

## **WRITING SAMPLE #9 – Proposal Writing (Strategic Plan Section for North Lake Tahoe)**

### **The Strategy**

CHE will strategically execute an integrated communication plan for North Lake Tahoe (NLT) using a segmented approach. Utilizing NLT's year-round appeal, our groups consist of: **Winter, Spring, Summer and Fall**. Within these groups we have identified target markets (with corresponding target reasons for visiting NLT) that we intend to pursue utilizing a variety of traditional, new media and interactive tactics for each season.

This plan will not only **expand and extend tourism** during peak seasons but aims to increase **repeat visits** during lesser traveled times of year. This 365-day approach inspired a rebranding effort that is spearheaded by the slogan: 'A Season for Every Reason.'

### **Communications Plan**

Below is an outline of the communications plan we will utilize for each season of the year and the markets we will target within those seasons.

#### Winter

NLT enjoys some of the most majestic mountain vistas and snow fall in the country and is considered a top winter sports destination. CHE recommends enhancing NLT's reputation as a winter haven with a robust search engine optimization (SEO) effort that will literally intercept online traffic that was intended for competing ski resorts in California and across the country.

For this particular season and demographic, the CHE digital media team along with our advertising and marketing department will collaborate to implement a SEO-based **online marketing** campaign with the main function to boost search engine rankings. Prospective tourists that show interest in or normally travel to Mammoth Lakes, Sun Valley, Aspen, Vail, Breckenridge, Park City, or Bear Mountain for their winter activities will be drawn and directed toward the North Lake Tahoe website.

Execution will include:

- Proper keyword and meta-tag implementation
- Back-linking
- Optimizing and creating social media pages including, but not exclusive to, Facebook, Twitter, Pinterest, Google+, Foursquare, Delicious, and YouTube
- Tracking Online Activity – Track website searches for both the NLT area and winter activities and then placing ads for NLT within websites that are frequented by those individuals
- Shadow Banner Ads – Advertisements for NLT that are placed on the websites of competing resorts and all relevant sites that are frequented by the ski and winter resort market
- Strategic Partnerships - Ad creation and placement for NLT at indoor ski schools throughout the northern California bay area

#### Spring

CHE will design and implement a branding **campaign** that will **raise awareness** of that fact that NLT is the ideal **wedding and honeymoon destination**, as well as a place where **couples** can go to enjoy each

other's company in romantic seclusion, while taking in truly breathtaking views of the beautiful outdoor landscape. CHE proposes to work in conjunction with the North Lake Tahoe Wedding and Honeymoon Association to ensure that this nationwide niche market is well aware of the endless resources within the NLT area that make it a care-free choice for couples. Leveraging the harmonious relationship that springtime and romance poses would not only help to increase travel in the spring but also encourages an annual tradition to celebrate anniversaries.

A variety of **advertising and public relations initiatives** will be executed to establish the image of NLT as a place for couples to rekindle, reaffirm and celebrate love. The following ideas and possibilities would be integrated in the campaign:

- “Win a Dream Wedding in North Lake Tahoe” – This contest would include various components, such as print advertising in select media outlets, social media (couples encourage their friends and family to vote via social media platforms in order to stimulate traffic to the NLT website) and public relations activities targeting wedding bloggers and relevant interest groups.
- “Propose in North Lake Tahoe” – An interactive campaign that would incentivize a groom-to-be to pop the biggest question of his life in NLT. Participants could create videos that are then distributed to millions via a dedicated YouTube channel.

#### Summer

Summer in NLT allows for a plethora of sports activities, including paddle boarding, kayaking, running, biking, hiking, swimming, fishing and more. Therefore, we intend to capitalize by targeting **active sports enthusiasts**. Our plan is not only to tell the story of NLT as an ideal athlete's retreat, but we're going to show them as well using an innovative and stupefying new technology known as **Augmented Reality (AR)**.

AR is a live view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. With the help of AR technology, a potential visitor to NLT viewing an advertisement for parasailing over Kings Beach in Sports Illustrated magazine can actually engage and digitally manipulate their personal experience.

This unique AR experience will be complemented by custom mobile applications and Internet advertising efforts.

#### Fall

The fall season offers an abundance of **family-friendly** activities, accommodations and traditions. We will focus heavily on families that reside in the **San Francisco Bay Area** as well as **Los Angeles and San Diego counties**. Travel options into NLT from these areas are abundant and relatively inexpensive, which is an important factor to promote for family travel.

Promotional strategies will include:

- Direct response efforts aimed at South and North Lake Tahoe “regulars” that promote relevant family-friendly events and activities in NLT
- Bay Area television commercial promoting family visitation in the fall

- Mobile Marketing: SMS Text-Messaging - Promotional messages aligned with the interests of the targeted family markets will be implemented so that users can opt-in for NLT updates and vacation deals/discounts via text message. This component will be integrated into all collateral utilized in the overall campaign to maximize effectiveness of traffic generation.
- Mobile Marketing: “Four Seasons App” – An application that is compatible with all smart phones and electronic tablets to intrigue and capture interest in year-round travel
- Passport Initiative – Families from the California market will be incentivized by brand-consumer interactions that make them “regulars” of NLT for multiple seasons. This initiative could include promotion and execution of the following ideas:
  - North Lake Tahoe Scavenger Hunt - Families are engaged to find and receive collector’s items at various times of the year in different cities and tourist spots in NLT.
  - Online Scrapbook – Created to enhance the family experience, this interactive online tool can store photos, share stories, record messages and is provided as a complimentary service to visitors.

