



The Future of
Meetings Marketing is

Today

e.
digitaledge

Who We've Helped

AMELIA & ISLAND


ATLANTA'S
BUCKHEAD

Florida's
First Coast of **Golf**

park  city™
SHORTCUT TO GREAT MOUNTAIN MEETINGS.

**DO
BIG
THINGS** 

 **San
Francisco**
Travel

 **ST. PETERSBURG
CLEARWATER**

UNLOCK 
TAMPA BAY
TREASURE AWAITS

travel
PORTLAND

VISIT FLORIDA

VISIT *Newport*
BEACH
CALIFORNIA



VISIT SPOKANE
Near Nature. Near Perfect.

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**The Future of Travel
WILL BE DEFINED BY THOSE WHO
BUILD AROUND TRENDLINES,
NOT HEADLINES.**

**THE FUTURE OF TRAVEL IS
“CONSUMER IN” INSTEAD
OF “SILOS OUT.”**

– SKIFT MANIFESTO

Evaluate Your Destination's Efforts & Needs To Drive Results

Understand Where You Are **Today**

Determine Where You **Want to Be**

Create Strategies to Attract **the Right Meetings**

Implement Strategies & **Measure Results**

Communication & Education



**“Planners Want Information
on key industry clusters economy”**

**“Planners Want
Specific Information
of independent well-known
experts in the destination”**

Source PCMA

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“We Already Know

where our meetings will fit, and if a destination has enough rooms,” said Kristin Mirabal, CMP, director of global programs for The Optical Society (OSA).

“You may have a wonderful, attractive facility, but I am looking beyond that. We want to know what will attract our scientists and researchers beyond the beach – or whatever is the

Big Attraction.”

SMarketing - Integrated Sales & Marketing

At DMAI, Jay Baer explained that when this happens, DMOs can expect an approximate 400% increase in results.

When sales utilizes
social media they
see a **75% increase**
in conversions

What Planners Have To Say



Online Advertising is the Most Effective

73% Of Meeting Planners Rely
On Online Advertising

27% Rely On Traditional

Planners Are Paying Attention
to Online Advertising More Than
Any Other Medium

Tips for Digital Marketing Campaigns

Target Meeting Planners Utilizing
Digital Media

Create Additional Awareness
With Targeted Digital Advertising

Go Beyond Trade Sites and Utilize
Digital Marketing to Reach Planners
via Keyword & Behavioral Targeting

How Meeting & Event Planners Utilize Digital Channels During the Site Selection Process

Initial Research

81%

of clientele
are DMO's

64%

search engines

51%

review websites

36%

conference
sourcing websites

21%

industry blogs

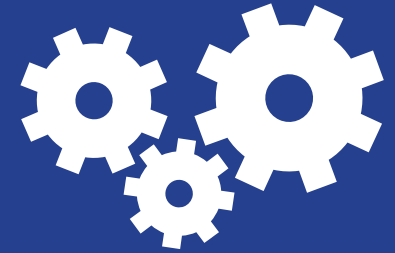
20%

social media

Source ePro Direct

digitaledge

How Meeting & Event Planners Utilize Digital Channels During the Site Selection Process



Comparing RFP & Vendors

54%

supplier's
website

34%

conference
sourcing websites

33%

review websites

30%

search engines

23%

supplier marketing
communications

16%

industry blogs

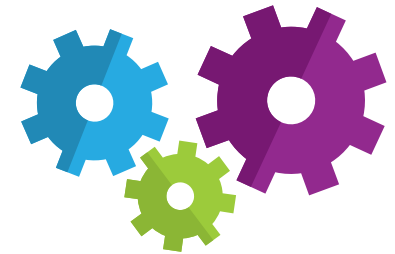
11%

social media

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Impact of Digital Marketing to Meeting & Event Planners



59%

email newsletter

59%

email marketing

40%

display ads

34%

blogs

20%

paid search ads

33%

content marketing

13%

linkedin ads

8%

Facebook ads

Source ePro Direct

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Next Generation Email Marketing

What Do you do when your sales team returns from a tradeshow with a database of new planners?

What Do you do when someone signs up to receive a meeting planner email or guide on your website?

Are You pulling in dynamic content into your meetings emails?

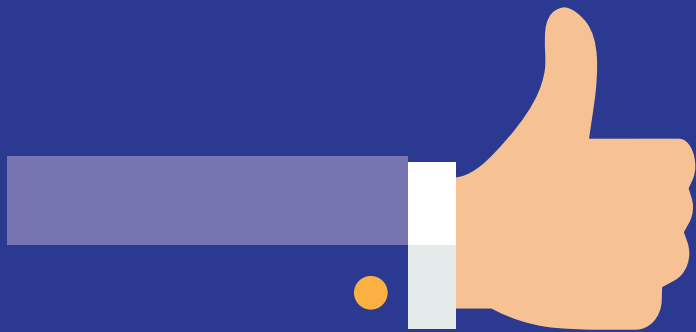
Do You segment your meetings list & send relevant messages based on planner type or geography?

