

MRPC 2022 Marketing Plan Draft

2022 Theme: Great Road Trips along the GRR

Objective: Create and refresh themed itineraries highlight Great River Road assets

Strategy: Review existing itineraries and create new road trips working with DMOs, state tourism offices and stakeholders in print, photography and video formats

Tactics:

- Review and refresh existing itineraries with new content and add photos and videos such as:
 - MRPC: <https://experiencemississippiriver.com/itineraries/>
 - MRC: <https://mississippirivercountry.com/?s=itinerary>
- Create new themed road trip options based on information obtained from DMOs, state tourism offices and stakeholders, examples include:
 - Handmade/Homemade Along the GRR (arts, crafts, bakeries)
 - Outdoor Attractions and Activities
 - Shopping
 - Science Museums, Zoos and Aquariums
 - Musical Pioneers
 - Notable Eats
 - Foodie Trails
 - Cultural Connections
 - Farmer's Markets and Art Shows
- Collect photos and videos from State Tourism Departments to put together visual content
- Include All American Road status in all materials

Partners: State Tourism offices, DMOs and attractions along Great River Road

Objective: Promote themed itineraries showcasing the variety of GRR road trip options

Strategy: Utilize MRPC channels to share itineraries and road trip content through paid ads, earned media and in-house platforms

Tactics:

- Add video content on YouTube, social media and on experiencemississippiriver.com
- Use Instagram Stories to share itineraries monthly and archive them future viewing
- Create and distribute press releases based on the themed itineraries and theme of Great Road Trips
- Launch a spring contest related to Great Road Trips along the GRR

- Continue Drive the Great River Road month
- Create digital ads promoting visual content

Budget:

Monthly e-newsletters: \$12,000

Instagram stories: \$1,200

Great Road Trips Spring promotion: \$5,000

Drive the Great River Road promotion: \$5,000

Social media ads: \$500/month: \$6,000

Video editing: \$5,000