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**Effective Search Engine Marketing (SEM) and  
Search Engine Optimization (SEO) for  
Destination Marketing**

*Innovative Technology Solutions  
from Silicon Valley  
Best ROI for Destination  
Marketing*

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## Executive Summary

Search Engine Marketing (SEM) and Search Engine Optimization (SEO) are extremely important for destination marketing. Potential customers are generally not intimately familiar with the region they are researching. Those potential customers depend on search engines to find information about their destination, plan their trips, and help them make arrangements for their activities.

Many agencies provide Search Engine Marketing (SEM) and Search Engine Optimization (SEO) services. These agencies often claim their solutions can achieve high numbers on certain metrics. But not all of those metrics apply directly to destination marketing. Therefore, there are two important questions for a Direct Marketing Organization (DMO) to consider:

- Which metrics are relevant for your purposes?
- How do you choose the SEM/SEO service provider who will be the best fit for achieving your region's goals?

This article seeks to answer these questions by presenting SEM and SEO solutions based on the latest technology innovations from Silicon Valley, coupled with extensive research into the needs of DMOs.

## ***Highlights of Effective SEM and SEO Approaches***

The following bullet points may be read as a multi-pronged strategy for increasing the effectiveness of SEM and SEO efforts for DMOs.

- The best SEM solutions not only drive maximum traffic to DMOs' web pages, but also dramatically improve the relevance of that traffic. This refinement brings more customers and more revenue to a given region by ensuring that searches return precisely the information customers want and need to choose that destination.
- SEM solutions should apply ***Cross Search Engine*** and ***Cross Languages Keyword Optimization*** technologies. These technologies enable an agency to choose the most relevant keywords in different languages for different search engines.
- SEO solutions need to focus on creating unique content. Traditional and common SEO approaches—such as putting proper keywords and tags in different html syntax, and creating internal and external links—are becoming less effective as search engines get smarter. This makes the competition for SEO intense. Those common SEO approaches should still be employed, but any SEO effort can be elevated by creating unique content, which will have more impact and endurance because it will differentiate your site from similar ones and widen search results.
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- Budget allocations for SEM should vary from peak seasons to shoulder and slow seasons, and from holidays and weekends to work days. Local businesses often need more exposure during shoulder and slow seasons. Budget allocations can be adjusted accordingly and dynamically by utilizing data gathered through the programming interfaces of search engines.
- Budget allocations for SEM should give special consideration to different geographical regions and international markets. For example, plans targeting Canada need to be able to distinguish between English-speaking Canadians and French-speaking Canadians, if those are important markets for a given region. The same can be said for the South American and European markets. Localization produces better results.
- On a related note, SEM should include keyword optimization for different languages. In order to reach a specific international market, using the local language(s) is not only more engaging, but also cheaper. Keyword optimization tools can choose the most effective and economical keywords for international markets. This method also works in the USA to target different ethnic groups.
- SEM needs to use numerous keywords, including a large percentage of long-tail keywords. For a medium-sized DMO, it's not uncommon to use 10,000 keywords in SEM. This bulk strategy improves the conversion rate dramatically and lowers the average cost of keywords significantly. Handling such a large number of keywords means that keyword optimization has to be implemented using programming interfaces for the different search engines.
- The best SEM/SEO solutions emphasize the importance of a DMOs website being mobile-friendly. Customers often search for supplemental information for a destination on mobile devices while they are out and about in that region. A survey of a DMOs existing website should be conducted to see if it is mobile-friendly; if it is not, the website should be upgraded to be mobile-compatible in order to capture this increasingly important traffic.
- SEM should give special consideration to sports and meeting facilities, as well as to family reunions, because those regularly generate significant business for a region.
- SEO solutions must be integrated closely with social media marketing. Visitors should be encouraged to create content about the destination by leaving comments, posting their experiences, photos, and video, and including links back to the DMOs website via blogs. These posts may go viral, creating buzz for a region for little-to-no cost.

- Dynamic time-varying budget allocation for SEM and social media/SEO is an appropriate strategy. The percentage of the budget allocated for SEM and social media/SEO should not be fixed because when introducing new activities and promotions, faster results are achieved with SEM, while social media and SEO produce long-term effects. Advanced tracking and analysis tools can continuously monitor the effectiveness of SEM and social media, and adjust the budget as required. For most DMOs, the typical starting breakdown is 80% of the budget for SEM and 20% for SEO/social, but the flexible approach achieves much better results because it allows the DMO to react to concrete data.
- Advanced reporting methods built on top of Google Analytics® can provide sophisticated conversion tracking. Additional conversion tracking methods, used in conjunction with data mining, can provide DMOs with insight into how to adjust the SEM and SEO. This adjustment results in an improved conversion rate, as well as increased top-line performance for industry partners in a given region.
- SEM and SEO must support Google, Bing, Yahoo, and Baidu. Baidu, a Chinese search engine, is especially important because the Chinese are one of the fastest growing segments of the tourism market.
- If at all possible, the selected marketing agency should conduct local interviews. It's vital to talk to a variety of local business people—including restaurant owners; marketing managers for hotels, resorts, meeting, and sport facilities; and activity and tour operators—to discover their needs. These local business leaders provide valuable advice on how online marketing strategies can be best implemented, since they know their customers so well.

## ***Relevant Metrics Categories for SEM/SEO for DMOs***

Not all metrics are valuable for DMOs to collect and study. Experience has taught us that the following are the most relevant categories for destination marketing to employ to great effect.

<b>Strategy</b>	<b>Description</b>
RELEVANCE	Increase the relevance of a region as a travel destination on the national, international and local levels
LEVERAGE/ ALIGNMENT	Leverage and align local businesses through co-op and other marketing efforts
ROI	Create SEO that generates organic search results
GROWTH	Attract local business and stakeholder participation/support to generate content that maximizes SEM/SEO results through organic search methods
COLLABORATION	Collaborate with government and media to get media coverage to increase the rank of organic search results
CO-OP	Develop co-op opportunities with local partners via coupon, discount, and ticket information to increase conversion ratio
CONTENT	Encourage user-generated unique content that inspires engagement and conversion, and promotes travel to a region
DIGITAL	Enhance content, functionality, and user experience on all digital platforms
MOBILE	Make websites mobile-friendly and create mobile apps
AWARENESS/IMAGE	Use crossing links, digital media, social media, and downloadable apps to create more awareness

**Table 1: Metric categories for SEM/SEO**

## ***Additional Questions to Consider***

The points above can be summed up in the following questions for DMOs to consider when choosing a marketing agency for SEM/SEO solutions:

- Will the SEM/SEO cover both digital AND mobile marketing?
- Will keyword optimization using cross search engine and cross language keyword methods be employed?
- Will keyword optimization address international marketing and support multi-language efforts?
- Will the SEM/SEO approaches be based on BOTH qualitative and quantitative methods?
- Will results be measured constantly?
- Will adjustments be made dynamically?
- Is the marketing agency local to your region and familiar with your region?

## A. Effective SEM/SEO Approaches: A Case Study

This section provides detailed SEM/SEO approaches for destination marketing by expanding upon the overall principles for implementing effective SEM/SEO presented in the Executive Summary of this document.

Table 2 lists the most common issues with the traditional SEM/SEO approaches for destination marketing. The table also lists the advanced solutions to address those issues, plus anticipated benefits. Combined with in-depth analysis for website performance, the methods mentioned in this article can bring up to 227% improvement for SEM, and up to 190% improvement for SEO for a typical medium-sized DMO or Convention & Visitors Bureau (CVB).

		Issues	Advanced Solutions	Benefits	
SEM	1	Small keywords quantity	Add keywords for all webpage contents	Average CPC (-)	30%
	2	Low keyword quality	1. Long tail keywords 2. Research on current keywords based on Google Keywords® tool 3. Keywords based on experience	Conversion rate (+)	15%
	3	Low relevance	Link specific ad groups to relative landing pages	Conversion rate (+)	10%
	4	Duplicate natural/paid search results	1. Monitor natural and paid search ranks 2. Remove the keywords in SEM if duplicated	Unnecessary cost(-)	5%
	5	Ad groups bidding price	Adjust bidding price for each ad group	Average CPC (-)	15%
	6	Lack fine-tuning of keywords	1. Monitor the behavior of each keyword 2. Remove the non-performing keywords 3. Increase bidding price for top performing keywords	Conversion rate (+)	8%
	7	Profit evaluation for well-behaved keywords	Research on possible profit for bidding price increase	Total profit (+)	20%
	8	Cross search engine optimization	Allocate budget among Google, Yahoo, and Bing to achieve the best profit	Cost (-)	10%
	9	International markets	Allocate budget among international markets to attract traffic from most interested locations	Profit from international tourists (+)	10%
	10	Off-season strategy	Allocate budget among seasons to promote traffic during slow times	Profit in off-season (+)	5%
<b>Total benefits (+)</b>					<b>227%</b>
SEO	1	Not enough content	Generate multiple webpages, including pages that list all hotels, restaurants, and attractions in region	Traffic (+)	30%



