

VIRGINIA
IS FOR
LO[♥]ERS[®]



SPRING 2021
PR + CONTENT
STRATEGY

MISSION

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world.

Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation.

The dollars spent by travelers fuel our economy, provide work opportunities for Virginians, and improve communities across the state.

Simply put, tourism helps to make Virginia a great place to live, work, and visit.

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BRAND VALUES

PASSION

Define the “Lovers” in Virginia is for Lovers

INSPIRATION

Capture emotion and intent to travel

DIVERSITY

Showcase a wide array of people and travel experiences

AUTHENTICITY

Highlight “very Virginia” travel products and experiences

INCLUSIVITY

Provide information and resources so that ALL travelers feel safe and welcome in Virginia

FUN

Present THE key attribute of Virginia travel experiences

GOALS

Maintain awareness and consideration of Virginia as a top travel destination. While many Americans currently have no travel plans, we want Virginia to be top of mind when they are ready to resume travel.

Increase bookings and arrivals in Virginia. As Virginians and drive-markets seek safe destinations that are closer to home, we provide information and inspiration to help them book their trip.

VIRGINIA IS FOR LO♥ERS

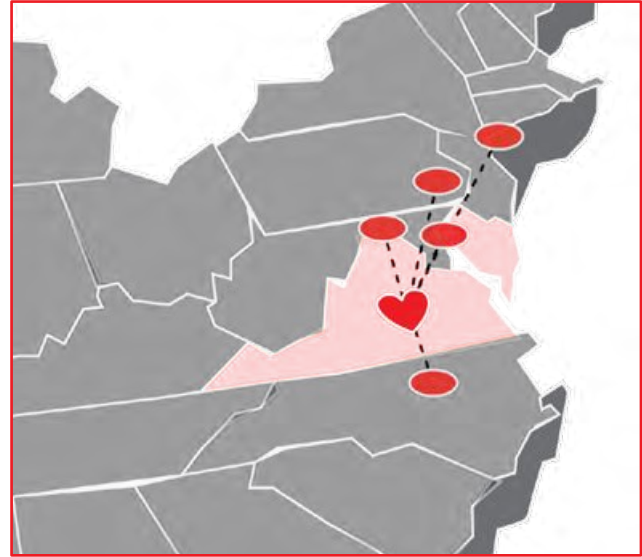


TARGET MARKETS + PERSONAS: NOW

- Virginia
- Washington, D.C.
- Raleigh/Greensboro
- Baltimore

EARNED ONLY

- New York City
- National media



**Target
Audiences**

Unattached Experience
Seekers

Families

**No High-Risk
Populations**

CONSIDERATIONS AND GUIDELINES

- **Strategy:** In general, all marketing initiatives should ladder up to VTC's hero campaign, WanderLove.
- **Strategy:** All marketing initiatives should be firmly tied to **travel**, whether the consumer is planning travel now, or in the future. In general, VTC will not promote initiatives or campaigns that do not inspire travel.
- **Safety:** All content should have a clear safety message. Images and videos should show people wearing masks. Copy should include information about COVID-19 safety guidelines and Virginia's mandatory mask policy.
- **Safety:** In general, VTC will not promote in-person events and gatherings.
- **Diversity, Equity, and Inclusion (DEI):** Here in Virginia, we stand for LOVE. We stand for equality, diversity, and inclusion. Our job at VTC is to promote Virginia as a premier travel destination, and we aim to make everyone feel welcome when visiting Virginia by providing resources, information, and inspiration. With this mission and goal in mind, we are making a conscious effort to not only be diverse in our marketing, but to strive for inclusiveness in everything we do.

SPRING CONTENT MARKETING STRATEGY

HERO - HUB - HYGIENE

The Hero-Hub-Hygiene model, originally developed by digital marketers at Google and YouTube, has become the industry gold standard for content marketing. The 3H principles provide strategic framework for brands to organize the most compelling content and deliver those messages to the right audience, at the right time, through the right channels.



HERO

Large-scale, tent-pole campaigns or “pow” moments designed to raise broad awareness

HUB

Regularly scheduled “push” content designed for target audiences

HYGIENE

Always-on content designed to “pull” in targeted core and prospective audiences

HERO CONTENT: WANDERLOVE

VTC's WanderLove campaign provides travel inspiration for low-risk travel experiences, including road trips, outdoor recreation, hidden gems, small towns, and our signature LOVEworks program.

