

Measuring the effectiveness of the funded HOT activity(ies) is key to determining the success of your activity(ies). The following metrics can be used to analyze your program: Number of hotel/motel rooms; Hotel/motel rooms blocked in advanced; Number of hotel/motel rooms utilized in the block; Activity attendance by locals and visitors; etc.

MARKETING TOOLS & RESOURCES

The sections below should also be included in your marketing plan if they are applicable to your organization/ funded HOT activity(ies). This is not a comprehensive list, but a guide only. This section will describe how your organization will market your funded HOT activity(ies), tourism to Copperas Cove, and the hotel industry.

Marketing Messages

Any brand messages? The City Built for Family Living, etc.

Regional Programs/Cooperative Marketing

Will you participate in regional/cooperative marketing to promote your activity and the hotel industry?

Advertising

Digital Marketing - *Will you utilize digital marketing? How?*

Print - *Will you utilize flyers, brochures, newspapers, magazines, etc?*

Social Media - *Will you utilize social media? What services?*

Television - *Will you run commercials? What stations and what focus?*

Radio - *Will you use radio advertising? What stations?*

Research

Research prior to conducting marketing efforts and activities can provide more effective results of funded activities. Do you plan to conduct any research related to the funded HOT activity(ies)?

Public Relations

Public relations can greatly improve exposure to your funded HOT activity(ies). What public relation programs will your organization incorporate into your marketing toolbox.

Travel Shows/Fairs

Will you participate in any shows or fairs to promote your funded HOT activity(ies), tourism to Copperas Cove, or the hotel industry?

Group Sales

Will your organization conduct any group sales related to your funded HOT activity(ies)? How will you conduct those sales?

Information Center Services

Will your organization function as an information center for the city in any way? How?

Mailing/Distribution Program

Will your organization send information by direct mailings or through a fulfillment house to promote your funded HOT activity(ies), tourism to Copperas Cove, and/or the hotel industry?

Special Programs

Will you develop and implement any special programs to increase tourism and support the hotel industry? If so, what programs?