MARKETING & SALES

MARKETING

The Explore Branson team went to Sturgis, SD August 6-12! To maximize the impact and spread the word about the H.O.G. Rally in Branson, the team used all resources available including:

Datafy campaign:

- Digital ad campaign promoting Branson as a scenic, roadtrip destination with plenty of fun things to do targeting new and repeat visitors in MO, KS, AR, and OK
- Targeted campaign with retargeting to the geo-fenced Sturgis audience before, during, and after the Sturgis Rally to promote the event in Branson, and serve up creative road trip content.

Digital & TV campaign:

- Partnering with Nexstar and using our MO relationship, we have struck up a friendship with the South Dakota TV team known as KELO (Keloland)
- Digital ads across South Dakota promoting signing up for a motor coach tour to Branson November 9-13. One motor coach confirmed to date with three nights in Branson, activities, shows, and meals. Ads will point potential visitors to book direct with their preferred tour operator to visit Branson and show a direct ROI
- In-person camera crews in Sturgis at the Branson activation space, includes interviews, highlights of Branson, and commercials run on KELO network.

In Sturgis Activation:

- The Petersens joined us for three performances over three days attracting an audience who attended all three shows
- Michael Haygood's Drone Show took place before Sammy Hagar, Jamey Johnson, and 38 Special. We added a third show after hearing about the Harley night for Monday and top executives in attendance. The CEO of Harley was so impressed he will be attending the Branson Rally.

SALES

July Lead Totals:

- Meetings and Conventions: 119 Total Leads | 10% Increase Goal: 118
- Leisure Group Sales: 47 Total Leads | 10% Increase Goal: 53

Insights:

- The sales team had 35 appointments in July.
- Currently, the sales team is seeking to fill Sales Manager position after departure of the former SMERF Sales Manager. Final appointment notes are being processed in CRM.
- Goal chart has reflected a 15% Stretch Goal Increase. Moving forward, there will be a breakdown of both approved KPI of 10% increase and the stretch goal of 15% increase for reference.
- SYTA and Connect Marketplace Tradeshows will provide 130+ appointments across multiple market segments in August, offering opportunities to build qualified lead counts.