2	Content creativity	<ol style="list-style-type: none"> <li>1. Add must-see events/attractions</li> <li>2. Explore and launch opportunities to engage consumers, co-op partners</li> <li>3. Promote local entertainment events</li> <li>4. Engage sports fans</li> <li>5. Exploit news channels</li> </ol>	Average time on site (+)	10%
3	Domain name	Secure descriptive domain name to attract traffic to website	Traffic (+)	40%
4	Webpage translation	Translate all webpages into languages of target markets	Search engine rank & traffic (+)	20%
5	Keyword quality	Increase long tail keywords	Search engine rank (+)	15%
6	Article titles and bodies	Include many keywords in article titles and bodies	Search engine rank (+)	3%
7	Conventional SEO techniques	Link build, keyword, title and description in meta tag, alt in img tag, title in a tag	Search engine rank (+)	2%
<b>Total benefits (+)</b>				<b>190%</b>

Tracking, reporting, and analysis	1	Incomplete conversion tracking	Implement complete tracking for partner link, travel guide view/request, RFP signup/submit, and e-News signup		
	2	Lack of custom variables	Implement custom variables to provide in-depth insight on the behavior of traffic		
	3	Raw data collection	Collect raw data from Google AdWords® API and Google Analytics® API		
	4	Data analysis	Provide in-depth statistical analysis on raw data to discover the most interesting trends in marketing		
	5	Top-line and in-depth reports	Provide summary and complete information using customized top-line and in-depth reports		
	<b>Total benefits</b>			<b>Better understanding of web data</b>	
Social media	1	Content creativity	Encourage interaction with fans, organize virtual events	Traffic & average time on page (+)	20%
	2	Messages cannot sync if derived from different social media platforms	Auto-sync posts between different social media accounts	Maintenance cost (-)	60%
	3	Lack of social network login	Create social network login, e.g. Facebook and twitter, so users can find what friends have done	Returning visitors (+)	20%
	4	Facebook app	Create Facebook app to attract traffic from friends' recommendations	Traffic (+)	20%
	<b>Total benefit</b>				<b>130%</b>

**Table 2: Overall issues, solutions, and benefits for SEO, SEM, Analytics, and Social media**

It might be helpful to illustrate the potential of using traditional plus advanced SEM/SEO techniques by referring to an actual case. The rest of this section will use Osceola County, Florida, as an example of a region that would benefit from using the principles set forth in the Executive Summary and the advanced solutions listed in Table 2.

The following is a description of Osceola County from its official documentation:

Osceola County is a 1,506 square mile area that serves as the south/central boundary of the Central Florida Region and the Greater Orlando Metropolitan Area. The City of Kissimmee, the County Seat, is 18 miles due south of Orlando. Tourism is the largest industry in Osceola County, generating approximately \$2.4 billion per year in economic impact. The County benefits from its proximity to the Orlando International Airport and Central Florida's major theme parks (Walt Disney World®, Universal Orlando®, and SeaWorld®). In addition, Osceola County is home to a number of smaller attractions as well as natural assets. The current annual budget for the Osceola County Department of Tourism Development is approximately \$12 million, funded mostly through Tourist Development Tax (TDT) collections. The official convention and visitor bureau website for Osceola county is [www.experiencekissimmee.com](http://www.experiencekissimmee.com).

### ***A.1 SEM Approach***

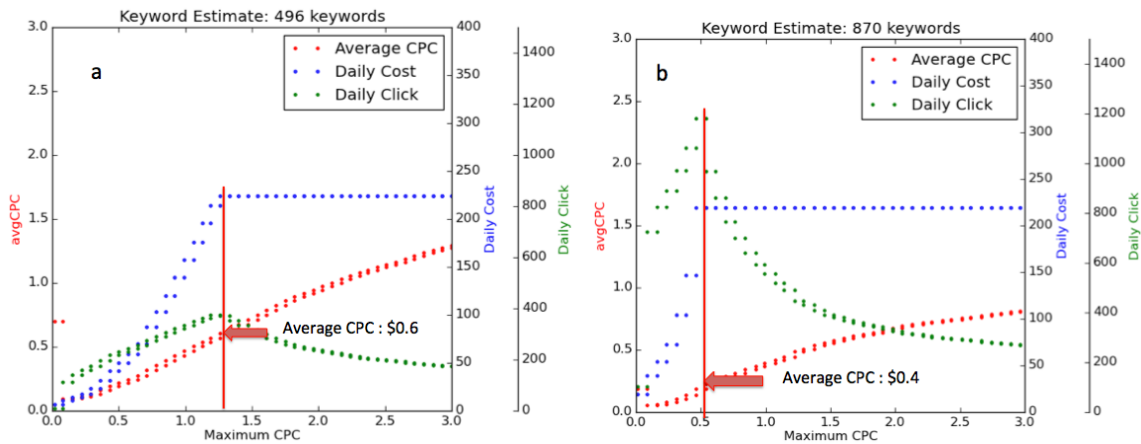
SEM can be implemented easily, but achieving the highest possible Return On Investment (ROI) is more difficult. To achieve better performance, a quantitative and analytical approach should be applied to both historical data and trends in current data sets.

Data is a rich source of information for destination marketing. Raw data from Google AdWords® API, Google Analytics® API, and web monitoring tools can be archived and saved, then analyzed. Based on that raw data, SEM techniques—including Keyword Optimization and Cross Search Engine Optimization—can be applied to achieve the best ROI for a marketing campaign.

## A.1.1 SEM Keywords Optimization

### Increase Keywords Quantity

Increasing keywords quantity is an effective way to decrease Average Cost per Click (Avg.CPC), which is especially important when working with a fixed daily budget. Research shows that increasing keywords quantity can dramatically increase the number of daily clicks, therefore decreasing the Avg.CPC (Figure 1).



**Figure 1: Effects of keywords quantity**

The daily clicks, daily costs, and average CPC for half the number of keywords (a) compared to the same statistics for a more inclusive list of keywords (b). Increasing the quantity of keywords from 496 to 870 decreases the average CPC from \$0.6 to \$0.4, assuming a fixed daily budget of \$200.

A CVB website may contain a variety of content, ranging from lists of places to stay to descriptions of activities and events. This content is intrinsically suitable for generating large amounts of keywords. Those keywords will attract people with diverse interests and will also provide valuable data for future in-depth marketing analysis. We propose to include more than 10,000 keywords in SEM for Osceola County.

### **Maximize Keyword Qualities**

In destination marketing, it's important to know what people are really searching for in order to select the highest quality keywords. In-depth research into the most common, easy-to-think-of keywords can be conducted to find out which are worthy of SEM. Table 3 gives examples of how different keywords relevant to Osceola County behaved in major search engines.

Keywords	Google			Bing/Yahoo		
	Competition	Monthly Global search	Monthly US search	Average CPC	Monthly US search	Average CPC
attraction around orlando	-	-	-	-	-	-
attraction near orlando	Medium	73	58	\$0.44	-	\$0.00
florida attraction	Medium	49,500	33,100	\$0.99	246	\$0.18
hotel around orlando	-	-	-	-	-	\$0.00
hotel near orlando	High	49,500	40,500	\$1.75	17	\$0.00
orlando attraction	Medium	40,500	27,100	\$0.53	340	\$1.32
orlando hotel	High	550,000	368,000	\$2.32	22063	\$1.40

**Table 3: Comparison of keywords search volume and prices in major search engines**

As one would expect, long tail keywords have smaller search volumes compared to general keywords; however, carefully selected long tail keywords can help target the most interested and motivated audience, leading to higher possibility of conversion. For instance, a person searching for 'hotel near chocolate kingdom' is easier to convert than a person searching for 'hotel near Orlando.' Furthermore, there are many variations of long tail keywords, the total search volume of which could be quite large. Our inclusive keyword strategy exploits this fact.

We also recognize that selecting high-quality keywords is not a one-time task. Continuously monitoring the quality of keywords, in terms of conversion rates, corresponding average pageviews, and average time on page, is necessary. Low-quality keywords can be removed, and high-quality keywords are subject to bidding price increases. In our experience, maintaining high-quality keywords can produce an average conversion rate of 15% for SEM.

