

# COVID-19 Response

## DTTD Marketing Plan

April 23, 2020

# Objectives



- Keep our audiences engaged and maintain relevance during unfamiliar times
- Support local New Hampshire hospitality businesses by promoting services/products
- Provide travel inspiration for future visits to New Hampshire

# Three-Phased Approach



- **DREAM**

With regulations limiting travel, many are stuck at home, but we can still offer them an escape. There are ample ways we can remind our audience that New Hampshire is united in their front to responsibly inspire residents and visitors during these uncertain times. We'll focus on virtual experiences, UGC, live cams, and more to drive a sense of calm, a smile, and a way for consumers to escape and dream about better days ahead.

- **PLAN**

As regulations relax and the willingness to travel increases, we can get a bit more specific around places to visit and things to do. Post-virus, New Hampshire will be well-positioned for people looking to avoid congestion and international travel for a more natural, homegrown setting. We can amplify our efforts through even more paid media to drive future travel.

- **GO**

This is the phase where we transition into a new campaign and getting back to “normal.” Now, it’s all about driving visitation and living your dreams. This phase could be even more urgent in its call to action. “Don’t just think about visiting New Hampshire, now is the time you must visit the Granite State.”

# Audiences



- Gen X Parents
- Millennial Parents
- Childless Gen X
- Childless Millennials
- Empty Nesters/Boomers

## NEW HAMPSHIRE

- In-state/hyperlocal
- Visitation driving
- Stronger CTA

## NEW ENGLAND+

- Broader appeal
- Virtual/at-home experience
- Inspirational

# Strategic Approach



	DREAM	PLAN	GO
TACTICS	<ul style="list-style-type: none"><li>• Website</li><li>• SEM</li><li>• Organic Social<ul style="list-style-type: none"><li>• DTTD</li><li>• UGC</li><li>• Limited promoted posts</li></ul></li><li>• Email</li><li>• SMS</li></ul>	<div>PLUS</div> <ul style="list-style-type: none"><li>• Paid Social</li><li>• Display</li><li>• Influencer</li></ul>	
TARGET GEO	<div>New Hampshire</div> <div>Consider small radius outside depending on government guidelines</div>	<div>New England</div>	<div>New England, Northeast Canada</div>

\$8K-\$10K/month; 75 percent social


# Concept + Content Lanes



As a strategy and concept, “Dream. Plan. Go.” seamlessly takes our audience through a phased approach to welcoming tourists back to the state.

The concept inspires followers to dream about their future travels around New Hampshire, reflect on experiences they’ve had here in the past, and find ways new to express their natural interests in the outdoors and supporting local businesses.

As travel restrictions are lifted over time, the “Dream. Plan. Go.” concept can transition to promoting tourism and immediate trip opportunities across New Hampshire, appealing to our in-state audience, as well as those in neighboring states where New Hampshire right in their backyard.



Under the “Dream. Plan. Go.” direction, we’ll create and share content around three primary categories.

- **UGC**
- **Tourist Travel Inspiration**
- **Travel Industry Support**

# UGC

By continuing to feature stunning user-generated scenic images from around the state, we remind the audience of New Hampshire's beauty and inspire them to keep dreaming of New Hampshire from a distance. Accompanying copy will nod to the fact that we look forward to welcoming them back soon. Posts will also periodically include calls to action encouraging more New Hampshire photo and video sharing.

# Tourist Travel Inspiration

Content under this category features a combination of curated pieces from partners, engagement-generating posts, and repackages and repurposed selections from our existing library of videos, photography, and articles. This multifaceted approach keeps us connected to our in- and out-of-state audiences and inspires them to keep dreaming about future visits to New Hampshire.

# Content Ideas

- **Monday Morning Inspiration**

Share uplifting, visually breathtaking images, 360-degree video clips, and B-roll from past shoots to get the week started for our audience on a positive note.

- **Discover Your View**

Capitalizing on the viral “see and send” trend going around social media, we invite audiences to share a photo to their Instagram Story of the current view from their New Hampshire “backyard” and tag three friends challenging them to do the same and pass it on. Favorite responses will be reposted on the VisitNH Instagram Story.

