



Welcome  
Session B8- Tourism Foundations:  
Media is the Mediator between Tourism & Society:  
Editorial Content vs. Marketing, Promotions &  
Advertising  
3:45pm – 5:00pm

To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



**AIANTA**  
American Indian Alaska Native  
Tourism Association





Media is the  
Mediator  
between  
Tourism and  
Society:  
Advertising,  
Marketing  
and Promotions.

# Hello, My Name is:

## Bethany Sam

Innovator & Project Manager  
- *First Nation's Focus*

Business Development Manager  
- Sierra Nevada Media Group (SNMG)



Hunkpapa Dakota (Enrolled Standing Rock Sioux)  
Kuiza-tika-ah Numa (Lee Vining Paiute)  
& Wašiw (Washoe)

# FIRST NATION'S FOCUS

Tribal News of Nevada and the Eastern Sierra | Vol. 2, No. 4 | American Indian Culture and History | Apr-May 2018

## Tribal tourism

Tahoe conference to emphasize  
importance of Native tourism | Page 14



## Tribal/Native news magazine for the State of Nevada & Eastern Sierra CA.

- FREE distribution of 18,000 print copies.
  - All 27 Nevada Tribes
  - 6 Eastern Sierra Tribes
  - Their tribal businesses/enterprises
  - Inserted into *Nevada Appeal* and *Record Courier* newspapers
- Monthly Publication
- Readership of about 55,000 people
- We're online:  
[www.firstnationsfocus.com](http://www.firstnationsfocus.com)
-  LIKE US ON **facebook** @firstnationsfocus



# Who is SNMG?

- 4 Newspapers and their websites - Distributing news to over 880,000 people in Northern Nevada.
- 4 Magazines
- 2 Online directories: Tahoe.com and EverythingNevada.com
- 12 different marketing services



# Our Data Partner



Borrell Associates is highly sought-after speaker for conferences and one of the media industry's leading analysts. Borrell Associates is ranked in the top 2% among Gerson Lehrman Group's 150,000 consultants worldwide and is quoted frequently in The Wall Street Journal, The New York Times, Ad Age, Forbes and other publications.

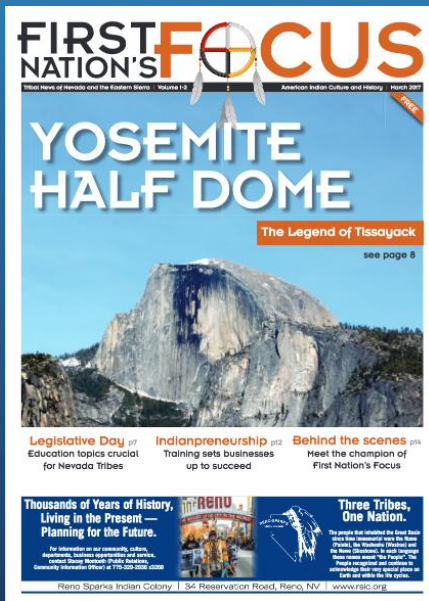






# Advertising, Marketing & Promotions

What is the ultimate goal for Tribal/Native tourism?



## Owned Media vs. Paid Media

Owned Media is the content you're in full control of; company website, your blog, and social media accounts

Paid Media refers to external marketing efforts that involve a paid placement. Paid Media includes digital, print, video, social, radio, billboards, promotional events, TV advertising...Traditional and new media mediums.



A photograph of a person from behind, wearing a blue jacket, looking out over a calm lake. In the background, there are rugged mountains under a soft, pinkish-purple sky, suggesting a sunset or sunrise. The water reflects the colors of the sky and the surrounding landscape.

# Marketing Made Simple

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Who is spending, how much, and why?

What are they spending it on and why?

How does it work?

How to reach your customers?

Making your customers work for you.

# About the Nation

**Let's Go Big**

# What They Spend

- Companies from \$250 million to \$500 million revenue **plan to spend 10% of annual revenue on advertising.**
- **Commerce marketing accounts for 8% of the marketing budget** (second-highest category). B2C marketers spend a higher percentage (9%) on digital commerce than B2B marketers (7%).
- **Retail and financial services both spend 9% on digital commerce.** This digital commerce spending is driven by a desire to build direct-to-consumer (DTC) engagement, in part to drive incremental revenue, but more importantly, to gain customer insight and secure brand preference and loyalty.
- Nearly two-thirds (65%) plan to increase spending on digital factors contributing to the digital advertising increase include:
  - Shifting dollars to digital advertising
  - Decline of organic social in favor of paid social
  - The rising importance of video