Email Marketing:

It's Inexpensive

It's Measurable

It's Successful



Email Marketing has an
ROI of 4,300%

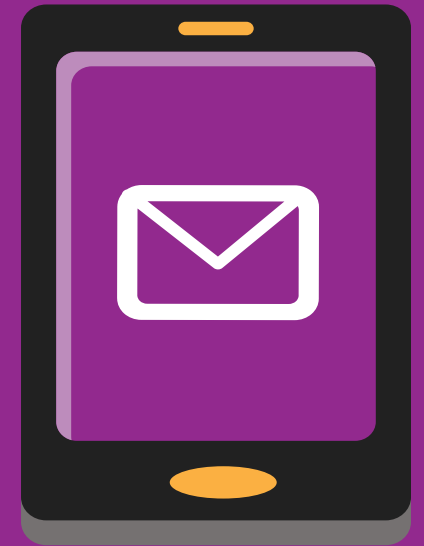
85% of Marketers
Cite email as the Most Effective
Lead-Generation Tactic

Triggered Messages Average
150% Higher CTR

Than business as usual emails

Email Conversion Rates are **3x as High**
as Social Media Conversion Rates

Source: Direct Marketing Association



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66.15% of Meeting & Event Planners

view promotional emails on their mobile device

55.84% of Meeting & Event Planners

of meeting & event planners will NOT read promotional emails that are not optimized for mobile.



If an email is Optimized for Mobile Meetings, Event Planners will Utilize the Following Call to Actions:



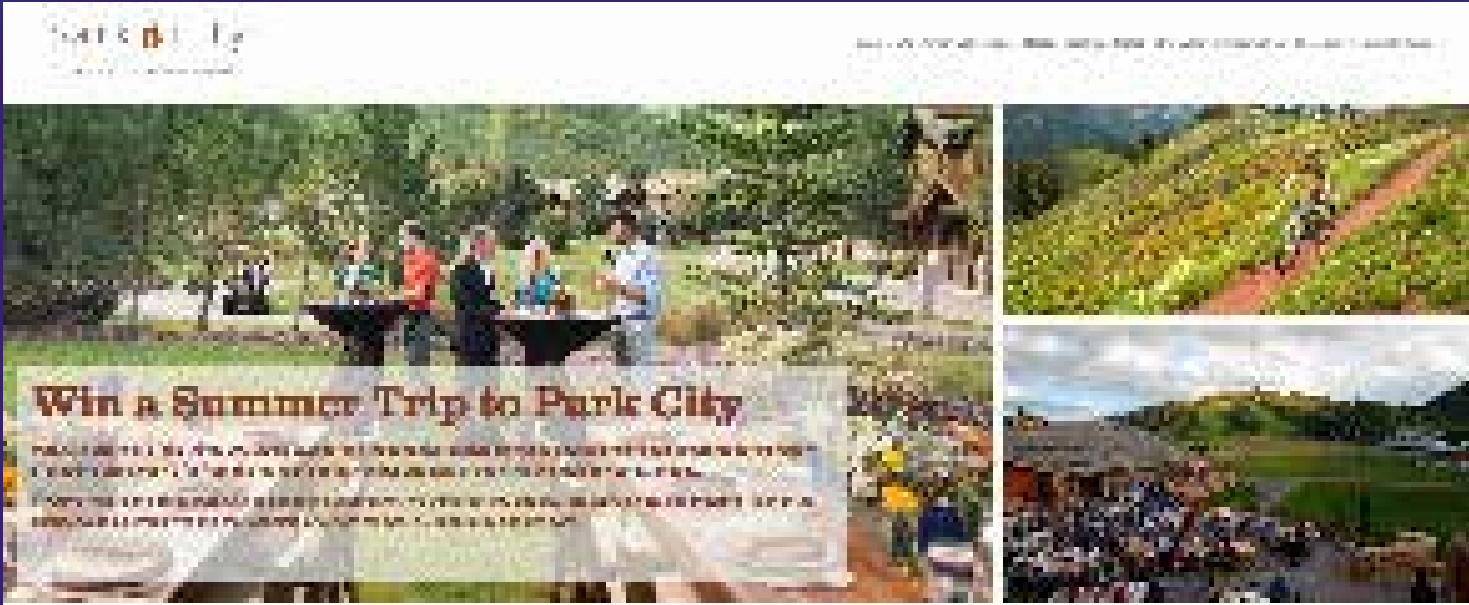
- 72.40%** Click to Website or Landing Page
- 32.81%** Click to View a Video
- 19.27%** Click to Place a Phone Call
- 16.15%** Click to Submit an RFP

“78.87%

**of Meeting & Event Planners Will
Not Use a Mobile Device to Submit
an RFP Due to the Length and
Complexity of Meeting RFPs”**



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Enter For Your Chance to Win a Trip to Park City

Contest ends 10/31/2018. Winner must be 18 or older by 10/31/2018.

