



THERE'S NO PLACE LIKE
Kansas

A Day In The Life: Digital Media Manager



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No Such Thing As A Typical Day...

Every day is something new, and there is no schedule that can be followed to a T. We are a small, but mighty team that wear many hats.

Typical Duties

- Website Development & Upkeep
- Kansas Tourism App Upkeep & Messaging
- Social Media, UGC, & Influencers
- E-mail Marketing
- Special Events (Instameets)
- Travel
- Industry Relations



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State Agency Life

Keeping up with an entire state is a feat that we strive for daily. Below are some ways we do just that:

Working With DMOs/Partners

- Follow their social channels
- Subscribe to their newsletters
- Communicate with leaders & individual businesses
- Offer co-op marketing opportunities
- Site visits
- Conferences, meetings, & regional meetups



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Our state tourism branding was in need of a facelift, and with that came the hashtag. With a small play on “no place like home” from *Wizard of Oz*, we made a sometimes negative branding, something we can use everywhere.

Branding A State Tourism Agency

- Instameets
- Social Usage Across All Channels
- Photo Contests
- UGC – Crowdriff
- T-shirts for events
- Digital Advertising
- Personas
- Print Media
- Influencers



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Over 100 Counties & Over 600 Cities

How do we do it?! We ask that question daily! 😊 Having a small staff of 9, one of the lowest recorded state tourism budgets in the U.S., & each of us covering multiple facets of the division...we make it work and work well.

How We Do It

- Annual Tourism Roadshow (Travel Training)
- One-on-one Training, Coaching, & Visits
- Kansas Tourism Conference
- Conferences, PR, Media, & Fair co-ops
- Destination Statehouse (Legislative Day)
- TIAK Partnership (Travel Association of Kansas –Lobbyists)
- A great team!



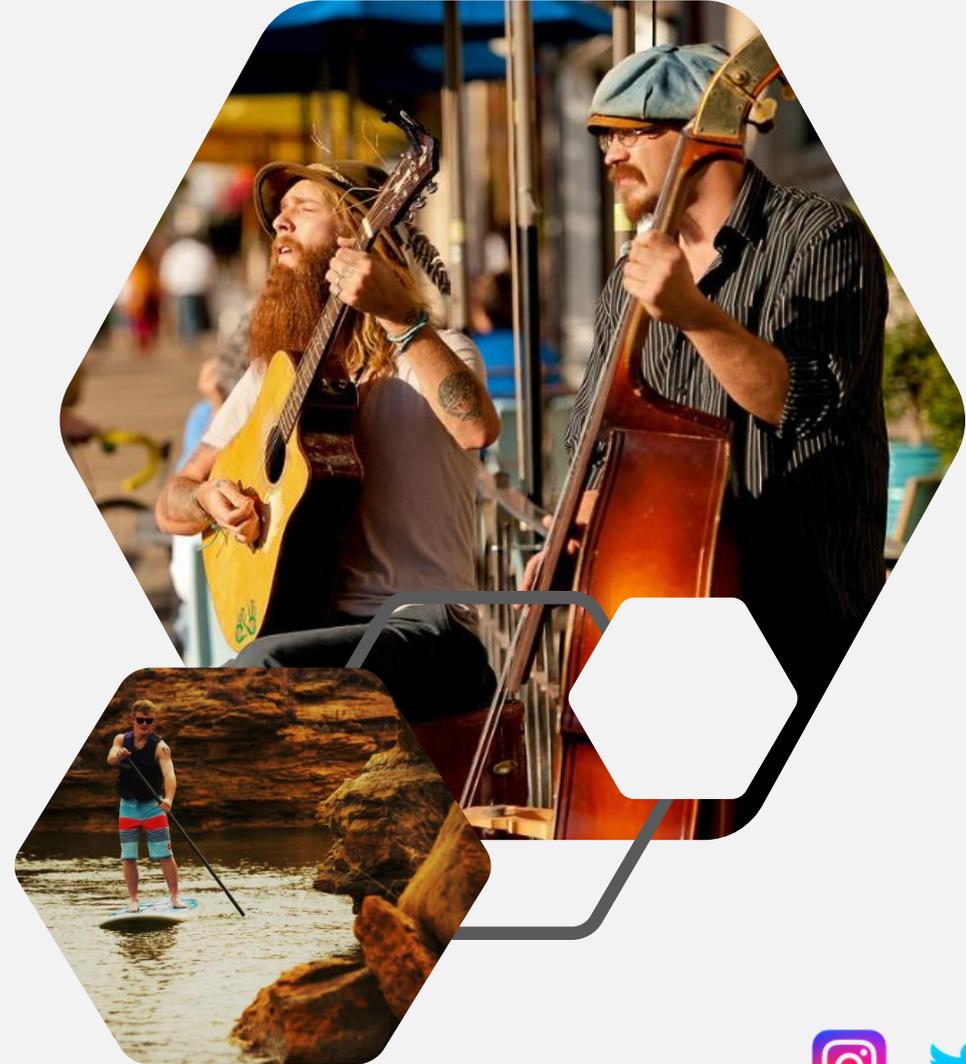
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Lessons Learned

I am a little over my 2 year mark with Kansas Tourism, and I wouldn't change it for the world, but with new positions come lessons learned.

Things To Remember

- Be open & allow diversity
- Take the time to get to know your visitors & traveller personas
- Double check EVERYTHING
- Look for influencer to work with, especially micro-influencers
- Whenever possible, feature as much local content as you can
- Stay true to your destination



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Thank You

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