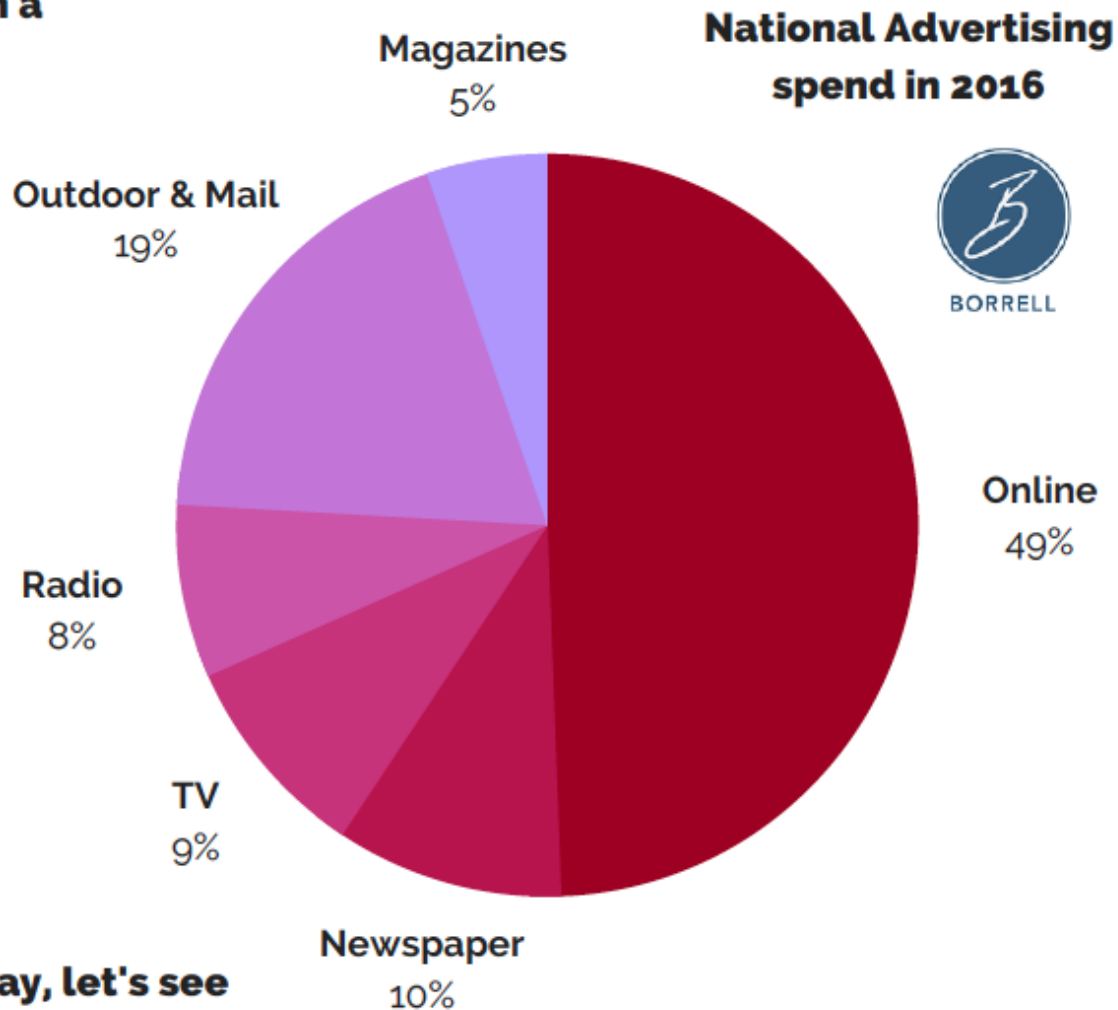


# Nationally, where is advertising spent?

**Knowing how advertising is spent on a national level gives great insight on what tactics SMB's find the most valuable.**

- **59% of marketing dollars is spent online and in newspaper print.**
- **TV and Radio Advertising only make up 17% of the national spend.**

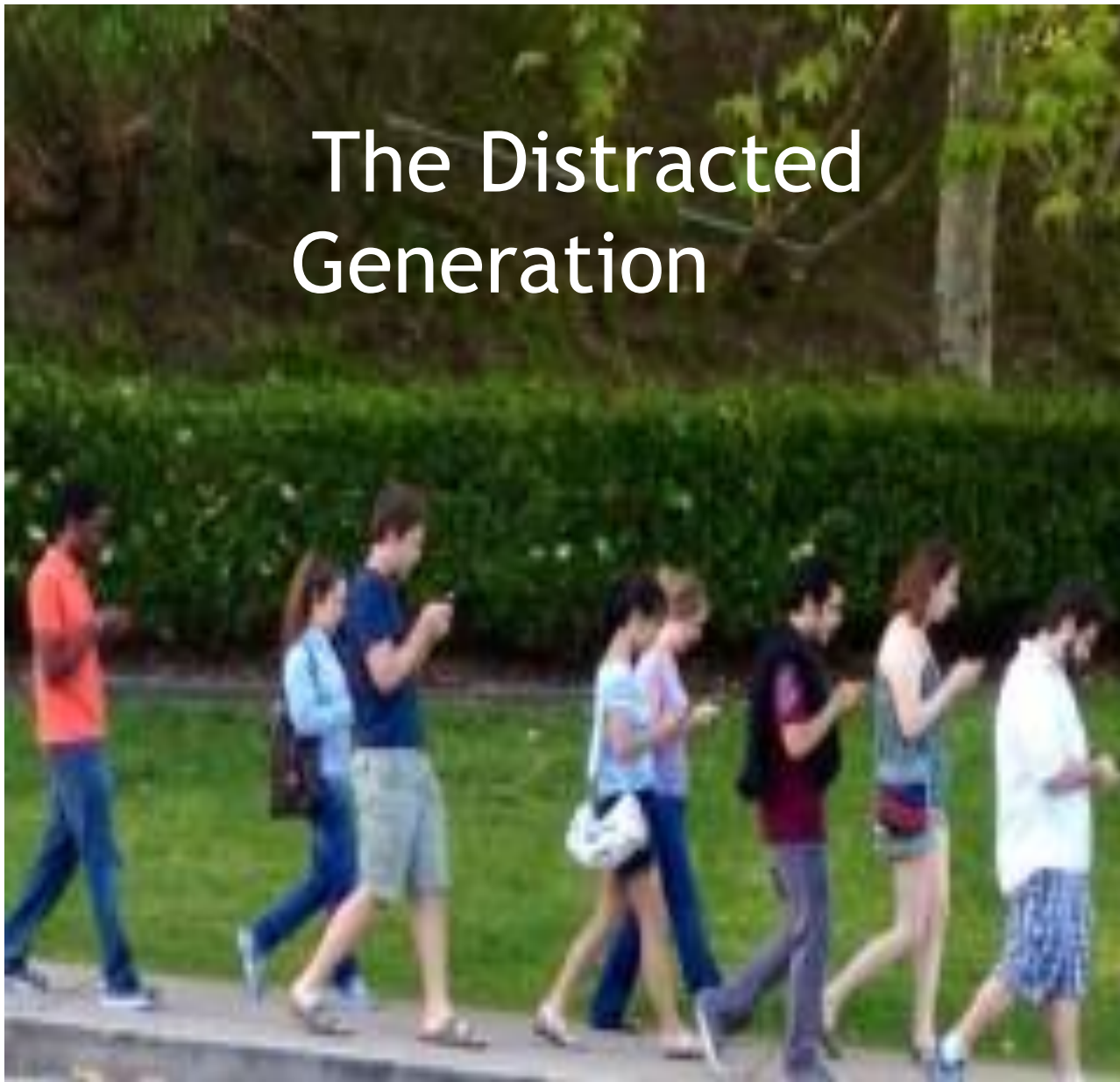
**With Online Advertising ruling the day, let's see the breakdown of where digital dollars are spent on the next slide..**



