Income (HHI) \$75k+
- Multigenerational travelers and families with one or more children at home, (age 25-54), HHI \$100k+
- Couples, focusing primarily on women (age 25-54), HHI \$100k+
- Multicultural travelers, HHI \$100k+
- LGBT+ travelers, HHI \$100k+

These demographics align with those of Visit Lauderdale, which has invested millions of dollars into efforts to research and collect data on consumer behavioral patterns relevant to Greater Fort Lauderdale as a whole.



GEOGRAPHIC FOCUS

- Work with our partners at Visit Lauderdale to monitor the recovery process by volume and activity at Fort Lauderdale and other top airports.
- Use this strategy and data collected by Visit Lauderdale to look for long-haul markets as they open back up. Some markets might be lagging compared to others and this strategy will help the BID prioritize its marketing investments.
- As the economy continues to recover, the threat of the Delta variant still looms which is why it's important to continue messaging the "Discover FTLBeach" branding campaign to the State of Florida, and other feeder markets.
- Target Designated Market Areas (DMAs) originating new direct flights to Greater Fort Lauderdale to showcase the easy access to Fort Lauderdale Beach.



ONGOING PANDEMIC RECOVERY

- For the tourism industry in Florida, and around the world, the COVID-19 crisis has been a dramatic and defining moment. Variants of the disease continue to affect people around the world. The current BA.5 variant is widespread.
- Tourism is the lifeblood of both the economy of Florida and that of the Broward County and we understand that the recovery will have many starts and stops as new variants are detected and county mandates and guidelines change to meet the moment.
- BBID must embrace the fluidity of the situation as new information and conditions unfold.
- Flexibility is critical as everyone around the world continues to navigate the challenges of COVID-19 and its impact on the tourism industry.



SAFETY FIRST MESSAGING

- When visitors make their travel decisions, it is imperative that they see Fort Lauderdale Beach as a safe and clean destination. This factor will outweigh all others as travelers make their travel plans.
- BBID businesses must present their products and services as safe to visitors, which will be the difference between success and failure. BID hotels, restaurants, attractions, event venues, arts and cultural entities, transportation assets and retail must collaborate regularly to assure consumers that Fort Lauderdale Beach is safe and secure.
- Continue to encourage BBID businesses to take the Safe + Clean Pledge. Developed by Visit Lauderdale, the Safe + Clean pledge works together with the Greater Fort Lauderdale Alliance’s Supporters of Broward (SOB) campaign and is in line with standards established by the Florida Restaurant & Lodging Association (FRLA).
- This initiative has the support of the Greater Fort Lauderdale Chamber of Commerce, the Greater Hollywood Chamber of Commerce, the BBID as well as other community organizations.



KEY MESSAGING POINTS

- Focus on what makes Fort Lauderdale Beach different.
- Promote the pristine beaches, world-class dining options, and top-notch lodging ranging from luxury resorts to budget-friendly hotels.
- Promote wide open spaces, outdoor leisure options, and the ability to stay safe and avoid large crowds.
- Promote Visit Lauderdale's unique LauderDeals program and encourage BID businesses to sign up.
- Promote the Visit Lauderdale's Safe + Clean Pledge, and assure visitors that Fort Lauderdale Beach is a clean, safe, and secure place to discover, dine, stay, or play.
- Promote the fact that within the State of Florida, Fort Lauderdale Beach is a destination that is convenient and easy to access by car.



MARKETING AND COMMUNICATION GOALS

- Showcase a visit to Fort Lauderdale Beach as the ultimate leisure traveler experience by highlighting the the vibrancy, variety and depth of the area's amenities, and attributes through dynamic storytelling, expanded content creation, social media outreach, strategic public relations and integrated advertising strategies.
- Further the destination’s appeal as a familiar and welcoming place where memories are made, while also focusing on safety and cleanliness for both residents and visitors. Emphasis that while the destination is familiar, it is also filled with new treasures to discover.
- Leverage content in integrated cross-channel campaigns by focusing on five key points - Safe + Clean, Beach & Outdoor, Wide Open Spaces, Travel Deals, and Diverse & Inclusive Experiences.