- **Keep On Camping On**

This content leans in to the camping cravings many may be feeling as the weather warms up by inviting the audience to get creative and share their best indoor/at-home camping set up via Instagram Stories, tagging @VisitNH. We’d feature select submissions on Instagram Stories.

- **Live Free Faves**

This series keeps our audience dreaming about their favorite New Hampshire spots and engaging with our brand. With Live Free Faves, we’ll ask specific questions, such as “What’s one of the best-kept secret spots on the seacoast?” or “What’s the most underrated view in the White Mountains?” — giving us fodder to create new listicles to be published on the VisitNH site and shared via social.

- **Granite State Trivia**

This interactive Facebook game series provides fun hints and riddles about various New Hampshire locations for the audience to guess in the comments. We’ll then reveal the answer and share content, images or video about that particular place. This series will ultimately be integrated into the Live Free with Kris blog.

- **Live Free Flashback Fridays**

Tapping into the nostalgia of trips past, we’ll ask our Facebook audience to upload their favorite New Hampshire memory photos in the comments. We’ll then package up the best UGC and post as a carousel or video.

# Travel Industry Support

This content's number one goal is to give much-needed support to local hospitality, dining, and arts businesses. And by lending this support, we simultaneously provide our New Hampshire-based audience with practical resources to stay supplied and entertained while they're practicing social distancing.

# Content Ideas

- **Take-Out Tuesdays**

On Take-Out Tuesdays, we encourage our New Hampshire audience to support their local dining establishments by ordering take-out food and drink. VisitNH will compile a comprehensive list by region of restaurants and breweries that are still open for take-out, pick-up, or delivery. We'll add them to a specific VisitNH landing page and share to social each Tuesday along with a CTA to join in.

- **Small Business Saturdays**

There's no better time to buy local. Every Saturday, we'll share a VisitNH landing page featuring all the incredible New Hampshire small businesses carrying local goods. We'll encourage our audience to shop online and get their New Hampshire favorites shipped right to their door.

- **#603StrongerTogether**

New Hampshire pride is strong. As a way to spread and celebrate our state, we'll begin to incorporate #603StrongerTogether as a constant hashtag for all posts and will feature it more prominently on select posts.