# Perspective

**Let's Talk Audiences**

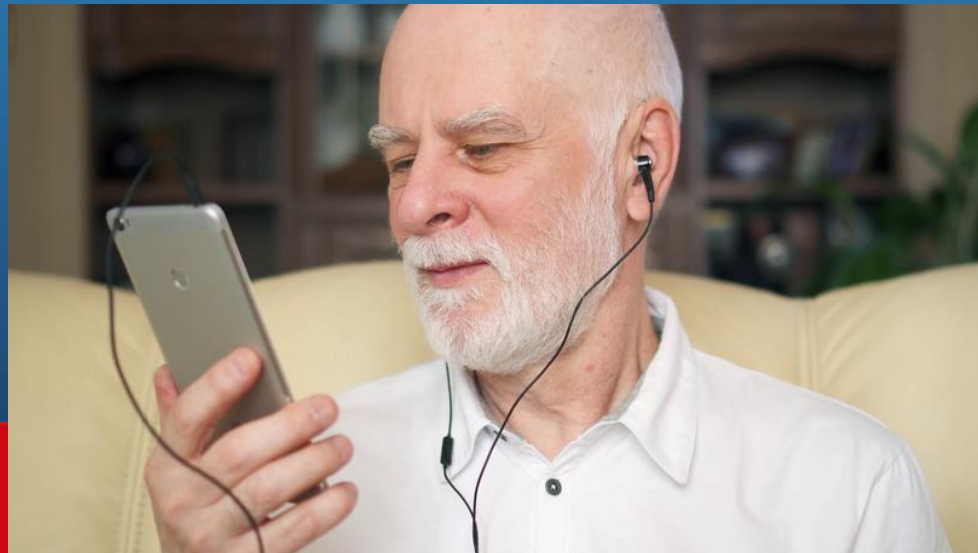
# The Distracted Generation





“ There is a little Millennial in each of us. A number of Baby Boomers are starting to understand and appreciate the technology that is out there. They’re also trying to appreciate and experience the convenience of buying online.

--Mark Larson, Head of Consumer and Retail, KPMG ”



# Today's Consumer

multimedia

multiscreen

multitaskers



81% of consumers research online *before* they make an in-store buy or pick a restaurant.

-Adweek, 2016



# What Audience Do You Want?

## How do you reach them?



# Advertising 100 years

add (1918)

# INDIAN LAND FOR SALE

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GET A HOME  
OF  
YOUR OWN  
EASY PAYMENTS



PERFECT TITLE  
POSSESSION  
WITHIN  
THIRTY DAYS

## FINE LANDS IN THE WEST

IRRIGATED      GRAZING      AGRICULTURAL  
IRRIGABLE      DRY FARMING

IN 1910 THE DEPARTMENT OF THE INTERIOR SOLD UNDER SEALED BIDS ALLOTTED INDIAN LAND AS FOLLOWS:

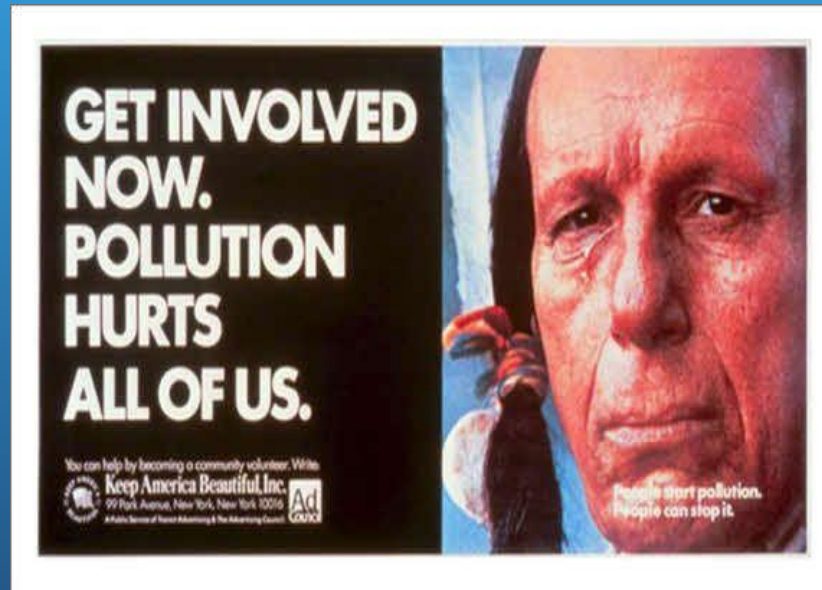
Location	Acreage	Date of Sale
Arizona	1,000,000	1910-11
California	1,000,000	1910-11
Colorado	1,000,000	1910-11
Idaho	1,000,000	1910-11
Montana	1,000,000	1910-11
Nebraska	1,000,000	1910-11
Nevada	1,000,000	1910-11
New Mexico	1,000,000	1910-11
North Dakota	1,000,000	1910-11
South Dakota	1,000,000	1910-11
Utah	1,000,000	1910-11
Wyoming	1,000,000	1910-11



