

About Destination Minturn

Destination Minturn will be a marketing campaign with the goal of promoting the town of Minturn to locals and tourists alike. Although fun in its appearance and message, the root of this campaign is a direct objective from the Economic Development Strategic Planning goals and seeks to bring cohesion to Minturn's marketing strategy.

With an anticipated launch date of January 1, 2016, this campaign will utilize a variety of alternative sources, in addition to, and sometimes in replacement of, traditional media outlets such as TV, radio and newspaper. Concierge networking, brochure racks, informational materials, business to business promotions, content-driven social media, websites, community boards, and local partnering organizations will all be included in the comprehensive plan.

The following is a condensed outline of the preliminary work necessary for a Jan 1 launch date }

Marketing Plan Methodology:

Step 1: Determinations...Who are we?

Vision & Mission statements

Step 2: Situational Analysis

Key statistics

Customer analysis

SWOT analysis (already completed)

Key competitors



Much of this information/data will be initially obtained from the Minturn Market survey results taken over the last three years.

Step 3: Objectives...What are we trying to achieve?

Outline the most important marketing objectives and make sure they are:

Consistent

Appropriate

Complimentary

Step 4: Strategy

Segmentation & Targeting

Positioning

Channels

Step 5: Programs...Actions to take in order to achieve our objectives.

Events

Branding

Social Media

Public Relations

Communications

Web & Online

Advertising



To be utilized in conjunction with the appropriate channels to meet the pre-determined objectives.

Step 6: Budget

Step 7: Reporting...How will we measure success?