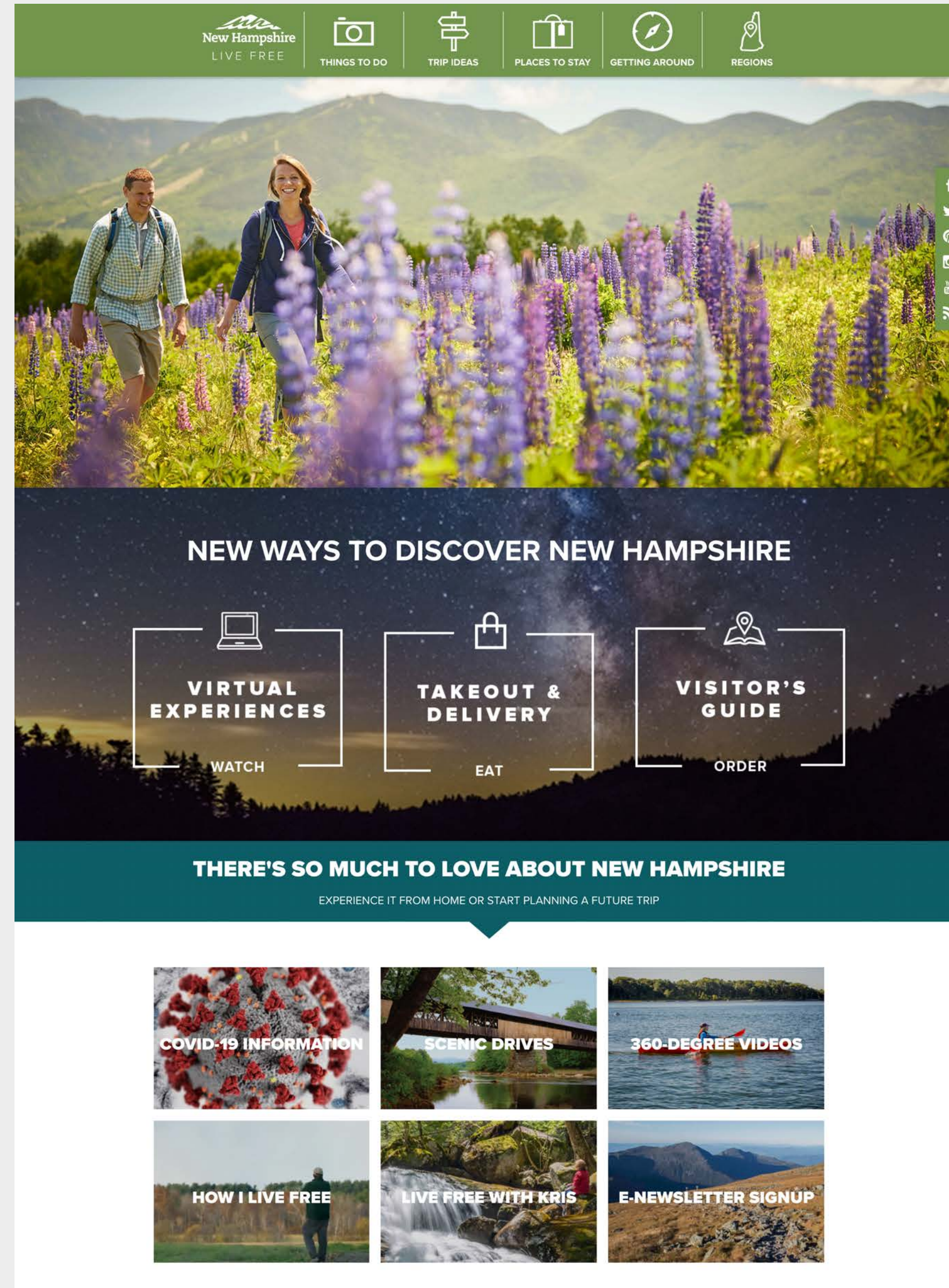
# Content Map



	CONTENT TYPE	INSTAGRAM FEED	IG STORY	FACEBOOK	TWITTER	PINTEREST	LINK TO WEBSITE	PROMOTED (NE)
TOURIST TRAVEL INSPIRATION	UGC	x						
	Monday Morning Inspiration	x		x	x			x
	Discover Your View		x					x
	Live Free Faves		x	x				x
	Keep On Camping On	x (Carousel)	x	x		x		x
	NH Flashback Fridays			x				x
TRAVEL INDUSTRY SUPPORT	Take-Out Tuesdays		x	x	x		x	x (NH only)
	Small Business Saturdays		x	x	x		x	x (NH only)

# Action and Results

# Visit NH Homepage



# Curbside, Takeout, and Online Shopping Landing Pages

## CURBSIDE DELIVERY FOR BEER, WINE, CIDER & SPIRITS

A little wine and beer can go a long way in these trying times... all the way to your doorstep that is. There are many New Hampshire establishments offering craft beer, cider, spirits and wine for curbside pickup for at-home enjoyment! Now that's something we can all cheer to.

*Availability and service subject to change; as always, be sure to call or check online to confirm details!*

### DARTMOUTH/LAKE SUNAPEE REGION

**Black Bear Vineyard, Salisbury**  
Offering: Call ahead or text for curbside pickup or delivery within a 10 mile radius. Phone: Call (603) 648-2811 Text (603) 581-8483

**Flying Goose Brew Pub & Grill, New London**  
Offering: Call ahead for to-go and curbside pickup. Phone: (603) 526-6899

**Polyculture Brewing Co., Croydon**  
Offering: [Online ordering](#) for curbside pickup or delivery.

### GREAT NORTH WOODS REGION

**Copper Pig Brewing, Lancaster**  
Offering: Call ahead for curbside pickup. Phone: (603) 631-2273

### LAKE REGION

**1766 Brewing Co., Plymouth**  
Offering: Call ahead for to-go and curbside pickup. Phone: (603) 238-9110

**Burnt Timber Brewery & Tavern, Wolfeboro**  
Offering: Call ahead for take-out and curbside pickup. Phone: (603) 515-1079