3



# Advertising 47 years ago

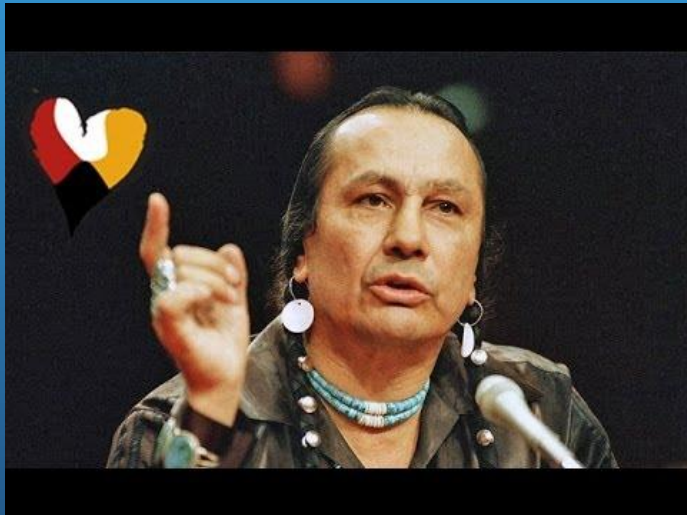


“Keep America Beautiful” Campaign





# Advertising 29 years ago





# Advertising in 2018





10







# 1000

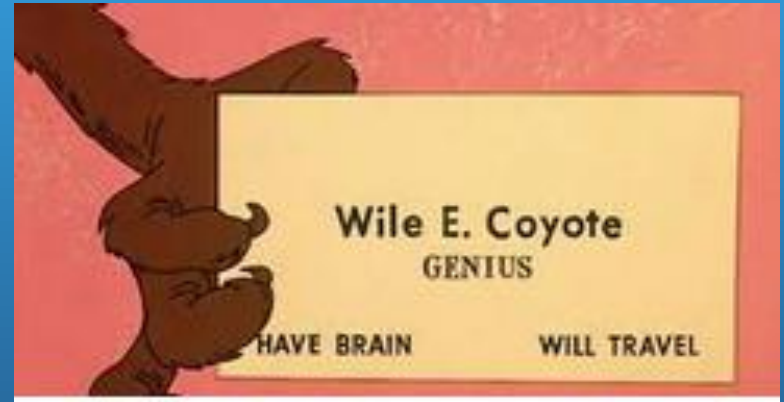
# Many Pieces Influence Your Customer



# How Does It Feel?



OR

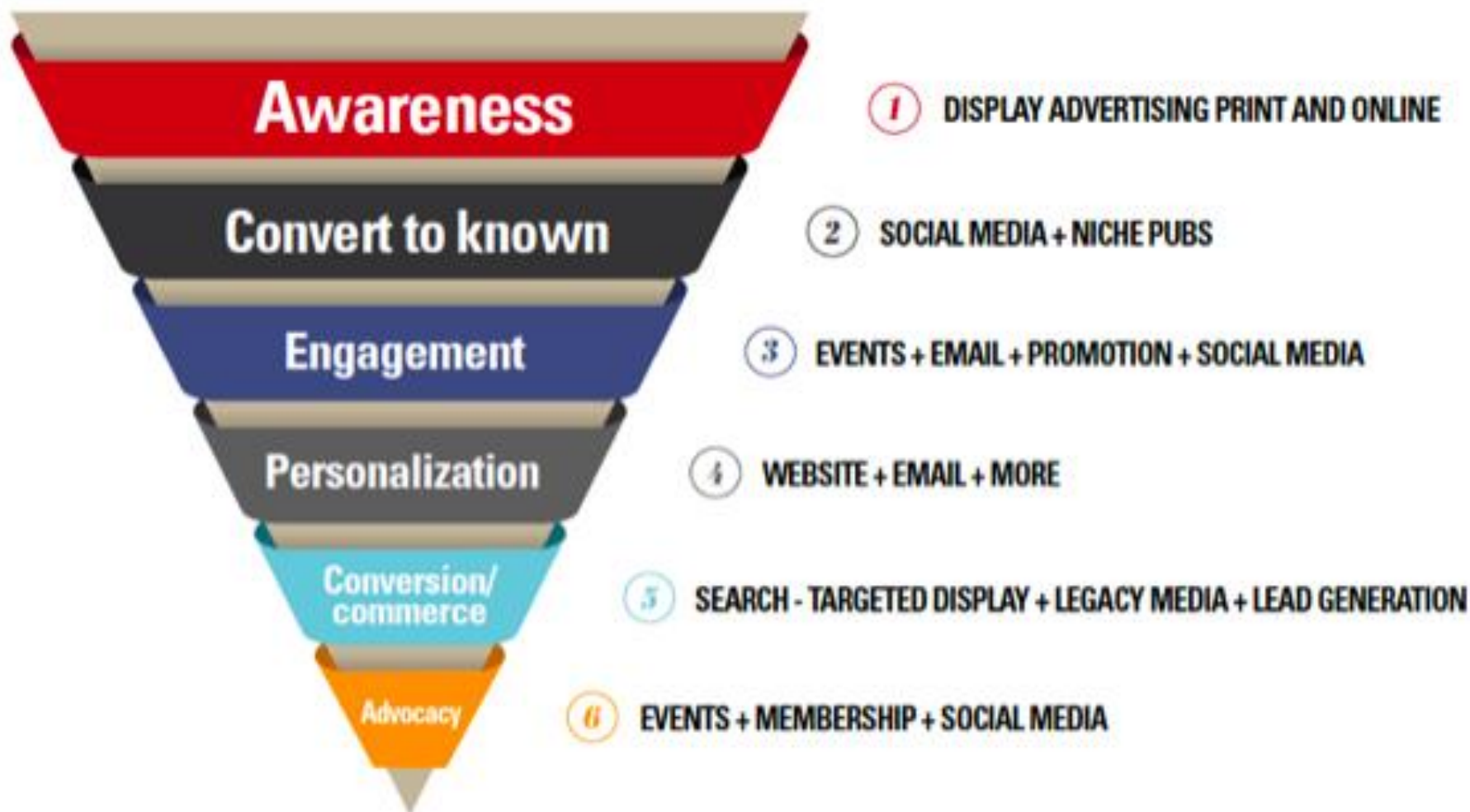


83% Locally  
vs. 75% Nationally

17% Locally  
vs. 25% Nationally



# Full Funnel Marketing Plan





## TIME TO GET SMART



## FULL FUNNEL MARKETING PLAN

Each marketing tool has a role in driving your targeted audience through the funnel to turn them into evangelical customers.

# Funnel Level One: Awareness

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The Power of Display: Print and Online

“At the top of every creative brief should be one objective: Make people aware of your brand, again!”

**Brian Sheehan**  
**AdWeek, August 2017**



# Print Media

## AWARENESS & PROMOTION



**100,000+** total weekly readers

**100+** year history in the Carson Valley

**B2B** markets as well as B2C are available to target

## THE POWER OF PRINT



- **7 out of 10**, read newspaper media each week
- **Eight in ten** of newspaper readers took action as a result of reading a newspaper ad in the past 30 days
- **74% of households** with income above \$100K are newspaper readers.
- **Nine out of ten** newspaper readers (**91%**) report that they take action after reading or looking at inserts.

“Newspapers continue to reign supreme in the delivery of local news...If you want to know what’s going on in your town—whether the news is about the mayor or taxes or high school football—there is no substitute for a local newspaper that is doing its job.”