FIRST NAME	LAST NAME
EMAIL ADDRESS	PHONE NUMBER
ADDRESS (STREET ONLY)	CITY/TOWN/STATE/ZIP
CITY/TOWN/STATE/ZIP	CITY/TOWN/STATE/ZIP

[SUBMIT](#)

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PARK CITY SUMMER GETAWAY LANDING PAGE FORM

**Planners Want Updates on
Your Destinations
and Venues Primarily Received
Through a Subscription e-newsletter
with Information on:**

- 1) Hotel Developments or Renovations**
- 2) Local Events/Local News Relevant
to Planners**
- 3) New Airline Service | New Venues**



Uncork a Convention in Spokane

SUBMIT AN RFP BEFORE IMEX OR IN OUR BOOTH TO ENTER TO WIN: A \$500 AMERICAN EXPRESS GIFT CARD & WINE FOR A YEAR


SPOKANE'S CORK DISTRICT
 After your sessions end, walk to one of the numerous wineries and tasting rooms located in downtown Spokane's Cork District. You'll find plenty of delicious, award-winning wine, thanks to Washington's amazing vineyards. If you're looking for a unique venue to host one of your events, our tasting rooms and wineries are a great option.

[SCHEDULE AN APPOINTMENT](#)


[SUBMIT RFP](#)

VISIT SPOKANE IMEX EMAIL PART 1

LOOKING FORWARD TO SEEING YOU AT IMEX IN BOOTH 1613




KIM FITTEN
 Director of National Accounts Midwest Region
 Email: KFitten@VisitSpokane.com
 Geographical Territory: Minnesota, Iowa, Missouri, Wisconsin, Illinois, Kentucky, Indiana, Michigan, Ohio



ANNE CARVEY, CMA, CEM
 Director of National Accounts Eastern Region
 Email: ACarvey@VisitSpokane.com
 Geographical Territory: Virginia, West Virginia, Maryland, D.C., Delaware, New Jersey, Pennsylvania, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine


Our team of seasoned professionals will do the legwork while you get the credit for a brilliant convention, meeting or event. Our sales team will ensure the custom fit for your needs.

[MEET OUR IMEX PARTNERS](#)



COMPACT CONVENTION DISTRICT
EXPERIENCE A LITTLE LOCAL CULTURE
 Our convention center just grew up in a big way with a \$50-million expansion. When it comes to walkability, Spokane does it right with dozens of restaurants, shopping, entertainment and nightlife all at the heart of our vibrant, compact convention district.

[LEARN MORE](#)



WE'VE GOT YOUR MEETING COVERED
 Visit Spokane will help cover the meeting portion of your Convention Center rental costs up to \$20,000. We'll beat any competing Northwest city bid, when you provide the following:

- 1. 400 rooms or more on peak (Must add up to two hotels for block to access special incentives.)
- 2. 3-5 days of meeting business.
- 3. \$75,000+ in food and beverage at the Spokane Convention Center.

VISIT SPOKANE IMEX EMAIL PART 2

Easy Access

WHEREVER YOU'RE COMING FROM, GETTING HERE IS NO SWEAT

Spokane International Airport, just 10 minutes from downtown, is served by six airlines offering direct flights throughout the country.

[LEARN MORE](#)

Outdoor Adventure

GO OUTSIDE AND PLAY

A convention or meeting in Spokane is an adventure waiting to be discovered. Whatever time of year, whatever the issue, adventure-oriented speakers are sure to shine. —Spokane's destinations are as big as all outdoors.

[LEARN MORE](#)

Visit Spokane
 801 W. Riverside, Ste 301, Spokane, WA 99201
VisitSpokane.com/Imex

[f](#) [t](#) [v](#) [i](#) [i](#) [p](#)

VISIT SPOKANE IMEX EMAIL PART 3

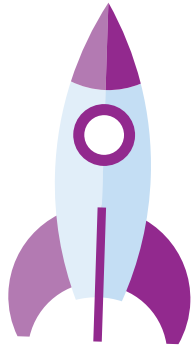
Client E-communications Program



Tradeshows



Client Events



Sales Missions
And FAM's



Sales Team
Introductions And
New Product Offerings

Client E-communications Program

Client Events Communication - Maximize ROI, Eliminate Sales and Admin Time Spent on Invitations, Confirmations, Calls, Follow-up



