



J N S | N E X T
CREATIVE & MEDIA HUB

Communicating Your Seasonal Strategies

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David Wells

VP of Communications

David@jnsnext.com

- Strategic Communications | Elon, NC
 - Business Administration and Photography
- PR and Marketing Agency Background | California & Maryland
- 2015 small marketing business & tourism | Sonoma Valley, CA
- Early 2019 joined JNS Next



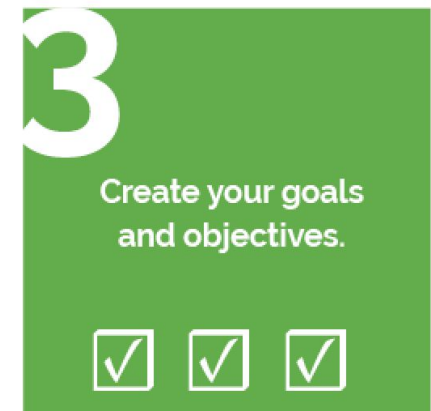
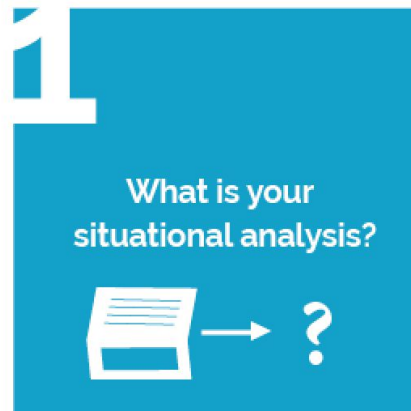
La Quinta, CA

- Founded in 2007
- Media buying and advertising strategy
- Full service marketing agency - creative & media hub
- Greater Palm Springs CVB, Palm Springs Bureau of Tourism, Palm Springs Preferred Small Hotels, City of La Quinta, City of Coachella, AMS Connect, Angel View, Anthem Mechanical, Augustine Casino, BNP Paribas Open, CA Window & Door, Desert Oasis Health Care, The General, Indian Wells Arts Festival, Palm Desert Church of Christ, Palm Desert Insurance, Palm Springs Subaru, Patios Plus, Regency Residential, Synergy Information Solutions
- **WHO DO WE HAVE IN THE AUDIENCE?**

Marketing Strategy

6 Step Process

1. Situational Analysis
 - a. Core challenges
2. Identify Primary Stakeholders + Target Audience/Customer
3. Set Goals + Objectives
 - a. Start broad and get narrow



Marketing Strategy

6 Step Process

1. Identify Key Messages

- a. Who are you and what do you offer?

2. Identify Tools + Tactics

3. Set Timeline + Performance Measurement

- a. Did it work?



Marketing Strategy

Tools & Tactics

- Brand
- Marketing Collateral
 - Brochures/Flyers
 - Annual Guide/Report
- Advertising
 - TV
 - Radio
 - Print
 - Digital
 - Billboards
- Events & Experiences



Marketing Strategy

Tools & Tactics

- Website
 - Blogs
- Email Newsletters
- Social Media
- Video & Photography
- Public Relations
- Partnerships
- Staff and Volunteers



Tools & Tactics

Content is King

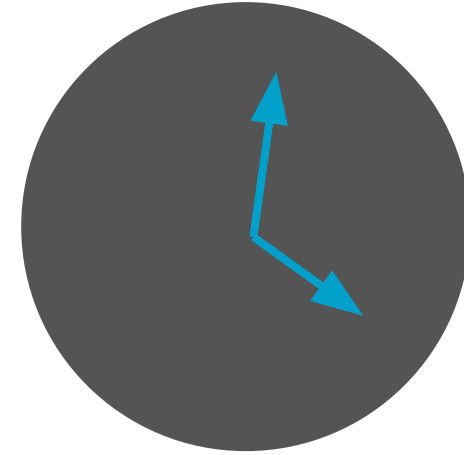
- Variety
- Consistent flow
- Photos
- Videos
- Testimonials
- Profiles
- Events
- Media Outreach
- Swag/promo codes
- Campaigns and blogs
- User polls
- Fun Facts
- News articles
- Sponsor recognition



Booking Funnel

1. Awareness
2. Interest
3. Consideration
4. Intent
5. Evaluation
6. **Purchase**

1. Loyalty
2. Advocacy



When considering your seasonal strategies, consider the time it takes to get to the PURCHASE stage.

**Dreaming &
Inspiration**

Planning

Booking

**Experiencing
& Sharing**

Seasonal Strategies Example

Regency Residential

- Luxury clientele

Strategy - Create a high-end brochure to communicate the luxury product, and resonate with the potential clientele



REGENCY
RESIDENTIAL



Seasonal Strategies Example

Patios Plus

- Beautiful showroom, family run, community driven

Strategy - Create a 30-second commercial spot highlighting the showroom while using Amanda as the spokesperson and face of the company. Utilized busy season to drive traffic to showroom.



PATIOS
PLUS™

Seasonal Strategies

Example

Sonoma Valley - Destination

- Busy Season = May through October
- Need Period = November through April

Strategy - highlight great hotel rates and packages during need period. Target Bay Area residents interested in travel, wine, food, shopping.

November/December - Holiday messaging

January - Culinary messaging (Olives, cheese)

February - Romance, chocolate and craft beer

March - Arts scene

April - Outdoors

EXPERIENCE
Sonoma Valley
CALIFORNIA







Seasonal Strategies Example

Greater Palm Springs CVB

- High Summer Temperature
- Retirement Community

Strategy - Utilize co-op opportunities, highlight great hotel rates and packages during need period with commercials, billboards, and “Summer Chill Deals” focus on drive market



Q&A

Thank you!