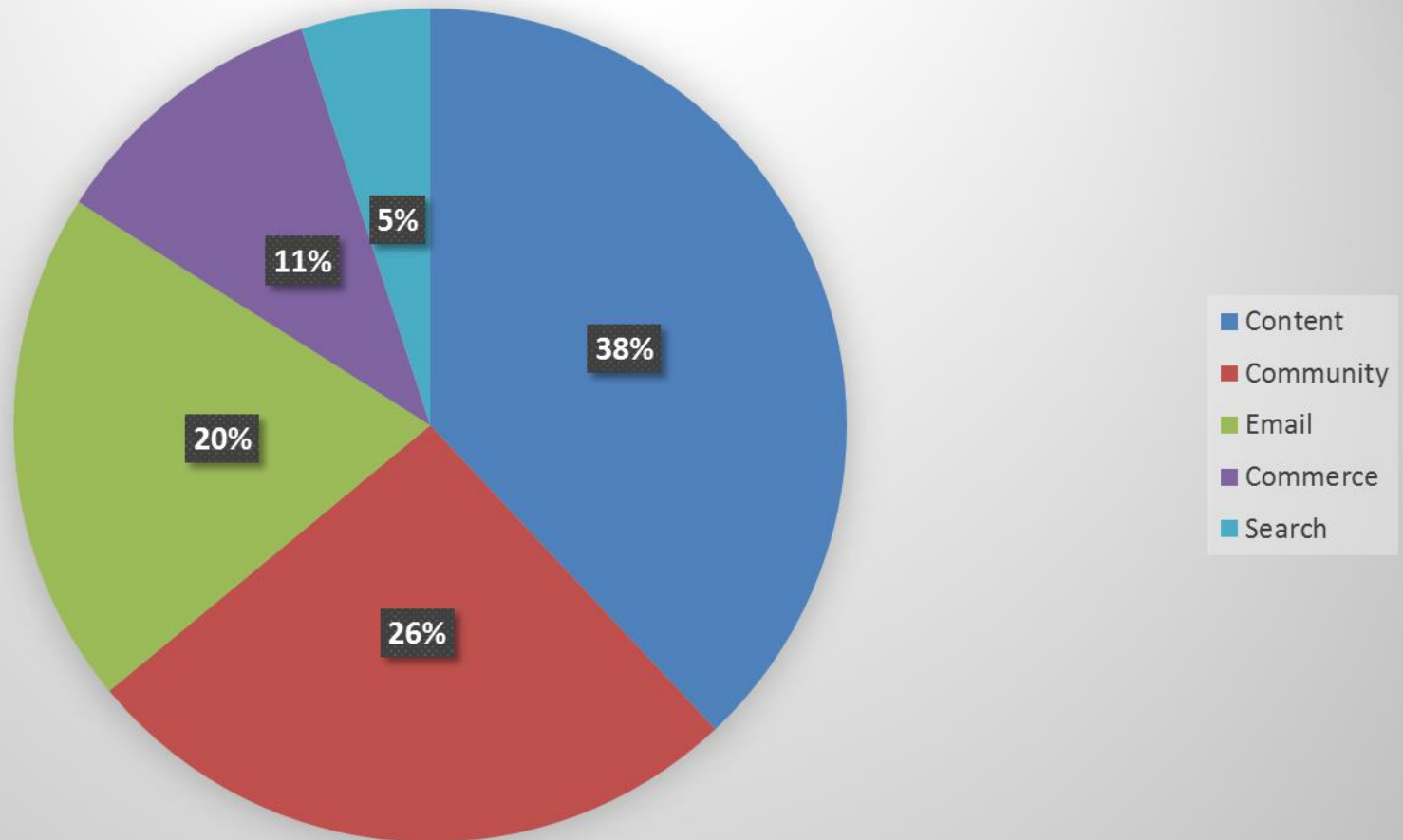
Warren Buffet  
Feb 28, 2017  
Fortune magazine





# Digital Display

Time spent



Source: OPA

95% of time online is NOT on search

# Funnel Level 2 & 3: Convert to Known and Engagement

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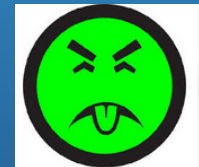
# CONVERT to KNOWN: Local Search

**Help Those with the Intention to Buy \$\$\$ Find You**

Google:

- Search Engine Optimization - building a website so that it is organically found
- Search Engine Marketing - Spending money to be found or sponsored, ex. through AdWords

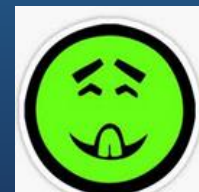
**Google is expensive for small businesses!**



Local Directories:

- Search Engine Optimization - descriptive listings, profiles and interfaces found through both Google and onsite search
- Search Engine Marketing - Sponsored listings and search results

**Directories drive great leads!**



# Social Media & The **NEW** Credibility Pyramid





Every business is now a publisher.

Every social media marketer is now an editor.

The CHALLENGE is that  
once you build it you have  
to FEED the CONTENT  
beast.



What does it  
eat?

(authentic, high value)

**CONTENT**





# Content is the Currency (social & content marketing)

Content influences almost every other online strategy: Blogging, Long Form, Infographics, Video and more.

Tailoring content by platform matters and attracts new traffic

96% of B2B buyers want content with more input from industry thought leaders. (Demand Gen Report, 2016)

Builds your reputation (if authentic and high value)



A photograph of a person from behind, wearing a blue jacket, looking out over a calm lake. In the distance, a prominent mountain peak rises against a clear sky. The water reflects the surrounding landscape.