- As the market continues to improve, highlight Fort Lauderdale Beach's fresh vibe, nostalgic treasures and lesser-known gems located in the heart of the BBID through creative and first-hand storytelling and message development.
- Deliver enticing, compelling messaging that ensures the highest attainable return on marketing investment and utilize distinctly targeted, highly responsive channels.
- Showcase Fort Lauderdale Beach, its hotels, and resorts as the ultimate destination for meetings, groups, sports and events post-pandemic via the development of marketing tool kits, etc.



CONTENT DEVELOPMENT

- Develop, curate and promote engaging, versatile content about Fort Lauderdale Beach through dynamic and diverse storytelling, across multiple mediums including digital, social media and web.
- Create and maintain a robust content library of every blog posts, videos, images and other content to generate affinity for Fort Lauderdale Beach as a destination, highlighting its distinctive brand attributes and evoking an emotional connection with key target audiences.
- Develop creative that integrates with paid media campaigns and keeps the traveler engaged on DiscoverFTLBeach.com, reducing bounce rates.
- Draw on data from Visit Lauderdale, Google Analytics and the expertise of local partners to determine editorial coverage based on the interests of key target audiences, news value and online search trends.



- Implement a strategy to procure, create and integrate high-quality visual content (video, live broadcast, Instagram stories, infographics, quizzes, photo and video tours, user-generated content) that has high shareability and engagement across all digital platforms; use the assets created by Visit Lauderdale for the "Discover FTLBeach" campaign. All content created is owned by the City and the BID.
- Utilize Stackla technologies to source, curate and display user-generated content in the form of photographs or videos to provide visitors with an authentic view inside the destination. Stackla is a social content marketing platform that puts user-generated content (UGC) at the heart of brand marketing.
- Develop magazine-style, high-impact content for the BBID website, and social media platforms that utilizes proven storytelling strategies and techniques to boost engagement.
- Focus on collecting social-friendly and engaging static visual content including drone photography, and new editorial photography and video.
- Research and develop photo and video assets and interactive Google Tours on the BBID website to allow visitors to browse the destination while planning their visit.
- Join the Google Destination Marketing Organization (DMO) Partnership Program to enhance Fort Lauderdale Beach's role in Google's growing ecosystem of travel products, which optimize the experience of the travel planner and place destination content in front of more web searchers.
- Optimize the online experience on the BBID website and social media channels to provide information according to consumer needs and interests.
- Employ search optimization (SEO) best practices into the development of the BBID website.
- Engage and retain web users with new magazine-style content that balances detailed, practical insight about Fort Lauderdale Beach as a destination and present resources with more aspirational destination context, incorporating dynamic functionality and high-impact visuals to inspire and improve online travel planning.

COMMUNITY OUTREACH

- Differentiate Fort Lauderdale Beach by promoting its diverse and distinctive offerings to elevate the destination's visitor appeal and encourage increased patronage by residents with a call-to-action to discover a destination that is right around the corner, in their own backyards.
- Continue to build on regular communications with municipalities and multicultural community leaders to welcome new partners including restaurants, boutiques and custom tour providers for destination visits and storytelling subjects.
- Collaborate with all local hospitality partners for cooperative media visits to illustrate the depth and scope of Fort Lauderdale Beach.
- Engage established content creators, traditional media, and influencers to create video and photo assets to promote key activities including fishing, water sports, dining, cultural activities and much more.
- Build out a robust partner section on the BBID to include an industry toolkit with videos, images, talking points, messaging and assets.
- Develop and distribute marketing banners within the BID boundaries by creating "Discover FTLBeach" banners that are strategically placed throughout boundary, featuring the new logo. This is because we are prohibited from placing wayfinding signage on state roadways.
- Create BID business cards, featuring the new logo, for board members and consultants to use when they're discussing the BID and Fort Lauderdale Beach with others.
- There is also an opportunity to sublease the Visit Lauderdale billboard exiting the Airport on Federal Highway northbound or purchase billboards in that location around seasonal campaigns as needed.
- Leverage co-op opportunities with Visit Lauderdale, Visit Florida, BID businesses and other partners to amplify "Discover FTLBeach" campaign in English, Spanish and Portuguese.

