

FY22 MARKETING SEGMENTS WITH METHOD EXAMPLES

MARKETING SEGMENTS

Choose a Marketing Segment for a dropdown list of eligible marketing methods

Marketing Segment, Method & Budget

Marketing Segment*

Marketing Method

Describe your method.
Describe how your method will fit with the

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1. Consumer

Marketing Segment, Method & Budget

Marketing Segment*

Marketing Method

Describe your method.
Narrative describing your strategy.

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Provide a brief rationale for this method.

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2. Destination Management

Marketing Segment, Method & Budget

Marketing Segment* Destination Management ▼

Marketing Method

Describe your method.
Narrative describing your strategy.

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- Administration
- Billboards/Out-of-Home
- Electronic Adv - Newsletter, E-blast
- Joint Ventures
- Marketing/Publicity Personnel
- Multi-Media Marketing
- Online/Digital Advertising
- Opportunity Marketing
- Print Advertising
- Printed Material
- Social Media
- Strategic Planning
- VIC Funding/Staffing/Signage
- VIC Staff/Customer Service Training

3. Events

Marketing Segment, Method & Budget

Marketing Segment* Events ▼

Marketing Method

Describe your method.
Narrative describing your strategy.

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- Billboards/Out-of-Home
- Electronic Adv - Newsletter, E-blast
- Multi-Media Marketing
- Online/Digital Advertising
- Press Promotions/Media Outreach
- Print Advertising
- Printed Material
- Radio & Television Advertising
- Social Media

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4. Film

Marketing Segment, Method & Budget

Marketing Segment* ▼

Marketing Method ▼

Describe your method.
Describe how your method will fit with the

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- Electronic Adv - Newsletter, E-blast
- Fam Trips
- Online/Digital Advertising
- Opportunity Marketing
- Photo/Video Library
- Print Advertising
- Printed Material
- Social Media
- Travel/Trade Shows




5. Group Marketing

Marketing Segment, Method & Budget

Marketing Segment* ▼

Marketing Method ▼

Describe your method.
Narrative describing your strategy.

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Provide a brief rationale for this method.

- Electronic Adv - Newsletter, E-blast
- Fam Trips
- Group Marketing Personnel
- Multi-Media Marketing
- Online/Digital Advertising
- Partner Support
- Print Advertising
- Printed Material
- Social Media
- Travel/Trade Shows

6. Marketing Support

Marketing Segment, Method & Budget

Marketing Segment* Marketing Support ▼

Marketing Method ▼

Describe your method.
Narrative describing your strategy.

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Provide a brief rationale for this method.

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- Ad Agency Services
- Administration
- Billboards/Out-of-Home
- Cooperative Marketing
- Crisis Managment
- Cultural Tourism
- Digital Asset Management/Aquisition
- DMO Program Participation
- Equipment
- Fam Trips
- Fam Trips
- Fulfillment/Telemarketing/Call Center
- Joint Ventures
- Marketing Plan Development
- Marketing Support/Customer Service Training
- Marketing/Publicity Personnel
- Online/Digital Advertising
- Opportunity Marketing
- Outreach
- Partner Support
- Photo/Video Library
- Printed Material
- Professional Development
- Promotional Items
- Research
- TAC/Governor's Conference meetings
- VIC Funding/Staffing/Signage
- VIC Staff/Customer Service Training
- Wayfinding
- Website/Internet Development/Updates

7. Publicity

Marketing Segment, Method & Budget

Marketing Segment*

Marketing Method

Describe your method.
Narrative describing your strategy.

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Crisis Management

Electronic Adv - Newsletter, E-blast

Fam Trips

Marketing/Publicity Personnel

Press Promotions/Media Outreach

PressTrips

Social Media

Travel/Trade Shows

8. Research

Marketing Segment, Method & Budget

Marketing Segment*

Marketing Method

Describe your method.
Narrative describing your strategy.

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Contracted Services

Cooperative Marketing

Joint Ventures

Opportunity Marketing

Product Development

Survey/Data Collection