



# 2024 COMMUNITY MARKETING PRESENTATION

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March 19, 2024

**miles**  
PARTNERSHIP

# Today

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1. About Miles Partnership
2. How Miles Powers Branson's Marketing
  - 2023 Performance Summary
  - Media
  - Website
  - Content & SEO
  - Newsletter



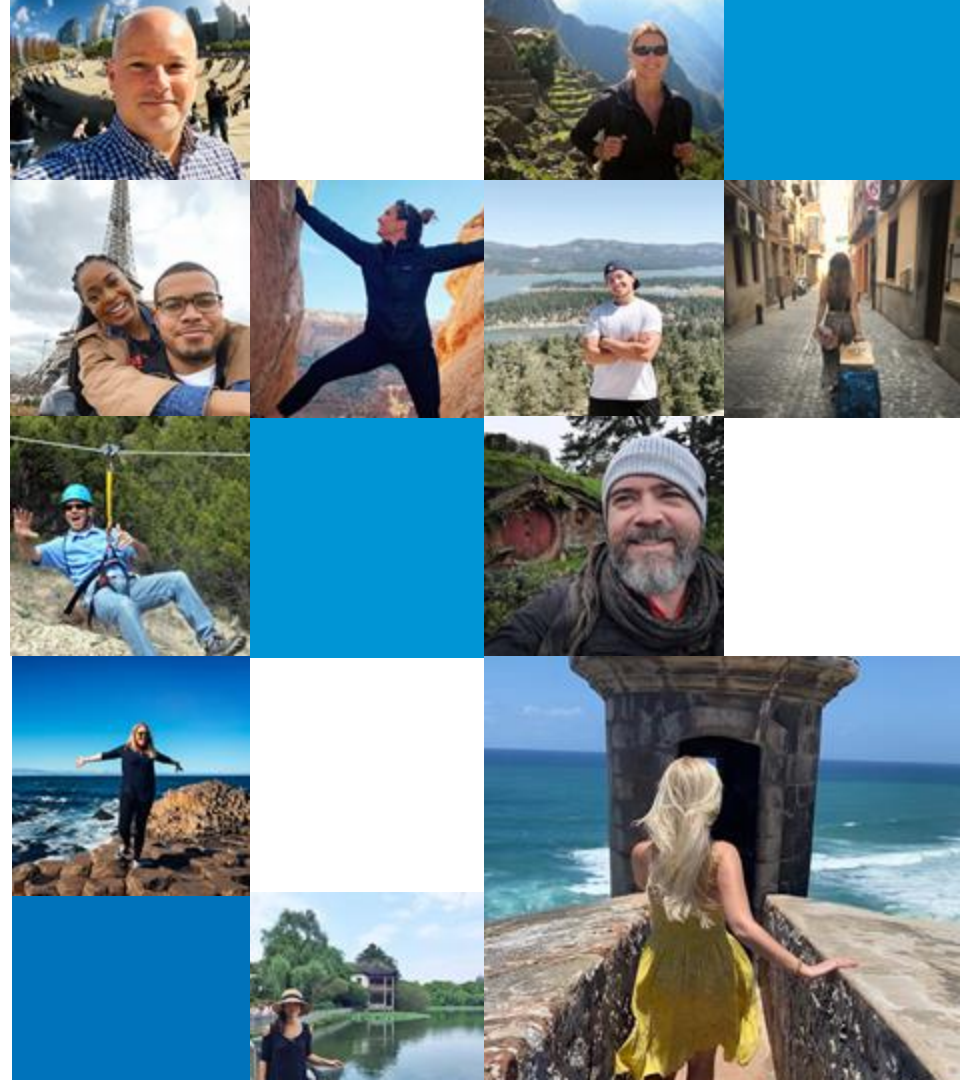
# About Miles



OUR APPROACH

# We are Partners.

- » For Branson
- » For your industry
- » For the tourism industry at large



# We are not just marketers— **we are problem solvers**



Identify and target opportunities for our destination and hospitality clients



Amplify their brand reach in creative ways



Foster strategic partnerships

*Align innovation and creative ideas to strategy*



By the  
**Numbers**



**100%**  
Travel



**350+** Marketing  
Experts



**8-year** Average  
Client Relationship



**200+** Tourism &  
Hospitality Brands



**\$170+ Million**  
in Media Annually



**\$33+ Million** in  
Industry Participation





A few of  
**Our  
 Clients**



# Core Services

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Strategic  
Consulting  
& Research