Branding/Theme
Developed



Save The Date



Text Message



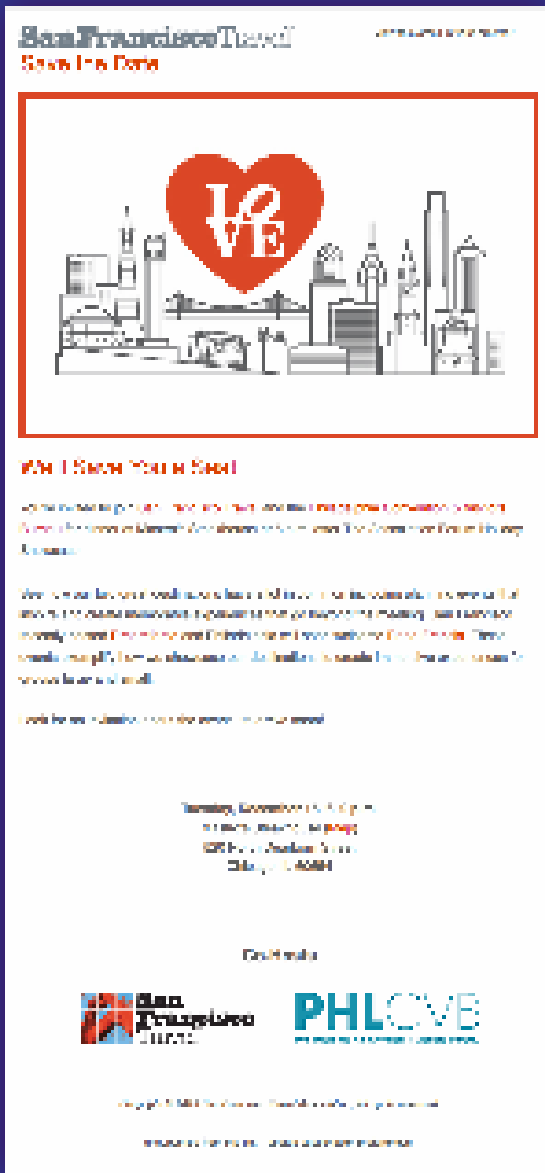
Invitation



Reminder



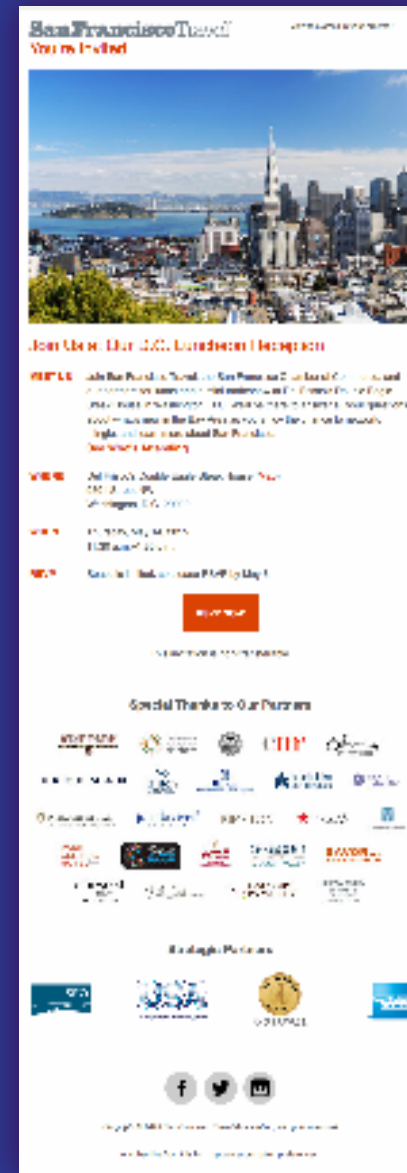
Post Event
Thank You



SAN FRANCISCO TRAVEL EMAIL 1



SAN FRANCISCO TRAVEL EMAIL 2



SAN FRANCISCO TRAVEL EMAIL 3

**Gain The Competitive Edge
in Meetings Marketing**

**Utilize Digital Techniques
to Reach Planners**

**Utilize Enhanced Email Marketing to Customize
Messaging - Beyond The Newsletter**

**Leverage Digital Marketing to
Reach Planners – Beyond The Trade Sites**

**Enhance Third Party Relationships
with Strategic Marketing Messaging**



Meetings & Convention Integrated Marketing



**Integrated Meetings
Marketing Strategy**



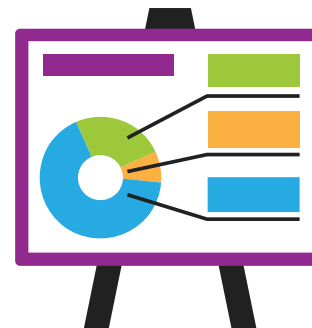
**Meetings
Segmented Email
Campaigns**



**Meetings
Promotions**



**Online Meetings
Display Campaigns**



**LinkedIn Training
& Marketing**

Thank You

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