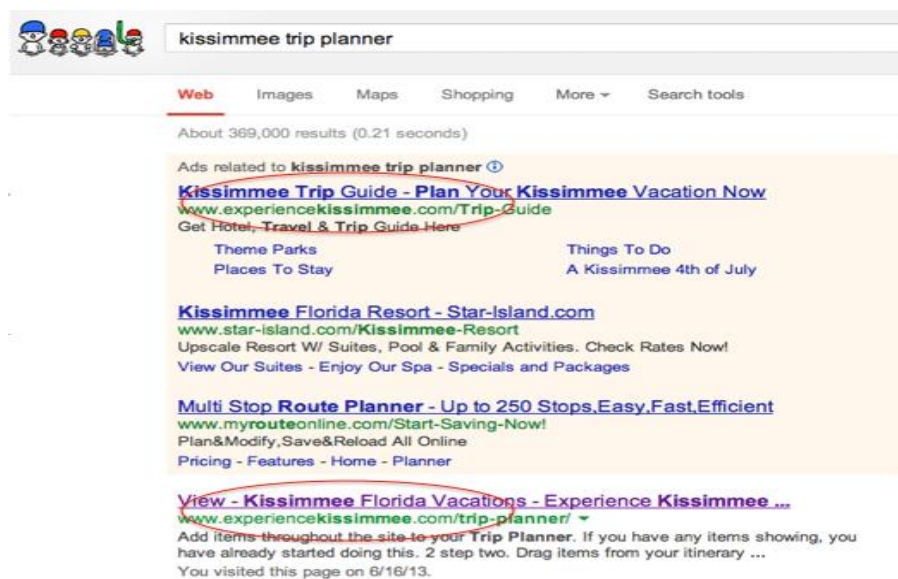
### **Relevance Is Important**

People expect to be directed to the content most closely related to their search keywords when they click on natural/paid results. If they aren't, they'll click away, causing a high bounce rate. That's why it's so important for specific keywords to link to their relative landing pages.

For instance, a search on the phrase ‘kissimmee trip planner’ delivers the following link in the first rank: <http://www.experiencekissimmee.com/travel-info/request-a-guide/?gclid=CK2OvOKr7LcCFU7hQgodbXcAaQ>. This is actually a page designed for requesting a paper travel guide. It’s very likely that the potential customer will click through to this page, then leave quickly, because he or she wanted access to immediate online resources rather than having to input their address and wait for a hard copy of a travel guide to be snail-mailed to them.

In contrast, the natural search results’ second rank—<http://www.experiencekissimmee.com/trip-planner/>—offers the more relevant results. A good relevance between keywords and landing pages will reduce bounce rate, and thus increase the conversion rate by 10% on average.

### **Monitor SEO and SEM Ranks, and Remove Duplicates**

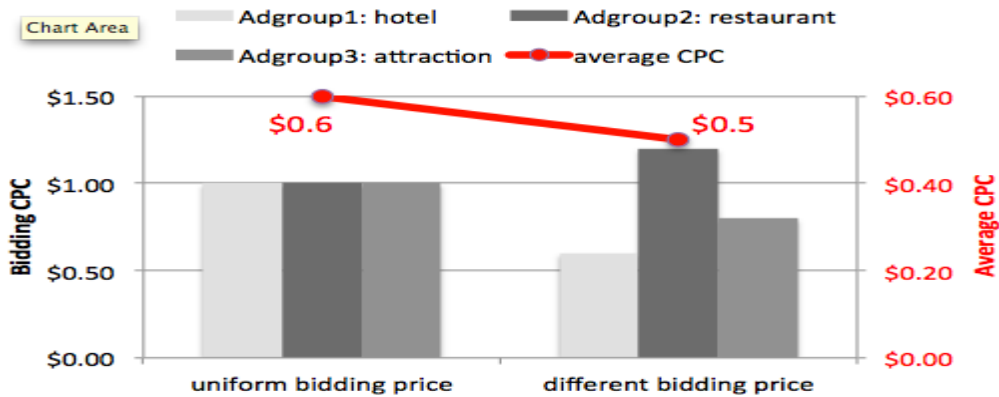


**Figure 2: Natural and paid search results duplicate for keyword ‘kissimmee trip planner’**

If natural search results for certain keywords return the Experience Kissimmee website in a good position—e.g., within the top 5—SEM on this keyword is simply not cost-effective. For instance, the keyword ‘kissimmee trip planner’ should be removed from SEM because, as Figure 2 shows, the natural search result is already in the first rank. Eliminating duplicates will reduce costs by about 5%.

### Different Bidding Price Among Ad Groups

Some closely related keywords can be bundled into an ad group, which offers more control over setting the bidding price and budget limit. Setting a different bidding price among ad groups can reduce the average CPC by 15% as compared to using a uniform bidding price (Figure 3).



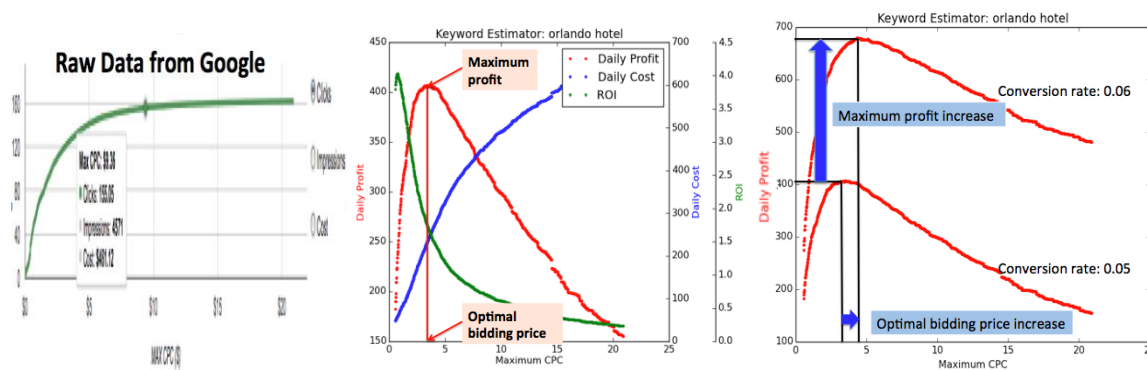
**Figure 3: Effects of ad groups**

Average CPC is 15% lower when setting a different bidding price among ad groups instead of using the same bidding price for all ad groups

### Fine-tuning of Each Keyword

The behaviors of each keyword can be monitored in terms of conversion rates, average time on site, and pageviews. The keywords that generate high traffic, but low conversions will be removed or limited; the keywords that attract high conversions are candidates for in-depth profit evaluation in the next step. Fine-tuning the keywords increases the conversion rate by 8% on average.

### Profit Evaluation for Well-behaved Keywords



**Figure 4: Google Keywords® and a demo profit evaluation for keyword 'orlando hotel'**

*Given the conversion rate of 0.05 and conversion revenue of \$100, the keyword 'orlando hotel' will realize a maximum daily profit at a bidding price of \$4.20 (average CPC \$1.80). With the conversion rate increased to 0.06. The maximum daily profit will be achieved at a bidding price of \$5.40 (average CPC \$2.20).*

The Google Keywords® tool provides historical data of impressions, clicks, and cost for a given keyword with different maximum CPC (bidding price). We can analyze this data, together with the existing conversion rate and the revenue of each conversion, to achieve daily maximum profit. Keywords profit evaluation will increase the daily profit by 20% on average (Figure 4).

### A.1.2 SEM Cross Search Engine Optimization

The search shares for Google, Bing, and Yahoo in the United States are 68%, 10%, and 9% respectively (Table 4). We therefore suggest allocating 70% of the SEM budget to Google, 15% to Bing, and 15% to Yahoo.

Countries	Google	Bing	Yahoo	Language
US	68%	10%	9%	English
UK	91%	4%	3%	English
Canada	63%	20%	4%	English French
Latin American	90%	3%	1%	Spanish
Brazil	97%	1%	1%	Portuguese

**Table 4: Local search shares for different search engines**

### A.1.3 International Budget Allocation

The international market is very important in successful destination marketing, since that's where the most growth is occurring. Consider how the following statistics might affect Osceola County's allocation of its international marketing budget:

- The United Kingdom is currently the largest international market for Central Florida. The number of UK tourists to that specific region has been steadily increasing again after several years of decline, thanks largely to the opening of Universal Orlando's *Wizarding World of Harry Potter* attraction.
- The number of Canadian tourists visiting the state of Florida increased by 9% in 2012, reaching a total of 3.6 million, or about 35% of all foreign visitors.
- Florida is the top US vacation destination for Brazilians, who are taking advantage of low prices and a favorable exchange rate. According to state tourism officials, Brazilians outnumbered all other international travelers to Florida in 2011, up 41% from the previous year.

- The rest of Latin America posts numbers that proportionally rival the Brazilian market share.
- As China’s economy surges, Chinese travel abroad is rising, making that country the fourth largest source of tourists in the world. The “Visit Florida” campaign is taking the lead in marketing the state to the Chinese, participating in travel shows in China and distributing materials written in Mandarin that showcase individual Florida counties. Bruce Bommarito, Executive Vice-President of the U.S. Travel Association and a China travel specialist, said that the number of Chinese visitors to Florida could approach 10% of all travelers to the state in 2013.