TIMING: March - July 2021, potential to extend

[More information on WanderLove](#)

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HUB CONTENT: BRAND PILLARS

EAT. DRINK. LOVE.

wine | craft beer | cider | spirits | oysters | heritage cuisine
virginia chefs + recipes | safe dining experiences | agritourism | farm-to-fork

HISTORY + HERITAGE

presidential homes | museums | living history sites | educational travel
historic battlefields | women's history | black history | virtual history experiences

FAMILY FUN

family-friendly destinations | value travel

OUTDOORS

hiking | biking | paddling | camping | parks | ATVs | trails | scenic drives
sustainable tourism | beaches | mountains | outdoor sporting

ARTS + CULTURE

virtual music + performances | socially-distanced live performances | art | craftsmanship | art districts | street art | filmed in virginia

VIBRANT COMMUNITIES

diversity + inclusion | small towns | hotels + resorts | city + town profiles | luxury destinations
LOVEworks | LGBT-friendly | notable virginians | neighborhoods

HYGIENE CONTENT: SPRING TRENDS

- WanderLove Road Trips - Adventure Road Trips, Waterfront Road Trips, and Foodie Road Trips
- Family travel
- Coastal & beach trip ideas
- Disconnect to Reconnect trip ideas
- Safe & Socially Distanced Travel Ideas
- Open Air Spring Activities
- Spring Break & Family Field Trip Ideas
- Lesser-Known Destinations
- Outdoors - hiking, biking, paddling, and camping
- Camping and Hiking trips and tips for beginners
- Leave No Trace & Sustainable Travel
- State and National Parks
- Wineries & Breweries - outdoor music, outdoor seating
- Pick Your Own Farms and Farmers Markets
- Interactive Farm Tours for Families
- Drive-Ins
- Wildflowers and Public Gardens
- Scenic Destinations
- Spring Holidays - Mother's Day, Memorial Day
- Affordable Travel
- Health & Wellness

SPRING PR STRATEGY



HERO STRATEGY: PR

WANDERLOVE

Goal: Secure 10 media placements that support WanderLove campaign.

Timing: Spring/Summer 2021

Strategy:

Pitch Virginia road trips as a safe and accessible re-entry into travel, highlighting additional low-risk experiences – outdoor recreation, hidden gems, small towns and LOVEworks.

Media Targets:

- In-state print and online newspapers, in-state broadcast, in-state regional magazines, in-state bloggers and influencers
- DC & MD regional media
- Target National Media
- Regional Influencers to promote road trips.

HUB + HYGIENE STRATEGY: PR

BRAND PILLARS + TRENDS

Goal: Secure 15 media placements to feature Virginia as a premier, safe travel destination.

Timing: Ongoing

Strategy: Focusing on Virginia's core brand pillars, as well as seasonal topics and trends, pitch in-state, regional and national media outlets to highlight Virginia as a premier, safe travel destination. VTC will partner with Rachel McAllister to assist in these efforts.

Media Targets:

- In-state print and online newspapers, in-state broadcast, in-state regional magazines, in-state bloggers and influencers
- DC & MD regional media
- National media
- Influencers within driving distance (no fly markets)

Pitches At a Glance:

What's New in 2021 | WanderLove | Hotel Openings + Renovations | Virginia Gold Medal Wine Trail | Virginia recipes | Virginia Chefs | Visiting Friends + Family | Spas + Wellness | Black Travel | Getaways for two | LOVEworks

For more: [Proactive Pitch Calendar](#)

SPRING SOCIAL STRATEGY



LET'S GET SOCIAL



895K Followers



181K Followers



7.3K Followers



5.8K Subscribers



61.7K Followers



2.4K Followers

HERO STRATEGY: SOCIAL

WANDERLOVE

Goal: Build awareness to Virginia is for Lovers brand, as well as Virginia as a premier travel destination; drive site traffic.

- 90% completion rate on Instagram Stories
- 350K video views on Pinterest
- 30K reach per post on Facebook

Timing: Spring/Summer 2021

Strategy:

Promote low-risk travel experiences for Virginians by featuring UGC content on all channels, up-to-date safety messaging, updated blog content, and relevant partner content.

WanderLOVE Content:

- Influencer videos
- VTC blog content
- VTC WanderLove landing page

HUB + HYGIENE STRATEGY: SOCIAL

BRAND PILLARS + TRENDS

Goal: Drive awareness and gain followers over all channels

- 10K new followers on Instagram
- Average 20K post engagements a week on Facebook
- Average 1M impressions and 20K engagements per month on Pinterest

Timing: Ongoing

Strategy: Focusing on Virginia's core brand pillars, as well as seasonal topics (holiday content, local shopping) and trends, create content to highlight Virginia as a premier, safe travel destination. Additionally, we will promote Eat.Drink.Love with a new Inside the Kitchen Chef Series.