E-MAIL MARKETING

- Rebrand the BID monthly e-newsletter, removing "My Fort Lauderdale Beach" and replacing it with "Discover FTLBeach"
- Optimize an online outreach program that leverages e-mail newsletters to consumers and to the local industry.
- Build the e-newsletter subscriber database, grow click-thru and open rates to engage new subscribers.
- Send monthly destination e-blasts that drive traffic to the BBID website and inspire travelers to plan and book.
- Send monthly industry e-blasts to keep partners and stakeholders engaged and informed, especially the Visit Lauderdale Marketing Advisory Committee, hotel representatives, chambers of commerce, city representatives, CRAs, and others.



NEW CREATIVE ASSETS

- The BBID's new "Discover FTLBeach" brand is a reflection of not only the physical destination, but one that is aspirational and inspires our key target audiences to take action now and in the future to book a vacation. Fort Lauderdale Beach continues to evolve as a destination, so should the BBID's messaging and visual approach. The choice of photography should inspire the viewer with new perspectives and bold, dramatic angles.
- The colors selected from the sand, sea, and surroundings to embrace our coastal color palette. The compositions striving for a fresh, clean look without being overly simplistic. Our messaging clear, concise, engaging and in alignment with Visit Lauderdale's "everyone under the sun" branding.
- This new creative direction depicts the evolving nature of the brand and defines who we are, with a consistent voice and a consistent delivery.



PAID MEDIA

- Build strategy and tactics using analytics and data insights to optimize efforts.
- Reach the right audience, at the right time, with the right message through digital targeting and retargeting to connect with audiences and showcase additional messages to the highest potential visitors.
- Optimize digital messaging and delivery using analytical tools to maximize performance and goal conversion.
- Test different creative messages to different audience segments within digital and paid social media to understand nuances and responsiveness, which will allow the BID to showcase the most compelling messaging that resonates with key target audiences, and drives them to take action.



- Paid media includes boosting social media posts, taking advantage of low-cost advertising opportunities, etc.
- Utilize available visitation data from Visit Lauderdale and others to shift media dollars between tactics, partners, and channels based on data and other antidotal insights.
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- As pandemic subsides or surges, it's important to engage on digital platforms on a consistent basis, in real-time to provide critical updates and information to key target audiences.
- Reach consumers most likely to visit our destination through use of proven media partnerships with the highest ROI.
- Deploy media that delivers measurable results and monitor estimated media reach, impressions, click-thru rates, website visits, video completion rates and social metrics.
- Use media budgets responsibly focusing on measurable strategies and tactics, and added value metrics.
- Keep paid social media active throughout the year to continue engaging consumers and participating in online conversations in real-time.
- Deploy video content in winter season to capitalize on travelers' desire to escape cold weather.



PUBLIC RELATIONS

- Provide honest, compelling messaging designed to reassure travelers that Fort Lauderdale is safe as they consider traveling again in the wake of COVID-19.
- Establish Fort Lauderdale Beach as a safe and clean place for visitors who are re-emerging into the travel marketplace.
- Clearly communicate the destination's adoption of the Visit Lauderdale Safe + Clean Pledge.
- Host journalists eager to provide first-hand accounts of safe, relaxing and fun staycations and vacations.
- Create media materials designed to attract and inform target audiences that align with their preferred travel interests.