These statistics reinforce the idea that allocation of international SEM budgets for the United Kingdom, Canada, Brazil, Latin America, and China needs to be indexed to their potential market size. Proposed budget allocation across countries and seasons is shown in Table 5. The SEM targeting countries where English is not the primary language translates the selected keywords into those regions’ native languages, e.g., French, Portuguese, Spanish and Chinese.

Countries	Budget			
	Q1 (20%)	Q2 (30%)	Q3 (25%)	Q4 (25%)
US	15.0%	26%	20%	25%
UK	1.0%	0.5%	0.5%	1.0%
Canada	1.0%	0.5%	0.5%	1.0%
	0.5%	0.5%	0.5%	0.5%
Latin America	0.5%	1.0%	1.0%	0.5%
Brazil	0.5%	1.0%	1.0%	0.5%
China	0.5%	0.5%	0.5%	0.5%

**Table 5: International and seasonal SEM budget allocation**

#### **A.1.4 Seasonal Budget Allocation**

Overall, it makes good business sense to allocate a larger percentage of the domestic SEM budget to the summer quarter, in order to attract more potential travelers during the slowest season. Summer is, after all, when American families traditionally take vacations because children are out of school. Plus, since temperatures run so hot in Florida during the summer, hotels and attractions tend to offer deals to draw customers in. Thus, seasonal SEM budget allocation can and should exploit these factors.

For international markets, however, individual countries’ preferences should be taken into account. For example, Canadians and Europeans are most interested in escaping their cold regions in the winter for the warm weather in Florida; therefore, we’d allocate more of their seasonal SEM budget to the first and last quarters of the year (see Table 5 above). In contrast, Brazilians and Latin Americans are more likely to visit Florida during the US summer (the Southern Hemisphere’s winter); therefore, we would allocate more to their SEM efforts in the second and third quarters to capture that market (see Table 5 above).



## ***A.2 SEO Approach***

No doubt about it: search engine algorithms are continually getting smarter. In fact, Google recently implemented the so-called “Penguin Penalty,” which punishes those who use unrelated outside links to artificially increase the ranking of their web pages. For this reason, traditional SEO techniques are playing a lesser role in search engine marketing optimization. We propose to use a combination of conventional and innovative techniques to boost SEO success for Osceola County. Those methods are detailed below.

### ***Create More Content***

The Experience Kissimmee websites have been indexed 14,656 times by Google, 3,313 times by Yahoo, and 3,313 times by Bing (Table 6), which is much less than other similar websites. The website [visitcharlottesville.org](http://visitcharlottesville.org), for instance, has 41,330 pages indexed by Google alone.

	Indexed pages		
	Google	Yahoo	Bing
experiencekissimmee.com	9,920	1,600	1600
seekkissimmee.com	4,680	1690	1690
kissimmeeinsight.com	56	23	23
<b>Total</b>	<b>14,656</b>	<b>3,313</b>	<b>3,313</b>

**Table 6: Indexed pages of Experience Kissimmee’s websites in Google, Yahoo, and Bing**

After closely examining the current content of the Experience Kissimmee websites, we can offer several suggestions that will increase that content—and, therefore, related SEO opportunities—by creating a larger number of pages. New webpages should include:

- A complete list of hotels, restaurants, sports centers, attractions, etc., in Kissimmee and Osceola County
- A one-stop platform for hotel price comparison and booking, destination ticket purchases, and vacation package shopping
- Personalized trip ideas and recommendations based on user input
- Descriptions of local must-see attractions and events, organized to appeal to tourists of all ages
- Promotion of Osceola County as an ideal destination for family reunions
- Enhanced interactive opportunities through implementation of an online area that prompts user interaction with friends via Facebook Login

### ***Enhance Content Creativity***

Creative content is key to attracting traffic and promoting a destination. We provide a list of suggestions to enhance the creativity of Experience Kissimmee’s websites in Section C.2.

### ***Domain Name Matters***

The domain name can be one of the most impactful elements in the SEM/SEO effort. A great one is descriptive, logical, and memorable, and preferably includes a high-quality keyword.

Huge numbers of tourists visit Orlando each year. Attracting those visitors will boost the economy of Osceola County. To that end, we have registered the domain name [www.around-orlando.com](http://www.around-orlando.com) in order to draw in those tourists who are interested in searching for attractions, activities, and businesses in the greater Orlando area, extending into Osceola County.

This domain will attract more natural, organic traffic because many more people search for ‘orlando’ than ‘osceola’ and ‘kissimmee.’ With this domain name in place, we can direct the traffic generated by this website to the existing Kissimmee websites and their partners.

### ***Entire Website Translation***

The globalization of the entire website will not only prove welcoming to non-English-speaking international tourists, but will also improve natural search engine ranks when that search is conducted in a foreign language. We can provide a simple, cost-effective product that will translate all of the Experience Kissimmee websites into Spanish, French, Portuguese, and Chinese.

### ***Keywords Quality***

In addition to using basic keyword criteria, we select long tail keywords for every webpage in order to increase the page rank and to target to a high-quality audience. For example, we would include “economy hotel south of orlando” to supplement “orlando hotel,” and “kid friendly attractions south of orlando” to complement “orlando attractions.” We also maximize the number of times all keywords appear in article titles and bodies.

### ***Conventional SEO Techniques***

All of the conventional SEO techniques will be utilized, such as keywords and description in meta tag, alt in image tag and title in anchor tag.

## ***A.3 Tracking, Reporting, and Analyzing Approaches***

### ***Conversion Tracking***

Conversion is usually calculated using outbound clicks to partner sites, e-News signups, interactive guide views and signups, and submissions of Requests for Proposal (RFPs). In our examination of the current Experience Kissimmee websites, we observed that conversion is being measured mainly through tracking code and one-click events. Unfortunately, although requests for the travel guide have been tracked, interactive guide views have not, which may lead to inaccurate conclusions. Additionally, neither signup nor submission of RFPs has any event tracking code attached beside the basic pageview tracking code. This will produce a report that tracks only the number of viewers for those pages, rather than a report that also tracks those who actually sign up and submit an RFP.

In addition to making the adjustments to conversion tracking mentioned above, we can offer three additional specific ways to measure conversion:

- *ExperienceKissimmee.com*: Serves as a portal site for audiences interested in Central Florida travel. It currently provides basic information and functionality. We recommend incorporating more information (e.g., a complete list of hotels, restaurants, and events in the area) and functionality (e.g., one-stop hotel price comparison and booking), and tracking the conversion either with or without monetary values.
- *kissimmeelnsight.com*: Provides interesting videos of activities and attractions in the area. In order to measure the effectiveness of the site, it would be useful to know how many people actually view the videos, instead of just the number of people who visit the pages. The current tracking code only gathers information on the number of people who visit the pages, rather than those who view the videos.
- *i.seeKissimmee.com*: A blog that offers individuals' personal insights on Kissimmee and Orlando, which are particularly helpful to tourists planning a trip on their own. People are more likely to visit Kissimmee when they can experience it from another visitor's perspective. It would be valuable to know which articles are most read, which of the bloggers are most popular, and what destinations are most popular. This can all be addressed by carefully integrating custom variables into the conversion tracking code.

### **Utilization of Custom Variables**

Google Custom Variables® provide a powerful way to answer revealing questions. For example, i.seeKissimmee.com features dozens of bloggers who have written hundreds of articles about the area. By carefully inserting custom variables, we can easily measure which blogger is most popular. Additional custom variables can also address other in-depth questions, such as:

- Which attractions, cuisines, and types of hotel are most popular?
- What are the interests of visitors who request travel guides vs. those who don't?
- What are the paths visitors can take to partners' websites?

Knowing the answers to these questions can guide creation of additional content that will keep potential customers on the site longer and result in greater conversion.

### **Raw Data Collection and Analysis**

We collect all Google Analytics® API and Google AdWords® API web data. We also collect data from natural and paid search result ranks for all keywords. This valuable raw data is then used for in-depth analysis to reveal subtle trends. For example, we can tell if people are more likely to click on ads on weekdays or weekends, and once they've clicked on that ad, how likely they are to follow through with a visit to a reservation page.

### **Top-line and In-depth Reports**

We provide weekly top-line reports and monthly in-depth reports (Table 7). A sample of each type is included in Sections C.3.1 and C.3.2.