Tactics + Implementation:

- Share evergreen winter content focusing on safety copy with all messaging
- Hire influencers and brand partners to further amplify reach
- Share relevant partner winter content on multiple channels
- Share up-to-date VTC blogs from the 2021 content calendar

SPRING BLOG STRATEGY



HERO STRATEGY: BLOG

WANDERLOVE

Goal: Promote monthly trending topics in content shared on social with Wanderlove messaging; Continue promoting partner content through Matcha, update existing in-house blog articles as there are changes in COVID protocols.

Timing: Spring/Summer 2021

Strategy:

Promote low-risk travel experiences for Virginians by featuring road trip ideas based on the most popular monthly trends: April- Outdoor Discovery, May- Waterfront Escapes, June- Foodie Road Trips.

WanderLOVE Thematic Blogs:

- Will promote with existing thematic content each month that is shared out on social.
 - April Content Includes: Best Hikes, Amazing Camping, Family Outdoor Activities, Biking Trails
 - May Content Includes: Pet-Friendly Beaches, Hidden Beaches, Coastal Small Towns, Lake Getaways, Flatwater Paddling, Road Trips Along River Routes
 - June Content Includes: Best Brunch, Burgers, BBQ, Distilleries, Cideries, Stunning Wineries, Regional Dining Guides, Craft Beer Towns
- Overall Monthly Thematic Content:
 - Road Trips for Outdoor Adventure
 - Road Trips for Waterfront WanderLOVE
 - Road Trip Ideas for Foodies

HUB + HYGIENE STRATEGY: BLOG

BRAND PILLARS + TRENDS

Goal: Support spring content with new and updated articles that promote lodging, restaurants, wineries, breweries, cideries, distilleries, and local shopping. Secure 650,000 unique page views.

Timing: Ongoing

Strategy: Focusing on Virginia's core brand pillars, as well as seasonal topics and trends, create content to highlight Virginia as a premier, safe travel destination.

Tactics + Implementation:

- Target high-volume keywords when creating new content (e.g. Spring Break Vacation Ideas, Best Hikes, You-Pick Farms, etc.)
- Update existing spring content to reflect COVID-19 changes, including canceled festivals and events
- Update and share evergreen spring content (waterfall hikes, outdoor activities, hidden beaches)
- Hiring freelance writers to create articles promoting content hubs, such as Eat. Drink. Love, Music, Outdoors, and Family Fun
- Work with partners through Matcha to create new content promoting content hubs, such as Vibrant Communities

SPRING EMAIL STRATEGY



HERO STRATEGY: EMAIL

WANDERLOVE

Goal: Send 1 dedicated WanderLove campaign email per month with an Open Rate goal of 10% and Click Thru Rate goal of 1%

Timing: Spring/Summer 2021

Strategy:

Where to WanderLove in 2021 - Promote low-risk travel experiences for Virginians by featuring Outdoor Road Trips, Waterfront WanderLOVE, Foodie Road Trip Ideas. Incorporate LOVEworks, Family Travel, Small Towns, and Hidden Gems as uniquely Virginia road trip experiences.

HUB + HYGIENE STRATEGY: EMAIL

BRAND PILLARS + TRENDS

Goal: Continue to grow VTC's email marketing capabilities throughout spring, with an Open Rate goal of 10% and a Click Thru Rate goal of 1%

Timing: Ongoing

Strategy: Focusing on Virginia's core brand pillars, as well as seasonal topics and trends, curate content to highlight Virginia as a premier, safe travel destination.

Upcoming Email Schedule (Tentative)

- **March** - WanderLove Spring Road Trips
- **April** - Spring Open Air Activities, Sustainable Travel/Earth Day
- **May** - Summer Planning, Warm Weather Outdoor Fun (Lakes/Paddling/Hikes)
- **June** - Waterfront Vacations (Beaches), Black Travel Experience

SPRING WEBSITE STRATEGY



HERO STRATEGY: WEBSITE

WANDERLOVE

Goal: Update the WanderLove landing page with relevant themed content and images

Timing: Spring/Summer 2021

Strategy: Pare down content on WanderLove page to two rows of four grids. Update copy to reflect current travel situation amidst COVID-19.

HUB + HYGIENE STRATEGY: WEBSITE

BRAND PILLARS + TRENDS

Goal: Generate 100k collective pageviews of content featured on Virginia.org/spring.

Timing: Ongoing

Strategy: Update content on Virginia.org/spring with high volume keywords and strategic editorial themes to increase organic traffic. Amplify page views by promoting featured content in emails and social media.