**Hermit Woods Winery & Deli, Meredith**  
Offering: [Online ordering](#) for curbside pickup.

**Hobbs Tavern & Brewing Co., Ossipee**  
Offering: [Online ordering](#) for to-go and curbside pickup.

[REQUEST VISITOR INFORMATION](#)

[FOLLOW US ON INSTAGRAM](#)

## TAKEOUT AND DELIVERY DINING

As the State of New Hampshire works diligently to protect the health, safety and well-being of all residents and businesses during this unprecedented situation, restaurants and bars around the state have been asked to shift operations to take-out, delivery or drive-through methods only. If you are in a position to do so, please help support local businesses at this difficult time by ordering food or purchasing a gift card for use at a later time.

We have compiled the following regional resources to provide residents with options for take-out and delivery dining. These lists are subject to change and businesses may be added or removed at any time, so be sure to contact each restaurant prior to visiting.

### Statewide

[NH Business Review: Restaurants offering takeout, delivery and curbside options](#)

### Dartmouth/Lake Sunapee Region

[Lake Sunapee Region Chamber of Commerce Take-out, Delivery & Curbside Pickup](#)  
[Greater Claremont Chamber of Commerce Restaurants and Food Service](#)  
[Upper Valley Business Alliance Delivery and Curbside Pickup Options](#)

### Great North Woods Region

[North Country Chamber of Commerce Take-out and Delivery](#)

### Lakes Region

[Wolfeboro Area Chamber of Commerce Takeout, Curbside Pickup and Delivery](#)  
[Lakes Region Tourism Association Curbside, Take-out, and Delivery Options](#)  
[Lakes Region Chamber Takeout and Delivery Dining](#)  
[Laconia Daily Sun: Lakes Region Restaurant's Current Status](#)

### Merrimack Valley Region

[Greater Manchester Chamber Takeout & Delivery](#)  
[The Greater Merrimack - Southern Valley Chamber of Commerce](#)  
[Greater Concord Chamber of Commerce Carry-Out, Delivery, and Curbside Dining](#)

### Monadnock Region

[Keene Sentinel Open Businesses Serving Takeout](#)  
["Explore Keene" Keene Businesses Open For Takeout and Delivery](#)

### Coastal Region

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[REQUEST VISITOR INFORMATION](#)

## ONLINE SHOPPING IN NEW HAMPSHIRE

Supporting our local businesses is more important now than ever. And while we know you can't head out and shop locally at the moment, we do have a wide variety of New Hampshire retailers who are offering online sales during this unprecedented time. So why not bring a little bit of the Granite State directly to your doorstep? Select a category below and start shopping!

- [Art, Music & Entertainment](#)
- [Clothing, Apparel & Accessories](#)
- [Food, Drink & Cooking Supplies](#)
- [Gifts](#)
- [Health & Skincare Products](#)
- [Home Goods & Decor](#)
- [Pet Supplies](#)

### ART, MUSIC & ENTERTAINMENT

**Captain Fiddle Music, Lee**  
Captain Fiddle Music produces music instruction books, audio recordings and videos as well as offering online music lessons.  
Available at: [www.captainfiddle.com](#)

**Jackson Art Studio & Gallery, Jackson**  
Jackson Art Studio features a full gallery of local artwork including paintings, photography, pottery, glass, mosaics and more.  
Available at: [www.jacksonnorth.com](#)

**Kendall Studio & Gallery, Georges Mills**  
Kendall Studio & Gallery features the work of artist John A Kendall. Kendall's fine art is done in sepia pen and ink wash technique and features work created on location around the world from 1970 to present.  
Available at: [www.kendallink.com](#)

**League of NH Craftsmen - Meredith Fine Art Gallery, Meredith**  
The Meredith Gallery represents the work of more than 250 juried artists and craftsmen offering distinctive handcrafted gifts from pottery, jewelry, glass, fiber art, metal work, hand turned wood, garden sculptures, stained glass, prints, and more.  
Available at: [www.meredithnhcrafts.org](#)

**LineScapes, Peterborough**

[REQUEST VISITOR INFORMATION](#)

[FOLLOW US ON INSTAGRAM](#)

# Flashback Friday

- 4/10 Facebook post featuring Santa's Village
- 47,469 people reached
- 957 engagements
- 59 comments