	<b>Top-line report (Weekly)</b>	<b>Additional in-depth reports (Monthly)</b>
Overall report	Unique web visitor over time	3-month comparison of all metrics
	Pageviews over time	
	Average time on site over time	
	Bounce rate over time	
	Traffic source (natural/paid search, direct)	
	Geographic locations of audience	
SEM report	Total Clicks	Behavior of top performing keywords, ad groups, and campaigns in terms of clicks, average time, pageviews, bounce rate, and conversion
	Average CPC	
	Total Costs	
	Top performing keywords	Profit research for the top performing keywords and ad groups for potential budget increase on these keywords to achieve highest possible ROI
	Top performing ad groups	
	Top performing campaigns	
SEO report	Top keywords from organic search	Rank of websites on natural search on Google, Yahoo, and Bing

Social media report	Outbound traffic to all social media	The amount of Likes, Shares, and Comments on all social media, plus posts
	Inbound traffic from all social media	
Conversion report	Traffic to industry partner	The most popular categories of blog articles, the most popular authors, and the most popular video the audiences actually viewed
	e-News signup	
	Interactive guide view, travel guide request	
	Signup and submittal of RFP	

**Table 7: Weekly top-line reports and monthly in-depth reports**

## ***A.4 Social Media Approach***

### ***Content Generation***

By now, we all know that having an active and engaging social media presence is vital for DMOs. We propose to support that effort with the following content generation activities:

- Launch ongoing social media monitoring on topics of crisis communications, brand feedback, and sentiment
- Develop and launch Facebook and Twitter advertising assets to test messaging, drive consumer engagement, and support key promotional campaigns in each target market
- Create YouTube in-stream ads and interactive digital displays to deliver traffic to the portal website and/or co-op/partner websites
- Develop and launch social media engagement with sports fans
- Continue to test content formats, tools, and messaging as new features are added to core social channels
- Select a social media listening platform

### ***Auto and Sync Message Post***

Glogou has designed a tool to auto and sync posts with different social media accounts. The service is subscription-based. Users need to authorize this tool to access their social media accounts. Then, when the user posts a new message in Facebook, this tool will auto and sync post the same message to other authorized social media platforms. It currently works between Facebook, Twitter, and Weibo (China's largest social media platform). We are working to develop this tool to include more social media platforms, such as YouTube, Instagram, and Pinterest.

### ***Auto Translation Tool***

This tool helps businesses reach potential customers in any country in those customers' preferred language(s) by providing an auto translation solution. We can enable your social media efforts to reach any country in any language more efficiently and more effectively, thereby fulfilling multiple needs with one solution.

### ***Social Network Login***

The Experience Kissimmee websites already have social plug-in's incorporated, but don't currently support social network logins. Facebook and Twitter provide API for logins. After a user logs in with their Facebook or Twitter account, we are authorized to acquire profile data, such as name, age, and friend lists. This data gives us more information to analyze alongside the existing web data from Google, and enables us to analyze visitor behavior based on their demographic qualities.

Logging in with Facebook or Twitter automatically shares with friends what each user does on [experiencekissimmee.com](http://experiencekissimmee.com), which is valuable because people have more confidence in their friends' activities and recommendations than in paid advertising content. Posts, pictures, or video may even go viral, expanding the audience exponentially. This potential reach makes social network logins a cost-effective way to promote a website.

### ***Facebook App***

By default, whenever an account holder uses a Facebook app, their friends can see their activity. Why not exploit that feature? We can develop a Facebook app for Kissimmee and Osceola County to supplement its Facebook home page and thereby boost the region's Facebook presence.

## ***A.5 Mobile Approach***

Internet users increasingly access the web via mobile devices. This is especially true of travelers. Of particular interest to DMOs are those people seeking hotel and restaurant information while on the road. They are using their mobile devices to fulfill an immediate need and are, therefore, more likely to make purchases and booking decisions on the web. That's why it's essential for Experience Kissimmee to have a mobile approach.

### ***Mobile Friendly Webpage***

As part of the SEO process, the Experience Kissimmee websites will be made mobile-friendly. They will support most major mobile browsers on iPhone, Android, Windows Phone, and BlackBerry devices.

### **Mobile App**

Creation of a mobile app is essential because a dedicated app is generally much easier to navigate than a website on a mobile device. In our prototype for Osceola County, we have integrated the most commonly used information into the mobile app. A traveler can easily make reservations for hotels, restaurants, and meeting facilities, as well as buy tickets for attractions and sporting events. A demo video about this Kissimmee and Osceola Guide mobile app can be found at: <http://screencast.com/t/FOVIKNQec>. A few screen shots are included below, and more information can be found in Section C.4.



**Figure 5: Screenshots of mobile app for Kissimmee**

### **A.6 Budget Allocation For SEM**

A yearly SEM budget allocation of \$850,000 is proposed for Osceola County, of which \$595,000 is for Google, \$127,500 for Yahoo, and \$102,000 for Bing. Those funds go entirely to Google, Yahoo and Bing, to be used for purchasing ads. Glogou does NOT take a cut from those funds.

Countries	Language	Google Budget				Total
		Q1 (20%)	Q2 (30%)	Q3 (25%)	Q4 (25%)	
US	English	\$89,250	\$154,700	\$119,000	\$148,750	\$511,700
UK	English	\$5,950	\$2,975	\$2,975	\$5,950	\$17,850
Canada	English	\$5,950	\$2,975	\$2,975	\$5,950	\$29,750
	French	\$2,975	\$2,975	\$2,975	\$2,975	
Latin America	Spanish	\$2,975	\$5,950	\$5,950	\$2,975	\$17,850
Brazil	Portuguese	\$2,975	\$5,950	\$5,950	\$2,975	\$17,850
Total		\$110,075	\$175,525	\$139,825	\$169,575	<b>\$595,000</b>

**Table 8: Google SEM budget, 1st Year**

Countries	Language	Yahoo Budget				Total
		Q1 (20%)	Q2 (30%)	Q3 (25%)	Q4 (25%)	
US	English	\$19,125	\$33,150	\$25,500	\$31,875	\$109,650
UK	English	\$1,275	\$638	\$638	\$1,275	\$3,825
Canada	English	\$1,275	\$638	\$638	\$1,275	\$6,375
	French	\$638	\$638	\$638	\$638	
Latin America	Spanish	\$638	\$1,275	\$1,275	\$638	\$3,825
Brazil	Portuguese	\$638	\$1,275	\$1,275	\$638	\$3,825
Total		\$23,588	\$37,613	\$29,963	\$36,338	<b>\$127,500</b>

**Table 9: Yahoo SEM budget, 1st year**

Countries	Language	Bing Budget				Total
		Q1 (20%)	Q2 (30%)	Q3 (25%)	Q4 (25%)	
US	English	\$15,300	\$26,520	\$20,400	\$25,500	\$87,720
UK	English	\$1,020	\$510	\$510	\$1,020	\$3,060
Canada	English	\$1,020	\$510	\$510	\$1,020	\$5,100
	French	\$510	\$510	\$510	\$510	
Latin America	Spanish	\$510	\$1,020	\$1,020	\$510	\$3,060
Brazil	Portuguese	\$510	\$1,020	\$1,020	\$510	\$3,060
Total		\$18,870	\$30,090	\$23,970	\$29,070	<b>\$102,000</b>

**Table 10: Bing SEM budget, 1st year**

**Note:** There is no third-party cost associated with the SEO and social media campaigns. Glogou develops all necessary contents and services in-house.



## B. Sample SEM/SEO Checklist

The following is a quick SEM/SEO checklist to summarize what has been discussed in previous sections. These services are what a DMO should expect to receive from an innovative internet marketing agency.

		Items
SEM services	1	Increase keywords quantity
	2	Improve keyword quality
	3	Improve keyword relevance
	4	Remove duplicate organic/paid results
	5	Ad groups bidding price adjusting
	6	Fine-tuning of keywords
	7	Profit evaluation for well-behaved keywords
	8	Cross search engine optimization
	9	International markets (including translation)
	10	Off-season strategy
SEO services	1	Generate enough content
	2	Content creativity
	3	Domain name
	4	Webpage translation
	5	Keyword quality
	6	Article titles and bodies
	7	Conventional SEO techniques
Tracking, reporting, and analysis	1	Set up conversion tracking
	2	Set up custom variables
	3	Raw data collection
	4	Data analysis
	5	Top-line and in-depth reports
Social media	1	Content creativity
	2	Sync message among different social media
	3	Social network login
	4	Facebook app development
Mobile	1	Mobile-friendly website
	2	Mobile app development

**Table 11: SEM/SEO checklist**

## C. Supplementary Material for SEM/SEO Efforts

In this section, we take our case study of SEM/SEO efforts for Osceola County several steps further than the traditional internet marketing agency would.

### C.1 Sample Website created by Glogou for Osceola County

[www.around-orlando.com](http://www.around-orlando.com)



**Figure 6: Website for special keywords**

One of our foremost SEO goals is to redirect a significant amount of the traffic from large search volume websites to the Kissimmee website families. Per Google Keywords®, people are more likely to search using keywords like “hotel Orlando” than “hotel Kissimmee.” In fact, the search volume of keywords related to Orlando is 10 to 40 times that related to Kissimmee (Table 12)

Keywords related with Orlando	Global monthly searches in Google	Keywords related with Kissimmee	Global monthly searches in Google
hotels near Orlando	60,500	hotel near Kissimmee	2,400
hotel Orlando	550,000	hotel Kissimmee	12,100
restaurants near Orlando	8,100	restaurants near Kissimmee	480
Orlando restaurants	110,000	Kissimmee restaurants	8,100

**Table 12: Popular keywords vs. long tail keywords**

Given this fact, our solution is to create an Orlando-related domain name: [www.around-orlando.com](http://www.around-orlando.com). This new domain name will attract customers by using the name of a place they are already familiar with, then redirect that traffic to Experience Kissimmee’s websites to inform them about the convenient location, unique tourism opportunities, and good deals nearby.

