

COVID-19 Response

DTTD Marketing Plan

April 9, 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
TIMING	30-90 Days (April-June)	91-150 Days (July-Aug.)	151-210+ Days (Sept.-Oct.)
TACTICS	<ul style="list-style-type: none"> • Website • SEM • Organic Social <ul style="list-style-type: none"> • DTTD • UGC • Limited promoted posts • Email • SMS 	PLUS <ul style="list-style-type: none"> • Paid Social • Display • Influencer 	
TARGET GEO	New Hampshire Consider small radius outside depending on government guidelines	New England	New England, Northeast Canada

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

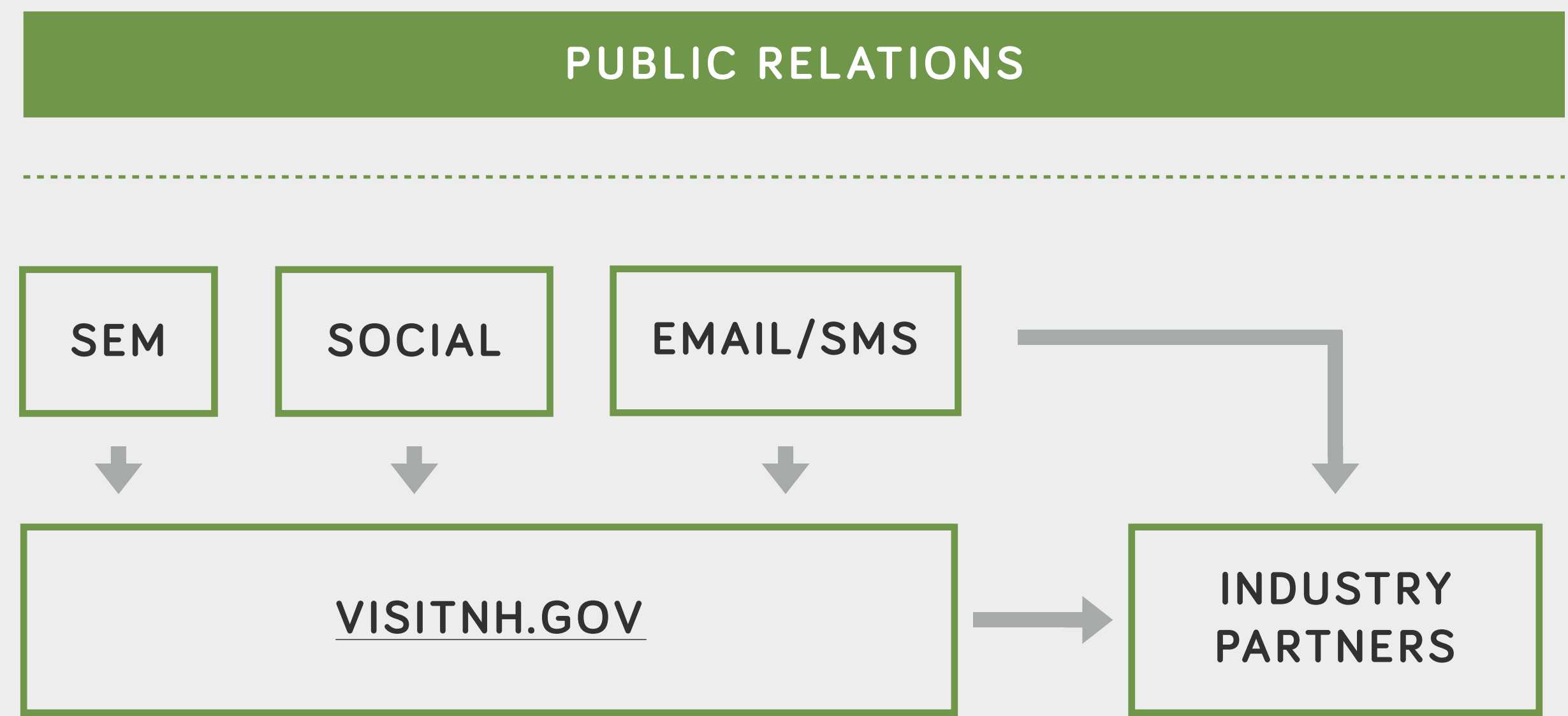
Ecosystem



PORTAL



#603PRIDE



Concept:

**DISCOVER
YOUR
BACKYARD**


Concept + Content Lanes



Discover Your Backyard seamlessly takes our audience through each phase of the “Dream. Plan. Go.” strategy. It begins by leveraging the brand pillars of exploration, discovery, and positivity to focus on a hyperlocal setting.

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 new ways to express their natural interests in the outdoors and supporting local businesses.

As travel restrictions are lifted over time, the Discover Your Backyard concept can transition to promoting tourism and immediate trip opportunities across New Hampshire, appealing to both our in-state audience and those in neighboring states that have New Hampshire in “their backyard.”



Under the Discover Your Backyard 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.

- **#603Pride**

New Hampshire pride is strong. As a way to spread and celebrate our State, we will begin to incorporate #603Pride 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
TOURIST TRAVEL INSPIRATION	UGC	x		x (every third day)	x (every third day)		
	Monday Morning Inspiration		x	x	x		
	Discover Your View		x				
	Live Free Faves		x	x			
	Keep On Camping On	x (Carousel)	x	x		x	
	Live Free Flashback Fridays	x (Carousel)					
TRAVEL INDUSTRY SUPPORT	Take-Out Tuesdays		x	x	x		x
	Small Business Saturdays		x	x	x		x

Thank you!