**VisitNH - New Hampshire**

Published by Eleni Philipon [?] · April 10 at 4:05 PM ·

It's Flashback Friday! Have a photo with this iconic Santa's Village bunny or another iconic New Hampshire attraction? Share it in the comments below and we'll select a few to feature!  
Photo Credit: Roger Odell

47,469  
People Reached

957  
Engagements

Boost Post

147

59 Comments 12 Shares

Like

Comment

Share

View 46 more comments

**Jackie Cunningham**

**Lauren Duggan**

Maybe around 88 or 89

Like · Reply · Message · 1w

**Heather Bartlett**

Not sure where this was, maybe Story Land, probably mid-80s

Like · Reply · Message · 1w

2 Replies

**Heather Bartlett**

My kids at Santa's Village 2014

Like · Reply · Message · 1w

**Jason Strout**

Like · Reply · Message · 1w

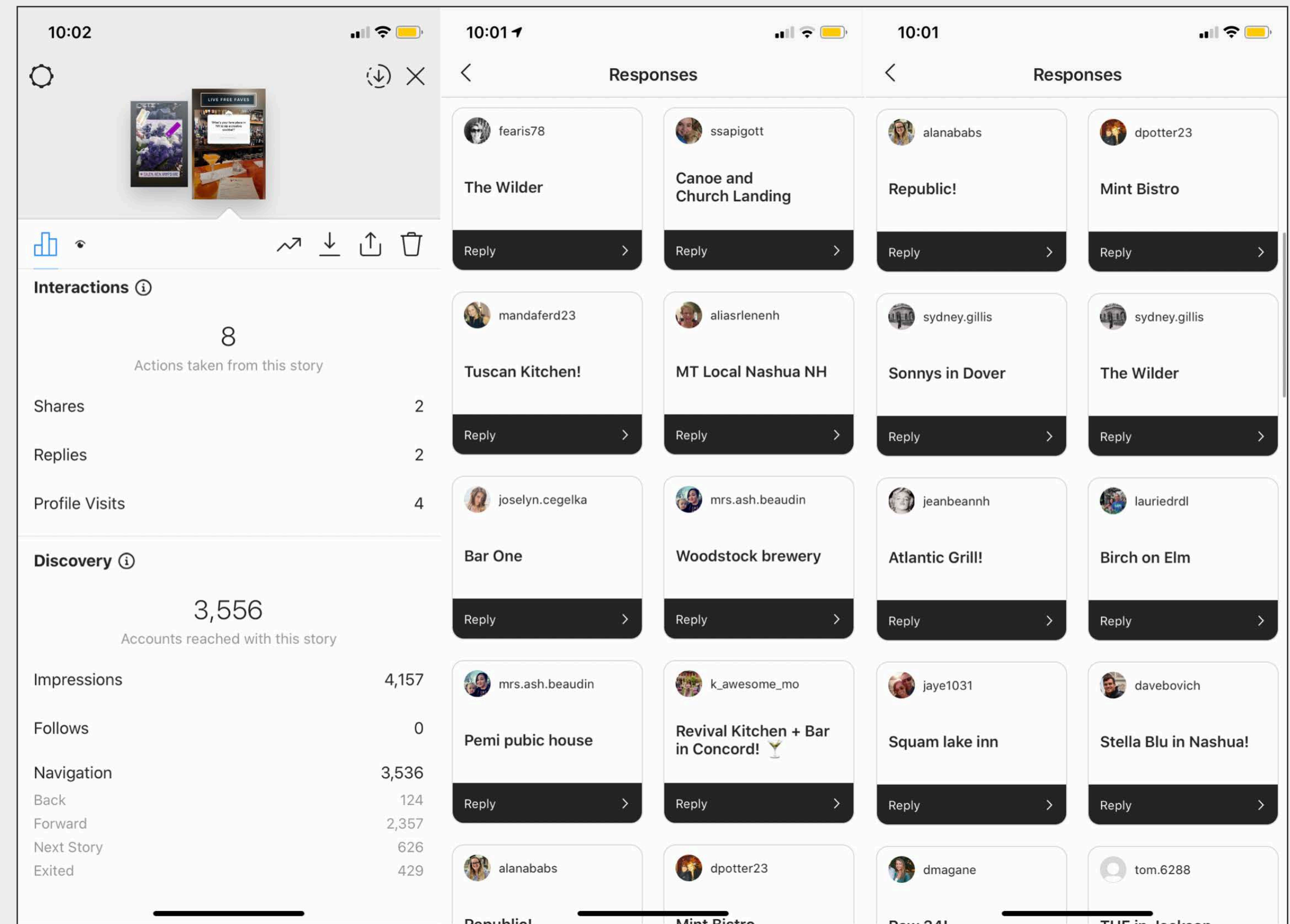
**Lucinda LS**

Daddy, just waiting on the family

Right, Pat?