The next step is to create an exhaustive online travel guide for Osceola County. It will serve the dual purpose of presenting Kissimmee as a viable place to stay on a trip to the Orlando area and as a travel destination in its own right. This positioning will raise the profile of Osceola County, thereby increasing the number of visitors and their total expenditure.

Since content is what draws traffic and keeps potential visitors exploring the site, we intend to improve that webpage content in four ways:

- We'll gather detailed information on the area. For example, our research tells us that there are 611 hotels and 162 restaurants in Kissimmee alone; all would be represented in our comprehensive tourist guide. We'd continue to collect more listings, not only in Kissimmee but also in the cities surrounding Orlando. That approach would generate at least 10,000 webpages to enrich the website content.
- We'll provide convenient features that connect tourists with local service providers directly, so they'll be able to make their plans with as few clicks and as little frustration as possible. When tourists search for hotels, restaurants, or travel packages, we'll promote Kissimmee travel products and facilitate online transactions such as hotel booking, car rental, and restaurant reservations. Our version of the website will act as a hub to connect tourists with Kissimmee in interactive and influential ways.
- We'll design more travel plans that combine classic Orlando attractions with featured Kissimmee travel products. This will give tourists a new concept of what the area has to offer and expose them to fresh travel experiences outside of Orlando. It will also help to promote Kissimmee's tours, hotels, destinations, stores, etc., in the global market, since foreign travelers rely heavily on such pre-packaged information when deciding where to go.
- Shopping information and discount coupons are very important to many travelers. Tourists shop for themselves, as well as for family and friends. We'll create webpages to provide information on local stores (highlighting local culture and specialty shops), major outlet malls, nearby super-stores, and luxury shopping centers, and make it easy for those merchants to offer web-based specials to [experiencekissimmee.com](http://experiencekissimmee.com) users.

Content generation is, by necessity, an on-going process—businesses come and go, products and prices change. Constant content refresh not only attracts repeat web visitors and caters to their changing demands, but also enhances SEO for the site. We'll update our website frequently to increase awareness of and familiarity with Kissimmee.

## ***C.2 A List of Creative Content for SEO***

A brainstorming session yielded the following suggestions geared toward enhancing Experience Kissimmee’s creative content for better SEO:

- Promote unique, “must-see” attractions, especially for kids; for instance, engage kids by describing unique animals in Osceola County, such as alligators
- Integrate digital media by leveraging content in new digital formats, including interactive maps that show nearby attractions when people mouse over a point on the map
- Create a platform for encouraging additional content produced by natives, thereby providing more relevant, first-person content
- Explore and launch opportunities to attract consumers and co-op partners through popular entertainment and sports-branded content and events
- Form relationships with local entertainers and venues to inspire and drive travel to Kissimmee
- Provide minutes, a fan journal, and updates on important sporting events in order to engage key stakeholders and expand consumer outreach; this can also inspire incremental visitation to Kissimmee
- Provide a round-up of positive coverage across consumer, trade, and business media
- Align with local, national, and international news outlets by establishing:
  - Co-op partnership support
  - Compelling message points and elevator pitch
  - Editorial calendar for media outreach
  - Media cultivation strategy
  - Tracking, valuation, and reporting process for earned media
  - Media coverage for Kissimmee crossing all channels and materials
- Integrate PR/media partnerships’ content-driven generation
- Integrate social media/PR/media outreach with event and digital interactive and editorial calendars
- Establish a process in each target market segment, in cooperation with local social resources, to focus on leveraging new co-op participation opportunities for partners with new promotions
- Get updated news on national/international/sports event calendars (two-tier: industry and consumer) to maximize reach

