

Marketing Your Byway

Methods, Materials and Means



Know Your Audience

When creating marketing and promotion strategies, it is important to know your audience and the story you wish to tell.

Through the development of a Corridor Management Plan, identifying intrinsic qualities, taking a byway inventory, planning interpretation, and developing social media platforms, your byway leaders have the skills to craft strategies to share the byway message with your audience.

Logo

A logo should be developed that reflects the important qualities of the Byway. Your byway logo, once approved, should be used on all materials, websites, Facebook pages, business cards, and any other marketing material. Wayfinding and wayshowing principles should be applied when using your logo on road signs (see the related fact sheet on Wayfinding).

Craft an Elevator Speech

An “elevator” speech should be created to share the essence of the byway in a short, less than two-minute speech. Part of the mission statement may be used to develop what the byway leader can share when introducing the byway.

The Audience – Byway Leaders and Representatives

Your byway representatives serve on the front line to the byway and they are part of the audience for your marketing effort. They should be well-versed in the byway and the byway story. Their knowledge will be reflected in printed and written materials, Facebook posts, blogs, face-to-face interactions at meetings and events, and even how and how promptly they answer emails and phone calls.

The Audience – Other Professionals

Other byways, state travel departments, and other travel professionals, including tour operators, are part of your audience. The more they know of your byway and the individual Byway story, the more effective they will be in sharing the story with others. Byway Leaders should network with these professionals at events, trainings, conferences, fairs, and other opportunities. Collect business cards and use the contact information to share the Byway with fellow professionals later and then thank them for their

time spent listening to or reading your Byway information.

The Audience – The Visitor

The visitor is usually who is thought of when defining the audience. They are the ones who will bring their money, spend time on the byway, and share their experience with others. The marketing plan will be heavily directed towards this part of the audience.

Marketing Plan

A marketing plan should be devised that uses a multitude of methods to reach the audience. As most byways are run by non-profits with limited funds, the plan must be sensitive to the budget. Partnering, sharing, selling advertising, grants, and other funding sources may be required to carry out the plan.

The plan will answer:

- Who? The audience
- What? The byway (and story)
- Where? In the audience’s home/office/car and as they travel
- Why? Because the traveler is looking for an authentic experience.

Materials

Some of the desired materials may include, but are not limited to:

Printed materials

Informational guide with a map

Rack cards

Business cards

Tear-sheet maps

Brochures

Event materials

Pop-up banners

Literature racks

Table coverings with logo

Social Media

Website

Facebook page

A hashtag (i.e. #traveliowabyways) used on social media.

Twitter/Pinterest

Other

QR code

Phone number with recorded messages

Radio and TV programs

Video clips on YouTube

A combination of these materials may be used at state and county fairs, community celebrations, travel shows and any event you attend. Get approval for your information to go in your state's welcome centers, attractions, and amenities along your byway.

Methods for Learning

People primarily learn in three ways:

- ◆ by seeing the information,
- ◆ by hearing the information, and
- ◆ by doing.

Experience Economy

If possible, the byway should share their story in each of these ways. Travelers today are looking for an "experience", not just a tour of a museum. If they can pan for gold, hike a trail, fish in a stream, or taste specialty food and drink they will have a richer experience they will remember.

Get creative with events you attend and host a booth. Perhaps motorcyclists would enjoy your scenic byway, so attend a H.O.G. rally (Harley Owners group) and promote the byway. If your byway is historic, perhaps hold a museum crawl between communities. Bike rides, food blogs, and art events are ways to draw in new audiences to your byway.

Contacts

A contact email list should be created listing all radio, TV, newspapers, and magazines within the target audience area. Press releases should be sent to them when you have an event to advertise or other information to share with the public.

Photos and Graphics

As you begin to draft media materials (or critique an existing one), it is important to consider that:

Visitors remember:

10% of what they hear;

30% of what they read;

50% of what they see;

90% of what they do.

It is said that a picture is worth a 1000 words. The distressing point is that, if you don't pre-test the pictures you use in your media materials, it can be the WRONG 1000 words!