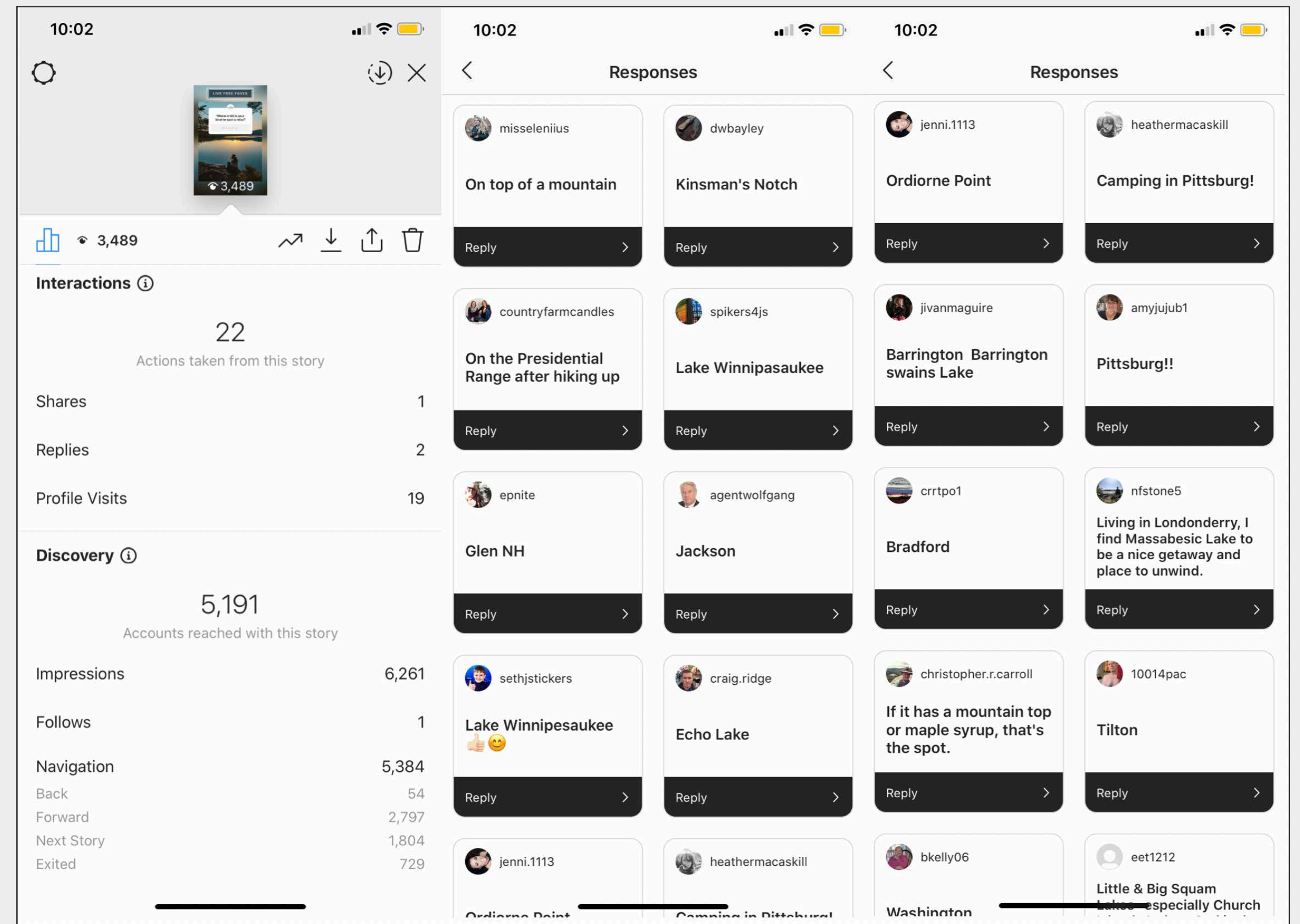
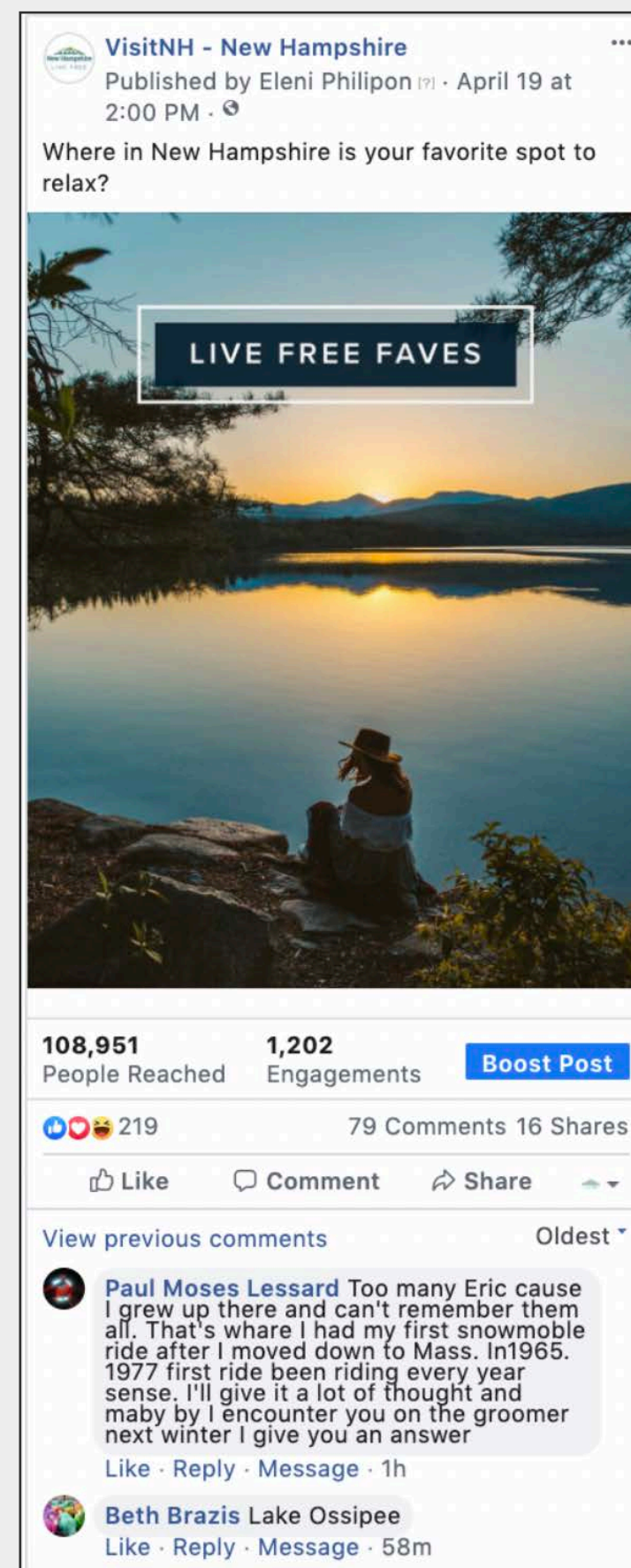
# Live Free Faves

- 4/16 Facebook post featuring favorite creative cocktail
- 211,347 people reached
- 1,992 engagements
- 59 comments