## C. 3 A Sample Top-Line Report and Details for Reports

### C.3.1 Sample top-line report

#### Overall report

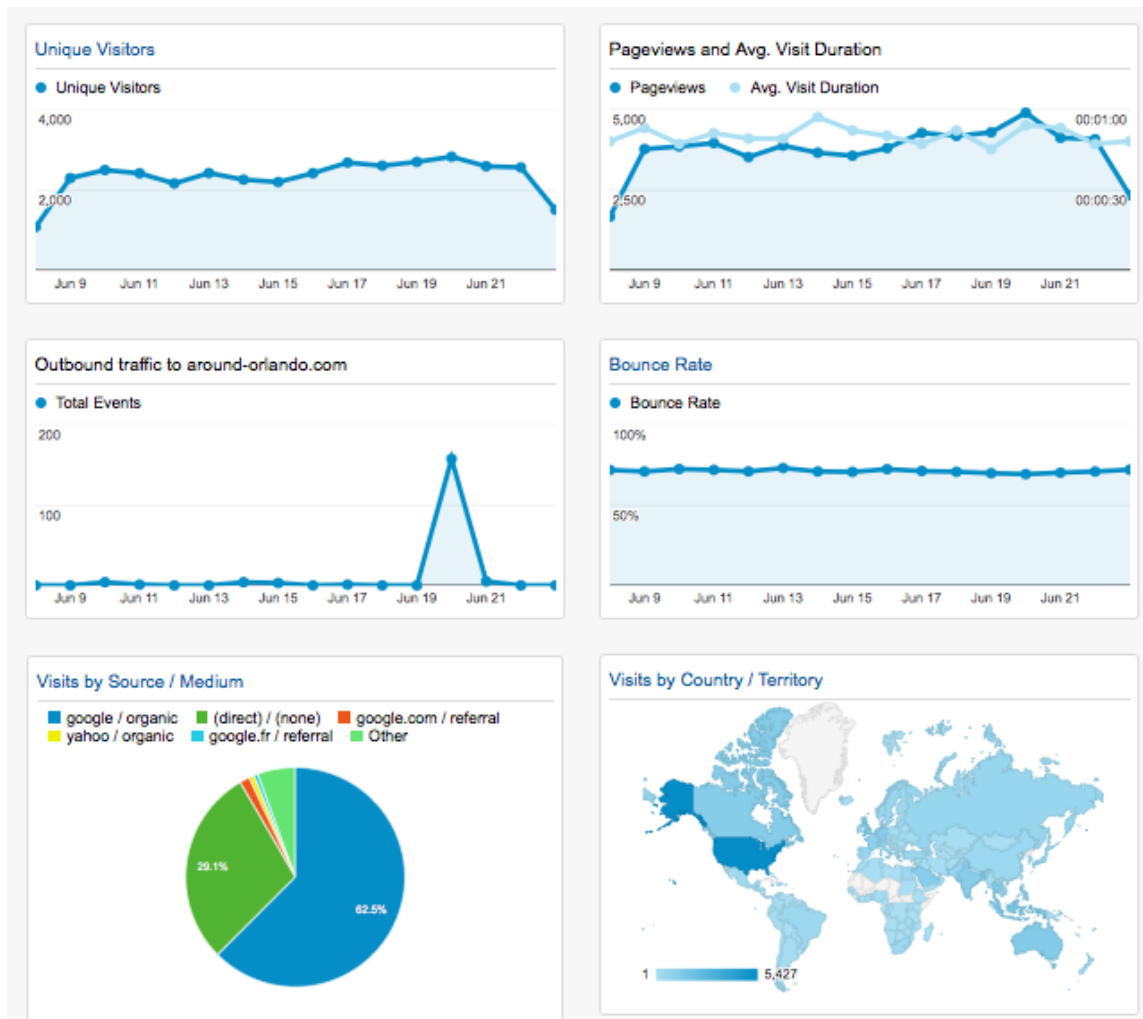


Figure 7: Sample Google Analytics® reports



# SEM report

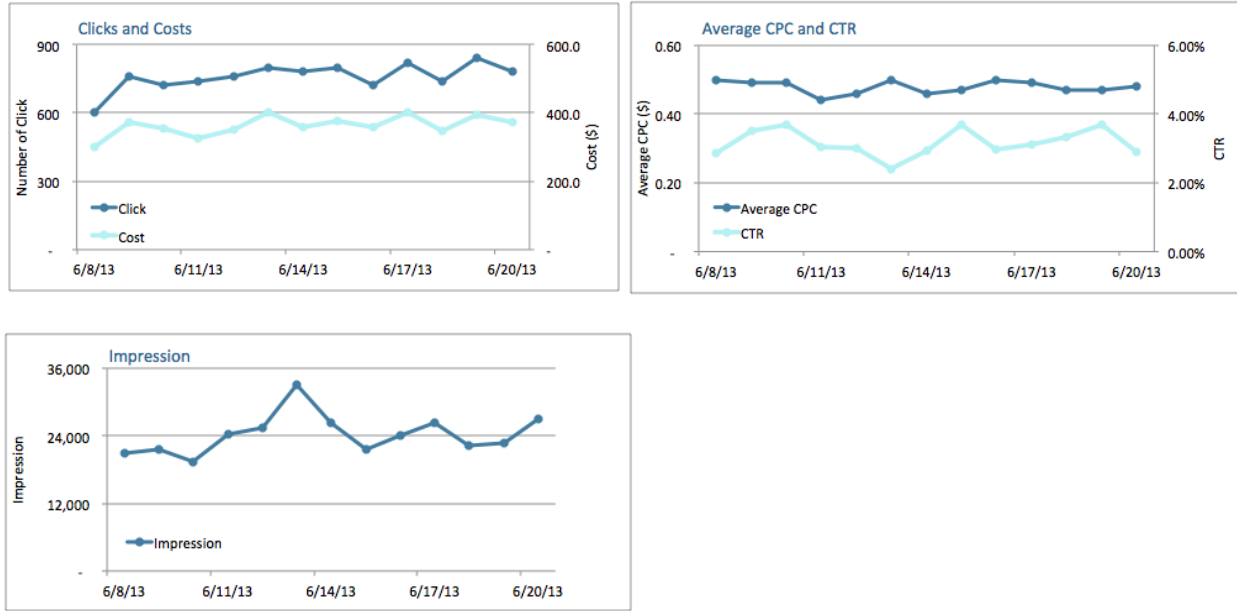


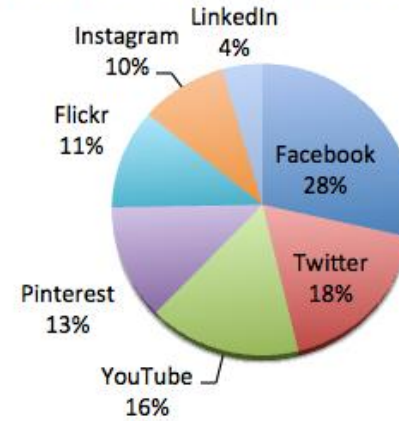
Figure 8: Sample SEM reports



## Social Media Report

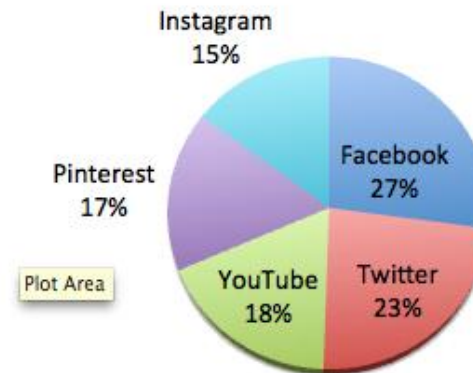
Inbound traffic from social media			
	Social Network	Visits	% Visits
1	Facebook	1356	28.55%
2	Twitter	842	17.73%
3	YouTube	754	15.87%
4	Pinterest	597	12.57%
5	Flickr	532	11.20%
6	Instagram	456	9.60%
7	LinkedIn	213	4.48%
	Total	4750	100.00%

### Inbound traffic from social media



Outbound traffic to social media			
	Social Network	Visits	% Visits
1	Facebook	956	27.13%
2	Twitter	825	23.41%
3	YouTube	634	17.99%
4	Pinterest	587	16.66%
5	Instagram	522	14.81%
	Total	3524	100.00%

### Outbound traffic to social media





## Conversion Report

Conversion	Visits	% Visits
Traffic to industrial partner	2855	9.06%
E-News signup	524	1.66%
Interactive guide view	686	2.18%
Travel guide request	467	1.48%
Signup and submission of RFP	458	1.45%
Total visits	31,512	

### Conversion rates

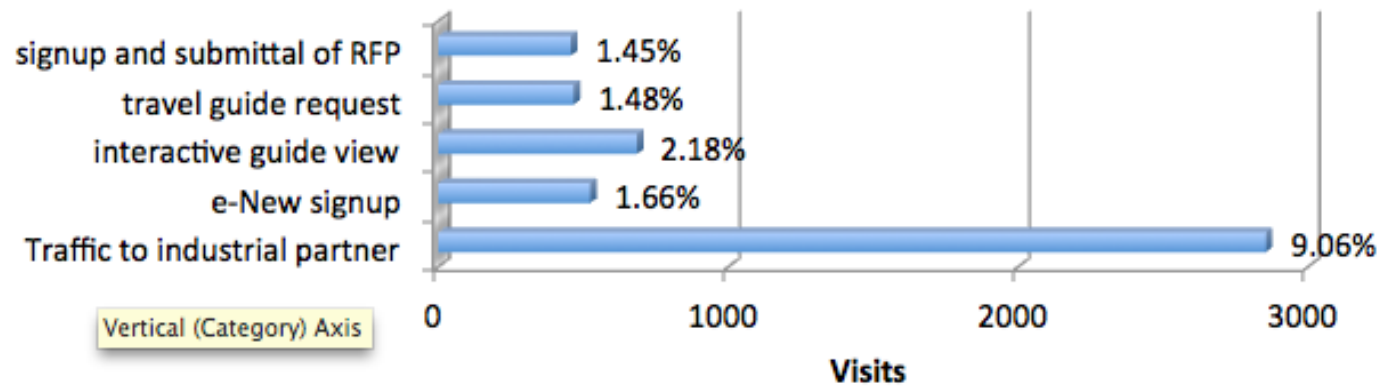


Figure 9: Sample social media and conversion reports



### **C.3.2 Details of reports**

#### ***Overall Report***

The overall report contains the most general information about the site, including unique web visitors, pageviews, average time on site, average bounce rate, and outbound clicks to partner sites over time. It also provides a three-month comparison of these metrics so as to give a better overview of the websites' behavior trends.

#### ***SEM Report***

The SEM report contains cost, impression, click, average CPC, and click through rate (CTR) information. It also provides details on the behavior of top-performing keywords, ad groups, and campaigns, such as average time on site, pageviews, bounce rate, and conversion. The report identifies good keywords (those with a high conversion rate) from bad keywords (those that attract high traffic, but have a low conversion/high bounce rate). Finally, it features in-depth profit research for top-performing keywords and ad groups, which shows whether the keyword is a good candidate to attract more traffic by increasing the bidding price.

#### ***SEO Report***

The SEO report contains information about the behavior of top keywords from organic searches, based on what the landing page of these keywords is. The average Google, Yahoo, and Bing, positions of websites for all keywords is also included.

#### ***Social Media Report***

The social media report contains numbers for inbound traffic from and outbound traffic to the major social media platforms (Facebook, Twitter, YouTube, Pinterest, and Instagram). The report also tracks the amount of Likes, Shares, and Comments for all social media posts by the DMO, as well as user mentions.

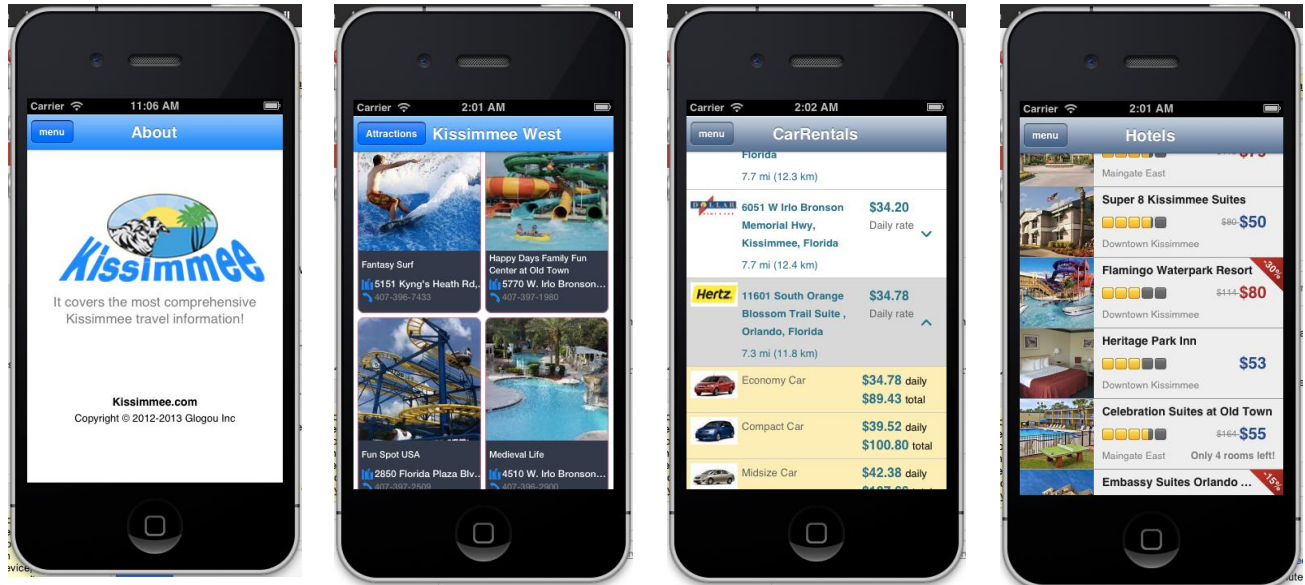
#### ***Conversion Report***

The conversion report contains insight into the effectiveness of SEM/SEO by providing information on traffic to industrial partners, e-News signups, interactive guide views, travel guide requests, and RFP signups and submissions, as well as the most popular categories for blogs, the most popular authors, and the most-viewed video.