PUBLIC RELATIONS

- Build on Fort Lauderdale Beach's reputation as a lively, fun-filled and intriguing destination with a vibrant arts and culture scene, commitment to diversity and a strong culinary appeal to complement its charming neighborhoods, hidden gems and diverse array of activities that offer family-friendly fun for all.
- Inform key target audiences through engaging content, imagery and messaging that paints a vivid picture of the destination's distinctive appeal.
- Cultivate media and influencers who identify with Fort Lauderdale Beach's target markets for creative coverage that will attract, intrigue and resonate within specific market segments.
- Develop highly engaging, personalized itineraries for individual press visits to facilitate authentic stories that offer the opportunity to discover, dine, stay and play in Fort Lauderdale Beach.
- Create and update an online newsroom weekly and develop press kit to meet changing needs of journalists on assignment, including photo/video asset management and streamlined media vetting and response.
- Optimize and fully leverage destination news and messaging strategies through integration and alignment with DiscoverFTLBeach.com and Sunny.org. Create content for news, pitches and editorials across audiences to maximize message reach, boost awareness.
- Drive awareness of Fort Lauderdale Beach's dynamic growth with new hotels, day-to-night lifestyle, ease of accessibility, diversity, and relaxing vibe.
- Create a schedule for sharing new developments on a monthly including topic-specific press releases and directed pitches to both consumer and trade media outlets.

PUBLIC RELATIONS

- Proactively reach out to top consumer and trade publications on a weekly basis to secure inclusion in roundups, feature stories and secure media visits.
- Promote ease of access for drive markets, returning and new airlines service and the restart of the cruise industry to showcase Fort Lauderdale Beach's convenience, affordability, and accessibility.
- Leverage social media as an integrated tool for media relations, targeted pitching, news distribution and media reciprocity by sharing stories and tagging journalists through Discover FTLBeach social media channels on a weekly basis.
- Promote Fort Lauderdale Beach to build market awareness, generate bookings and enhance awareness of the destination's business offerings to meeting planners, decision makers and attendees.
- Amplify brand awareness through news releases and targeted media pitches to illustrate the destination's safety measures designed to keep visitors safe.



SOCIAL MEDIA

- Use key social media channels to drive awareness and create engagement with traveling consumers.
- Build a highly engaged community of followers and communicate regularly with them to influence and promote Fort Lauderdale Beach through new DiscoverFTLBeach Instagram, Twitter, Facebook, LinkedIn, YouTube and Pinterest accounts.
- Create social media content calendars 30 days in advance that celebrate the people and the passion that give Fort Lauderdale Beach its distinct character, including a behind-the-scenes look at the businesses in the BID and the amenities within the destination.
- Provide authentic and realistic messaging and content on social media channels.
- Share user-generated content that promotes Fort Lauderdale Beach.
- Highlight the BBID team and their efforts to promote Fort Lauderdale Beach on business-focused channels like LinkedIn and Twitter.
- Utilize paid social media to reach target audiences by lifestyle preferences, expand reach of marketing campaigns and generate awareness for events happening within Fort Lauderdale Beach.
- Highlight influencer and user-generated content for travel inspired stories from the perspective of the visitor.
- Leverage YouTube, Facebook and Instagram as video distribution platforms for a new video content program, including Facebook Live broadcast opportunities and curated Instagram Story coverage to showcase Fort Lauderdale Beach's unique destination attributes.
- Evaluate other emerging social tools to further expand the "Discover FTLBeach" brand.
- Establish a LinkedIn profile for Fort Lauderdale Beach and the BBID to expose the brand to the business community.

- Incorporate a robust keyword strategy in social messaging to drive traffic to the new website.
- Further amplify the reach of social content by mobilizing industry partners, business stakeholders, brand enthusiasts and a proud community willing to link to the BBID website or share social and multimedia messages and assets through their channels.
- Promote travel trade, group, and meetings news through "DiscoverFTLBeach" social media channels.
- Use insights and measurement tools to identify public relations and social media opportunities, gauge effectiveness of specific marketing efforts and make adjustments in real-time as needed.
- Continue to track effectiveness and ROI of media relations efforts by employing news clip services, tracking media touchpoints and site visits, logging proactive pitches, monitoring release performance and assessment of online, print and broadcast placements.
- Use Cision, Meltwater and Google Analytics to measure traffic and social engagement generated by placements, influencer and user-generated content and online stories.
- Develop and deploy strategies to leverage Cision/Meltwater media coverage insights that may include high-impact targeting, promotion of trending or high-SEO stories, media influencer outreach, keyword-based pitching, competitor coverage analysis and optimization or promotion of backlinked content.
- Refine best practices for deployment and integration of destination news content that will strategically boost SEO/keyword share, backlinks and will positively impact the online and social authority of "Discover FTLBeach" brand.