# “Doing” social media

## Posting matters

- It’s more than just a landing page

## Place to have conversation

## Position yourself as an expert

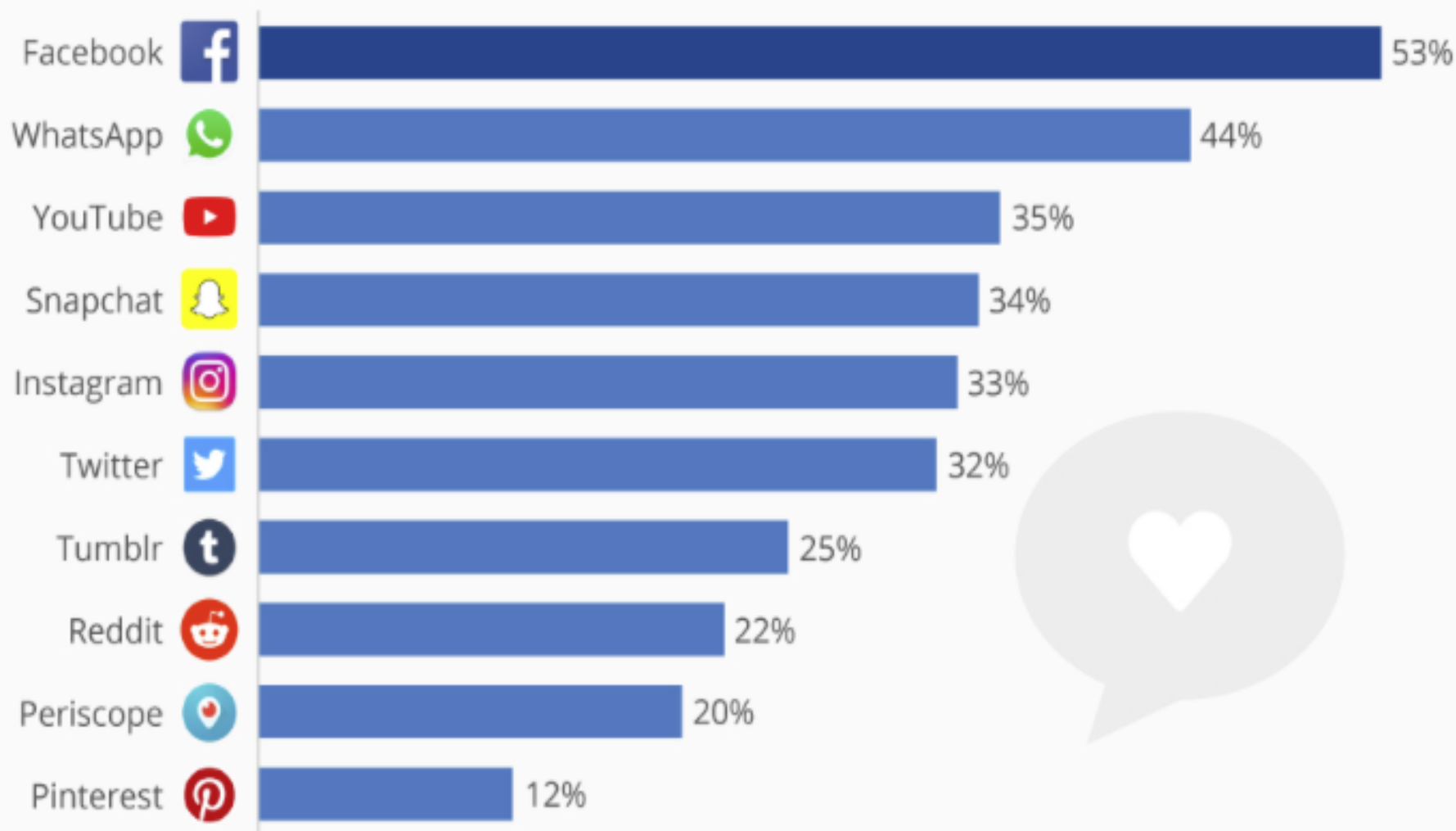
## Share relevant information

## Activity builds trust



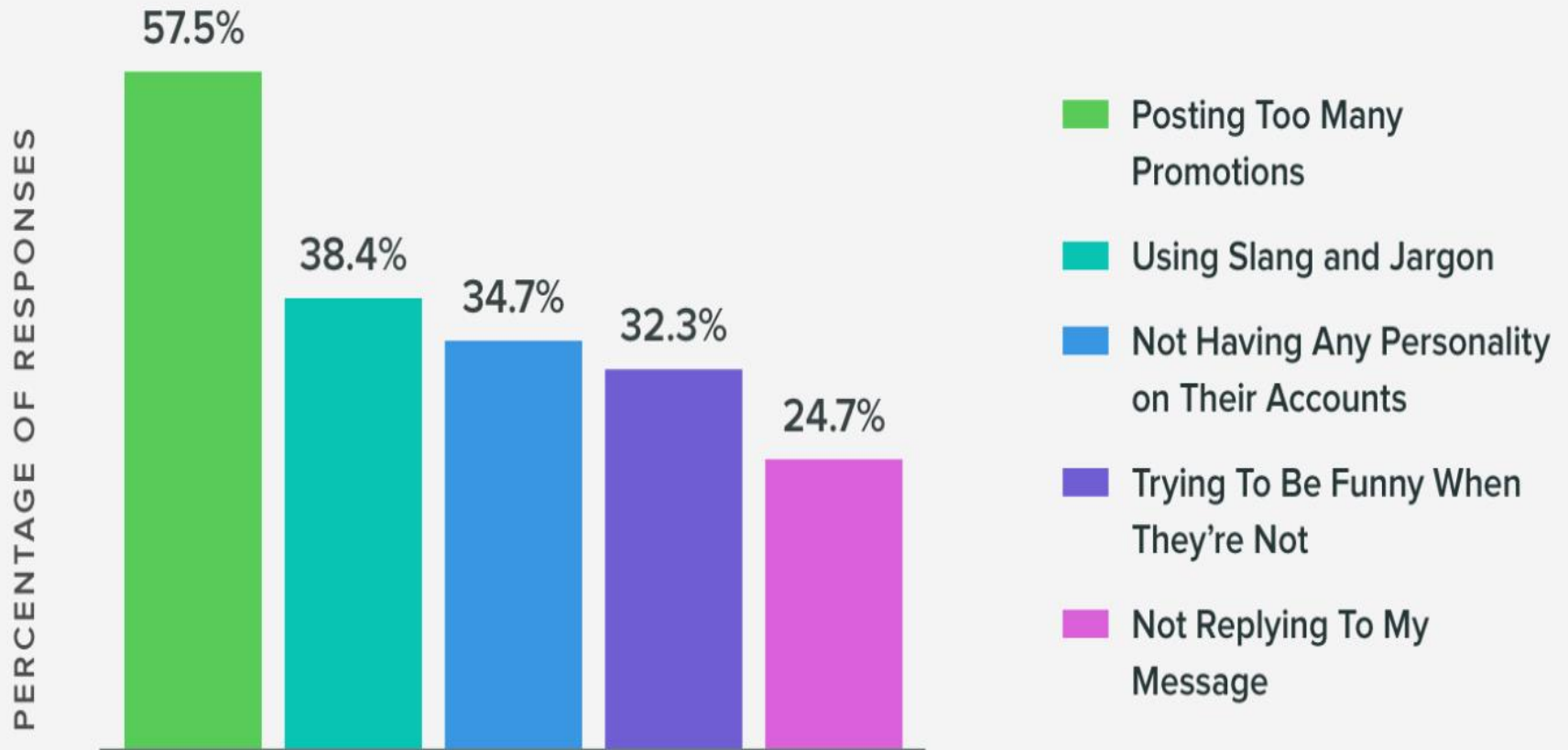
# Always on...Facebook

Share that use the following social media apps "several times a day" in the U.S.\*



# Annoying Actions Brands Take on Social Media

Q2 2016





# Facebook

- 2.01 billion monthly active users as of June 2017
  - 79% of Americans use Facebook
  - Profile vs. Page
  - Thursdays and Fridays between 1 and 3 p.m. are considered to be the best times to post on Facebook
  - Brands post an average of 8 times per day on Facebook
-



# Twitter

- 330 million monthly active users; 79% are not in the U.S.
  - Slightly more urban Americans use Twitter than their rural and suburban counterparts
  - 85% of small and medium business users say it's important to provide customer service using the network
  - Video tweets are 6X more likely to be retweeted than photos and 3X more likely than GIFs
-





# Instagram

- 32% of Americans use Instagram
  - An estimated 71% of U.S. businesses use Instagram
    - 80% of users follow a business on Instagram
  - 7 out of 10 hashtags on Instagram are branded
  - Posts with a location get 79% more engagement
  - Users engage more on weekdays
-



# LinkedIn

- 106 million active monthly users
  - 94% of B2B organizations rely on LinkedIn for content marketing and distribution
  - 28% of global marketers said LinkedIn was an effective platform for video marketing
  - LinkedIn posts with images receive 200% more engagement than text-only posts
-

True Secret of the  
Beast's Power?