### C.4 Sample Mobile App Created by Glogou for Kissimmee

A demo video about this Kissimmee and Osceola Guide mobile app can be found at:

<http://screencast.com/t/F0VIKNQecC>



About Kissimmee

Tour Guide

Car Rental

Hotel Booking



Maps

Menu

Attractions

Figure 10: Screenshots for the mobile apps for Kissimmee

## **D. More SEM/SEO Case Studies**

This section contains brief overviews of SEM/SEO efforts we conducted for two other destination regions, one domestic and one international.

### ***D.1 Capital Region USA (CRUSA)***

Glogou is currently working with Capital Region USA (CRUSA), the official direct marketing organization whose mission is to attract more overseas visitors to the Washington, D.C. —Virginia—Maryland, USA area, and to get those tourists to stay longer and spend more money while they are there. We are performing ongoing SEO analysis of the CRUSA websites, micro-sites, and landing pages, and providing pragmatic recommendations to manage their SEM campaigns. Given the importance and effectiveness of social media marketing on travel destination promotions, Glogou has developed the all-around social media content strategy below to meet Capital Region USA's general marketing goals:

<b>Goal</b>	Social media will communicate the brand strategy of Capital Region USA (CRUSA): “Experience the best of the Capital Region USA!”
<b>Target</b>	International tourists, including Chinese tourists
<b>Positioning</b>	Social media is used to build an online platform and community to introduce CRUSA to more international users, and to increase the number of Chinese visitors and their expenditures in travel
<b>Content Strategy</b>	<p>Topics include: lifestyle information, such as the great outdoors, urban excitement, indulgence, history and culture; travel information, such as visa requirements, accommodations, shopping, food, transportation, money, insurance; sharing of travel-related posts from influencers’ blogs, celebrities, Q&amp;A</p> <p>Form: videos, postings, photos, etc.</p> <p>Sources: capitalregionusa.org web portal and Facebook/Twitter pages, YouTube videos, influencers’ blogs, news outlets, etc.</p> <p>Update deal, event, and accommodation information</p> <p>Load links of videos onto social media page and display them on a pre-determined rotation schedule (which also gives exposure to CRUSA’s partners)</p>
<b>Social Media Design</b>	Consistent with the style of CRUSA’s existing Facebook and Twitter presence, but adding Chinese elements to catch Chinese eyeballs and interest
<b>Key Performance Indicators (KPIs)</b>	Number of followers, Key Opinion Leaders (KOLs), posts, shares, comments, interactions, etc.
<b>Reporting</b>	Weekly update for KPI, key comments, feedback, and sentiments
<b>Social Media Management</b>	<p>Operated by Glogou Social Media Team</p> <p>Glogou Team: overall strategic planning, content planning, development and posting, comment response, weekly update report and development</p>

**Table 13: Social media strategies for Capital Region USA project**

In order to meet and exceed the client's expectations by maximizing the branding and marketing effort overseas, the Glogou team has formed a complete strategy and developed detailed plans based on in-depth market research into the tourism industry, consumer behaviors, competitors, and marketing promotion channels. Glogou is building an integrated digital platform for the ongoing campaign. A large amount of work has already been completed during the preliminary phase, including the creation of a detailed weekly content calendar, bulk translating, art design, website and social platform design and setup, content localization, SEM, SEO, and Social Media Marketing (SMM), etc.

Glogou has proven experience in helping clients achieve high KPI on a limited budget. Based on the scope of the tasks for the CRUSA campaign, we provide a number of KPI-related reports through different channels, including:

- ✓ Website KPI
- ✓ Number of webpages created
- ✓ Number of webpages indexed by Baidu
- ✓ Daily unique traffic
- ✓ Daily organic traffic
- ✓ Daily pageviews
- ✓ Number of people signed on with email and mobile phone number
- ✓ Daily repeat visitors

Social media daily management work includes:

- ✓ Content planning and content research/creation/editing/posting
- ✓ Video/graphic content design and generation
- ✓ Interaction and engagement with fans: replying to their private messages, answering their comments and questions, reposting their tweets
- ✓ Fan base growth: designing and implementing a fan following strategy to increase the fan base
- ✓ Key Opinion Leader management
- ✓ Analysis of data and optimization of social media operation

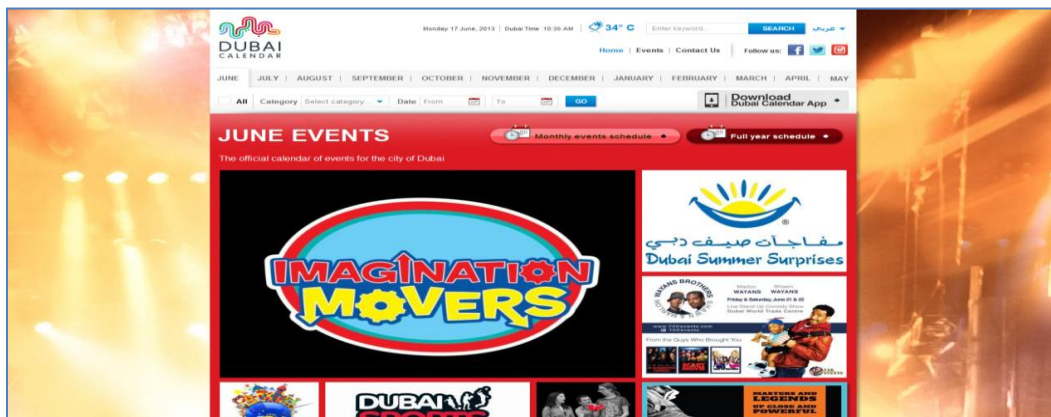
For weekly updates, we provide the KPI (number of fans, number of comments, and number of reposts), as well as a complete list of the posts with fan responses.

For the monthly report, we provide the KPI and a list of posts/responses, plus an analysis of social media analytic data to derive key insights from the campaign. Important comments, questions, and private messages from fans are highlighted in order to identify trends and other strategically important information. And finally, if a promotional event began during this period, its progress is monitored and reported.

## ***D.2 Dubai Events and Promotions Establishment (DEPE)***

In 2012, Glogou helped the government agency Dubai Events & Promotions Establishment (DEPE) plan and manage an international digital marketing campaign designed to promote Dubai as a destination for conferences, concerts, exhibitions, and festivals related to culture, art, fashion, health, and sports. DEPE hosts the Dubai Calendar, the official listing of business and leisure events in that country, at [www.dubaicalendar.ae/en](http://www.dubaicalendar.ae/en). The desire was to drive more traffic to this website and thus attract more international tourists and business travelers through digital means.

The campaign set a goal of attracting 20,000 clicks or 1 million impressions within 20 days from targeted internet users through search engine Content Network display ads. The challenge was to get a huge number of impressions within the client's budget in an extremely short period of time. In order to get the best results, the Glogou team hand-picked and managed more than one thousand keywords related to the events on the Dubai Calendar and created eye-catching web content. Furthermore, our team carefully selected the popular travel-related websites most likely to deliver the target audience.



**Figure 11: Dubai calendar interface**

Our delivery of results depended upon one of the best practices Glogou has adopted to date, constantly monitoring campaign results and giving feedback to our clients immediately so adjustments can be made in a timely manner. In the beginning of the DEPE project, the client required us to run the campaign using a list of keywords they provided. We monitored the campaign for about three days, and based on the KPI report, our SEM team discovered that the effect was far from the client's expectations. We communicated the problem to the client, broadened the keyword list via our researched suggestions, and initiated more creative display ads. Ultimately, we fulfilled all of the client's requirements and turned the campaign into a great success.

## **E. What to Look for in An Agency for Destination Marketing**

In summation, a marketing agency should research and analyze the current effectiveness of DMO websites and provide fully integrated solutions to:

- Implement and efficiently manage sponsored SEM campaigns
- Perform ongoing SEO analysis of websites, micro-sites, and landing pages, and provide pragmatic recommendations
- Implement campaign tracking and reporting, providing both top-line and in-depth reporting
- Analyze statistical data from campaign tracking and website stats, and in-depth reporting
- Implement, manage, support, and thoroughly understand available web analytics—particularly Google Analytics®

As demonstrated above, Glogou knows what metrics are most relevant to DMOs, and our innovative technology solutions would be an excellent fit for achieving many regions' internet marketing goals.