Key content themes:

- Music
- Coastal & Beach
- Lodging
- Spring Break
- Family Friendly
- Outdoors - hiking, biking, paddling, and camping
- LOVEworks
- Sustainable Travel/Health & Wellness
- Eat.Drink.Love
- Spring Holidays - Mother's Day, Memorial Day

SPRING SEARCH STRATEGY



SEARCH STRATEGY

Goal: Continue to generate efficient site traffic from Google, CTR > 6%, AVG. CPC <\$3

Timing: Spring/Summer 2021

Strategy:

- Align with content strategy- promote WanderLove (Outdoor, Waterfront, & Foodie), Spring/Summer Experiences
- Promote music with Discovery Ads to drive brand awareness for Virginia is for Music Lovers brand for future planning
- Share What You Love Discovery Ads
- Increase use of Google Discovery Ads to promote niche topics (e.g. waterfalls, wine, outdoors, LoveWorks, other topics as determined)

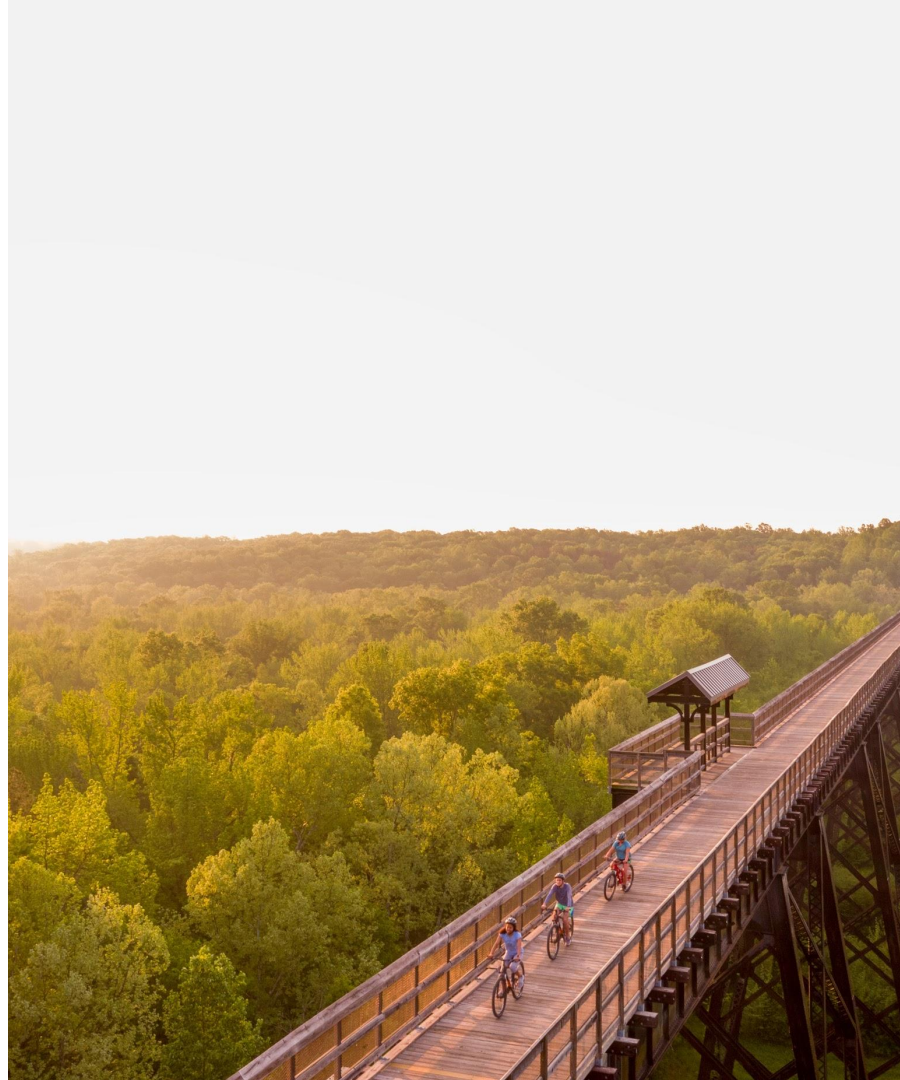
RESOURCES



CONTENT RESOURCES

- [Campaign: WanderLove](#)
- [Content Marketing Best Practices](#)
- [Tips and Tricks from our Social + Content Team](#)

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CONTENT CHANNELS

- [Virginia.org](#)
- [The Virginia Travel Blog](#)
- [VTC's Social Media Channels](#)
- [The Virginia Travel Guide](#)
- [Paid advertising](#)
- [Co-op advertising](#)
- [Email Marketing Program](#)
- [Earned Media](#)
- [Influencer Partnerships](#)

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