WEBSITE

- It can be challenging for users to navigate the Events section. Consider a better approach with an event plugin.
- The site has inefficient URL hierarchy. Some categories sit in the root of the domain and others are nested into the appropriate sections. A URL restructuring should be a part of a recommended approach for redesign.
- Add "Book Now" buttons to each of the hotel listings on the BBID website, with a link back to each hotel website. Use UTM parameters so that the BID can track how many hotel nights were booked directly from the website.
- Develop the site as more of an engagement tool to drive action such as hotel bookings and restaurant reservations.

Set up conversion tracking for hotel campaigns

Conversion tracking can help you understand how effectively your ad clicks lead to valuable customer activity on your website, such as bookings.

After you set up conversions for hotel campaign reporting, Google will send the booked hotel data to you to enable campaign performance tracking. This will allow you to monitor your hotel data and overall campaign performance.

Follow these steps to implement conversion tracking:

Step 1: Install global site tag



Step 2: Modify the global site tag hotel parameters



Examples of global site tags configured (Important)



Instructions for Google Tag Manager

If you're using Google Tag Manager, you can implement the `gtag.js` for hotel ads by using the custom HTML tagging option to add the booked hotel variables. The global site snippet should be set to run on all pages, including the confirmation pages, and the event snippet should run on the confirmation pages only. We don't recommend using the Google Ads template because it doesn't support all variables for hotel campaign reporting.

UTM PARAMETERS

In a nutshell, UTM parameters are five tags you can add to the end of the URLs of marketing or promotional effort to track analytics and conversions.



IMPLEMENTATION TIMELINE

September 2022 - December 2022

- Hold BID committee marketing workshop and approval of marketing plan.
- Produce content and items that are approved as part of the marketing workshop including banners, brochures, business cards, palm cards, promotional items, etc.
- Approve content that is produced.
- Begin redesign of new website, while keeping the current website in place and using the vanity URL DiscoverFTLBeach.com, that forwards to MyFortLauderdaleBeach.com.
- Create social media content calendars 30 days in advance for City review that align with the “Discover FTLBeach” campaign, including a change over of @ handles for each platform.
- Explore partnership with Clear Channel and Fort Lauderdale Airport and report findings to BID committee.
- Capture new professional photography, owned by the BBID, for use in promotions.
- Begin production of video content including “Discover FTLBeach” videos for social media and website.
- Trademark new BID logo.
- Design marketing banners.
- Update media kit.
- Deploy paid social media campaigns and incorporate creative used from "Discover FTLBeach" co-op campaign.
- Deploy content in accordance with approved marketing plan.



IMPLEMENTATION TIMELINE

December 2022 - September 2023

- Start production of Augmented Reality (AR) experience.
- Launch grassroots PR and marketing strategies and tactics, including co-op efforts with key partners.
- Pitch and place articles.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Update media kit for winter season.
- Launch new DiscoverFTLBeach.com website and update the BID committee monthly.
- Deploy video content including “Discover FTLBeach” videos for social media and website.
- Create ads, in accordance with approved advertising plan.
- Continue paid social media campaigns.
- Deploy marketing banners.
- Promote "LauderDeals" and create specific content around the topic.





IMPLEMENTATION TIMELINE

September 2023 - September 2024

- Continue grassroots PR and marketing strategies and tactics, including co-op efforts with key partners.
- Pitch and place articles.
- Provide monthly updates on implementation of “Discover FTLBeach” campaign to BID committee.
- Update media kit for spring and summer seasons.
- Host journalists for familiarization tour.
- Continue deploying and building social media, SEO and web strategies
- Continue paid social media campaigns.
- Promote "LauderDeals" and create specific content around the topic.
- Continue promoting Fort Lauderdale Beach as a world-class destination through media pitches, a robust digital strategies, and effective social media tactics to boost brand awareness.