Secret of the Beast's Power:  
Customer Sentiment Tool



# Funnel Level 4 & 5: Personalization and Purchase Conversion

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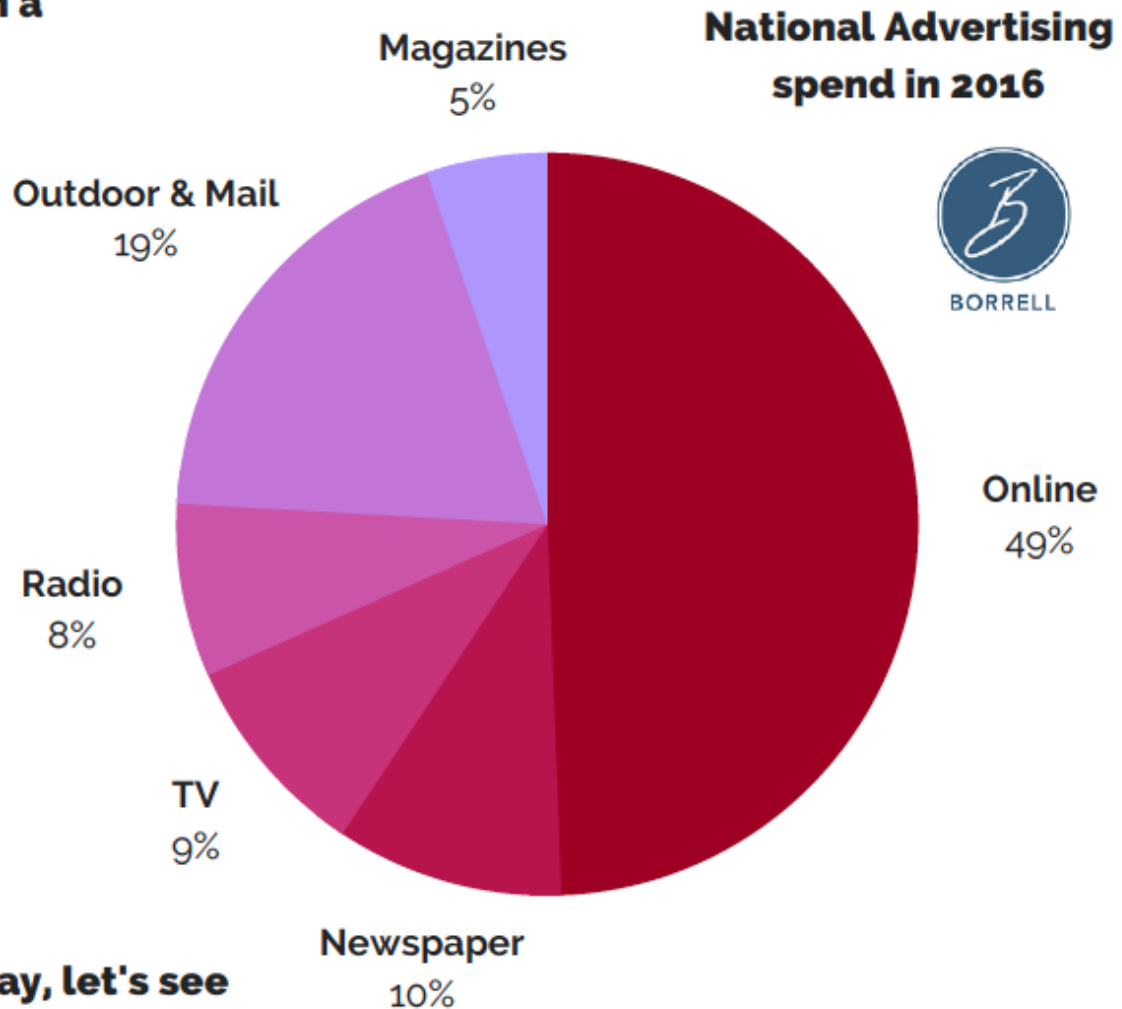