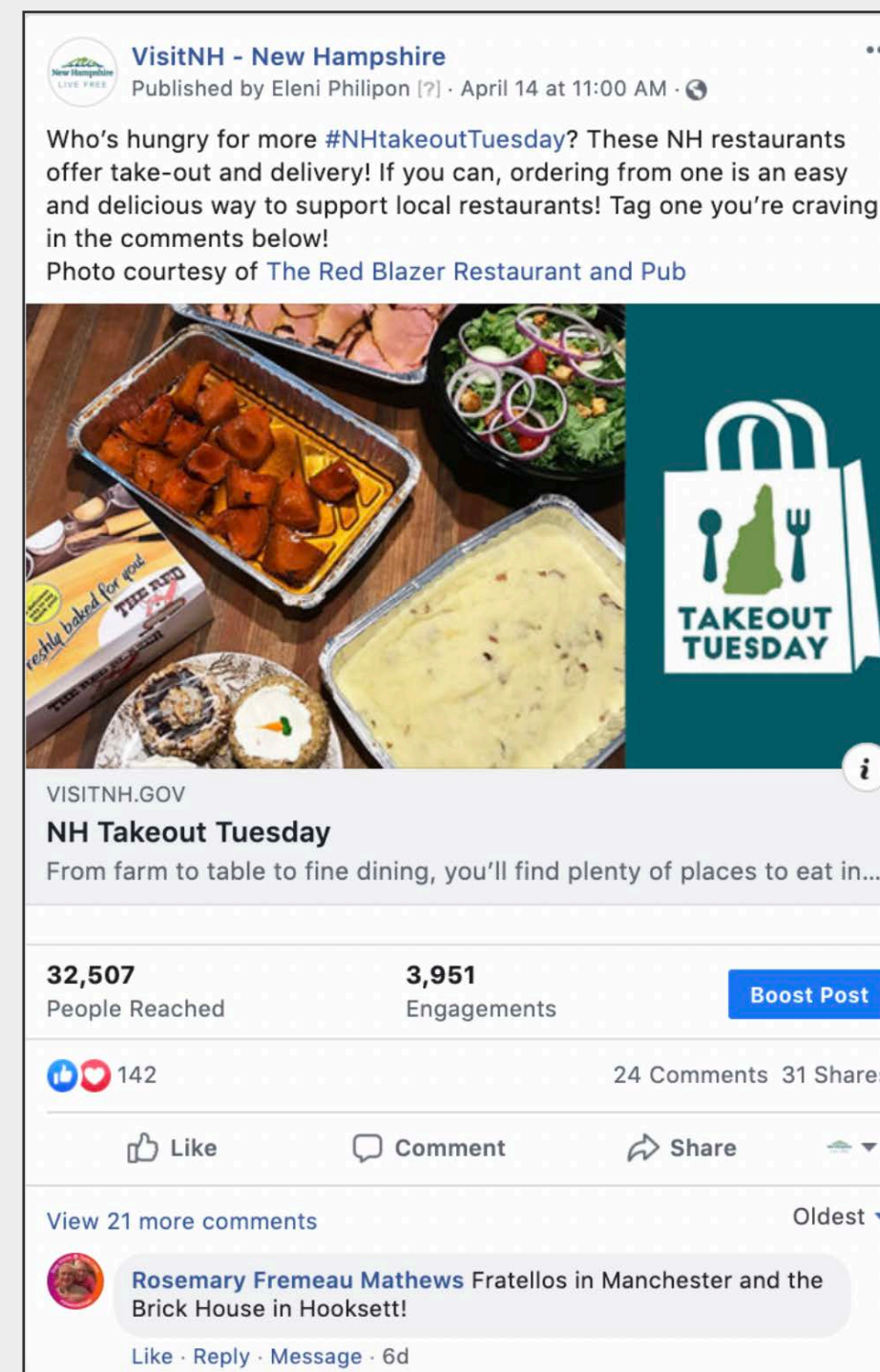
# Live Free Faves

- 4/19 Facebook post featuring favorite place to relax
- 108,951 people reached
- 1,202 engagements
- 79 comments



# Takeout Tuesday

- 4/14 Facebook post featuring The Red Blazer
- 32,507 people reached
- 3,951 engagements
- 24 comments



# Small Business Saturday

- 4/18 Facebook post featuring Wozz! Kitchen Creations
- 80,624 people reached
- 2,803 engagements
- 5 comments