Media  
Strategy Planning  
& Buying



Branding  
& Creative  
Services



Diversity, Equity  
& Inclusion  
Strategic Consulting



Original  
Programming,  
Content & Video  
Production



Digital  
Development  
Services



Cooperative  
Advertising  
Management



Print  
Publishing &  
Distribution



WHAT SETS US APART

Our work is  
always grounded  
in research.



WHAT SETS US APART

**Best-in-class  
relationships.**

Acquia®



ARRIVALIST



ADARA



SEMRUSH

Google



CrowdRiff



# Your Miles Team



**Liz Mabe**  
*Senior Account Director*



**Maria Pradisitto**  
*Account Manager*



**Kayla Coe**  
*Associate Media Director,  
Programmatic*



**Mary Sergeant**  
*Content Manager*



**Kelly Brown**  
*Digital Product Manager*



# How Miles Powers Branson's Marketing

The background is a solid blue color. On the right side, there is a white line-art map of a city grid, showing streets and building footprints. The map is partially obscured by a large, light blue arrow shape that points from the left towards the right, overlapping the text and the map.

# Branson's Services

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Media  
Strategy Planning  
& Buying



Website Maintenance  
& Management



SEO  
Management




Content  
Creation



Newsletter  
Deployments

# 2023 Performance Summary

The background is a solid blue color. In the bottom right corner, there is a white line-art pattern of a city street grid, which is partially obscured by a large, light blue diagonal shape that points towards the top right.



# 2023 Digital Media Performance



**261M**

Impressions



**46M**

Video completions



**2,729,663**

Engaged website sessions  
generated by paid media

**2,147**

Flight Bookings



**140,079**

Hotel Bookings



**36,963,581**

Hotel Revenue  
Generated

**\$500K**

Total Added  
Value Received

**\$4.15M**

Total Digital Media Spend

*\*Sources:  
Google Campaign Manager 360, Google Ads,  
Meta Ad Manager, Pinterest Ad Manager, GA4  
Observed Adara Impact Data*



# 2023 Content Performance

## Rotating Content

Spring, Summer, Fall, Ozark Mountain Christmas, and Winter

**3,000,000**

Impressions

**188,000**

Clicks

**6.21%**

Click-through  
rate

**6,200**

Conversions



## Live Christmas Music Shows

More than 15,000 organic sessions



# 2023 SEO Performance

**+ 9.9%**

Sessions YoY

**+ 10.2%**

Users YoY

**+ 10 sec**

Session duration

**- 14.3%**

Bounce Rate

**48.6%**

Increase in total ranked keywords

**22.9%**

Increase in page 1 keywords

**+ 15.1 %**

Newsletter sign-ups

**+ 10.1 %**

Vacation Guide orders

**+ 5.8 %**

Partner referrals



# 2023 Newsletter Performance



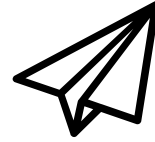
**18**

Deployments



**38.9%**

Increase in  
subscribers



**1,160,000**

Emails delivered

**6.13%**

Avg. Click-Through Rate



**55.03%**

Avg. Open Rate



**1,682**

Vacation Guide  
orders

**8,928**

Partner referrals



# Media



# 2024 Media Objectives

## Drive awareness of and visitation to Branson

Increase awareness of Branson and its offerings with key audiences



Drive quality site traffic, engagement, and onsite SITs (*signals of intent to travel, including eNewsletter Sign-Ups and Vacation Guide Orders*)