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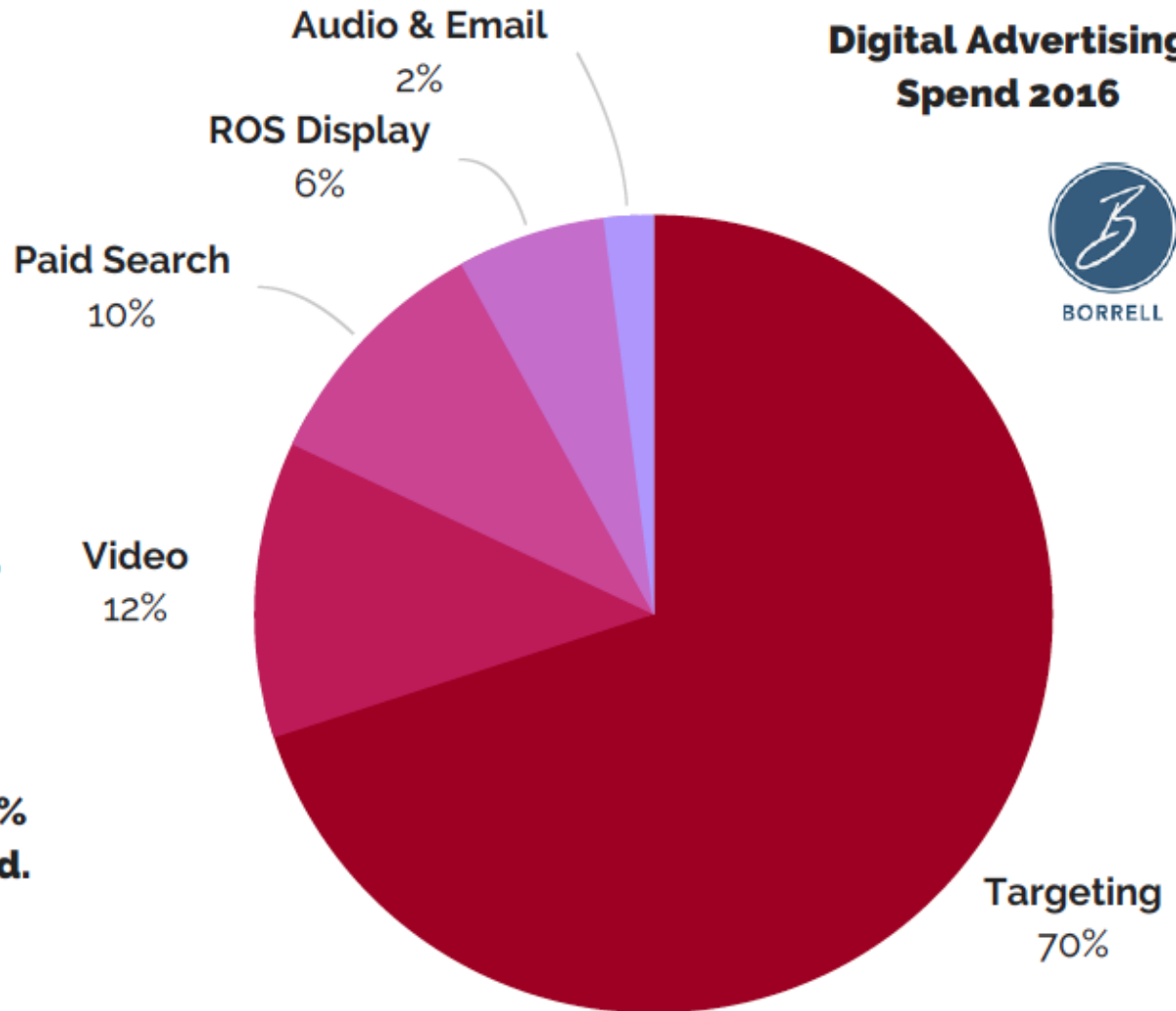


# Targeting Rules Them All

**Digital Advertising is where over 40% of dollars are being spent. Knowing exactly where in digital is an important step in choosing your direction.**

- **Targeting is the KING of digital spend.**
- **Audio and Email marketing continues to drop year over year.**
- **Digital Video continues to grow and now makes up 12% of the national digital spend.**

## Digital Advertising Spend 2016



# Digital Targeting

## CONVERT

### Search Targeting



**We track user searches across 1,000+ websites**

**Your ads are shown to those users who have searched the "keywords" we set.**

### Content Targeting



**We track users that visit sites related to your goods & services.**

**Ads are shown to those users across all the websites they surf.**

### Site Retargeting



**We track all users who visit your website.**

**When those users leave your sites we show them ads to bring them back.**

### Geo-Fencing



**We target users who enter chosen geographical zones as small as 100 yds.**

**The users who entered those zones are shown ads on their mobile devices.**



# Targeting Delivers

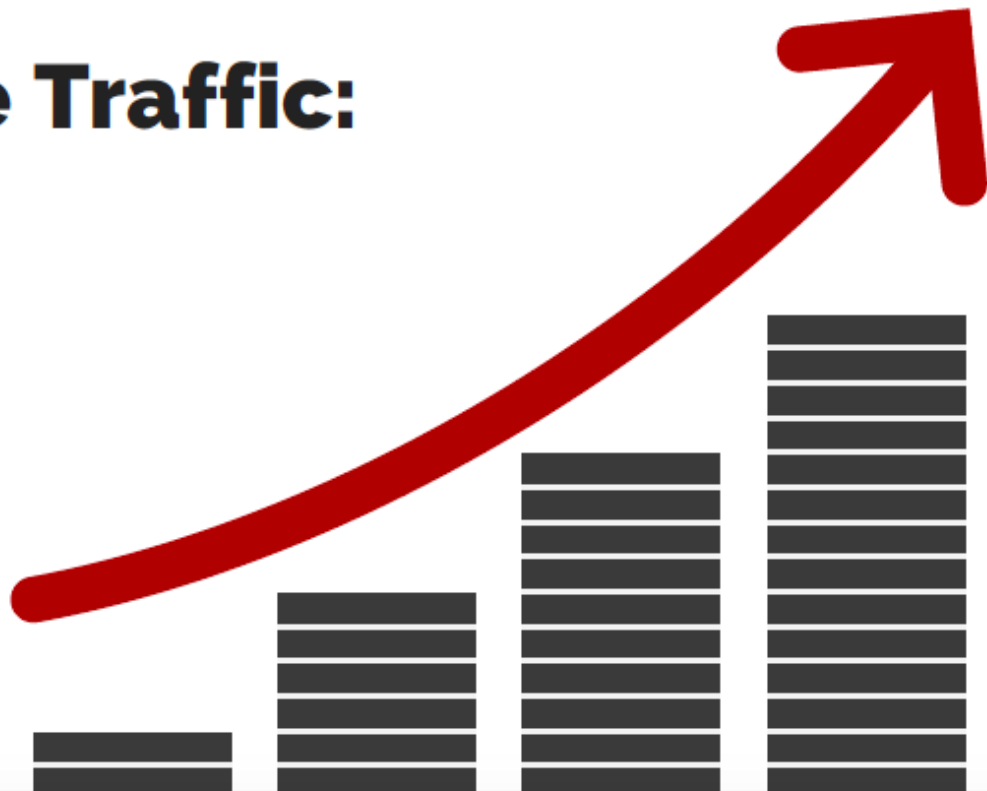
"Quality traffic delivers quality customers"

## RESULTS TO EXPECT:

**+40%** increase in business name searches on google, yahoo, and bing. - SimpliFi

## Higher Quality Site Traffic:

- **LOWER** bounce rates
- **LONGER** time on site
- **MORE** pages visited
- **MORE BUSINESS!**



# Funnel Level 6: Advocacy / Relationship



So happy together!

YOU



YOUR CUSTOMER







“Having your customers become cheerleaders for your brand is the mecca of marketing: Your customers not only sell for you, but they communicate in a way far more powerful than any content your brand can create.”

**Julie Fleischer, Director of Data + Content  
+ Media at Kraft Food Group**









The marketing puzzle becomes a powerful picture.



My marketing  
experience  
working with  
tribes  
& their tribal  
communities



# THANK YOU FOR YOUR TIME!



## Q & A