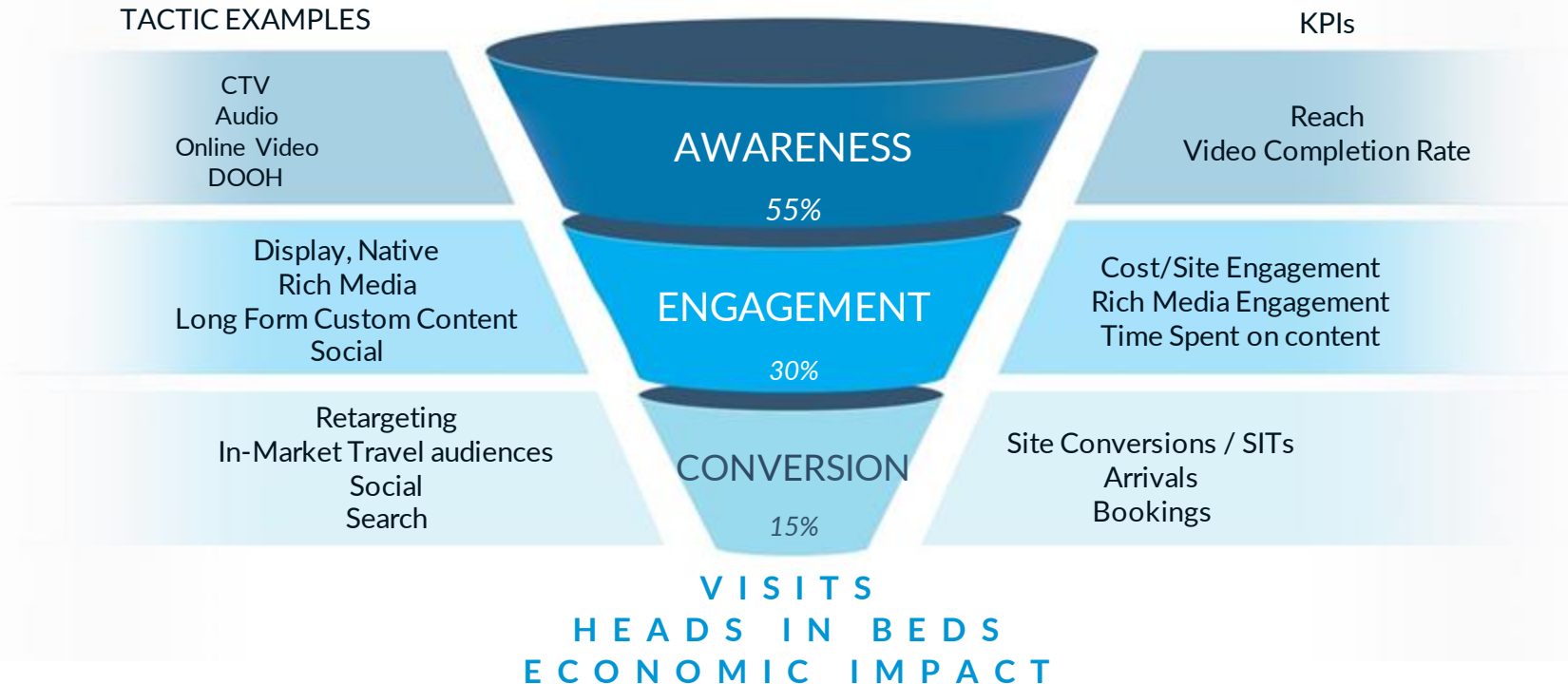


Generate incremental visitation & arrivals in market





# Full Funnel Approach



# 2024 by the Numbers



Over **\$275K** in added value  
negotiated



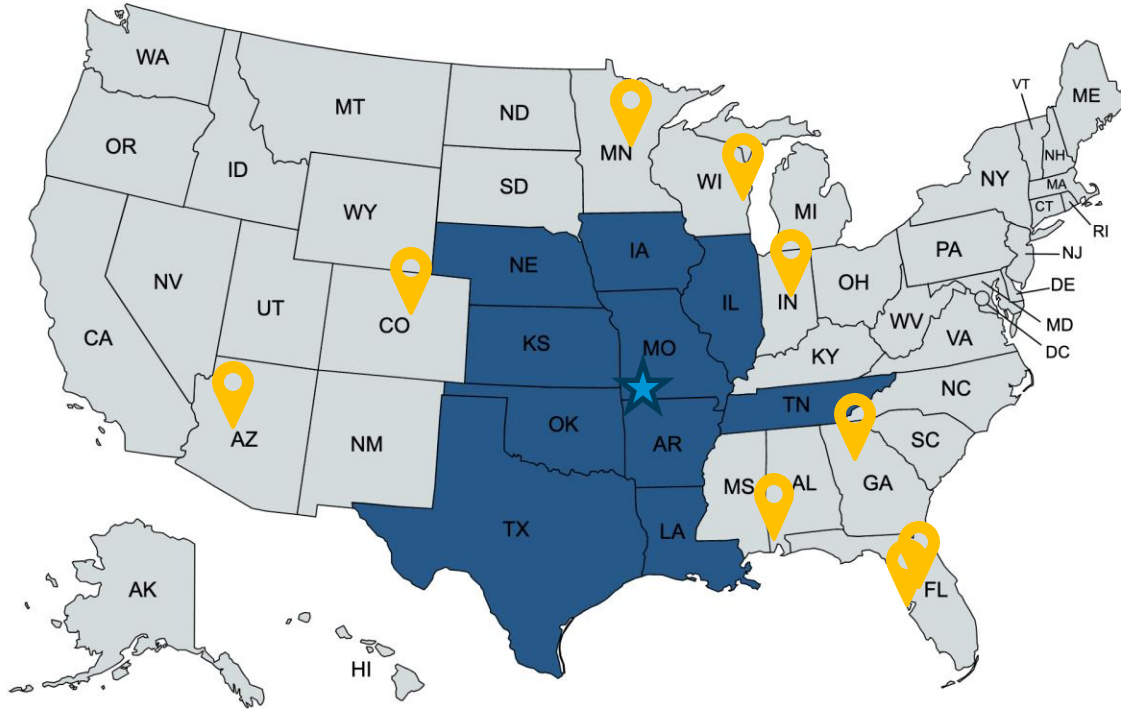
More than **1/3** of spend towards  
video



**3** brand-new creative formats



# Target Markets



■ States: Missouri, Arkansas, Oklahoma, Kansas, Illinois, Iowa, Nebraska, Tennessee, Louisiana, Texas

📍 DMAs: Minneapolis-St Paul, Indianapolis, Denver, Phoenix, Tampa, Orlando, Atlanta, Milwaukee, Mobile-Pensacola

★ Exclude all Zip Codes in Taney & Stone Counties (MO)

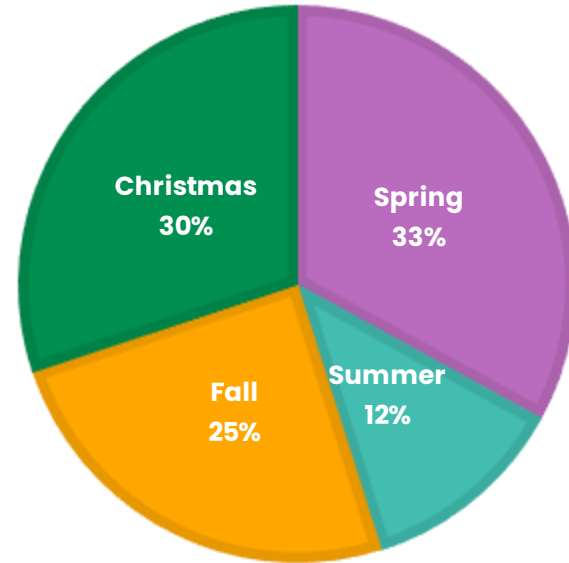


# Media Planning & Strategy

CHANNEL	BUDGET
Paid Search	\$570K
Paid Social	\$240K
Banners / Native / Online Video	\$615K
Connected TV / Streaming	\$825K
Audio	\$390K
Digital Out-of-Home	\$390K
Rich Media Experiences	\$250K
Content Distribution	\$200K
<b>Net Media Total</b>	<b>\$3,480,000</b>

## SEASONAL BUDGET DISTRIBUTION

■ Spring ■ Summer ■ Fall ■ Christmas



# Media Highlights



- **Stay the course**  
Continue to invest in proven channels.
- **Prioritize awareness**  
Adjusted medium allocation to prioritize investment in upper funnel placements like CTV, DOOH, and Audio.
- **Expand the always-on campaign to include more engagement tactics**  
Longer flight dates will provide more opportunities to optimize Pinterest & Rich Media buys.



# Website





# Website Highlights



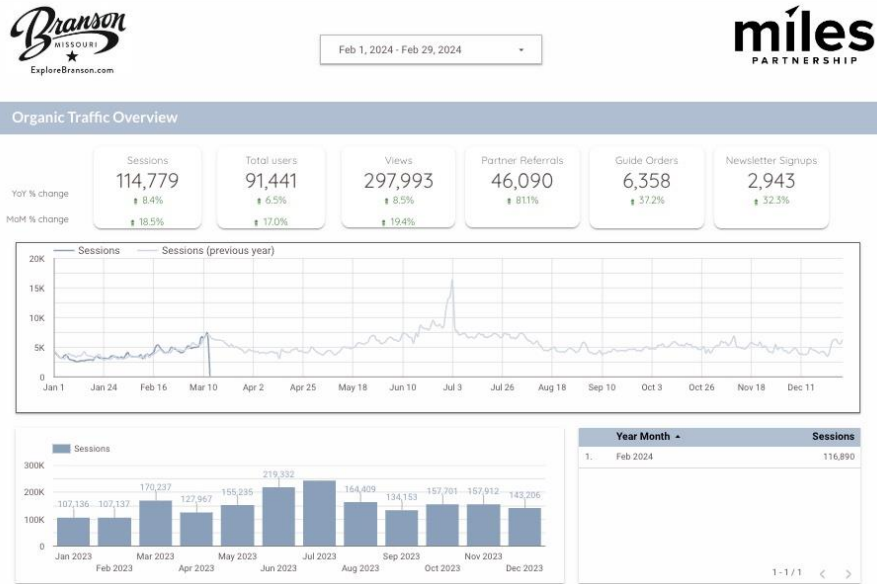
- **Interactive Map**  
Completed in 2023.
- **Website Maintenance**  
Work with the Branson web team to fix any issues that may affect the website as well as implement necessary updates.
- **Optimize the Website User Experience**  
Our 2024 focus.
- **Ensure Compliance with Website Content Accessibility Guidelines AA 2.2**  
This initiative has been ongoing for 11 years



# Content & SEO

The image features a solid blue background. In the bottom right corner, there is a white line-art pattern of a city street grid, which is partially obscured by a large, semi-transparent blue arrow pointing towards the top right. The text 'Content & SEO' is centered in the upper left quadrant in a white, sans-serif font.

# Content & SEO Highlights



- **Monthly Content Recommendations**  
Improve organic traffic by providing two to three SEO or trend-based content recommendations each month.
- **Monitor Keyword Performance**  
Keep tabs on relevant keywords and phrases that Branson's target audience is searching for and how the site ranks for those queries. Provide recommendations based on these findings.
- **Maintain a Personalized Content Program**  
Further the user's on-site journey by providing them with content based on their location, interests, etc.



# Newsletter



# Newsletter Highlights



## Where to Celebrate New Years Eve in Branson

Ready to ring in the New Year in Branson? Check out the best ways to celebrate! Our live show celebrations, delicious dinners, and world-class attractions know how to bring the party!

[VIEW CELEBRATIONS >](#)

- **Increase Click-Through-Rate**  
Continue to uncover what content is the most engaging to our email audience. Create captivating headlines and descriptions to encourage visitors to click on email content.
- **Improve Post-Click Performance**  
Ensure that when email readers click over to the site, they land on engaging content that encourages them to further their user journey (e.g., internal links, related content, Bound personalized content, etc.).
- **Maintain Subscriber List**  
Every month, remove subscribers who have not engaged with emails from Explore Branson in the last 18 months.





**Thank You**